

TE TAURA WHIRI
I TE REO MĀORI

MĀORI LANGUAGE COMMISSION



Kia Māhorahora te Reo

Everywhere,
Every Way,

Everyone,
Every Day

Maihi Karauna Implementation
Plan Status Report 2020/22

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Foreword

Chief Executive Officer

Tēnā koutou katoa

The Māori Language Act established a language partnership between the Crown and Māori which we describe as Te Whare o te Reo Mauriora: the House of Living Language.

Our friends at Te Mātāwai lead the Maihi Māori, which means they are focused upon promoting te reo within Māori homes and communities.

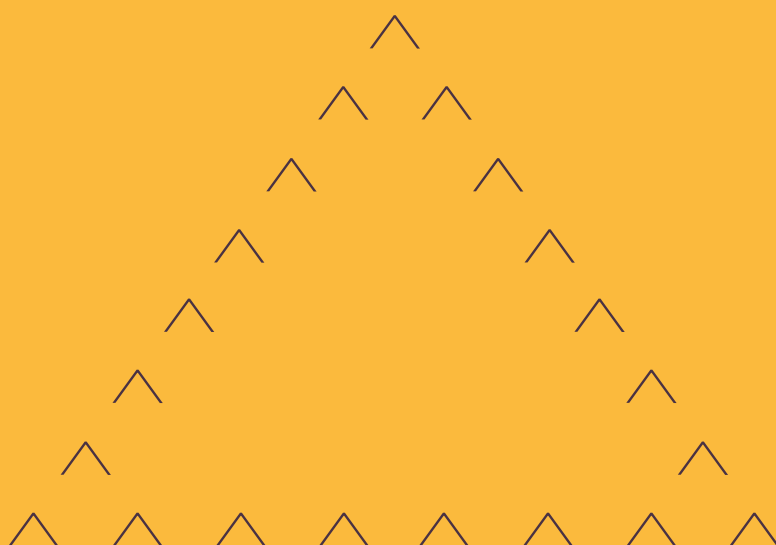
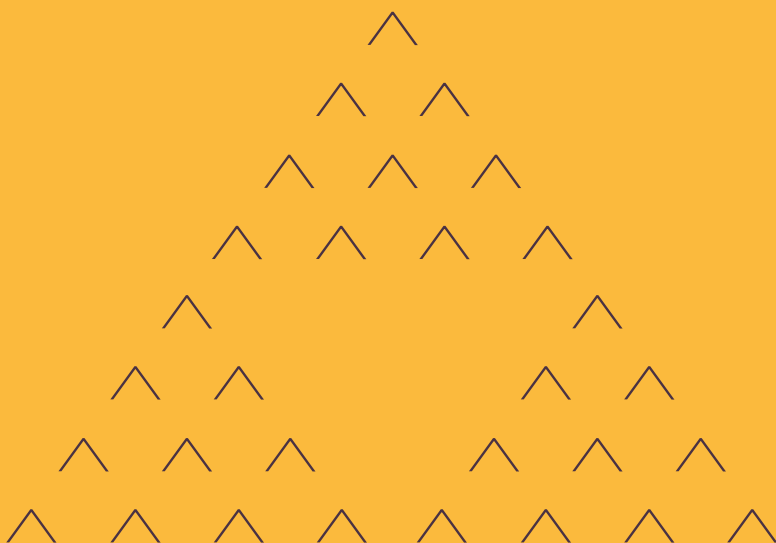
At Te Taura Whiri i te Reo Māori, we lead the implementation of the Maihi Karauna, the Crown's Māori Language Strategy. Our focus is promoting te reo to wider New Zealand. Our relationships with colleagues across the public and state sector is a key part of our work. We know Crown agencies are increasingly weaving te reo Māori into their work plans as they move past one-off initiatives and into their planning.

This means in planning ahead we acknowledge all those organisations that have already lodged language plans with us. We are always available to encourage and support agencies as they develop language plans that work for them.

Kia kaha te Reo Māori!

Ngahiwi Apanui
Tumuaki

Introduction 01



► Purpose

This Implementation Plan details contributions by Te Papa Kōrero agencies¹ to the Maihi Karauna in 2021/22. From 2021/22 and beyond contributions from other Government organisations will be added as they register their language plan with Te Taura Whiri i te Reo Māori. These agencies play key roles in leading/coordinating implementation of the Maihi Karauna, and working with Te Mātāwai to ensure alignment with the Maihi Māori.

► Context

Te Whare o te Reo Mauri Ora

A partnership for the revitalisation of te reo Māori

1. Te Puni Kōkiri, Te Taura Whiri i te Reo Māori, the Ministry of Education, the Ministry for Culture & Heritage, Te Māngai Pāho, the Māori Television Service, Te Arawhiti, the Department of Internal Affairs and the State Services Commission.

2. *Final Maihi Karauna Strategy and Implementation Approach* Cabinet Paper, December 2018.

3. *Maihi Karauna: The Crown's Strategy for Māori Language Revitalisation, 2019–2023*.

Te Ture mō Te Reo Māori 2016 created a partnership for the revitalisation of te reo Māori between the Crown and iwi and Māori.²

The legislation acknowledges that iwi and Māori are the kaitiaki of te reo Māori, while recognising that the Crown is able to advance the revitalisation of the Māori language by promoting strategic objectives in wider New Zealand society. The two parties are therefore required to work in active partnership to promote the knowledge and use of te reo Māori.³

► Context continued

The partnership is expressed through the metaphor of Te Whare o te Reo Mauri Ora. The two sides of the partnership are represented by the maihi (bargeboards) on each side of the whare. The kōruru, or carved figure at the apex of the house, is the shared vision, *kia mauriora te reo Māori*. The partnership is governed by Te Rūnanga Reo, a joint partnership group between Ministers and board members of Te Mātāwai.⁴

Te Ture mō Te Reo Māori 2016 established Te Mātāwai to represent iwi, hapū, whānau, Māori and communities in this relationship, on one side of the whare. The other side of the whare represents the Crown.⁵

The legislation requires that the Minister for Māori Development issue, on behalf of the Crown, a Maihi Karauna Strategy that sets out:

- › the Government's objectives and policies, and related matters, relevant to the revitalisation of the Māori language; and
- › the Government's long-term strategic direction, and the current and medium-term priorities, to support that revitalisation.⁶

► Maihi Karauna

The Maihi Karauna Strategy was approved by Cabinet in December 2018. The Maihi Karauna strategy takes a 'macro' perspective, by focusing on creating the societal conditions for te reo Māori to thrive and ensuring that government systems support that. The Maihi Māori, issued by Te Mātāwai, takes a complementary 'micro' role that focuses on revitalisation within communities and whānau. It envisages the restoration of te reo Māori as a nurturing first language – *kia ūkaipō anō te reo Māori*.⁷ Key elements of the Maihi Karauna strategy are shown in Figure 1.



4. Final Maihi Karauna Strategy and Implementation Approach Cabinet Paper, December 2018.

5. Ibid.

6. Ibid.

7. Final Maihi Karauna Strategy and Implementation Approach Cabinet Paper, December 2018.

► Governance

The Maihi Karauna is governed by two groups: Te Papa Kōrero and Te Rūnanga Reo.

