



Measuring the current state of te reo Māori

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Te Puni Kōkiri
MINISTRY OF MAORI DEVELOPMENT

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Front cover: Tira Puketapu, Nohorua Parata, and Tejay Owen are Māori students at Victoria University of Wellington. They actively work to normalise te reo Māori in the university environment - from the lecture theatre to their hangout spaces. Photo by Adrian Heke

Inside front cover: Pirimia Burger and her pēpi, Niwareka share an embrace. Photo by Adrian Heke.





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Background

1. The 2016 Te Ture mō te Reo (the Act) recognised that iwi and Māori are kaitiaki of te reo Māori, while recognising that the Crown is able to advance the revitalisation of te reo Māori by promoting strategic objectives in the wider New Zealand context. The Act established Te Mātāwai as a representative for iwi, hapū and whānau in relation to the revitalisation of te reo Māori.
2. The partnership between iwi and Māori and the Crown is represented by a metaphor of 'Te Whare o te Reo Mauri Ora'. The two sides of the partnership are represented by the maihi (barge boards) on each side of the whare. It acknowledges the complementary roles iwi and Māori and the Crown have in the revitalisation of te reo Māori.
3. The Maihi Māori is the language strategy developed by iwi and Māori, 2017–2040.¹ It focusses on revitalisation of te reo Māori within communities and whānau.
4. The Maihi Karauna is the Crown's strategy for Māori language revitalisation, 2018–2023.² It sets out the vision for te reo Māori to the future, and outlines actions the government will prioritise over the next five years.
5. The role of the Maihi Karauna is to create the societal conditions for te reo Māori to thrive as a living language.
6. There are three audacious goals set in the Maihi Karauna:
 - Goal 1: by 2040, 85 percent of New Zealanders (or more) will value te reo Māori as a key element of national identity
 - Goal 2: by 2040, one million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori.
 - Goal 3: by 2040, 150,000 Māori aged 15 years and over will use te reo Māori as much as English.

Purpose

7. The purpose of this baseline report is to bring together information that is currently available to determine the current state of te reo Māori. This report will serve as a baseline to monitor progress towards achieving the goals, outcomes and priorities of the Maihi Karauna strategy.

1 Te Mātāwai, 2017. The Maihi Māori strategy 2017–2040. Retrieved from <https://www.tematawai.maori.nz/maihi-maori-english>.

2 Te Puni Kōkiri, 2019. Maihi Karauna: The Crown's Strategy for Māori Language Revitalisation 2019–23. Retrieved from <https://www.tpk.govt.nz/en/a-matou-kaupapa/maihi-karauna>.

Data sources

8. The monitoring and evaluation (M&E) framework for the Maihi Karauna was published by Te Puni Kōkiri in February 2019. Data in this report are drawn from the same sources as this M&E framework. Readers should note that (at the time of writing) the most recent data for key data sources were used, these include:
 - a. Census 2013 (Census 2018 data were released on 23 September 2019, but are not included in this report – future censuses are planned to be undertaken in 2023, 2028, 2033 and 2038)
 - b. General Social Survey (GSS) 2016 (the next Civic and Cultural Participation module for the GSS is planned for 2020)³
 - c. Te Kupenga 2013 (release of Te Kupenga 2018 data has been delayed by the delayed release of the Census 2018, Statistics NZ expects Te Kupenga to be released in March 2020; Te Kupenga is next due to be undertaken in 2028 and every 10 years thereafter).

Maihi Karauna M&E framework

9. An M&E framework for the Maihi Karauna was published alongside the Maihi Karauna strategy in February 2019.⁴ This M&E framework outlines the intervention logic for the Maihi Karauna, the M&E questions that drive the M&E activities, the measures and indicators for the Maihi Karauna, and the M&E activities and timeline for these over the period 2018/19 to 2022/23.
10. The following table shows the timeline of M&E activities out to 2022/23.

3 Note that Statistics NZ have confirmed that te reo Māori proficiency questions will be included in the core GSS questions from 2020 onwards (so will be included every two years).

4 Te Puni Kōkiri, 2019. A Monitoring and Evaluation Framework for the Maihi Karauna: The Crown's Strategy for Māori Language Revitalisation, 2019-2023. Retrieved from <https://www.tpk.govt.nz/en/a-matou-kaupapa/maihi-karauna>.

Table 1: Monitoring and evaluation activities by financial year

Area of interest	2018/19	2019/20	2020/21	2021/22	2022/23
Monitoring outputs		Agencies to report te reo Māori outputs annually in December			
Monitoring spending		Agencies to monitor and report on reo Māori spending annually in December			
Monitoring of high-level outcomes	Te reo Māori baseline indicators report – June 2019	Te reo Māori indicators monitoring report – Dec 2019	Te reo Māori indicators monitoring report – Dec 2020	Te reo Māori indicators monitoring report – Dec 2021	Te reo Māori indicators monitoring report – Dec 2022
First-wave Maihi Karauna activities		First-wave activities evaluation, Dec 2019			
Strategy implementation			Implementation evaluation, Jun 2021		Summative evaluation, Dec 2022
Strategy effectiveness/ impact			Early outcomes evaluation, Jun 2021		

