



TE TAURA WHIRI
I TE REO MĀORI
MĀORI LANGUAGE COMMISSION

He aratohu
hātepe-3 ki te
kawe i te reo Māori
ki tō wāhi mahi

A 3-step guide to
bringing te reo
Māori into your
workplace

NGĀ MAHERE REO MŌ NGĀ PAKIHI

LANGUAGE PLANS
FOR BUSINESS

E Toro Ana Te Reo Māori Ki Tō Ringa Āwhina

Te Reo Māori Needs Your Help

He taonga te reo Māori, ā, he reo ōkawa o Aotearoa. Ahakoa kua tipu haere te tokomaha tāngata e ako ana, e kōrero ana hoki i te reo Māori i ngā tau tata nei, me tautoko moroki tonu te reo e tōnui ai i roto i ngā horopaki o ia rā.

Ka taea e tō pakihi te tautoko i te whakarauoranga o te reo Māori. Me āwhina ki te whakataunoa i te whakamahinga me te rangona o te reo Māori mā te whakatinana i tētahi Mahere Reo.

Te reo Māori is a taonga and an official language of Aotearoa New Zealand. While the number of people learning and speaking te reo Māori has grown in recent years, the language still needs ongoing support to thrive in everyday settings.

Your business can support the revitalisation of te reo Māori. Help normalise the use and visibility of te reo Māori by actioning a Mahere Reo | Language Plan.

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Te Whakamahere Reo i ngā Hātepe e 3

Whāia ēnei hātepe ki te waihanga me te whakatipu i tō Mahere Reo.

Hātepe 1

Kia mārama ki tō
pourangi tīmata

Hātepe 2

Whakatauria ngā
whāinga ATAMAI ka
whakatinanatia

Hātepe 3

Arotake ka whakapai



Language Planning in 3 Steps

Follow these steps to create and grow your Mahere Reo | Language Plan.

Step 1

Understand your starting point

Step 2

Set SMART goals and act

Step 3

Review and improve



HĀTEPE 01

Kia Mārama ki Tō Pourangi Tīmata

Me whai wā kia mārama ki ngā whakanekeneke o tō pakihi i mua o te oke ki ngā mahi.

He aha koe e hiahia nei ki te whakapiki i te whakamahinga o te reo Māori i tō pakihi?

Te Whakaohoho

Te Whakamahinga i te Wā tonu nei

Kei hea ake ngā wāhi e whakamahia ana te reo Māori i tēnei wā?

Te tūnga onāiane

He aha ngā pūkenga me ngā rauemi a tō pakihi?

Te mātau

Te arawātea

Kei hea ngā wāhi hei whakapiki i te whakamahinga o te reo Māori?

STEP 01

Understand Your Starting Point

Take time to understand what is already happening at your organisation before taking action.

Why do you want to use more te reo Māori at your business?

Motivation

Where is te reo Māori currently being used?

Current Use

Current state

What skills and resources do you have?

Capability

Where can te reo Māori be used more?

Opportunity

HĀTEPE 02

Whakatauria ngā whāinga ATAMAI ka Whakatinanatia

Whakamahia ngā Whāinga ATAMAI ki te tautuhi
i tāu e hiahia ana ki te whakatutuki

TĪWHIRI

Me 2–3 anake
ngā whāinga i
te tau

He tauwhāiti

He aha ake te mea
e hiahia ana koe ki
te whakatutuki?

He tauine

Ka pēhea tō ine i te kokenga?
Ka pēhea tō mōhio mēnā i
tutuki tō whāinga?

Ka taea te whakatutuki

He aha ngā rauemi
e tika ana e tutuki
ai tēnei?

He hāngai

Ka pēhea te tautoko
a tēnei whāinga i te
kaupapa whānui o
tō Mahere Reo?

He angawā

Āhea te rā me oti?

ATAMAI

STEP 02

Set SMART Goals and Act

Use SMART Goals to define what you want to achieve

HINT

Set no more
than 2–3 goals
per year

Specific

What exactly
do you want to
achieve?

