

Kia Ora ai te Reo Maori

*Ūmure
Karanga
katakata Aue
Whaikōrero
Tāngi
Kōhimuhimu*

*Planning for Maori
Language Regeneration*

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.

We would also like to thank Colin Rangī – Tūwharetoa Education Authority, Hana O'Regan - Te Waka Reo - Māori Language Unit of Te Rūnanga o Ngāi Tahu, Haromi Williams - Tūhoe Education Authority, Ruakere Hond - Te Reo o Taranaki, for allowing us to profile their inspirational and forward thinking work.

Te Taura Whiri i te Reo Māori – Māori Language Commission

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Planning for Māori Language Regeneration

Guidelines

Kupu Whakataki

The past 25 years have shown us that coordinated and sustained effort is the key to ensuring that Māori language survives as a means of ordinary communication for future generations. Language planning is an important aspect of reo Māori regeneration and it is particularly encouraging to see many groups embracing and developing expertise in this work.

This booklet is intended to support and compliment the work of iwi, hapū, whānau and community groups as they plan for a Māori language future. While it draws on some already familiar and very different language planning experiences, the booklet also encourages groups to be proactive in creating their own.

Planning for Your Future

Māori language is the indigenous language of Aotearoa, and unique to our culture and identity as Māori. The survival of reo Māori as a living language is dependent on the language being used, particularly in communities such as whānau, hapū and iwi.

The new millennium has already seen great changes and technological advances, many of which create exciting challenges and opportunities for the survival and growth of our reo. For example, we now have Māori radio and television, Māori medium immersion and bilingual education, and increasing opportunities to use Māori in the workplace.

In recent national Māori language surveys, Māori people have shown overwhelming support for the continued survival of reo Māori. However, the Māori language needs more than goodwill and positive attitudes to become an ordinary medium of communication. People must choose to use reo Māori on a regular basis, and as a normal feature of their everyday lives.

What is Māori Language Regeneration?

Māori was once a language that everyone in Aotearoa grew up speaking, but now only 9% or 12,300 Māori are highly fluent Māori language speakers and the majority of Māori adults learn Māori as a second language.

If we want to reverse this shift so that Māori again becomes a language of first choice for Māori, we will have to regenerate our language.

Regenerating a language involves:

- a) raising people's awareness of language and language issues,
- b) having positive attitudes towards and valuing a language,
- c) learning the language,
- d) continuously developing the language, and
- e) using the language.

Some experts have suggested that it can take many decades even in favourable conditions for any language that has declined, to be successfully regenerated. Language regeneration may therefore appear to be a lengthy and somewhat overwhelming process, but it can be made easier by breaking it up into manageable steps.

What is Māori Language Planning?

Language planning is a process to help whānau, hapū, iwi and other organisations identify the Māori language needs of their community, set goals for what they want to do for the language and plan out in manageable steps how to go about achieving those goals. Many whānau, hapū and iwi are already using language planning as a tool to support Māori language development in their communities.

What does a Language Plan look like?

A language plan can be a document or shared understanding amongst a group that sets out all the “steps” needed to achieve language goals, and spells them out clearly so that everyone understands them. This provides a focus and means of keeping everyone on track towards achieving their language goals.

Who should be Māori language planning?

Language planning should take place at a number of levels to be really effective, both at iwi and hapū level, and at the level of marae, whānau, and other small communities.

Iwi and hapū have long been responsible for bringing people together and being the force behind long-term planning and actions. They can be motivating forces in encouraging Māori people to think about the place of the Māori language in their lives, and are especially important for keeping the big picture in sight. Many important community institutions are directly controlled by iwi and hapū including marae, kōhanga, rūnanga, church groups and land trusts. What’s more, many iwi have reclaimed the control of significant communal assets.

Not everyone is in contact with their iwi or hapū on an everyday basis, and they may find it hard to see where they fit into an overall plan, so this is where planning for whānau, Māori language clubs and other small groups becomes very important. Language planning at this level helps people to see what they can do to use reo Māori in their everyday lives.

As you read through this booklet you’ll see some examples of Māori language planning activities by iwi and whānau.

Te Hui Ahurei a Tūhoe

Planning for the retention of their language and culture has been a priority for Tūhoe people, particularly in the early 1970s when many whānau re-located to urban and metropolis areas for work. Tūhoe comprises 21 hapū and 6 rōpū living in and outside the rohe. According to the 2001 census the population base is 30,000 plus and bi-annually, at least 15,000 - 20,000 children and adults participate and celebrate being Tūhoe at the Ahurei.

