

He Whāriki Whakatupu te Reo Māori

Māori Language Plan

Kotahi te kākano, he nui ngā hua o te rākau.

A tree comes from one seed but bears many fruit.

Te reo Māori is the metaphorical kākano / seed that sprouts and grows to provide many fruit / benefits towards effective Māori–Crown relations.

Overview

This plan supports the goals of Te Ture mō Te Reo Māori 2016, Māori Language Act 2016 or 'Te Ture', is a requirement under Maihi Karauna (Crown's Strategy for Māori Language Revitalisation 2019 – 2023), builds capability to strengthen Māori Crown relations and contributes to the revitalisation of te reo Māori.

There are greater expectations on public servants to be better equipped to support the Crown in their engagement and partnership with Māori under Te Tiriti o Waitangi/the Treaty of Waitangi. For the Crown to recognise the value of the Māori language, to actively protect it and reflect the people of New Zealand, the Crown and its staff need to increase their level of knowledge, skill and proficiency in te reo Māori.

The plan explains the importance and need for te reo revitalisation at LINZ, developing effective opportunities to build the capability, use and visibility of te reo at LINZ and initiatives we will undertake in the next 12 months and the current state of these initiatives.

This plan supersedes all previous versions and should be considered in conjunction with the LINZ Māori Language and Culture policy.

Purpose

He Whāriki Whakatupu te Reo Māori (Māori Language Plan) enables and supports Toitū Te Whenua to embody the spirit of service by:

- growing and nurturing te reo Māori within the organisation to build a confident and capable workforce that contributes to effective Māori–Crown relations

- supporting the achievement of other organisational priorities and outcomes as well as promoting diversity and inclusion, and improving our cultural responsiveness
- supporting the principles of partnership, participation and protection under Te Tiriti o Waitangi / the Treaty of Waitangi.

He aha e whakamaheretia ai? / Why Plan?

Whakarauorahia / Language Prosperity

Te Ture has created a new way of approaching language revitalisation. Te Ture (section 3(2)(a)) affirms the mana / status of the Māori language as:

- the indigenous language of New Zealand
- a language valued by the nation
- a taonga of iwi and Māori
- an official language of New Zealand.

Te Ture also established a partnership between the Crown, and iwi and Māori who are represented by a panel of prominent Māori (Te Mātāwai).

- Te Matawai developed a Maihi Māori Strategy that focuses on homes, communities, and the nurturing of Māori children as first language speakers of te reo Māori.
- The Crown developed a Maihi Karauna strategy (Māori Language Revitalisation 2019–2023) that focuses on developing policies and services to support Te Reo Māori revitalisation by creating an Aotearoa where Te Reo Māori is valued, learned, and used.

The two Maihi (bargeboards at the front of a meeting house) complement each other and work towards a shared vision for keeping te reo alive - “kia mauriora te reo”.

Maihi Karauna outlines what the Crown will do to support a strong, healthy, thriving Māori language in Aotearoa – ‘*Kia Māhorahora te reo – everywhere, every way, for everyone, every day*’. The strategy establishes three audacious goals to achieve by 2040:

1. 85 percent of New Zealanders (or more) will value te reo Māori as a key part of our national identity.
2. One million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori.
3. 150,000 Māori aged 15 and over will use te reo Māori as much as English.

Ngā Mahi o Rāngai Tūmatanui / The Public Service’s Role

Te Rāngai Tūmatanui / The Public Service is identified as one of three priority groups under Maihi Karauna, alongside tamariki / children and rangatahi / young people and tāngata matatau ki te reo

/ proficient speakers. The Public Service is a priority group because it has a wide geographical reach and a range of activities through its interactions with Māori and the public, including the face-to-face delivery of frontline services, online services, and communications.

For the Crown to recognise the value of the Māori language, and to provide quality services to Māori communities, it needs to ensure that public servants have a climate and environment for te reo Māori to grow and flourish. By doing so it will embody the spirit of service that public servants sign up to every day to make a difference for New Zealanders, Māori and therefore New Zealand. It will also have both a direct and indirect impact on the revitalisation of the Māori language and Māori Crown relations.

Cabinet directed (CAB MCR-18-MIN-0012) that all departments of the Public Service develop a Māori Language Plan by 30 June 2021 and reflect these in their accountability documents, including Annual Reports and Strategic Intentions.

Ngā kaupapa o Toitū te Whenua / LINZ's role

Toitū Te Whenua Land Information New Zealand is the government's lead agency for location and property information, Crown land and managing overseas investment.

Our whakataukī '*Whatungarongaro te tangata toitū te whenua* – People come and go but the land remains' is our guiding light, and at the core of who we are and what we do.

Our purpose is 'understanding, developing and caring for whenua, moana and arawai'.

Our outcomes are high-level statements outlining what we will do to make a difference for New Zealand. These are:

- High-value geographic and property information
- World-class property system
- Making best use of the Crown Estate
- The overseas investment regime serves New Zealand's changing needs.

