

2009



Maniapoto Māori Trust Board

TE RAUTAKI REO A TE NEHENEHENUI

Te Nehenehenui Reo Strategy



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He Kupu Whakatūwhera

Taku reo kahika, he reo rere iho
Taku reo kahika, he reo kāmehameha
Kōrerongia kia haemata
Me he uru Kahikatea
Whakahuangia kia whanake
Me he Kōwharawhara
Me he reo kārangaranga i Te Nehenehenui

My ancestral language is a fascinating treasure from above

Speak it with pride

May it prosper like the prominent Kahikatea

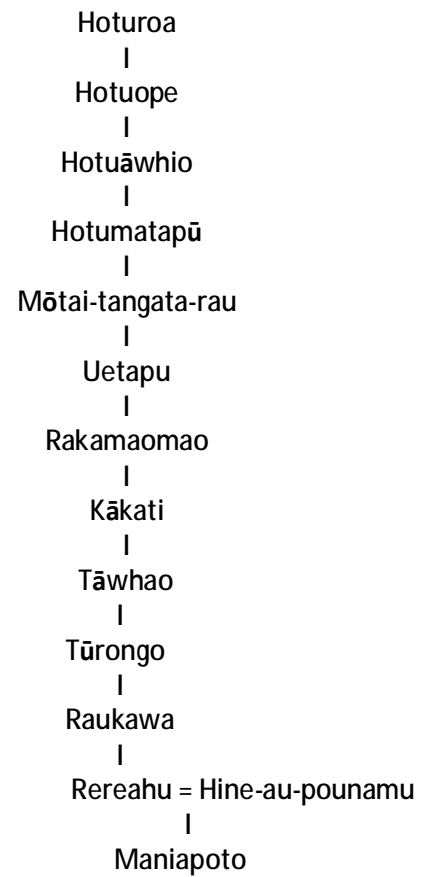
May it flourish like the Kōwharawhara

May it resonate throughout Te Nehenehenui¹

¹ Ruki, D. (2009)



Ngā Tūpuna





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Te Reo Metaphor

Te Reo in Maniapoto is in an unsafe state. The 2006 Statistics New Zealand shows that only 27 percent of the Maniapoto population was able to converse in Te Reo Māori about everyday things. This was a 3 percent decline since the 2001 national Census.

To determine an appropriate revitalization strategy with a Maniapoto focus is to firstly consider a concept that is universal, inspiring, and embracing.

Prior to European settlement which resulted in land development, the central Maniapoto region was once an ecological haven abundant in all the traditional provisions. It was referred to by our predecessors and it still is to this day as 'Te Nehenehenui' (the great forest).

One of the prominent features and provisions for Kākā, Kōmako and Kūkū in Te Nehenehenui is the seeds of the Kahikatea (White-pine tree). A Kahikatea is a dominant tree that stands some 60 metres in height, and grows in swampy lowland areas. Kahikatea are made-up of male and female trees that produce purple-black seeds.

Kahikatea seeds develop a bluish bloom as they ripen, some six months after pollination. Birds eat the seeds and fleshy receptacles, and distribute the seeds which pass through their digestive system intact.²

Today, there are very few Kahikatea tree groves scattered throughout the once thriving nirvana of our ancestors. The state of the Kahikatea is much like the current status of Te Reo Māori in Maniapoto, which reveals a fitting metaphor for the revitalisation of Te Reo.

Each Kahikatea symbolizing the individual repository of Te Reo and the Kahikatea seed symbolizes Te Reo. Te Reo is then figuratively digested by the bird who symbolizes the learner who then contributes to the revitalisation of Te Reo within Te Nehenehenui.

² <http://www.teara.govt.nz/TheBush/NativePlantsAndFungi/Conifers/3/ENZ-Resources/Standard/3/en>



Te Reo Revitalisation

Why revitalise Te Reo?

Te Reo is our past and enlightenment to wellbeing. Without Te Reo in Maniapoto our identity is compromised. It is our responsibility to ensure a healthy and prominent future for Te Reo in Maniapoto.

Who is the strategy for?

The strategy is intended for the all those who affiliate to Maniapoto, and all those who reside within Maniapoto.

Te Reo Vision 2010 - 2070

Vision statement

60 years is the timeframe considered appropriate to revitalize Te Reo. By 2070, Te Reo Māori will be the prominent language in Maniapoto.

The strategy has four timeframes; three of which are the initial timeframes towards achieving the vision.

