

BIM quick reference



**TE TAURA WHIRI
I TE REO MĀORI**
MĀORI LANGUAGE COMMISSION



**KIA KAHA
TE REO MĀORI**

Current Commissioners:

Professor Rawinia Higgins (Toihau)

– third 3-year term from 30 June 2021 – 29 June 2024

Charisma Rangipunga (Toihau Tuarua)

– third 3-year term from 30 June 2021 – 29 June 2024

Jeremy MacLeod

– second 3-year term from 1 September 2023 – 31 August 2026

Te Atamira Jennifer Ward-Lealand

– inaugural term from 1 September 2023 – 31 August 2026

(replaces Wayne Panapa)

Bayden Barber

– 2-year term from 1 July 2020 – 30 June 2022.

Term has expired and awaiting a decision on reappointment.

7.9%
of New Zealand
speaks te reo Māori

(Source: GSS, 2021)

73%
of New Zealanders believe
te reo is an important part
of our national identity

(Source: Kantar Public, 2022)

Our statutory functions

From Te Ture mō te Reo Māori 2016 (s40):

Functions and powers

40 Functions and powers of Te Taura Whiri

- (1) The functions of Te Taura Whiri are—
 - (a) to take such steps as are reasonably necessary in the opinion of Te Taura Whiri to give effect to the status of Māori as an official language of New Zealand; and
 - (b) to promote the Māori language—
 - (i) as a living language; and
 - (ii) as an ordinary means of communication; and
 - (c) to take the lead in co-ordinating the implementation of the Maihi Karauna strategy; and
 - (d) to consider and report to the Minister on matters relating to the Māori language; and
 - (e) to make provision for, and to grant, certificates in accordance with Schedule 6; and
 - (f) to prepare, maintain, and publish a register of persons who hold certificates granted under this Act, including any endorsement of a certificate.
- (2) Te Taura Whiri has the powers necessary to carry out its functions.

Audacious Goals of the Maihi Karauna

Aotearotanga Nationhood

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

Mātauranga Knowledge and skills

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

Hononga Engagement

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



Te Taura Whiri supports and promotes te reo Māori as a living language

Increased visibility and use of te reo Māori by the public service

Increased use of te reo Māori by New Zealanders

Improved planning and support for the learning and use of te reo Māori

Improved consistency and quality of te reo Māori

How we focus our work

Audience:
▶ All of Aotearoa
▶ Public sector

Challenges (BIM, p.11)

- a. Budgetary pressures
- b. Generative AI (GenAI)
- c. Expiry of the Maihi Karauna strategy
- d. LFE and reo Māori allowance

Opportunities (BIM, p.18)

- a. Policy development
- b. Hauora o te reo Māori dashboard
- c. Te Taura Whiri as international leaders
- d. Public sector te reo Māori inventory project
- e. Access to government services and information
- f. Social change through social marketing



Minister's role (BIM, p.23)

- ▶ Appointment of Chair and Deputy Chair to the Board
- ▶ Meet regularly to discuss language issues and risks across the public sector
- ▶ Consider role of functional leader for te reo Māori in the public sector



Key events

- a. Te Wiki o te reo Māori campaign ▶ **14 September each year**
- b. Ngā Tohu Reo Māori Awards ▶ **TBC Mar/Apr 2024**

Upcoming accountability documents

Statement of Intent (Sol)

▶ Feb-Mar 2024

Quarterly report

▶ 31 October 2023 ▶ 30 April 2024

▶ 31 January 2024 ▶ 31 July 2024

Annual report

▶ Oct-Nov 2023

Māori Affairs Select Committee (MASC)

▶ Feb-Mar 2024

– annual review

(appearance)

Statement of Performance Expectations (SPE)

▶ May-Jun 2024

Our Board



Toihau
Professor Rawinia Higgins (FRSNZ)



Toihau Tuarua
Charisma Rangipunga



Kaiwhiri
Dr Jeremy Tātere MacLeod



Kaiwhiri
Te Atamira Jennifer Ward-Lealand (CNZM)



Kaiwhiri
Bayden Barber (CMInstD)

Our Chief Executive



Tumu Whakahaere:
Ngahiwi Apanui



Director of Te Hāpai Ō / Deputy CE:
Tuehu Harris



Director of Te Toko Reo:
Christine Ammunson



Director of Te Puna Ratonga Reo Māori:
Te Tumatakurū O'Connell



Director of Te Amo:
Ngapera Hoerara



Director of Te Hiringa:
Matu Ihaka