



# **A Monitoring and Evaluation Framework for the Maihi Karauna:**

The Crown's Strategy for Māori Language Revitalisation, 2018-2023

## Published by

---

Te Puni Kōkiri  
Hui-tanguru / February 2019

*Front Cover Image: Monitoring and evaluating the Maihi Karauna effectively will ensure its successful for everyone, young and old, Māori and non-Māori. Photo by Te Rawhitiroa Bosch.*



## Contents

---

Background to the Maihi Karauna	3
Purpose of the Maihi Karauna Monitoring and Evaluation Framework	5
Monitoring and Evaluation Logic Model	5
Monitoring and Evaluation Questions	6
Monitoring and Evaluation Activities, Timeline and Approaches	7
Te Reo Māori Measures and Indicators	8
Learning and Reporting	14
Appendix 1: Maihi Karauna Monitoring and Evaluation Logic Model	15
Appendix 2: Maihi Karauna Monitoring and Evaluation Action Plan	20



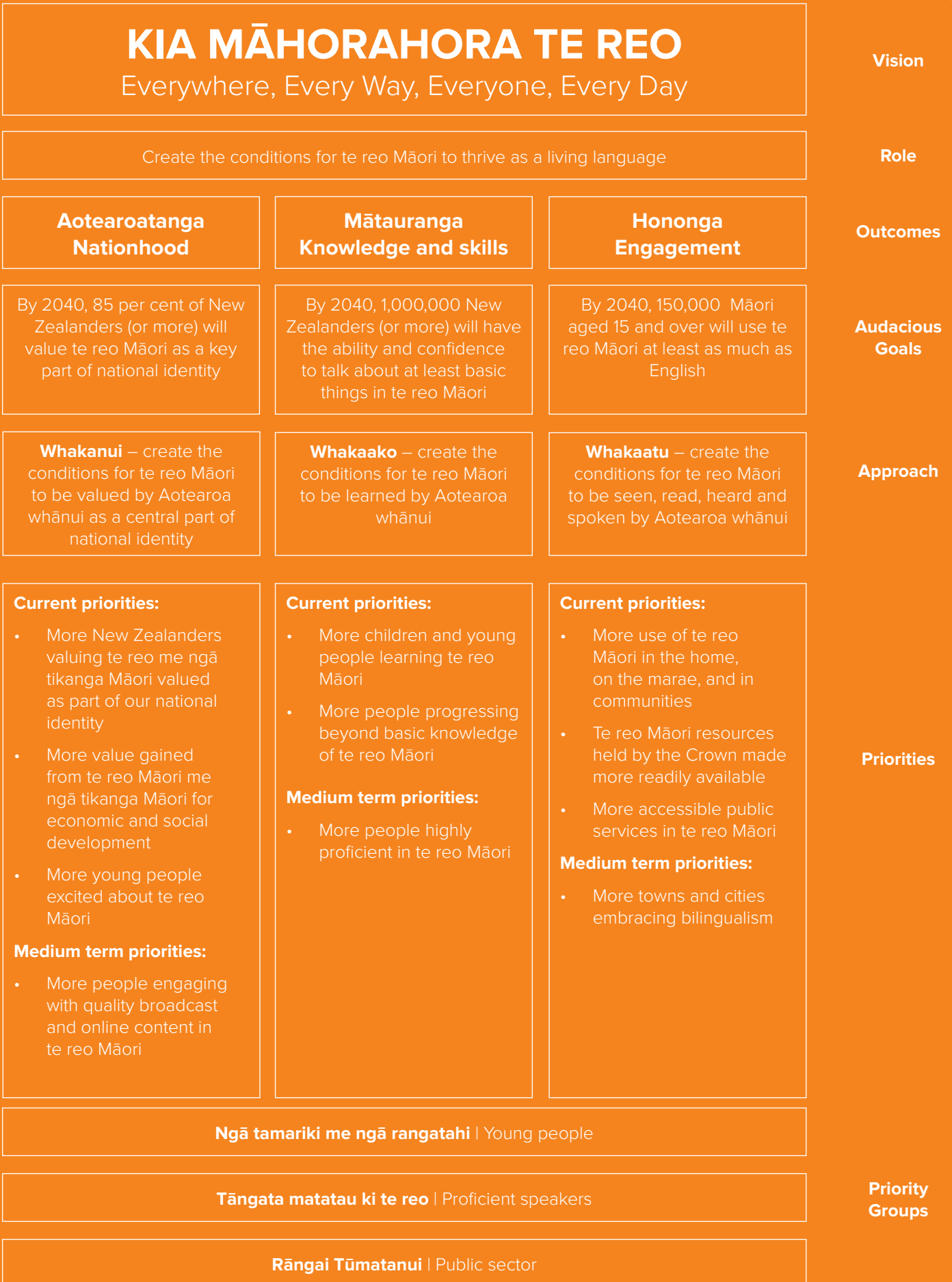
# 1. Background to the Maihi Karauna

---

1. The Maihi Karauna is the Crown's Strategy for Māori language revitalisation, 2018-2023. The Maihi Karauna sets out the vision for te reo Māori in the future, and outlines actions the government will prioritise over the next five years to move towards this vision.
2. The Maihi Karauna complements the Maihi Māori, led by Te Mātāwai, an independent statutory agency. The Maihi Karauna focuses primarily on the big picture – creating the right conditions across government and Aotearoa New Zealand society for the revitalisation of te reo Māori. The Maihi Māori takes a complementary 'micro' role that focuses on revitalisation of te reo Māori within communities and whānau. It envisages the restoration of te reo Māori as a nurturing first language – kia ūkaipō anō te reo Māori.
3. Sustainable language learning will occur when government systems and societal attitudes are mutually supportive of reo Māori revitalisation efforts in homes and communities.
4. The Maihi Karauna strategy is presented as a 'strategy on a page' in Figure 1 over the page.

*Having an effective monitoring and evaluation framework will ensure the benefits of the Maihi Karauna are intergenerational. Image courtesy of the Ministry of Education.*

Figure 1: Maihi Kararuna Strategy



5. Kia māhorahora te reo is the Crown’s vision for te reo Māori, which expresses its role to ensure that New Zealanders value, learn and use te reo Māori. When this vision is achieved we expect that te reo Māori will be a normal part of daily life for wider Aotearoa New Zealand, and that te reo is used by everyone, every day, every way and everywhere.
6. The role of the Crown is to create the conditions for te reo Māori to thrive as a living language.
7. Within the Crown’s vision there are three key outcomes. This is what we intend to see as a result of language revitalisation efforts in a generation. They are as follows:
- Aotearoatanga  
Nationhood**

**Mātauranga  
Knowledge and skills**

**Hononga  
Engagement**
8. In addition, the Maihi Karauna has three audacious goals, intended to unite the effort of different organisations and groups over a long-term time period:
- i. *Audacious Goal 1: By 2040, 85 per cent of New Zealanders (or more) will value te reo Māori as a key part of national identity;*
  - ii. *Audacious Goal 2: By 2040, 1,000,000 New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori;*
  - iii. *Audacious Goal 3: 150,000 Māori aged 15 and over use te reo Māori as much as English by 2040.*
9. Government has a wide reach and resource base. It is able to bring these to bear in creating progress towards the outcomes and audacious goals. The theory of change approach taken through this strategy has three key elements:
- **WHAKANUI** – Create the conditions for te reo Māori to be valued by Aotearoa whānui as a central part of national identity
  - **WHAKAAKO** – Create the conditions for te reo Māori to be learned by Aotearoa whānui
  - **WHAKAATU** – Create the conditions for te reo Māori to be seen, read, heard and spoken by Aotearoa whānui.
10. Priority groups provide a lens for the Crown to focus on people rather than just institutions or ideas. The priority groups for the Maihi Karauna are:
- Ngā tamariki me ngā rangatahi: Young people
  - Tāngata matatau ki te reo: Proficient speakers
  - Rāngai tūmatanui: Public sector
11. The priority groups have informed the settings of current and medium-term priorities for the Maihi Karauna. These priorities represent where the Crown intends to focus its attention and resources over the next five years.