- 2010 - Established foundation for Te Reo
- 2015 - Increased Te Reo awareness in Maniapoto
- 2020 - Significant development in Te Reo speakers and usage
- 2030 - Te Reo in Maniapoto is normalised



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Te Reo Development Areas

The two key areas of the strategy identified for development is; Te Reo o Te Marae and Te Reo o Te Hapori. Through continual development of these two areas; Te Reo revitalisation can be achieved.

Key area	Focus	Indicators
Te Reo o Te Marae	Specific focus areas for revitalisation are <ol style="list-style-type: none">1. Te Reo o Te Paepae (Te Reo on the Paepae)2. Te Reo o Te Kāuta (Te Reo in the kitchen)3. and Te Reo o Te Wharepuni (Te Reo in the Meeting house)	<ul style="list-style-type: none">• Increased participation and development of Te Reo usage across all areas of the marae in Maniapoto• Increased ratio of Te Reo speakers on marae in Maniapoto through the implementation and development of Te Reo initiatives
Te Reo o Te Hapori	Specific focus areas for development are <ol style="list-style-type: none">1. Te Reo o Te Kāinga (Te Reo in the home)2. Te Reo o Te Kura (Te Reo in the school)3. and Te Reo o Te Tari (Te Reo in the office)	<ul style="list-style-type: none">• Increased usage of Te Reo in homes• Collaborative development of Te Reo in all Maniapoto educational domains and environments• Increased awareness and usage of Te Reo in organisations



Te Reo Revitalisation Dimensions

Three of the dimensions identified by Joshua Fishman, an internationally renowned socio-linguistic have been chosen to revitalise Te Reo. Paewanea, Puangahoro and Awemāroha are terms fashioned to align with the overarching metaphor.

Dimension	Description
Paewanea (Status)	<ol style="list-style-type: none">1. Continual transmission of knowledge that strengthens the ongoing usage to further of Te Reo revitalisation.2. Ongoing collection, documentation and storage of knowledge that will sustain the continual development of Te Reo and the strategy3. Develop strategic alliance to further Te Reo revitalisation and sustainability
Puangahoro (Corpus)	<ol style="list-style-type: none">1. Increase the development of tangible and intangible Maniapoto resources to support the achievement of the strategy vision
Awemāroha (Usage)	<ol style="list-style-type: none">1. Increase the awareness, and usage of Te Reo in Maniapoto2. Develop and implement initiatives that focuses on supporting and usage of Te Reo in all learning domains and environments



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Te Reo Goals

Short term, Midterm & Long term; 2010 – 2020

Dimension	Indicators: By 2010, Maniapoto will have	Indicators: By 2015, Maniapoto will have	Indicators: By 2020, Maniapoto will have
Paewanea (Status)	<ol style="list-style-type: none"> 1. Procured human resource to coordinate the implementation of the project / strategy 2. Collated further statistical information that provides accurate direction for the implementation of the strategy 3. Initiated an Inaugural Kaumātua Summit that focuses on the collation and archive of oral Maniapoto knowledge 4. Established Te Reo only domains 5. Met with key stakeholders (collective, private, local or other) to determine a future for Te Reo in Maniapoto 6. Established foundational stages of a Maniapoto Educational Curriculum 	<ol style="list-style-type: none"> 1. Initiated Te Reo at the Biennial Te Kawau Māro Festival 2. Established a suitable method of research 3. Formed healthy and active relationships with local government and organizations to promote, and normalize Te Reo in Maniapoto 4. Completed Short term review of strategy 5. Increased Te Reo awareness and promotion in media, newspapers, signage, website, clothing apparel, 	<ol style="list-style-type: none"> 1. Increased ratio of Te Reo speakers and usage in Maniapoto 2. Te Reo is normalized 3. Reinstated the traditional Maniapoto names of all ancestral sites in Maniapoto