Te Papa Kōrero

Te Papa Kōrero members include the Chief Executives of Te Taura Whiri i te Reo Māori (Chair), Te Mātāwai, Te Puni Kōkiri, the Ministry of Education, the Ministry for Culture & Heritage, Te Māngai Pāho, the Māori Television Service, Te Arawhiti, the Department of Internal Affairs and the Public Service Commission (formerly the State Services Commission).

Te Papa Kōrero provides leadership and coordination for the implementation of both Maihi (Maihi Māori and Maihi Karauna), including:

- › identifying opportunities to advance collaborative initiatives and providing advice to Te Rūnanga Reo around large scale actions that require their support;
- › monitoring progress of joint work plans to advance the objectives of both Maihi; and
- › attend to other matters as directed by Te Rūnanga Reo.

Te Rūnanga Reo

Te Rūnanga Reo members include: members (including the Co-Chairs) of Te Mātāwai; the Minister for Māori Development (Chair); the Associate Minister for Arts, Culture & Heritage; the Minister for Māori-Crown Relations and Associate Minister of Education; the Minister of State Services; the Minister of Finance; and the Minister of Broadcasting, Communications & Digital Media.

The responsibilities of Te Rūnanga Reo include:

- › appraising and confirming a shared vision for the Māori language;
- › identifying issues of shared importance, opportunities and risks related to both Maihi; and
- › identifying issues with the Maihi Karauna Strategy, and prioritise outcomes within the strategy.

Kia Māhori te Reo

Everywhere,
Every Way,
rahōra
Everyone,
Every Day

Figure 1: Key Elements of the Maihi Karauna Strategy

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Vision

Kia Māhorahora te Reo

Everywhere, Every Way, Everyone, Every Day

Role

Create the conditions for te reo Māori to thrive as a living language

Outcomes	Aotearoatanga Nationhood	Mātauranga Knowledge & skills	Hononga Engagement
Audacious Goals	By 2040, 85 percent (or more) of New Zealanders (or more) will value te reo Māori as a key part of national identity	By 2040, 1,000,000 New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori	By 2040, 150,000 Māori aged 15 and over will use te reo Māori at least as much as English
Approach	Whakanui – create the conditions for te reo Māori to be valued by Aotearoa whānui as a central part of national identity	Whakaako – create the conditions for te reo Māori to be learned by Aotearoa whānui	Whakaatu – create the conditions for te reo Māori to be seen, read, heard and spoken by Aotearoa whānui
Priorities	Current priorities: <ul style="list-style-type: none"> › More New Zealanders valuing te reo me ngā tikanga Māori as part of our national identity › More value gained from te reo me ngā tikanga Māori for economic and social development › More young people excited about te reo Māori Medium-term priorities: <ul style="list-style-type: none"> › More people engaging with quality broadcast and online content in te reo Māori 	Current priorities: <ul style="list-style-type: none"> › More children and young people learning te reo Māori › More people progressing beyond basic knowledge of te reo Māori Medium-term priorities: <ul style="list-style-type: none"> › More people highly proficient in te reo Māori 	Current priorities: <ul style="list-style-type: none"> › More children use te reo Māori in the home, on the marae, and in communities › Te reo Māori resources held by the Crown made more readily available › More accessible public services in te reo Māori Medium-term priorities: <ul style="list-style-type: none"> › More towns and cities embracing bilingualism

Priority Groups

Ngā tamariki me ngā rangatahi Young people

Rāngai Tūmatanui Public sector

Tāngata matatau ki te reo Proficient speakers



► Implementation and Monitoring

In approving the Final Maihi Karauna Strategy and Implementation Approach on 14 December 2018, Cabinet [MCR-18-MIN-0012 refers] noted⁸ that Te Taura Whiri i te Reo Māori will:

- › coordinate and monitor the implementation of the Maihi Karauna; and
- › support language planning.

As detailed in the Maihi Karauna, there was to be a staged approach to implementation, with the public sector's efforts building over the lifetime of the strategy, from 2019–2023.⁹

As shown below, convening agencies for each of the priorities would have a role in facilitating coordinated action within their sectors¹⁰.



8. This recognised the leadership (in coordinating the implementation of the Maihi Karauna Strategy) role of Te Taura Whiri i te Reo Māori effected through Te Ture mō te Reo Māori 2016.

9. *Maihi Karauna: The Crown's Strategy for Māori Language Revitalisation, 2019–2023.*

10. Ibid.

Priority	CONVENING AGENCY
More New Zealanders valuing te reo me ngā tikanga Māori as part of our national identity	Ministry for Culture & Heritage
More value gained from te reo me ngā tikanga Māori for economic and social development	Te Puni Kōkiri
More young people excited about te reo Māori	Te Puni Kōkiri/Te Māngai Pāho
More people engaging with quality broadcast and online content in te reo Māori	Te Māngai Pāho
More children and young people learning te reo Māori	Ministry of Education
More people progressing beyond basic knowledge of te reo Māori	Ministry of Education/ Te Puni Kōkiri
More people highly proficient in te reo Māori	Ministry of Education
More use of te reo Māori in the home, on the marae, and in communities	Te Puni Kōkiri
Te reo Māori resources held by the Crown made more readily available	Department of Internal Affairs
More accessible public services in te reo Māori	State Services Commission/ Te Taura Whiri i te Reo Māori
More towns and cities embracing bilingualism	Department of Internal Affairs

Formative and summative evaluations of the Maihi Karauna would be undertaken at agreed points in accordance with the Monitoring and Evaluation Framework for the Maihi Karauna developed by Te Puni Kōkiri in February 2019.

02

Progress



Progress in ‘Implementing’ the Maihi Karauna

► Public Service Contributions

It is important to acknowledge that by 30 June 2021, all (35) public service departments/departmental agencies are required to have developed a te reo Māori language plan.¹¹

In March 2020, Te Taura Whiri i te Reo Māori completed a *Maihi Karauna Implementation Progress Report*, which found that:

- › Most of the 33 departments/agencies (that responded) have a good understanding of the Maihi Karauna, including its intent and requirements. Most agencies used the Vision, Role (of the Crown), and Audacious Goals of the Maihi Karauna as their key reference points.
- › Most agencies are genuinely interested in sharing with, and learning from others, spanning:
 - › the practical (e.g. activities that agencies have implemented, and how they have measured their impact/success, as well as how they developed their language plans);
 - › through to how agencies may work better together to support the normalisation of te reo Māori, extend their reach into homes and communities, and create safe environments/ domains within which people can confidently acquire and use te reo Māori.
- › Some agencies are interested in learning more about the Maihi Māori, and what insights are being gained through its activities that may in turn inform Crown approaches.
- › Most agencies saw real value in having opportunities to come together to share what they were doing (and why), and learn about what other agencies were doing (and why). In addition to supporting those that were just beginning their language planning journey, it was thought that such fora could enable agencies to share learnings (what worked and what didn't), and also identify where they could work together (e.g. across sectors, with common customers and/or stakeholders etc.).

Existing agency activities were categorised using language planning and policy elements¹², illustrating the evident breadth of efforts.

Findings included:

- › **Mārama Pū (Critical Awareness):** Based on their responses, there is a genuine commitment by agencies to contribute to the revitalisation of te reo Māori.

