

# *Te Reo Māori i tō Hapori*



## *Community* *Māori Language Profiles*

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### **Guidelines**

*'Kia ita!'*

*Te Taura Whiri i te Reo Māori*  
MĀORI LANGUAGE COMMISSION



**He Mihi**

*He mihi maioha ki a koutou ngā tāngata kua kaha para i tēnei huarahi, kia ora ai tō tātou nei reo rangatira.*

*Te Taura Whiri i te reo Māori would like to acknowledge the innovation, commitment and tireless efforts of iwi, hapū, whānau and community groups to regenerate our language – reo Māori.*

## *Community Māori Language Profiles*

Community language planning is a process to help marae, hapū, iwi and other community organisations identify their Māori language needs, set goals for what they want to do for the language and plan out in manageable steps how to go about achieving those goals.

If you are looking at developing a Māori language plan for your marae, hapū, iwi, or Māori community organisation, one of the first things you will need to do is find out what's happening in the area in terms of Māori language. In other words, start building a Māori language profile of your community.

A community Māori language profile will enable you to see what Māori language activities are happening in your community and what else still needs to be done. A profile will help focus your planning and assist with determining what your priority Māori language activities will be.

If you decide you need funding or resources to support your Māori language activities, the profile will tell you how many people you may need to find assistance for, and what their particular needs are.

## **BUILDING A PROFILE**

### **Who is in your community?**

When finding information about Māori language in your community, you need to be really clear about who and what is included. Is it your extended whānau, hapū, iwi, language club, or the people in your street, or in your region? Does it include hapū members outside of the rohe? Are there kōhanga reo, kura kaupapa Māori, wānanga, rūnanga or other organisations within your community?

### **What do you need to know about your community?**

Before you start collecting information about your community you'll need to decide what kind of questions to ask, for example:

- Who is using reo Māori?
- Where is reo Māori used?
- Why is reo Māori used?
- How do community institutions (*i.e. marae, kōhanga reo, Māori language clubs*) support Māori language in your community?

### **Collecting information**

Once you know the makeup of your community and what kind of information you want to find out about it, you can either start collecting information yourself, or get help from government departments that regularly collect Māori language information.

As you read through this booklet you'll see examples of how various departments can assist you with finding certain types of Māori language information.

This section looks at the different kinds of Māori language information you can find out about in your community, and what it can mean to you in everyday life situations. It also has suggestions about where you can go to get more information.

## *1. Who is using reo Māori in your community?*

The table below has some suggestions about the types of questions you might ask about the Māori language speakers in your community. This can help you decide what you need to plan for.

<b>Question</b>	<b>Sample Answer</b>	<b>What is important about these people?</b>	<b>Does something need to be done?</b>
Who are the iwi in your area?	Tūhoe, Ngāti Awa	This may affect which reo-ā-iwi and tikanga you may want to learn	Do you need to make a choice about which dialect to learn?
How many Māori speakers are there in your community in the kaumātua age group?	5	These are likely to be the people who support the paepae of your marae	Are there enough younger Māori speakers to support the paepae in 10, 20 or 30 years time?
How many Māori speakers are there in the parent age group?	40	Parents pass languages on to their children - Intergenerational Transmission	Are enough parents able to actively help their children learn reo Māori?
How many Māori speakers are there in the rangatahi age group?	100	These are the new generation of Māori language speakers	Are there enough speakers in older age groups to be language role models for rangatahi?

How many Māori in your community don't speak Māori but want to learn?	500	In time these could be your new Māori speakers	Are there opportunities for these people to learn reo Māori?
How well do people speak Māori?	10 very well 30 fairly well 100 only a few phrases	This tells you about the Māori language skills of your speakers, and where the gaps in the ranks are	Do you need to make sure that certain types of learning opportunities are available in your area to help the different groups of speakers?

### **Where can you get information?**

Statistics New Zealand produces Māori language statistics from the Census of Population and Dwellings. The Census collects information about individuals who can have a conversation in Māori about a lot of everyday things.

Census information provides people undertaking language planning with an opportunity to match information from the language question to a range of social and economic characteristics. These characteristics include, age, sex, ethnicity, location, iwi affiliation, number of languages spoken, years at usual residence, qualifications, work and labour force status, occupation, unpaid activities, income level, household and family environments in which people live.

There is a lot of free information available on the [www.stats.govt.nz](http://www.stats.govt.nz) website. If you want information specific to your community, it may be helpful to talk directly to Statistics New Zealand who can provide customised information.

