TE HUAPAE
OUR PLAN FOR SUCCESS
2019-2021

MAORI TELEVISION
maoritelevision.com
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This document, Te Huapae – Our Plan for Success, outlines Māori Television’s Outcomes Framework and presents our plan to achieve the outcomes which directly align to our vision that:

“Māori are thriving”

In essence our vision means:

- Te ao Māori is thriving
- Tikanga Māori is thriving
- Te reo Māori is a thriving language
- Māori perceptions are valued by all New Zealanders

The Outcomes Framework is Māori Television’s statement: it represents our vision, and the outcomes that we care about. At the same time, it demonstrates how our vision aligns with the expected outcomes of our key partners.

Our role is to connect people to te ao Māori by creating great Māori content that excites and inspires. Te Huapae outlines the key outcomes that we want to achieve for three core stakeholder groups:

- **Our Staff**
  We support all staff with language planning, learning and professional development, and embed tikanga into the way we work

- **Our Audiences**
  We engage audiences so they feel inspired, excited and empowered to connect with te ao Māori, and including te reo me ngā tikanga Māori

- **Our Partners**
  We enable partners to effectively play their part in revitalising te reo me ngā tikanga Māori, by providing te reo resources and helping them reach their audiences

Acknowledges our role in Te Whare o Te Reo Mauri Ora and our contribution to the overall vision of te reo revitalisation, kia mauri ora te reo Māori.

Recognises the specific work we will be doing to complement the work of other partners under the Maihi Karauna (the Government’s Māori Language Strategy) and Maihi Māori (the Language Strategy of iwi and Māori).

Provides staff and key partners with a reference point on how their work contributes to what we are trying to achieve across our organisation’s work streams for te reo Māori me ngā tikanga Māori revitalisation.

Will guide the way we do things and show how and the extent to which we are having a positive impact on the lives of our audience.

Will show how our audience value te reo Māori me ngā tikanga Māori.

Lays the foundations for the broadening of our digital platform.

The framework has realigned us to an outcomes based approach, in using this approach, we are still committed to meeting the outputs outlined in our Statement of Intent 2019–2021, though we also want to ensure our investments are making a difference.
Māori Television plays a unique role in supporting the revitalisation of te reo me ngā tikanga Māori:

- Māori Television was launched in 2004, as a result of the Crown recognising its responsibility to support Māori broadcasting to promote te reo me ngā tikanga Māori.
- This gave Māori Television a clear founding role in supporting national efforts in revitalisation, which today is captured in the Maihi Karauna (Crown strategy for te reo revitalisation).
- At the same time, Māori Television plays an important role supporting community-level efforts to revitalise te reo Māori as a thriving language used by whānau, iwi, hapū and te reo speaker communities and stakeholders across the country. These community-level efforts are expressed in the Maihi Māori (the Māori, iwi and hapū strategy for te reo revitalisation).
- In this policy context, Māori Television needs to define its own vision of success and build its capacity to measure its progress towards this vision.

In 2018, Māori Television released its Outcomes Framework, Kia whakaawetia te whakaoranga o te reo Māori me ngā tikanga Māori that identified four long-term outcomes we want to achieve over the next three years:

- Kia tokomaha ake ngā tāngata e uara ana ki te reo me ngā tikanga Māori hei wāhanga o tō tātou tuakiri ā-motu. More people value te reo me ngā tikanga Māori as part of our national identity.
- Kia tokomaha ake te hunga rangatahi e hiamo ana ki te reo Māori me ngā tikanga Māori. More young people are excited about te reo Māori me ngā tikanga Māori.
- Kia tokomaha ake ngā tāngata e toro ana i ngā kaupapa Māori me ngā kaupapa e kounga nei te reo Māori. More people are engaged with high quality reo Māori and Māori content.
- Kia whakaawetia te whakaoranga o te reo Māori me ngā tikanga Māori e tā tātou whakahaere. Māori Television inspires the revitalisation of te reo Māori me ngā tikanga Māori.

These outcomes provided a helpful starting point for understanding and measuring success, but required:

- A statement of Māori Television’s own vision that reflects a 2019 perspective on what the organisation values and what it does.
- A theory of change that describes how it will get to its vision.
- An understanding of alignment with key partners’ own outcomes.
- A plan for implementation.

Māori Television has reviewed and refreshed its Outcomes Framework through extensive consultation with staff, Te Whare o te Reo Mauri Ora partners, government and selected audience members - key stakeholders, Ministers, iwi radio, external production companies, funding agencies and general population that have registered to receive regular updates from Whakaata Māori.

The updated framework includes:

- A Māori Television’s theory of change, with updated outcomes.
- An approach to measuring priority outcomes, including indicators and measurement tools.
- Timeframes for achievement.
Māori Television’s Outcomes Framework review answers these three questions:

01 What outcomes do we want to achieve?
02 How are we going to achieve these outcomes?
03 How will we implement the outcomes framework?

In answering these questions, the following parts of Māori Television’s Outcomes Framework were updated or created:

Māori Television Theory of Change
Indicators and measurement tools
Next steps
This section outlines Māori Television’s Theory of Change.

A theory of change is simply the telling of a story using the following structure:

<table>
<thead>
<tr>
<th>NEED</th>
<th>STRATEGIC RESPONSE</th>
<th>STAKEHOLDERS</th>
<th>ACTIVITIES</th>
<th>OUTCOMES</th>
<th>VISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>We see a need that we care about</td>
<td>... and we see an opportunity to respond to make a difference. Our strategic response describes how we respond to that need and what makes us different.</td>
<td>We work with specific groups of people affected by the issue...</td>
<td>... who participate in activities (programs and services)...</td>
<td>... which leads to short-term and long-term outcomes for participants. Outcomes are the important changes that result from our activities.</td>
<td>All our work is guided by a vision of the world that we want to see in the future.</td>
</tr>
</tbody>
</table>

A theory of change (or story telling using this structure) is important because it helps organisations to do two things:

- Clarify and agree on why we exist and the changes we want to achieve for the people and organisations who we work with; and
- Identify what specific changes we will focus on to track our progress.
We see a need that we care about... and we see an opportunity to make a difference.

We work with 3 core stakeholder groups... who take part in several activities... that lead to short, medium and long-term outcomes for our core stakeholder groups.

All our work is guided by a vision of the world that we want to see in the future.

Te reo Māori is an official language of Aotearoa and is a taonga that should be promoted and protected. Ngā tikanga Māori goes hand in hand with te reo Māori, making language and culture unique to Aotearoa and providing an identity to people of Aotearoa. Māori, iwi, hapū and whānau have been working for many years to revitalise te reo ngā tikanga Māori.

Māori Television is also a taonga, and it was launched in 2004 as a result of the Crown recognising its responsibility to support the revitalisation of te reo ngā tikanga Māori through broadcasting.

