



Māori Language Policy



Consultation Draft Version 1.3

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Mihi *Acknowledgement*

Ko te reo te mauri o te mana Māori

Ko te kupu te mauri o te reo Māori

E rua ēnei wehenga kōrero e hāngai tonu ana ki runga i te reo Māori

Ko te reo, nō te Atua mai

The language is the life force of the mana Māori

The word is the life force of the language

These two ideas are absolutely crucial to the Māori language

A language, which is a gift to us from the creator

Sir James Henare – Waitangi Tribunal Hearings, 1985, Wai 11.

He Whakamārama *Foreword*

Māori Language and Auckland's unique identity

Auckland Council recognises that Māori language is a cultural treasure and an official language of New Zealand. We acknowledge that Māori language and culture forms a critical part of “a Māori identity that is Auckland’s point of difference in the world”.

Through this policy and the related implementation plan Council is committed to the Māori language being seen, heard, spoken and learnt throughout Tāmaki Makaurau *Auckland* and that Council is able to contribute to the celebration, protection, revitalisation and the integration of Māori Language throughout its functions and activities.

Māori Language Framework

We have developed a Māori Language Framework to underpin how Council gives effect to this policy.

Outcome Area	Explanation	Potential Action Areas
Te Reo tē Kitea – <i>Māori Language that is not visible</i>	Te Reo te Kitea is about Councils contribution to the visibility of the Māori language throughout Auckland	<ul style="list-style-type: none">• Bilingual Signage• Dual Naming of Council facilities• Road Naming
Te Reo tē Rongohia - <i>Māori Language that is not heard</i>	Te Reo te Rongohia is about Councils contribution to the Māori language heard throughout Auckland	<ul style="list-style-type: none">• Digital audio platforms• Civic events• Call Centre
Te Reo tē Kōrerohia - <i>Māori Language that is not spoken</i>	Te Reo te Kōrerohia is about Councils contribution to the Māori language spoken throughout Auckland	<ul style="list-style-type: none">• Customer Reception• Business meetings• Hearings
Te Reo tē Ākona - <i>Māori Language that is not Learnt</i>	Te Reo te Ākona is about Councils contribution to the Māori language learnt throughout Auckland	<ul style="list-style-type: none">• Māori language immersion spaces• Digital learning platforms• Interpretive signs

Kupu Whakataki *Introduction*

Auckland Council is committed to meeting its responsibilities under the Treaty of Waitangi and its broader legal obligations to Māori. The council recognises these responsibilities are distinct from the Crown's Treaty obligations and fall within a local government Auckland context.

These commitments are articulated in the council's key strategic planning documents – the Auckland Plan, the Long-term Plan, Local Board Plans and the Unitary Plan.

In responding to Council's commitments and obligations to Māori in a way that will improve outcomes for all, Whiria Te Muka Tangata – The Māori Responsiveness Framework has been developed. Its purpose is to enhance and guide Auckland Council and its family's responsiveness to Māori.

The Framework articulates that Council will work to ensure its policies and actions consider:

- the recognition and protection of Māori rights and interests within Tāmaki Makaurau, and
- how to address and contribute to the needs and aspirations of Māori.

The Māori Language Policy provides a practical means for Council to fulfil its commitments and obligations to Māori.

Te Koronga *Purpose*

The purpose of the Māori Language Policy is to direct and guide the actions of Auckland Council, in relation to the celebration, integration, protection and revitalisation of the Māori language in council business.

Auckland Council aims to:

- Ensure that anyone who receives or uses Auckland Council's services or contributes to the democratic process has the choice to do so in Māori or English.
- Encourage the use of the Māori language in the community.

Ngā Mātāpono *Principles*

The principles that underpin this Māori Language Policy are:

- Māori language is a cultural treasure which is at the heart of Māori identity
- dialects reflect tribal identity and considerations have been made in this document
- because te reo Māori is an official language of Aotearoa, it shall receive equal status to the English and Sign languages
- Auckland Council is committed to celebrating Māori identity - 'Auckland's point of difference in the world'.

Ngā Tikanga *Conventions*

The Auckland Council group will apply these practices to all official communications and publications when using the Māori language:

- i. Refer to the 'Guidelines for Māori Language Orthography' by Te Taura Whiri i te Reo Māori *The Māori Language Commission* when applying Māori language in its written form. This publication gives current best practice for the written word and is the convention Auckland Council will follow.

Mana whenua, should they choose, shall be exempt from those guidelines. They may determine for themselves the spelling that will differ in order to reflect their identity, dialect and narratives.

- ii. Mana whenua interpretations of their stories and relationships to Tāmaki Makaurau remain the intellectual property of mana whenua.
- iii. Written reference to ancestral names will be with the express permission of mana whenua.
- iv. The Māori language will be incorporated into Auckland Council's proceedings, operations, delivery and communications including:
 - key documents and publications
 - meetings and events
 - other communications such as media releases, websites, signage and interpretation.
- v. When using the Māori language in written or spoken communications, Auckland Council will include an English translation except when the words or phrases are in such common usage that it is considered unnecessary. For example; whānau, iwi, hapū.
- vi. Auckland Council will encourage the use and correct application of the Māori language in its communications, publications and signage. In general the Māori language shall precede English, however there are some exceptions to this. For example; Where navigation aids, maritime safety or emergency responses appear or in the digital environment and when the search function would be affected. In these cases English will precede Māori. For example; Emergency Exit, First Aid, Assembly Point, Fire Alarm.
- vii. Transliterations will not be used except where there is no alternative.

viii. The Māori Language Policy and related implementation plan and guidelines will inform other Auckland Council group protocols and policies on:

- signage and interpretation
- dual-language naming
- road naming

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