Measurable

How will you
measure progress?

How do you know if
your goal has been
achieved?

Achievable

What resources
do you need to
get this done?

Relevant

How does this goal
support the overall
purpose of your
Language Plan?

Time-bound

When is the deadline?

SMART

Whakaaro 01

Whakaurua Te Reo Māori ki Tō Taiao

TĪWHIRI

Ka āhei ki tētahi
aratohu tohu
reorua ki konei



HĀTEPE 1

Whakamaheretia tā ngā kaimahi e kite ai

Whakarārangitia ngā
tohu, ngā tātauirā,
ngā ingoa rūma me
ngā rerenga kōrero e
whakamahia ana i ia rā.

1

HĀTEPE 2

Whakamahia ngā putanga reorua i te tuatahi

Tāpiritia te reo ki te
taha o te Ingarihi, kaua
e whakakapi.

2

HE WHĀINGA ATAMAI

Ka whakamahia e te 80% o
ā mātou kaimahi ngā mihi
me ngā tuku reo Māori hei te
mutunga o te Hauwhā Tuatahi

HĀTEPE 3

Me tirotiro i mua o te tānga

Tirohia ngā mātāpuna
e whakaponotia ana,
me ngā tohutohu
ōkawa kia tika ai
te tuhituhi me te
whakamārama.

3



He aha i whai hua ai tēnei

Mā tēnei ka nui ake
te kitea o te reo
Māori

E tohu ana i te
pūmau

Idea 01

Add Te Reo Māori to Your Environment

HINT

Access a
bilingual signage
guide [here](#)



STEP 1

Map what kaimahi see

List signs, templates, room names, and phrases used daily.

1

STEP 2

Use bilingual versions first

Add te reo alongside English rather than replacing it.

2

STEP 3

Check before publishing

Use trusted sources and official guidance to ensure correct spelling and meaning.

3

A SMART GOAL

80% of our kaimahi will use te reo Māori greetings and sign-offs by the end of Q1



Why this works

Makes te reo Māori more visible

Signals commitment

Whakaaro 02

Whakapiki i te Puna Kupu Wāhi Mahi

TĪWHIRI

Ka āhei ki tēnei
rārangi o ngā
kaiwhakamāori ā-tuhi,
ā-waha whaitohu
ki konei



HĀTEPE 1

Whakamaheretia te reo ahuwhānui o ia rā

Whakarārangitia
ngā kupu ahuwhānui:
ngā hui, ngā tūranga,
ngā ingoa tukanga me
ngā mahi auau.

1

HĀTEPE 2

Hangaia he kete kupu iti

Whakamahia a
maoridictionary.co.nz ki te
waihanga i tētahi rārangi
poto o ngā kupu whānui.

Ki te āwangawanga,
me whakaū me ngā
kaiwhakamāori whaitohu.

2

HE WHĀINGA ATAMAI

Whakarewaina he rauemi reo
Māori pakihi whānui e mau ai
te 20 kupu, rerenga rānei hei te
mutunga o te Hauwhā Tuarua

HĀTEPE 3

Me auau, ā, me mārama hoki te whakamahi

Whakamahia ngā
kupu ki rō hui, imēra,
tātauirā hoki kia
tangata whenua ai.

3



He aha i whai hua ai tēnei

Ka tūhono tēnei i te
reo Māori ki ngā mahi
o ia rā a te katoa

Ka akiaki tēnei i te
whakamahinga mā te
tāruarua i roto i ngā
horopaki hāngai

Idea 02

Build Workplace Vocabulary

HINT

Access a list of certified translators and interpreters [here](#)



STEP 1

Map everyday common language

List common terms: meetings, roles, names of processes and frequent actions.

1

STEP 2

Develop a mini-vocabulary

Use maoridictionary.co.nz to create a short list of common terms.

If in doubt, verify with certified translators.

2

STEP 3

Use it regularly and visibly

Use the vocab in meetings, emails and templates so it becomes familiar.