This revitalisation requires the Crown to work in partnership with Māori to work at both the national and community levels. This partnership at the national and community levels is embodied in Te Whare o Te Reo Mauri Ora, and the Maihi Karauna and Mahi Māori.

Māori Television supports both the national and community level strategies for te reo revitalisation. We engage audiences nationwide in te ao and te reo Māori, and provide content that supports Māori to engage with te reo and supports whānau to raise their children in te reo.

We use entertainment, inspiration and learning to connect audiences with te ao Māori. We aim to engage the next generation because they are the future of te reo Māori. We provide a platform to amplify Māori voices.

We cater for the full spectrum of te reo Māori speakers. We lead by example – creating a great work place that celebrates and embeds tikanga Māori. We raise funds to deliver these activities.

$37m (2018) annual funds

We raise funds to deliver these activities.

$3.7m (2018) annual funds

Māori perspectives are valued by all New Zealanders

Te ao Māori is valued as part of New Zealand's identity

Through broadcasting, programming and engagement with the community, we contribute to several outcomes for our Audiences:

Māori Television provides a platform that elevates the Māori voice in New Zealand

Te ao Māori is valued as part of New Zealand's identity

Audiences and whānau engage with and learn te reo Māori, because our content inspires, excites and enables them
Important Māori health and wellbeing frameworks include: the Whānau Ora Outcomes Framework; Te Whare Tapa Whā; and Te Pae Mahutonga.

See the NZ Treasury paper, *Culture, Wellbeing, and the Living Standards Framework: A Perspective* (pages 8-12) for more.

Māori Television’s Theory of Change begins by describing:

1. The need we exist to address
2. How we respond to this need
3. Our vision for the future.

The vision describes the future we are working towards which for Māori Television is “Māori are thriving”.

Te reo Māori is an official language of Aotearoa and is a taonga that should be promoted and protected. Ngā tikanga Māori goes hand in hand with te reo Māori, making language and culture unique to Aotearoa and providing an identity to people of Aotearoa. Māori, iwi, hapū and whānau have been working for many years to revitalise te reo me nga tikanga Māori.

Māori Television was launched in 2004 with much celebration and is also a taonga. It was launched as a result of the Crown recognising its responsibility to support the promotion of te reo Māori me nga tikanga Māori through broadcasting. Māori Television embodies the partnership established between Māori and the Crown through Te Tiriti o Waitangi.

Revitalising te reo Māori as a thriving language requires the Crown to work in partnership with iwi, Māori and Māori language communities/stakeholders, to work at both the national and community levels (i.e. combining ‘macro’ and ‘micro’ approaches to te reo Māori language planning).

The partnership between the Crown and Māori is embodied in Te Whare o Te Reo Mauri Ora:

- The Maihi Karauna presents the Crown’s strategy for te reo Māori revitalisation at the national level. It is led by Te Taura Whiri i te Reo Māori
- The Maihi Māori presents the te reo Māori strategy of iwi, Māori and Māori language communities and stakeholders, focusing on the community level. It is led by Te Mātāwai

Māori Television plays a unique role in supporting both the national and community level revitalisation strategies of the Maihi Karauna and Maihi Māori, respectively:

- At the national level, we broadcast nationwide and online, influencing the status of te reo Māori and disseminating content to national audiences
- At the community level, our content supports Māori to meet their own goals for te reo me nga tikanga Māori, and supports parents who are raising their children in te reo, or want their children to feel connected with te ao Māori

We work to engage the next generation in our content and broadcasting – mokopuna, tamariki, rangatahi and their whānau – because they are critical to revitalisation

We elevate the stories and perspectives of Māori so that they are heard and valued by all New Zealanders

We cater for the full spectrum of te reo Māori speakers; from those who may not know any te reo Māori words to those who may speak te reo Māori as their first language, are raising their kids in te reo, and sending their children to kōhanga or kura

We lead by example. We create a great work place that celebrates and embeds te reo me nga tikanga Māori, that inspires other organisations to do the same, and that builds the capacity of the media industry

The ‘big picture’ vision that we work towards is that Māori are thriving. The elements of this vision that are most relevant to our own contribution are:

- Te Ao Māori is thriving
- Tikanga Māori is thriving
- Te Reo Māori is a thriving language
- Māori perspectives are valued by all New Zealanders

Through this, we contribute to the broader vision that all of New Zealand is thriving, because we’re here to connect all people to te ao Māori.

* Important Māori health and wellbeing frameworks include: the Whānau Ora Outcomes Framework; Te Whare Tapa Whā; and Te Pae Mahutonga.

See the NZ Treasury paper, *Culture, Wellbeing, and the Living Standards Framework: A Perspective* (pages 8-12) for more.
In working toward our vision Māori Television helps achieve outcomes for the following three stakeholder groups:

**We support outcomes for our staff**
We aim to lead by example, so we support all staff with language planning, learning and professional development, and embed tikanga into the way we work.

**We support outcomes for our diverse partners**
We enable partners to effectively play their part in revitalising te reo me ngā tikanga Māori.

**We support outcomes for our audiences**
We engage audiences so they feel inspired, excited and empowered to connect with te ao Māori, and included in te reo me ngā tikanga Māori.
Our work is organised into three timeframes:

**SHORT-TERM**
1-3 YEARS

**MEDIUM-TERM**
3-5 YEARS

**LONG-TERM**
5+ YEARS

**TIMEFRAMES**

**SHORT-TERM OUTCOMES**

We have more control over short-term outcomes because they are a direct result of our activities.

**MEDIUM-TERM OUTCOMES**

We can influence medium-term outcomes but we cannot control them because other factors are at play.

**LONG-TERM OUTCOMES**

We are interested in long-term outcomes but our influence on these outcomes can be difficult to measure – e.g. increased proficiency in te reo Māori.

**AN EXAMPLE CHAIN OF OUTCOMES (AN ‘OUTCOME CHAIN’)**

**SHORT-TERM**

Iwi, hapū, whānau and Māori audiences enjoy kōrero tuku iho (ancestral) and local stories

**MEDIUM-TERM**

Māori and non-Māori learn more about te ao Māori

Māori audiences feel a greater sense of belonging to te ao Māori

**LONG-TERM**

Te reo me ngā tikanga Māori is valued as a part of New Zealand’s identity

Te reo me ngā tikanga Māori is thriving
Māori Television’s Theory of Change describes the outcomes we want to achieve for our core stakeholder groups in the short, medium and long-term.

It is not feasible or necessary to measure all outcomes so the theory of change prioritises the outcomes that will be measured.

