



# Māori Language Guidelines

Draft Version 1

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## **Kupu Whakataki** *Introduction*

The Māori Language Act 1987 declared Māori to be an official language of Aotearoa – New Zealand.

Te Kaunihera o Tāmaki Makaurau, Auckland Council, has adopted the principle that it will have the same regard to the Māori language as it does to English and Sign Language. This plan sets out how the council group will implement that principle through the provision of services to the public in Auckland.

The council recognises that members of the public can express their views and needs better in their preferred language; that enabling them to use their preferred language is a matter of good practice rather than a concession, and denying them that right could place them at a real disadvantage. The council will therefore offer the public the right to choose which language to use in their dealings with the council.

The council aims to:

- enable everyone who receives or uses the council's services or contributes to the democratic process to do so through the medium of Māori or English, according to personal choice.
- Contribute towards encouraging the use of Māori language in the community.

The Māori Language guidelines provides a practical means for Council fulfil its commitments and obligations to the Māori language through standards and best practice that aim to provide consistency in the application of te reo Māori in council business.

## **Kaupapa** *Purpose*

The Māori language guidelines will provide clarity and advice to staff on giving effect to the Māori Language Policy at a technical and operational level. The Māori language will be incorporated into the proceedings, operations and communications of Auckland Council which includes;

- Key documents and publications
- Meetings and events
- Communications (media releases, web communications, signage and interpretation)
- Naming of public buildings, facilities, parks and reserves and public roads under the jurisdiction of Auckland Council.

## **Ngā Paerewa *Standards***

- Services provided in English or Māori will be of an equally high standard and equally prompt.
- Transliterations will not be used other than when there is no alternative reo Māori term or name
- Ancestral names will only be employed in naming of public buildings, facilities, parks and reserves and public roads, with the express permission of mana whenua.
- Te Waka Angamua – the council’s Māori Strategy and Relations department – is responsible for coordinating all Māori language translation and interpreter services.

## **Mahi Tika *Best practice***

### **New policies and initiatives**

In devising new policies and initiatives, the council will:

- encourage the use of dual language in its communications, publications, signage and naming of public facilities.
- assess the linguistic effect of any new policies and initiatives and ensure that they are consistent with the Māori Language Guidelines.
- promote and facilitate the use of Māori wherever possible and move closer to implementing the principle of equality at every opportunity.
- ensure that those involved in formulating policy are aware of the Māori Language Guidelines.
- ensure that the measures contained in the Māori Language Guidelines are applied to new policies and initiatives when they are implemented.

### **Signage**

- All new signs or those replacing previous signs on council property will adopt either a dual naming or bilingual approach. This will include any other public information signs for which the council is responsible.
- Māori and non-Māori language will appear side by side with the Māori language term preceding the other. Where it is not practical to have the languages side by side, Māori language shall be sited above the other.
- The size, quality, legibility and prominence of text will be equal in Māori and English.
- Given the potential of issues arising due to the physical limitation of space, a graduated approach may be adopted, where the primary message is bilingual and subsidiary text is provided in a single language.

## **Dual naming**

Use of te reo Māori in the naming of public buildings and facilities;

- A functional name with a geographic name will be used to enable a consistent approach across the region and affirm a local sense of place.
- The functional part of the name will acknowledge the purpose of the facility, resource or infrastructure
- The geographic part of the name will acknowledge, affirm and commemorate Māori identity in Tāmaki Makaurau by recognising and celebrating mana whenua geographic location names and the stories imbued in their cultural landscape.

## **Writing and correspondence**

- The council will welcome correspondence in either English or Māori.
- Correspondence in Te reo Māori will not in itself lead to any delay.
- Every letter received in Māori will be answered in Māori.
- All correspondence following a telephone or face-to-face conversation in Māori, or a meeting where it is established that Māori is the preferred language of the person, will be in Māori.
- The council will make arrangements to translate correspondence promptly and in the original language.
- Te Waka Angamua – the council's Māori Strategy and Relations department – is responsible for translating and editing all correspondence that includes reo Māori.
- All circular or standard letters to a Māori audience will be bilingual.
- All general letters/circulars will include certain Māori elements (e.g. headlines/greetings).

## **Writing and publications**

- For consistency, all official communications and publications of Auckland Council will consist of standard macronised reo Māori, while individual tribal dialects should be used to celebrate and recognise the different mana whenua relationships within Tāmaki Makaurau through a range of interpretation platforms.
- All publications aimed at the Māori community will be bilingual with both language versions forming one document. The messages will be printed side-by-side where possible to facilitate easy cross-referencing.
- If Māori and English versions are published separately, they will appear simultaneously, be distributed together and be equally accessible.
- Media releases targeting a Māori audience will be bilingual.

### **Writing and document headings and sub-headings**

- Māori and non-Māori language will appear side by side with the Māori language term preceding the other. Where it is not practical to have the languages side by side, Māori language shall be sited above the other.
- The size, quality, legibility and prominence of text will be equal in Māori and English.

### **Writing and advertising**

- Advertising and publicity activities targeting a Māori audience will be bilingual.
- Council advertisements and notices targeting a Māori audience will be bilingual.
- Job advertisements for Māori specialist roles will appear in te reo Māori in all publications with an explanatory sentence in English as a footnote in bilingual and English medium publications.
- Job advertisements will appear in English only in English/bilingual publications, except when bilingual skills are desirable. Then the advertisement will be bilingual.

### **Brand**

- The council's name is Te Kaunihera o Tāmaki Makaurau – Auckland Council.
- The council will adopt a bilingual corporate identity.
- The name and address of the council will appear bilingually on official headed paper, website, emails and any other promotional material.

### **Digital**

- The council contacts the public via modern technology – namely social media, website and email, and these mediums are available in Māori and English.

### **Customer service – phone calls**

From the office – non-Māori speaking staff:

- If a member of the public wishes to speak Māori, the council employee will offer to arrange for a Māori-speaking staff member to return the call, ask the individual if they wish to continue the call in English or invite them to send their inquiry in written form in Māori.
- If a member of the public wishes to speak Māori face-to-face with the mayor or a

member of the Executive Leadership Team, the council representative shall offer the individual the opportunity to discuss the matter in English or invite them to send their inquiry to Council in written form in Māori.

### **Customer service – face to face**

From the office – non-Māori speaking mayor, elected member and chief executive:

- When a member of the public wishes to speak Māori, the mayor, elected member or member of the Executive Leadership Team will ask the individual if they wish to continue a conversation in English or invite them to send their inquiry in written form in Māori.

### **Public Meetings**

- Contributions are welcomed in either Māori or English at public meetings held by the council. This will be stated clearly in the notices that inform or publicise the meetings.
- All notices of public meetings will be bilingual and attendees preferring to speak in Māori will be advised to notify the chief executive at least seven (7) days in advance. This will allow time to arrange an interpreter to be present.
- At least one staff member or elected member shall be present at public meetings to welcome attendees and deal with inquiries, questions or comments received in Māori.
- Any written materials such as leaflets that are used in public meetings will be bilingual.

### **Council meetings**

- The council's meetings are conducted in English.
- The notice and agenda for the council's meetings will be bilingual.
- The minutes will be in English.
- The council will respond to requests for information in relation to the minutes, or sections of the minutes, in the preferred language of the individual.