



Māori Language Implementation Plan 2016-2019

Consultation Draft Version 1.1

Rārangi Kōrero *Table of Contents*

Kupu Whakataki - Introduction.....	3
Ngā Hua - Outcomes.....	3
Te Reo te Kitea - Māori language that is seen	4
Te Reo te Rongohia - Māori language that is heard	7
Te Reo te Kōrerohia - Māori language that is spoken	9
Te Reo te Ākona - Māori language that is learnt	11

Kupu Whakataki *Introduction*

Auckland Council is committed to meeting its responsibilities under Te Tiriti o Waitangi *the Treaty of Waitangi* (Te Tiriti *the Treaty*) 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 Tāmaki Makaurau *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 the Auckland Council family's responsiveness to Māori.

The Māori Responsiveness 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 fulfil its commitments and obligations to Māori. Through this policy Council is committed to the Māori language being seen, heard, spoken and learnt throughout Tāmaki Makaurau *Auckland*.

This forms the basis of outcomes that will underpin how Council will give effect to the Māori Language Policy and contribute to the celebration, protection, revitalisation and the integration of the Māori Language throughout its functions and activities.

Ngā Hua *Outcomes*

Four key outcomes have been identified to celebrate, protect and integrate the Māori language in council functions and activities. They are:

- Te reo te kitea,
- Te reo te rongohia,
- Te reo te kōrerohia, and
- Te reo te ākona

These have been developed in to a Māori Language Framework for Council

Māori Language Framework

Outcome area	Explanation	Potential Action Areas
Te Reo te Kitea – <i>Māori Language that is Visible</i>	Te Reo te Kitea is about Councils contribution to the visibility of the Māori language throughout Tāmaki Makaurau <i>Auckland</i>	<ul style="list-style-type: none"> • Bilingual Signage • Dual Naming of Council facilities • Road Naming
Te Reo te Rongohia - <i>Māori Language that is Heard</i>	Te Reo te Rongohia is about Councils contribution to the Māori language heard throughout Tāmaki Makaurau <i>Auckland</i>	<ul style="list-style-type: none"> • Digital audio platforms • Civic events • Call Centre
Te Reo te Kōrerohia - <i>Māori Language that is Spoken</i>	Te Reo te Kōrerohia is about Councils contribution to the Māori language spoken throughout Tāmaki Makaurau <i>Auckland</i>	<ul style="list-style-type: none"> • Customer Reception • Business meetings • Hearings
Te Reo te Ākona - <i>Māori Language that is Learnt</i>	Te Reo te Ākona is about Councils contribution to the Māori language learnt throughout Tāmaki Makaurau <i>Auckland</i>	<ul style="list-style-type: none"> • Māori language immersion areas • Digital learning platforms • Interpretive signage

TE REO TE KITEA *MĀORI LANGUAGE THAT IS VISIBLE*

Te Reo te Kitea is about the councils contribution to the visibility of the Māori language throughout Tāmaki Makaurau *Auckland*. Te Reo te Kitea exhorts Auckland Council to find pathways for the Māori language to be seen by including the narratives of places and names across council facilities. For example, in streetscapes and sculpture.

Te Reo te Kitea aligns to:

1. Result areas of Government's Te Rautaki Reo Māori-Māori Language Strategy 2014. Specifically;
 - i. **Te Mana o te Reo:** *increasing the status of the Māori language in New Zealand society.*
 - ii. **Te Mārama Pū ki te Whakaora Reo:** *increasing critical awareness about Māori language revitalisation.*
 - iii. **Te Kounga o te Reo:** *supporting the quality and appropriate use of the Maori language and iwi dialect maintenance;*
2. Advice from the Independent Māori Statutory Board:
 - i. **Te Tiriti o Waitangi, Audit on Auckland Council 2015** recommendations on dual naming of sites and communications being promoted in council documents, signs and other tools.
 - ii. **Schedule of Issues of Significance to Māori in Tāmaki Makaurau**
 - **5.6.** Support the establishment of a Reo Māori Working Group and secretarial support to develop and include strategies to promote the use of te reo Māori across the region
 - **5.7.** Work with Mana Whenua to develop naming protocols for new streets, buildings, building spaces and Auckland Council facility rooms. Te reo Māori should also be incorporated into all council communication avenues and council websites.
 - **20.3.** Ensure there is bilingual signage and permanent positioning of Māori sculpture, art and taonga in significant places around Auckland, making Māori culture and icons highly visible for international and domestic visitors to experience.