Lower priority outcomes are included in the Theory of Change because they form an important part of our story.
These are the outcomes Māori Television strives to achieve for our

**STAFF**

**OUTCOMES**

**SHORT-TERM OUTCOMES 1-3 YEARS**

- Staff are supported to develop personal plans for te reo me ngā tikanga Māori
- Tikanga Māori is embedded into Māori Television
- Staff have learning and professional development opportunities

**MEDIUM-TERM OUTCOMES 3-5 YEARS**

- Staff meet their te reo me ngā tikanga Māori language goals
- Māori Television is a place where great people want to work
- Staff meet their learning and professional development goals

**LONG-TERM OUTCOMES 5+ YEARS**

- Te reo Māori flourishes as a primary language of day to day use amongst staff
- We inspire other organisations to embed te reo me ngā tikanga Māori planning in their workplace
- We develop and grow talented people who contribute to a thriving media industry that values te reo me ngā tikanga Māori

**KEY**

- **OUTCOMES**
- **PRIORITY OUTCOME (ONLY THESE ARE MEASURED)**
These are the outcomes Māori Television strives to achieve for our PARTNERS.

### OUTCOMES

<table>
<thead>
<tr>
<th>SHORT-TERM OUTCOMES 1-3 YEARS</th>
<th>MEDIUM-TERM OUTCOMES 3-5 YEARS</th>
<th>LONG-TERM OUTCOMES 5+ YEARS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Māori Television is seen and active in the community and at events</td>
<td>Partners can reach a national audience to broadcast events or distribute content</td>
<td>Partners have greater capacity to support the revitalisation of te reo me ngā tikanga Māori</td>
</tr>
<tr>
<td>Māori Television builds positive relationships with partners</td>
<td>Partner organisations want to work with us</td>
<td>Partners can engage with audiences (e.g. rangatahi) to co-design and develop revitalisation and communication efforts</td>
</tr>
<tr>
<td></td>
<td>Production companies that produce te reo and Māori content have more business</td>
<td>Partners have greater access to te reo me ngā tikanga Māori content to support their revitalisation efforts</td>
</tr>
</tbody>
</table>

**KEY**

- OUTCOMES
- PRIORITY OUTCOME (ONLY THESE ARE MEASURED)
These are the outcomes Māori Television strives to achieve for our

**AUDIENCE**

**OUTCOMES**

<table>
<thead>
<tr>
<th>SHORT-TERM OUTCOMES 1-3 YEARS</th>
<th>MEDIUM-TERM OUTCOMES 3-5 YEARS</th>
<th>LONG-TERM OUTCOMES 5+ YEARS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MĀORI HAVE AN ELEVATED VOICE IN AOTEAROA</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audiences value the Māori Television brand</td>
<td>Māori and non-Māori hear more Māori perspectives and stories</td>
<td>Māori and non-Māori institutions are held more accountable by Te Ao News</td>
</tr>
<tr>
<td>Audiences can access Māori Television content across diverse platforms</td>
<td>Audiences feel more informed through Te Ao News</td>
<td>Māori audiences feel empowered by having a platform that elevates the Māori voice in New Zealand</td>
</tr>
<tr>
<td><strong>TE AO MĀORI IS VALUED AND THRIVING</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Iwi, hapū, whānau and Māori audiences enjoy kōrero tuku iho (ancestral) and local stories</td>
<td>Māori and non-Māori learn more about te ao Māori</td>
<td>Te reo ngā tikanga Māori is valued as a national part of New Zealand’s identity</td>
</tr>
<tr>
<td><strong>AUDIENCES AND WHĀNAU ENGAGE WITH AND LEARN TE REO MĀORI</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Māori audiences trust and feel ownership of Māori Television</td>
<td>Whānau have access to quality and engaging te reo content</td>
<td>Māori and non-Māori increase their understanding of te reo Māori through watching Māori Television</td>
</tr>
<tr>
<td>Te reo is more accessible and engaging</td>
<td>Māori and non-Māori are inspired and enabled to learn te reo Māori</td>
<td>Māori whānau feel supported in raising their tamariki in te reo Māori</td>
</tr>
</tbody>
</table>

**KEY**

- OUTCOMES
- PRIORITY OUTCOME (ONLY THESE ARE MEASURED)
### Partner strategies and frameworks

<table>
<thead>
<tr>
<th>Relevant outcomes for Māori Television’s updated Outcomes Framework*</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Maihi Māori (Te Mātāwai)</strong></td>
</tr>
<tr>
<td>- Increase in te reo Māori usage in the home</td>
</tr>
<tr>
<td>- Increase in number of whānau members commencing te reo Māori journey</td>
</tr>
<tr>
<td>- Increase in number of Māori with strong cultural identity</td>
</tr>
<tr>
<td>- Increase in proportion of Māori speaking homes</td>
</tr>
<tr>
<td>- Increase in proportion of Māori children speaking te reo Māori as a first language</td>
</tr>
</tbody>
</table>

| **Maihi Karauna (Te Taura Whiri i te Reo Māori)**            |
| - Percentage of New Zealanders valuing te reo me ngā tikanga Māori as part of national identity |
| - More young people excited about te reo Māori               |
| - More people engaging with quality content in te reo Māori   |
| - More people who can speak te reo Māori at greater levels of proficiency |
| - More children learning te reo Māori                        |
| - More use of te reo Māori in the home, on the marae and in communities |
| - Te reo resources held by the Crown are more readily available |

| **Māori Television Statement of Intent**                       |
| - Impact of Māori Television on te reo Māori                  |
| - Percentage of non-Māori whose understanding of Māori culture and receptivity towards te reo that can be attributed to Māori Television |

| **Performance Expectations (Te Māngai Pāho)**                   |
| - Whānau, hapū, iwi and wider Aotearoa increasingly experience te reo Māori and tikanga Māori (ZePA measurement model) |

| **Living Standards Framework** (New Zealand Treasury)          |
| - Percentage of people who can converse about a lot of everyday things in te reo Māori |
| - Percentage of adults who said it was easy or very easy to express their identity in New Zealand (not specific to Māori identity) |
| - Sense of belonging to New Zealand (not specific to Māori belonging) |

| **World Indigenous Television Broadcasters Network (WITBN)**    |
| - WITBN aims to preserve and promote Indigenous languages and cultures through media networking, news and program sharing, and television broadcasting. The Māori Television theory of change demonstrates how Māori Television aligns with this aim. |

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Māori Television supports partners to achieve their key outcomes by:

- Providing engaging, entertaining and inspiring content that connects audiences to te ao Māori and te reo Māori
- Providing content that supports parents who are raising their tamariki in te reo
- Documenting and broadcasting Māori stories and archival footage, to connect audiences with te ao Māori
- Engaging young people through relevant Māori content and appropriate platforms
- Providing a platform that elevates, publicises and values Māori perspectives on current affairs
This section outlines what we are going to measure, our measurement tools, and our priority outcomes

### WHAT WE ARE LOOKING FOR

- Short-term outcomes
- Medium-term outcomes
- Long-term outcomes

By using:
- Quantitative data
- Qualitative data

### TYPES OF INDICATORS

Ten data collection tools are recommended to measure our priority outcomes:
- HR database
- Staff survey
- Audience analytics
- Broadcast outputs
- Brand Health survey
- Panel Survey
- Online feedback and social media
- Engagement tracker
- Te Reo resources tracker
- Data modelling

Each tool measures outcomes in different ways.

