

TE TAURA WHIRI
I TE REO MĀORI

MĀORI LANGUAGE COMMISSION



Maihi Karauna Summative Evaluation

October 2024



Prepared by R&K
Consultants Limited
October 2024

Maihi Karauna

Kia māhorahora te reo



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He mihi

E rau rangatira mā, tēnā koutou katoa.

My grand uncle, Tā Himi Henare once said,
“You have come too far not to go further.
You have done too much, not to do more.”

This report evidences just how far te reo
Māori has come over the past five years
in the public sector and, more importantly,
in wider New Zealand.



We've celebrated major milestones – the 50th anniversary of Te Petihana, one million people taking part in the Māori Language Moment and the increase in bilingual signage seen around the country comes to mind. But like our ancestors who navigated Te Moana-nui-a-Kiwa, it hasn't all been plain sailing. Sometimes we have had to navigate rough seas.

It's a good time to take stock of our collective journey so far – we must celebrate the wins but keep up the hard work, because the job is far from done.

There are areas of improvement that we need to focus on.

Being more collaborative is one. Maximising our resources – both people and pūtea – is another. Clarifying roles and responsibilities and sticking to them is another.

While the Maihi Karauna has worked relatively well, this report shows that Te Whare o te Reo Mauriora can be strengthened.

This is an area the Board of Te Taura Whiri i te Reo Māori has worked hard to address.

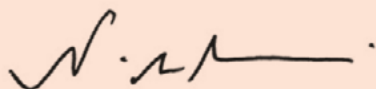
I am hopeful that by the time a refreshed Maihi Karauna has been determined, we will have reached an agreement on both sides of the whare on roles and responsibilities and, just as importantly, on how we will work together – ko te reo te take.

I wish to thank R & K Consultants Limited for all the work they have done monitoring and evaluating the progress of the Maihi Karauna over the past five years. Their reports have been independent, ensuring an objective view of our work.

The reports they have completed will provide invaluable insights into the Maihi Karauna refresh but also into how we reshape Te Whare o te Reo Mauriora to take on the next five years.

Ka nui te mihi me te aroha ki a tātou katoa. Kia kaha te reo Māori.

Nāku noa, nā



Ngahiwi Apanui

Tumu Whakahaere, Te Taura Whiri i te Reo Māori



Executive summary

This is the summative evaluation of the five-year Maihi Karauna strategy 2019–2023, the Crown’s strategy to revitalise te reo Māori. The Maihi Karauna and its complementary strategy the Maihi Māori, were seen as transformative, and a new and meaningful way for the Crown, iwi and Māori to work together to revitalise te reo Māori. Officially launched at Te Matatini in Wellington in 2019, the strategy now needs to be refreshed, with the five years having ended 30 June 2023.

Through this summative evaluation, Te Taura Whiri i te Reo Māori and other stakeholders are interested in understanding:

- a. the impact of the Maihi Karauna on government, key stakeholders, and the broader community
- b. the effectiveness of the Maihi Karauna and whether it has achieved its intended outcomes
- c. how the evaluation can inform decisions about an updated Maihi Karauna.

Between April and June 2024, information was gathered through a desktop review and stakeholder interviews including interviews with public sector chief executives, senior managers and other personnel responsible for delivering (and monitoring) the Maihi Karauna strategy.

► Impact of the Maihi Karauna across the public sector

The public sector plays a significant role in how the public sees, hears, or interacts with te reo Māori, as it sets policies and delivers public services. More impact has been achieved over the last three years of the strategy compared to the first two years. The initial two years was dedicated to planning, and role definition in implementing the Maihi Karauna strategy.

Te reo Māori has become an acceptable and encouraged practice in agencies’ day-to-day activities. Agencies are creating the conditions for more te reo Māori to be used by providing a supportive culture for te reo Māori to grow, develop and be used. This acceptance was not always present prior to the existence of the Maihi Karauna.

Whāinga Amorangi, the Māori Crown relations capability programme contributed significantly to the success of the Maihi Karauna by enabling a multi-faceted approach to leverage support and action to lift te reo Māori capability and capacity across the public service.

► Achieving the Maihi Karauna outcomes

Valuing te reo Māori

The willingness of individuals and agencies to normalise te reo and tikanga Māori practices in everyday operations has helped to strengthen the relevance of te reo Māori within the public sector.

Te Wiki o te Reo Māori surveys, Te Taunaki Public Service Census and Te Māngai Pāho audience surveys show a growing awareness, empathy and recognition of te reo Māori as an important part of Aotearoa New Zealand culture and national identity, and indicate that it is valued by those working within the public sector.

The interviews reveal strong leadership of the Maihi Karauna strategy within respective agencies and a genuine willingness to embed it in their organisations. Furthermore, senior managers are role modelling the use of te reo Māori, which instils positive behaviours and attitudes in their agencies.

Insights from the interviews show good progress has been made to build better awareness and understanding, which has led to more people valuing te reo Māori. However, more work is still required to overcome some negative attitudes and resistance to embracing te reo Māori.

Use of te reo Māori

Agencies are routinely using te reo Māori in formal and informal settings to internal and external audiences. There are numerous examples across agencies of te reo Māori being increasingly used in pōwhiri and mihi whakatau for new staff or manuhiri, staff waiata sessions, opening and closing karakia, in-house te reo Māori classes, and dedicated immersion spaces.

Demand is increasing for more in-house te reo Māori learning courses within the public sector, however this is tempered by the lack of training providers due to their over-subscription, and commitments to other agencies.

While the amount of te reo Māori being used across the public sector has grown exponentially, there are views that the quality of te reo Māori being used is still very basic, and is focused mainly on pepeha, salutations, one-off sentences and phrases, and signage. There also appears to be limited conversational te reo Māori happening on a frequent basis, outside of formal settings such as pōwhiri, or in Māori-focused agencies.

Promotion of te reo Māori

Most agencies have made significant progress in promoting and expanding public awareness of te reo Māori through increased use of bilingual signage, more te reo Māori content in print publications, and other external-facing communications. More te reo Māori is also seen in services and products within local government, businesses, community groups and wider society.



The visibility and use of te reo Māori in mainstream news media has increased significantly with more te reo Māori content seen and heard on public broadcast platforms such as TVNZ and Radio New Zealand. Presenters and journalists on these platforms are seamlessly integrating te reo Māori throughout bulletins, sports and current affairs programming.

Proficient speakers

The targeting of proficient speakers as part of the Maihi Karauna is a deliberate approach to develop a critical mass of expertise to support the ongoing development and provision of te reo Māori services. Initiatives such as Te Kura Reo Rāngai Tūmatanui (a Te Taura Whiri i te Reo Māori initiative), lifts the capability and supports the greater use of quality te reo Māori across the public sector.

Whakaata Māori continues to be a critical partner in revitalising te reo Māori through the content it produces and curates, and the delivery platforms used to reach its audiences. For the 2021/22 year, 42 per cent of new content was directed at fluent te reo Māori speakers.

Co-ordination and collaboration

Te Whare o te Reo Mauriora, the Crown and iwi and Māori partnership approach to language revitalisation, is intended to enable better co-ordination and collaboration across the two Maihi (Karauna and Māori) to achieve common or shared language goals. The evaluation found that although some progress has been made, there is still more work required to strengthen collaboration across the two Maihi.

Collaboration and co-ordination between agencies is not always consistent. Agencies tend to be insular, focusing on internal te reo Māori capacity and capability, with limited cross-agency collaboration occurring to maximise resources and experiences in pursuit of shared language outcomes. While there are some agencies collaborating on joint initiatives, this is more an exception than the rule.

Achieving the audacious goals

Data from the Maihi Karauna indicators reports and He Ara Poutama mō te Reo Māori micro-simulation model provide measures of success towards the achievement of the audacious goals of the Maihi Karauna strategy. Although the datasets cover different measurement timeframes, they both show positive movements towards achieving the audacious goals. Key highlights are:

- › The Maihi Karauna indicators report shows an upward movement towards achieving the Mātauranga and Hononga goals of the strategy over the period of analysis.
- › He Ara Poutama mō te Reo Māori shows that the Aotearoatanga goal is on track to being met by 2040. The Mātauranga goal may not be met initially but will likely be achieved within a few years beyond 2040. More work is required to achieve the Hononga goal.

► Impact of the Maihi Karauna on Aotearoa New Zealand society

The Maihi Karauna has made a significant contribution to te reo Māori revitalisation across Aotearoa New Zealand. The amount of te reo Māori being used and seen nationwide has increased dramatically since the Maihi Karauna strategy started. Although it is difficult to attribute the increase in the use of te reo Māori solely to the Maihi Karauna or Maihi Māori, the existence of these strategies has contributed to the overall momentum of te reo Māori revitalisation.

Te Reo Māori in the private sector

Aotearoa New Zealand has seen the growth of New Zealand businesses embracing and using more te reo Māori in everyday activities, transactions and interactions between clients, staff and customers. Many businesses are actively developing or implementing their own language plans or Māori strategies. Businesses have embarked on their own te reo Māori journey to gain a better understanding of te ao Māori and how their businesses can commit to promoting te reo Māori in the long term. Some of these companies include Whittakers Chocolate, Four Square, Countdown, Bank of New Zealand, Auckland Airport and Z Energy.

Agencies also acknowledge that more collaboration between the private and public sectors is required to accelerate the normalisation of te reo Māori in the business sector.

Te Reo Māori in sports

Like the business sector, sports teams and organisations are widely embracing te reo and tikanga Māori as part of their sports development strategies. The integration of te reo Māori (some minor, some elaborate) in sports is seen in sponsorship arrangements, names of teams, player uniforms, pre-game entertainment, post-game interviews, public engagements, broadcasts and social media. Sports like rugby and netball have especially championed the extension of te reo Māori in mainstream spaces influencing change within the sporting bodies but also within the audiences that watch the sports.

Te reo Māori in events

National events such as Te Wiki o te Reo Māori, Te Matatini and more recently Matariki, have contributed to increased awareness, participation and raising the status of te reo and tikanga Māori. The 2023 Te Taura Whiri i te Reo Māori Te Wiki o te Reo Māori survey report shows that Te Wiki o te Reo Māori (81 per cent) and Matariki celebrations (68 per cent) have contributed to people improving their ability to speak te reo Māori.

These sporting and cultural events ensure te reo Māori is prioritised and visible, and will positively influence the attitudes and behaviours of Aotearoa New Zealand towards te reo Māori. The positive vibe that flows from these events creates interest and builds a core community that are committed to te reo Māori.

