



E TIPU TE WAERENGA MĀORI LANGUAGE PLAN FOR

Ngā Pou Taunaha o Aotearoa New Zealand Geographic Board

Language Plan name/title: Ngā Pou Taunaha o Aotearoa Māori Language Plan

Timeframe: One year

Approved by: Ngā Pou Taunaha o Aotearoa, 20 April 2021

Review date: Annual

Senior Responsible Manager: Wendy Shaw, Board Secretary

Te Reo Māori

Te reo Māori is special in Aotearoa New Zealand. It is one of our official languages and is a unique feature of our country on the world stage. There is growing demand from people across all ethnicities and walks of life to learn and value the language. Communities of te reo speakers around the country are taking dedicated action.

Significant Crown funding and support has been provided to support te reo Māori initiatives since the 1980s. However, te reo Māori remains listed as vulnerable in UNESCO¹'s Atlas of Languages. The proportion of Māori who are very proficient speakers has remained at roughly eleven percent and those speakers tend to be of the older generation.

The government on behalf of all New Zealanders has set the intention through Te Ture mō te Reo Māori 2016 to support the needs and aspirations of the public to work closely with iwi and Māori to ensure that this taonga is protected and revitalised for future generations.

This plan supports Te Ture mō te Reo Māori 2016, The Māori Language Act 2016, which affirms the mana (status) of the Māori language as:

- i. the indigenous language of New Zealand; and
- ii. a taonga of iwi and Māori; and
- iii. a language valued by the nation; and
- iv. an official language of New Zealand.

The Act created a new way of approaching language revitalisation. It established a partnership between the Crown and iwi and Māori, who are represented by Te Mātāwai.

- Te Mātāwai focuses on homes, communities and the nurturing of Māori children as first language speakers of te reo Māori
- The Crown focuses on creating a New Zealand society where te reo Māori is valued, learned and used by developing policies and services that support language revitalisation.

This is the first time the Crown and Māori, represented by Te Mātāwai, have entered into an active, planned partnership for revitalisation. Together they are working towards a shared vision, *kia mauriora te reo*.

The Act also establishes that a Maihi Karauna Strategy sets out:

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

The Maihi Karauna strategy takes a 'macro' perspective, focusing on creating the societal conditions for te reo Māori to thrive and ensuring that government systems support that. It establishes three audacious goals:

- By 2040, 85 percent (or more) of New Zealanders (or more) will value te reo Māori as a key part of national identity
- By 2040, 1,000,000 (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.

¹ The United Nations Educational, Scientific and Cultural Organization

This plan supports the Māori Language Act 2016 and the Maihi Karauna to:

- contribute to the revitalisation of the Māori language
- enhance our effectiveness and provide better Public Services to Māori customers, clients and stakeholders
- strengthen our identity as a New Zealand organisation anchored to this country
- increase our organisational health by growing a confident and capable workforce
- meet other organisational priorities that are enhanced by the use of the Māori language such as Crown-Iwi relations, diversity and inclusion and cultural responsiveness.

Organisational Context

Role

Ngā Pou Taunaha o Aotearoa New Zealand Geographic Board is the national authority responsible for official place naming in New Zealand, its offshore islands, its continental shelf, and the Ross Dependency of Antarctica. It is an independent statutory body of ten members, eight of whom are appointed by the Minister for Land Information and two ex-officio from Land Information New Zealand Toitū Te Whenua (Toitū Te Whenua), including the Surveyor-General as Chairperson.

Functions

Statutory functions are set out in Ngā Pou Taunaha o Aotearoa Act 2008 and include:

- considering proposals for new, altered or discontinued place names, including Crown protected area, Antarctic, and undersea feature names
- approving and adopting recorded place names as official
- fulfilling Treaty of Waitangi partnership obligations by advising parties on place names used in settlements, and engaging with post-settlement entities about processing other Māori place names
- collecting and encouraging the use of original Māori place names for recording on official charts and official maps
- validating Antarctic and Crown protected area names
- maintaining a publicly available New Zealand Gazetteer² of place names.