### PRIORITY OUTCOMES

There are 16 priority outcomes for Māori Television across three rōpū:
- Staff
- Partners
- Audiences

### INTERNAL FOCUS AREAS

We will measure the success of our outcomes by looking at the following focus areas:

- **Staff**
  - We support outcomes for our staff - We aim to lead by example, so we support all staff with language planning, learning and professional development and embed tikanga into the way we work
  - At least 80% of our staff are confident in te reo Māori me nga tikanga Māori

- **Partners**
  - We support outcomes for our diverse partners - We enable our partners to effectively play their part in revitalising te reo me ngā tikanga Māori

- **Audience**
  - We support outcomes for our audiences - We engage audiences so they feel inspired, excited and empowered to connect with te ao Māori, and included in te reo me ngā tikanga Māori

- **Content**
  - Incorporating more authentic stories into our content offering to increase audience and language engagement and make decisions based on qualitative and quantitative data insights which determine audience needs and wants
  - At least 50% of original content will be targeted at fluent audiences
  - At least 80% of original content will be available on demand via our online platforms
  - At least 30% of our content will be targeted at younger viewers

- **Platform**
  - To provide our audience with te reo Māori me nga tikanga Māori content anywhere and at any time
What are we looking for?
The types of indicators and tools used to measure the achievement of outcomes

<table>
<thead>
<tr>
<th>OUTCOMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHORT-TERM OUTCOMES</td>
</tr>
</tbody>
</table>

**HOW DO WE MEASURE THESE OUTCOMES**

- **What these outcomes tell us**
  - How well we are implementing our activities
  - How stakeholders are responding to what we do
  - Give us a line of sight to our vision

- **Ease of measurement**
  - **Easiest to measure** and we already collect data related to many of them
  - **Harder to measure** than short-term. Requires collective subjective data from stakeholders
  - **Hardest to measure** because our influence on them can be like a drop in the ocean

- **Measurement approach**
  1. Quantitative data on viewer consumption and online traffic
  2. Simple qualitative data e.g. simple viewer feedback collected through structured surveys or ratings tools
  1. Quantitative data on viewer consumption, online traffic and partner behaviour
  2. Qualitative data such as viewer perceptions of Māori Television
  1. Referring to existing research and frameworks that support the link to long-term outcomes of interest
  2. Qualitative data such as reported benefits from watching Māori Television
Ten data collection tools will be used to measure the achievement of our priority outcomes:

<table>
<thead>
<tr>
<th>TOOL</th>
<th>DATA TYPE</th>
<th>STAKEHOLDER GROUPS</th>
<th>OWNER (recommendation)</th>
<th>STATUS</th>
<th>FREQUENCY (recommendation)</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the tool?</td>
<td>What kind of data does it collect?</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HR SYSTEMS</td>
<td>Performance appraisal and other systems to track outcomes for staff</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>STAFF SURVEY</td>
<td>Incorporate questions into a staff engagement/satisfaction survey</td>
<td></td>
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</tr>
<tr>
<td>AUDIENCE ANALYTICS</td>
<td>Databases and tools to track consumption and segment audience. Includes different tools across platforms</td>
<td></td>
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</tr>
<tr>
<td>BROADCAST OUTPUTS</td>
<td>Data on the volume of Māori Television content</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>BRAND HEALTH SURVEY</td>
<td>Structured survey of general population of television viewers, including people who have watched Māori Television*</td>
<td></td>
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</tr>
<tr>
<td>PANEL SURVEY</td>
<td>Structured survey of a panel of Māori Television viewers to collect longitudinal data*</td>
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</tr>
<tr>
<td>ONLINE FEEDBACK</td>
<td>Simple tools to collect audience feedback on programs via the Māori Television website</td>
<td></td>
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</tr>
<tr>
<td>ENGAGEMENT TRACKER</td>
<td>Data base (such as a CRM system) to keep a track on engagements with partners and community</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TE REO RESOURCES TRACKER</td>
<td>Process used to track how partners are accessing Māori Television’s te reo educational resources, or volume of content accessed</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DATA MODELLING</td>
<td>Using data mining and advanced analytics</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

*Over time, a panel survey may replace the need for the Brand Health Survey

Each tool measures outcomes in different ways.
There are 17 priority outcomes for Māori Television:

Together, the ten recommended tools measure all of our priority outcomes:

<table>
<thead>
<tr>
<th>PRIORITY OUTCOMES</th>
<th>HR database</th>
<th>Staff survey</th>
<th>Audience analytics</th>
<th>Broadcast outputs</th>
<th>Brand Health Survey</th>
<th>Panel survey</th>
<th>Online feedback and social media</th>
<th>Engagement tracker</th>
<th>Te reo resources tracker</th>
<th>Data modeling</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Te reo Māori flourishes as a primary language of day to day use amongst staff</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>1.2 Staff meet their te reo Māori language goals</td>
<td>✓</td>
<td></td>
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</tr>
<tr>
<td>1.3 Māori Television is a place where great people want to work</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>2.1 Māori Television is seen and is active in the community and at events</td>
<td></td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>2.2 Partner organisations want to work with us</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.3 Partners have greater access to te reo me ngā tikanga Māori content to support learning and revitalisation</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>3.1 Audiences value the Māori Television brand</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.2 Audiences can access Māori Television content across diverse platforms</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.3 Our content is engaging, entertaining and relevant</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>3.4 Māori audiences trust and feel ownership of Māori Television</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
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<tr>
<td>3.5 Māori and non-Māori learn more about te ao Māori</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
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</tr>
<tr>
<td>3.6 Māori and non-Māori are inspired and enabled to learn te reo Māori</td>
<td>✓</td>
<td></td>
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</tr>
<tr>
<td>3.7 Non-Māori audiences have greater value for Māori stories and perspectives</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td></td>
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<tr>
<td>3.8 Māori audiences feel a greater sense of belonging in te ao Māori</td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td>✓</td>
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<tr>
<td>3.9 Te reo me ngā tikanga Māori is valued as a national part of New Zealand’s identity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.10 Audiences increase their understanding of te reo Māori through watching Māori Television</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td>✓</td>
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</tr>
<tr>
<td>3.11 Māori whānau feel supported in raising their tamaki in te reo Māori</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
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</tr>
</tbody>
</table>
Align existing data collection, analytics and audience research with the updated Outcomes Framework to ensure that existing work will enable Māori Television to track its progress against the theory of change.

Refine the recommended measurement approach. This will include:

- Assessing the feasibility of recommended indicators, tools and frequency of collection
- Identifying opportunities to draw on and align with existing processes where possible – for example, the frequency of staff surveys should align with broader HR needs for staff feedback

Start small – begin piloting data collection and measurement with a subset of the priority outcomes, such as those where Māori Television is already collecting data.
To ensure the most effective implementation of our updated Outcomes Framework, Māori Television has four lines of activities underway and planned.

