



MAIHI MĀORI

2017 - 2040

What is the Maihi Māori? The Maihi Māori is a new Māori language strategy developed by and for iwi, Māori and Māori language communities/stakeholders.

How was the Maihi Māori developed? Earlier in 2017 Te Mātāwai (through our iwi and sector Board members) met with iwi, Māori and Māori language communities/stakeholders around the country to gather feedback on Māori language initiatives in communities, their aspirations for te reo Māori and the role of Te Mātāwai in realising these aspirations.

That feedback has informed the development of the Maihi Māori.

Who is responsible for the Maihi Māori? We all are. Te Mātāwai will lead the implementation of the Maihi Māori, working closely with iwi, Māori, and Māori language communities/stakeholders on a range of investment and research initiatives.

Te Whare o Te Reo Mauriora

Te Whare o Te Reo Mauriora is new public policy developed as part of Te Ture Mō Te Reo Māori (2016).

Te Whare o Te Reo Mauriora acknowledges the distinctive and complementary roles both the Crown and iwi/Māori have for the revitalisation of the Māori language, providing assurances around responsibilities and iwi Māori independence in respect of our language.

The 'whare' recognises these two roles with the Maihi Māori being represented on the left side of the whare – the Taraiti where, traditionally, tangata whenua (the host party) is situated; and the Maihi Karauna being on the right-hand side of the whare – the Taranui which is a much larger space offered to manuhiri (guest).

Kotahi te Whare, Kotahi te Kaupapa

Being together in the same whare (house), both iwi/Māori and the Crown are drawn together by a shared sense of purpose for the revitalisation of the Māori language.

What is the Maihi Karauna?

The Maihi Karauna is the new language strategy developed (with advice from Te Mātāwai) by the Crown. It has a focus on better coordination between the multiple activities of Crown agencies and entities, to ensure outcomes for the Māori language are appropriate.

The Maihi Karauna will focus on ways to ensure Māori language is supported at a national and regional level, and is complementary to the Maihi Māori focus on homes and communities.

What are the key parts of the Maihi Māori?



TE WHĀINGA TĀHUHU – vision



NGĀ WHĀINGA HEKE – outcomes



NGĀ WHĀINGA RONGOMAIORO – audacious goals



TE ARA WHAKATUTUKI – approach



NGĀ WHĀINGA POU TĀHŪ – objectives

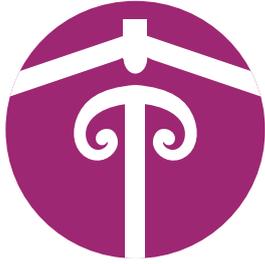


NGĀ TŪTOHU – indicators



TE KORURU – shared overarching vision

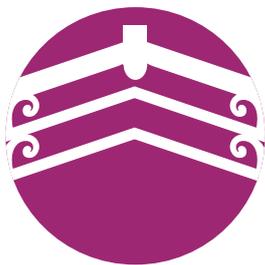
Te Whāinga Tāhuhu



Developing a strategy focused on Māori language use in homes and communities is at the heart of the Maihi Māori. This is what underpins the Maihi Māori vision – *kia ūkaipō anō te reo*.

Creating regional and national conditions that support language usage outside of the home, and ensuring access to rich, relevant and appropriate language is equally as important. Our advice to the Crown for the Maihi Karauna has focused on this and can be seen through their vision *kia māhorahora te reo*.

Ngā Whāinga Heke



Following the overarching Maihi Māori vision are two high-level outcomes which focus on two critical states each contributing to the restoration of the Māori language in homes:

TE HUA 1: TUAKIRI

Ko te pou ia tēnei e hāpai ana i te kōrerotia o te reo Māori hei tohu i te iwi, hei paihere i te hapori

Te reo Māori use in iwi and communities enhances local identity and community cohesion

Tuakiri is primarily about the 'use' of the Māori language - how it is both influenced and influences people depending on perceptions of identity and domains where reo and tikanga are normalised and have relevance.