The Tūhoe Ahurei is an example of a planning activity, which for the last thirty years, has brought Tūhoe people together from throughout the motu and from all across the world. The festival is held bi-annually and is hailed by iwi members as a “celebration” of Tūhoe culture and opportunity “for all of us to come together and remember our past whilst at the same time, imagining great things for the future.” Tūhoe Education Authority

The Ahurei, or cultural festival is testament to the longstanding efforts of Tūhoe people to retain their unique culture, heritage and language, despite having members living outside of the traditional Tūhoe boundaries. It is a way to regenerate and maintain the Māori language via sports, artistry, debate, kapa haka and entertainment. Ultimately it is about Tūhoe sharing and practicing the values of whakapapa, whanaungatanga and wānanga.

Iwi and hapū have their own unique heritage and circumstances which means there is no single planning template that will work for all. Accordingly, iwi and hapū are encouraged to develop their own Māori language plan to reflect their own Māori language heritage, history, population dynamics and current circumstances.

Although there are many different ways of getting to a goal, there are some common steps in developing Māori language plans that can be helpful for anyone.

Long-term Planning

Long-term planning provides direction and focus for a group, and ensures that everyone is working towards the same goal. Begin your long-term planning by finding out if everyone agrees with the need to do something about Māori language in your community, and with some ideas of why you want to do it. From here look at:

- Step 1: Reo Māori in your community
- Step 2: Setting your long-term goals
- Step 3: Setting your short-term goals
- Step 4: Developing a work programme
- Step 5: Implementing your plan
- Step 6: Keeping track of progress

Your Language Planning Team

Having a group of people dedicated to driving the kaupapa right from the beginning will guarantee that more than one person is responsible for developing the Māori language plan and overseeing the work programme. Making sure that the people in your team have the right skills to implement your plan is essential and you may need to bring in outside help initially. Ideally, you'd have people with some experience or knowledge about:

- Māori language, your own dialect especially
- sociolinguistics,
- language planning,
- project management,
- working with other people – ie. running hui, meetings and presenting information to your community.

So let's get started!

Step 1: Reo Māori in your community

Do you have enough information to start planning? An important part of setting a realistic goal for the future is knowing what is already happening in your community with Māori language. Begin by finding out about the Māori language skills, activities and resources that currently exist within your community. Some important information can be found by asking the following questions:

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

Its also important to know whether others in your area are trying to plan for the same things. For example, all the marae within your hapū or iwi could have a similar language goal and you may all be able to achieve your goals faster by working together.

By collecting this information, you can build up a community profile or picture of the health of reo Māori in your community. Then you can map out the difference between where you are and where you want to be in the future.

For more information about how to put together a community profile, check out the *Te Reo i tō Hapori, Community Māori Language Profiles, Guidelines* booklet. Copies can be downloaded or ordered from www.tetaurawhiri.govt.nz or www.koreromaori.co.nz.

Step 2: Setting your long-term goals

Once you know what's happening in your community, it's time to set your long-term goals. This basically means deciding what your iwi, hapū, whānau or community group want to achieve with the Māori language in 10, 20, or 30 years time. Get together a group of people who are likely to be able to represent all the main points of view in your community, for example those of rangatahi, pakeke, learners and fluent speakers. Then together you can set goals that reflect the needs of your community and that people will understand and support when it comes to doing the work.

Here are some examples of the types of goals you could choose.

Number of speakers: *increase the number of reo Māori speakers in your community/marae*

Proficiency: *increase the Māori language proficiency levels (Māori language ability) of certain groups i.e. parents*

Locations: *speak Māori in certain locations or domains, i.e. home, marae, sports grounds*

Tikanga: *your marae has members capable of performing traditional marae based roles*

Whatever your goals are, make sure they are meaningful for you and your community. Once the goal is set, it should be shared with and explained to the wider group so that they understand how they are involved, and what personal commitment might be necessary from them.

What will success look like?

You also need to decide how you will know when you've reached your goal. This will likely depend on a number of things and not just a single solution. For example, many people focus on Māori immersion education as the only way to regenerate the language. While it is indeed very important, Māori immersion education alone will not guarantee successful Māori language regeneration. Reo Māori must also be spoken in homes and communities to flourish.

So if you have a goal that is about increasing the locations or domains in which people in your community speak Māori – you might decide that the goal has been reached when:

- a) the marae is a Māori only speaking domain, and
- b) all committed whānau are speaking Māori at home on a daily basis

It is important to remember that not everyone is in the same position in terms of people and resources – they run the continuum from having no fluent older speakers and needing to create a base population of second language speakers, to having a stable core of proficient speakers who may be more interested in focusing on the cultural aspects embedded in language.

Step 3: Setting your short-term goals

What are short-term goals?