Whether this stems from knowledge that te reo is a threatened language and acceptance of the need for language revitalisation, or recognition that Māori is an official language of Aotearoa and critical component of our national identity is not entirely clear – and may not actually matter.

11. In approving the Final Maihi Karauna Strategy and Implementation Approach on 14 December 2018, Cabinet also agreed that all departments of the public service be required to develop a te reo Māori language plan by 30 June 2021, and be required to reflect these in their accountability documents, including Annual Reports and Strategic Intentions [MCR-18-MIN-0012 refers].

12. Derived from international evidence and adapted for the Aotearoa New Zealand context, these informed the development of the outcome, audacious goals and priorities of the Maihi Karauna, and are rooted in the international theory and practice of language revitalisation.

- › **Mana (Status):** Most agencies recognise the opportunities to build their capability, and to in turn engage productively with Māori, demonstrate the value and relevance of te reo Māori, and make their workplaces more attractive to Māori.
- › **Ako (Acquisition):** Almost all agencies are providing opportunities for staff to acquire te reo Māori. This includes in-house tutored sessions, external courses/programmes, and/or access to online learning resources. The challenge that most agencies identified was the need for scaffolding/a framework, that enables agencies to explicitly support advancement (rather than just acquisition at basic levels).
- › **Puna (Corpus):** There is an increasing body of new words/terms being developed in the public service. Coupled with this is an increasing demand for translation services. As was identified by the State Services Commission, these new (quality assured) words and terms (and associated standards) should be brought together into a single resource bank to ensure the consistency of use across the state sector.
- › **Mahi (Use):** There are a range of activities already underway that support the use of te reo Māori in workplaces. Those agencies with numerous public/ customer-facing products and services are increasingly looking at opportunities to make te reo Māori more visible.

Whilst te reo Māori language plans are not the only way that departments/agencies can contribute to the Maihi Karauna, they do provide the key point of reference for distinct and collective contributions. Analysis of te reo Māori language plans post-June 2021 will enable efforts to be quantified, and the nature and extent of activities, impacts/outcomes, and contributions to the Maihi Karauna to be fully measured.

Given the diverse range of activities that agencies are undertaking, there is real merit in promoting these – not only amongst public sector organisations, but also Māori and the wider public. This will raise awareness of the nature and extent of contributions to the Maihi Karauna, and also provide an affirmation and encouragement of Crown efforts.

There is also a balance to be achieved between ‘compliance’ and the need for practical plans which give agencies confidence to continue to ‘step up’ their efforts in new/innovative ways. Short-term gains can be affirming for those just beginning their journey, and the value of staff being involved in identifying new/different opportunities may create momentum within and across agencies – and even within the families and communities that staff are part of.

► Learnings

In the second quarter of the following financial year, a draft of the annual Maihi Karauna stocktake will be presented to an annual hui of Government organisations. The second stocktake will capture/synthesise key learnings from 2020/2021, and how they have shaped thinking/approaches for 2021/22.

Beyond 2021/22, the stocktake will include contributions and learnings from Government organisations who have registered language plans with Te Taura Whiri i te Reo Māori in the previous year. As well as outlining key learnings, the stocktake will include:

- › A review of the priorities
- › A review of the target groups and beyond

This means that we will take a flexible and iterative approach to the implementation of the Maihi Karauna. And therefore, the learnings from the previous year will be used to make any required adjustments to the plan.

Monitoring and Evaluation

Te Taura Whiri i te Reo Māori is working with Te Puni Kōkiri to review their 2019 *Monitoring and Evaluation Framework for the Maihi Karauna*. This is based on insights gained by Te Taura Whiri i te Reo Māori in working with agencies to develop their te reo Māori language plans, and in completing the *Maihi Karauna Implementation Progress Report as at March 2020*.

There are two 'monitoring' areas that Te Taura Whiri i te Reo Māori is required to report annually on:

- › **What outputs are agencies delivering under the Maihi Karauna.** It is proposed that this be reframed as 'how are responsible agencies contributing to the Maihi Karauna', as the term 'output' has a specific/limited meaning in public sector financial accountability requirements. Agencies are more likely to identify a range of activities (with both internal and customer-facing foci) rather than specific 'outputs' they will be delivering.
- › **What is the cost of the Maihi Karauna.** It is proposed that as part of the annual stocktake agencies will be asked to provide information on the cost of implementing their Māori language plans.

The costs of joint Maihi Karauna activities i.e. Te Kōwhiri will be determined by the Maihi Karauna and/or participating agencies. These costs aligning with the individual agency contributions will give us an indication of the annual costs of implementing the Maihi Karauna.

Through annual processes, Te Taura Whiri i te Reo Māori can collect data that will inform its *Strategy Implementation* evaluation responsibilities detailed in the Maihi Karauna Monitoring and Evaluation Action Plan. However, there are two areas which will require careful consideration, as it has been assumed that the analysis of language plans will contribute to these:

› **What activities or approaches have been most effective for each target group?**

The extent to which something can be identified as ‘most effective’ requires analysis of similar/same intervention types (and impacts), and then a comparative analysis with others (and their impacts). The language planning process will not provide for this, nor coordinated actions across agencies. Interviews, surveys and/or language plans (as the identified evaluation methods) will not support the capture of this information either.

A better approach would be to ask (e.g. in bilateral engagements) what agencies are finding has worked well and hasn’t worked well (generally and with specific target groups) in achieving their te reo Māori revitalisation objectives.

› **To what extent and in what ways is the Maihi Karauna leading to change in the way government agencies develop and implement their te reo Māori activities?**

Without a baseline measurement of ‘the way government agencies develop and implement their te reo Māori activities’, the measurement of ‘change’ will be impossible.

Te Taura Whiri i te Reo Māori can certainly comment on improvements it sees in language planning practices, particularly as there is a formal requirement to develop te reo Māori language plans (making it compulsory rather than optional). Te Taura Whiri i te Reo Māori may also (over time) see improvements in/a maturation of the range and nature of te reo Māori activities, and can use this observation/experience to answer this question.