Source: TPK, 2019. *Maihi Karauna M&E Framework*. Pages 10–11 refers

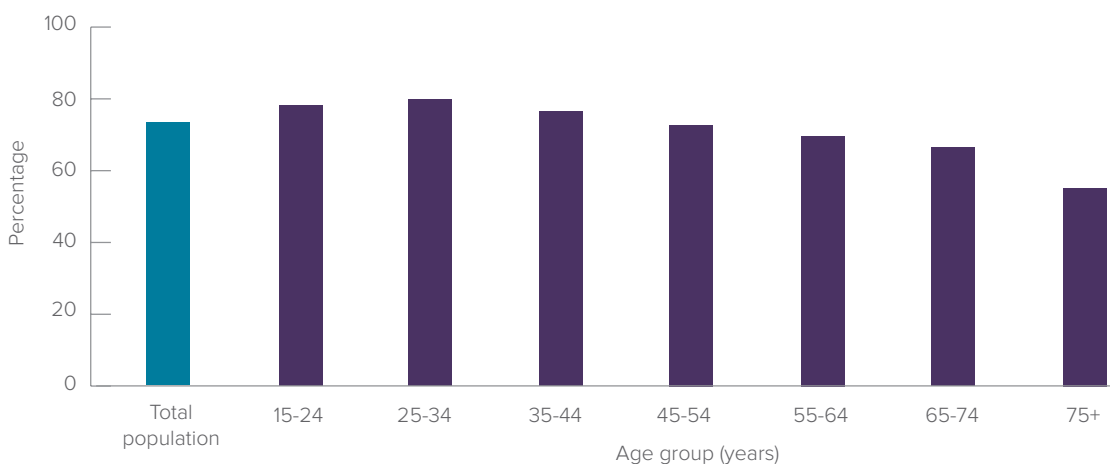


Seventy four percent of New Zealanders, as at 2016, believed Māori culture and cultural practices are important in defining New Zealand. Photo by Erika Sinclair.

Projection of the Aotearoa (nationhood) outcome measure

11. It is important that New Zealanders value te reo Māori as part of our national identity. The Aotearoa audacious goal states that: “By 2040, 85 percent of New Zealanders (or more) will value te reo Māori as a key element of national identity.” Performance against this goal is indicated by the percentage of people responding positively to the GSS question on the importance of Māori culture and cultural practices in defining New Zealand.⁵ We note that this audacious goal applies to all New Zealanders and the GSS only includes people aged over 15 years old.
12. As at 2016, 74 percent of New Zealanders (15 years and over) agree or strongly agree ‘that Māori culture and cultural practices are important in defining New Zealand’. Agreement to this statement is more prevalent among the younger age groups. It is assumed that Māori culture and cultural practices covers a broad range of areas (eg haka and waiata) including te reo Māori.

Figure 1: Importance of Māori culture and cultural practices in defining New Zealand, percentage responding positively, 2016



Source: 2016 GSS, Statistics New Zealand

Note “Responding positively” is defined as answering 7 or more out of 10 for this question.

5 Te Puni Kōkiri, 2018. A Monitoring and Evaluation Framework for the Maihi Karauna. Page 12 refers. Retrieved from <https://www.tpk.govt.nz/en/a-matou-mohiotanga/language/a-monitoring-and-evaluation-framework>.

13. In 2040, the people currently in the 15–24 year age group from figure 1 will be in the 35–44 year age group, and the 25–34 age group from figure 1 will be the 45–54 year age group (and so on). If we assume the 2016 results from figure 1 above age by 20 years, and that the new 15–24 and 25–34 year age groups are similar to the 2016 15–24 year age group, we can estimate the percentage of people who would agree to the statement from figure 1 in each age group. We estimate that 77 percent of New Zealanders (3.7 million people) will agree to this statement in 2040 (with no further intervention).
14. By 2038 (in approximately 20 years), it is estimated that the resident adult population of New Zealand will be 4.8 million people.⁶ It is hoped that 85 percent of adults (or 4.1 million people) will value te reo Māori as part of our national identity by around 2040. Therefore an additional 9 percent of New Zealanders over 15 years old (402,000 people) are required by 2040 to achieve this goal.

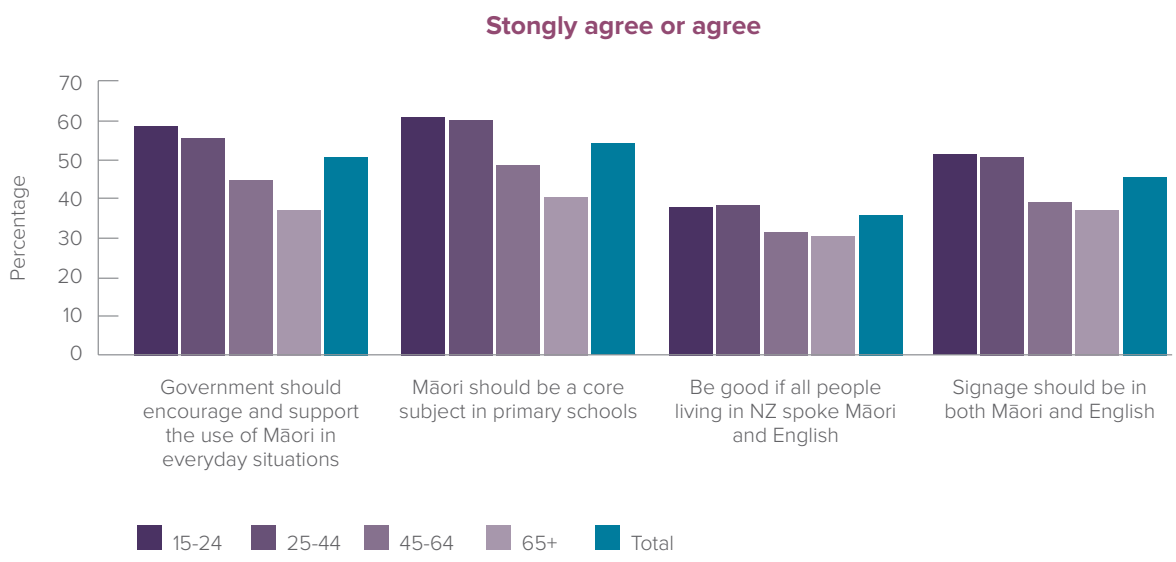
Whakanui — create the conditions for te reo Māori to be valued by Aotearoa whānui as a central part of national identity