► Policy considerations

Complementary Strategies

The Maihi Māori is intended to be a complementary strategy to the Maihi Karauna, each playing a unique role in supporting the shared goals of Te Whare o te Reo Mauriora. While intended to increase collaboration and provide a mechanism to advance shared outcomes, the reality is that the strategies have largely operated in silos, and the Maihi Māori was inequitably resourced compared to the Maihi Karauna.

Dedicated resources to lead Maihi Karauna activities

The evaluation found that most agencies are implementing their respective language plans from within existing baselines and work programmes without additional dedicated resources. Often the work was on top of existing workloads and driven by passionate and dedicated staff.

The provision of dedicated FTE resources solely responsible for promoting and implementing te reo Māori initiatives across their agencies was seen to be beneficial and a key enabler for a deliberate and streamlined te reo Māori work programme.

Current government policy and direction

The coalition Government's position on te reo Māori is concerning for many people who were interviewed for this evaluation. While the coalition Government advocates that te reo Māori is a taonga for Aotearoa New Zealand and should be supported, some evaluation participants thought that their actions and rhetoric are contradictory and have undermined the progress of te reo Māori revitalisation. There is also a sentiment that te reo Māori is not valued by this Government as an official language, and its status is seen to be inferior to the English language.

For some Māori public servants there is also a sense of feeling culturally unsafe in the workplace. Interviews with these public servants revealed that te reo Māori is being deprioritised within the wider context of their work.

► Refresh of the Maihi Karauna strategy

The Maihi Karauna has been a useful starting point for setting baseline goals and expectations for te reo Māori and galvanising action across Aotearoa New Zealand. A refreshed strategy is now imperative to advancing revitalisation efforts over the coming years.

Evaluation participants noted that creating more language domains or immersion environments outside the safety of the office would further enhance the places where te reo Māori can be used, seen and heard. Replicating community language initiatives like *Kai Kōrero* (a Wellington based kaupapa that supports te reo Māori use in different contexts such as pre-work breakfasts and during weekend treks or hīkoi) may help address these concerns.

Extending the target groups

The evaluation found that the current three priority groups – the public sector, rangatahi and proficient speakers – are still relevant and should be retained and refined in any future strategy.

Evaluation participants also suggested other potential target groups, including the health sector, local government and the business sector. Each of these groups has extensive reach into communities through the services and products that they offer.

Policy statement on te reo Māori

Any future strategy could be further supported by a government policy statement for te reo Māori that clearly sets out nationwide expectations, priorities and how success will be measured, monitored and reported across the public sector. The statement would provide greater clarity that goes further than what is in the current Te Ture mō te Reo Māori legislation. The policy statement could be akin to the current Government workforce policy statement, Government policy statement on health 2024–27 or other similar policy statements.

Conclusion

The impact of the Maihi Karauna on te reo Māori revitalisation has been positive. There has been steady growth over the life of the strategy, and we are now seeing the fruits of these efforts. More agencies continue to promote and use te reo Māori within their everyday operations. Te reo Māori is being normalised in the workplace, publications, websites, events and promotional materials. In addition, public servants are genuinely engaging and gaining a better understanding of te reo Māori and te ao Māori.

The amount of te reo Māori being used, seen and heard in wider Aotearoa New Zealand society is on the increase through the targeted efforts of the Maihi Karauna and Maihi Māori and the leadership from the business sector, local government and communities who are strongly advocating and championing the use te reo Māori within their respective settings.

The current political environment poses an interesting conundrum with regard to how te reo Māori is valued, viewed, and prioritised by the Government. Work continues regardless as agencies remain committed to lifting te reo and tikanga Māori capability across the public sector.

Achieving the vision of the Maihi Karauna strategy “*Kia māhorahora te reo – everywhere, every way, everyone, every day*” is very much in sight however, it will require ongoing effort and commitment by public sector leaders and the government.



Introduction

1. Te Taura Whiri i te Reo Māori engaged R & K Consultants Limited to undertake the summative evaluation of the five-year Maihi Karauna Strategy 2019–2023, the Crown’s strategy to revitalise te reo Māori. The evaluation focuses on what has been achieved in five years since the Maihi Karauna was put in place.
2. The purpose of the summative evaluation is to:
 - › determine the impact of the Maihi Karauna on government and key stakeholders, as well as on the broader community
 - › assess the effectiveness of the Maihi Karauna and whether it has achieved its intended outcomes
 - › inform decision-making about the future of the Maihi Karauna.
3. The evaluation is informed by the Monitoring and Evaluation Framework for the Maihi Karauna, the formative evaluation of the Maihi Karauna, annual reports on the Maihi Karauna implementation over the past three years and recent conversations with Te Taura Whiri i te Reo Māori staff. Further information was gathered through a desktop review and interviews during April to June 2024 with stakeholders, including interviews with public sector chief executives, senior managers and other personnel responsible for delivering (and monitoring) the Maihi Karauna strategy.



Maihi Karauna

4. The genesis of the Maihi Karauna is underpinned by decades of successive efforts, struggles and perseverance by language champions, communities, iwi and leaders who fought strenuously for the survival and reclamation of te reo Māori. Watershed moments over the past 50 years include the 1972 Petihana (Māori Language petition), enactment of reo Māori legislation (Treaty of Waitangi Act 1975, Māori Language Act 1987), successive Waitangi Tribunal claims (Wai11¹, Wai 262²), the establishment of Te Ataarangi, kōhanga reo, kura kaupapa, wānanga, Māori broadcasting and the establishment of Crown entities with specific te reo Māori responsibilities such as Te Taura Whiri i te Reo Māori, Te Māngai Pāho and Whakaata Māori, which have been instrumental in laying the foundation for the development of Te Ture mō Te Reo Māori Act 2016 that gave rise to the Maihi Karauna.
5. One of the earliest government Māori language strategies was produced by Te Taura Whiri i te reo Māori and Te Puni Kōkiri in 2003. This 2003 language strategy set goals over a 25-year period around strengthening language skills by increasing capacity and the number of skilled language practitioners while also fostering opportunities for people to use te reo Māori in different contexts. The strategy also focused on being able to provide educational opportunities for Māori and non-Māori to engage in learning and using te reo Māori, and supported community-led language initiatives within Aotearoa New Zealand. Successive Māori language strategies during the ensuing period from 2003 contributed to the thinking and shaping of the amendments to Te Ture mō Te Reo Māori Act 2016 and the resulting Maihi Karauna strategy.
6. The introduction of Te Ture mō Te Reo Māori Act in 2016 set the policy foundations for the establishment of Te Whare o te Reo Mauriora as a partnership between the Crown and iwi and Māori to revitalise te reo Māori. The legislation acknowledges that iwi and Māori are the kaitiaki of te reo Māori, while recognising that the Crown expresses its commitment to work in partnership with iwi and Māori to actively protect and promote te reo Māori for future generations. The Act also restates that te reo Māori is a taonga for all and sets out the expectations of how the partnership will operate, as well as establishing Te Mātāwai as an independent statutory entity.
7. Te Whare o te Reo Mauriora establishes the partnership whereby Te Mātāwai, with the Maihi Māori, and the Crown, with the Maihi Karauna, come together to achieve the shared vision – Kia Mauriora te Reo – and work towards shared outcomes and goals. The partnership also aims to bring better co-ordination, collaboration and leadership in revitalising te reo Māori within community, whānau, hapū, and iwi through the Maihi Māori and wider society, and macro policy changes through the Maihi Karauna.

1. Te Reo Māori Claim (Wai 11).

2. Claims concerning New Zealand Law and Policy affecting Māori Culture and Identity (Wai 262).

Implementation of the Maihi Karauna

8. The development of the Maihi Karauna and its complementary strategy, the Maihi Māori, was seen as transformative, and a new and meaningful way for the Crown and iwi and Māori to work together to revitalise te reo Māori. The tenure of the Maihi Karauna strategy was for a five-year period from 2019 to 2023. Although the strategy has now come to an end, it remains in place for now while alternative plans for the strategy are considered.
9. The Maihi Karauna sets out the Crown's overarching vision for te reo Māori: Kia Māhorahora te reo (Everywhere, Every Way, Everyone, Every Day) and includes three audacious goals:
 - a.) Goal 1 (Aotearoa tangā): by 2040, 85 per cent of New Zealanders (or more) will value te reo Māori as a key element of national identity.
 - b.) Goal 2 (Mātauranga): by 2040, one million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori.
 - c.) Goal 3 (Hononga): by 2040, 150,000 Māori aged 15 years and over will use te reo Māori as much as English.



Figure 1: Maihi Karauna Strategy


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	Aotearoa Nationhood	Mātauranga Knowledge and skill	Hononga Engagement
Audacious Goals	By 2040 85% of New Zealanders (or more) will value te reo Māori as a key part of national identity	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	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: More New Zealanders valuing te reo me ngā tikanga Māori as part of our national identity More value gained from te reo Māori me ngā tikanga Māori for economic and social development More young people excited about te reo Māori Medium-term priorities: More people engaging with quality broadcast and online content in te reo Māori	Current priorities: More children and young people learning te reo Māori More people progressing beyond basic knowledge of te reo Māori Medium-term priorities: More people highly proficient in te reo Māori	Current priorities: More use of 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: More towns and cities embracing bilingualism
Priority Groups	Ngā tamariki me ngā rangatahi Young people Tāngata matatau ki te reo Proficient speakers Rāngai Tūmatanui Public sector		

10. In 2015, Cabinet agreed to establish Te Rūnanga Reo, a partnership forum of Government Ministers and representatives of Te Mātāwai who would set the strategy and shared direction of Te Whare o te Reo Mauriora. Cabinet also established Te Papa Kōrero, the chief executive forum, which provides leadership and coordination for the implementation of the Maihi Karauna and Maihi Māori. It is also responsible for supporting the implementation of the Maihi Karauna and represents the Crown at an operational level.
11. The Maihi Karauna was officially launched at Te Matatini in Wellington in February 2019. The strategy was accompanied by a staged implementation plan³ that identified initiatives and programmes of work that agencies would undertake jointly or individually against specific goals of the strategy. The implementation plan was also supported by a monitoring and evaluation framework⁴ that sets out how the success of the Maihi Karauna would be measured.
12. The Maihi Karauna formative evaluation found that the early phases of the Maihi Karauna development and implementation were marred by issues and delays that impacted its smooth implementation. Despite these issues, the strategy in recent years has made real progress overcoming those initial implementation concerns and gained a reputation for being an enduring and aspirational strategy.
13. One of the significant enablers of the Maihi Karauna strategy was the Cabinet directive⁵ for all public service departments and departmental agencies to have a Māori language plan in place by 30 June 2021. The language plans were intended to build their cultural capability and provide a pathway for agencies to identify and prioritise key language revitalisation goals, activities and approaches that are linked to their key accountability documents. This provision was part of the implementation plan for the Maihi Karauna strategy.