3

A SMART GOAL

Launch an organisation-wide te reo Māori resource containing 20 words or phrases by the end of Q2



Why this works

Connects te reo Māori to everyone's day-to-day work

Encourages use through repetition in relevant contexts

Whakaaro 03

Te Whakapiki Mārama Pū

TĪWHIRI

Tirohia tēnei
ataata poto o te
hītori o te reo
Māori ki konei



HĀTEPE 1

Kia mārama ki te horopaki

Me ako i te hītori o te reo Māori, ngā iwi paetata me ngā ingoa tūtohu whenua.

1

HĀTEPE 2

Me whakararau ki ō pūnaha

Tāmaua te reo Māori ki tō mahere whakahaere, tō mahere pakihi, ō tauāki mātāmua me tō rautaki rangatōpū hoki/rānei.

2

HĀTEPE 3

Whakaurua ki ngā mahi o ia rā

Me uru ētahi mōhiohio mō te hītori me te hirahira o te reo Māori ki ngā rauemi whakararau kaimahi, me ngā rauemi whakapiki mātau rāroto.

3

HE WHĀINGA ATAMAI

Ka tae te 80% o ā mātou kaimahi ki te awheawhe mārama pū hei te mutunga o te Hauwhā Tuatahi



He aha i whai hua ai tēnei

Ka āwhina i ngā kaimahi kia mārama he aha te pūtake o te tautoko a tō whakahaere i te reo Māori

Ka whakaiti i te tikanga whakapaipai kanohi noa, mā te whakamana i te reo Māori mā roto i ngā horopaki

Idea 03

Raise Awareness

HINT

Access a short video about the history of te reo Māori [here](#)



STEP 1

Understand the context

Learn about the history of te reo Māori, local iwi, and place names.

1

STEP 2

Make it part of your systems

Embed te reo Māori into your operational plan, business roadmap, mission statements, and/or corporate strategy.

2

STEP 3

Incorporate into BAU

Include information about the history and importance of te reo Māori in induction and internal capability-building resources.

3

A SMART GOAL

80% of our kaimahi will attend a critical awareness workshop by the end of Q1



Why this works

Helps staff understand why your organisation supports te reo Māori

Reduces tokenism by giving meaning to te reo Māori through context

Whakaaro 04

Hangaia he Arawātea ki te Whakamahi i Te Reo Māori

TĪWHIRI

Tikina atu ētahi rauemi kōrero Māori i [konei](#)



HĀTEPE 1

Whakaratoa he arawātea ako reo Māori

Whakaratoa he āheinga ki ngā akoranga reo Māori i ngā haora mahi, hei wāhanga rānei o ngā Akoranga Ngaio.

1

HĀTEPE 2

Hangaia he arawātea whakamahi reo

Whakaritea he wā inu kawhe reo Māori, wā tina reo Māori rānei, e taea ai e ngā kaimahi te whakaharatau ōpaki.

2

HE WHĀINGA ATAMAI

Ka 60% o ā mātou kaimahi ka tae ki tētahi akoranga reo Māori hei te mutunga o te Hauwhā Tuawhā ki te whakapiki i te māia me te mātautanga

HĀTEPE 3

Kia ngāwari

Me noho mākohakoha, whakawā-kore ēnei wāhi.

3



He aha i whai hua ai tēnei

Ka whakaheke i te anipā o te whakamahi i te reo Māori

Ka whakapiki i te māia mā ngā mahi auau e tautokotia ana

Ka whakataunoa i te whakamahinga o te reo Māori i te wāhi mahi

Idea 04

Create Opportunities to Use Te Reo Māori

HINT

Access conversational te reo Māori resources [here](#)



STEP 1

Offer te reo learning opportunities

Provide access to te reo Māori classes during work hours or as part of Professional Development.

1

STEP 2

Create usage opportunities

Set up te reo Māori coffee breaks or lunch sessions where staff can practice informally.

2

STEP 3

Keep it light

Keep these spaces supportive and non-judgemental.