More New Zealanders valuing te reo Māori me ngā tikanga as part of our national identity

15. According to the 2016 GSS, around half of New Zealanders think ‘the government should be encouraging the use of te reo Māori in everyday situations.’ Over half, or 54 percent of people agree or strongly agree that ‘te reo Māori should be a core subject in primary schools.’ In contrast, only 35 percent of people ‘think it would be good if all New Zealanders spoke te reo Māori.’ Younger age groups tended to have stronger agreement with these statements.

6 Resident adult defined as aged 15 years and over living in New Zealand

Figure 2: Attitudes towards te reo Māori



Source: 2016 GSS, Statistics New Zealand



Māori broadcasting can provide good exposure to te reo Māori and enhance the way people value it. Photo by Jose McClutchie.

More value gained from te reo Māori me ngā tikanga for economic and social development

16. There are currently no indicators or measures to infer progress against this priority from the monitoring and evaluation framework. Te Puni Kōkiri recently commissioned a piece of work to develop a Shared Data Plan for Te Whare o te Reo Mauri Ora which noted this as a gap, and provided some guidance on some data sources that could be used to develop an indicator for this priority.⁷ The advice given in this report was to develop this indicator by “exploring the data sources that exist around value gained from te reo Māori me ngā tikanga.”
17. Such data sources include: Statistics NZ’s Tourism Satellite Account; MBIE’s International Visitor Survey; the New Zealand-Aotearoa Government Tourism Strategy; the MBIE Major Events Fund; Tourism New Zealand; and the Tourism Industry Aotearoa annual survey. We also note that the Te Taura Whiri i te reo Māori commissioned a report from University of Waikato on measuring the value of the contribution of te reo Māori me ngā tikanga to the NZ economy, which will be useful background to this work.⁸

More young people excited about te reo Māori

18. Māori broadcasting is an important avenue to support increasing the value of te reo Māori. Both in the frequency of viewing te reo Māori content and the quality of te reo Māori content. It can provide broad exposure to te reo Māori and enhance the way people value it.
19. The Te Māngai Pāho audience survey in 2017 queried peoples’ openness to improve their te reo Māori proficiency. The survey results state that 84 percent of Māori youth were open to improving their te reo Māori proficiency (compared with 82 percent of the Māori general population, and 50 percent of the rest of New Zealand population).⁹ The percentage of Māori youth open to improving their te reo Māori proficiency has increased by 7 percentage points since 2014.
20. This survey also asked about respondents’ use of social media and the internet to keep in touch with Māori culture. The survey reported that in 2017, 52 percent of Māori youth used the internet and social media to keep in touch with Māori culture.¹⁰ In comparison, 59 percent of the Māori general population, and 14 percent of the rest of New Zealand reported using the internet and social media to keep in touch with Māori culture.

⁷ MartinJenkins, 2019. Outline for a Shared Data Plan for Te Whare o Te Reo Mauri Ora. Awaiting publication. Page 19 refers.

⁸ Roskrugre, M., Morrison, S., Maxwell, T, 2017. Measuring the value of the contribution of Māori language and culture to the New Zealand economy. Report prepared for Te Taura Whiri i te reo Māori by Te Pua Wānanga ki te Ao. Retrieved from www.tetaurawhiri.govt.nz/assets/Uploads/Measure-the-value-of-te-reo-Maori2.pdf.

⁹ Kantar TNS, 2017. Te Māngai Pāho Audience Survey 2017. Report prepared for Te Māngai Pāho. Retrieved from https://www.tmp.govt.nz/uploads/nimbl_file/file/165/Te_Mangai_Paho_-_Audience_Survey_2017_report.pptx.

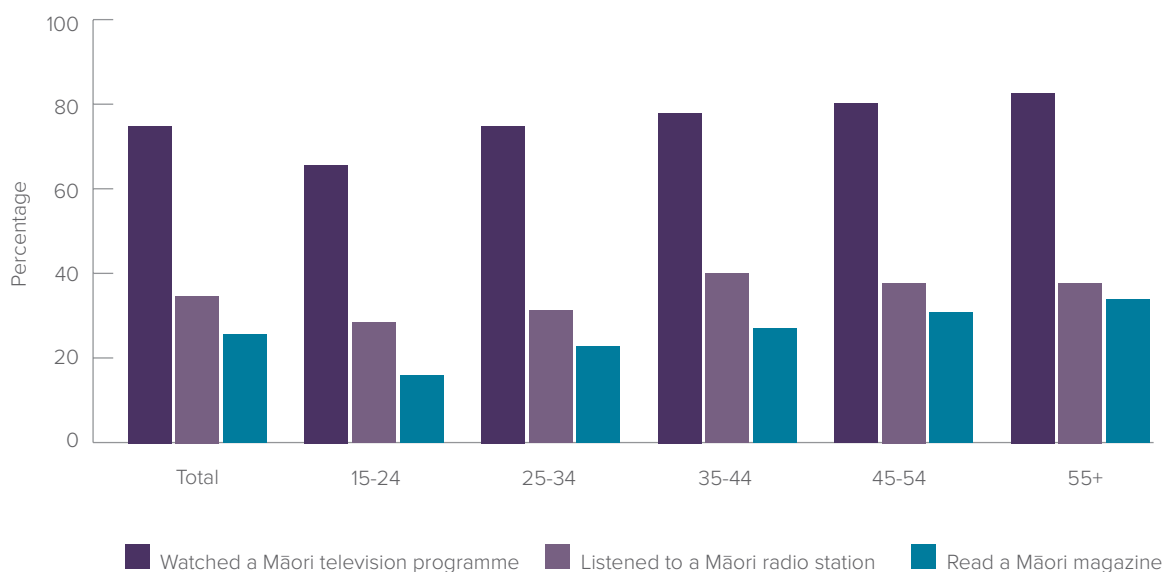
¹⁰ Ibid at pg 25.