Māori Television’s Outcomes Framework is a living document.

Feedback from the public and our partners will always be welcome to help drive better outcomes in future iterations.
Our outcomes are linked to Te Whare o te Reo Mauri Ora so that our work contributes to wider society’s revitalisation efforts. Our role is to create conditions for te reo Māori to flourish - ‘kia mauri ora te reo’ and we will work with te reo Māori revitalisation partners to support and enable the use of te reo Māori utilising our wide reach across Aotearoa.

The outcomes of Te Whare o te Reo Mauri Ora that we will contribute towards are:

- More people value te reo me ngā tikanga Māori as part of our national identity
- More young people are excited about te reo Māori
- More people are engaging with quality broadcast and online content in te reo Māori.

Every year, we will report to the other partners within Maihi Karauna on our contribution to achieving these outcomes. Community revitalisation efforts are being led by Te Mātāwai and delivered through their strategy, Maihi Māori. The Maihi Māori seeks to provide more reo Māori activities and opportunities for iwi and whānau to revitalise te reo Māori in their communities. We seek to complement locally led reo Māori activities in the home and communities with reo Māori content availability on television and online. Over time, as the relationship and synergy between the Maihi Māori and Maihi Karauna matures, we should see increased demand for access to reo Māori content on different platforms to nurture a growing and diverse audience whom value te reo Māori me ngā tikanga Māori.

Te Reo Māori revitalisation is being led out by:
TE HUAPAE

KIA EKE PANUKU!

TE ANGA PUTANGA 2019-2021
TE HUAPAE
KIA EKE PANUKU!

NGĀ KAI O ROTO

01 Te Pūtake
02 He Tāhuhu Kōrero
03 Te Arotake i te Anga Putanga
04 Te Ariā Whanake me Ngā Putanga
05 Te Ariā Whanake
06 Te Aronga
07 Ko te whai wāhi atu ki ngā putanga a ngā āpiti
08 Ngā Inenga, ngā Rauemi me ngā Putanga Mātāmua
09 Ā muri ake nei
10 Te Whakatinanatanga
11 Te Āhua o te Reo Māori
Ko Te Huapae – Kia eke panuku! te mahere hei whai mā Whakaata Māori kia hua ake ngā putanga e tutuki ai tō mātou wawata:

"Kia ora te iwi Māori"

Ko te ngako o te wawata:
- Kia ora te ao Māori
- Kia ora ngā tikanga Māori
- Kia ora te reo Māori
- Kia manawanui, kia uara mai ngā tāngata katoa o Aotearoa ki ngā tirohanga Māori

Ko te Anga Putanga tā Whakaata Māori tauākī: ko tō mātou wawata me ngā putanga e kaingākautia ana e mātou. Ko tāna anō he whakaatū i te hāngai o tō mātou wawata ki ngā putanga e tūmanakotia ana e ō mātou āpiti matua.

Ko tā mātou mahi, he tūhono atu i te iwi ki te ao Māori mā te whakapāho i ngā kaupapa rawe e rekareka ai, e whakaawetia ai te hunga mātakitaki. E toru ngā putanga matua e whāia nei e mātou, ā, e hāngai ana ki ngā kāhui e toru nei:
- **Ngā Kaimahi**
  Ka tautokohia ngā kaimahi katoa ki te whakatakoto mahere mō te reo, ki te ako, ki te whakapakari hoki i a rātou. Otirā, ka poua ngā tikanga Māori ki ā mātou mahi katoa
- **Ngā Āpiti**
  Ka tautokohia atu ō mātou āpiti kia tutuki ai ā rātou mahi whakarauora i te reo Māori me ngā tikanga Māori mā te tuku i ngā rauemi reo me te taunaki i tā rātou hou atu ki ā rātou āpataki.
- **Ngā Apataki**
  Ko tā mātou, he whakaaawaewe, he whakarekareka, he whakakaha i te hunga mātakitaki kia hono ai rātou ki te ao Māori, waihoki, ki te reo Māori me ngā tikanga Māori.

He whakaui i tā mātou mahi i Te Whare o te Reo Mauri Ora me tā mātou whai wāhitanga atu ki te wawata whānui o te whakaoaranga o te reo, ā, kia mauri ora te reo Māori.

He whakaui i te mahi whāiti e mahi nei mātou hei hāpai i ngā mahi a ētahi atu āpiti i raro i te Maihi Karauna (tā te Kāwanatanga rautaki reo māori) me te Maihi Māori (tā ngā iwi me tā te māori rautaki reo).

He tautuhui atu ki ngā kaimahi me ngā āpiti matua i ngā whakamārama mō te āhua o te whai wāhitanga atu o ā rātou mahi ki ā mātou whāinga mō te reo Māori me ngā tikanga Māori puta noa i ngā terenga mahi o tā mātou whakahaere.

He ārahi i ā mātou mahi, he whakaatū hoki me pēhea, ka pēhea hoki te whānui o te pānga huapai ki ngā ao o te hunga mātakitaki.

He whakatau mai he pēhea nei te āhua o tā te hunga mātakitaki uara ki te reo Māori me ngā tikanga Māori.

He whakatakoto i te tūāpapa kia whakawhānuihia atu tā mātou pae matihiko.

Ko tā te anga he tohu i ā mātou hiahihia kia whāia tētahi huarahi aru putanga. Mā te whai i tīnei huarahi, kei te ū tonu mātou ki te whakatutuki i ngā hua i tohua i tā mātou Tāuākī Takunetanga 2019 – 2021, ā, e pīrangi ana mātou kia whai hua ā mātou mahi.

**Ki te huapae o te rangi!**
He kawenga hirahira tā Whakaata Māori hei tautoko i ngā mahi whakarauora i te reo Māori me ngā tikanga Māori.

- I whakatūria a Whakaata Māori i te tau 2004, i hua ake i tā te Karauna whakaae ki tana haepapa hei tautoko i ngā mahi pāpāho kia tiakina, kia whakatairangatia te reo Māori me ngā tikanga Māori
- Nā reira i tino mārama te tūāpapa o Whakaata Māori hei tautoko i ngā mahi hei whakarauora i te reo Māori i te motu whānui. Ināiānei e tohua ana tāua kawenga ki raro i te Maihi Karauna (i tā te Karauna rautaki mō te whakarauora i te reo Māori)
- He mahi hira anō tā Whakaata Māori hei tautoko i ngā kaupapa whakarauora i te reo Māori i ngā haponi, kia mauri ora te reo i ngā whānau, i ngā iwi, i ngā hapū, i ngā rōpū kōrero Māori o te motu. He mea whakatinana ēnei kaupapa i te Maihi Māori (tā tā Māori, tā ngā iwi, me ngā hapū rautaki hei whakarauora i te reo Māori).
- I tēnei horopaki, me āta tautohu e Whakaata Māori tāna aronga me ngā tohu o te angitu hei ine i te kokenga ki te whakatinana i tāua aronga.