## Purpose of the Maihi Karauna Monitoring and Evaluation Framework

---



*Above: Te Puni Kōkiri staff (pictured) were supported by Te Taura Whiri i te Reo Māori in the development of this monitoring and evaluation framework. Photo by Adrian Heke.*

12. Te Puni Kōkiri, supported by Te Taura Whiri i Te Reo Māori have developed this monitoring and evaluation framework for the Maihi Karauna. The monitoring and evaluation framework should be read in conjunction with the Maihi Karauna strategy.
13. For the purpose of this framework, the following definitions apply:
  - Monitoring is the continuous and systematic collection, analysis and reporting of data. Monitoring can focus on activities and outputs, or outcomes through measures and indicators. Monitoring information can be used to indicate the extent of progress in implementation, and to measure performance against expectations.
14. The monitoring component of this framework will allow us to track strategy implementation and progress towards achieving the goals, outcomes and priorities of the Maihi Karauna. The evaluation component will focus on if and how the Maihi Karauna as a strategy, is effective in achieving its objectives, and where improvements can be made.
  - Evaluation is the periodic assessment of progress towards, and achievement of the outcomes of a programme, project or in this case, a strategy. Evaluation is able to identify success factors and any issues with implementation of an intervention or activity.



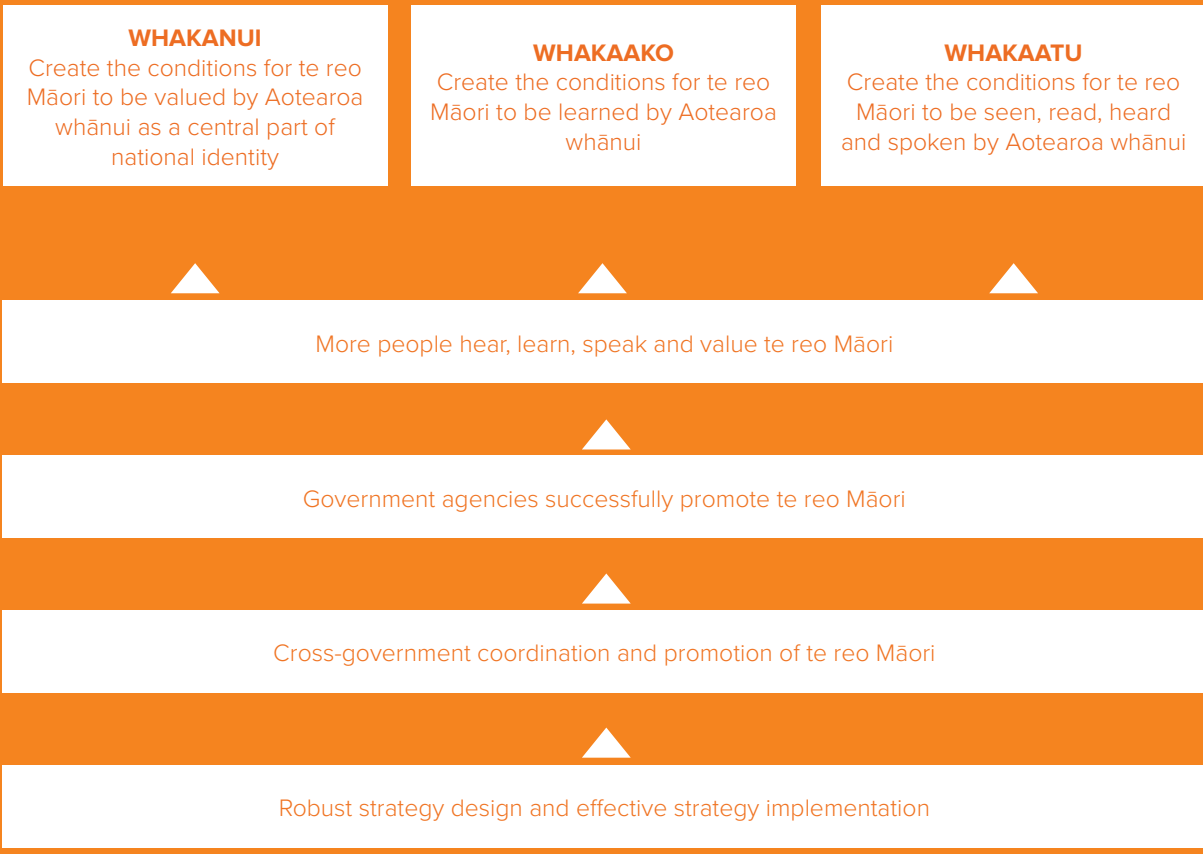
# Monitoring and Evaluation Logic Model

15. We have developed a detailed logic model for the Maihi Karauna to guide the monitoring and evaluation framework. This logic model is strongly linked to the Maihi Karauna strategy model, but is more detailed in that it outlines what we would expect to see from a monitoring and evaluation perspective, if the Maihi Karauna was achieving what it set out to do. Through a range of monitoring

and evaluation questions and activities, we will test whether or not the expected results (as identified in the logic model) are being achieved.

16. Figure 2 below shows the highest level of expected results in the monitoring and evaluation logic model. A more detailed monitoring and evaluation logic model is attached as Appendix 1 to this report.

Figure 2: Maihi Karauna Monitoring and Evaluation Logic Model



## Monitoring and Evaluation Questions

17. We have used the OECD Development Assistance Evaluation Criteria<sup>1</sup> to assist in identifying monitoring and evaluation questions for this framework. The questions identified are linked to the logic model discussed above, and will be answered using a range of methods and approaches<sup>2</sup>. Each monitoring and evaluation question is attached to an area of interest, relevant to the development, implementation and outcomes of the Maihi Karauna.

AREA OF INTEREST	MONITORING QUESTIONS
Monitoring Outputs	What outputs are agencies delivering under the Maihi Karauna? <sup>3</sup>
Monitoring Spending	What is the cost of the Maihi Karauna? <sup>4</sup>
Monitoring Outcomes	What trends are there in high-level reo Māori outcomes?
AREA OF INTEREST	EVALUATION QUESTIONS
First-Wave Maihi Karauna Activities Evaluation	To what extent did the first-wave Maihi Karauna activities achieve what they set out to do?
	How did the first-wave activities contribute to the priorities of the Maihi Karauna?
	How could similar activities be improved in the future?
Strategy Implementation	How well is the Maihi Karauna being implemented?
	How well and to what extent is the Maihi Karauna impacting on the intended target groups (i.e. children and youth under 25, the public service and proficient te reo speakers)?
	What activities or approaches have been most effective for each target group?

<sup>1</sup> DAC Criteria for Evaluating Development Assistance accessed at: <http://www.oecd.org/dac/evaluation/daccriteriaforevaluatingdevelopmentassistance.htm> on 30/08/2018.

<sup>2</sup> See Appendix 2, Monitoring and Evaluation Action Plan for details of the methods and approaches to be used.

<sup>3</sup> Te Taura Whiri i Te Reo Māori will provide advice to agencies around monitoring their Maihi Karauna activities.

<sup>4</sup> Te Taura Whiri i Te Reo Māori will produce a standardised costing schedule template to assist agencies in identifying and reporting their reo Māori spend.

Strategy Implementation	To what extent and in what ways is the Maihi Karauna leading to change in the way government agencies develop and implement their reo Māori activities?
	To what extent are the Maihi Karauna activities, focused on the Strategy's priorities?
	To what degree is there good governance and management of the Maihi Karauna?
	To what extent is the Maihi Karauna on-track to achieve its short- and medium-term priorities?
	What changes need to be made to improve the effectiveness of the Maihi Karauna?
Strategy Effectiveness/ Impact	Have the priorities and outcomes of the Maihi Karauna been achieved, and are they attributable to the strategy?
	What factors contributed to, or prevented, achievement of the priorities and outcomes of the Maihi Karauna?
	What unintended outcomes (positive and negative) have occurred as a result of the Maihi Karauna?
Sustainable Impact	To what extent has the Maihi Karauna influenced agencies business as usual practice?
	To what extent has the Maihi Karauna influenced public sector responsiveness to Māori?