Short-term goals help you achieve your long-term goals. By setting short-term goals you define the steps you need to go through to get to your long-term goal. The process then becomes more manageable, and you can link those steps to your everyday lives. It also means that goals can be “ticked off” as you go, and it is clear what progress has been made.

Setting your short-term goals

The information from your community Māori language profile will tell you what’s currently happening in your community and help set your short-term goals.

When thinking about these goals think about what you as an individual or small group could achieve in the next year and make sure you are specific about when you expect to achieve them. Those goals should build on what you already have. Here are some examples:

Short-term goals for Māori language in your home

If your long-term goal is to increase Māori language use by parents, some short-term goals could be to:

- Hold regular get togethers for parents to practice talking about home issues in Māori – hold at least 12 hui by the end of the year
- Ensure all parents have resources to support language learning at home – locate and distribute resources by 1 July.

Ngāi Tahu Whānau Language Plans

“He Arataki” is a tool developed by Te Runanga o Ngāi Tahu to assist with language regeneration by providing families with individualised language plans that can help them set and achieve their own goals for te reo Māori. The most exciting feature of the language planning template is its simplicity.

The language plan focuses on the way people want to use the language, where they want to use it, with whom and to what extent, rather than attaining a certain level of proficiency.

The hope is that such a personalised approach to language learning will result in more meaningful and relevant programmes for the whānau, and therefore, will support a more sustained commitment to language acquisition and development.

“The hardest part of this work was trying to come up with a way that a family could set their own objectives for the language that truly reflected their needs and aspirations for te reo use. We have been able to create a system that will allow a family or individual to monitor and track their progress over time”.
Te Waka Reo o Ngāi Tahu.

Short-term goals for Māori language at your marae

If your long-term goal is to ensure people are capable of performing traditional marae based roles, some short-term goals could be to:

- *Have a succession plan to make sure new kaikōrero and kaikaranga are learning their roles – complete plan by 1 February*
- *Make the marae a Māori only speaking zone – put into practice within 6 months*

Short-term goals for Māori language education for iwi members (children and adults)

If your long-term goal is to support language use and development outside of the classroom, some short-term goals could be to:

- *Find out who wants to take formal classes and organise wānanga for beginners and proficient speakers – hold at least one wānanga for each group by the end of the year*
- *Contact local kōhanga reo and kura kaupapa Māori and request practical interactive Māori language homework exercises that the whole whānau can participate in – have 20 whānau committed to doing homework together at least once a week*

While there are many things you can do it is important to choose activities that will directly contribute to the goals you have set. For example, it might be great to have 20 people learn waiata for a weekend, but if your goal is to increase Māori language use in homes, this activity isn't going to get you where you want to go. Always keeping your goal in sight will help you make good decisions about what to do.

Every effort counts!

As noted earlier, each iwi and hapū or community is unique, and will need to develop short-term goals that suit their own situations, resources and ambitions for the Māori language. It's also good to set goals that are easy to manage and achieve. This way you can develop experience and confidence in language planning and be better able to handle the tough jobs as you go along.

Te Reo-o-Taranaki Strategic Plan

The formation of Te Reo-o-Taranaki under some of the prominent elders in the early 1980's came about because of a concern for the loss of our regional dialect among people who affiliate with Taranaki. 20 years on and this is still the focus! Many of those elders have passed away and with them information that helps us define Taranaki reo has been lost. Some of that information has been recorded and a dialect archive is a big focus. But, Taranaki reo revitalisation, as a project, will probably always need to be actively driven by some group, teaching, archiving, promoting and using Taranaki reo. Taranaki has one of the lowest levels of reo proficiency in the country and learning reo Māori is a large part of this picture, but it's not until speakers have a reasonable grasp of reo before regional dialect features start to be used effectively. We recognise that for our reo to thrive beyond the efforts of Te Reo-o-Taranaki, emphasis should be placed on intergenerational transmission within the home, whānau and community. Our local language is a key to expressing a deeper understanding of who we are, and if Taranaki reo can be sustained, then our identity as descendants and residents of Taranaki will need to be self-sustained for future generations.

*Our organisation is quick to remind ourselves that strategies such as learning and archiving reo will not achieve our goal if they work in isolation. They need to fit into a bigger plan that incorporates other essential activities such as promotion and practical language use. There is no single strategy and not all of them are easy or exciting – it requires a range of approaches. Our vision is: Tuku Reo, Tuku Mouri - The essence of who we are is sustained through the transmission of our reo. **Te Reo o Taranaki.***

Step 4: Developing a work programme

When you have prepared your short-term goals, set up a work programme that details what needs to happen in order to fulfil the short-term goals of your Māori language plan. This is ‘nuts and bolts’ type planning and many iwi, hapū and communities have a lot of expertise in this part of the process.