We exist to serve and in doing so, we are committed to living our values:

- **Bold** Māia
I am curious and courageous. I take personal responsibility to be positive and strive to be better.
- **Expert** Matatau
I am passionate about reaching my potential. I keep an open mind and share my knowledge. I am outward-looking, innovative, and flexible.

- **Stronger Together** Whakapipiri

I make connections to strengthen my work. I communicate effectively. I care, and manaaki influences the way I work. I respect and value diversity.

Kaihautū / Responsible Leader

The Responsible Leader for this plan will be Manager Business with Māori, who is accountable for providing overall direction and ensuring this plan is delivered, monitored, and refreshed.

Ngā whāinga me ngā Rārangi Wā / Goals and Timelines

This plan builds on the capability work undertaken to date and covers the 2021/22 financial year and will be revised annually thereafter.

Language planning is not just about learning te reo Māori but recognises our role to help revitalise our indigenous language through developing, supporting and contributing to the four target areas in the plan: Ruia / Sow, Pihī / Sprout, Poipoia / Nurture, and Puawai / Thrive.

Released under the Official Information Act 1982

Ngā Whāinga / Goals

Our goals are the fruits (ngā hua) we want our seed (kākano) and tree (rākau) to bear over time.

Provide an environment at Toitū Te Whenua LINZ where te reo Māori can be sown and nurtured so that it thrives				
Target areas	Goal			
Ruia / Sow – Our Foundation Raise the profile of te reo Māori at LINZ.	Goal Develop a foundation and support network at Toitū Te Whenua to plant, grow and nurture te reo Māori.			
	Current Status Toitū Te Whenua already has: <ol style="list-style-type: none"> 1. a Business with Māori team dedicated to support the business in their engagement with Māori, which includes developing capability in te reo Māori 2. a whakapapa that is the foundation for who we are today 3. a Māori Language and Culture Policy, which was last reviewed in March 2019 4. at least one Tikanga Advisor in each office of our three offices, supported by the Business with Māori team, who together work as a team to provide cultural and te reo advice and services to the business 5. a whānau group in each office (organised by a dedicated whānau group coordinator and supported by the Business with Māori team and an ELT Sponsor) who organise events (e.g. Matariki, Te Wiki o Te Reo Māori and Te Konohete etc) and coordinates weekly waiata sessions 6. a waiata group who have performed annually at Te Konohete since 2015 7. a People and Culture Board who governs the delivery of the programme of activities undertaken to lift the performance of Toitū Te Whenua through its people and culture, including the whānau group. The Board ensures that any new whānau group activities that are funded (e.g. Te Konohete) will deliver effective value and benefits for the organisation. 			
	Activities / Initiatives	Achieved by	Responsibility	Indicator
a) Create a climate for te reo Māori to grow and flourish by providing opportunities for staff to develop their te reo and tikanga skills at an individual, team or group level b) Review the structure and size of the Business with Māori team, and the support networks to ensure they remain fit for purpose and support the achievement of our Toitū Te Whenua	28 Feb 2022	Manager Business with Māori	a) Opportunities developed for staff to learn, develop and practice their te reo and tikanga skills b) Review completed and operational.	

He Whāriki Whakatupu te Reo Māori

Effective Date: 1 July 2021

Owner: Manager Business with Māori

	Kaupapa (outcomes and key challenges).			
Increase the visibility and use of Te Reo Māori at Toitū Te Whenua LINZ, and in our engagement with Māori.	<p>Current Status</p> <p>Toitū Te Whenua LINZ already has:</p> <ol style="list-style-type: none"> our Māori name 'Toitū te Whenua'. ELT have already agreed to make our Māori name the prominent name so that we are called 'Toitū Te Whenua Land Information New Zealand' Māori names for all meeting rooms increased the use of te reo on our internal and external websites, as well as our key reports to the Minister etc several staff use te reo greetings and farewells in their written correspondence and verbal interactions. a number of staff who can recite their pepeha Kupu o Te Rā on our intranet to expose our people to te reo vocabulary daily guidance on using te reo in our Writing Style Guide. 			
	Activities / Initiatives	Achieved by	Responsibility	Indicator
	<p>Help normalise te reo Māori in Toitū Te Whenua internal and external communications:</p> <ol style="list-style-type: none"> Encourage Contact Centre staff to use te reo in greetings/closing. Incorporate more te reo on the Toitū Te Whenua LINZ website. Incorporate more te reo in Social Media posts. Generate standardised bilingual email signatures, business group names and job titles, and job descriptions for staff to use. Review the writing style guide and add more guidance for our people if it's needed. 	Ongoing	<ol style="list-style-type: none"> Director Operations and HR GM Strategic & Digital Communications GM Strategic & Digital Communications Manager Business with Māori GM Strategic & Digital Communications 	<ol style="list-style-type: none"> Permission and encouragement provided. Use of Māori language visible on the website. Use of Māori language visible on social media posts. Standard Māori titles sourced and provided for all roles at LINZ. Writing style guide reviewed and guidance provided
	Install bilingual signage and display toi Māori in visible and appropriate places as the opportunity arises, e.g. office shift.	Ongoing	Manager Facilities	New bilingual and toi Māori signage is put in place in key areas (e.g. reception), when opportunities allow.