## Monitoring and Evaluation Activities, Timeline and Approaches

18. In order to answer the monitoring and evaluation questions, we have identified a set of activities spanning 2018/19 to 2022/23.

19. Monitoring activities include:

- Monitoring the outputs that agencies are delivering under the Maihi Karauna;
- Monitoring trends in high-level reo Māori outcomes; and
- Monitoring agencies' reo Māori spend.

20. Evaluation activities include:

- An evaluation of first-wave Maihi Karauna activities in December 2019;
- An implementation and early outcomes evaluation in June 2021;
- A summative evaluation <sup>7</sup> in December 2022, attributing changes in reo Māori outcomes to the Maihi Karauna.

AREA OF INTEREST	2018/19	2019/20	2020/21	2021/22	2022/23
MONITORING					
Monitoring Outputs		Agencies to report reo Māori outputs annually in December	Agencies to report reo Māori outputs annually in December	Agencies to report reo Māori outputs in December annually	Agencies to report reo Māori outputs annually in December
Monitoring Spending		Agencies to monitor and report reo Māori spending annually in December	Agencies to monitor and report reo Māori spending annually in December	Agencies to monitor and report reo Māori spending annually in December	Agencies to monitor and report reo Māori spending annually in December

<sup>5</sup> Formative evaluation focuses on understanding whether things are on track and to learn from what you are finding out.

<sup>6</sup> Note that this formative evaluation has been timed to feed into the review of Te Ture mō te Reo Māori 2016, and the dates may be amended based on when this review takes place.

<sup>7</sup> Summative evaluations look back and assess how things have worked and what has been achieved.

Monitoring High-Level Outcomes	Te reo Māori indicators baseline report – March 2019	Te reo Māori indicators monitoring report - December 2019	Te reo Māori indicators monitoring report - December 2020	Te reo Māori indicators monitoring report - December 2021	Te reo Māori indicators monitoring report - December 2022
EVALUATION					
First wave Maihi Karauna activities		First wave activities evaluation December 2019			
Strategy Implementation			Implementation evaluation – June 2021		Summative evaluation - December 2022
Strategy Effectiveness/ Impact			Early outcomes evaluation - June 2021		Summative evaluation - December 2022

21. The preferred approach to evaluation is kaupapa Māori, given that te reo Māori is a taonga of te ao Māori – the Māori world. At its essence, kaupapa Māori is about doing things the right way (tika) according to the Māori world, Māori culture and Māori customs. This means operating in a way that privileges Māori ways of doing things above all other considerations.
22. An alternative approach to evaluation that may be used is the negotiated space model, which uses indigenous references as the “foundation” while maintaining the capacity and scope to draw on any or all useful and relevant cultural nodes of knowledge.<sup>8</sup>
23. He Awa Whiria “Braided Rivers”<sup>9</sup> is a third approach to evaluation that will be considered. This model seeks to encourage partnership and cooperation between Western and kaupapa Māori perspectives in evaluation.

<sup>8</sup> Mila-Schaaf, K. and Hudson, M. The interface between cultural understandings: Negotiating new spaces for Pacific mental health, in Pacific Health Dialog Vol 15, No.1, 2009.

<sup>9</sup> Macfarlane, A., Blampied, N. and Macfarlane, S. Blending the Clinical and the Cultural: A framework for conducting formal psychological assessment in bicultural settings, in New Zealand Journal of Psychology, Vol 40, No. 2, 2011.

## Te Reo Māori Measures and Indicators



*Above: Monitoring the language journey of tamariki and rangatahi. Image courtesy of the Ministry of Education.*

24. We have identified a full range of measures and indicators available for the purpose of tracking progress of the revitalisation of te reo Māori. We have also identified where there are gaps, and where possible, will work with Statistics NZ and other government departments to fill these gaps through future survey development work.
25. An indicator is a pointer or an indication that something is happening, for example the ‘percent of Māori youth that are open to improving their reo Māori ability’ is an indicator of ‘more young people being excited about te reo’. A measure is an actual count of something happening, for example the ‘number of reo Māori language plans’.
26. The primary reo Māori measures and indicators identified for use in the Maihi Karauna monitoring and evaluation framework track progress:
- towards the goals, outcomes or priorities of the strategy; and
  - of the priority groups identified in the Maihi Karauna, being tamariki and rangatahi, proficient speakers and the Public Sector.
27. The most up-to-date baseline data is presented in the table below for each of the primary measures and indicators. This table presents the current status of te reo Māori as represented by the selected measures and indicators.
28. The frequency that the different measures and indicators are collected will guide the regularity of their reporting. Te Puni Kōkiri propose reporting on a range of relevant reo Māori indicators annually.

### MAIHI KARAUNA PRIMARY MEASURES AND INDICATORS

Outcome & Priority	Measure/Indicator	Data source	Baseline	
Outcome: AOTEAROATANGA – Nationhood				
Audacious Goal 1- By 2040, 85 per cent of New Zealanders (or more) will value te reo Māori as a key part of national identity	Importance of Māori culture and cultural practices in defining New Zealand	2016 General Social Survey	Total NZ	74%
			Total Youth (15-24)	78%
			Total Māori	90%
Approach: 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	Adult New Zealanders who agree or strongly agree that "Māori should be a core subject in primary schools"	2016 General Social Survey	Total NZ	54%
			Total Youth (15-24)	61%
			Total Māori	76%
	Adult New Zealanders who agree or strongly agree that "It would be good if all people living in New Zealand spoke Māori and English"	2016 General Social Survey	Total NZ	35%
			Total Youth (15-24)	38%
			Total Māori	57%
	Adult New Zealanders who agree or strongly agree that "Signage should be in both Māori and English"	2016 General Social Survey	Total NZ	45%
			Total Youth (15-24)	52%
			Total Māori	67%
	Adult New Zealanders who agree or strongly agree that "The government should encourage and support the use of Māori (language) in everyday situations"	2016 General Social Survey	Total NZ	50%
			Total Youth (15-24)	60%
			Total Māori	78%
More value gained from te reo Māori me ngā tikanga for economic and social development	Currently no indicators or measures.			

More young people excited about te reo Māori	Māori youth that are open to improving their te reo Māori ability	Māori Audience Survey, Te Māngai Pāho	Total Māori	82%
			Māori youth	84%
	Māori youth that currently use the internet or social media to keep in touch with Māori culture	Māori Audience Survey, Te Māngai Pāho	Māori youth	52%
More people engaging with quality content in te reo Māori	Watched a Māori Television programme (for example Te Karere <sup>10</sup> )	2013 Te Kupenga	Total Māori	41%
	Listened to a Māori radio station			
	Read a Māori magazine <sup>11</sup>		Māori youth (15-24)	12%
	Have you watched a Māori television programme (yes) <sup>12</sup>	2016 General Social Survey	Total NZ	31%
			Total Youth (15-24)	22%
			Total Māori	71%
Outcome: MĀTAURANGA – Knowledge and Skills:				
Audacious Goal 2- By 2040, 1,000,000 New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori	Ability to speak Māori in day-to-day conversations: Not very well (I can only talk about basic/simple things in Māori)	2016 General Social Survey	Total NZ	15%
			Total Youth (15-24)	19%
			Total Māori	34%

10 Responses to this questions are based on the respondents own definition of a Māori television programme. Examples provided, to the respondent, in the 2013 survey were Te Karere and Code

11 Responses to this question are based on the respondents own definition of a Māori magazine. Examples provided, to the respondent in the survey were Mana and Tū Mai magazines.