Decisions on place names:

- provide for practical and fundamental location identification
- recognise heritage and culture
- support language revitalisation
- uphold peoples' sense of place, belonging and identity
- are reliable and authoritative
- uphold standardised, consistent and accurate place naming practises.

Te Whakakitenga | Vision

The Board enables meaningful connections between people, places and language through these goals:

1. Naming places: The Board officially names features and places so that people can effectively communicate information about location and preserve New Zealand's heritage and culture
2. Outreach: The Board makes information including stories about place names readily available
3. Using official names: Organisations use official names so that people use them in everyday life
4. Improving capability and processes: The Board continuously improves its capability and processes to achieve its goals and objectives.

Ngā Whanonga Pono | Values

- Kaitiakitanga: The Board is dedicated to preserve and protect New Zealand's heritage through place names. The Board will fulfil our Treaty obligations in respect to partnership, protection and participation.
- Mana: The Board acknowledges the mana of places, tangata whenua and other communities. The Board will be passionate, expert and leaders in place naming.
- Manaakitanga: The Board will share, be open, listen and engage positively in its relationships.

² An online searchable list of place names: <https://gazetteer.linz.govt.nz/place/>

The Purpose of Ngā Pou Taunaha o Aotearoa Māori Language Plan

Te Kaupapa | Purpose statement

The Board's purpose is to secure and celebrate New Zealand's unique identity through place names. The purpose of Ngā Pou Taunaha o Aotearoa Māori Language Plan is to be clear about the impact the Board has or can have in relation to language revitalisation.

Statement of Performance Expectation

The Ngā Pou Taunaha o Aotearoa Māori Language Plan will help contextualise the role of the Board in Māori language and cultural revitalisation, and will outline the critical links and contributions the Board makes on behalf of the Government. It will go beyond the 'mahi tahi' agreement (<https://linzone/id:A2953527>) that the Board has with Te Taura Whiri i te Reo Māori (the Māori Language Commission) (TTWh), and will consider the other tools and support the Board relies on to support the revitalisation of the Māori language.

The Board regularly has opportunities to increase use and status of te reo Māori via its authority to name places. This is of benefit to TTWh particularly in terms of maintaining orthographic conventions and quality use of te reo Māori. Under the 'mahi tahi' agreement, TTWh agrees to:

- Provide regular advice and planning support at the strategic level to support the Board,
- Provide technical expertise on a case by case basis,
- Provide language planning resources and support to assist the Board (and any affiliates) to design, implement and evaluate the Board's te reo Māori language plan,
- Work with the Board to facilitate the language planning processes and help ensure that the actions set out within the language plan are sustainable for ongoing implementation, evaluation and review,
- Collaborate on events of national significance and other initiatives as agreed,
- Provide the opportunity to collaborate on research projects of benefit for te reo Māori, and
- Share resources and good practice that benefits the relationship with the Board.

And the Board agrees to:

- Support the promotion of te reo Māori where and when possible,
- Use licensed translators for official publications and promotional material, and
- Deposit new Māori words created as a result of translation work undertaken by the Board directly or third party contractors in Te Kupu Putunga Hou.

In addition, the Board will provide TTWh with lists of Māori place names recently made official.

Annual Report

For the latest Board Annual Report, refer [here](#).

Long-term Strategic Plan

Refer to the Board's [TE RAUTAKI | STRATEGY 2020-2025](#).

Senior Responsible Manager

Wendy Shaw, Board Secretary, reporting to the Board Chairperson, Anselm Haanen.

Monitoring, Reporting and Evaluating

Before finalising Ngā Pou Taunaha o Aotearoa Māori Language Plan it was reviewed independently by Wareko Te Angina and Jordan Fox, Te Taura Whiri i te Reo Māori.

