

E TIPU (Growing a public service that supports te reo every day, every way, everywhere for everyone)

ZePA

'Kia ita!'

Te Taura Whiri i te Reo Māori
MAORI LANGUAGE COMMISSION



TE WAERENGA (Initial)

TE KĀKANO (Developing)

TE PIHINGA (Defined)

TE MĀHURI (Managed)

TE TAUMATUA (Optimising)

Organisation has no consistent way of adopting te reo; information is not readily accessible; monitoring progress and measuring results is difficult. Culture is “do the best you can”. Success depends on individual effort	Organisation adopts a te reo plan but uptake is inconsistent and mostly voluntary. Have appointed a Senior Responsible Officer but results based management is not yet a focus	Te reo plan, policies and practices are used widely and consistently with strong leadership support. Appropriately resourced and demonstrably delivering outcomes. Information enables reporting and analysis of progress	Te reo plan, policies and actions routinely being adapted based on results and lessons learnt; demonstrably delivering impact. Robust information systems inform decision making.	Decisions informed by comprehensive organisation-wide systemised data. Organisation has deep capabilities and can routinely report impact.
	EXEMPLAR: TE POUHERE TAONGA	EXEMPLAR : NZQA	EXEMPLAR: TE TAURA WHIRI	EXEMPLAR: TE WĀNANGA O RAUKAWA
Staff and leadership have a limited understanding of the value of te reo. No Treaty policy. No bi-lingual signage policy. No reo expectations in recruitment/PD	Inconsistent recognition of the value across the organisation. Development of policy: <ul style="list-style-type: none">Recognition of Treaty/principlesCorporate identity - Bi-lingual signage/business cardsEmail greetings and signoff, salutationsReo DomainsBilingual Press releasesIncorporation of elements in non-te reo publicationsTranslationsRecruitment Reo competencyPerformance Development Plan Reo goalsWorkplace support (reo learning)Remuneration (LFE/PSM)	Established: <ul style="list-style-type: none">Corporate identity - Bi-lingual signage/business cardsEmail greetings and signoff, salutationsReo DomainsBi-lingual publications/press releases of particular interest to te reo speakers or of national significanceRecruitment reo expectationsPerformance Development Plan Reo goalsReo opportunities for staff developmentGuidance on how to treat enquiries from te reo speakersRemuneration (LFE/PSM)	Organisation champions te reo as part of NZ identity and culture: <ul style="list-style-type: none">Corporate identity and brandingFace to face te reo service for clientsAbility to respond to te reo correspondenceBilingual formsMarketing materialsBilingual guidanceBilingual website information for matters of interest to te reo speakers – specific te reo pagesBilingual public meetings	Recognised as an exemplar aligning identity with te reo. Demonstrates to NZ how te reo adds value.
Staff and leadership have little or no understanding of how language reflects and sustains differences in power and status, the Act, the Maihi Karauna, targets, and the organisation’s role Limited understanding of client/stakeholder reo demographics and needs	Staff and leadership have inconsistent understanding of how language reflects and sustains differences in power and status, the Act, Maihi Karauna, targets, and the organisation’s role Inconsistent understanding of client/stakeholder reo demographics and needs Staff encouraged to set reo goals Reo Māori Awareness Programmes	Staff and leadership understand how language reflects and sustains differences in power and status, the Act, the Maihi Karauna, targets, and the organisation’s role. Targeted reo services responding to client/stakeholder demographics and needs Annual Plan and SOI reo commitments	Cross organisation participation in Online Te Reo Public Service Support Network Active sector leadership	Active role leading by example in the support and use of te reo
Limited or no opportunities available for acquisition	Opportunities available (e.g Te Ātarangi,online learning resources) but variable uptake	Opportunities available for all levels (Te Ātarangi/Wānanga/online learning resources) with all client/stakeholder interfaces actively improving their reo competencies	All leadership and staff are actively engaged in developing their reo capability	Organisation mentors other agencies and works with them to share and increase capability
No policies and practice established to encourage use. Limited or no ability to engage with society in te reo.	Te Whakatōtanga ki Te Tupuranga – Beginning to use te reo Māori Increasing capability - Staff can understand te reo Māori that contains well-rehearsed sentence patterns and familiar vocabulary and can interact in predictable exchanges. (Levels 1 – 2 of NZCER Te Reo Māori Assessment) Script based interactions: Reception, Telephone, Email	Te Tupuranga – Staff can cope with a variety of routine situations when talking to speakers of te reo Māori. They can use familiar language with some flexibility and pick up some new language from its context. (Level 3 of NZCER Te Reo Māori Assessment) Expanding script based interactions Exemplar support and leadership Team reo culture established	Te Puāwaitanga – Achieving social competence in te reo Māori. Staff can converse with te reo Māori speakers in familiar social situations and cope with some less familiar ones. They can use basic Māori language patterns spontaneously. (Te Taura Whiri Level Finder Exam Level 3) Te reo commonly heard in the work environment	Te Pakaritanga –Personal independence in te reo Māori. Staff can take part in general conversation with speakers of te reo Māori, understand most of what is said, and contribute relevant comments. (Te Taura Whiri Level Finder Exam Level 4-5) All business within/out the organisation can be transacted in te reo
Limited or no contribution to corpus	Small contribution to corpus. Developing organisation relevant vocabulary list Translations not always quality controlled.	Expanding corpus. Have an expansive organisation relevant vocabulary assured by Te Taura Whiri. Translators and interpreters frequently used.	Sharing our vocabulary list with others in the sector to promote common usage Have in-house quality control for corpus. Developing or sharing translators and interpreters.	Coordinating cross sector to expand corpus for that sector. In house/contracted translators and interpreters.

<p>Kounga (Quality) – ensuring success through quality intervention</p>	<p>No quality control in place. Limited or no measures</p>	<p>Developing measurement capability Completed baseline measurement, attitudes survey, staff capability survey</p>	<p>Implementation Analysis. Using the data we have to inform support needs and resource allocation</p>	<p>Improvement based on analysis. Evaluation</p>	<p>Defining new measures and indicators</p>
<p>What will the te reo using public experience?</p>	<p>They mispronounce my name I get greeted by an occasional “kia ora” I’m not offered the opportunity to talk to a person who understands and can support a conversation in te reo Response to my reo correspondence is in English and takes a long time Everything written in English</p>	<p>Pronounces my name and greets me correctly Understands my introductions A speaker is sometimes available to have non-specialist conversations in te reo Reo correspondence is replied to in English sometimes in te reo</p>	<p>Pronounces my name and greets me correctly Understands my introductions, asked me how I was and if I needed anything A speaker is available so I can continue the non-specialist conversation in te reo Reo correspondence was replied to in English and te reo.</p>	<p>I’m hearing te reo being used when I visit Understands what I’m saying in te reo but struggles sometimes to reply in te reo A confident speaker is available to assist the specialist conversations Reo correspondence is in te reo There are some te reo forms Some of the publications are bilingual</p>	<p>I feel comfortable to talk and write in English and Māori anytime knowing that I am understood Publications that I’m interested in and the website are bilingual</p>