I te tau 2018, i whakarewhia tā Whakaata Māori Anga Putanga Kīa whakaawetia te whakaroratanga o te reo Māori me ngā tikanga Māori.

E whā ngā putanga e whāia nei he ngā tau e toru e tū mai nei:

- Kia tokomaha ake ngā tāngata e uara ana ki te reo Māori me ngā tikanga Māori hei tohu o tō tātou tuakiri ā-motu.
- Kia tokomaha ake te hunga rangatahi e hiamo ana ki te reo Māori me ngā tikanga Māori.
- Kia tokomaha ake ngā tāngata e toro ana i ngā kaupapa Māori me ngā kaupapa me koungā nei te reo Māori.
- Kia whakaawetia te whakararanga o te reo Māori me ngā tikanga Māori e tā mātou whakahaere.

Ko aua putanga te tūāpapa nā reira mātou mōhio ai ki ngā āhuatanga o te angitu me te ine i te ekenga, engari me whai tonu:

- te tauākī hei whakatu i ngā tau e whāia hei ngā mahi a Whakaata Māori i te tau 2019
- te ariā whanake hei whakatu i ngā mahi hei whakatinana i te wawata
- te māramatanga ki te tūhono atu i ā mātou putanga ki ērā e whāia nei i ē mātou āpiti
- te mahere hei whakatutuki i te anga putanga.

Kua oti i a Whakaata Māori te arotake me te whakahou i te Anga Putanga mā te āta wānanga ki ngā kaimahi, ki ngā āpiti o Te Whare o te Reo Mauri Ora, ki ngā māngai o te Kāwanatanga, ki te hunga mātākitaki, ki te hunga whaipānga, ki ngā Minita o te Kāwanatanga, ki ngā māngai o ngā Reo Irirangi Māori, ki ngā umanga waihanganga kaupapa pāho, ki ngā ratonga pūtea me ngā tāngata o te iwi whānui i rehita ki te whiwhi ki ngā pānui a Whakaata Māori. Kei te anga hou:

- tā Whakaata Māori ariā whanake, me te whakahoutanga o ngā putanga
- ngā mahi hei ine i ngā putanga matua, hei whakatu i ngā tautohu putanga, me ngā taputapu hei ine i te kokenga kia hua ai ngā putanga
- ngā hātepe hei whai kia eke panuku.
Hei whakautu i aua pātai, i oti te whakahou, te waihanga rānei i ngā kaupapa nei:

**Te Ariā Whanake a Whakaata Māori**

**Ngā tautohu o te eke me ngā taputapu ine i te eke**

**Ngā mahi ā muri ake nei**
Kei tēnei wāhanga ngā kōrero mō tā Whakaata Māori Ariā Whanake

Ko te ariā whanake he whakatakoto kōrero i runga i tēnei raupapatanga:

**TE MATEA**

Ka kitea tētahi matea, arā, he take e kaingākautia ana e mātou...

**TE URUPARE**

... ā, ka whai mātou ki te whai i te urupare ki taua take kia whai hua ai. Ko tā mātou urupare hei whakaahua i tā mātou whakautu me te āhua e rerekē ai, e whanake ai te take.

**TE HUNGA WHAIPĀNGA**

Ka māhia tahi mātou ki ngā tāngata e whai pānga ana ki te take...

Ka tāpaetia te pūtea, ngā rauemi, me ngā pōkenga tāngata kia kōkiri ai ngā mahi.

**NGĀ MAHI**

... e whai wāhi atu ana ki ngā kaupapa (ki ngā ratonga).

**NGĀ PUTANGA**

... kia hua ake ngā putanga tata me ngā putanga tawhiti mā te hunga e whai wāhi atu ana.

**TE WAWATA**

Ko ā mātou mahi katoa e hāngai ana ki tō mātou wawata, waihoki ki ngā whanaketanga e manakohia ana e mātou.

Ko te ariā whanake (ko te momo pakimao rānei e whai ana i tēnei raupapatanga) he mea hira hei āwhina i ngā whakahaere ki te whakatutuki i ngā mahi e rua nei:

- kia mārama, kia whakae atū ki te take e tū nei mātou me ngā whanaketanga e hiahia nei mātou ki te whakatutuki mā ngā tāngata me ngā whakahaere e mahi ngātahi mai ana ki a mātou
- he tautahi i ngā whanaketanga hei aronga mā mātou kia inea ai te ekenga.
TE ARIĀ WHANAKE

MATEA
Ka kīte te mata e kaingākautia ana e mātou

URUPARE
Ka aro mātou kia whanae, kia huri ngā āhuatanga...

TE HUNGA WHAI PĀNGA
Ka mahi tahi mātou ki ngā rōpū matua e toru...

NGĀ MAHI
... e whai wāhi atu ki ngā mahi...

NGĀ PUTANGA
... kia hua ake ai ngā putanga pae tata, pae waenga, pae tawhiti anō hoki.

TE WAWATA
KO ā mātou mahi he kōkiritanga kia whakatinatia tā mātou whakakitenga.
Ko tā mātou aronga e kōkiri nei kia “Mauri ora a ngā Māori”.

He kawenga hirahira tā Whakaata Māori hei tautoko i ngā tikanga whakaaora i te reo Māori i te motu whānui, i ngā hapori whāhītū hoki i raro i te maru o te Māhi Karauna me te Māhi Māori:

Ko tō mātou mātou whakatairanga i ngā wāhanga tō rātou whakaaora i te reo Māori, ngā tikanga a ngā tāngata katoa a kei a rātou tāngata katoa i te ao Māori.
I a Whakaata Māori e aru atu ana i tō mātou wawata, he mea āwhina hoki tēnei i ngā kāhui whaipānga e toru nei:

**Ka tautokohia e mātou ngā putanga mō ngā kaimahi**
E whai nei mātou ki te arataki mā te tautoko i ngā kaimahi kia eke ki ā rātou whāinga mō te reo Māori, mō te mahi me te whakaū i ngā tikanga Māori ki ā mātou mahi.

**Ka tautokohia e mātou ngā putanga mō ō mātou āpiti kanorau**
Ka tautoko atu mātou i ngā āpiti kia tutuki pai ā rātou mahi whakarauora i te reo Māori me ngā tikanga Māori.

**Ka tautokohia e mātou ngā putanga mō ngā apataki**
Ka whakarata mātou i te hunga mātakitaki kia whakaawetia, kia hiamo, kia rongo hoki rātou i te kaha ki te tūhono atu ki te ao Māori, waihoki, ki te reo Māori me ngā tikanga Māori.
E toru ngā pae e whāia nei e mātou kia tutuki ai ā mātou mahi. Arā, ko te:

**PAE TATA**
1-3 TAU

**PAE WAENGA**
3-5 TAU

**PAE TAWHITI**
5+ TAU

**NGĀ PAE**

**NGĀ PUTANGA PAE TATA**

He nui ake tō mātou āhei ki te whakahaere i ngā putanga pae tata nā te mea ka hua ake i ā mātou ake mahi.