The Board's current work programme (<https://linzone/id:A4394531>) sets out actions to meet its strategic goals and objectives. Progress is reported 2-3 times a year at Board hui. Many actions incorporate the Māori language revitalisation, eg:

- Provide for Māori Names Committee hui to be conducted in te reo Māori,
- Contribute to national events (eg ANZAC commemorations, Te Wiki o te Reo Māori Language Week, Matariki,
- Build relationships with Māori groups to understand how the Board can support them,
- Publish an updated Oral History Atlas and Survey Pegs,
- Update and publish the generic geographic features online,
- Produce second edition of the NZMS 346 maps for 1840 Māori place names ([Te Ika-a-Māui](#) and [Te Waipounamu](#)).

The Board also regularly reviews a risk dashboard which highlights priorities and issues for the Board's attention. Impediments to progress with Māori language initiatives may be identified for the Board's discussion and solutions/directions may be agreed.

The Board will evaluate the effectiveness and success of its Ngā Pou Taunaha o Aotearoa Māori Language Plan based on implementation of initiatives and feedback received, as applicable. Comments will be added to the Plan to describe outcomes. Further action and new initiatives may be identified as a result of evaluation.

Resourcing

Board budget and resourcing will be identified in the business planning round that occurs at the start of each calendar year. Line items will relate to specific initiatives to seek sufficient funds.

Planning Period

This Ngā Pou Taunaha o Aotearoa Māori Language Plan begins on 20/04/2021 and ends on 20/04/2022.

It will be reviewed by 28/02/2022

Our Current Te Reo Māori State

- What is the Board already doing?
 - The Board observes tikanga protocols, ie karakia, mihi whakatau, waiata, etc.
 - The Board meets Ngā Pou Taunaha o Aotearoa Act 2008 requirements:
 - collecting and encouraging the use of original Māori place names on maps and charts
 - correct orthography (includes spelling, macrons, hyphens, capitals, composite and separated works, plurals, possessives) as advised by Te Taura Whiri i te Reo Māori and in terms of their orthographic conventions
 - providing for Treaty partnership, especially in the appointment of Māori Board members.
 - Noting that currently five out of the ten Board members are Māori bringing te reo, tikanga, kawa, networks, te ao Māori.
 - The Board includes Māori observers from Te Puni Kōkiri and Te Taura Whiri i te Reo Māori, bringing te reo, tikanga, kawa, networks, te ao Māori, government expectations for engaging with Māori and language revitalisation.
 - The Board contracts a licensed translator for orthographic advice and translations. Currently Te Haumihiata Mason and Dr Wayne Ngata.
 - The Board continues to meet the ‘mahi tahi’ agreement with Te Taura Whiri i te Reo Māori.
 - The Board upholds its [Kaupapa for Māori Place Names](#).
 - The Board upholds its [consultation considerations with Māori](#).
 - The Board meet its obligations in the Minister’s four river accords for Maniapoto, Raukawa, Waikato-Tainui and Te Arawa.
 - The Board maintains the post settlement relationship with Te Rūnanga o Ngāi Tahu, especially in respect to [Kā Huru Manu](#).
 - The Board produces bilingual publications, eg brochures, annual reports, media releases, standards, flyers.
 - The Board supports projects initiated by its Māori Names Committee, eg [NZ Geographic Features website](#), new editions of the Oral History Atlas and Survey Pegs, new editions of the c.1840 place names maps.
- What is the Board Secretariat already doing to support the Board?
 - Board Secretariat to train in te reo Māori and tikanga Māori, through Victoria University, and Toitū Te Whenua’s He Pikinga (2-hours) and He Pikinga Arahina programme (5 modules over 2 and a half days):
 - Toitū Te Whenua (Te Tiriti and Land in NZ)
 - Toitū Te Ao Māori (Māori values and concepts)
 - Toitū Te Reo (Māori language and use)
 - Toitū Te Tikanga (Engaging with Māori)
 - Toitū Te Kaupapa (Service Delivery to Māori)
 - Board Secretariat to add te reo Māori to email salutations and signatures.
 - Board Secretariat to use Māori words interchangeably with English in day to day documents, ie code switching, eg mahi/work, hui/meeting, wiki/week, etc.
 - Board Secretariat to sign up to kupu of the day auto emails from Kupu o te Rā: <https://kupu.maori.nz>
 - Board Secretariat to attend Toitū Te Whenua Friday waiata sessions and take other opportunities such as Te Kōnohete (annual public service kapa haka event). See <http://tekonohete.weebly.com/>
 - Board Secretariat to contribute to te Wiki o te reo Māori each year, whether just internally with Toitū Te Whenua or beyond.