WHĀINGA *Goal*

Te reo Māori is visible throughout Tāmaki Makaurau – The landscape of Tāmaki Makaurau – Auckland i.e council’s direct sphere, will be visibly bilingual

KO NGĀ TOHU EKE TAUMATA *Indicators and targets*

TE REO TE KITEA		
Priority areas for action	2016 - 2019	Department
All newly commissioned signage and those replaced through the natural cycle of renewal will be in bilingual or dual-name form for all council-owned reserves and facilities.	Targets will align with the natural cycle of replacement.	<i>Parks, Sport & Recreation</i>
All newly commissioned internal signage in council-owned facilities is bilingual as is any signage replaced through the natural cycle of replacement.	Targets will align with the natural cycle of replacement.	<i>Libraries Workplace Strategy</i>
Public transport signage is bilingual.	50%	<i>Auckland Transport</i>
Council libraries with a dual Māori name.	90%	<i>Libraries</i>
All general pages of the new Auckland Council website will have a bilingual heading (te reo translation displayed as a subheading) with the exception of dynamic, short lifecycle content e.g. event listings. Content that is about Māori resources, topics or targeting a Māori audience may have the te reo first, e.g. Matariki events	Targets will align with the roll out of the new Auckland Council website which will take a phased approach	<i>Communications and Engagement/Digital Services</i>
Auckland Council corporate publications will include bilingual headings, chapter titles and the use of mihi where appropriate. Te reo Māori will also be used in body copy where appropriate. For example, Mihi <i>Acknowledgements</i> , Te Kaunihera o Tāmaki Makaurau <i>Auckland Council</i> .	At least 5% of council corporate publications will include te reo Māori	<i>Communications and Engagement</i>
Communications (including advertising, publications, online content etc.) specifically targeting a Māori audience will be bilingual	50%	<i>Communications and Engagement</i>
Māori road names	5% of applications	<i>Local Boards</i>
All new and replaced interpretive signage on sites of historical importance are bilingual	Targets will align with the natural cycle of replacement	<i>Arts Community Events, Parks Sport Recreation</i>

TE REO TE RONGOHIA *MĀORI LANGUAGE THAT IS HEARD*

Te Reo te Rongohia is about Councils contribution to the Māori language heard throughout Tāmaki Makaurau *Auckland*. The Māori language has struggled to be heard above the ubiquitous use of English for generations. That struggle is even more serious now with a multitude of other languages it has to contend with. The number of reo Māori speakers has seriously declined which has also impacted negatively on the quality of Māori being spoken on a daily basis.

Te Reo Te Rongohia aligns to:

1. Result areas of **Government's Te Rautaki Reo Māori-Māori Language Strategy 2014**. Specifically;
 - i. **Te Mana o te Reo**: *increasing the status of the Māori language in New Zealand society.*
 - ii. **Te Kounga o te Reo**: *supporting the quality and appropriate use of the Māori language and iwi dialect maintenance.*
 - iii. **Te Ako o te Reo**: increasing the number of whānau Māori and other New Zealanders who can speak Māori;
2. Advice from the **Independent Māori Statutory Board**:
 - i. **Schedule of Issues of Significance to Māori in Tāmaki Makaurau**
 - **5.6.** Support the establishment of a Te Reo Māori Working Group and secretarial support to develop and include strategies to promote the use of te reo Māori across the region.
 - **5.7.** Te reo Māori should also be incorporated into all council communication avenues and council websites
 - **5.8.** Advocate for, and grow community support for, compulsory te reo Māori in all Auckland schools.
 - ii. **The Māori Plan for Tāmaki Makaurau** - Māori Plan indicator, Te Reo Māori.
 - Number of bilingual/Māori place names in public areas owned or managed by Auckland Council.

WHĀINGA GOAL

Te reo Māori will be heard throughout Tāmaki Makaurau and used routinely and correctly as part of council business.

KO NGĀ TOHU EKE TAUMATA INDICATORS AND TARGETS

TE REO TE RONGOHA			
Priority areas for action	2016 -2019		Department
All council employees including the Elected representatives, Executive Leadership and Senior Leadership Teams will pronounce all Māori place names of Tāmaki Makaurau <i>Auckland</i> correctly.	50%		<i>Te Waka Angamua</i>
Auckland Council group customer services staff shall greet patrons in te reo Māori as a matter of course.	25%		<i>People & Capability and Customer Services</i>
All communications used for the purpose of consultation and engagement will be available in te reo Māori if, and when requested. For example, videos with interviews conducted in Māori, can be subtitled in English.	When, and if requested		<i>Communications and Engagement</i>
Council broadcasts announcements on television in te reo Māori; subtitled in English for mainstream.	Governing body meetings	All formal council business	<i>Democracy Services Communications</i>
Council recruitment advertising positions specific to delivering councils responsibilities and responsiveness to Māori are in te reo Māori.	100%		<i>People and Capability</i>
Public transport announcements are bilingual.	25%		<i>Auckland Transport</i>
Council has certified Māori language translators, and, or interpreters on its staff.	Two licensed interpreters courses are offered every triennium		<i>People & Capability Te Waka Angamua</i>
Council staff are recognised for their proficiency in te reo Māori.	Project plan scoped		<i>People & Capability</i>

TE REO TE KŌREROHIA *MĀORI LANGUAGE THAT IS SPOKEN*

Te Reo te Kōrerohia is about Councils contribution to the Māori language spoken throughout Tāmaki Makaurau *Auckland*. Efforts to revitalise te reo Māori must give more priority to the spoken language than the previous areas. Institutions charged with leading Māori language revitalisation focus on the use of te reo Māori in the community and in the home. Auckland Council needs to ensure its strategies complement and encourage the work of mana whenua, mataawaka and lead agencies.

