



AOTEAROA TANGA

Stories of te Reo Māori

» Kupu Whakataki

Introduction

This year Te Taura Whiri i te Reo Māori invites public service organisations to record and share their stories of te reo Māori.

The battle for te reo Māori has been fought by generations of people, from our smallest towns to our biggest cities. On our televisions, in our schools, homes and workplaces: many of them our public service workplaces. These stories need to be told and saved for future generations.



When a small group of people presented the Māori Language petition to parliament on the 14th September 1972 it was a milestone for te reo but also for New Zealand. The 50th anniversary of that moment falls this year and as a major event that significantly changed Aotearoa, we encourage your agency to mark it by telling your organisation's own story of te reo Māori.

» **He tau reo Māori te tau, he tau whakanui te tau!**

2022 marks an extraordinary year of te reo milestones and anniversaries:

- › 50 years since the Māori Language Petition was presented to parliament;
- › 50 years since the first national kapa haka competition was held (now known as Te Matatini);
- › 40 years since the first kōhanga reo opened;
- › 40 years since Te Karere, the first te reo news programme aired;
- › 35 years since te reo Māori became an official language of Aotearoa; and
- › 35 years since Te Taura Whiri i te Reo Māori opened our doors for the first time.

2022 is also a year of new beginnings as we celebrate our first Matariki public holiday in June and join the United Nations to launch the International Decade for Indigenous Languages 2022-2032 in September.



Over the years public servants have played a major role in the battle for te reo and their stories include one of our most iconic. In 1984 public servant Naida Glavish was a tolls operator for the New Zealand Post Office who greeted callers with: “Kia ora, tolls here.” When she was told to stop saying Kia ora and to speak English, she pushed back and continued to say, Kia ora. The public soon supported her right to speak te reo and the policy was changed.

- › Perhaps your organisation has changed how you greet your clients?
- › Have you stories of staff members who have helped your organisation to embrace te reo?

In 2020 and again in 2021, thousands of public servants joined us to participate in our Māori Language Moment, helping us reach an incredible goal of 1 million people celebrating te reo at the same time.

- › Did your agency take part? Tell us your story?



Dame Naida Glavish

» Call to action

We want to support organisations to record and store their own te reo Māori journeys. No matter how long your journey has been: or how short! Every moment and memory counts and we want to ensure it's recorded.

Tell the story of your reo journey in whatever way you choose. Here are some ideas:

- › Photos of events and initiatives – old and new
- › Videos of events and initiatives – old footage and new
- › Interviews of present and former staff – old footage or new, audio or video
- › Waiata – do you have organisational songs?
- › Minutes of meetings – do you have records that document your commitment to te reo, they could be in your official reporting documents or internal papers
- › Mahi toi, art and craft – commissioned or gifted to your tari
- › Presentations or speeches
- › Do you have a Māori name? What is the story behind it? When and how did you commission it?





Tell your story

Your organisation's story is yours to tell and share in whatever format you choose.

You may want to do something on social media like a written post. If you would like to share the story or recording, here are some ways to do it:

▶ ReoMāori.co.nz

Our site www.reomaori.co.nz hosts photos, videos and written records of Māori language moments and activities. If you don't already have one, you can create a [profile for your organisation](#) and connect to other organisations or groups to share it with your community.

- › You can share your story on your organisation's social media channels for staff, friends and whānau to see or hear.
- › You can share it internally with staff to begin or further develop your internal te reo Māori capability. Check out our workplace rauemi (resources) for ideas.
- › You can publicly share your organisation's story and hashtag #reomāori to be featured on Te Taura Whiri i te Reo Māori social media channels.
- › You can share it with your staff and service users for them to post and share, and invite them to share their own personal te reo stories and memories on your organisation's profile.
- › You might have an organisational newsletter or forum you would like to share your story with, like an intranet. Newsletters like the Public Sector Journal profile stories and initiatives in the public service.

» Questions to get you started

► History

- › Can you find your organisation's earliest te reo Māori record? Or mention? What is it about? What are other early te reo records you can find?
- › What is your organisation's reo journey? Can you tell us about the times when the journey was tough? As well as the times when it was great? How did you learn from these experiences?
- › What are your organisation's stand out moments?

► Te reo Māori names

- › Does your organisation have a te reo Māori name? If so, tell us about how it came about: what motivated your team? When did it come into force? What was the response from others?
- › Does your organisation have other te reo names eg departments, teams, meeting rooms and buildings? If so, tell us about how it came about: what motivated your team? When did it come into force? What was the response from others?



► Use of te reo

- › Do you promote te reo in other ways? Bilingual office signage? Website and/or social media? Annual Report or other flagship documents?
- › Do people speak te reo at your offices? How has this come about? What are the challenges and benefits?
- › Does your organisation have its own waiata? Who composed it? What is its story, and what does it mean for your organisation?



► Celebrations of te reo Māori

- › How has your organisation celebrated Te Wiki o te Reo Māori? What do you do? When did you start?
- › Did your organisation participate in Te Wā Tuku Reo / Māori Language Moment in 2020 and 2021? If so, what did your organisation do to commemorate it?
- › Has your organisation ever celebrated Matariki? What are some stories of how you celebrated in the past?
- › What was the first Matariki celebration for your organisation?

► Te reo initiatives

- › Does your organisation have a language plan? How, when, and why did you create a language plan?
 - › What has the impact of your language plan been?
- › Does your organisation run te reo classes? If so, when did these begin and how has it impacted te reo in your organisation?
- › Do you provide te reo Māori resources or create te reo Māori publications? What has been important about this?

► Hopes and dreams for te reo

- › What do you want the kaimahi working in your organisation to know in 10, 20, or 50 years-time about your te reo journey?
- › What do you hope your organisation achieves for te reo in the future?

Get in touch with our team if you have any questions: we are here to help!

ReoMāori.co.nz



**TE TAURA WHIRI
I TE REO MĀORI**

MĀORI LANGUAGE COMMISSION



2022-2032 | INTERNATIONAL DECADE OF
Indigenous Languages