**NGĀ PUTANGA PAE WAENGA**

E taea ana e mātou ngā putanga pae waenga te whakaaweawe engari tē taea te whakahaere nā te mea he awenga anō e pā mai ana.

**NGĀ PUTANGA PAE TAWHITI**

E rata ana mātou ki ngā putanga pae tawhiti engari kāore ō mātou awenga ki te huanga ake o aua putanga otorā he mea uua te āta ine – pēra i te pikinga o te matatau o te tangata.

**HE AHA RĀ?**

**HE TAUIRA O TE WHAKAPAPA PUTANGA**

**PAE TATA**

Ka rekareka ngā iwi, ngā hapū me ngā Māori i ngā kōrero tuku iho me ngā pakímaero ā-rohe.

**PAE WAENGA**

Ka ako a ngā Māori, a tauiwi hoki e pā ana ki te ao Māori.

**PAE TAWHITI**

Ka rongo te hunga mātakitaki Māori i ō rātou hononga me tō rātou whai pānga ki te ao Māori.

Ka uaratia te reo Māori me ngā tikanga hei tohu matua o te tuakiri o Aotearoa.

E ora ana te reo Māori me ngā tikanga Māori.
Ko tā te Ariā Whanake a Whakaata Māori he whakamārama i te pae tata, i te pae waenga, me te pae tawhiti o ngā putanga e whāia nei e mātou mā te hunga whaipānga.
Kāore e whaihua, kāore hoki e tika kia inea te katoa o ngā putanga, nā reira, ko tā te mahere he āta tautohu i ngā putanga mātāmua hei inenga.
Kua whai wāhi ngā putanga mātāmuri ki te Ariā Whanake nā te mea he hiranga tonu ō ērā ki ngā whāinga.

**NGĀ PUTANGA**

<table>
<thead>
<tr>
<th>PUTANGA PAE TATA 1-3 TAU</th>
<th>PUTANGA PAE WAENGA 3-5 TAU</th>
<th>PUTANGA PAE TAWHITI 5+ TAU</th>
</tr>
</thead>
</table>

**NGĀ KAIMAHI**

NGĀ WHĀINGA PAE TATA ME NGĀ WHĀINGA PAE TAWHITI MŌ Ō MĀTOU KAIMAHI

**NGĀ ĀPITI**

NGĀ WHĀINGA PAE TATA ME NGĀ WHĀINGA PAE TAWHITI MŌ Ō MĀTOU ĀPITI

**NGĀ APATAKI**

NGĀ WHĀINGA PAE TATA ME NGĀ WHĀINGA PAE TAWHITI MŌ Ō MĀTOU KAIMĀTAKITAKI
Koinei ngā putanga e whāia nei e Whakaata Māori mō ō mātou KAIMahi

**NGĀ PUTANGA**

<table>
<thead>
<tr>
<th>NGĀ PUTANGA TATA</th>
<th>NGĀ PUTANGA WAENGA</th>
<th>NGĀ PUTANGA TAWHITI</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-3 TAU</td>
<td>3-5 TAU</td>
<td>5+ TAU</td>
</tr>
</tbody>
</table>

**Ka noho mai te reo Māori hei reo matua ki ngā kaimahi**

**Ka tautokohia ngā kaimahi ki te whakarite i ā rātou ake mahere whaiaro mō te reo Māori me ngā tikanga Māori**

**Ka pūmāngā tikanga Māori ki Whakaata Māori**

**Ka whai wāhi ngā kaimahi ki ngā kaupapa ako kia whakapakarihia ō rātou pūkenga māhi.**

**Ka oti i ngā kaimahi ā rātou whāinga mō te reo Māori me ngā tikanga Māori te whakatutuki**

**Ka Whakaata Māori tētahi umanga e hiahia ana e te hunga pai**

**Ka oti i ngā kaimahi ā rātou whāinga ako, me ā rātou whāinga whakapakari te whakatutuki**

**Ka whakaawetia e mātou ētahi atu umanga ki te whakau i te reo Māori me ngā tikanga Māori ki ō rātou umanga**

**Ka whakaawetia e mātou ētahi atu umanga ki te whakau i te reo Māori me ngā tikanga Māori ki ō rātou umanga**

**Ka poipoi e mātou ngā tāngata pūmanawa nui e whai wāhi atu ana ki te rāngai pāpāhō tōnui e uara ana ki te reo Māori me ngā tikanga Māori**

**PĀTOHU**

- PUTANGA
- PUTANGA MĀTĀMUA (KO ĖNEI ANAKE KA INEA)
Koinei ngā putanga e whāia nei e Whakaata Māori mō ō mātou

ĀPITI

NGĀ PUTANGA

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>1-3 TAU</td>
<td>3-5 TAU</td>
<td>5+ TAU</td>
</tr>
</tbody>
</table>

E whai wāhi atu ana a Whakaata Māori ki ngā kaupapa i te hapori, me te aha anō, he kanohi kitea

E mahi ngātahi ana a Whakaata Māori me ōna āpitī i runga i te tika me te pai

E hiahia ana ō mātou āpitī ki te mahi tahi

He nui ake ngā mahi me ngā āheinga e whai wāhi atu ai ngā umanga waihanga kaupapa Māori

Ka whai wāhi ngā āpitī ki te toro atu ki te hunga mātakitaki o te motu ki te whakapāho i ngā huhihuinga, i ngā kaupapa me te whakarato i ā rātou kaupapa

Ka whai wāhi atu ngā āpitī ki te hunga mātakitaki (pērā i te hunga tahi) ki te waihanga tahi, ki te whakarite kaupapa whakaora reo

Ka māmā tā ō mātou āpitī tiki ake, tā rātou whaiāanga rānei ki ngā kaupapa i te reo Māori me ngā tikanga Māori hei tautoko ake i ngā mahi whakaora i te reo

Ka nui ake te rauhaha o ngā āpitī ki te tautoko i te whakairoanga o te reo Māori me ngā tikanga Māori

PĀTOHU

PUTANGA

PUTANGA MĀTĀMUA (KO ŅEINEI ANAKE KA INEA)
Koinei ngā putanga e whāia nei e Whakaata Māori mō ngā

APATAKI

NGĀ PUTANGA

NGĀ PUTANGA TATA
1-3 TAU

NGĀ PUTANGA WAENGA
3-5 TAU

NGĀ PUTANGA TAWHITI
5+ TAU

HE REO TAIRANGA TŌ NGĀI MĀORI I AOTEROA

Ka rangona e ngāi Māori, e tauiwi hoki te hunga a ngāi kōrero me ngā tirohanga Māori