More young people engaging with quality content in te reo Māori

21. The 2013 Te Kupenga post-censal survey of Māori (aged 15 and over) queried (among other things) the

percentage of Māori who had engaged in te reo Māori content through a range of media, including watching a Māori TV programme, listening to a Māori radio station and reading a Māori magazine. These data are summarised in Figure 3 below.

Figure 3: Percentage of Māori engaging in te reo Māori content



Source: Te Kupenga 2013, Statistics New Zealand

The Te Māngai Pāho audience survey in 2017 reported that 52 percent of Māori youth used the internet and social media to keep in touch with Māori culture. Photo by Adrian Heke.



22. The figure on page 9 shows that in 2013, 75 percent of Māori (over 15 years old) had watched a Māori television programme, 34 percent of Māori (over 15) had listened to a Māori radio station and 25 percent of Māori (over 15) had read a Māori magazine. For Māori youth, these percentages were 65 percent, 28 percent and 16 percent respectively.
23. Statistics NZ's GSS also queries whether people have watched Māori television programmes, the 2016 survey reported that over the last year, 31 percent of New Zealanders, and 22 percent of New Zealanders aged 15–24, had watched a Māori television programme. For Māori, 64 percent had watched a Māori television programme over the last year.¹¹
24. The Te Māngai Pāho audience survey gives a more detailed view of people's engagement with te reo Māori content. The 2017 survey reports that 60 percent of Māori and 20 percent of the rest of New Zealand watched Māori television at least once a week. Fifty two percent of Māori and 21 percent of the rest of New Zealand had watched Māori programming on public media channels.¹²
25. Quality of programming plays a significant role in engaging and maintaining audiences. According to the 2017 Te Māngai Pāho audience survey, 28 percent of Māori and 29 percent of the rest of New Zealand were satisfied or very satisfied with the quality of Māori programming. Whereas 46 percent of Māori and 47 percent of the rest of New Zealand remained ambivalent.
26. In 2017, 30 percent of Māori and 5 percent of the rest of New Zealand had ever listened to iwi radio. Also in 2017, 61 percent of Māori and 65 percent of the rest of New Zealand were satisfied or very satisfied with the quality of te reo Māori on iwi radio.
- Progress towards the Mātauranga (knowledge and skills) outcome measure**
27. According to the 2016 GSS, 20 percent of New Zealanders over 15 years old (about 770,000 people) indicate that they can, at least, talk about basic/simple things in te reo Māori. In comparison, a higher percentage of young people aged 15–24 years old (27 percent) report being able to speak te reo Māori at this level of proficiency. Table 2 on page 12 shows a breakdown of the number of Māori and non-Māori people by te reo Māori proficiency level.

11 GSS 2016, Statistics NZ.

12 Kantar TNS, 2017 at 18 and 20.

Table 2: Level of te reo Māori proficiency by ethnicity

Level of proficiency	Māori	Non-Māori	Total
Very well (I can talk about almost anything in Māori)	32,000	6,000	38,000
Well (I can talk about many things in Māori)	32,000	4,000	36,000
Fairly well (I can talk about some things in Māori)	79,000	75,000	153,000
Not very well (I can only talk about basic/simple things in Māori)	160,000	390,000	550,000
No more than a few words or phrases	173,000	2,721,000	2,894,000
Total	476,000	3,196,000	3,671,000

Source: GSS 2016, Statistics NZ

28. As mentioned above, currently 20 percent of New Zealanders can at least, talk about basic/simple things in te reo Māori (c. 770,000 people). Using a similar method to that used in paragraph 11, we estimate that if no further action is taken to revitalise te reo Māori the number of people who can talk about simple/basic things in te reo Māori (or better) would be around 1.1 million.¹³

Whakaako — create the conditions for te reo Māori to be learned by Aotearoa whānui

More children learning in te reo Māori

29. The schooling system is considered a significant contributor to acquisition of te reo Māori. As at July 2018, 191,084 students were enrolled in Māori medium schooling or Māori language in an English

medium school (collectively Māori immersion levels 1–5).¹⁴ The majority of these students (68 percent) learn te reo Māori for three or fewer hours per week (immersion level 5). The 2013 Te Kupenga survey reported that 64,000 Māori aged over 15 years old had a child living with them enrolled in kōhanga reo, kura kaupapa, wharekura or wānanga (12 percent of all Māori over 15, and 26 percent of those who are parents).¹⁵

30. Figure 4 shows that the number of students enrolled in Māori medium education (levels 1–2) has been steadily increasing since 2010.¹⁶ In 2018 there were 20,511 students enrolled in Māori medium education – an increase from 16,325 in 2010. Overall, 81 percent of these students were primary school-aged (years 1–8).

