

*'Kia ita!'*

*Te Taura Whiri i te Reo Māori*

MĀORI LANGUAGE COMMISSION



# Whakawhanaungatanga

*A Coordinated Approach to Māori Language Planning*

**Te Pukapuka Mahi Tuatahi**

*Workbook One*



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## **He Ahunga Ruruku ki te Mahere Reo Māori**

*A Coordinated Approach to Māori Language Planning*

### **Te Take o Ngā Rā Pukapuka Mahi - Purpose of Workbooks**

- To assist public sector organisations to develop Māori language plans in a coordinated way
- To enable participants to use Māori language planning as a tool to increase the capacity and client responsiveness of their organisation

### **Ngā Whāinga Matua o te Pukapuka Mahi Tuatahi**

Major Objectives of Workbook One

- To facilitate discussion around language planning, the organisation and its relationship/interaction with its client base
- To identify tasks that need to be completed before starting Workbook Two

### **Ngā Hua Matua o te Pukapuka Mahi Tuatahi**

Major Outcomes of Workbook One

On completion of workbook you will have:

- a list of tasks to complete an environment scan of the organisation and client base;
- a clear understanding of the ways the organisation interacts with clients, and of how and where bilingualism fits within this context;
- an understanding of the key elements required in a relevant and successful language plan;
- set some priorities for the order of tasks to be undertaken: i.e. gathering relevant information, completing consultation; and
- a strategy for overcoming potential barriers to successful language planning within the organisation.

## **Ngā Whakahaere Reo Rua**

*Bilingual Organisations*

A bilingual institution is one which has the capacity to operate in two languages, not one in which all employees have to be bilingual.

Official bilingualism gives priority to English and Māori, and ensures that questions relating to services in these two languages are systematically addressed.

*Blueprint For a Languages Policy: New Zealand Public Service, Te Taura Whiri i te Reo Māori, May 1994*



## Te Awheawhe Tuatahi –Workshop One

### *Ōu Kiritaki - Client Reach*

#### **Ngā Whāinga** Objectives

- To identify and analyse information about your organisation’s client base
- To identify what further information is required and where to obtain it

#### **Ngā Hua** Outcomes

- An outline of your client base
- An action plan to collect information to complete the profile

#### **Ngā Tino Pātai** Key Questions

1. Who are your clients?
  - a. The public?
  - b. Other public sector organisations?
  - c. Māori?
  - d. Iwi?
  - e. Voluntary organisations?
  - f. Ministers?
  - g. Researchers?

  
  

2. What information does your organisation hold about its clients?  
Age?

Gender?

Ethnicity?

Location?



3. What other information would be useful to know about your client base? (i.e. Māori language ability, demographics). Have any of your clients ever requested bilingual services?

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4. What do you think your client base has in common with other Public Sector organisations?

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5. What organisations do you work closely with?

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6. What do you think your client base will look like in 10 years?

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7. What further information do you need to complete your client profile and how will you gather this information?

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## Te Awheawhe Tuarua – Workshop Two

*Ngā Pūkenga - Kia Mōhio Koe ki tō Whakahaere*  
*Matching Skills - Getting to Know Your Organisation*

### Ngā Whāinga *Objectives*

- To identify and analyse information about your organisation and staff
- To identify what further information is required and where to obtain it

### Ngā Hua *Outcomes*

- An outline of a staff/skills profile of your organisation
- An action plan to collect information to complete the profile

### Ngā Tino Pātai *Key Questions*

1. What information does your HR department have on its staff?  
Age?

  

Gender?

  

Ethnicity?

  

Location?

  

Skills?

  

PD courses?



2. What knowledge does your organisation have about the Māori language ability of its staff?


3. What are the key positions you think would be best filled by a bilingual Māori/English speaker?


4. What bilingual Māori/English Services does your organisation currently offer?






## Te Awheawhe Tuatoru – Workshop Three

*Ōu Kiritaki me te Kaupapa Reo Rua - Client Interface and Bilingualism*

### Ngā Whāinga *Objectives*

- To identify the different ways that your organisation interacts with clients
- To identify ways of meeting client needs through bilingual services
- To identify which areas need specific Māori language policies

### Ngā Hua *Outcomes*

- Clear understanding of the ways your organisation interacts with clients, and how and where bilingualism fits within this context
- A list of areas where specific Māori language policies will need to be developed

### Ngā Tino Pātai *Key Questions*

1. How do you interact/communicate with your clients? (phone, website etc)


2. How do you think you should interact with your clients?




3. How do your clients currently access resources/assistance from your organisation?

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4. Where would it be useful to offer bilingual services?

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5. How do you know this?

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6. How do you know you are delivering your services in the best way possible to meet the needs of your clients? What do you measure?

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## Te Awheawhe Tuawhā – Workshop Four

### *Ko te Mahere - The Plan*

#### **Ngā Whāinga** Objectives

- To discuss the key elements of a language plan
- To look at where your organisation intends to be in 5-10 years

#### **Ngā Hua** Outcomes

- To have identified the key elements required in your organisation’s Māori language plan
- To have drafted some short, medium and long term goals for your organisation’s Māori language plan

#### **Ngā Tino Pātai** Key Questions

1. Why develop a language plan?

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2. What do you think the elements of a plan should be?

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6. How can you ensure these goals are SMART goals? (specific, measurable, achievable, realistic, timely)


7. Do your goals have clear priorities, purposes, results (or outcomes) and action steps?


8. Are your goals stepped? Daily – weekly – monthly – yearly – 5 yearly – 10 yearly






## Te Awheawhe Tuarima – Workshop Five

*Eketia Ngā Taunahua - Overcoming Barriers*

### Ngā Whāinga *Objectives*

- To identify possible barriers you may face when beginning consultation and gathering of information
- To identify ways of overcoming these barriers
- To identify the potential benefits of Māori language planning for your organisation

### Ngā Hua *Outcomes*

- To have strategies for overcoming potential barriers
- To understand and be able to explain the benefits of language planning for your organisation

### Ngā Tino Pātai *Key Questions*

1. What do you think the barriers to language planning will be?

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2. What are some possible strategies for overcoming them?

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3. What are some of the potential benefits to your organisation if they implement a Māori language plan?

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## Te Awheawhe Tuaono – Workshop Six

*Ki te Awe i tō Whakahaere - Achieving Organisational Buy-In*

### Ngā Whāinga *Objectives*

- To identify how reo Māori fits in with the organisation’s strategy and planning
- To ensure each participant has considered how they should present this concept (Māori language planning) to their management teams, colleagues and clients

### Ngā Hua *Outcomes*

- A plan to integrate reo Māori within your organisation’s overall strategy and planning
- To have identified strategies for achieving organisational buy-in

### Ngā Tino Pātai *Key Questions*

1. Who has the responsibility for language policy and planning in your organisation? (for external stakeholders, clients and internal staff)


2. Is this the same person who determines the priorities in Māori language acquisition planning within your organisation?




3. How do each of the following link to your organisation's strategy/charter and departmental planning:

- i) commitment to the principles of Te Tiriti o Waitangi;
- ii) the Government's Māori Language Strategy;
- iii) Māori language planning

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4. How will you ensure that these elements are included in your strategy and planning?

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5. What do you think the best process of consultation will be?

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6. What sort of information do you think you need to give to the people in your organisation about language planning?

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7. How do you intend to present this to your organisation?  
Presentation/ chart/ draft plan?

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8. How do you intend to consult and with who?

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