Te Tauihu
Draft Te Reo Māori Policy
Kupu Arataki - Introduction
This policy has been named Te Tauihu - it is the ornately carved figurehead of a waka. It is lashed tightly to join and support the body of the waka. Te Tauihu pushes through the water and represents determination and courage.

Te Tauihu is symbolic of ‘the prow’ of the Council’s approach to working effectively for Māori. The concept underpinning this is that we are all in this waka together, moving forward through our harbour waters in unison, with a journey and a destination in mind.

Te Reo Māori can provide that same resilience and strengthen our Council whānau to deliver our organisational objective to actively protect taonga and safeguard Māori cultural concepts, values and practices to be celebrated and enjoyed by all.

He Whakamārama - Context
Te Reo Māori and Wellington City
Te Reo Māori is a taonga of iwi and Māori and is a language valued by all New Zealanders. Te Reo Māori is an official language of New Zealand and as the capital city, Wellington is well placed and a natural home where the status of Te Reo Māori should be recognised and built into the cultural fabric of the city.

Te Tauihu commits the Council to recognise the status of Te Reo Māori, acknowledges the history of our country, the whakapapa of the region and reinforces the mana of Māori culture within Wellington as the capital city of New Zealand.

The Council has a central role to facilitate this, through its partnership with mana whenua iwi, through its own decision making processes and functions, in how it communicates, through city signage, facilities and design and through its cultural investment.

He mihi nā te Koromatua
Here in Wellington we value Te Reo Māori. It’s an integral part of who we are as a country and as a city. That is why we want Wellington to be a Te Reo Māori city. It is a taonga we need to protect, nurture, and grow.

We want to lead the way in making the language a core part of the cultural fabric and identity of our city and we’re already making good progress. For example, our logo now features Me Heke Ki Pōneke (Come and stay in Wellington), we use Te Reo Māori on signs and in our publications and we are committed to increasing the use of it in our place names.

As part of this, the council is also working with Te Taura Whiri i te Reo Māori (The Māori Language Commission) on an action plan to make sure Te Reo Māori is seen and heard much more around our capital city. This policy is an essential part of that work.

It is a public statement of our commitment to the language - an acknowledgement of the mana of Māori culture and values, of our joint history and of the whakapapa of our rohe.

I want to acknowledge the leadership of Deputy Mayor Jill Day (Ngāti Tūwharetoa) in the development of this policy and, more broadly, in continuing to work towards making Te Reo more visible and accessible.

Council’s role is to be a facilitator as well as provide an example. We will continue to work with mana whenua iwi, to ensure we combine our forces to elevate Te Reo to its proper status in our city.

This policy will help and guide us as we work to celebrate Te Reo Māori and support the revitalisation of the language within Council activities and Wellington City.

Justin Lester
Mayor of Wellington
Te Koronga – Purpose

The purpose of Te Tauihu is to recognise the status of Te Reo Māori as a taonga of iwi and Māori and to create a framework to direct the actions of the Council so that it celebrates Te Reo Māori and supports the revitalisation of the language within Council activities and within Wellington City.

Te Tauihu supports the principles set out in Te Ture mō Te Reo Māori 2016, the Māori Language Act 2016. The Māori language is the indigenous language of New Zealand and has inherent mana and is enduring. It is an official language of New Zealand and is important to the identity of New Zealand.

Iwi and Māori are the kaitiaki of the Māori language and the language is the foundation of Māori culture and identity. The knowledge and use of the Māori language enhances the lives of iwi and Māori and it is sustained though transmission of the language from generation to generation among whānau and by daily communication in the community.

Ngā Mātāpono - Principles

Wellington City Council is involved in numerous activities that provide a platform for engagement with iwi and the wider Māori community. Being familiar with Te Reo Māori, Māori aspirations, values and cultural customs helps to build strong relations and maintain a high level of professionalism and cultural competency.

The Council is also subject to a wide range of legal obligations and Te Tiriti o Waitangi considerations. These obligations may be the foundations for organisational policy and delivery but on their own they don’t adequately emphasise the importance of Te Tiriti, the partnership with Māori and the critical value that this unique relationship can bring to the city both domestically and internationally.

To help guide the Council in actioning these responsibilities in relation to the revitalisation of Te Reo Māori three key objectives have been identified:

1. Strong and empowered communities
2. Effective Māori participation
3. An empowered organisation

1. Strong and empowered communities - acknowledging the Council’s role in contributing to Māori wellbeing by:
   - incorporating a Māori perspective in all policy work
   - all service delivery functions identify and respond to the social and cultural customs and expectations of Māori customers
   - strategies identify and stimulate Māori economic, social and cultural innovation opportunities

2. Effective Māori participation - Council’s democratic structures and the decision-making process.
   - services, policies and projects will have effective input from local iwi and the wider Māori community
   - include a Māori perspective in publications, promotional material and other means of communication that reflect the Council and its culture
   - include and reflect a Māori perspective in urban design, city developments, public artworks, events and heritage

3. An empowered organisation - the development of Council staff and the organisation’s capacity to respond more effectively to Māori.
   - awareness of Māori cultural needs and expectations by providing training and educational activities that build officer capacity to work with Māori
   - promoting the Council as a place where Māori are valued and want to work. Based on merit and skill, ensure a greater representation of Māori at all levels of the organisation
   - Māori are able to inform, assist and advise Council’s business unit functions and practices

The language planning goals from Te Taura Whiri i te Reo Māori - the Māori Language Commission, provide for seven domains covering Critical Awareness; Status; Use; Acquisition; Corpus; Domains; and Quality.