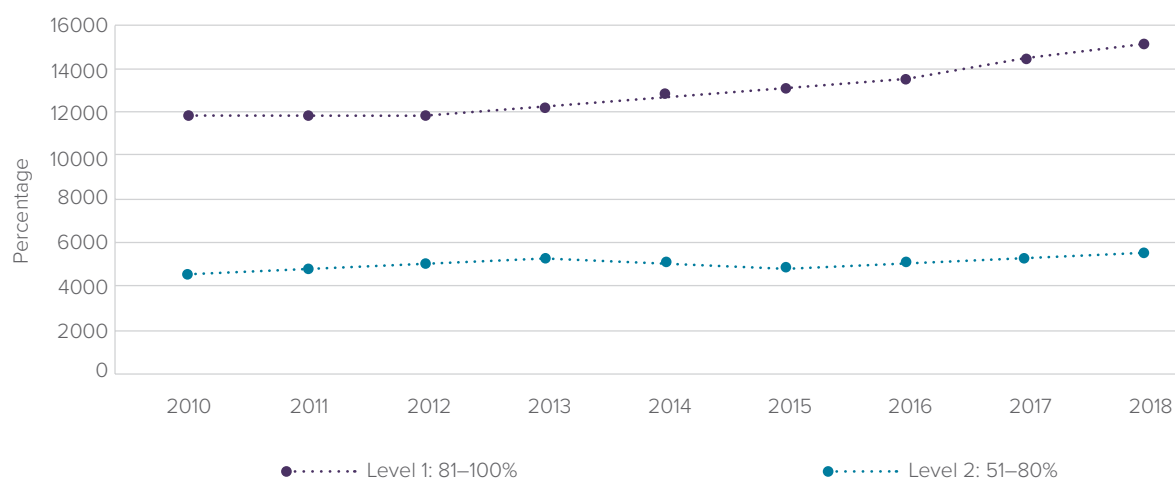
¹³ This projection was produced using GSS 2016 data, and the 50th percentile population projections, both from Statistics New Zealand.

¹⁴ Source: <https://www.educationcounts.govt.nz/statistics/maori-education/maori-in-schooling/6040> as at 11 April 2019.

¹⁵ Te Kupenga 2013, Statistics NZ. Retrieved from http://archive.stats.govt.nz/browse_for_stats/people_and_communities/maori/e-tipu-e-rea.aspx?gac=1.247252528.1559697891.EAlalQobChMluPXppZfR4glVizMrCh1JoALIEAAYASAAEql4DfD_BwE.

¹⁶ Māori Medium includes students who are taught the curriculum in Māori language for at least 51 percent of the time.

Figure 4: Number of Students in Māori medium education (immersion levels 1–2), 2010–18



Source: Education Counts, *Māori Language in Education*.¹⁷

31. Figure 5 shows that the number of students enrolled in Māori language in English medium (Level 3–4) remained steady between 2010 and 2016. Since 2016 the number of Māori language students in English medium schools increased by more than 6,000.¹⁸

¹⁷ <https://www.educationcounts.gov.nz/statistics/maori-education/maori-in-schooling/6040> as at April 2019.

¹⁸ Māori language in English medium involves students who are learning te reo Māori as a language subject, or taught the curriculum in the Māori language for up to 50 percent of the time.

Figure 5: Number of Students in Māori language in English medium (immersion levels 3–4) 2010–18



Source: Education Counts, Māori Language in Education.

32. Most students in Māori language in education, levels 1–4 are Māori (45,633). The number of Non-Māori receiving te reo Māori classes at immersion levels 1–4 is 14,756. The number of Non-Māori students participating in language learning for less than 3 hours per week (immersion level 5) is 94,450 and the number of Māori students is 36,245.

More people progressing beyond basic knowledge of te reo Māori

33. The New Zealand Census of Populations and Dwellings (the Census) takes a snapshot

approximately five-yearly of the number of speakers who can hold an everyday conversation in te reo Māori.¹⁹ Statistics NZ note in a 2014 paper that this level of proficiency is a higher standard than that defined in the Mātauranga Audacious Goal (paragraph 27 refers).²⁰ The 2013 Census reported that there were 148,395 people on Census night who could hold an everyday conversation in te reo Māori, this number is 3.7 percent of the usually resident population.²¹ Of this number, 125,352 Māori people reported being able to hold an everyday conversation in te reo Māori (21.3 percent of all

19 The Census asks “in which of the following languages can you hold an everyday conversation?”

20 Statistics NZ, 2014. Measuring te reo Māori speakers: A guide to different data sources. Retrieved from http://archive.stats.govt.nz/browse_for_stats/people_and_communities/maori/measuring-te-reo-maori-speakers/appendix-1.aspx.