► State sector reforms

3. Te Puni Kōkiri, 2019. *Maihi Karauna Implementation Plan 2019/20*. <https://www.tpk.govt.nz/docs/tpk-maihi-karauna-implementation-plan-en.pdf>
4. Te Puni Kōkiri, 2019. *A Monitoring and Evaluation Framework for the Maihi Karauna: The Crown's Strategy for Māori Language Revitalisation, 2019-23*. <https://www.tpk.govt.nz/documents/download/documents-5473/tpk-mk-monitoring-evaluation-framework-2019.pdf>
5. [MCR-18-MIN0012 refers].

14. The Public Service Act 2020 outlines the role that the public service plays in supporting the Crown in its relationships with Māori under the Treaty of Waitangi (te Tiriti o Waitangi). There is an expectation in this Act, that the Public Service Commissioner, chief executives and other public service leaders take responsibility for developing and maintaining the capability of the public service to engage with Māori and to understand Māori perspectives. In addition, there is an expectation that chief executives of departments and other public sector leaders recognise:
 - › the aims and aspirations of Māori
 - › the employment requirements of Māori
 - › the need for greater involvement of Māori in the public service.

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15. While not explicitly described in the Act, te reo and tikanga Māori have a significant role to play in all the expectations outlined above.
 16. Additionally, Te Arawhiti (the Office for Māori Crown Relations) developed Whāinga Amorangi, the Māori Crown relations capability framework, to improve the Māori capability of the public service and help chief executives meet their Public Service Act responsibilities. Whāinga Amorangi requires agencies to develop and register plans with Te Arawhiti on how they intend to raise their individual and organisational capability to engage with Māori, focusing on six core competencies including:
 - › understanding racial equity and institutional racism
 - › te reo Māori
 - › the history of Aotearoa New Zealand and Te Tiriti o Waitangi
 - › tikanga/kawa
 - › Māori worldview
 - › engagement with Māori.

► Review of Te Ture mō Te Reo Māori 2016

17. A statutory review⁶ of Te Ture mō Te Reo Māori by Te Puni Kōkiri was completed in November 2022 to ensure the Act was fit for purpose. The review found that the Act was meeting its overarching policy objectives and contributing to the revitalisation of te reo Māori. It also found, among other things, that the partnership was not working as intended and silo approaches prevailed. Additionally, there was inequity of resources and decision-making between the Maihi Māori and Maihi Karauna with a rebalancing required to enable more equitable outcomes for the Maihi Māori.

► Impact of Covid-19

18. The impact of Covid-19 on the Maihi Karauna during the formative years of the strategy meant implementation and operational delays in embedding the strategy. Agencies had to pivot and reallocate resources from Maihi Karauna projects to Covid-19 priorities. As noted in the formative evaluation, the disruption of Covid-19 significantly affected the ability of agencies to progress their Maihi Karauna activities as capacity and timelines were stretched. The restrictions on gatherings and prolonged lockdowns also meant new ways of operating were required. This resulted in the rapid uptake of online platforms for engagement and interaction, which slowed implementation.

6. Review of Te Ture mō Te Reo Māori 2016. <https://www.tpk.govt.nz/documents/download/documents-3009-A/Te%20Ture%20m%C5%8D%20Te%20Reo%20M%C4%81ori%202016%20Review%20Report.pdf>



Evaluation Methodology

19. The evaluation focuses on the impact of the Maihi Karauna strategy on its intended audiences and stakeholders. The Maihi Karauna intervention logic⁷ was used to explore the intended outcomes and to frame relevant interview questions for the evaluation.
20. A mixed method approach was used to gather quantitative and qualitative information to answer the key questions of the summative evaluation:
 - a.) To what extent has the Maihi Karauna achieved its short- and medium-term priorities?
 - b.) What impact has the Maihi Karauna had on the intended target groups (i.e. children and youth under 25, the public service and proficient te reo Māori speakers)?
 - c.) To what extent is the Maihi Karauna on track to achieve the audacious goals of the strategy?
 - d.) What changes or improvements, if any, are required to reshape the next iteration of the Maihi Karauna strategy?
21. Information was gathered through:
 - › desktop review of key documentation and discussions with Te Taura Whiri i te Reo Māori, and other key stakeholders of the Maihi Karauna
 - › semi-structured interviews with agencies and other stakeholders
 - › analysis of statistical data on te reo Māori.

► Desktop review of documentation

7. Te Puni Kōkiri, 2019. *A Monitoring and Evaluation Framework for the Maihi Karauna: The Crown's Strategy for Māori Language Revitalisation, 2019-23*.
<https://www.tpk.govt.nz/documents/download/documents-5473/tpk-mk-monitoring-evaluation-framework-2019.pdf>

22. The evaluation team reviewed recent key documents (published and unpublished) relevant to the Maihi Karauna. This included (but this is not an exhaustive list):
 - › agencies' Māori Language Plans (those lodged with Te Taura Whiri i te Reo Māori)
 - › annual reports on the implementation of Maihi Karauna including quantitative survey results (e.g. previous annual reports or status reports)
 - › research and evaluation reports on te reo Māori revitalisation

- › corporate documents including agencies' statements of intent, annual reports and survey data
- › publicly available Cabinet papers, legislative reviews, select committee papers and other agency briefing papers
- › newspaper and online articles relating to te reo Māori.

► Semi-structured interviews

23. Interviewees were purposively selected to provide a range of views, insights and experiences that showcase their agencies contribution to the Maihi Karauna. Other factors considered also included:
 - › Types of te reo Māori activities implemented within agencies (as highlighted in annual Maihi Karauna implementation surveys⁸).
 - › Agencies actively engaging in Te Papa Kōrero (chief executives' forum) and Te Tokomatua (senior managers' forum).
 - › Selecting agencies who were not interviewed in the formative evaluation of the Maihi Karauna to reduce interviewee fatigue and information repetition.
24. Key informant interviews were undertaken online with key staff responsible for implementing te reo Māori strategies, activities, policies, or programmes within the following agencies: Te Puni Kōkiri, Te Arawhiti Office for Māori Crown Relations, Te Kawa Mataaho Public Service Commission, Manatū Taonga Ministry for Culture and Heritage, Irirangi Te Motu NZ on Air, Te Tari Taake Inland Revenue, Te Tari Taiwhenua Department of Internal Affairs, Tatauranga Aotearoa Statistics New Zealand and Te Taura Whiri i te Reo Māori.
25. Interviewees included chief executives, managers and operational staff. Some of the interviewees were also members of Te Papa Kōrero and Te Tokomatua.
26. A copy of the evaluation interview questions, information sheet and informed consent form are provided in Appendices One to Three.

► Quantitative data

27. The following quantitative data (some with qualitative narration) was used to inform the evaluation:
 - › *Maihi Karauna Indicators report* (2019 and update report in 2021) produced by Te Puni Kōkiri illustrates the current state of te reo Māori. The indicators report draws data from Te Māngai Pāho Māori Audience Survey, New Zealand General Social Survey, Te Kupenga, Ministry of Education and Tertiary Education Commission data on student enrolments and course completion, Census of Population and Dwellings, Te Taunaki Public Service

8. Annual monitoring survey of public service departments and agencies contribution to the Maihi Karauna.



Census and Te Taura Whiri i te Reo Māori National Translators' and Interpreters' Register (as of 29 June 2021).

- › *He Ara Poutama mō te Reo Māori*⁹, a microsimulation tool, forecasts whether the audacious goals of the Maihi Karauna will be achieved by 2040. The model draws data from the New Zealand General Social Survey, Te Kupenga, the Census, Te Taunaki Public Service Census, and the Te Māngai Pāho Māori Audience Survey.
- › *Te Taunaki Public Service Census 2021*¹⁰ commissioned by Te Kawa Mataaho Public Service Commission represents the views of approximately 40,000 public servants across 36 Public Service organisations (or 61 per cent of the total number of public servants). The survey questions focused on diversity, inclusion and wellbeing at work, a unified Public Service and strengthening Māori Crown relationships, of which te reo Māori use at work and support for te reo Māori are key indicators.
- › *Rāngai Tūmatanui – Te Reo Māori Insights from the Public Service 2023*¹² presents a snapshot of attitudes towards te reo Māori and language proficiency for the public service workforce from 2013 to 2018.
- › *Te Wiki o te Reo Māori 2023* research survey¹³ conducted by Verian provides data on the reach and impact of Te Wiki o te Reo Māori 2023. The research looks at the awareness levels, participation, and attitudes towards Te Wiki o te Reo Māori as well as providing core behavioural drivers and barriers to learning te reo Māori.
- › *Te Māngai Pāho KoPA Model segmentation 2023* research¹⁴ conducted by Verian. The annual audience testing tracks progress towards more positive attitudes and behaviours to te reo Māori and Māori culture through the content that they fund.

9. Te Taura Whiri i te Reo Māori, 2023. Maihi Karauna: Monitoring Report 2023-2040. https://assets.nationbuilder.com/ttw/pages/1700/attachments/original/1701226057/Maihi_Karauna_Report_%28English%29.pdf?1701226057
10. Te Kawa Mataaho Public Service Commission, 2021. Te Taunaki Public Service Census 2021. <https://www.publicservice.govt.nz/research-and-data/public-service-census>
11. Te Taura Whiri i te Reo Māori, 2023. Rāngai Tūmatanui – Te Reo Māori Insights from the Public Service. https://assets.nationbuilder.com/ttw/pages/1702/attachments/original/1701226193/R%C4%81ngai_T%C5%ABmatanui_Report_%28English%29.pdf?1701226193
12. Te Taura Whiri i te Reo Māori, 2024. Te Wiki o te Reo Māori 2023 survey report (unpublished).
13. Te Māngai Pāho, 2023. KoPA Model Segmentation 2023. https://www.tmp.govt.nz/en/documents/204/KoPA_Model_Segmentation_2023.pdf

► Analysis framework

28. All interviews were transcribed and coded using a thematic framework to identify common themes and patterns of meaning. Key information from the document review was also included in the analysis framework to bolster the emerging themes and provide more depth to the analysis. Additionally, the outcomes of the strategy and specifically the Maihi Karauna intervention logic provided the framework to present the findings in this report.
29. Quantitative data (as outlined in the section above) was integrated into the analysis framework and used to provide context and validation of the underlying themes and key evaluation questions.
30. All feedback received through the interviews was based on individuals' professional experience working within the public service. Their perspectives have been carefully presented to provide a clear, non-biased view to support the key findings of the report.