- Board Secretariat to follow the Government’s preference for an agency’s Māori name to precede its English name, eg Toitū te Whenua Land Information New Zealand, Ngā Pou Taunaha o Aotearoa New Zealand Geographic Board.
- Board Secretariat to actively engage with Te Kāhui Manu Hōkai Māori GIS Association, attending and presenting at its biannual conferences.
- What isn’t working?
 - Getting agencies to use macrons, including having an understanding of how to use them.
 - Public acceptance of traditional Māori names is sometimes a challenge with some people objecting.
 - Correct pronunciation is a challenge by non-Māori speakers, including tourists.
 - New stories for the Oral History Atlas edition 2 are slow to be provided.
 - Culture includes language so sometimes the Board does not itemise out ‘language’ when referring to culture.
 - Updates to the c.1840 place names maps are reliant on feedback from mana whenua, which can be slow.
 - Post settlement initiatives depend on when iwi are ready and able to engage.
 - Minister’s River Accords (x4) are active for some and not others, depending on their work programmes/priorities.
- What can be extended?
 - By the Board:
 - Provide training opportunities for Board members to learn te reo and tikanga Māori and improve their te reo tools, eg karakia, waiata. pepeha (including ‘identity’ in mihi).
 - Provide a safe place for Māori to practice speaking.
 - Pursue place name stories in te reo Māori, especially in the Gazetteer.
 - Add to the list of geographic feature terms in te reo Māori.
 - Pursue pre-recorded oral stories for the website – in te reo Māori and English.
 - Board Māori members to front Māori media.
 - Non-Māori Board members encouraged to demonstrate correct pronunciation when speaking publicly.
 - Board Māori members to participate in regular radio shows to talk about Māori place names.
 - By the Board Secretariat:
 - Ensure that Board papers (eg Agenda, Reports, Minutes, etc) include headings and recommendations in English and te reo Māori.
 - Contact local Marae about namess in their area using <https://maorimaps.com/>.
 - Take opportunities to learn te reo Māori and tikanga Māori, to enable them to support iwi engagement.
 - Continue proactive use of te reo Māori so that it become routine and leads to normalising and habit-forming practice within and beyond the Board Secretariat.
 - Compile a list of Government agencies with the Māori names first followed by their English names, as a ready reference.
 - Plan for contributions to celebrating Matariki/Puanga and Te Wiki o te Reo Māori annually. Including partnerships.
 - Consider adding the Maihi Karauna goals to Performance Agreements.
 - Report to the Board on how it is tracking with the Maihi Karauna goals.
 - Pursue pronunciation audio in the Gazetteer.
 - Educate about macrons, dual names, composite place names, and other key messages as appropriate.

- Ensure that all contracts include expectations around minimum te reo Māori and tikanga Māori, especially when the product or service has cultural elements, ie cultural considerations are covered upfront eg icon illustration.
- Consider how to introduce te reo Māori to the various international audiences.
- Enter partnerships to help achieve te reo Māori goals.
- Engage through the fast track process directly with mana whenua.
- Engage actively with post settlement entities on their initiatives.
- What should be abandoned?
 - Nothing
- What are the barriers?
 - Capacity, capability, funding, support, competing departmental priorities, public criticism, lack of progress, competing political priorities
- What resources do you already have?
 - Board Secretariat, Board Māori members, Board Māori observers, other agencies especially TTWh
 - Agreements with agencies and iwi, eg Accords, MOUs, Deeds of Settlement, Relationship Protocols, Mahi Tahī, etc.
 - Archive resources including historical maps/plans and library references. Plus access to historic survey plans and Crown Purchase Deeds
- Who in the can provide support?
 - All Board members, Toitū Te Whenua Land Information New Zealand, other agencies, Treaty partners, councils, iwi
- What contacts outside the Board do you have that can provide support?
 - Other government agencies, eg Toitū te whenua Land Information New Zealand, Te Arawhiti, Te Papa Atawhai Department of Conservation, Te Puni Kōkiri, Te Taura Whiri i te Reo Māori, Manatū Taonga Ministry of Culture and Heritage.
 - Post settlement governance entities.
 - International: ANZWGPN³, UNGEGN⁴ and IDIL⁵ - Pacific Region Global Task Force.