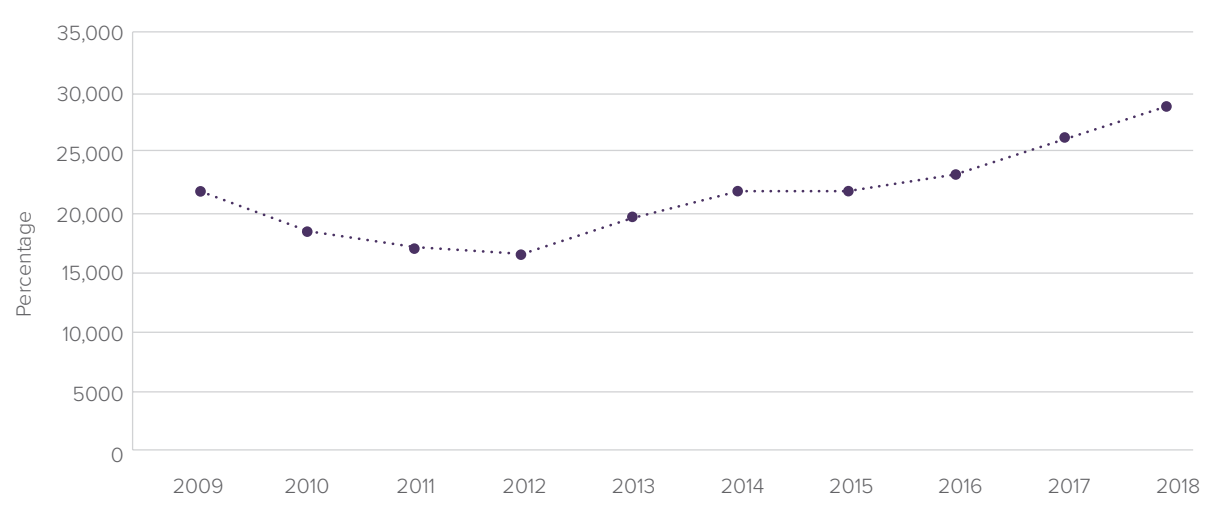
21 NZ Census of Population and Dwellings 2013, Statistics NZ. Retrieved from http://archive.stats.govt.nz/browse_for_stats/snapshots-of-nz/nz-social-indicators/Home/Culture%20and%20identity/maori-lang-speakers.aspx.

Māori). Children and young people comprise a significant proportion of these speakers — 36,510 children (0–14 years), and 24,705 young people (15–24 years) can hold an everyday conversation in te reo Māori.

- 34. Tertiary education can also play a key role in providing access and support for adults learning

te reo Māori, and to progress beyond basic proficiency. This exposes opportunities to speak more te reo Māori in the home (eg with whānau) and other everyday activities. Figure 6 shows that the number of tertiary students participating in formal te reo Māori language courses increased from 21,460 in 2009 to 28,695 in 2018.²²

Figure 6: Number to tertiary students participating in te reo Māori courses, 2009–18



Source: Education Counts, Māori Language in Education.

22 Source: <https://www.educationcounts.govt.nz/statistics/tertiary-education/participation> as at 11 April 2019

35. In 2018, most students participating in tertiary level Māori language courses completed them through wānanga (21,975). The remaining students study at universities (2,465), polytechnics (2,810) and private training establishments (1,795). Around 14 percent of students participating in Māori language courses are studying towards a bachelors degree or higher.

36. In 2018, 9,510 people completed a qualification in te reo Māori. The number of people completing te reo Māori qualifications has more than doubled since 2008 (in 2008, 4,285 people completed one or more te reo Māori qualifications). Table 3 shows the number of students completing qualifications in 2018 by qualification level.

Table 3: Number of students who completed a te reo Māori qualification by qualification level, 2018

Qualification level in te reo Māori	2018
Certificates 1-3	9,635
Certificates 4	2,835
Diplomas 5-7	1,385
Bachelors degrees	100
Graduate certificates/diplomas	0
Honours and postgrad. certs/dips	5
Masters	5
Doctorates	0
Total	9,510

Source: Tertiary Education Commission.

Note: The total represents the number of distinct students. The sum will differ from the total as students can achieve more than one qualification in a given year.

37. The 2016 GSS reported that about 53 percent of New Zealanders over 15 years old had used Māori words or phrases over the last 12 months.²³ Over the same period, 59 percent of 15–24 year olds had used Māori words or phrases. By comparison, 86 percent of Māori over 15 years old had used Māori words or phrases over the last 12 months.

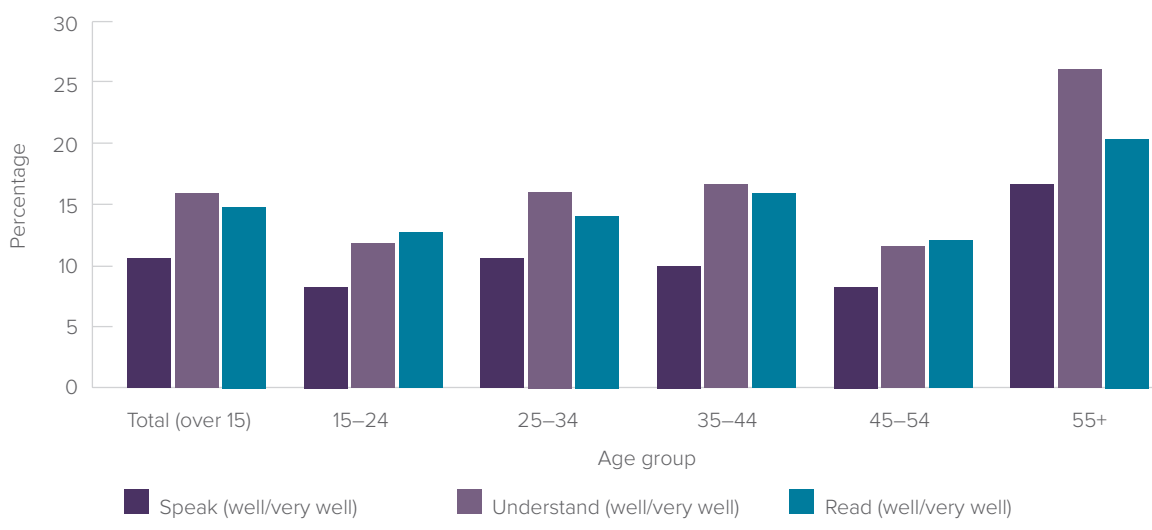
More people highly proficient in te reo Māori