► Scope and limitations

31. The focus of this report was on the five years of the strategy from 2019 to 2023, however, the impact of the coalition Government decisions and actions regarding te reo Māori and other Māori issues after the 2023 election are discussed as these concerns were pertinent for many who were interviewed in the evaluation.
32. Aside from the He Ara Poutama mō te Reo forecasting data on the achievement of the audacious goals of the strategy, there are no definitive quantitative measures that show what impact the Maihi Karauna made or is making. Instead, proxy measures provide a lens to interpret the source data and make attributing statements of impact.





Evaluation Findings

► Impact of the Maihi Karauna – across the public sector

33. The public sector plays a significant role in how the public see, hear, or interact with te reo Māori, as it sets policies and delivers public services. The influence of the Maihi Karauna on the public sector is important as it prioritises and sets expectations around te reo Māori for the public sector and more broadly Aotearoa New Zealand.
34. More impact has been achieved over the last three years of the strategy, with the initial two years dedicated to planning, and role definition in implementing the strategy. Te reo Māori has become an acceptable and encouraged practice in agencies' day-to-day activities. This was not the case prior to the Maihi Karauna.
35. Agencies are creating the conditions for more te reo Māori to be used within the public sector, specifically by creating a supportive culture for te reo Māori to grow, develop and be used unfettered.

I could just feel like there was a sudden surge of things towards things Māori, like there was a lot of positive energy around doing things Māori inside the department. It was really exciting, really energetic. You know, I've been in the department 17 years, and I hadn't seen such optimism and energy and passion around things Māori. And it was quite exciting, actually.

SENIOR MANAGER

36. Interviews reveal clear evidence that significant shifts in the use and normalisation of te reo Māori in the public sector occurred through a matured approach where the public service has become more accepting and encouraging of the use of te reo Māori in the workplace.

I've seen a major flip because of the Maihi Karauna that our policy people can really hold strong to. It's so strong now that some of them are even driving the kaupapa because we've got the support of our CE, the directive of our CE, and I've seen a huge uptake in the 15 years I've been here.

ADVISER

I use this as an example when I talked to our inductees of when I started, it was all yours sincerely and thank you and kind regards. Now we're in ngā mihi and ngā manaakitanga and even the greetings. So, it looks like a simple shift, but to me it's a huge shift because we've got people actually comfortable and practising and using it because they've got a strategy to tie back to.

ADVISER

37. Te reo Māori features more prominently in agencies' strategies and activities, as well as agencies' Statements of Intent and Māori language plans. As of 30 June 2023, 33 agencies registered their te reo Māori language plans with Te Taura Whiri i te Reo Māori.¹⁴
38. Whāinga Amorangi contributed significantly to the success of the Maihi Karauna, enabling a multi-faceted approach to leveraging support and action to lift te reo Māori capability by holding chief executives accountable:

We have 38 agencies that have been signed up [for Whāinga Amorangi] by their CE. Initially, it was about having to. It [Whāinga Amorangi] being a leadership programme and from that leadership perspective, having that flow on effect for their staff. So, it's a slightly different model, but the congruence of the two kaupapa, you know, is powerful.

SENIOR MANAGER

39. Te reo classes, capability building (Te Kura Reo Rāngai Tūmatanui), bilingual signage, national events (Matariki, Te Wiki o te Reo Māori, Te Konohete) and agency kapa haka are examples of how te reo Māori is being promoted within the public sector.
40. The Maihi Karauna is a beacon that ensures agencies are collectively contributing to the goals of the strategy and that the strategy remains prioritised amongst the many competing work priorities within agencies.

The strategy is a coherent approach and enables us to continue to hold the organisation to account on those deliverables, without a reo Māori strategy for the public sector or if it's left to organisations [to oversee], as we've seen in the past, it will get lost in the bureaucracy.

SENIOR MANAGER

We've got something to drive towards. The CEs are already signed up for it and it makes us being able to hold the account, hold the development, hold the organisation to account. And I worry that the absence of that, we won't be able to increase our reo rangatira across the public sector and then our people miss out.

SENIOR MANAGER

14. Te Taura Whiri i te Reo Māori, 2023. Maihi Karauna Annual Report 2022/23. https://assets.nationbuilder.com/ttw/pages/1306/attachments/original/1722482833/Maihi_Karauna_Annual_Report_2022-23_%28English%29.pdf?1722482833

► Achieving the outcomes

OUTCOME: Valuing te reo Māori

41. This section examines the impact of the Maihi Karauna and whether the intended outcomes of the strategy were achieved. The outcomes, as discussed above, include valuing te reo Māori, increased use and promotion of te reo Māori, targeting fluent speakers, co-ordination and collaboration, and progress towards achieving the audacious goals.

42. Based on a recent te reo Māori survey,¹⁵ 73 per cent of New Zealanders think te reo Māori is an important part of Aotearoa New Zealand culture, and 73 per cent of public servants value their knowledge of te reo Māori and wish to grow it¹⁶. In another recent survey¹⁷ it was found that 62 per cent of New Zealanders believe te reo Māori should be valued by all New Zealanders. These survey results indicate a growing awareness, empathy and recognition of te reo Māori as an important part of Aotearoa New Zealand culture and national identity. It is equally important to those working within the public sector. The willingness of individuals and agencies to normalise te reo and tikanga Māori practices in everyday operations has helped to strengthen its relevance within the public sector.

43. During the Covid-19 period, the Prime Minister, other ministers and senior Ministry of Health officials used te reo Māori greetings and kupu regularly during their daily Covid update broadcasts on national television. The presence of te reo Māori during these announcements and by key public figures and personalities helped to elevate the status of te reo Māori and normalise its use daily.

44. Among the agencies interviewed, there is strong leadership of the Maihi Karauna strategy within respective agencies and a genuine willingness to embed it in their organisational strategies and practice. Senior managers exhibit positive role modelling which instils positive behaviours and attitudes in their agencies. This sets clear expectations and behaviours for staff to follow to enable success of their language plans and goals.

15. Te Taura Whiri i te Reo Māori, 2024. Te Wiki o te Reo Māori 2023 survey report (unpublished).

16. Te Kawa Mataaho Public Service Commission, 2021. Te Taunaki Public Service Census 2021. <https://www.publicservice.govt.nz/research-and-data/workforce-data/maori-crown>

17. Te Māngai Pāho, 2023. KoPA Model Segmentation 2023. https://www.tmp.govt.nz/en/documents/204/KoPA_Model_Segmentation_2023.pdf

[Our chief executive] is very passionate and leads amazingly in that space, which holds his DCEs accountable to deliver. There's shared leadership and ownership of outcome areas, like te reo Māori, but across the board, each branch are contributing to those [te reo Māori] outcome areas.

SENIOR MANAGER

It's good behaviour, breeds good behaviour and shows the importance of it.

ADVISER

45. There were also opposing views around the importance of the Maihi Karauna and how it is not valued by some within the public sector. Although, these views were not widely raised during the interviews, they provide context to some of the underlying feelings within agencies.

There's a lot of dedicated ignorance across the public service. And sometimes kaupapa Māori, like the Maihi Karauna, Whāinga Amorangi, Māhere Reo, it can be perceived as just an extra chore, and isn't part of their actual work that they do. So, I think there's perhaps some more conversations that we can have that are in the space of, you know, Te Papa Kōrero and other contexts around training with people who don't care. [Senior Manager]

46. The interviews show that good progress has been made to build better awareness and understanding which has led to more people valuing te reo Māori. It was also acknowledged that more work is still required to overcome the negative attitudes and resistance to embracing te reo Māori.

Some people aren't really interested in kaupapa Māori. In fact, it's perceived as something that's inconvenient, that's an extra chore, and is only important to Māori. And I think we need to get to a place where we can communicate a lot more effectively with the importance of this mahi, how important it is for all of Aotearoa, not just for Māori. But it being important just for Māori seems to be the narrative that's used against us the most.

SENIOR MANAGER

OUTCOME: Use of te reo Māori

47. Te Taunaki Public Service Census shows that 58 per cent of public servants use at least some te reo Māori at work, with six per cent saying they can have a conversation about a lot of everyday things in te reo Māori. Almost 30 per cent of Māori public servants indicated that they could speak te reo Māori conversationally. Statistics across the wider Aotearoa New Zealand population estimate that over 23.6 per cent (907,000) of New Zealanders aged 15 years and over can speak about basic things in te reo Māori, up from 770,000 in 2016.¹⁸

One of the major successes that we come across is the type of people that are actually working in the public service now, they are more embracing of te reo Māori, using te reo Māori a lot more.

SENIOR MANAGER

48. Feedback from agencies shows a thriving picture of te reo Māori being routinely used in formal and informal settings to internal and external audiences. There are numerous examples across agencies of where te reo Māori is increasingly used:

18. Te Puni Kōkiri, 2022. Maihi Karauna Indicators Report Update March 2022. <https://www.tpk.govt.nz/docs/tpk-maihi-karauna-indicators-rep2021.pdf>

- › pōwhiri and mihi whakatau for new staff or manuhiri
- › weekly waiata sessions for staff
- › karakia to open and close hui, celebrations, and blessing of food. Some staff have chosen specific karakia to practice and perfect, and some have composed karakia to suit their colleagues and mahi
- › in-house te reo Māori classes at various capability levels (beginners, intermediate, advanced)
- › dedicated spaces for immersion in te reo Māori
- › pepeha during introductions and whakawhanaunga sessions
- › marae-based wānanga, workshops and leadership programmes.

49. Agencies are reporting more te reo Māori being used and heard because of language interventions within the workplace. This is supported by research which shows that 59 per cent of respondents in the Te Taunaki Public Service Census were supported to improve their te reo Māori through on-the-job learning or in-house courses.

We're seeing teams putting more emphasis into it [use of te reo Māori]. So, ensuring that there is time that they carve off, that there's having a Te Reo only hour. Or people really pushing that here when they're speaking a lot more orally and also putting that into their mahi as well.

MANAGER

There's definitely the will to learn. And we've had various different internal te reo courses and they've always been fully subscribed. We've got our own karakia, waiata, and we have waiata groups.