At this stage you need to be discussing things like:

- What activities you want to undertake (i.e. wānanga reo, mōteatea classes, providing information to marae whānau)
- What preparation is needed for the activities? (i.e. book the marae, photocopy material, buy kai)
- Who needs to be involved? (i.e. kaumātua, teachers, ringawera)
- How do you advertise the activity to people and get them on board with the kaupapa? (i.e. letters, website, radio advertisements)

Step 5: Implementing your plan

Your work programme (which will help you implement your plan) must have activities that can be realistically achieved and involve as many of your iwi, hapū, whānau and community members as possible.

Look around your community and see what exists to help you. For the Māori language, the most important resource is people.

Motivation for implementing language plans often fluctuates so making sure that the workload doesn't fall on one person is really important. Because we are involved in many other events and activities, it may be necessary to temporarily put aside the kaupapa of the plan. Be realistic about what you can achieve and make definite plans to get back on track.

A dedicated group (your Language Planning Team) that is responsible for ensuring the work programme continues on track will help to increase the motivation and commitment of iwi and hapū members to the overall Māori language plan.

Tūwharetoa Te Reo Māori Strategic Plan

Having completed the planning stage of their Strategic Plan for Reo Māori, Tūwharetoa Māori Trust Board has switched to implementation mode, with a focus this year on Te Reo Kauta programme (a key component of the Tūwharetoa Te Reo Māori Strategic Plan).

Te Reo Kauta is a Te Reo Language programme which is whānau based and operates in the homes developing whānau competence in every day language. The programme is designed to help parents support their children

attending Māori medium education as well as supporting their own language development. It involves the language of the home – Māori, that is spoken every day by all. The programme will focus on the daily activities that we all do with our whānau from the time we wake up to the time we go to bed.

The initial focus has been on identifying 50 whānau who are committed to being involved in the programme across the rohe. Hapū/Iwi days with whānau participants will be held a number of times throughout the year to celebrate their achievements and to share their experiences with other whānau involved in the programme. This is all about raising the value of being Māori and from Tūwharetoa. Tūwharetoa Education Board.

Funding

You may need funding to undertake some of the activities in your work programme, and if this is the case you could apply for Māori language funding from the Mā Te Reo Fund, the Lotteries Grants Board and local community trusts.

To find out more about the Mā Te Reo Fund, go online to www.ma-tereo.co.nz.

You may also wish to approach some of the local businesses you have good relationships with, to discuss sponsorship of some Māori language activities. If you are looking for sponsorship, know how much money is necessary, what its for, and how it will benefit both the community and business.

Step 6: Keeping Track of Progress

It is important to keep track of the progress you are making with your plan, so that you know whether you are on the road to achieving your goals. This way, you can celebrate successes and review plans if you need to.

It is possible to monitor and evaluate your progress at two levels.

For short-term goals - track your progress through a check list. Have you done the things that you said you would do in the work programme? Were you pleased with the way that they turned out? Did they provide the results that you expected? Did you meet your budget? It is useful to keep track of achievements in this way so that you can show immediate progress to iwi, hapū and community members, and to possible sponsors.

For long-term goals - look at the big picture. Are you getting closer to the goals for the iwi/hapū/community? How can you measure your progress towards those goals? What is going to tell you whether you have been successful? It is up to you to decide when you have been successful.

The flowchart on the opposite page gives you a checklist to help you through the steps of setting up a Māori language plan for your community.

Step 1
<p style="text-align: center;"><i>Reo Māori in your community</i></p> <p style="text-align: center;">Compile your community profile</p>
Step 2
<p style="text-align: center;"><i>Setting your long-term goals</i></p> <p style="text-align: center;">Agree on long-term goals for the Māori language in your community Form a language planning team</p>
Step 3
<p style="text-align: center;"><i>Setting your short-term goals</i></p> <p style="text-align: center;">Set short-term realistic goals</p>
Step 4
<p style="text-align: center;"><i>Developing a work programme</i></p> <p style="text-align: center;">Develop detailed plans for specific activities, including, who, what, where, and any costs involved</p>
Step 5
<p style="text-align: center;"><i>Implementing your plan</i></p> <p style="text-align: center;">Make sure everyone knows what they're supposed to be doing Check out funding options</p>
Step 6
<p style="text-align: center;"><i>Keeping Track of Progress</i></p> <p style="text-align: center;">Review and revise your long-term goals and your short-term goals. Are you getting closer to achieving them? Do they still fit? Keep track of your achievements</p>



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