Aotearoatanga

Nationhood

Mātauranga

Knowledge and skills

Hononga

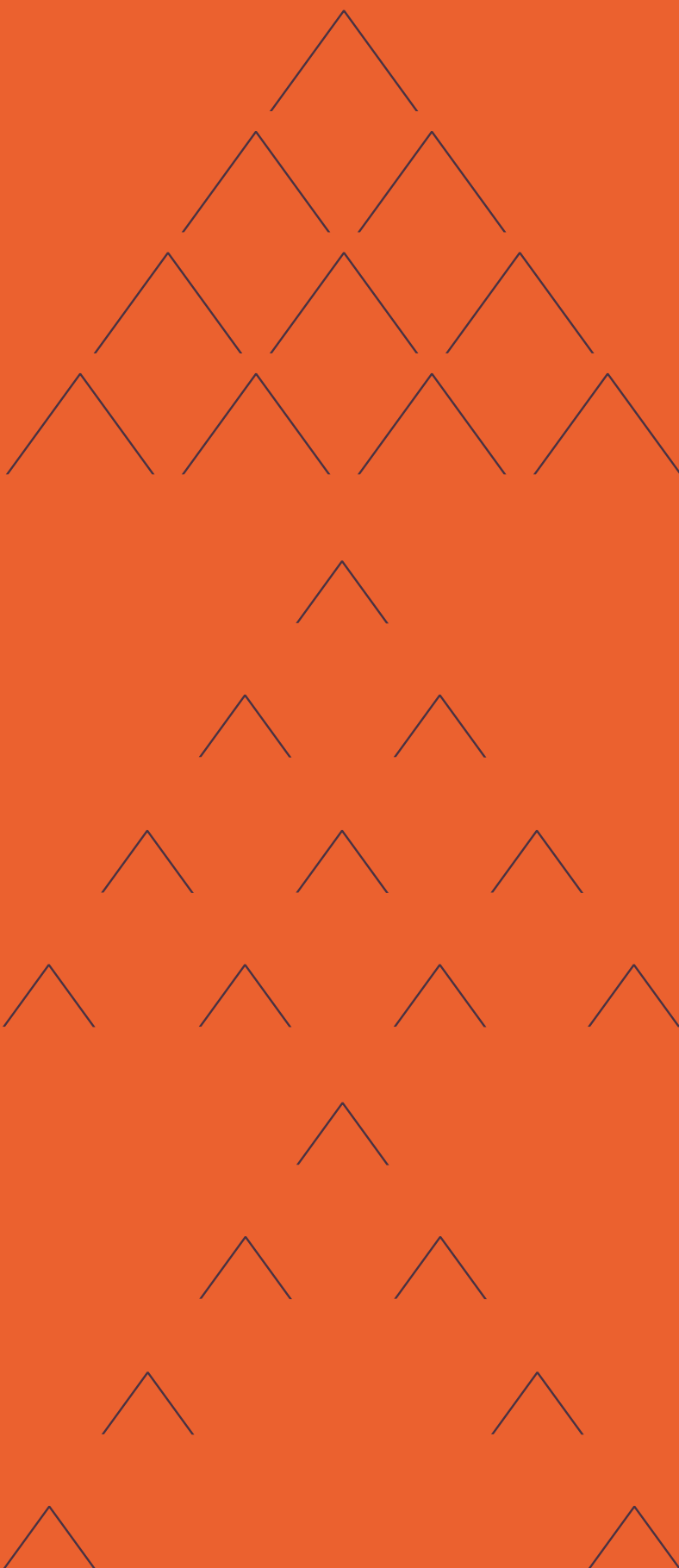
Engagement

By 2040, 85 percent (or more) of New Zealanders (or more) will value te reo Māori as a key part of national identity

By 2040, 1,000,000 New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori

By 2040, 150,000 Māori aged 15 and over will use te reo Māori at least as much as English

Implementation 03



What does this Implementation Plan include?

This Implementation Plan details Te Papa Kōrero agency contributions to the Maihi Karauna:

- › Individually to the **Aotearoatanga**, **Mātauranga** and **Hononga** Audacious Goals (Tables 1, 3 and 5);
- › Collaboratively to the **Aotearoatanga**, **Mātauranga** and **Hononga** Audacious Goals (Tables 2, 4 and 6); and
- › In sharing/supporting the strength of the Maihi Karauna (the whole Maihi rather than just the Strategy) (Table 7).

Activities, target groups, timeframes and impact/success measures are included. Where appropriate, success/impact measures are based on the ZePA (also known as the KoPA) Model (see below) that recognises that Māori language revitalisation initiatives need to support and proactively encourage a 'Right-shift' – to increase the value, status and use of the language over time.

The ZePA Model¹³ highlights how Right-shifting the position of an individual from Zero to Passive to Active can strengthen the position of the language within society. The key difference is that the emphasis is not simply moving directly from Zero to Active. Right-shifting an individual from Zero to Passive can generate increased awareness and support for language revitalisation more broadly, and the subsequent right-shift from Passive to Active is then easier to achieve.

MĀORI LANGUAGE USE CONTINUUM: ZePA MODEL – HIGGINS & REWI



13. Higgins, R. & Rewi, P., Indigenous Languages within the Entity, Language, Education and Diversity Conference paper, Auckland University, June 2011.

Te Taura Whiri i te Reo Māori will trial a number of new measurement tools in 2020/2021, and also partner with other te reo Māori sector agencies to develop new/refine existing measurement tools, with a particular focus on measuring the Right-shifts being made by respective and collective customers.

Table 1

▼ Aotearoa tangā

Audacious Goal: By 2040, 85 percent of New Zealanders (or more) will value te reo Māori as a key part of national identity

AGENCY Manatū Taonga (Ministry for Culture and Heritage)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Ensuring Iwi/Māori perspectives on use of the Māori language in heritage and national events are included in the review of the Commemorations policy	Iwi, Māori All New Zealanders	2020/21	The new Commemorations policy reflects Iwi/Māori perspectives on use of the Māori language in heritage and national events
Ensuring bilingual content is consistently included in commemorative events managed by MCH	All New Zealanders	Ongoing	Increased bilingual content in commemorative events
Ensuring any new signage developed for Pukeahu National War Memorial Park, National Memorials and Historic Graves (managed by MCH) is developed using TTW's Bilingual Signage guide	All New Zealanders	Ongoing	Increased bilingual content in new signage at Pukeahu National War Memorial Park, National Memorial and Historic Graves
Increasing content and promoting Māori language on the Manatū Taonga corporate, NZ History, Te Tai Whakaea and Te Ara websites	All New Zealanders	2020/21	Increased amount of te reo Māori content on digital platforms
Producing a Te Tai Whakaea story on Te Mana o te Reo Māori, in collaboration with Te Taura Whiri i te Reo Māori	All New Zealanders	2021/22	Increased social media communications about the commemorations
Supporting te reo Māori oral history through Ngā Taonga Tuku Iho Oral History Awards, Te Awe Kōtuku Fund, COVID-19 Mātauranga Māori response.	Iwi/Māori, Te reo Māori speakers	2021/22	Increase in te reo Māori application for Ngā Taonga Tuku Iho History Awards Increase in te reo Māori oral history initiatives through Te Awe Kōtuku Fund.
Supporting te reo Māori through the activities of Manatū Taonga funded agencies.	All New Zealanders	2020/21	All Manatū Taonga funded Crown Entities ¹⁴ will have language plans and te reo Māori expectations are included in outcome agreements.

14. Sport New Zealand, Drug Free Sport New Zealand, Te Papa Tongarewa, Heritage New Zealand Pouhere Taonga, New Zealand Symphony Orchestra, New Zealand Film Commission, Creative New Zealand, NZ on Air, Radio New Zealand and the Broadcasting Standards Authority.