12 Responses to this question are based on the respondents own definition of a Māori television programme. The General Social Survey modelled this question for the 2013 Te Kupenga Survey. Examples provided to the respondent in the 2016 Survey include Te Karere and Code.



Audacious Goal 2 (Continued)	Ability to speak Māori in day-to-day conversations: Fairly well (I can talk about some things in Māori)	2016 General Social Survey	Total NZ	4%
			Total Youth (15-24)	7%
			Total Māori	17%
	Ability to speak Māori in day-to-day conversations: Well/Very Well (I can talk about many or almost anything in Māori)	2016 General Social Survey	Total NZ	2%
			Total Youth (15-24)	2%
			Total Māori	14%
	Ability to speak Māori in day-to-day conversations: No more than a few words or phrases	2016 General Social Survey	Total NZ	79%
			Total Youth (15-24)	72%
			Total Māori	36%
	Ability to speak Māori in day-to-day conversations: Total – ‘Not very well’ to ‘Very Well’	2016 General Social Survey	Total NZ	21%
			Total Youth (15-24)	28%
			Total Māori	64%
Approach: WHAKAAKO - Create the conditions for te reo Māori to be learned by Aotearoa whānui				
More children learning te reo Māori	Students in Māori medium (levels 1 - 2)	2017 Ministry of Education	Total Primary (Year 1-Year 8)	15,862
			Total Secondary (Year 9-Year 13)	3,576
	Children living with you enrolled in Kōhanga reo, Kura kaupapa/ wharekura, wānanga <sup>13</sup>	2013 Te Kupenga	Total Māori	28%
	Students in Māori language in English medium (levels 4 - 5)	2017 Ministry of Education	Total Primary (Year 1-Year 8)	22,876
			Total Secondary (Year 9-Year 13)	13,781

<sup>13</sup> This question asks the respondent about children living in the same house and whether they attend Kōhanga, Kura, Wharekura, Wānanga. The question is only asked of the respondents' own children, not necessarily of all children in the household.

More people progressing beyond basic knowledge of te reo Māori	Students in Māori language courses studying at advanced qualification levels (Bachelors degree - Doctorate)	2017 Ministry of Education  2017 TEC (Māori/non-Māori participation rates)	Certificates levels 1-3	16,935
			Certificate level 4	5,285
			Diploma levels 5-7	2,675
			Total (Bachelor's degree or higher)	3,740
	Have used Māori phrases or words in the last 12 months	2016 General Social Survey	Total NZ	53%
			Total Youth (15-24)	59%
			Total Māori	90%
	Number of Census total usually resident population who can hold everyday conversation in te reo Māori	2013 Census	Total Speakers NZ	148,395
			Total Speakers - Children (0-14)	36,510
			Total Speakers - Youth (15-24)	24,705
			Total Speakers Māori	125,352
				Total NZ
More people highly proficient in te reo Māori	Adult New Zealanders able to speak te reo Māori in day-to-day conversation (Very well/well)	2016 General Social Survey	Total Youth (15-24)	9%
			Total Māori	30%
	How well are you able to speak Māori in day to day conversations? (Very well/Well)	2013 Te Kupenga	Total Māori	11%
More people highly proficient in te reo Māori (continued)	How well are you able to understand spoken Māori? (Very well/Well)	2013 Te Kupenga	Total Māori	16%
			Māori Youth (15-24)	12%
	How well are you able read Māori with understanding? (Very well/Well)	2013 Te Kupenga	Total Māori	15%
			Māori Youth (15-24)	13%

Outcome: HONONGA – Engagement				
Audacious Goal 3: By 2040, 150,000 Māori aged 15 and over will use te reo Māori at least as much as English	How much Māori do you speak to your family at home? <sup>14</sup> (Māori equally with English/All or Mostly Māori)	2013 Te Kupenga	Total Māori	37,022
			Māori Youth (15-24)	10,217
	How much Māori do you speak outside of home? <sup>15</sup> (Māori equally with English/All or Mostly Māori)	2013 Te Kupenga	Total Māori	59,289
			Māori Youth (15-24)	14,073
Approach: 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	Māori adults who say te reo Māori is used regularly at home	2013 Te Kupenga	Total Māori	12,717
			Māori Youth (15-24)	2,309
	Māori adults who speak at least some <sup>16</sup> te reo Māori outside the home	2013 Te Kupenga	Total Māori	32%
			Māori Youth (15-24)	28%
Te reo Māori resources held by the Crown made more readily available	Currently no indicators or measures.			

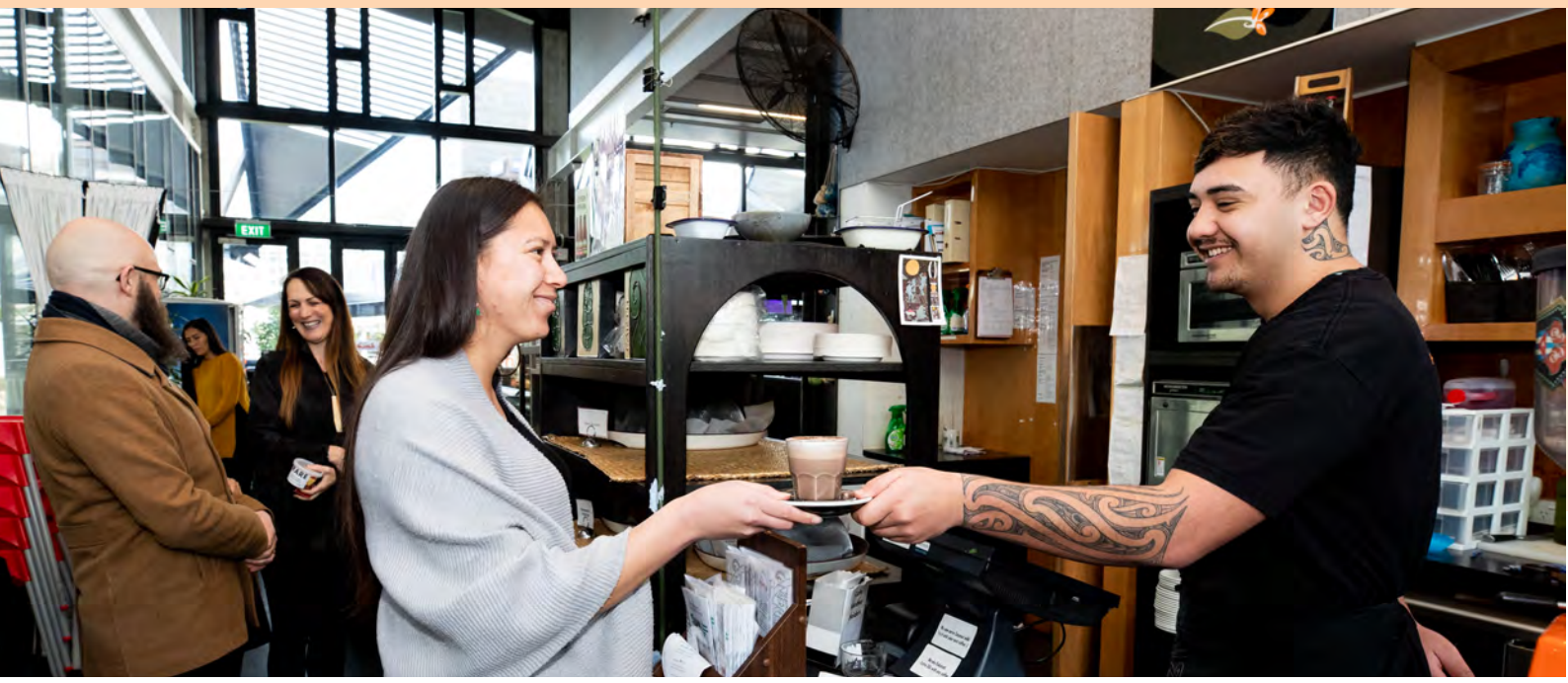
14 Respondents are asked the level of Māori spoken to members of their household e.g. parents, partners, children etc. Respondents are asked to provide the level of te reo Māori spoken. The results presented in this table are those who responded that they speak te reo Māori equally with English up to All or Mostly Māori.