Te Reo te Kōrerohia aligns to:

1. Result areas of **Government's Te Rautaki Reo Māori-Māori Language Strategy 2014**.
Specifically;
 - i. **Te Mana o te Reo:** *increasing the status of the Māori language in New Zealand society*
 - ii. **Te Kōrerotanga o te Reo:** *increasing the use of the Māori language among whānau Māori and other New Zealanders, especially in the home.*
2. Advice from the **Independent Māori Statutory Board:**
 - i. **The Māori Plan for Tāmaki Makaurau** - Māori Plan indicator, Te Reo Māori.
Percentage who report as being able to speak Māori in day-to-day conversation.

WHĀINGA GOAL

Te reo Māori is widely spoken throughout Tāmaki Makaurau *Auckland*. People will be encouraged and supported to speak te reo Māori in Auckland Council settings.

KO NGĀ TOHU EKE TAUMATA INDICATORS AND TARGETS

TE REO TE KŌREROHIA		
Priority areas for action	2016 - 2019	Department
Senior Council staff can engage with confidence in Māori cultural settings and can pronounce the Māori language correctly during mihiwhiri exchange.	50%	<i>Te Waka Angamua</i>
Customer-facing council staff can conduct a business conversation in te reo Māori.	.05%	<i>People & Capability Customer Services</i>
Use of te reo Māori at whole of ELT/Staff meetings/workshops and Divisional meetings. For example, opening and closing hui and the inclusion of karakia.	50%	<i>People & Capability</i>
Te reo Māori is used interchangeably with English in Governing Body, Council Committee, Local Board and CCO Board meetings.	Sometimes	<i>Democracy Services</i>
Auckland Council group customer services staff shall greet patrons in te reo Māori as a matter of course.	25%	<i>People & Capability and Customer Services</i>
Simultaneous interpreting of all submissions and reports presented in te reo Māori.	All Hearings	<i>Democracy Services</i>

TE REO TE ĀKONA *MĀORI LANGUAGE THAT IS LEARNT*

Te Reo te Ākonga is about Councils contribution to the Māori language learnt throughout Tāmaki Makaurau *Auckland*. Auckland Council's role is to complement the efforts of Central Government and those of the wider Auckland community itself to educate its members about te reo Māori. For example, Māori language evening classes.

Te Reo te Akongia aligns to:

1. Result areas of **Government's Te Rautaki Reo Māori-Māori Language Strategy 2014**. Specifically;
 - i. **Te Ako o te Reo**: *increasing the number of whānau Māori and other New Zealanders who can speak Māori*
 - ii. **Te Kōrerotanga o te Reo**: *increasing the use of the Māori language among whānau Māori and other New Zealanders, especially in the home.*
2. Advice from the **Independent Māori Statutory Board**:
 - i. **Schedule of Issues of Significance to Māori in Tāmaki Makaurau**
 - **5.6.** Support the establishment of a Te Reo Māori Working Group and secretarial support to develop and include strategies to promote the use of te reo Māori across the region.
 - **5.8.** Advocate for, and grow community support for, compulsory reo Māori in all Auckland schools.
3. Actions recommended in the **Draft Ngā Reo o Tāmaki Makaurau – Auckland Languages Strategy**, led by COMET includes:
 - Advocate for all children to be taught te reo Māori in early childhood, primary and secondary education.
 - Advocate for bilingual and immersion education to be widely available.
 - Support community learning of te reo Māori, including new migrants through adult education.
 - Create te reo Māori immersion environments through events and social, cultural and sporting groups.

WHĀINGA GOAL

Te reo Māori is widely learnt in Tāmaki Makaurau *Auckland*. Learning te reo Māori will be encouraged and supported in Auckland Council.

KO NGĀ TOHU EKE TAUMATA INDICATORS AND TARGETS

TE REO TE ĀKONA		
Priority areas for action	2016 - 2019	Department
Increase the number of customer-facing council staff who can conduct a business conversation in te reo Māori.	.05%	<i>People & Capability and Customer Services</i>
Increase the number of council personnel who use te reo Māori in the workplace.	.05%	<i>People & Capability and Communications</i>
Number of council personnel learning te reo Māori.	5%	<i>People & Capability</i>
Council libraries with te reo Māori sections.	10%	<i>Libraries</i>
Number of te reo Māori immersion environments within council.	One at each civic building location	<i>Workplace Strategy</i>
Number of community-based Māori language learning situations supported by council grants and in-kind support.	1 activity per triennium	<i>Arts Community Events</i>
Road signage for Māori knowledge and learning centres including Kohanga Reo early childhood learning centres, Kura Kaupapa Māori and Wharekura Primary and Secondary Schools, Wānanga Tertiary learning institutions and Marae.	Targets will align with the natural cycle of replacement.	<i>Auckland Transport</i>

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