³ Australia New Zealand Working Group on Place Names

⁴ United Nations Group of Experts on Geographic Names

⁵ International Decade of Indigenous Languages

Our Goals

Incorporate the identified activities that you choose to continue into your plan. Set achievable goals, with responsibilities, timelines, resources and evaluation/measurement tools clearly outlined in the plan. Refer to “Mahere Reo – A guide for language planning for public sector agencies”.

Long Term Aspiration/s:					
Why we do this	Goal	Achieved by (date)	Responsibility	Indicator	Measure
Status – to increase the visibility of te reo, enhance its recognition and create a positive image	Strategically adding te reo Māori to Board communications both internally and externally (incl. emails – templates)	Ongoing	Senior Manager Communications (SMC)	Review of suitable resources identified Translations of the resources undertaken	% each year available in te reo Māori
Critical Awareness – to understand the government, our organisation, and the individual can make a difference	Promote internally/externally that the Board is involved in te reo Māori revitalisation efforts	Ongoing	SMC	Stakeholder communication completed Stakeholder satisfaction survey completed	Opportunities taken in various mediums
	Developing an understanding of the relationship between te reo Māori and the Board’s need to reflect an authentic New Zealand identity (eg attend a workshop on the history of te reo Māori)	Apr 2022	Māori Language Plan Steering Group (MLPSG)	Research into relationship completed Staff Professional Development completed	Improved understanding obvious
Acquisition – to secure effective opportunities for learning and build the capability of staff and our organisation	Identifying Board members who would most benefit from using te reo Māori (offer te reo Māori professional development)	Ongoing	MLPSG/HR	Staff survey completed Te reo Māori professional development provided to identified staff	Board members (with need) are trained in te reo Māori
	Financially supporting identified staff & others who show interest in learning to advance their Māori language abilities	APR 2022	SMCS/HR		% of Board per year to advance their te reo Māori abilities
Use - to provide opportunities to speak, listen to, read and	Carry out a baseline survey of staff te reo Māori & tikanga capability at the beginning of the planning cycle	APR-JUN 2021	MLPSG/HR	Staff Capability Baseline Survey Staff Capability Progress Survey	Results of the surveys show improved capability

write te reo internally and externally	Have in-house practice sessions for pronunciation, waiata, karakia, pepeha, personal/place names	Ongoing	Shane Te Ruki	Practices occur as scheduled	In-house practice sessions
	Setting up Māori language domains where Māori can be used/heard/experienced	Ongoing	MLPSG/HR	Times, places & occasions are identified and provided for te reo Māori domains	Completed actions identified
Corpus - to strengthen the relevance and consistency of te reo, making it popular, used and useful	Identifying frequently used words and phrases that could be translated into te reo Māori	Ongoing	MLPSG/SMC MLPSG/SMC	List compiled Te Taura Whiri i te Reo Māori resources distributed	Progress identified
	Identifying job titles that could have equivalent Māori names		MLPSG/HR MLPSG/HR	List compiled Te Taura Whiri i te Reo Māori resources distributed	As necessary
	Adopting a policy of using only licenced translators or interpreters for organisational materials	Always and since 2008	Senior Leadership Team (SLT)/HR	Policy and procedures implemented	In every case

Date	Measurement Tool	Response Rate	Indicators	Review Date
	Te Reo Māori Assessment		% of Board at level 0 % of Board at level 1 % of Board at level 2 % of Board at level 3 % of Board at level 4+	
	Te āhua o ngā waiaro		% of Board with favourable attitude % of Board with unfavourable attitude % of Board with ambivalent attitude	
	E Tipu Questionnaire		Our current state is to be determined	