ADVISER

50. Te Taunaki Public Service Census also found that 65 per cent of staff are encouraged to use te reo Māori.

I definitely see it on the ground [more use of te reo Māori]! Yeah. So, I see it in the emails, like little things, like everyone's out of office will be in Te Reo, people using ngā mihi and ngā manaakitanga in their greetings. Whether you're Māori or non-Māori, all of our hui opened and closed with karakia. [We are] Seeing people speak it more and more, whether it's a little bit or a lot.

MANAGER

51. Demand is also increasing for more in-house te reo Māori learning courses within the public sector. Agencies commented that they were often unable to procure the services of suitable trainers who had capacity to deliver training courses due to them being over committed to other agencies.

52. A flow on effect of the increased use of te reo Māori within agencies has been the increased number of people learning and using te reo Māori outside of work hours. Initiatives such as *Kai Kōrero* have given people who are passionate about te reo Māori, a place to practice, socialise and interact with others in te reo Māori in an informal setting.

Kai Kōrero is an initiative that involves kaupapa such as Te Parakuihitanga o te reo Māori and Hikoitanga o te reo Māori. Based in Wellington, and led by senior public servants, Kai Kōrero is a self-funded kaupapa that supports te reo Māori use in different contexts (outside of work). It also promotes the principles of te whare tapa whā. To date, Kai Kōrero has held approximately 300 events that range from parakuihi at a local cafe every Friday morning (Te Parakuihitanga o te reo Māori) prior to the start of the work day, through to regular outdoor treks or walks on the weekends (Hikoitanga o te Reo Māori) learning local sites of significance and promoting active healthy living. The initiative has now grown to over 3,000 active people. It also aims to grow and develop champions and advocates of te reo Māori.

A large proportion of participants are public sector workers. There is also a diverse range of participants from all cultures, with the majority of participants being non-Māori.

The initiative draws people in by providing a space, time and opportunity for those committed to learning te reo Māori to interact with other like-minded people and share their experiences in a relaxed setting.

"The initiative is more than just te reo Māori acquisition- the learning of the reo aspects, it's about some of the softer outcomes like gaining support networks both socially and in a work setting and whanaungatanga!"

53. While the amount of te reo Māori being used across the public sector has grown exponentially, there are views that the quality of te reo Māori being used is still very basic, focused mainly on pepeha, salutations, one-off sentences and phrases and signage. Anecdotally, there appears to be limited conversational te reo Māori happening on a frequent basis, outside of formal settings such as pōwhiri or in Māori-focused agencies. In the latter, there are well-established language domains.
54. These conversational constraints are not new and are the result of a general lack of te reo Māori capacity and capability across the public sector and Aotearoa New Zealand society. Capacity and capability reside in pockets without a critical mass to effect widespread revitalisation across the public sector.

OUTCOME:
Promotion of
te reo Māori

55. To further normalise te reo Māori within the public sector and wider society, te reo Māori must have visibility in everyday use and be seen to connect with people. Most agencies have made significant progress in promoting and increasing public awareness of te reo Māori through increased use of bilingual signage, more te reo Māori content in print publications and other external facing communications.

We have started using Māori names for internal projects ... we are also incorporating more te reo on our intranet.

ADVISER

They use bilingual titles in all of our annual reporting. So, it's the awareness and the valuing of te reo Māori has definitely increased since the Māori language plan.

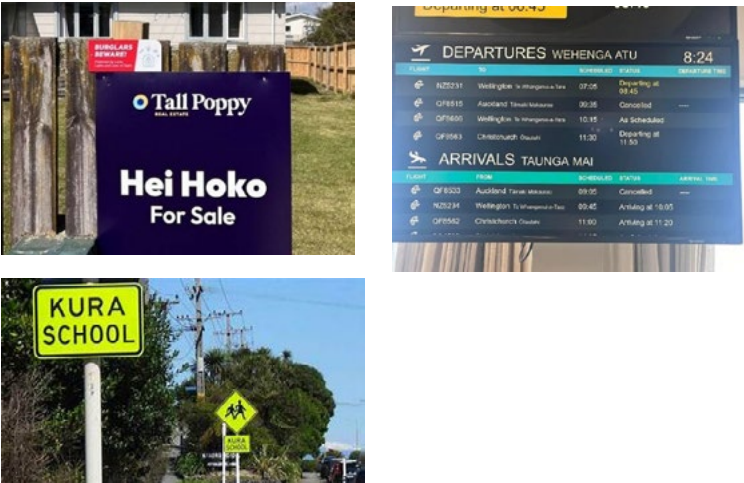
MANAGER

56. The Māori–English Bilingual Signage guidelines developed in 2016 for public sector agencies, set expectations for the use of signage in government buildings and workplaces. Research shows that 67.2 per cent of public servants agree that signage should be bilingual while 50 per cent of people outside of the public service aged 15 or over¹⁹ also agree that signage should be bilingual.
57. Over the past five years (or more), there has also been a groundswell of support for te reo Māori signage and increased use of te reo Māori for services and products within local government, businesses, community groups and wider society.

I've seen that there's been an increase, and we've increased our bilingual signage at our war memorials, for example, and whenever we do a new memorial, part of the design process is ensuring that it is bilingual and that we follow the bilingual signage guidelines from Te Taura Whiri.

MANAGER

Figure 2: Examples of bilingual signage



19. Te Taura Whiri i te Reo Māori, 2023. Rāngai Tūmatanui – Te Reo Māori Insights from the Public Service 2023. https://assets.nationbuilder.com/ttw/pages/1702/attachments/original/1701226193/R%C4%81ngai_T%C5%ABmatanui_Report_%28English%29.pdf?1701226193

58. The Te Wiki o te Reo Māori survey²⁰ shows that 81 per cent of New Zealanders agree that public signs such as place names or other signage are an important source to help people learn or improve their ability to speak te reo Māori.

That made a big difference [seeing te reo Māori signs], and I think them seeing that actually they have a part to play, and Finance have been on board early, for example

MANAGER

59. Most agencies have bilingual signage with many opting to use their te reo Māori name as their primary name of reference when communicating with the public. As part of the Coalition Government agreement,²¹ the Government committed to ensuring agencies use their English name first unless they were a Māori focused agency (e.g. Te Puni Kōkiri). These changes were quickly implemented by some agencies such as Waka Kotahi (Land Transport) and Toitū Te Whenua (Land Information) reverting to their English name as the primary name of recognition. This policy change was seen by evaluation participants as devaluing te reo Māori with ongoing implications for the Māori Crown relationship.
60. Media plays an important role in promoting positive perceptions and recognition of te reo Māori. The visibility and use of te reo Māori in mainstream news media has increased significantly with more te reo Māori content seen and heard on public broadcast platforms such as TVNZ and Radio New Zealand. On these platforms, presenters and journalists are seamlessly integrating te reo Māori through bulletins and current affairs programming. More te reo Māori is also featuring in sports programming as well as other popular local programmes such as Shortland Street and The Casketeers. The influence of the news media to normalise te reo Māori is immense and provides opportunities for viewers to gain a better understanding and appreciation of te reo Māori.
61. While less obvious, print media outlets also contribute to the visibility of te reo Māori in the mainstream.

To celebrate Te Wiki o Te Reo Māori, data analytics specialists Dot Loves Data analysed 2.3 million media articles published between 2008 and 2022 to understand how the New Zealand media is contributing to the revitalisation of te reo Māori.

The analysis shows that the usage of reo Māori terms and phrases by New Zealand's media outlets is growing at a fast pace. This reflects a collective effort by media outlets to mainstream the use of reo Māori. The analysis shows the number of kupu Māori used in mainstream news articles steadily increased from 2008 to 2018, but surged dramatically between 2019 and 2022, largely driven by an increase in usage by The Spinoff, Stuff and New Zealand Herald.²²

20. Te Taura Whiri i te Reo Māori, 2024. *Te Wiki o te Reo Māori 2023 survey report* (unpublished).

21. New Zealand National Party and New Zealand First Coalition Agreement.

22. J. Lester, 'Use of te reo Māori in New Zealand media', The Spinoff, <https://thespinoff.co.nz/atea/16-09-2022/usage-of-te-reo-maori-in-new-zealand-media-continues-to-grow>

OUTCOME: Proficient speakers

62. The targeting of proficient speakers as part of the Maihi Karauna is a deliberate approach to develop a critical mass of expertise to support the ongoing development and provision of te reo Māori services. However, the pathway for developing proficient te reo Māori speakers is limited to traditional education institutions such as wānanga, universities, kura Māori and kura kaupapa, and targeted language initiatives such as kura reo and Te Ataarangi, as well as curated broadcast content.
63. Support to develop proficient speakers is also provided through programmes such as Toi Reo Māori, a translator and interpreter's qualification for te reo Māori. The number of licensed translators and interpreters has continued to increase every year.
64. Initiatives such as Te Kura Reo Rāngai Tūmatanui, a Te Taura Whiri i te Reo Māori initiative, lifts the capability and supports greater use of quality te reo Māori across the public sector. More proficient speakers from across the public sector were invited to these Kura Reo.
65. An evaluation of Te Kura Reo Rāngai Tūmatanui²² showed that participants were motivated to use more te reo Māori in the workplace, including speaking more to those who could speak te reo Māori, so it became normalised. The evaluation also found that objectives that were achieved included:
 - › strengthening language use and proficiency
 - › increasing knowledge and understanding of language revitalisation strategies
 - › enabling relationships and connections to be formed across the public sector
 - › creating a network of like-minded public service employees who are able to engage in te reo Māori.
66. Whakaata Māori is a critical partner in revitalising te reo Māori through the content it produces and curates and the delivery platforms used to reach its audiences. Whakaata Māori is committed to promoting fluency in te reo Māori among all kaimahi, and delivers opportunities to support proficient te reo Māori audiences. For the 2021/22 year, 42 per cent of new content was directed at fluent te reo Māori speakers.
67. For those rangatahi who were more confident in te reo Māori, Whakaata Māori used a deliberate strategy to engage them through platforms they most often use, that is YouTube, Facebook, Instagram and TikTok. Together with the New Zealand Sport Collective, Whakaata Māori launched YouTube Māori Active targeting fluent rangatahi speakers. Content focused on rangatahi sporting interests including national secondary school sports championships for waka ama, rugby, Ki-o-rahi, volleyball, swimming, water polo, dragon boating and basketball.