15 Respondents are asked the level of Māori spoken outside of their homes at different activities e.g. when visiting relatives, friends or neighbours, at work, playing or attending sports etc. Respondents are asked to provide the level of te reo Māori spoken. The results presented in this table are those who responded that they speak te reo Māori equally with English up to All or Mostly Māori.

16 The results presented in this table are those who responded that they speak some reo Māori up to All or Mostly Māori.

More accessible public services in te reo Māori	PSA members who can speak or are interested in speaking te reo Māori in the workplace	2016 Workplace dynamics in NZ public services survey	Total in PSA	38%
	PSA members who feel supported to learn te reo Māori in the workplace	2016 Workplace dynamics in NZ public services survey	Total in PSA	58%
	PSA members who feel supported to use te reo Māori in the workplace	2016 Workplace dynamics in NZ public services survey	Total Speakers in PSA	77%
Larger pool of qualified translators	Number of reo Māori translators with current Translator and/or Interpreters License	2018 Te Taura Whiri i Te Reo Māori	Number of Licenced Translators	53
More towns and cities embracing bilingualism	Number of local/regional councils that have formally acknowledged the town/city as bilingual	2018 Local/Regional councils	Number of Councils	1

*Below: Many cities throughout New Zealand are embracing bilingualism. As more towns and cities follow suit we will keep track of them. Photo by Adrian Heke.*



## Learning and Reporting

29. It is important that the findings from monitoring and evaluation are fed back into learnings that can be used to improve the Maihi Karauna strategy both in its current iteration, and in versions of the strategy that are developed in the future. So as to maximise the use of evaluation findings, the first aspect of the Maihi Karauna evaluation is a formative evaluation. Formative evaluation identifies early findings about an intervention that can be used to improve an initiative. The reporting time for the formative evaluation is such that its results will be able to be used to improve the ongoing implementation of this version of the Maihi Karauna. The second aspect of evaluation – early and longer-term outcomes evaluation, will provide information about the impact of the strategy and help inform decisions about where to focus later iterations.
30. The audiences for the monitoring and evaluation learnings and how findings might be used are set out in the table below.



*Above: It is important that the findings from monitoring and evaluation are fed back into learnings that can be used to improve the Maihi Karauna strategy. Photo by Adrian Heke.*

*Right: One of the goals of the Maihi Karauna is for 150,000 Māori to use Māori as much as they use English by 2040. Our rangatahi will make up a large portion of that population. Photo by Adrian Heke*

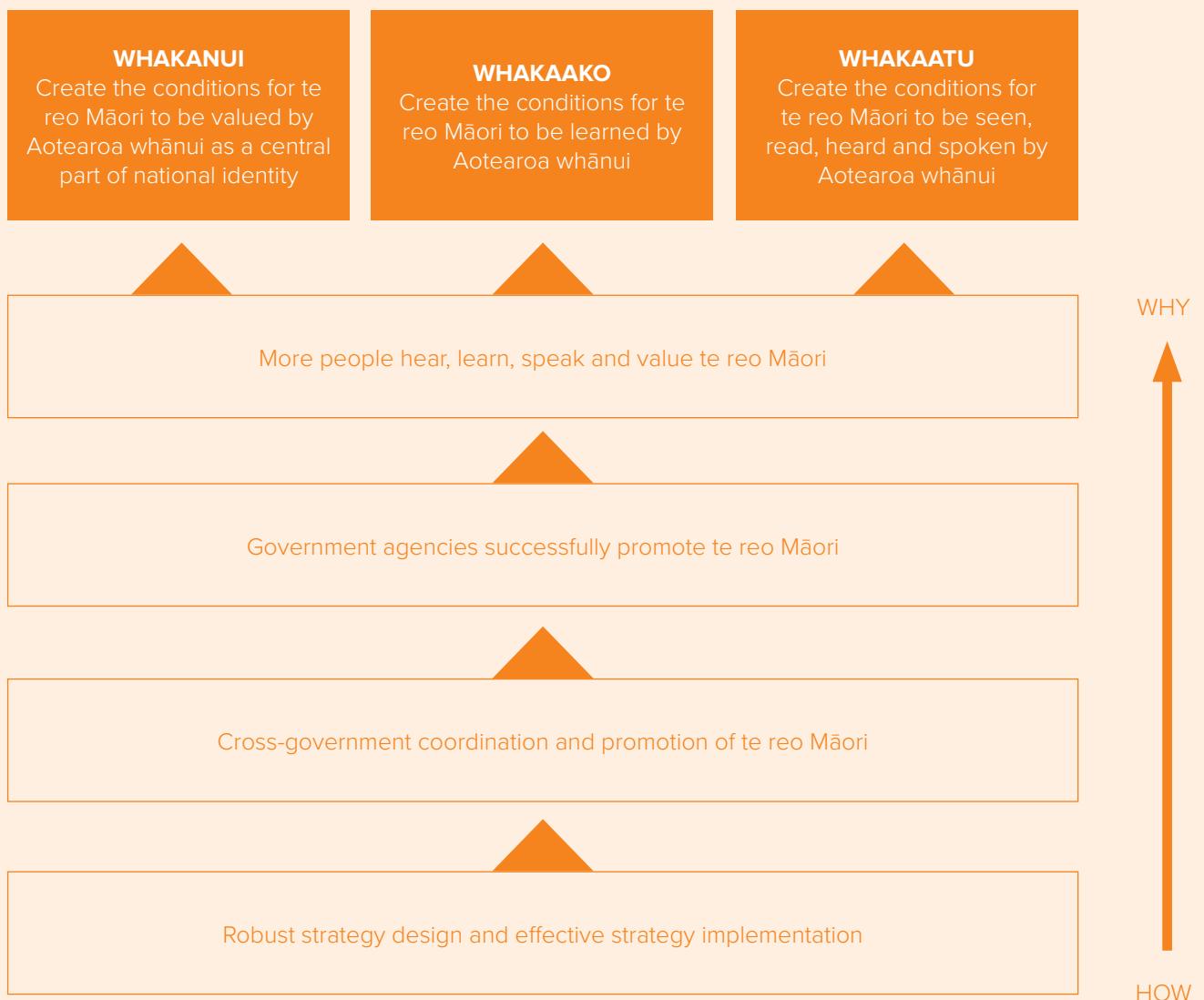
AUDIENCE FOR MONITORING AND EVALUATION	DETAILS
1. Ministerial level	The formative and implementation evaluation will provide Ministers with information about the design of the strategy, how the strategy is being implemented and how its implementation could be improved. The outcomes evaluation will be able to be used by Ministers to understand the impact of the strategy, and will also assist in making decisions about later iterations of the strategy.
2. Te Puni Kōkiri and Te Taura Whiri i Te Reo Māori	Te Puni Kōkiri and Te Taura Whiri i Te Reo Māori will make use of the formative and implementation evaluation to improve the design and implementation of the current iteration of the strategy, and to support development of later iterations. The outcomes evaluation activities will be used to assess whether or not the strategy was successful in achieving what it set out to do.
3. Individual agencies	Individual agencies involved in implementing the strategy will be provided with information from the formative evaluation regarding progress with strategy implementation and how it could be improved. Outcomes evaluation findings will enable agencies to see where impact has been made, and where to focus future activities.
4. Māori communities	Outcomes monitoring reports and the evaluation reports will be provided to Māori communities via the Te Puni Kōkiri and Te Taura Whiri websites. This information will provide public visibility to Māori communities about the progress and outcomes of the Maihi Karauna.
5. Media and public	Information will be provided via the Te Puni Kōkiri or Te Taura Whiri websites regarding high-level trends in the growth of te reo Māori. Information will be provided from the formative and outcomes evaluation to the media and the public.
6. Other interested parties	Other interested parties (e.g. those wanting to implement similar language strategies in other countries) will be able to obtain information on the strategy, including the monitoring and evaluation framework, from relevant websites and publications.