He Whāriki Whakatupu te Reo Māori

Effective Date: 1 July 2021

Owner: Manager Business with Māori

<p>Pihi / Sprout - Awareness Promote and create awareness of the need for revitalisation and how LINZ and individuals can contribute.</p>	<p>Taking our kaimahi on the journey to understanding why we are committed to helping revitalise Te Reo Māori and how they can awahi and contribute.</p>	<p>Current Status Toitū Te Whenua already has:</p> <ol style="list-style-type: none"> developed and delivered to all current staff (850+), a baseline training programme (He Pikinga) in the Treaty, te reo and tikanga to support effective engagement with Māori). It is now included in the induction programme for new staff taken all ELT members through a bespoke programme (Te Kahukura) in the Treaty, te reo, tikanga and effective engagement with Māori and; this will be followed this up with regular training programmes regular ELT group sessions in te reo, where they also practise their pepeha and karakia an advanced (deep dive) He Pikinga Arahina training programme that has been developed and delivered to approx. 80% of staff who engage with Māori as a part of their role. It has also been delivered to several staff who have requested it as a part of the personal development. 			
		<p>Activities / Initiatives</p>	<p>Achieved by</p>	<p>Responsibility</p>	<p>Indicator</p>
		<p>a) Develop consistent key messages and promote internally:</p> <ul style="list-style-type: none"> email intranet etc <p>b) Celebrate important Māori events:</p> <ul style="list-style-type: none"> Te Wiki o Te Reo Māori Te Konohete Matariki. etc 	<p>a) All our people b) Whānau group co-ordinators</p>	<p>Manager Business with Māori</p>	<p>Greater use of te reo in our individual communications.</p>
<p>Poipoia / Nurture Secure effective opportunities for</p>	<p>Within 5 years 85% of kaimahi will value te reo Māori as a key part of our national identity. All kaimahi will complete a</p>	<p>Current Status Our capability programmes (He Pikinga, He Pikinga Arahina and Te Kahukura - described above) include a te reo component. Toitū Te Whenua also holds weekly waiata sessions, monthly whānau group meetings and ad hoc te reo training sessions with individuals/groups, where te reo is practised.</p>			
		<p>Activities / Initiatives</p>	<p>Achieved by</p>	<p>Responsibility</p>	<p>Indicator</p>

He Whāriki Whakatupu te Reo Māori

Effective Date: 1 July 2021

Owner: Manager Business with Māori

learning and build the capability of staff at LINZ.	baseline Te Reo Māori course.	a) Provide a compulsory foundational te reo Māori module for all staff. Content to focus on pronunciation, karakia, written and spoken greetings, our whakapapa, welcoming people, marae and non-marae based meeting protocols, general tikanga, kupu / words relevant to Toitū Te Whenua.	28 Feb 2022	Manager Business with Māori	a) Training programme developed, socialised and delivery commenced. Staff who complete the course are appropriately certified. b) Development training opportunities are also provided based on individual or team level needs
	Within 5 years 20% of kaimahi have the ability and confidence to talk about at least basic things in te reo Māori.	Create an advanced te reo module that is tailored to kaimahi who interact with iwi or Māori in their role or whose capability extends beyond entry level. Content as above (in more depth) and covering all capabilities identified in Te Arawhiti guidelines.	28 Feb 2023	Manager Business with Māori	Advanced te reo training programme developed, socialised and delivery commenced. Staff who complete the course have adequate levels of te reo and tikanga to engage effectively with Māori, and are appropriately certified.
Puawai / Thrive Provide opportunities to speak, listen to, read, and write te reo internally and externally.	Provide resources and opportunities to use te reo, whether speaking, reading, writing, listening, or singing.	Current Status LINZ already has: <ol style="list-style-type: none"> 1. weekly waiata sessions. 2. a Māori language resource booklet for Toitū Te Whenua LINZ people called 'Kōrero Māori'. 3. mihi whakatau for new staff as a part of their induction. 4. pockets of te reo classes. 			
		Activities / Initiatives	Achieved by	Responsibility	Indicator
		Set up monthly language domains where te reo can be used, heard, and practised (e.g. language games, waiata, karakia, pepeha, mihi).	28 Feb 2022	Manager Business with Māori	Opportunities in place for kaimahi to practise their te reo.

He Whāriki Whakatupu te Reo Māori

Effective Date: 1 July 2021

Owner: Manager Business with Māori

	Review and update the 'Kōrero Māori' booklet.	30 June 2022	Manager Business with Māori	Booklet reviewed, updated, printed and available as a printable online resource.
	Develop an online central pātaka that provides links to existing resources and training programmes that will support kaimahi understanding in te reo and tikanga.	30 June 2022	Manager Business with Māori	Resource hub is in place, shared, and in use. Completed 7/7/2021
	Increase our te reo resources with the inclusion of the latest te reo library books	30 June 2022/ongoing	Manager Knowledge Leadership	New learning te reo books purchased and available to staff

Released under the Official Information Act 1982

He Whāriki Whakatupu te Reo Māori

Effective Date: 1 July 2021

Owner: Manager Business with Māori