23. Te Taura Whiri i te Reo Māori, 2022. Kura Reo Rāngai Tūmatanui Final evaluation report 2022. https://assets.nationbuilder.com/ttw/pages/1420/attachments/original/1681435459/Kura_Reo_Ra%CC%84ngai_Tu%CC%84matanui_v3_%28English%29.pdf?1681435459

OUTCOME: Co-ordination and collaboration

68. Te Whare o te Reo Mauriora is intended to enable better co-ordination and collaboration across the two Maihi (Karauna and Māori) to achieve common or shared language goals. The evaluation found that although some progress has been made, there was still more work required to strengthen collaboration across the two maihi.

“There’s been some relationship leveraging, so that’s been happening well, but it’s probably operating at probably 10 per cent as to where it could be.”

MANAGER, DEPARTMENT

69. Interviews also showed that most agencies were aware of the Maihi Māori and the role of Te Mātāwai in language revitalisation in the community but were less clear about how and what they could effectively collaborate on. Greater clarity around common interest areas, levels of commitment and mutual benefits would help agencies identify opportunities to collaborate. This finding was also supported in the review of Te Ture mō te Reo Māori which found agencies were at varying levels of maturity when it came to understanding te reo Māori responsibilities and how their agency language plans relate to, or support, the Maihi Māori.
70. Collaboration and co-ordination between agencies is not always consistent. Agencies tend to be insular, focusing on internal te reo Māori capacity and capability with limited inter-agency collaboration occurring to maximise resources and experiences in pursuit of shared language outcomes. While there are some agencies collaborating on joint initiatives, this is the exception rather than the rule. Some examples of collaborative Maihi Karauna projects over the years include:
- a.) *He Ara Poutama mō te Reo*, a joint project between Te Taura Whiri i te Reo Māori, Te Mātāwai, Ministry of Education and Statistics NZ, to develop a data tool that predicts the number of conversational and fluent speakers of te reo Māori from now until 2040
 - b.) Aotearoa Reorua programme, a Te Tari Taiwhenua led project in conjunction with Te Taura Whiri i te Reo Māori, Te Puni Kōkiri and Te Mātāwai, that supports local councils and mana whenua partners to create more spaces, places, and opportunities where te reo Māori is seen, heard, and celebrated. Together, councils and mana whenua co-design a strategy that reflects what is special about their community, such as local pūrākau and reo ā-iwi dialects. Each centre designs a strategy uniquely suited to their own community’s needs and aspirations. This provides a platform for councils and mana whenua to work together towards a common goal. The objective is to enrol 40 centres by 2040.
 - c.) Kāhui Mahere Reo, a Te Taura Whiri i te Reo Māori hosted

forum to create a space where the language planners of the Public Service can network with others, share ideas and experiences and learn from others and take inspiration. These fora are held regularly with widespread participation across agencies. Last year saw over 340 people attend the workshops.

- d.) He Tohu Huarahi Māori bilingual traffic signs programme, a partnership project between Waka Kotahi, Te Mātāwai and local government to enable the use of bilingual traffic signs across state highways and local roads. In 2022, the first bilingual kura/school sign was unveiled in Rotorua.

71. Business units within agencies also displayed examples of te reo Māori revitalisation through collaboration and knowledge sharing practices.

We're kind of moving into teams really driving their language plans and sharing. Like what I'm seeing in the policy area, is that we all share how we're approaching it and different teams do it differently. But we're sharing that, our own kind of experience. That is building a strong network of champions and approaches across our agency.

SENIOR MANAGER

72. There were also views that better co-ordination could occur between agencies when scheduling events or activities for Whāinga Amorangi and Maihi Karauna.

So, they'll run their own training things for the level one and two engagements. They'll have their Treaty workshops, but they'll put them on the same day as Te Arawhiti. So, yeah, we've only got so many public servants and two organisations are putting things on at the same time.

MANAGER

OUTCOME

Achieving the audacious goals

73. Numerous research reports compiled over the past five years show that the use, awareness, attitudes and behaviour towards te reo Māori across different audiences are on a positive trajectory.
74. Data from the *Maihi Karauna Indicators report* and *He Ara Poutama mō te Reo* micro-simulation tool provide measures of success towards the achievement of the audacious goals of the Maihi Karauna strategy. Although the datasets cover different measurement timeframes, they both show positive movements towards achieving the audacious goals.
75. The *Maihi Karauna Indicators report* shows an upward movement towards achieving the Mātauranga and Hononga goals of the strategy over the period of analysis. The General Social Survey (2018) did not include data to update the Aotearoa goal, therefore nothing definitive can be concluded until further census data is released in 2024.

Table 1: Maihi Karauna Indicators report comparison

Audacious goal	Target	2016	2018
Goal 1 (Aotearoa tangā) 85% or more of NZers value te reo Māori as part of national identity	85%		n/a ²⁴
Goal 2 (Mātauranga) 1 million or more NZers have the ability and confidence to talk about basic things in te reo Māori	1,000,000	770,000	907,000
Goal 3 (Hononga) 150,000 Māori aged >15yrs will use te reo Māori as much as English	150,000	70,000	72,000

76. He Ara Poutama mō te Reo shows that the Aotearoa tangā goal is on track to be met by 2040, assuming a similar year-on-year increase every year until 2040. The Mātauranga goal may not be met initially but will likely be achieved within a few years beyond 2040. According to He Ara Poutama mō Te Reo, more work is required to achieve the Hononga goal.

Table 2: Audacious goals forecast (HAP)

Audacious goal	Target	2040 forecast	Status
Goal 1 (Aotearoa tangā) 85% or more of NZers value te reo Māori as part of national identity	85%	n/a	On track
Goal 2 (Mātauranga) 1 million or more NZers have the ability and confidence to talk about basic things in te reo Māori	1,000,000	887,000	Close to being on track
Goal 3 (Hononga) 150,000 Māori aged >15yrs will use te reo Māori as much as English	150,000	<69,000 fluent speakers	Not on track

24. The 2018 GSS did not include data to update this indicator.




Impact of The Maihi Karauna on Aotearoa New Zealand Society

77. The Maihi Karauna has made a significant contribution to te reo Māori revitalisation across Aotearoa New Zealand. The amount of te reo Māori being used or seen nationwide has increased dramatically. Although it is difficult to attribute the increase in the use of te reo Māori solely to the Maihi Karauna or Maihi Māori, anecdotally the existence of these strategies has contributed to the momentum of te reo Māori revitalisation.
78. Given the growing interest, below are examples of where the increased use of te reo Māori has occurred in the wider public, including in sports and business sectors.

► Te Reo Māori in the private sector

79. Aotearoa New Zealand has seen the growth of New Zealand businesses embracing and using more te reo Māori in everyday activities, transactions and interactions between clients, staff and customers. Te Taura Whiri i te Reo Māori has supported this growth by providing advice, language planning support, resources, research and partnership opportunities to assist the private sector with navigating their te reo Māori journey.
80. The benefits of adopting te reo Māori in businesses are well documented²⁵ and include benefits such as creating culturally responsive and inclusive workplaces, better engagement with customers, stakeholders and Māori staff. It is also shown to significantly enhance workplace mindfulness, job satisfaction and opportunities to better understand and include te ao Māori views.
81. Many businesses are actively developing or implementing their own language plans or Māori strategies. Businesses have embarked on their own te reo Māori journey to gain a better understanding of te ao Māori and how their businesses can commit to promoting te reo Māori in the long term.
82. Companies such as Air NZ have been at the forefront of championing te reo Māori. From cabin staff wearing Tohu Reo lapel pins to identify as fluent te reo Māori speakers, te reo Māori greetings and bilingual content on planes, te ao Māori inspired safety videos, to developing the Kia Rere app to

25. J. Haar, T. Ka'ai, K. Ravenswood, & T. Smith, T. (2019). *Ki te tahatū o te rangi: Normalising te reo Māori across non-traditional Māori language domains*. Auckland, Te Taura Whiri i te Reo Māori.



build confidence and capability in using te reo Māori. Air New Zealand continues to showcase te reo and te ao Māori as it continues its own journey of te reo Māori discovery.

83. There are many other private sector businesses that have, over the past five years (or more), shown leadership in promoting te reo Māori in their business for one-off events or on an ongoing basis. Some examples include:
- › Whittakers Chocolate rebranding their Creamy Milk chocolate bar to Miraka Kirīmi for a limited time offering as part of Te Wiki o te Reo Māori celebrations.
 - › Four Square launching a te reo Māori shopping translator web app.
 - › Countdown rebranding food departments with bilingual signage and using te reo Māori greetings and sign-offs in its customer communications, and having a reo Māori option in self check-out machines.
 - › BNZ bank offering internet banking and phone app language options in te reo Māori.
 - › ANZ bank developed its Māori strategy, Tākiri-ā-Rangi Te Ao Māori, which enables ANZ to deepen its understanding of the needs of Māori as customers and partners, including offering money-machine instructions in te reo Māori. Developing their Te Reo Māori capability is also a key focus of their strategy.
 - › Auckland Airport making announcements in te reo Māori for a day to celebrate Matariki. This includes greetings and farewells in te reo Māori as well as karanga as visitors proceed through the tomokanga at the international terminal.
 - › Z Energy established a Māori Ally network within its business to support and promote a te reo and te ao Māori environment. Z Energy also provides in-house te reo lessons for staff.
84. These are just some of the many examples of how te reo Māori is being used in the private sector. The challenge now is for businesses to continue to promote and use te reo and tikanga Māori in a way that reflects a genuine commitment so that efforts are not tokenistic or culturally inappropriate.
85. Agencies also acknowledge that more collaboration between the private and public sector organisations is required to accelerate the normalisation of te reo Māori in the business sector. Te Taura Whiri i te Reo Māori continues to build relationships with private sector businesses who are committed to advancing their te reo Māori aspirations.