3

A SMART GOAL

60% of our kaimahi will have attended a te reo Māori class by the end of Q4 to build confidence and competence



Why this works

Lowers anxiety around using te reo Māori

Builds confidence through regular supported practice

Normalises te reo Māori use in the workplace

HĀTEPE 03

Arotake, Whakarākei, Whakapai

Ka tutuki pai ake te Mahere Reo ina arotake, whakapai auau hoki koe i ngā mahi.

E tutuki ana ngā whāinga?

I tutuki pai ngā mahi?

He aha ngā mea hei whakapai?



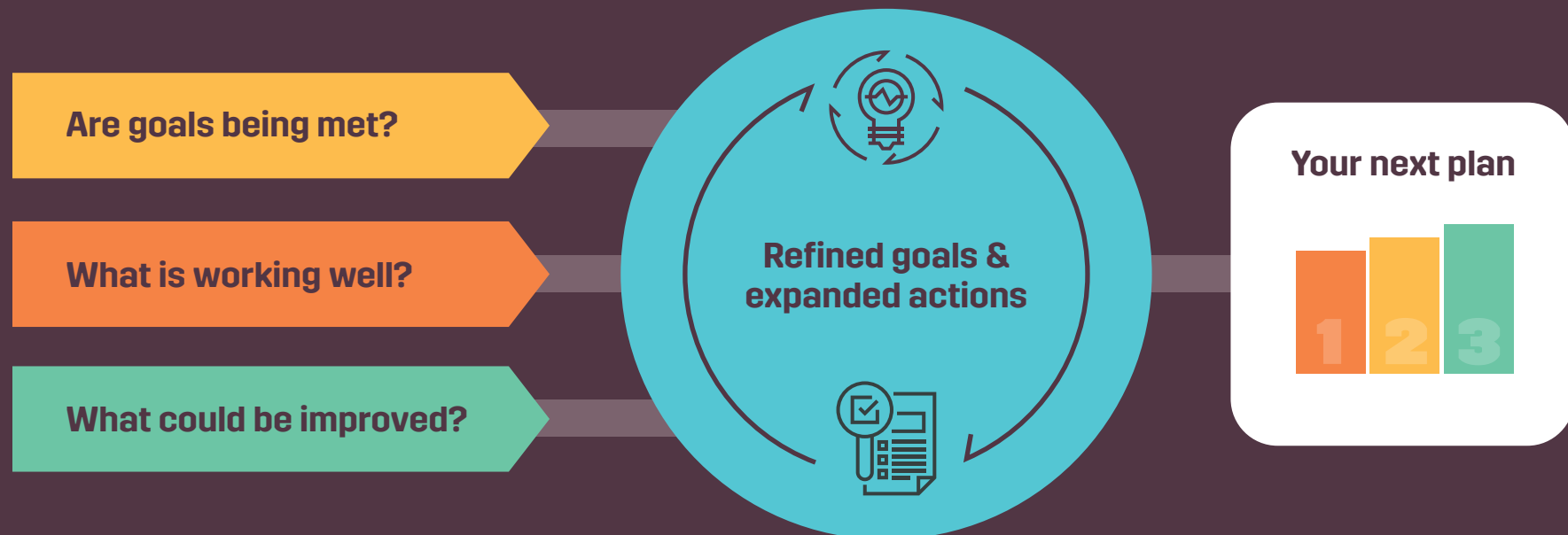
Tō mahere whai ake



STEP 03

Review, Refine and Improve

Mahere Reo work best when you review and improve regularly.



Kei konei mātou ki te āwhina i a koe
Tūhuratia ā mātou rauemi mō ētahi
atu tohutohu whaitake

We're here to help

Explore our resources for more
guidance and practical advice



**TE TAURA WHIRI
I TE REO MĀORI**

MĀORI LANGUAGE COMMISSION



Ka āhei ki ngā rauemi
Whakamahere Reo [ki konei](#).

Access Language Planning
resources [here](#).



Mātakihia he ataata poto o te
hītori o te reo Māori [ki konei](#).

Watch a short video on the
history of te reo Māori [here](#).



Whakapā mai ki te whakawhiti kōrero:
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