Table 1



AGENCY Manatū Taonga (Ministry for Culture and Heritage) (Continued)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
In 2021/22 Commemorating: <ul style="list-style-type: none"> › the 50th anniversaries of the Māori language petition (1972), and the Aotearoa haka festival / Te Matatini (1972) › the 40th anniversary of the opening of the first Kōhanga (1982), and › the 35th anniversary of the Māori Language Act (1987). 	All New Zealanders	2021/22	

AGENCY Te Puni Kōkiri (Ministry for Māori Development)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Ensuring that government policy frameworks and decisions reflect the Maihi Karauna strategy [ongoing through out-years]	With: Maihi Karauna core agencies and wider public sector.	Ongoing	Annual Reporting
Support community-based events and initiatives that support te reo me ngā tikanga Māori e.g. Matariki, kapa haka and māra kai (Māori Development Fund) [ongoing through out-years]	Māori communities	Ongoing	Annual Reporting
Progress the findings of the Māori Media Sector Shift, in line with upcoming Ministerial decisions.	Māori media sector and communities	Ongoing	Annual Reporting

Table 1



AGENCY Ngā Tari Mātauranga (Education Sector)¹⁵			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Continue to support key language events, including Māori Language Week/Matariki celebration and promotion, Ngā Manu Kōrero, Ngā Pū Kōrero, Māori Language Awards and Te Matatini to continue to raise the profile of te reo Māori and support its revitalisation.	All New Zealanders with a focus on learners and their whānau	Annually	Increased participation and engagement (measured through surveys)
Completing the Ministry's Te Reo Māori Language Plan	Ministry of Education Staff (Public Servants)	2020/21	Ability to measure our progress in the use of te reo Māori in the Ministry
We are implementing: new Initial Teacher Education standards and programme approval requirements including te reo competency a new approach to professional learning and development priorities.	Teachers and student teachers across early learning and schooling in English medium and Māori medium	Ongoing	
We will support the incorporation of Māori identity, language and culture into the day-to-day practices of our education services so that Māori learners can actively participate in te ao Māori, Aotearoa and the wider world. This will include: <ul style="list-style-type: none"> › setting expectations for education services that they will ensure their plans, policies and local curricula reflect local tikanga, mātauranga and te ao Māori. › implementing the Ōritetanga learner success framework to support and empower tertiary education organisations to take a holistic learner-centred approach. 	Education services and therefore learners and whānau	Starting 2020 and then ongoing development and implementation	

15. Ngā Tari Mātauranga (Education Sector) includes Te Tāhuhu o te Mātauranga; ko Te Aho o Te Kura Pounamu; ko Mātauranga Aotearoa; ko Te Tari Arotake Mātauranga; ko Te Mana Tohu Mātauranga o Aotearoa; ko Matatū Aotearoa; ko Te Amorangi Mātauranga Matua; ko Te Whakarōpūtanga Kaitiaki Kura o Aotearoa (Education agencies: Ministry of Education; Te Aho o Te Kura Pounamu; Education New Zealand; Education Review Office; New Zealand Qualifications Authority, The Teaching Council Aotearoa New Zealand; Tertiary Education Commission; New Zealand School Trustees Association).

Table 1



AGENCY Te Tari Taiwhenua (Department of Internal Affairs)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Completing the agency's Te Reo Māori Language Plan	DIA Staff (Public Servants)	2020/21	Ability to measure our progress in the use of te reo Māori in DIA
Bilingual Towns/Cities	All New Zealanders	Ongoing	Increased number of bilingual towns and cities throughout Aotearoa
Te Ara Manaaki – use of te reo Māori in online key life event services	All New Zealanders	Ongoing	Increased bilingual functionality of online key life event/identity services

AGENCY Te Taura Whiri i te Reo Māori (Māori Language Commission)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Delivering key events such as Māori Language Week and the Māori Language Awards, to continue to raise the profile of te reo Māori, and encourage all New Zealanders to support its revitalisation	All New Zealanders	2020/21	Increased percentage of event participants that report an increased use of te reo Māori Increased percentage of event participants that report Right-shifts (from Zero to Passive and Passive to Active). ¹⁶
Encouraging and promoting private sector and community efforts to revitalise te reo Māori, and particularly those that have significant reach, visibility and influence	Private sector organisations and communities All New Zealanders	2020/21	Increased percentage (10% by 2023/24) of private sector and community organisations valuing and promoting/using te reo Māori


16. Data will be drawn from the annual Colmar Brunton polling (during Māori Language Week), the NZ Attitudes & Values Survey, the National Census and the Public Sector Census.

Table 1



AGENCY Whakaata Māori (Māori Television Service)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
<p>Create, acquire and deliver content that showcases the value of te reo Māori as part of our national identity and engages audiences so they feel inspired, excited and empowered to connect with te ao Māori, and included in te reo me ngā tikanga Māori.</p> <p>We will do this with:</p> <ul style="list-style-type: none"> › Te Māngai Pāho › The independent production community › Te Whare o te Reo Mauri Ora Partners 	<p>Tamariki/Rangatahi</p> <p>Whānau raising tamariki in te reo Māori</p> <p>Māori language learners across the ZePA/KoPA model</p> <p>Audiences interested in engaging with Te Ao Māori</p> <p>All New Zealanders</p>	<p>Ongoing</p> <p>Live broadcast of national events occurs annually – such as Waitangi, ANZAC Day, Mahuru Māori, Matariki, Te Pūtake o te Riri.</p>	<p>Audience engagement and stakeholder partner surveys.</p> <p>Audience research panel (currently in development)</p> <p>Meeting delivery targets that include:</p> <ul style="list-style-type: none"> › 300 hours of new, high quality and innovative te reo Māori content that is made available across all platforms including digital and linear › 2,000 hours of high quality and innovative te reo Māori content that is made available across all platforms › 80% of content across all platforms including linear and digital is te reo Māori content › 300 hours of high quality and innovative te reo Māori content for whānau audiences that is made available on digital platforms › 40% of new content is for fluent te reo Māori speaking audiences
<p>Encouraging and promoting private sector and community efforts to revitalise te reo Māori, and particularly those that have significant reach, visibility and influence</p>	<p>Private sector organisations and communities</p> <p>All New Zealanders</p>	<p>2020/21</p>	<p>Increased percentage (10% by 2023/24) of private sector and community organisations valuing and promoting/using te reo Māori</p>

Table 2



Joint/collaborative contributions to Aotearoa tangata

AGENCY Te Puni Kōkiri (Ministry for Māori Development)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Contribute to a strategic platform and work programme across government to raise awareness and understanding of wars and conflicts in Aotearoa (Te Pūtaka o te Riri with MCH).	All New Zealanders government wide Iwi/ Māori communities	Jan–June 2021 Ongoing Ongoing	Annual Reporting Annual Reporting Annual Reporting
Support iwi / Māori to tell their stories in their own voices and share the value of places e.g. Te Pūtaka o te Riri (with MCH, MoE, DoC, MBIE, MTS)	All New Zealanders All New Zealanders All New Zealanders	Ongoing Ongoing Ongoing	Annual Reporting Annual Reporting Annual Reporting
Ensure the use and visibility of te reo me ngā tikanga in events sponsored under He Kai Kei Aku Ringa (with MBIE).	All New Zealanders/ international tourists Rangatahi Māori	Jan 2021– Dec 2021 Ongoing – Dec. 2020	Youth Plan measurement framework/review Annual Reporting Annual Reporting
Encourage the wider use of Te Reo Māori me Ngā Tikanga Māori in events and national commemorations.	Ministry for Youth Development Public Sector	June 2020– 2021	
Commission research to improve understanding and knowledge of the economic and social benefits of te reo me ngā tikanga Māori (with MBIE) [consulting partner agency on next steps]	Te Mātāwai Government (MOE, MCH) and Iwi/ Māori communities		
Work with others to increase the awareness of the opportunities for Māori tourism and ways to deliver authentic experiences that reflect tikanga Māori (with MBIE)			
Co-lead a regional rangatahi Māori leaders forum which uses te reo and tikanga Māori as foundation (with Ministry for Youth Development)			
Identify data needs and opportunities to continue to build a strong evidence base to support effective te reo Māori investment across the public sector (with Stats NZ)			
Contribute to a discussion with MOE/ MCH about the New Zealand Wars History into the 2022 education curriculum.			