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	<p>7. Formed agreements with providers and funding agencies, in particular</p> <ul style="list-style-type: none"> - C.B.L.I (Community Based Learning Initiatives) - Te Wānanga o Aotearoa - Te Kuratini o Waikato - Te Ataarangi - Mā Te Reo - Te Puni Kōkiri 	<p>educational DVD's, Waiata CD's</p>	
Puangahoro (Corpus)	<ol style="list-style-type: none"> 1. Gathered a basis of resources (Tapes, manuscripts, and recorded interviews of Maniapoto kaumātua) 2. Established a Maniapoto Te Reo Network 	<ol style="list-style-type: none"> 1. Completed the collection of valuable Maniapoto oral history to form the foundational stages of a Maniapoto Dictionary 	<ol style="list-style-type: none"> 1. Increased the ratio of Te Reo educators in Maniapoto
Awemāroha (Usage)	<ol style="list-style-type: none"> 1. Implemented initiatives that increase the usage and proficiency of Te Reo in Maniapoto 2. Increased the number of Te Reo domains and users 	<ol style="list-style-type: none"> 1. Established and active; annual Te Waihāpuapua (Maniapoto Kura Reo) 2. Implemented Maniapoto Te Reo Curriculum 3. Implemented Wānanga ā-hapū 	<ol style="list-style-type: none"> 1. Developed, or have Te Reo included on public signage in Maniapoto



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Te Reo Beyond 2020

Maniapoto at present are able to establish ways to revitalize Te Reo based on historical events and the current status of Te Reo. These in turn will assist in determining steps forward to achieve the short and midterm goals.

Like the events of past which have influenced the placement of initiatives from 2010 to 2020; the initiatives implemented after 2020 to 2030, and beyond will also be positioned accordingly to achieve the goals and vision of the strategy. Te Reo focus beyond 2020 may consist of:

- Synchronising Te Reo revitalisation endeavors
- Advocating Te Reo revitalisation strategies on a hapū level
- Te Reo development and usage by local community suppliers and local government agencies

Paewanea (Status)	Leadership and revitalisation	This is an important stage in the revitalisation of Te Reo in Maniapoto. It is envisaged and encouraged that Maniapoto knowledge is shared by all repositories and speakers of Maniapoto knowledge so that the future for Te Reo me ngōna tikanga is unwavering and absolute
	Awareness and collaboration	Maniapoto will enhance the involvement and communication of Te Reo developments locally, regionally and nationally consequently working toward a collaborative and sustainable future for Te Reo
Puangahoro (Corpus)	Collation and development	Maniapoto will develop initiatives that advance Te Reo educators and resources
	Preservation and storage	Maniapoto will utilise modern resources to preserve and store Maniapoto knowledge
	Communication and relationships	Maniapoto will continue to inform and build relationships with key stakeholders and organizations (combined or individual) to sustain the advancement of Te Reo beyond 2020
Awemāroha (Usage)	Delivery and advancement	Maniapoto will acquire appropriate methods to advance the learning, delivery and use of Te Reo



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Te Reo Initiatives

The following are a list of initiatives for the implementation and development of the strategy to achieve the vision.

Dimension	Initiative	Outcome
Paewanea (Status)	Te Urukahika (Annual Kaumātua Summit) <ul style="list-style-type: none"> Wānanga Reo/mita o Maniapoto 	<ul style="list-style-type: none"> Documented and recording knowledge to assist in the creation of future Maniapoto Te Reo resources Te Reo application is determined, appropriate and differentiated
	Te Puatatau (Te Nehenehenui Te Reo Survey) Focus areas – determine speakers who are: <ul style="list-style-type: none"> Predominantly English Minimal understanding of Te Reo Te Reo Learners Fluent Te Reo speakers 	<ul style="list-style-type: none"> Statistics inform future developments and implementation of Te Reo revitalisation Increased awareness of Te Reo status
	Te Huakahika (Te Pīnakitanga i Te Reo) Focus areas <ul style="list-style-type: none"> Whakataukī / Whakatauāki Kīwaha Kupu whakarite Tikanga Waiaata 	<ul style="list-style-type: none"> An increase in proficiency of Te Reo Māori speakers and educators within all Reo domains