38. Figure 7 shows the percentages of Māori (over 15 years) who can speak, understand and read te reo Māori, and who rate their proficiency as being able to perform the activity well or very well. Statistics

New Zealand's Te Kupenga 2013 survey reports that 11 percent of Māori aged over 15 can speak te reo Māori well or very well. For Māori youth (aged 15–24) 8 percent could speak te reo Māori well or very well. By comparison, 16 percent of Māori over 15 could understand spoken Māori well or very well, and 12 percent of Māori youth (15–24 years) could understand spoken Māori well or very well.

39. Te Kupenga 2013 also found that 15 percent of Māori over 15 could read te reo Māori well or very well, and 13 percent of Māori youth (15–24) could read te reo Māori well or very well.

Figure 7: Percentage of Māori able to speak, understand and read te reo Māori well or very well by age group



Source: Te Kupenga 2013, Statistics NZ

23 2016 GSS, Statistics NZ.

Rebecca Lelievre reading in te reo Māori to her son.
Photo by Adrian Heke



40. Statistics NZ's GSS asks similar questions to Te Kupenga for te reo Māori proficiency. The latest survey (2016) reports that 12 percent of Māori over 15, and 2 percent of youth (15–24 years) of any ethnicity can speak te reo Māori well or very well.

Progress towards the Hononga (engagement) outcome measure

41. Te Kupenga asked Māori adults about how frequently (relative to other languages) they spoke in te reo Māori to people at home (eg partners, parents, children etc) and how frequently (relative to other languages) they spoke te reo Māori outside the home in various contexts (eg at hui, visiting friends, at school/pre-school etc). Around 37,000 Māori adults indicated that they spoke Māori at least the same amount as English at home to anyone, of which 5,600 were aged 15–24 years.²⁴ Most people reported speaking te reo Māori at least equally to their partners and children. Readers should note that this total counts the number of Māori over 15 years who spoke te reo Māori equally with English with anyone at home (eg if a respondent to the survey said that they spoke te reo Māori equally with English to their pre-school children, and to their partner, this would count as one, not two) – as a result the sub-categories of this total do not add to the total.

42. Similarly, around 59,300 Māori adults indicated that they spoke Māori at least equally with English outside of the home, of which 7,900 were aged 15–24 years.²⁵ The most common context was when attending meetings or hui followed by when visiting relatives, friends or neighbours.

43. In total, 13 percent Māori adults (or 69,970) in 2013 indicated that they spoke te reo Māori equally with English in any context (at home or outside of the home). The following table shows the breakdown of this figure by age group.

²⁴ Statistics NZ, 2013. Te Kupenga Customised Unit Record File (CURF).

²⁵ Statistics NZ, 2013. Te Kupenga 2013. Retrieved from http://nzdotstat.stats.govt.nz/wbos/Index.aspx?_ga=2.27571388.1218649981.1560722250-148306556.1557997803&_gac=1.217254562.1559617858.EAlalQobChMlg56oguvO4qIVhZGPCh17owrXEAYASAAEqJqhPD_BwE#

Table 4: Number and percentage of Māori over 15 years who use te reo Māori as often (or more often) than English in any context (2013 data)

Māori over 15 years speaking te reo Māori equally with English	15–24	25–34	35–44	45–54	55–64	65–74	75+	Total
Number of people	10,224	7,537	12,752	14,158	9,584	8,427	7,288	69,970
Percentage of total	11.9	12.2	13.5	14.4	10.7	14.8	16.9	13.2

Source: Statistics NZ, *Te Kupenga 2013 (CURF)*

44. The Māori population aged 15 years and over is projected to be approximately 761,200 people by 2038. The table above shows that in 2013, 69,970 Māori over 15 years old used Māori as much or more than English in any context (at home, or away). Using a similar method to project the number of people who use te reo Māori as much or more than English (paragraph 11 refers), we estimate that 93,300 Māori over 15 years will use te reo Māori as much or more than English by 2040 (with no further intervention).

Whakaatū — create the conditions for te reo Māori to be seen, read, heard and spoken by Aotearoa whānui

More use of te reo Māori in the home, on the marae, and in communities

45. Use of te reo Māori is a vital part of the revitalisation effort. Home and community settings create opportunities for everyday use. According to the 2013 Te Kupenga survey, 12,300 (2.6 percent) Māori adults indicated that they speak te reo Māori most often at home, of which around 2,200 were aged between 15–24 years.

46. Of those Māori adults who spoke English (or another language) most often at home, around 97,300 (20.5 percent) indicated that they spoke te reo Māori on a regular basis at home.²⁶ Of those who spoke Māori regularly at home, 24,800 were aged between 15–24 years.

47. As mentioned earlier, Te Kupenga asked Māori (over 15 years old) how much te reo Māori they spoke outside the home in various contexts (paragraph 42 refers). The following table shows the number of Māori over 15 years old who use at least some te reo Māori outside of their homes in 2013. This table shows that around 175,400 Māori over 15 (33.1 percent) use at least some te reo Māori outside their homes in any context, of which 23,500 (27.5 percent) were aged 15–24 years old.

²⁶ Ibid.