Table 2



AGENCY

Te Puni Kōkiri (Ministry for Māori Development) (continued)

ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
In 2021/22 We will work with others and government agencies (MCH, MBIE) to increase opportunities to partner with iwi/ Māori organisations sponsored by Te Pūtake o te Riri for commemorations and cultural sites of significance.	Government agencies and iwi/ Māori communities	June 2020– June 2022	Annual Reporting
In 2022/23 We will promote Te Reo Māori me Ngā Tikanga Māori through commemoration stories and iwi narratives of the New Zealand wars shared out in the wider community. Streamlining of the New Zealand Wars History in the education curriculum and its historical sites of significance.	All New Zealanders Government agencies and iwi/ Māori communities	Ongoing 2022– ongoing	Annual Reporting Annual Reporting

AGENCY

Ngā Tari Mātauranga (Education Sector)

ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Along with the education agencies (NZQA, TEC, ERO, Teaching Council, NZSTA, we have published in July 2020 a refreshed Tau Mai Te Reo (Māori Language in Education strategy), to support the implementation of the Maihi Karauna in the education sector	All New Zealanders with a focus on learners and their whānau	Ongoing	Annual Reporting
2020–2023 Ongoing cross agency and sector (e.g. the Education Review Office and Education Peak Bodies) collaboration to build the quality and reach of te reo Māori teaching and learning	All New Zealanders with a focus on learners and their whānau	Ongoing	Annual Reporting

Table 2



AGENCY Te Taura Whiri i te Reo Māori (Māori Language Commission)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Providing support to other national events (e.g. Conservation Week, Daffodil Day etc.) to increase their use of te reo Māori	All New Zealanders	2020/21	Increased percentage of event participants that report an increased use of te reo Māori.
Supporting and promoting events within the public sector to engage public servants in te reo Māori	Public Servants	2020/21	Increased percentage of event participants that report Right-shifts (from Zero to Passive, and Passive to Active).

AGENCY Whakaata Māori (Māori Television Service)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Work in collaboration with Te Whare o te Reo Mauri Ora partners to create and deliver content in celebration of Mahuru Māori and Te Wiki o te Reo Māori as well as events of national significance Launch Audience Research Panel (in development) that will inform Te Whare o te Reo Mauri Ora shared research agenda.	Tamariki/Rangatahi Learners of te reo Māori All New Zealanders	Ongoing	Audience engagement Audience research panel (in development). Focus groups, surveys.

Table 3

▼ Mātauranga

Audacious Goal: By 2040, 1,000,000 (or more) New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori

AGENCY Ngā Tari Mātauranga (Education Sector)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
We require that education services are “taking all reasonable steps to make instruction available in tikanga Māori and te reo Māori” and with whānau, hapū, and iwi are “working to ensure that its plans, policies and local curriculum reflect local tikanga Māori, mātauranga Māori and te ao Māori” through the Education and Training Act 2020 s127(1)(d)	Education Services	1 January 2021	Education Review Office undertakes quality evaluation of all early learning and schooling settings on a cyclical basis
We will provide clear directions to education services about our expectations for the provision of Māori language in Education through the National Education and Learning Priorities and the Tertiary Education Strategy	Education Services (early learning, schooling, tertiary)	1 January 2021	Success will be measured on the completion and publishing of the policies.
We will support the development of Māori Language in Education workforce through the development of an overall Education Workforce Strategy	English Medium and Māori Medium schooling	Develop within Year 1 and then ongoing implementation	Success will be measured on the completion of the policies, and ongoing implementation,
We will update our national curriculum on a regular basis and make it clearer and easier to use, with a stronger focus on wellbeing, identity, language and culture. We will also integrate te ao Māori and mātauranga Māori into the NCEA achievement standards.	English Medium and Māori Medium schooling	Progressively over the next five years	Success will be measured on the completion of the curriculum and NCEA achievement standards, and then ongoing implementation.
Developing review indicators to use in English medium schools who teach te reo Māori and teach through te reo Māori.	English medium schools	2020 onwards	Development of indicators and then implementation of review framework

Table 3



AGENCY Ngā Tari Mātauranga (Education Sector) (continued)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Through Budget 2020, we have expanded existing te reo Māori-focused programmes, including: <ul style="list-style-type: none"> › Increased support for Kōhanga Reo › Increased support for Wānanga › Te Ahu o te Reo Māori, to strengthening the capability and confidence of teachers to successfully integrate te reo Māori into all students' learning, online and in the classroom using innovative learning approaches. › Te Kawa Matakura, to create more young Māori leaders through mātauranga and te reo Māori. › Maintaining delivery of a te reo Māori immersion programme for whānau. › Increasing te reo Māori curriculum resources.¹⁷ 	The early learning and schooling education workforce Tamariki/Rangatahi Whānau	Ongoing	Successful completion. Measures are currently being developed.

AGENCY Te Tari Taiwhenua (Department of Internal Affairs)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Increasing digitisation and access to te reo Māori content in Archives and the National Library	Tamariki/Rangatahi Proficient Speakers Public Servants All New Zealanders	2020–2023	Increased digital te reo Māori content accessible online from Archives and the National Library

17. In Budget 2020, some \$196m was invested into Kōhanga Reo over the budget term and \$200m was invested into Supporting Māori Learners and Whānau and Revitalising Te Reo Māori. Further information is available at:

<https://www.education.govt.nz/our-work/publications/budget-2020/supporting-maori-learners-kohanga-reo-and-revitalising-te-reo-maori/>

Table 3



AGENCY Te Taura Whiri i te Reo Māori (Māori Language Commission)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Promoting the language planning tools and resources we have developed to support our Maihi Karauna partners, and the wide range of learning and use resources that are already available	All New Zealanders	2020/21	<p>Increased percentage of users reporting that resources were helpful in supporting their planning for, learning and/or use of te reo Māori.</p> <p>Increased percentage of resources viewed and downloaded.</p> <p>Increased percentage of users that measure and report Right-shifts (from Zero to Passive and Passive to Active) as a result of planning for, learning and/or using te reo Māori.</p>
Supporting te reo Māori corpus, ensuring that quality new words, terms and standards are developed and available to support the use of te reo Māori			Increased number (at least 250 per annum) of lexical items (words and terms) to enable people to talk about technical and new things in te reo Māori, with people using the same terms.