► Te Reo Māori in sports

86. Like the business sector, sports teams and organisations are widely embracing te reo and tikanga Māori as part of their sports development strategy. The integration of te reo Māori (sometimes minor, sometimes elaborate) in sports is seen in sponsorship arrangements, names of teams, player uniforms, pre-game entertainment, post-game interviews, public engagements, broadcasts and social media. Sports like rugby and netball have especially championed the extension of te reo Māori in mainstream spaces influencing change within the sporting bodies but also within the audiences that watch the sports.
87. In 2017, Central Pulse formed a relationship with Te Wānanga o Raukawa as the team's principal sponsor and Te Taura Whiri i te reo Māori with a particular emphasis on the promotion of te reo Māori in wider Aotearoa New Zealand. Three years later, research was completed on the Central Pulse²⁶ netball team to understand their experiences as a mainstream professional sports team that embraced te reo Māori. The research found:
 - › A measurable increase in the value, status, and use of te reo Māori occurred.
 - › Attitudes and behaviours towards te reo Māori me ngā tikanga Māori improved within the team and management. The positive engagement with te reo Māori has also led to improved attitudes amongst the supporters of the Central Pulse.
 - › Te reo Māori has become an integral component of the Central Pulse identity, expressed in the thinking and practice of players and management.
 - › Central Pulse has been able to extend the visibility of te reo Māori into domains where it previously had low to no visibility including mainstream media.
 - › At a broader level, the Central Pulse also influenced the wider netball environment, encouraging Netball New Zealand and other netball franchises to begin to incorporate te reo Māori into their practice.
88. Hearing te reo Māori spoken in elite sports is becoming familiar. This happened in Ruby Tui's interview after winning the Women's Rugby World Cup where she led the crowd in Tūtira Mai Ngā Iwi and made international headlines. More rugby players, for example, TJ Perenara, are routinely using te reo Māori in their after-match interviews.
89. With support from Te Māngai Pāho, the first hour-long sports documentary fully in te reo Māori with English subtitles was produced. The documentary follows Te Kura Kaupapa Māori o Ruamata, the first Kura Kaupapa Māori in 100 years to qualify for the prestigious secondary school hockey tournament in New Zealand, the Rankin Cup. According to the director and co-producer, Kereama Wright:

We wanted to make a point: it's not just about hockey, it's not just about Ruamata, but it's about the normalisation of te ao Māori in the media landscape. I wanted our story to be told by us and for mainstream audiences.²⁷

26. Te Taura Whiri i te Reo Māori, 2020. *Central Pulse Netball Te Reo Māori Report May 2020.*

27. 'NZ's first sports documentary in te reo Māori', 1 News, <https://www.1news.co.nz/2024/02/23/nzs-first-sports-documentary-in-te-reo-maori/>

► Te reo Māori in events

90. National events such as Te Wiki o te Reo Māori, Te Matatini and more recently Matariki have contributed to increased awareness, participation and raising the status of te reo and tikanga Māori. Survey results²⁸ show that Te Wiki o te Reo Māori (81 per cent) and Matariki celebrations (68 per cent) have contributed to people improving their ability to speak te reo Māori.
91. These events ensure te reo Māori is prioritised and visible to positively influence the attitudes and behaviours of Aotearoa New Zealand towards te reo Māori. The positive vibe that flows from these events creates interest and builds a core community that are committed to te reo Māori.
92. Introduced in 2020, the Māori Language Moment is an annual movement that had overwhelming success in capturing the hearts and minds of people across Aotearoa New Zealand and internationally. The Māori Language Moment enabled individuals or groups of people of all nationalities to engage with and celebrate te reo Māori.

Te Wā Tuku Reo Māori – Māori language moment is a Te Taura Whiri i te Reo Māori social media campaign which invites all New Zealanders nationally and internationally to engage with te reo Māori.

The Māori Language Moment held on Monday 14 September 2020 at 12pm saw over one million people (1,058,356) comprising of organisations, schools, clubs, childcare centres, tertiary institutions, individuals become part of a movement to celebrate te reo Māori through speaking, singing undertaking activities and recording and posting videos to the website.

This event was one of the largest single celebrations of te reo Māori in history.

The Māori Language Moments have continued each year during Te Wiki o te Reo Māori since 2020 with the intention of reaching over 2 million participants.

93. Te Taura Whiri i te Reo Māori surveyed people on their awareness of, participation in, and attitudes towards, Te Wiki o te Reo Māori 2023²⁹. Survey results showed that:
 - › Te Wiki o te Reo Māori remains an important touchpoint that is highly recognisable and meaningful to New Zealanders.
 - › 86 per cent of New Zealanders are aware of Te Wiki o te Reo Māori. Awareness is high amongst Māori (92 per cent), Females (91 per cent), 18–25 years (91 per cent) and 26–29 years (90 per cent).
 - › 73 per cent of New Zealanders think te reo Māori is an important part of New Zealand culture.
 - › 62 per cent of New Zealanders think speaking te reo Māori is something to be proud of.

28. Te Taura Whiri i te Reo Māori, 2024. Te Wiki o te Reo Māori 2023 survey report (unpublished).

29. Te Wiki o Te Reo Māori Survey (2023) looked at several factors including core behavioural drivers and barriers to learning te reo Māori. The data draws a representative sample (n=1,003 with an additional n=208 boost of Māori respondents) of New Zealanders over 18 years.



Policy Considerations

► Complementary strategies

94. The Maihi Karauna is intended to be a complementary strategy to the Maihi Māori, each playing a unique role in supporting the shared goals of Te Whare o te Reo Mauriora. While intended to increase collaboration and provide a mechanism to advance shared outcomes, the reality is that the strategies have largely operated in silos with the Maihi Māori being inequitably resourced compared to the Maihi Karauna.³⁰
95. The review of Te Ture mō te Reo Māori highlighted issues around the balance of decision-making and resourcing between government-led efforts and iwi and Māori determined efforts, enabling more equitable outcomes to arise from both Maihi.

► Dedicated resources to lead Maihi Karauna activities

96. Since Budget 2021, which saw additional funding allocated to Te Taura Whiri i te Reo Māori for the implementation and monitoring of the Maihi Karauna, no other additional funding was allocated to agencies for the implementation of their language plans.
97. This evaluation found that most agencies are implementing their respective language plans from within existing baselines and work programmes without additional dedicated resources. Often the work was on top of existing workloads and driven by passionate and dedicated staff.
98. The provision of dedicated FTE resources solely responsible for promoting and implementing te reo Māori initiatives across their agencies was seen to be beneficial and a key enabler for a deliberate and streamlined te reo Māori work programme.

But with agencies having people in the organisations that are focused in this space [te reo Māori] would help as well, so it's not kind of on top of other people's jobs, it's people that are focused on driving this. But again, it's that thirst and willingness that's also necessary, champions pushing it within agencies. They do it because they are passionate about te reo it's not a compliance thing.

MANAGER

30. Te Mātāwai distributes approximately \$14 million per annum to communities, iwi, hapū and organisations to achieve te reo Māori outcomes in the Maihi Māori. In contrast, the Maihi Karauna allocates in excess of \$0.5 billion.

► Current Government policy and direction

99. The coalition Government's position on te reo Māori is concerning for some evaluation participants. The first six months of the new coalition Government resulted in public debates about multiple issues concerning te reo Māori, including advice to only use English in communications, renaming agencies to use English as their primary name except for those specifically related to Māori³¹, and scrutiny around the use of te reo Māori allowances for public sector workers. These concerns were seen by some evaluation participants as an attack on te reo Māori.
100. While the coalition Government advocates that te reo Māori is a taonga for Aotearoa New Zealand and should be supported³², some evaluation participants thought that their actions and rhetoric are contradictory and have undermined the progress of te reo Māori revitalisation over the past five years of the strategy (for example, departments changing their primary names to their English name, rather than their Māori name). There is an appearance and sentiment conveyed by evaluation participants that te reo Māori is not valued by this Government as an official language and its status is seen to be inferior to the English language.

We saw it with them [agencies] being told to communicate primarily in English, we also saw them [agencies] change to using their English name instead of their Māori one. This just shows that we still have a long way to go to really get our language recognised in our country.

SENIOR MANAGER

101. The interviews revealed that the narrative being promoted is also considered to be contrary to the intention of the Maihi Karauna in that the Government is not actively supporting the conditions for te reo Māori to be seen, used, and heard in everyday situations. There were also concerns that the current coalition Government directives³³ was in contravention of Te Ture mō Te Reo Māori 2016 in that they did not actively protect and promote te reo Māori.
102. Claimant evidence from the recent Waitangi Tribunal urgent inquiry (Wai 3327) into the coalition Government policies impacting on te reo Māori in the public sector also outlined how the Crown had failed to uphold its obligations to treasure and protect te reo Māori.³⁴
103. According to evaluation participants, there is also a sense of feeling culturally unsafe in the workplace. Firstly, they commented that te reo Māori is being deprioritised within the wider context of their work. Secondly, some Māori public servants were targeted with racist outbursts from people who believe Māori are receiving preferential treatment in terms of services or support.

31. Coalition agreement 2023.

32. For example, Minister Tama Potaka in a statement to Newstalk ZB: <https://www.newstalkzb.co.nz/news/national/minister-encourages-doc-to-use-te-reo-m%C4%81ori-everywhere-and-anywhere-despite-government-position/>

33. Coalition Agreement 2023: Ensure all public service departments have their primary name in English, except for those specifically related to Māori. Public service departments and Crown entities are also required to communicate primarily in English.

34. WAI 3330, #3.3.002, para 23–26, [Pg 6].

We are getting the sense that some staff are feeling uneasy – the current narrative has given licence for racist behaviours and attitudes to emerge at the frontline interaction with the public and through social media.

SENIOR MANAGER

104. Participants interviewed were operating under normal business-as-usual principles consistent with pre-election practices albeit under a veil of sensitivity and cautiousness towards te reo Māori activities. There were also instances where agencies have pulled back on te reo Māori professional development for staff due to reprioritisation and cost pressures.

We have seen the support for our [language initiative] drop off leading up to the event. Lots of people pulled out! We were told that some agencies were not paying for their staff to attend instead they would have to pay for themselves.

SENIOR MANAGER

105. Questions were raised about the impact of the coalition Government actions and whether the audacious goals would still be achieved by 2040. The underlying assumption with the *He Ara Poutama mō te Reo* forecast model is that if te reo Māori conditions remained stable, then two of the three goals are likely to be achieved. However, if the conditions were to change (that is, less support or investment), then this could have adverse consequences on the achievement of the goals. Further testing of the forecasting model in one to two years should be undertaken to test the assumptions.





Refresh of the Maihi Karauna strategy

► Importance of a strategy going forward

106. The development of a new or refreshed strategy is imperative to advancing the progress made under the previous Maihi Karauna strategy and revitalisation efforts over the past 50 plus years.
107. All evaluation participants commented that a refreshed strategy will ensure system leadership is maintained across the public sector. It will also ensure agencies' strategies have a line of sight to the system level goals. The ability to influence agencies to actively implement, monitor and report their te reo Māori achievements remains a high priority in any future strategy.

That shift, and it's only happened probably in the last three to five years of such significance, but it's on a roll. And if we don't get a refreshed strategy, I can really see it jeopardising that upward swing. And because people are comfortable and willing to participate now, but if they don't get supported, they'll go back to how things were before the strategy. They'll go back to their place of comfort.