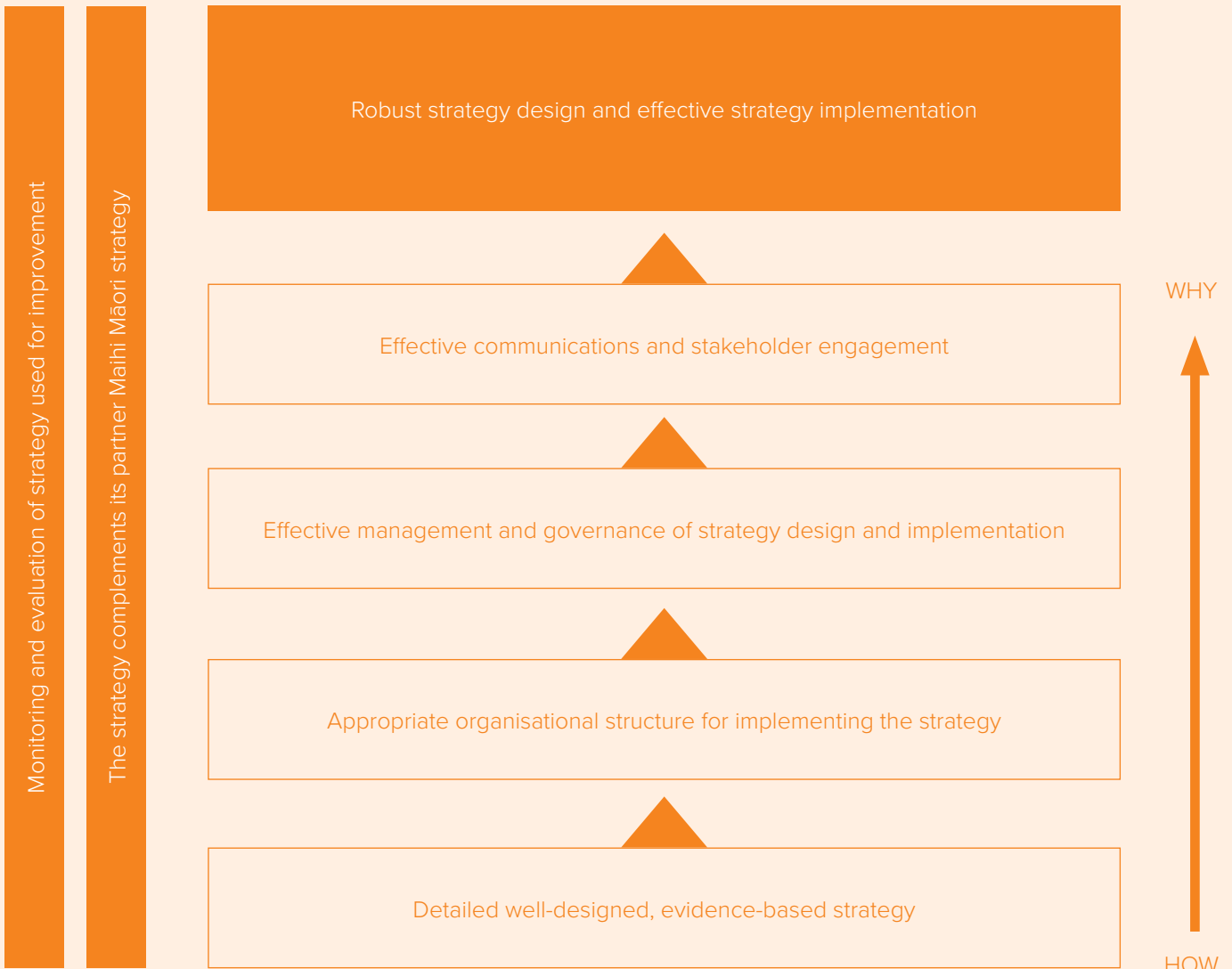
# Appendix 1

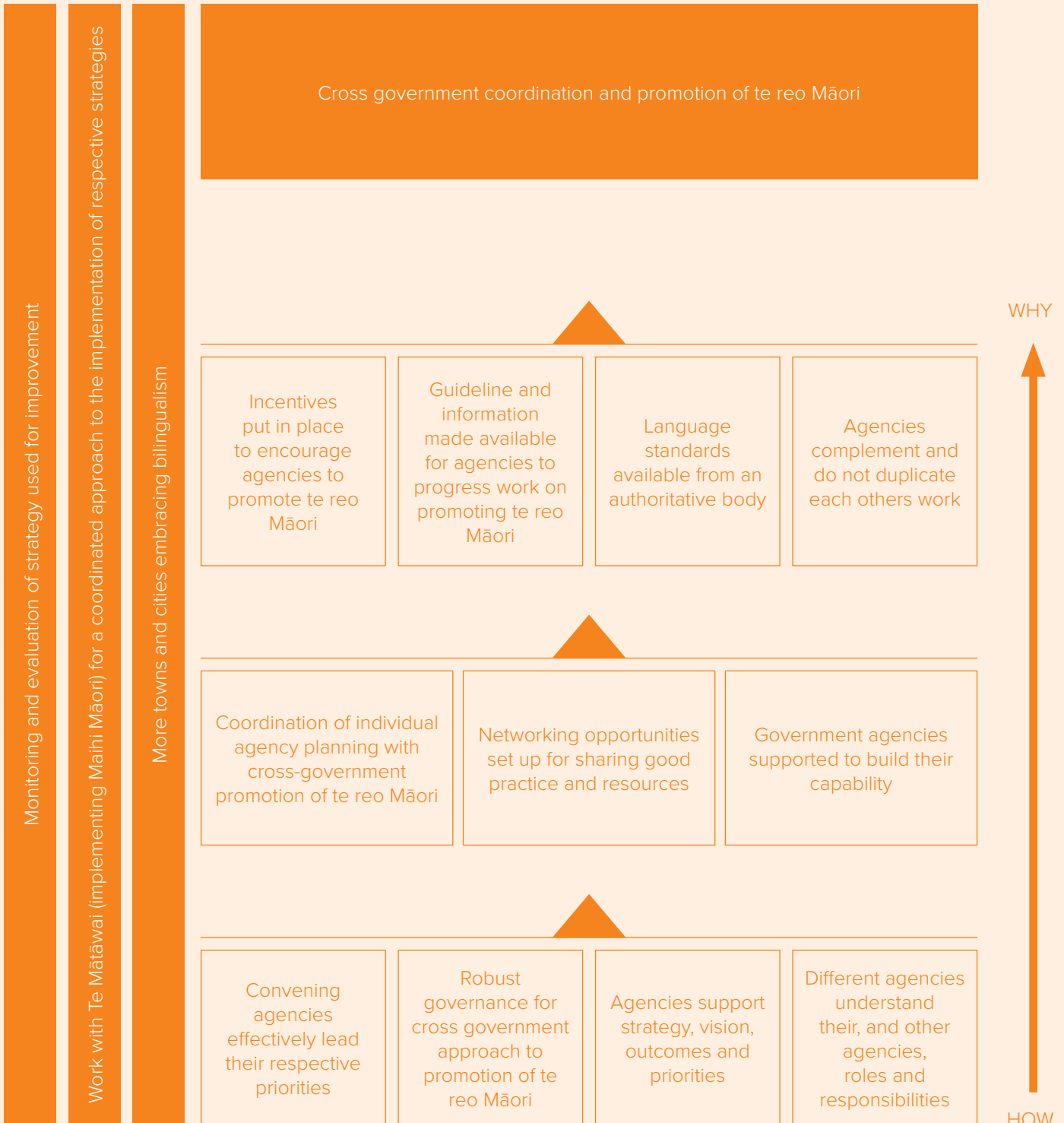
## Maihi Karauna Monitoring and Evaluation Logic Model