AGENCY Whakaata Māori (Māori Television Service)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
We will create, acquire and deliver content that supports Māori language learning and acquisition	Tamariki Rangatahi Whānau raising tamariki in te reo Māori Māori language learners across the ZePA/KoPA model	Ongoing	<p>Audience engagement data and analytics and Audience Research Panel (in development)</p> <p>Meeting the target delivery of:</p> <ul style="list-style-type: none"> › 300 hours of high quality and innovative te reo Māori content for te reo Māori learner audiences that is made available on digital platforms › 300 hours of high quality and innovative te reo Māori content for tamariki and rangatahi audiences that is made available on digital platforms › 40% of new content is for second language learner or receptive te reo Māori speaking audiences

Table 4



Joint/collaborative contributions to Mātauranga

AGENCY Ngā Tari Mātauranga (Education Sector)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Along with the education agencies (NZQA, TEC, ERO, Teaching Council, NZSTA), we have published in July 2020 a refreshed Tau Mai Te Reo (Māori language in education strategy), to support the implementation of the Maihi Karauna in the education sector.	All New Zealanders with a focus on learners and their whānau	Ongoing implementation of Tau Mai Te Reo.	To be confirmed
Working with Te Taura Whiri and the education agencies to develop and promote models of Māori language planning that can be used by education services	All education services	2020/21	Still to be developed
2020/21–2022/23 Ongoing cross agency and sector collaboration to build the quality and reach of te reo Māori teaching and learning. For example, with ERO, National Education Peak Bodies	All New Zealanders with a focus on learners and their whānau	Ongoing	To be confirmed
Along with the education agencies we are reviewing funding rates and arrangements for Māori language and mātauranga Māori in the schooling and tertiary sectors. We are also setting expectations that education services will take all reasonable steps to make instruction available in te reo Māori and tikanga Māori.	Teachers across early learning and schooling	ongoing	
We are refreshing Tātaiako to support teachers to grow their skills for engaging Māori learners and whānau. We are also leading the work around shifts on Teacher Appraisal expectations which is expected to provide significant opportunity for teachers to take more ownership of their own reflection, development, and collaboration with colleagues	Teachers across early learning and schooling	ongoing	

Table 4



AGENCY Te Tari Taiwhenua (Department of Internal Affairs)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Support the Kauwhata Reo (Education Portal)	Schools	2020–2023	Increased digital te reo Māori content accessible online from Archives and the National Library through Te Kauwhata Reo
Regulatory programme and development of Māori meta-data/ descriptions	TBC	TBC	TBC

AGENCY Manatū Taonga (Ministry for Culture and Heritage)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
In partnership with Te Whakaata Māori (Māori Television Service) and Penguin Books, supporting widespread learning and access to te reo Māori through sponsorship of the Māori Made Easy audiobook	All New Zealanders	2020/21	Increased audio/ digital content for te reo Māori learners High readership/ listenership resulting in more te reo Māori learners

AGENCY Te Taura Whiri i te Reo Māori (Māori Language Commission)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Delivering the annual Raranga-Tahi Hui, and sharing insights gained and opportunities identified with the public and private sectors and communities	Rangatahi	2020/21	Increased diversity of public and private sector, and community initiatives/efforts to revitalise te reo Māori.
Creating new resources, in partnership with Te Mātāwai, to meet evident needs/gaps	New Zealanders		Increased percentage of users reporting that resources were helpful in supporting their planning for, learning and/or use of te reo Māori. Increased percentage of resources viewed and downloaded. Increased percentage of users that measure and report Right-shifts (from Zero to Passive and Passive to Active) as a result of planning for, learning and/or using te reo Māori.

Table 4



AGENCY Te Taura Whiri i te Reo Māori (Māori Language Commission) (Continued)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
In partnership with all Te Papa Kōrero agencies we will: <ul style="list-style-type: none"> › develop and confirm the lexicon for the public sector › develop and hold Kura Reo Kāwanatanga › hold two-weekly Huinga Kōrero Māori for public service kaimahi as a fun forum for learning and increasing use of te reo Māori › will develop a proposal for a joint RFP for te reo Māori provision to agencies 	All Government organisations Public service kaimahi	2020/21	An agreed public service te reo Māori lexicon Kura reo at all levels of te reo proficiency for the public service is held Regular Huinga Kōrero Māori are held and participated in by public servants An agreed RFP for provision of te reo Māori to Government organisations

AGENCY Whakaata Māori (Māori Television Service)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Partnership with Te Tāhuhu o te Mātauranga for educational programming and language acquisition outcomes for supports kōhungahunga, tamariki and rangatahi in Māori-medium education.	Tamariki Rangatahi Learners of te reo Māori	April–June 2020	Delivery of 300 hours of content. Audience engagement analytics. 300 hours of high quality and innovative te reo Māori content for te reo Māori learner audiences that is made available on digital platforms

Table 5



Hononga

Audacious Goal: By 2040, 150,000 Māori aged 15 and over will use te reo Māori at least as much as English

AGENCY Te Puni Kōkiri (Ministry for Māori Development)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Coordinate a whole of government plan of action for addressing the Crown's existing and proposed work on Wai 262 issues.	All New Zealanders	2020/21	Increased use of te reo Māori/ Annual reporting
Support Māori led engagement to establish a national Māori voice on Wai 262 issues.	Iwi and Māori	2020/21	Increased use of te reo Māori/ Annual reporting
Support early opportunities for progress to demonstrate a fresh approach to partnership on Wai 262 issues	Iwi and Māori	2020/21	Increased use of te reo Māori/ Annual reporting
In 2021/22 we will establish and support a joint work programme between the Crown and Māori focusing on strategic priorities	Iwi and Māori	2020/21	Increased use of te reo Māori/ Annual reporting

AGENCY Ngā Tāri Mātauranga (Education Sector)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Ensuring the Education Workforce Strategy includes te reo Māori within the cultural competence and capacity to be grown in the Workforce	The early learning and schooling education workforce	2020/21	Completion of developed strategy
Development of a Māori Medium Network Plan to strengthen network provision and therefore options for Māori medium education.	Schools, learners and their whānau,	2020/21?	Completion of developed strategy
In 2021/22–2022/23 Implementation of an Education Workforce Strategy	Schools, learners and their whānau	Ongoing	Measures will be developed as part of the development of the strategies
In 2021/22–2022/23 Implementation of a Māori Medium Network Plan	Māori Medium	Ongoing	Measures will be developed as part of the development of the strategies
Increased support for Kōhanga Reo ¹⁸	Kōhanga Reo whānau	Funding rates from 1 July 2020 Other funding TBC	Measures will be developed with Te Kōhanga Reo National Trust as part of the development of the work programme

18. In Budget 2020, some \$196m was invested into Kōhanga Reo over the four-year budget term. Further information is available at:

<https://www.education.govt.nz/our-work/publications/budget-2020/supporting-maori-learners-kohanga-reo-and-revitalising-te-reo-maori/>

Table 5

AGENCY Te Tari Taiwhenua (Department of Internal Affairs)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Increasing te reo Māori activities across organisational branches	DIA Staff (Public Servants)	2020/21?	Increased number of te reo Māori activities Increased staff participation/engagement in te reo Māori activities
Survey/assessment of te reo Māori within DIA	DIA Staff	2020–2023	Response rate and analysis of results demonstrates change/progress
Our activities will include: Licencing/registering and providing training for translators and interpreters, and facilitating access to their services Promoting and delivering the Level Finder and Public Sector Māori examinations Improving the certification process for translators and interpreters Developing, testing and refining online proficiency tests	Proficient speakers of te Reo Māori	2020/21	Increased number of active licenced translators and interpreters. Increased number of people sitting the Level Finder and Public Sector Māori examinations. Increased percentage of individuals that measurably Right-shift (from Passive to Active).