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Puangahoro (Corpus)	Te Waihāpuapua (Kura Reo) Potential focus areas <ul style="list-style-type: none"> • Reo ōkawa • Reo ōpaki • Whakatakoto i te kupu 	<ul style="list-style-type: none"> • Further development of Te Reo Māori speakers and educators thereby ensuring a collective communication and transmission of Te Reo within Maniapoto • The delivery of Te Reo Māori is consistent throughout all Maniapoto Reo domains
	Te Huakahika (Te Pinakitanga i Te Reo) Focus areas <ul style="list-style-type: none"> • Whakataukī / Whakatauākī • Kīwaha / Kupu whakarite • Tikanga / Kawa / Waiata (contemporary & traditional) 	<ul style="list-style-type: none"> • An increase in proficiency of Te Reo Māori speakers and educators within all Reo domains
	Tāwharanui (Maniapoto Dictionary)	<ul style="list-style-type: none"> • New initiatives and resources are created to further develop and progress Te Reo and the customary practices of Maniapoto
	Strategic Alliance (Māori and non-Māori organizations within Maniapoto)	<ul style="list-style-type: none"> • Developed strategic alliance with local organizations of Maniapoto
Awemāroha (Usage)	Te Rautaki Reo a Te Nehenehenui Website <ul style="list-style-type: none"> • Strategy information and updates • Maniapoto resources • Strategy newsletters 	<ul style="list-style-type: none"> • Maniapoto are more informed and aware of the status and development of Te Reo
	Te Huekōrero (Maniapoto speech contest) <ul style="list-style-type: none"> • Male and Female sections • Local, national and global issues relating to Maniapoto 	<ul style="list-style-type: none"> • Te Reo is used and valued by all those who reside in Maniapoto, and all those who affiliate to Maniapoto • The health of Te Reo Māori in Maniapoto is improved
	Taitaihanui <ul style="list-style-type: none"> • Pūkeikura to Wharekura/ Secondary School Annual Kapa Haka Competition 	<ul style="list-style-type: none"> • Maniapoto paepae and Maniapoto customary practices on the marae are strengthened



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Te Reo Guiding Values

The following values form a guide in the implementation, development and promotion of the strategy.

Manaakitanga	<ul style="list-style-type: none">• Being hospitable.• Encouraging those who visit the Maniapoto region to converse in Te Reo.• Having respect for all those who reside in the Maniapoto region.
Whanaungatanga	<ul style="list-style-type: none">• Strengthening relationships within Maniapoto.• Maniapoto working collaboratively to achieve objectives.• Intergenerational transmission of Te Reo o Maniapoto, values and customary practices are important.
Rangatiratanga	<ul style="list-style-type: none">• Maniapoto taking pride and ownership to preserve and uphold the culture of Maniapoto.• Maniapoto Reo leaders developing future Maniapoto Reo leaders.• Continual promotion and awareness of Te Reo o Maniapoto me ngōna tikanga.



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Review of Te Reo

The strategy will be reviewed every 5 years to align with the National Census. In addition, Te Puatatau will assist in regulating decisions that best support the achievement of the strategy goals and vision.

Dimension	Initiative	Indicators
Paewanea <ul style="list-style-type: none"> • Te Reo Revitalisation • Te Reo Collation 	Te Urukahika	<ul style="list-style-type: none"> • Increased intergenerational transmission of Maniapoto oral knowledge to further develop Te Reo
	Te Puatatau	<ul style="list-style-type: none"> • Increased awareness of Maniapoto Te Reo status and development
Puangahoro <ul style="list-style-type: none"> • Te Reo Leadership • Te Reo Growth 	Te Waihāpuapua	<ul style="list-style-type: none"> • Increased ratio of Maniapoto Te Reo repositories with a Maniapoto focus
	Te Huakahika	<ul style="list-style-type: none"> • Increased growth of Maniapoto Te Reo leaders with a Maniapoto focus
Awemāroha <ul style="list-style-type: none"> • Te Reo Awareness • Te Reo Proficiency • Te Reo succession 	Te Huekōrero	<ul style="list-style-type: none"> • Maniapoto will determine language proficiency and recommendations for further Te Reo development
	Taitaihanui	<ul style="list-style-type: none"> • Increased Maniapoto Te Reo speakers and Maniapoto customary repositories throughout Maniapoto marae
	Te Rautaki Reo a Te Nehenehenui Website	<ul style="list-style-type: none"> • Increased awareness of Te Reo developments



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Te Reo S.W.O.T

The following S.W.O.T (Strengths, Weaknesses, Opportunities and Weaknesses) analysis is an indication of the current Te Reo status in terms of implementing the strategy