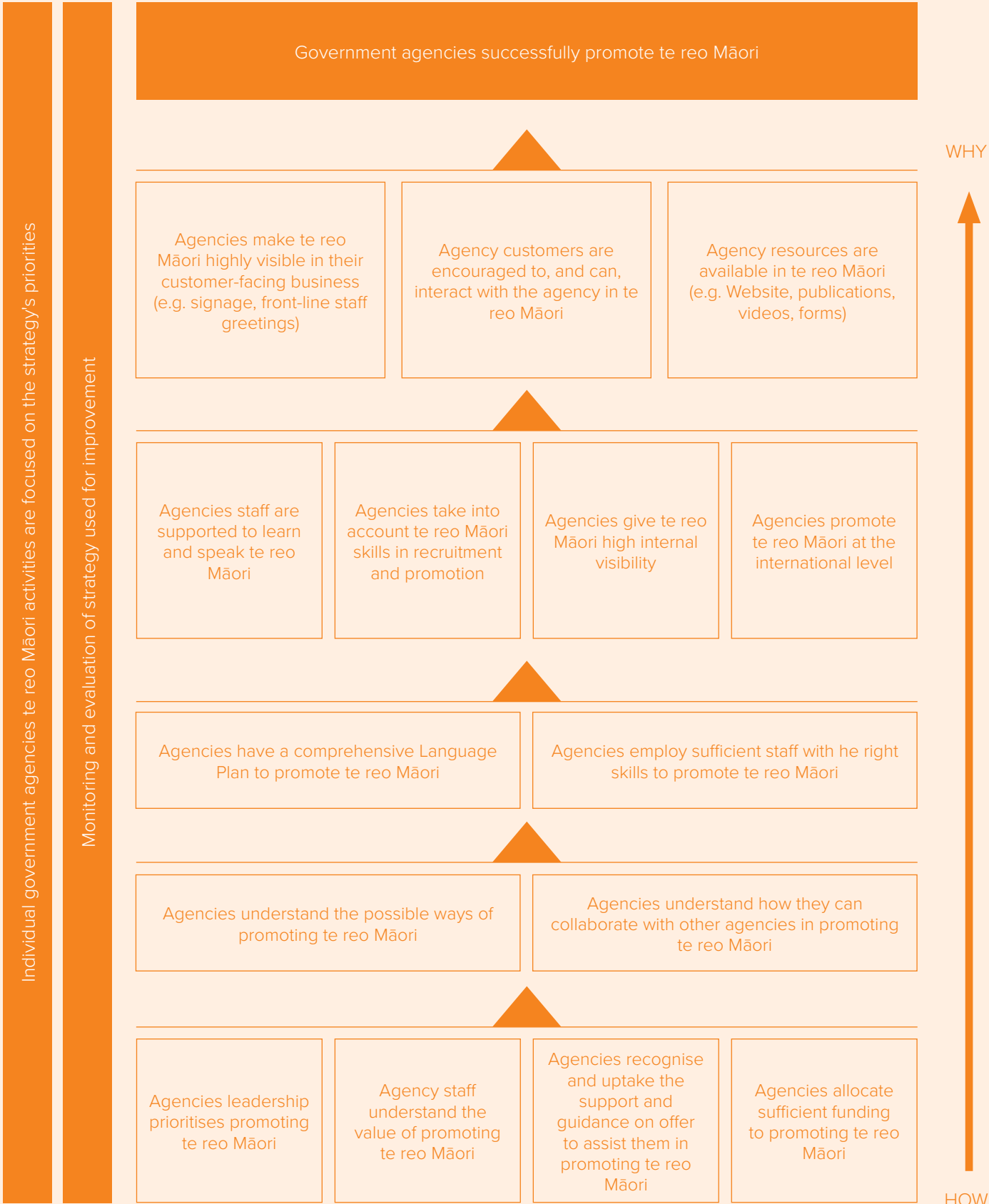
31. This Maihi Karauna logic model describes in detail what we would expect to see from a monitoring and evaluation perspective if the Maihi Karauna is achieving what it set out to do.

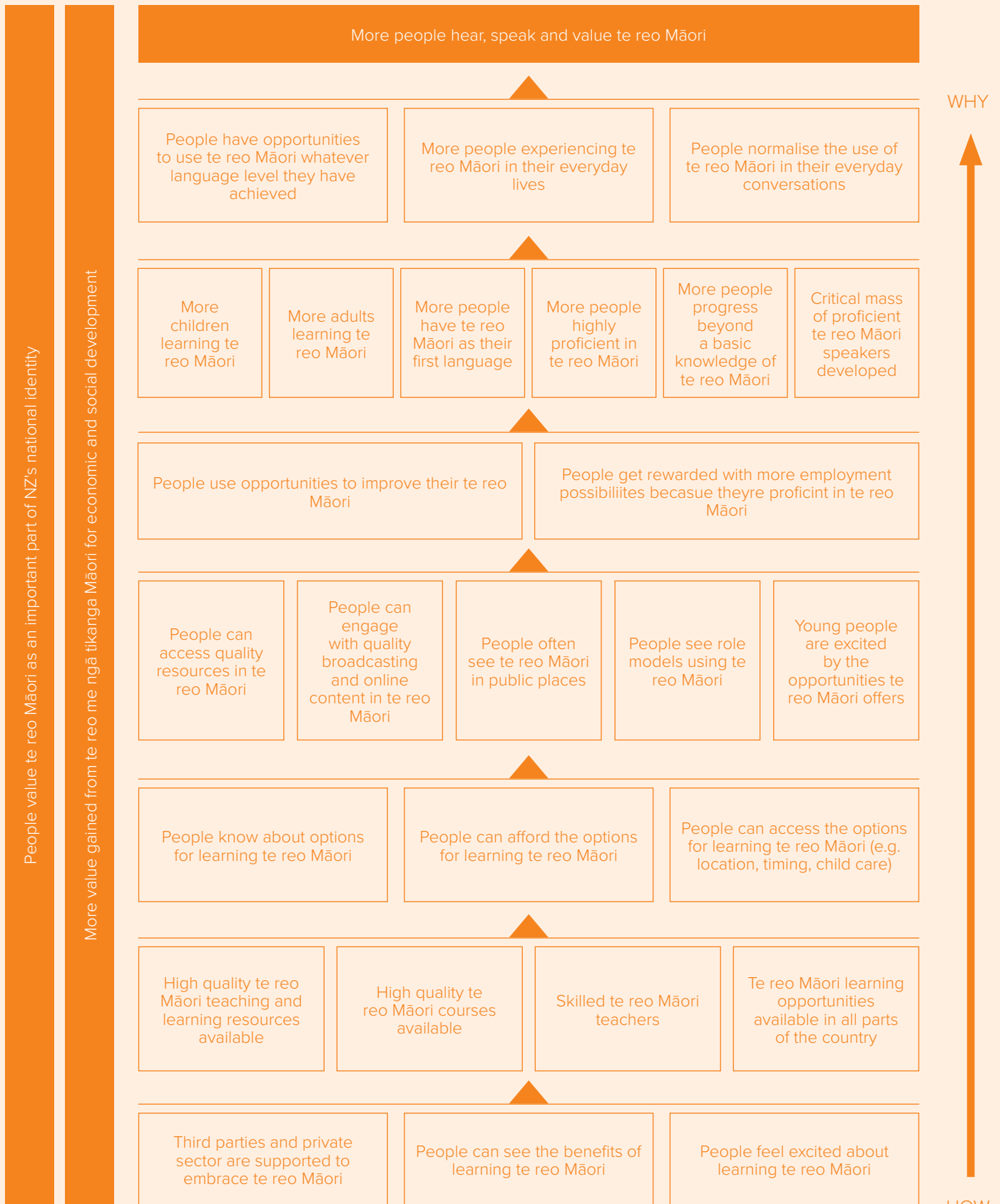












## Appendix 2: Maihi Karauna Monitoring and Evaluation Action Plan

32. The monitoring and evaluation action plan presented below describes in detail the way we are going to approach each monitoring and evaluation

activity, including the questions to be answered, the focus, approach or method, who is responsible and timing.