AGENCY Whakaata Māori (Māori Television Service)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Ensuring all kaimahi have completed Māori Language Plans, and participate in activities that encourage and support kaimahi to use te reo Māori daily	Kaimahi (Staff)	2020/21?	Kaimahi survey. › Staff meet their te reo Māori language goals › 50% of staff use te reo Māori every day at work › 80% of staff have a reo Māori plan › 80% of staff have te reo Māori goals › 80% of staff achieve at least one te reo Māori goal › 70% of staff achieve at least two te reo Māori goals › 60% of staff achieve at least three te reo Māori goals
Creating engaging and interactive content that demonstrates every day, relevant use of te reo Māori for our audiences, that encourages and aids language use beyond engaging with content.	Māori language learners across the ZePA/KoPA model	Ongoing	40% of new content is for second language learners or receptive te reo Māori speaking audiences

Table 6

Joint/collaborative contributions to Hononga

AGENCY Ngā Tari Matauranga (Education Sector)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Along with the education agencies (NZQA, TEC, ERO, Teaching Council, NZSTA), we have published in July 2020 a refreshed Tau Mai Te Reo (Māori language in education strategy), to support the implementation of the Maihi Karauna in the education sector.	Tamariki/Rangatahi in Māori Medium Education	Ongoing implementation of Tau Mai Te Reo	Measures to be confirmed
Working with Te Taura Whiri and the education agencies we will develop and promote models of Māori language planning that can be used by education services	All education services	Develop within Year 1 and then ongoing implementation	Still to be developed
In 2021/22–2022/23 Tau Mai Te Reo – embedding and implementing the identified actions	All New Zealanders	Within Year 2	Measures to be confirmed.
2020/21–2022/23 Ongoing cross agency and sector (e.g. the Education Review Office and Education Peak Bodies) collaboration to build the quality and reach of te reo Māori teaching and learning.	All New Zealanders	Ongoing	To be confirmed

AGENCY Te Tari Taiwhenua (Department of Internal Affairs)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Supporting Waitangi Day, Te Wiki o Te Reo Māori, Matariki, Te Matatini and iwi events	All New Zealanders	Ongoing	Participate in a set number of Māori events that promote and use te reo Māori

AGENCY Te Taura Whiri i te Reo Māori (Māori Language Commission)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Creating and promoting resources with Te Mātāwai	Proficient speakers	2020/21	Increased percentage of users that measurably Right-Shift (from Passive to Active)

Table 7



Sharing/supporting the strength of the Maihi Karauna

AGENCY Te Kawa Mataaho (Public Service Commission)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
<p>2020/21 and 2021/22 Progress the public service Reforms which among other things, affirms the constitutional role of the public service in supporting the Crown in its relationships with Māori under the Treaty of Waitangi /te Tiriti o Waitangi and requires:</p> <p>Public service leaders to develop and maintain the capability of the public service to engage with Māori and to understand Māori perspectives, and</p> <p>The Commissioner – when developing and implementing the leadership strategy for the public service – to recognise the aims, aspirations and employment requirements of Māori and the need for greater involvement of Māori in the public service.</p>	Public service departments and chief executives	Public service Reforms over multiple years.	TBC
<p>2020/21 and 2021/22 Strategic use of Te Reo Māori in all SSC-initiated public service communications across multiple channels including websites, social media, events, and publications. Aligned with enactment of the Public Service Legislation Bill the Commissioner will launch te reo initiatives including Te Reo designations for all chief executives.</p>	<p>State Services Commission, Te Taura Whiri</p> <p>Public Service chief executives</p>	TBC	TBC
<p>2020/21 and 2021/22 Together with Te Arawhiti and Te Puni Kōkiri, develop a system-wide plan for Māori capability and Māori partnerships for the Public Service.</p>	Te Puni Kōkiri, Te Arawhiti, State Services Commission	<p>Subject to Parliament, potential enactment date in late July/ August 2020</p> <p>Refresh CE expectations by Dec 2020</p>	TBC

Table 7



AGENCY

Te Kawa Mataaho (Public Service Commission) (Continued)

ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
2020/21 (With Te Puni Kōkiri, Te Arawhiti, and Te Taura Whiri) Undertaking the inaugural Public Service Census	All Public Servants (54,000 in 34 agencies)	Early 2021, (subject to successful testing) Repeated biennially.	The Census will capture baseline data around proficiency in Te Reo, whether public servants are currently learning Te Reo, and measures to help assess progress on the 3 broad Audacious Goals of the Maihi Karauna (e.g. whether agencies are supporting public servants to improve their Te Reo Māori, and whether agencies are encouraging public servants to use Te Reo Māori).

AGENCY

Ngā Tari Mātauranga (Education Sector)

ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Participating in inter-agency waiata group (and Te Kōhohete), and supporting (through attendance) Te Reo Māori learning opportunities run through other organisations. Continuing to work across the education agencies to build the capability and capacity of staff to embed te reo Māori in their work.	Public Servants	Ongoing	Increased participation levels

AGENCY

Te Tari Taiwhenua (Department of Internal Affairs)

ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
Increasing the use of te reo Māori in internal and external communications	All New Zealanders	Bi-monthly	Increased use of te reo Māori across mainstream communication channels

Table 7



AGENCY Te Taura Whiri i te Reo Māori (Māori Language Commission)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
<p>Providing tools and advice to state sector organisations to support their development of language plans and associated impact measures (enabling structured approaches to te reo Māori revitalisation)</p>	<p>State sector organisations, and others (able to access digital resources)</p>	<p>2020/21</p>	<p>Increased percentage (100%) of (35) public service departments/ departmental agencies that develop a language plan.</p>
<p>Creating connections/opportunities to share learnings between agencies, and with Te Mātāwai (as a number of agencies have expressed interest in learning about how revitalisation is being enabled in communities and whānau), and promoting contributions to language revitalisation including an annual Maihi Karauna Hui for the public service from 2021-22</p>			<p>Increased percentage (20% by 2023/2024) of (approx. 200) state sector agencies that develop a language plan.</p> <p>Increased percentage (75% by 2023/24) of agencies that measure and report Right-shifts ((from Zero to Passive and Passive to Active) as a result of te reo Māori revitalisation activities.</p>

AGENCY Whakaata Māori (Māori Television Service)			
ACTIVITIES	TARGET GROUP(S)	TIMEFRAME	IMPACT/SUCCESS MEASURES
<p>Launching an Audience Research Panel alongside Te Whare o te Reo Mauri Ora partners, to help inform content creation understanding around the impact and contribution Māori language content makes in supporting language outcomes.</p>	<p>Māori audiences</p> <p>Rangatahi audiences</p> <p>Māori language learners across the ZePA/KoPA model</p>	<p>2020/21</p>	<p>Regular panel survey, focus groups will inform language engagement, attitudes and behaviour based on the KoPA model and audience need states.</p>

TE TAURA WHIRI I TE REO MĀORI

MĀORI LANGUAGE COMMISSION



tetaurawhiri.govt.nz