SENIOR MANAGER

► Expanding the focus of the strategy

108. The strategy has been a useful starting point for setting baseline goals and expectations for te reo Māori and galvanising action across Aotearoa New Zealand. Although the number of speakers who can have a conversation about a few things in te reo Māori is growing, there are concerns that the breadth and depth of the language used is only basic conversational levels. There are also concerns that the current focus on increasing the number of speakers does not sufficiently address the issue of intergenerational language transmission in the home, the penultimate goal of a revitalised language. Nor does it improve the quality of conversational te reo Māori.
109. Evaluation participants also noted that creating more language domains or immersion environments outside the safety of the office would further enhance the places where te reo Māori can be used, seen and heard. Replicating community initiatives like Kai Kōrero (as discussed earlier) may help address these concerns.

How are we supporting widespread use of te reo within agencies down the main street? At the moment, te reo is only used in pockets and if we are trying to get true revitalisation then more domains are required.

MANAGER

Kia kāinga te reo. It actually needs to whakawhenua and be of relevance to everyday life, not just he mea kauhau!

SENIOR MANAGER

But actually, you don't hear people having a conversation in te reo. You'll either hear them doing a kauhau or writing a report or an advertisement or something like that. That's telling someone as opposed to probing and or having a conversation!

SENIOR MANAGER

► Extending the target groups

110. The evaluation found that the current three priority groups – the public sector, rangatahi, and proficient speakers – are still relevant and should be retained and refined in any future strategy.
111. All evaluation participants noted that the public sector should remain a focus area given its considerable size, reach and sphere of influence to effect change at a macro policy level. Continuing to focus on the public sector will ensure that momentum is maintained.
112. The rangatahi target group is also still relevant given the youthfulness of the population and the influence that younger groups have on future generations. The data shows that youth of 18 to 25 are already more sensitive to Māori and Te Tiriti-based issues and are more open minded to using and valuing te reo Māori.
113. The focus on proficient speakers should continue given the significant capability and capacity gaps in the number of proficient speakers who can effectively support, teach and uphold te reo and tikanga Māori.
114. Participants also suggested three other potential target groups:
 - › Health sector – with a national and regional reach, the health sector represents an opportunity to target the substantial healthcare workforce as well as whānau who interact with those services.
 - › Local government – which plays an important role in the provision of local services and infrastructure in communities. Local government has significant influence over how public services are offered and delivered and therefore becomes an important contributor to te reo Māori revitalisation at a community level.
 - › Business sector – there is a growing upswing from private businesses embracing and promoting te reo Māori through their client base, service and product offerings. Targeting the private sector will further normalise te reo Māori and grow awareness within wider markets, in Aotearoa New Zealand and abroad.

► Policy statement on te reo Māori


115. Any future strategy could be further supported by a government policy statement for te reo Māori that clearly sets out nationwide expectations, priorities and how success will be measured, monitored and reported. The statement would provide greater clarity that goes further than what is in the current Te Ture mō te Reo Māori 2016. The policy statement could be akin to the current Government workforce policy statement, Government policy statement on health 2024–27 or other similar policy statements.





Conclusion

116. The impact of the Maihi Karauna on te reo Māori revitalisation has been positive. There has been steady growth over the life of the strategy, and we are now starting to see the fruits of these efforts. More agencies continue to promote and use te reo Māori within their everyday operations. Te reo Māori is being normalised in the workplace, in publications, websites, events and promotional materials. Equally, public servants are genuinely engaging and gaining a better understanding of te reo Māori and te ao Māori.
117. The amount of te reo Māori being used, seen and heard in wider Aotearoa New Zealand society is also on the increase through the targeted efforts of the Maihi Karauna and Maihi Māori and the leadership from the business sector, local government and communities that are strongly advocating and championing the use te reo Māori within their respective settings.
118. Current research and data confirm that te reo Māori use is on an upward trajectory and that two of the three audacious goals of the strategy will likely be achieved by 2040. As new data comes online in the coming months, we can review our baseline measures and get a clearer picture of the state of te reo Māori across Aotearoa New Zealand.

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119. Reshaping the strategy will require careful consideration of the achievements and challenges that the partners of Te Whare o Te Reo Mauriora faced over the duration of the current strategy. Addressing matters such as the equity of resources, power rebalancing, and greater alignment and collaboration with the Maihi Māori should be a priority. New target groups for the strategy will give greater focus and build depth to the support needed.
 120. The current political environment poses an interesting conundrum in how te reo Māori is valued, viewed, and prioritised by the Government. Work continues regardless as agencies remain committed to lifting te reo and tikanga Māori capability across the public sector.
 121. It is important to understand that te reo Māori revitalisation is a journey. It will take time and targeted effort for the benefits to be realised.
 122. Achieving the vision of the strategy “Kia māhorahora te reo – everywhere, every way, everyone, every day” is very much in sight, however it will require ongoing effort and commitment by public sector leaders and the government.



Appendix One:

Information sheet

Summative Evaluation of the Maihi Karauna: Information Sheet

What is the purpose of the evaluation?	The purpose of the evaluation is to assess the effectiveness of the Maihi Karauna and whether it has achieved its intended outcomes. It is also focused on the impact that the strategy has had on government, key stakeholders and the broader community. The findings of the evaluation will inform the development of another te reo Māori strategy for the government.
Who is conducting the evaluation?	The evaluation is being conducted by R&K Consultants Ltd on behalf of Te Taura Whiri i te Reo Māori. The evaluation team members are: <ul style="list-style-type: none">› Reece Kohatu: Ngāti Tūwharetoa, Ngāti Raukawa, Ngāti Maniapoto› Toni Roberts: Waikato, Te Waiohū, Ngāpuhi.
How is information being gathered?	Information will be gathered through small hui or semi-structured interviews, as appropriate. Interviews will be held face to face or by phone/Zoom (if required). How will information be stored and used? <ul style="list-style-type: none">› Client data is stored securely on the evaluation team's Dropbox.› All notes, transcripts, audios, videos and consent forms are in password protected folders and are anonymised.› All client supplied lists (e.g. names, contact details and other personal information) are password protected and deleted once the data has been used for the purposes for which it was provided.
What are the timeframes?	Interviews will be conducted from March to May 2024. A draft evaluation report is due by May 2024, with the final report due by June 2024.
What are my rights?	It is your choice whether or not you wish to take part in the evaluation. If you do not wish to participate, you do not have to give a reason. Only the evaluation team will know who has been approached to participate and this will not be shared with the commissioning government agency – Te Taura Whiri i te Reo Māori. If you agree to take part, you will be asked to read and complete a consent form. The evaluation team will also verbally outline your rights. If you wish, your interview can be in te reo Māori.
Will I get a copy of the final report?	The report is being prepared for Te Taura Whiri i te Reo Māori and may be released once key stakeholders have been consulted and approval given for public release.
Who do I contact with questions or concerns?	If you have any questions or concerns, please contact one of the evaluation team members.



Appendix Two:

Consent form

Summative Evaluation of the Maihi Karauna: Consent Form

I understand that:

- › My participation is voluntary, and I can withdraw at any time.
- › If I do take part, I can refuse to answer any questions I do not want to answer.
- › I can choose to be interviewed in te reo Māori.
- › My name or identifying information will not be included in the evaluation without my permission. If I work for an organisation, the type of organisation I work for may be identified.
- › With my permission, the discussion will be audio recorded, and may be transcribed.
- › I have the right to request a copy of the audio or transcript of my discussion.
- › Digital recordings, notes, and summaries will be stored securely. Hard copies of stored information will be destroyed one month after project completion.
- › My information will not be shared with anyone outside of the evaluation team. Te Taura Whiri i te Reo Māori may request my notes in exceptional circumstances. If so, these notes will not include any identifying information.
- › Any information I provide can be removed at my request up until 1 May 2024.

I have read the information sheet and consent form and been given the opportunity to ask questions.
I give my consent to participate in this evaluation.

Name

Signature

Date



Appendix Three:

Question guide

FOCUS: Outcomes/ impact

Key evaluation questions	Sub-questions (not an exhaustive list)
To what extent has the Maihi Karauna achieved its short- and medium-term priorities?	<ul style="list-style-type: none">› Have the priorities and outcomes of the Maihi Karauna been achieved, and are they attributable to the strategy?› What factors contributed to, or prevented, achievement of the priorities and outcomes of the Maihi Karauna?› What unintended outcomes (positive and negative) have occurred as a result of the Maihi Karauna?› To what extent has the Maihi Karauna influenced your agencies business-as-usual practice?› To what extent has the Maihi Karauna influenced public sector responsiveness to Māori?› Has the Maihi Karauna created the right conditions across government for te reo revitalisation?<ul style="list-style-type: none">› Whakanui – Create the conditions for te reo to be valued as part of national identity?› Whakaako – Create conditions for te reo to be learned by everyone?› Whakaatu – Create conditions for te reo to be seen, read, heard and spoken by everyone?› How well is the government promoting te reo?› Has the Maihi Karauna led to better co-ordination between agencies?

FOCUS: Target/Priority Groups

Key evaluation questions	Sub-questions (not an exhaustive list)
What impact has the Maihi Karauna had on the intended target groups	<ul style="list-style-type: none">› What activities have been undertaken by agencies to specifically support the target/priority groups?› Why have certain activities been selected for each of the target/priority groups?› What activities or approaches have been most effective for each target group?

FOCUS: Audacious goals

Key evaluation questions	Sub-questions (not an exhaustive list)
To what extent is the Maihi Karauna on track to achieve the audacious goals of the strategy?	<ul style="list-style-type: none"> › What are your agency's ongoing plans to support the achievement of the Audacious goals? › Are the Audacious goals still relevant?

FOCUS: New strategy

Key evaluation questions	Sub-questions (not an exhaustive list)
What changes or improvements, if any, are required to reshape the next iteration of the Maihi Karauna?	<ul style="list-style-type: none"> › What changes need to be made to improve the effectiveness of the Maihi Karauna? › What areas should the new strategy focus on?

FOCUS: Attitudes, behaviours and understanding

Key evaluation questions	Sub-questions (not an exhaustive list)
To what extent and in what way is the Maihi Karauna leading to change in the way government agencies develop and implement their te reo Māori activities?	<ul style="list-style-type: none"> › What has been the overall uptake of the Maihi Karauna within your agency? (Prior to this government and the new government) › What changes in attitudes or behaviours have you seen in your agency in terms of te reo Māori use and/or implementing your language plan? › How does the current coalition government policy affect your agency's language plan?