MAIHI KARAUNA MONITORING ACTION PLAN					
AREA OF INTEREST	MONITORING QUESTIONS	FOCUS OF MONITORING	MONITORING APPROACH/METHOD	WHO IS RESPONSIBLE	REPORTING BY WHEN
MONITORING OUTPUTS	What outputs are agencies delivering under the Maihi Karauna?	To be decided by individual agencies delivering reo Māori activities with advice from Te Taura Whiri	To be decided by individual agencies delivering reo Māori activities with advice from Te Taura Whiri	Agencies responsible for delivering reo Māori activities with advice from Te Taura Whiri  Te Taura Whiri to report annually	Annually in December from 2019
MONITORING SPENDING	What is the cost of the Maihi Karauna?	Monitor spending	Standardised costing schedule template	Te Taura Whiri to produce standardised costing schedule template  Individual agencies to monitor reo spending  Te Taura Whiri to report annually	Annually in December from 2019
MONITORING HIGH-LEVEL OUTCOMES	What trends are there in high-level reo Māori outcomes?	Trends in high-level reo Māori outcomes	Monitor high-level reo Māori measures and indicators	Lead: Te Puni Kōkiri	Ongoing monitoring. Baseline indicators and measures report in March 2019, then reported annually in December.

## MAIHI KARAUNA EVALUATION ACTION PLAN

AREA OF INTEREST	EVALUATION QUESTIONS	FOCUS OF EVALUATION	EVALUATION APPROACH/METHOD	WHO IS RESPONSIBLE	REPORTING BY WHEN
FIRST WAVE ACTIVITIES	To what extent did the first wave activities achieve what they set out to do?	Evaluation of first wave activities: Achievement of expectations	Survey Interviews	Commissioned by Te Puni Kōkiri	December 2019
	How could similar activities be improved in the future?	Evaluation of first wave activities: Improvements	Survey Interviews	Commissioned by Te Puni Kōkiri	December 2019
	How did the first-wave activities contribute to the priorities of the Maihi Karauna?	Evaluation of first wave activities: Contribution to the strategy	Survey Interviews	Commissioned by Te Puni Kōkiri	December 2019
STRATEGY IMPLEMENTATION	How well is the Maihi Karauna being implemented?	Implementation and early outcomes evaluation: Implementation	Interviews Survey Language plans analysis	Lead: Te Taura Whiri i Te Reo Māori Support: Te Puni Kōkiri	June 2021

STRATEGY IMPLEMENTATION (Cont.)	How well and to what extent is the Maihi Karauna impacting on the intended target groups (i.e. children and youth under 25, public service and proficient te reo speakers)?	Implementation and early outcomes evaluation: Early outcomes	Interviews Survey Language plans analysis	Lead: Te Taura Whiri i Te Reo Māori Support: Te Puni Kōkiri	June 2021
	What activities or approaches have been most effective for each target group?	Implementation and early outcomes evaluation: Implementation and early outcomes	Interviews Survey Language plans analysis	Lead: Te Taura Whiri i Te Reo Māori Support: Te Puni Kōkiri	June 2021
	To what extent and in what ways is the Maihi Karauna leading to change in the way government agencies develop and implement their te reo Māori activities?	Implementation and early outcomes evaluation: Impact of the Maihi Karauna on agencies' reo Māori activities.	Interviews Surveys Language plans analysis	Lead: Te Taura Whiri i Te Reo Māori Support: Te Puni Kōkiri	June 2021
	To what extent are the Maihi Karauna activities being implemented, focused on the Strategy's priorities?	Implementation and early outcomes evaluation: Understanding the link between the Strategy and the reo Māori activities implemented.	Interviews Surveys Visual mapping alignment of Maihi Karauna activities with Strategy priorities Language plans analysis	Lead: Te Taura Whiri i Te Reo Māori Support: Te Puni Kōkiri	June 2021

STRATEGY IMPLEMENTATION (Cont.)	To what degree is there good governance and management of the Maihi Karauna?	Implementation and early outcomes evaluation: Assessment of governance and management	Interviews Surveys	Lead: Te Taura Whiri i Te Reo Māori  Support: Te Puni Kōkiri	June 2021
	To what extent is the Maihi Karauna on-track to achieve its short- and medium-term priorities?	Implementation and early outcomes evaluation: Assessment of progress of priorities	Interviews Surveys Language plans analysis	Lead: Te Taura Whiri i Te Reo Māori  Support: Te Puni Kōkiri	June 2021
	What changes need to be made to improve the effectiveness of the Maihi Karauna?	Implementation and early outcomes evaluation: Improvement of strategy	Interviews Surveys Language plans analysis	Lead: Te Taura Whiri i Te Reo Māori  Support: Te Puni Kōkiri	June 2021
STRATEGY EFFECTIVENESS/ IMPACT	Have the priorities and outcomes of the Maihi Karauna been achieved, and are they attributable to the strategy?	Summative evaluation: Attributing expected changes to the Maihi Karauna	Impact evaluation will draw on: desk-top review; evaluation wānanga; time-series; constructed comparison group; expert judgement; key informant interviews, and intervention logic-based impact evaluation designs.	Joint lead Te Puni Kōkiri and Te Taura Whiri	December 2022



STRATEGY EFFECTIVENESS/ IMPACT (Cont.)	What factors contributed to, or prevented, achievement of the priorities and outcomes of the Maihi Karauna?	Summative evaluation: Describing the context and course of the Strategy (describing the process)	Desk-top review Evaluation wānanga	Joint lead Te Puni Kōkiri and Te Taura Whiri	December 2022
	What unintended outcomes (positive and negative) have occurred as a result of the Maihi Karauna?	Summative evaluation: Capturing additional results of the Strategy	Desk-top review Evaluation wānanga	Joint lead Te Puni Kōkiri and Te Taura Whiri	December 2022
SUSTAINABLE IMPACT	To what extent has the Maihi Karauna influenced agencies business as usual practice?	Summative evaluation: Assess sustainability of principles	Desk-top review Evaluation wānanga	Joint lead Te Puni Kōkiri and Te Taura Whiri	December 2022
	To what extent has the Maihi Karauna influenced public sector responsiveness to Māori?	Summative evaluation: Assess sustainability of principles	Desk-top review Evaluation wānanga	Joint lead Te Puni Kōkiri and Te Taura Whiri	December 2022



## Disclaimer

---

The information contained in this publication is for general information only. While every effort has been made to ensure the accuracy of the information, because the information is generalised, its accuracy cannot be guaranteed. Readers are advised to seek independent advice on particular matters and not rely on this publication. No liability is assumed by Te Puni Kōkiri for any losses suffered directly or indirectly by any person relying on the information contained in this publication.

## Creative Commons

---

Creative Commons Attribution-Noncommercial-Sharealike 4.0 New Zealand Licence.

Crown copyright © Maihi Karauna: the Crown's Strategy for Māori Language Revitalisation, 2018–2023 published by Te Puni Kōkiri is licensed under a Creative Commons Attribution-Noncommercial-Sharealike 4.0 New Zealand Licence. Please note that neither the Te Puni Kōkiri emblem nor the New Zealand Government logo may be used in any way which infringes any provision of the Flags, Emblems, and Names Protection Act 1981 or would infringe such provision if the relevant use occurred within New Zealand.



Te Kāwanatanga o Aotearoa

---

[tpk.govt.nz/tohureorua](http://tpk.govt.nz/tohureorua)  
#tohureorua

