

## HOW TO USE THE *WHAKAWHANAUNGATANGA: A COORDINATED APPROACH TO MÄORI LANGUAGE PLANNING WORKBOOKS*

Te Taura Whiri i te Reo Mäori has designed two workbooks to assist public sector and private sector organisations to develop Mäori language plans and policies. Ideally, they would be used by a working group that includes people who have the knowledge, skills, and authority to develop and implement a Mäori language plan for your organisation.

The people we recommend you include in your working group are:

- A senior manager who has the authority to implement any outcomes from the training session
- A policy analyst who can integrate Mäori language policies into existing policies and strategies
- A communications person – include te reo Mäori / correct pronunciation in communication strategies and promotional campaigns
- People in positions who will use Mäori most often
- Staff who can represent the interests of all parts of your organisation, including different regions

It would also be useful to read the information about language planning on the Mäori Language Planning WebPages before completing the workbooks.

### **WORKBOOK ONE**

This workbook is divided into six workshops that should be worked through consecutively. The workshops are designed to: address aspects of your organisations' relationship with clients and staff, look at the process of developing a Mäori language plan, assist you to overcome any barriers you may face, and achieve organisational buy-in.

#### *Te Awheawhe Tuatahi: Öu Kiritaki*

##### *Workshop One: Client Reach*

The purpose of this workshop is to identify and analyse information about your organisation's client base, to identify what further information is required and where to obtain it.

You will answer a series of questions about: who your clients are, what you know about your clients, what this means, and the other organisations that you have things in common with. For example, you may find that your organisation is situated in an area with a large group of Mäori clients who are mostly young adults. This will likely have a strong influence on the focus of your Mäori language plan and future working relationships. You will think about what your client base will look like in 10 years time, and list any other information you may need to collect to complete your client profiles.

Once this workshop is completed you will have an [outline of your client base](#), and an [action plan to collect information to complete client profiles](#).

Te Awheawhe Tuarua: Ngä Pükenga – Kia Mōhio Koe ki tö Whakahaere

### *Workshop Two: Matching Skills – Getting to Know Your Organisation*

The purpose of this workshop is to identify and analyse information about your organisation and staff, and to identify what further information is required and where to obtain it.

You will answer a series of questions about: the type of information your human resources department has on staff, including Māori language ability, bilingual positions, support for Māori language training, and remuneration policies. You will also list any further information needed to complete a staff/skills profile.

Once this workshop is completed you will have an [outline of a staff/skills profile of your organisation](#) and an [action plan to collect information to complete the profile](#).

### *Te Awheawhe Tuatoru: Öu Kiritaki me te Kaupapa Reo Rua*

#### *Workshop Three: Client Interface and Bilingualism*

The purpose of this workshop is to identify the ways your organisation interacts with clients, and how it can provide bilingual services where needed through Māori language policies.

You will answer a series of questions about: how you interact with clients and how you think you should interact with them, how clients access resources, where it would be useful to offer bilingual services, and the areas where having a Māori language policy would be useful.

Once this workshop is completed you will understand the ways your organisation interacts with clients, where bilingualism fits within this context and have a [list of areas where you will need to develop specific Māori language policies](#).

### *Te Awheawhe Tuawhā: Ko te Mahere*

#### *Workshop Four: The Plan*

The purpose of this workshop is to discuss the key elements of a language plan and look at where your organisation intends to be in 5-10 years.

You will answer a series of questions designed to provoke thoughts on what you think should be in your plan. It may include, an overall policy statement, links to your SOI, goals, specific policies or style guides for different areas, a monitoring and evaluation framework etc. You will also consider how you will go about developing your plan and set some short, medium and long-term goals bearing in mind the factors that will influence your organisation in the next few years.

Once this workshop is completed you will have [identified the key elements of your Māori language plan](#) and [set a series of achievable goals](#).

### *Te Awheawhe Tuarima: Eketia Ngā Taunahua*

### *Workshop Five: Overcoming Barriers*

The purpose of this workshop is to identify and overcome any barriers you may come across when beginning work on your Māori language plan. It compliments Workshop Six where some of the same ideas will be revisited.

You will answer a series of questions designed to provoke thoughts on what you think the barriers to language planning will be, how you think they might be overcome, including the potential benefits to your organisation if it implements a Māori language plan.