Table 5: Number and percentage of Māori over 15 years who use at least some te reo Māori outside of the home (2013 data)

Māori over 15 years speaking at least some te reo Māori outside the home	15–24	25–34	35–44	45–54	55–64	65–74	75+	Total
Number of people	23,543	18,491	34,493	34,679	28,856	19,795	15,572	175,429
Percentage of total	27.5	29.9	36.6	35.2	32.3	34.8	36.0	33.1

Source: Statistics NZ, *Te Kupenga 2013 (CURF)*

Te reo Māori resources held by the Crown are more readily available

48. There are currently no indicators or measures to infer progress against this priority from the monitoring and evaluation framework. The Shared Data Plan report (referenced in paragraph 16) notes that this is a gap, and offers some options to develop an indicator for this priority.²⁷ Specifically the report suggests working with Archives NZ, the National Library and Te Papa to measure factors such as the number of engagements with iwi and number of items with a te reo Māori label/descriptor. Further research is required in this area to develop these measures/indicators.

More accessible public services in te reo Māori

49. An important enabler of public services being made available in te reo Māori is the capability of public servants themselves. In 2016, the Public Service Association Te Pūkenga Here Tikanga Mahi (PSA, a union representing public servants) commissioned Victoria University to undertake a survey of PSA members.²⁸ This survey was a repeat of a 2013 survey from the same research group at Victoria University. Readers should note that only PSA members were invited to participate in this research, and as such these results may not be representative of all public servants.

50. The 2016 survey of PSA members included a set of questions related to the conditions in the public service to support the learning and use of te reo Māori. These questions were supported by Te Taura Whiri i te reo Māori.

27 MartinJenkins 2019. Pages 23–24 refer.

28 Plimmer, G., Cantal, C. (2016). *Workplace Dynamics in New Zealand Public Services*. Wellington: Centre for Labour, Employment and Work, Victoria University of Wellington. Retrieved from <https://researcharchive.vuw.ac.nz/xmlui/bitstream/handle/10063/6188/Workplace-dynamics-survey-report.pdf?sequence=1>.

51. This survey asked PSA members how well they could speak te reo Māori, around 12.5 percent of respondents could speak te reo Māori well or fairly well, whereas 87.5 percent responded that they either could not speak te reo Māori very well (or not at all).²⁹ The report notes that the percentage of public servants who can speak te reo Māori well (or better) was significantly higher than for the general population (as indicated by the Census 2013 figure of approximately 4 percent).³⁰
52. The respondents were also asked if they were interested in speaking te reo Māori in the workplace, 37.9 percent responded that they were interested in using te reo Māori in the workplace.³¹ Of those who were interested in using te reo Māori in the workplace, 57.8 percent said that they were supported to learn te reo Māori, and 77.3 percent said they were supported to use te reo Māori in the workplace.³²

Larger pool of qualified translators

53. One step that government agencies can take to normalise te reo Māori is to provide more opportunities for people to access government services using te reo Māori. Some government services provide options for services to be accessed in te reo Māori. Licensed translators play a vital role in enabling the public service to conduct more of its business in te reo Māori. As at 1 July 2019, there were 58 licensed te reo Māori translators and/or interpreters in New Zealand, an increase of five from the previous year.³³

More towns and cities embracing bilingualism

54. The number of towns and cities embracing bilingualism is an indicator of the engagement of communities with te reo Māori. There are no legal requirements for becoming a bilingual town or city; however, it requires a locally-driven commitment to celebrating and promoting te reo Māori at a local level.
55. Currently only Rotorua has officially become a bilingual town; however, others towns are on a pathway to gain this status. The following table shows the towns/cities with plans in place to embrace bilingualism and relevant actions towards this goal.

29 Figure 13.1. Ibid.

30 Ibid. pg 92.

31 Figure 13.2. Ibid.

32 Table 13.1. Ibid.

33 Te Taura Whiri, 2019. He Ara Whāia, He Ara Hou: Statement of Performance Expectation 2019/20. Retrieved from <https://www.tetaurawhiri.govt.nz/en/te-reo-maori/corporate-publications/spe/>.

Table 6: Bilingual towns and cities in New Zealand

Bilingual Towns and Cities	Status	Who is involved	What's in place
Rotorua	<p>First Bilingual City</p> <p>Actions encouraged to contribute to Rotorua advancing as a bilingual city include:</p> <ul style="list-style-type: none"> • Making it a conscious habit to pronounce Māori words correctly • Learning a new word each day • Make it a habit to say Māori greetings such as kia ora and tēnā koe all the time • Start learning about the meaning and the stories behind place names such as Tūtanekai • Use online Māori resources 	Partnership Approach — Te Arawa and Local Council	<ul style="list-style-type: none"> • Bilingual Signage • Bilingual Playground • Free community te reo classes
Ōtaki	Self-proclaimed bilingual town	Community driven	<ul style="list-style-type: none"> • Large number of te reo Speakers (50% of Māori in Ōtaki speak fluent te reo) • Bilingual Signage
Wairoa (goal to become fully bilingual by 2040)	<p>Te reo Māori Policy</p> <ul style="list-style-type: none"> • Te reo first signage policy 	Local Council — Community support	<ul style="list-style-type: none"> • The council's te reo Maori policy is designed to develop and promote the language throughout the organisation • Bilingual Signage
Wellington (goal to become fully bilingual by 2025)	<p>Te reo Māori Strategy</p> <ul style="list-style-type: none"> • Goal to become te reo Māori capital of New Zealand 	Local Council	<ul style="list-style-type: none"> • Te reo Māori Strategy • Bilingual signage

Source: Te Puni Kōkiri



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