For further information :  
Māori Statistics Unit  
Statistics New Zealand

PO Box 2922  
Wellington  
(04) 495-4684  
[www.stats.govt.nz](http://www.stats.govt.nz)

## *2. Where is reo Māori being used?*

The table below has some suggestions for the types of questions you might ask about how often, and where and when people in your community speak Māori.

<b>Question</b>	<b>Sample Answer</b>	<b>What is important about this?</b>	<b>Does something need to be done?</b>
Where is the language being spoken?	Marae, church, kura	There are certain places where people are traditionally more likely to speak Māori	Is it necessary to do something to support continued Māori language use in certain areas?
How often do people speak Māori in these places?	Usually only once a week	A language needs to be spoken everyday to survive	Do you need to find ways of getting people to speak more often?
Where do people in the community often spend time?	Home Sports Social activities Church marae	Areas where people like to spend time could be good places to hold Māori language initiatives	Is it necessary to do something to support Māori language use in these places?

### **Where can you get information?**

The *Survey of the Health of the Māori Language* collects information from Māori adults about their knowledge and use of reo Māori, including information about their proficiency or ability to speak, read, understand and write in Māori. It also collects information about the use of Māori among family members, in community settings and in dealings with government organisations.

Information from the 2001 survey is available in the form of a general report and a series of eight regional reports on the Te Puni Kōkiri website [www.tpk.govt.nz](http://www.tpk.govt.nz). This survey provides information at the national and regional levels, but does not provide information at the community level. Information from the 2006 survey will be available from late 2007.

Further research reports about more specific aspects of Māori language knowledge and use, including *The Use of Māori in the Family* and *Te Reo Māori i te Hapori - Māori Language in the Community* are available on the same website.

### *3. Why is reo Māori used?*

For the Māori language to survive and grow, people must regularly choose to use Māori in their everyday conversations. Therefore awareness about and attitudes towards the Māori language are important, because they influence whether or not a person chooses to learn and use reo Māori. Knowing why Māori is spoken at certain times by and with certain people can also help you find good ways to motivate people.

<b>Question</b>	<b>Sample Answer</b>	<b>What is important about this?</b>	<b>Does something need to be done?</b>
Are people aware of the state of reo Māori in your community?	Only a few people know whats happening	If there is a problem people may not know it, or how serious it is	Do you need to hold hui or send out letters to people in your community to let them know whats going on?
Do people in the community know what they can do to support reo Māori?	Some people don't know what they can do	Many people are supportive of Māori language but don't realise that they can contribute as individuals	Do you need to put out suggestions for what people can do for their reo?
Where/when are people more likely to speak Māori?	At kōhanga while talking to children	People are more likely to speak Māori when they feel safe and aren't likely to be criticised for making mistakes	Do you need to create opportunities for people to talk to others in safe places?
Where do people in your community think they should be speaking Māori?	Home, kura, marae	These are the places people think are important for speaking Māori	Is it necessary to do something to support Māori language use in these areas?

**Where can you get information?**

The *Survey of Attitudes, Values and Beliefs towards the Māori Language* collects information about what people feel and think about Māori language.

Information from the 2003 survey is available from the Te Puni Kōkiri website [www.tpk.govt.nz](http://www.tpk.govt.nz). Information from the 2006 survey will be available from late 2007.

#### *4. How do community institutions support reo Māori in your community?*

There will be a number of organisations and groups in your community that support Māori language including local marae, kōhanga reo, kura, wānanga, iwi radio and various other language groups like Te Ataarangi and Māori Language Clubs.

In developing your community Māori language profile, you should think about these organisations and groups and how they might assist your Māori language community better.

<b>Question</b>	<b>Sample Answer</b>	<b>What is important about these people?</b>	<b>Does something need to be done?</b>
How many children attend local kōhanga reo?	40	These children are the new first language reo Māori speakers in your community	Is there enough Māori language support for children to continue speaking Māori outside of kōhanga reo?
How many adults attend a local reo class?	20	These are the new second language learners (future Māori speakers) in your community	Do people have enough opportunities to use the reo they're learning in everyday situations?
When do iwi radio stations/television stations broadcast in reo Māori?	From 9am to 9pm	You can pick up new words, and phrases etc by regularly listening to Māori being spoken	Do you need to encourage people to tune in to reo Māori broadcasts or programming?