These principles have been used to form the outcomes matrix. They focus on what the Council can do to increase the use and status of Te Reo Māori.

Te Tauihu - Te Reo Māori Policy | Outcomes Matrix
(see page 6)

This matrix sets out a range of aspirational goals.

Supporting information

The following have been developed to support Council staff implement Te Tauihu - Te Reo Māori Policy:

- He Waka Eke Noa - Corporate Effectiveness for Māori framework
- Tū Rangatira - Te Kawa o te Kaunihera o Pōneke - Wellington City Council guide to Māori Protocol

Diagram: Whairepo Lagoon – our values coming together

Te Tauihu, Te Reo Māori policy is dedicated to Billie Tait-Jones, Wellington City Council Kaikārahā/ Cultural Advisor, who passed away in November 2017.

“In many ways, Billie exemplified the spirit of this proposed policy: positivity, inclusiveness and the desire to make te reo a very visible part of our everyday lives”

Deputy Mayor Jill Day
**Te Tauihu - Te Reo Māori Policy | Outcomes Matrix**

This matrix sets out a range of aspirational goals.

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Language Plan Goals</th>
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<tbody>
<tr>
<td><strong>A</strong> Critical awareness the need for revitalisation and how we can contribute</td>
<td><strong>B</strong> Status the perceived value of the language</td>
</tr>
<tr>
<td><strong>C</strong> Use reading, writing, singing, composing, talking and listening</td>
<td><strong>D</strong> Acquisition learning as a mother tongue or in education</td>
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<tr>
<td><strong>E</strong> Corpus the availability of terms and words to widen language use into further domains</td>
<td><strong>F</strong> Domains where language is seen and heard and where it may be freely used</td>
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<td><strong>G</strong> Quality from pronunciation to the highest levels of literature and performance</td>
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1. **Strong Māori communities**

   **Māori perspective and focus on wellbeing** (Communities)

   - Our capital city is a te reo Māori city - people will know this because it will be visible and we will be speaking it when they meet people from the Council.
   - Me Hoko ki Pātakō is as well known to Wellingtonians as Absolutely, Positively, Wellington.
   - We will greet all customers in te reo and we will not be discouraged.
   - Our strategic documents will increasingly have te reo content.
   - We will use te reo and orthographic conventions provided by Te Taura Whiri i te Reo Māori.
   - Our visual assets across all Council facilities, receptions, housing, events, arts, vehicle fleet, and in the public will include te reo Māori.
   - We will translate our publications for te reo speakers and Māori medium learners.
   - Our iwi mana whenua provide us with kupu that are unique and meaningful for this place.
   - In Committee rooms and Council Chambers te reo Māori is the language used to open meetings.

2. **Effective Māori participation**

   **Participation in deciding what Council does** (Participation)

   - We will ensure te reo Māori o te mana whenua is seen and heard in ceremonial occasions.
   - We will support our rangatahi to learn and perform mana whenua haka at special occasions.
   - We will celebrate the unique Māori settlement heritage in our policy and regulatory settings and reflect this to the public so they can learn too.
   - Our iwi mana whenua provide us with kupu that are unique and meaningful for this place.
   - In Committee rooms and Council Chambers to reo Māori is the language used to open meetings.
   - Our website and general publications, eNewsletters and Our Wellington will increasingly have te reo Māori content.

3. **An empowered organisation**

   **Develop our people in order to respond better to Māori** (Organisation)

   - We will encourage learning programmes for all our Councillors and officers - te reo Māori basics through to advanced.
   - Our leaders will incorporate te reo Māori in their talks, speeches, presentations.
   - Councillors and officers are increasingly able to mihi and recite their pepeha.
   - We will recognise te reo Māori as a desirable competency in position descriptions.
   - We will role model and encourage other sector agencies to use te reo in the public arena.
   - Our Council business processes will reflect our commitment to te reo Māori.
   - We will use certified translators and industry standard kupu and te reo in formal/final publications.

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**Ki hea rā āu e hītekiteki ana**

Ka mau tonu i āhau ōku tikanga

Tōku reo, tōku ohooho,

Tōku reo, tōku māpihi maurea

Tōku whakakai marihi

Wherever I may roam

I will hold fast to my traditions.

My language is my cherished possession

My language is the object of my affection

My precious adornment

Excerpt from song He Kākano Āhau, Born of Greatness by Hohepa Tamehana, 2001

Source: folksong.org.nz/he_kakano_ahau