Once this workshop is completed you will have strategies for overcoming potential barriers and be able to [articulate the benefits of language planning for your organisation](#).

### *Te Awheawhe Tuaono: Ki te Awe i tö Whakahaere Workshop Six: Achieving Organisational Buy-in*

The purpose of this workshop is to identify how reo Māori fits in with the organisation's strategy and planning, and ensure each participant has considered how they will present this information to others.

You will answer a series of questions about who has responsibility for Māori language policies and planning, where it fits within your organisational strategy, and how you think consultation should take place.

Once this workshop is completed you will have a [plan to integrate reo Māori within your organisation's overall strategy](#) and [identified strategies for achieving buy-in](#).

## **WORKBOOK TWO**

This workbook begins with a recap session and then is divided into four workshops that should be worked through consecutively. The workshops are designed to look at specific Māori language policies for staff-client interaction, recruitment and professional development, stepping out the stages of your plan and monitoring and evaluating progress.

### *Me Hoki ki te Pukapuka Mahi Tuatahi Recap Workbook One*

The purpose of this session is to update your group about your experiences of gathering information and developing your policy and plan.

### *Te Awheawhe Tuatahi: Öu Kiritaki Workshop One: Interacting with Clients*

The purpose of this workshop is to complete draft Māori language policies and guidelines for staff-client interaction.

The workbook includes a list of possible policy statements that could be included in: an external communications plan, a bilingual promotions/communications plan, a bilingual publications plan, a bilingual website plan and a quality assurance plan. The group can work together to

come up with other policies or detailed guidelines that are appropriate to their organisation or can delegate responsibility to different people to come up with a draft for the group to comment on and approve.

Once this workshop is completed you will have [draft Māori language policies and guidelines for staff-client interaction](#) and a [structure setting out desired policies/guidelines for specific areas](#).

*Te Awheawhe Tuarua: Whakangungu mö ngä Kaimahi  
Workshop Two: Recruitment and Professional Development*

The purpose of this workshop is to complete draft Māori language policies and guidelines for staff, and to identify the key elements of a recruitment/training plan.

The workbook includes a list of possible policy statements that could be included in: a Māori language policy for: in-house communications, recruitment and Māori language training. Policies need not be limited to these areas, for example a Māori language proficiency remuneration policy should be considered alongside a Māori language proficiency assessment policy. The group can work together to come up with other policies or guidelines that are appropriate to their organisation or can delegate responsibility to different people to come up with a draft for the group to comment on and approve. Policies or guidelines should also include an implementation date, location, and identify the person responsible for updating and monitoring the policy.

Once this workshop is completed you will have [draft Māori language policies/guidelines for staff](#), and you will have identified the [key elements of a recruitment/training plan](#).

*Te Awheawhe Tuatoru: Te Whakawhānui i tö Mahere Reo  
Workshop Three: Developing Your Language Plan*

The purpose of this workshop is to identify where your organisation fits within the identified five stages in the language planning process, and to set milestones and a timeline to work through the rest of the stages and complete your plan.

The steps to develop a Māori language plan have been charted in five stages to make it easier to track progress and identify what still needs to be done. You will consider what actions need to be taken to complete your plan, and timeline the milestones in your plan so that the end goal is in sight.

Once this workshop is completed you will have a [plan to implement all five stages of developing a language plan](#), and a [set of milestones with a set timeframe](#).

*Te Awheawhe Tuawhä: Te Arotake me te Aromatawai  
Workshop Four: Monitoring and Evaluation*

The purpose of this workshop is to ensure that you have clear measurable goals and that you have a plan in place to review progress.

You will answer a series of questions about what your milestones will be, how they link to your overall outcome and how they will be measured. The working group will choose the most appropriate measures for your organisation which will be based on what you want to achieve.

Once this workshop is completed you will have a [set of clear measurable goals](#), and a [monitoring and evaluation framework](#).

### **Conclusion**

An internal working group responsible for developing a Māori language plan will be assisted in the first instance, via the workbooks. If required, Te Taura Whiri i te Reo Māori can offer additional one-on-one support working with your organisation to develop a specific Māori language planning package. This will usually consist of a facilitated one or two-day workshop based on the workbook format.

*\*Contact Te Taura Whiri i te Reo Māori for further information regarding costs for the workshops.*