## **INFORMATION SOURCES**

### **Ministry of Education**

The Ministry of Education collects data about Māori language education in early childhood, schools and the tertiary sector including information about:

- regular enrolments by age, gender and ethnicity in kōhanga reo and other Māori language early childhood services.
- number of students in Māori language learning and Māori medium education by school, level of learning and year of schooling.
- number of students enrolled in Māori language courses at tertiary institutions by age, gender, and ethnicity.
- provision of Māori language programmes through community education.

This information can be used to look at who is providing Māori language education in your region and who is enrolled. Some of this data is published in national level summary tables on the Ministry's website [www.minedu.govt.nz](http://www.minedu.govt.nz) and in *Ngā Haeata Mātauranga*, the Annual Report on Māori Education. Local level information can be requested directly from the Ministry.

Ministry of Education  
Information Officer  
Data Management Unit  
Phone: 04-463 8065  
Fax: 04 463 8088  
[www.minedu.govt.nz](http://www.minedu.govt.nz)

## **Education Review Office**

The Education Review Office reports publicly on the quality of education in all New Zealand schools and early childhood centres, including kura kaupapa Māori and kōhanga reo. These reports contain information about the:

- type of service provided;
- number of children enrolled (with some information about gender and age);
- implementation of legislative and curriculum requirements; and
- (in some cases) quality of Māori language.

The reports are available to the public via the Education Review Office website, [www.ero.govt.nz](http://www.ero.govt.nz), and you will be able to access information about local kōhanga and schools at this site.

## **Te Whakaruruhau o Ngā Reo Irirangi Māori**

Te Whakaruruhau o Ngā Reo Irirangi Māori – the Federation of Māori Radio Stations connects to all Māori radio stations through the [www.irirangi.net](http://www.irirangi.net) website.

## **Māori Television Service**

The Māori Television service website [www.maoritelevision.com](http://www.maoritelevision.com) provides information about reo Māori programmes.

## **Doing Your Own Research**

Once you've collected all the information available from government departments and the national surveys, you may decide that there are more things about your community that you would like to know. You can collect information in different ways including, library research, interviews, focus groups and surveys.

## **Library Research**

You can undertake research at libraries and archives by looking at Māori language manuscripts and records from your community. This will provide information about the way Māori was previously spoken or written and dialect words were used. There may also be records in marae committee minutes about wānanga reo that have been undertaken in your community and about the participants.

## **Interviews and Focus Groups**

Interviews and focus groups and surveys can be held with different sections of the community to find out what they think is important and how they can be involved.

For example, talking with kaumātua about the information you have collected may provide some important insights that help you understand why things are the way they are.

## **Surveys**

Survey don't have to be long or complicated, and they should help you find out important information about your community that you can't get through the national language surveys.

<b>Sample Questions</b>	<b>Answer</b>
Which iwi do you affiliate to?	
Which hapū do you affiliate to?	
How well do you speak Māori? a. only a few words & simple greetings b. simple conversational reo c. complicated conversational reo	
Who do you speak Māori to at home?	
Who do you speak Māori to in your community?	
What are the places where you're more likely to choose to speak Māori?	
What are there places in your community where you think Māori should be spoken more often?	
Do you think there are enough Māori speakers on your marae?	
Are you taking part in formal reo Māori learning? What type of course?	
Would you like to take part in Māori language activities? ie Language planning Kura reo – Whakapakari reo Kura Reo ā-iwi Events Wānanga Reo Language Programmes/classes	

If you decide to collect more specific information about Māori language in your community through interviews, focus groups, and surveys it will be useful to:

- seek support from whānau and community members that have some research experience. Local tertiary institutions may also be able to provide guidance and advice;
- review the research tools that are already available to you; for example Te Puni Kōkiri has published the questionnaires used in the *Survey of the Health of the Māori Language* and the *Survey of Attitudes, Values and Beliefs towards the Māori Language*; and
- think about the resources that you will need to undertake the research (e.g. financial resources, databases for storing information, trained interviewers).

### **Sharing the Information with Your Community**

When you have all the information you need, the next step is to present it to your community in ways that will be easily understood by everyone and in a way that highlights the important issues that need to be planned for.

You may all have ideas of what you want to do from there and now is the time to start setting your long-term and short-term goals.

### **More Information**

*The Kia ora ai te reo Māori – Planning for Māori Language Regeneration, Guidelines* booklet can be ordered or downloaded from [www.tetaurawhiri.govt.nz](http://www.tetaurawhiri.govt.nz) or [www.koreromaori.co.nz](http://www.koreromaori.co.nz)









**Kōrero Māori**

[www.koreromaori.co.nz](http://www.koreromaori.co.nz)