TE HUA 2: WHAKATUPURANGA

Ko te pou ia tēnei e hāpai ana i ngā whānau kia ūkaipō anō te reo Māori i roto i ō rātou kāinga

Whānau (homes) are supported to re-establish and maintain te reo Māori as a first language

Whakatupuranga is centred around planning and awareness among whānau (especially caregivers), how they plan for future intergenerational transmission; how they set goals, problem solve and make decisions as adults for the raising of the next generation of first language (native) speakers. This recognises that currently for the majority of Māori, language revitalisation does not occur naturally, it needs to be planned to act against the pressure for language shift.

WHAT IS UNDERPINNING THESE OUTCOMES?

Tuakiri and Whakatupuranga are related to key motivators for everyday use of the Māori language in homes and communities. These recognise that the language is:

- being used as an everyday language of communication; and
- self-sustained through daily use (i.e. requires the re-establishment of intergenerational transmission of language, culture and identity)

Ngā Whāinga Rongomaioro

Far reaching goals are nothing new to iwi/Māori. A new strategy seems like the right time to get serious about setting goals for our future generations.



Whāinga Rongomaioro or audacious goals proposed to support the overarching Maihi Māori vision and high-level outcomes of 'tuakiri' (identity) and 'tupuranga' (upbringing) will be aspirational but challenging.

Set over a period of 20+ years, the goals consider the need to bring about sustainable change over multiple generations. They also rely on the ability of the Maihi Karauna to support national and societal change in attitudes towards the Māori language.

By 2040, one million people (or more) will be using Māori language in community immersion domains

By 2040, the Māori language will be the first language of 25% of all Māori children (aged 0-7)

Te Ara Whakatutuki

Throughout our consultation, iwi/Māori and stakeholders prioritised "increased opportunities to immerse in the Māori language" and "learning more about how to integrate Māori language into their everyday lives."



The Maihi Māori Strategy recognises this as 'the type of approach' we will take. Or in other words, we will need to become familiar with the use of key language planning elements to drive language revitalisation outcomes.

What is underpinning this approach?

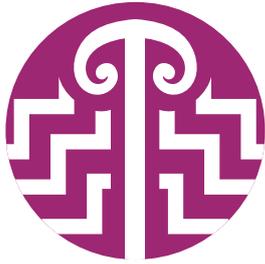
Whakarauora Reo / language revitalisation planning

This element places emphasis on Māori language revitalisation planning that is understood and actively managed by communities.

Takiwa Rumaki / language immersion environments

This element has a broad reach and is focused on creating opportunities for communities and whānau to engage in Māori language immersion environments.

Ngā Whāinga Pou Tāhū



Key to the Maihi Māori Strategy is 'entry and engagement' in Te Whare o te Reo Mauriora, and it is proposed that three key pou: kaiāwhā, tokomanawa, tuarongo – be used to mark the stages users will encounter as they enter or begin their language journey, culminating in an engaged state that will see them begin to pass on the language to future generations. Engagement with these three pou (objectives) aims to support and enhance activities that lead to natural language development and intergeneration transmission.

Ngā Tūtohu



The following draft (high-level) indicators that will be used as measures towards achieving the objectives and outcomes, are proposed under each of the above outcome areas.

Te Pou Tokomanawa

Te pou o waenga o te whare e manaaki ana i ngā whāinga reo a te tangata

Engaging in te reo Māori/revitalisation will mean:

- Increases in the number of whānau engaging in immersion opportunities
- Increases te reo Māori usage in the home and community
- Increases in usage of local/iwi language

Te Pou Kaiāwhā

Te pou tuatahi o te whare e pōwhiri ana i te tangata ki te reo

Awakened to te reo Māori/revitalisation will mean:

- Increases in the number of whānau members commencing te reo Māori journey
- Increases in the number of reo Māori immersion opportunities targeting whānau
- Increases in the number of Māori with strengthened cultural identity and affiliation

Te Pou Tuarongo

Te pou kei muri o te whare e poi poi ana i te tuku ihotanga o te reo

Transmitting te reo Māori will mean:

- Increases in the proportion of Māori speaking homes
- Increases in reo immersion (community) environments
- Increases the proportion of Māori children as first language te reo Māori speakers