Strengths	Weaknesses
<p>Desire and passion for change</p> <ul style="list-style-type: none"> - Maniapoto kaumātua collectively supporting iwi gatherings - Maniapoto rangatahi willing to advance - To enhance whanaungatanga and whakapapa - Annual Maniapoto Kapa haka events - Biennial Te Kawau Māro Festival to further promote Te Reo, and the strategy aspirations - Te Reo Irirangi o Maniapoto to further Te Reo revitalisation - Two local Tertiary providers - Diverse talent and entrepreneurial skills - Increase Te Reo immersion domains within Maniapoto; Kōhanga Reo, Kura Kaupapa and Wharekura 	<p>Acknowledgement to change</p> <ul style="list-style-type: none"> - The Non-Māori ratio of learners in educational domains are greater than the ratio of Māori learners - Large percentage of the Maniapoto population reside outside of the region - Funding mentality - Acknowledgement of taonga and benefits - Proficiency of Maniapoto kaiako - Majority of Maniapoto students are in mainstream - Network forum and Iwi events - Impact of the Recession cutting funding
Opportunities	Threats
<p>Development to change</p> <ul style="list-style-type: none"> - Succession planning (future repositories of Te Reo) - Mahitahi (collaboration and co-ordination) - Up skill educators of Te Reo - Wellness / Hauora – transform lives / vocational linkages - Technology as a medium to communicate and connect with iwi - To work smarter – Maniapoto in collaboration with local Tertiary providers - To re-model the local education environment - To create whānau / home based initiatives 	<p>Impediments to change</p> <ul style="list-style-type: none"> - Attitude of intended audience and stake holders (traditional values and beliefs) - Government influences, criteria / regulations - Non-participation from intended audience - Lack of identity - Maniapoto uninformed of Maniapoto Te Reo developments



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He Kupu Whakamutunga

Currently there are significant Maniapoto events that provide potential areas for further implementation and increase awareness of Te Reo and the strategy, in particular, the biennial Kawau māro Festival, the annual Kīngitanga Poukai, Whīkoi Mō Te Reo, the Maniapoto Secondary Schools Kapa Haka Festival and the Maniapoto Primary Schools Culture Festival.

Undoubtedly there will be additional initiatives that will transpire from 2010 onward. The success of both the initiatives and the strategy will be reliant on the people of Maniapoto, by way of leadership and co-operation.

The strategy implementation and progress will require a team of visionaries who are focused, committed and role models of Te Reo, and loyal to the audience for whom the strategy is intended for – the people of Maniapoto.

The journey is certain to present challenges along the way, however the achievement of Te Reo Revitalisation will only be limited by imagination.

E tū e Maniapoto

Kumea mai ngā iwi i roto i ngā mahi, kia kotahi rā

Ngā mana i a koe, ngā mana i ahau, ka oti, ka oti ngā mahi e ...³

Explanation

Maniapoto, let's come together as one

Working in collaboration thus the work will be complete.

³ E tū e Maniapoto – Traditional waiata of Maniapoto. Oral information has 'E tū e rangatahi'.



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He Pātaka Kupu

Awemāroha	Usage metaphor. <i>Awe = fig. bird, māroha = spread</i>		
Hapori	Community, section of a tribe, family	ōkawa	formal
Hapū	Sub tribe	ōpaki	informal
Hue	Calabash gourd	Paepae	Threshold, oratory bench
		Paewanea	Status metaphor. <i>Pae = perch, wanea = satisfied.</i>
Kahika	fig. Chief, ancestor	Poukai	name for annual Kingitanga marae gatherings, <i>chief in charge of the organisation of food</i> ⁴
		Puangahoro	Corpus metaphor. <i>Pua = seed, ngahoro = digest.</i>
		Puatatau	Statistics metaphor. <i>Pua = seed, tatau = count</i>
Kahikatea	White pine tree	rangiratanga	chieftainship
kapa haka	Māori traditional performing group	Rautaki	strategy
Kawau mārō	Cormorant, shag; a movement in a war dance or attack	reo	language, voice
Kīngitanga	King movement	Tatauranga	Statistics, statistical data
kīwaha	colloquial quotation	Taitaihanui	hard wood weapon of Tūwhakahekeao
		Tāwharanui	Flower bracts of <i>Freycinetia banksii</i> ⁵
Kōhanga reo	Māori early learning, language nest	Te Nehenehenui	The great Forest. Traditional term for the geographical area of Rereahu and Maniapoto

⁴ (2008 - 2009, WRLT) Te Puna Tangata me te Punakai; Celebrating 150 years of Kiingitanga

⁵ (2001, H.W. Williams M.A) Dictionary of the Māori Language



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Kāuta	Cooking area, cooking shed, kitchen	tikanga	custom
kupu	word	Uru	Grove of trees
manaakitanga	Hospitality, kindheartedness, consideration	whakataukī, whakatauākī	Proverb
mana	integrity, power, influence	whanaungatanga	relationships, links, associations
mita	A certain way in which a language is spoken	Wharekura	Secondary school level, Māori immersion
		Whare-puni	Communal house



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He Rārangi Pukapuka

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