Ka rongo te hunga mātakitaki i te nui ake o te whakamōhiotanga mā Te Ao Māori News

Ka whai wāhi a ngāi Māori ki te whakapuakā i ō rātou whakaaro, i ā rātou tirohanga

Me tika, me pono ngā umanga Māori, me ārā o tauiwi ki a Te Ao Māori News

E rongo ana te hunga mātakitaki Māori i te kaha i te mea he pae e whakatairanga ana i te reo Māori me te tirohanga Māori i Aotearoa nei

E ORA ANA, E UARATIA ANA TE AO MĀORI

Ka tūhono mai te hunga mātakitaki ki ngā kaupapa a Whakaata Māori mā ngā pae huhua

Ka rongo te hunga mātakitaki i te nui ake o te whakamōhiotanga mā Te Ao Māori News

Ka whai wāhi a ngāi Māori ki te whakapuakā i ō rātou whakaaro, i ā rātou tirohanga

Ka uraratia e reo Māori me ngā tikanga hei tohu matua o te tuakiri o Aotearoa

Ka whai wāhi atu ngāi Māori, a tauiwi hoki i te reo Māori

E rongo ana te hunga mātakitaki Māori i te kaha i te mea he pae e whakatairanga ana i te reo Māori me te tirohanga Māori i Aotearoa nei

E WHAI WĀHI ATU ANA TE HUNGA MĀTAKITAKI ME NGĀI MĀORI, KI TE AKO HOKI I TE REO MĀORI

He ngahau, he rekareka, he mea whakaahohe ā mātou kaupapa

Ka ako a ngāi Māori, a tauiwi hoki e pā ana ki te ao Māori

Ka rongo te hunga mātakitaki Māori i ō rātou hononga me tō rātou whaiapāanga ki te ao Māori

Ka uraratia e reo Māori me ngā tikanga hei tohu matua o te tuakiri o Aotearoa

Ka whai wāhi atu ngāi Māori, a tauiwi hoki i te reo Māori

E rongo ana te hunga mātakitaki Māori i te kaha i te mea he pae e whakatairanga ana i te reo Māori me te tirohanga Māori i Aotearoa nei

He whakapono ana, e rongo ana hoki te hunga mātakitaki i te kaitiakitanga i te wāhi ki a Whakaata Māori

He hāmā ke te whai wāhi me te tūhono atu ki te reo Māori

He kūpū e te whai wāhi me te tūhono atu ki te reo Māori

Ka whaawetia a ngāi Māori, a tauiwi hoki ki te ako i te reo Māori

Ka rongo ngāi Māori, a tauiwi hoki i te reo Māori mā te mātakitaki i a Whakaata Māori

Ka whai wāhi atu ngāi Māori i te tautoko i a rātou e poipi, e whakatupu ana i ā rātou tamariki ki te reo Māori

Ka piki te māramatanga o ngāi Māori, o tauiwi hoki ki te reo Māori mā te mātakitaki i a Whakaata Māori

E whakapono ana, e rongo ana hoki te hunga mātakitaki i te kaitiakitanga i te wāhi ki a Whakaata Māori

Ka nui ake te kite me te rongo a ngāi Māori, a tauiwi hoki i te reo Māori

Ka whaawetia a ngāi Māori, a tauiwi hoki ki te ako i te reo Māori

Ka nui ake te kite me te rongo a ngāi Māori, a tauiwi hoki i te reo Māori
<table>
<thead>
<tr>
<th>Ngā rautaki me ngā anga a ō mātou āpiti</th>
<th>Ngā putanga e hāngai ana ki tā Whakaata Māori Anga Putanga*</th>
</tr>
</thead>
</table>
| **Maihi Māori**  
*(Te Mātāwai)*  | *Kia piki te kōrerotanga o te reo Māori i te kāinga*  
*Kia tokomaha ake ngā tāngata e ngā whānau e whai ana i te reo Māori*  
*Kia kaha ake te tuakiri Māori i te tokomaha ake o ngā uri Māori*  
*Kia maha ake ngā kāinga reo Māori*  
*Kia tokomaha ake te hunga tamariki e kōrero ana i te reo Māori hei reo ūkaipō* |
| **Maihi Karauna**  
*(Te Taura Whiri i te Reo Māori)*  | *Kia tokomaha ake te hunga o Aotearoa e uara ana ki te reo Māori me ngā tikanga Māori hei tohu matua o te tuakiri ā-motu*  
*Kia tokomaha ake te hunga tamariki e ako ana i te reo Māori*  
*Kia kaha kē atu ki te whai wāhitanga ki Aotearoa (ehara i te mea ko te tuakiri Māori anake)*  
*Ko te rongo i te whai wāhitanga ki Aotearoa (kaua ko te whai wāhitanga Māori anake)* |
| **Te Tauāki Whāinga a Whakaata Māori**  | *Ko te awenga o Whakaata Māori ki te reo Māori*  
*He hua nā Whakaata Māori te īrau o tauwhi e mārama ana ki te ahurea Māori me te rata anō ki te reo Māori* |
| **Ngā Tumanako Whakaputanga Mahi**  
*(Te Māngai Pāho)*  | *Kia nui ake whai pānga o ngā whānau, o ngā hapū, o ngā iwini o Aotearoa whānui ki ngā weheko i te reo Māori me ngā tikanga Māori (E ai ki te pūnaha ine KoPA)* |
| **Living Standards Framework**  
*(Te Tai Ōhanga)*  | *Te ōrau o te tokomaha o ngā tāngata āhei ki te kōrero e pā ana ki ngā kaupapa o ia rā i te reo Māori*  
*Te ōrau o te hunga pakeke ki ake he māmā te whakapuaki i tō rātou tuakiri ki Aotearoa (ehe a i te mea ko te tuakiri Māori anake)*  
*Ko te rongo i te whai wāhitanga a Whakaata Māori (kaua ko te whai wāhitanga Māori anake)* |
| **World Indigenous Television Broadcasters Network**  
*(WITBN)*  | *E whai ana a WITBN ki te tiai, ki te whakatairanga i ngā reo taketake me ngā ahurea taketake mā te tūhonohono pāpāho, mā te whakarato i ngā pūrongo me ngā hōtaka, mā te whakapāhai i te pouaka whakaata anō hoki, E whakaatu ana Te Ariā Whanake a Whakaata Māori i te hāngai o ngā mahi a Whakaata Māori ki te āhei whāinga.* |
NGĀ INENGĀ, NGĀ RAUEMI ME NGĀ PUTANGA MĀTĀMUA

Ko tā te wāhanga nei, he whakaata i ngā āhuatanga ka inea e mātou, i ngā rauemi ka whakamahia ki te ine, me ngā putanga mātāmua.

<table>
<thead>
<tr>
<th>TĀ MĀTOU E RAPU NEI</th>
<th>NGĀ MOMO TŪTOHUNGA</th>
<th>NGĀ PUTANGA MĀTĀMUA</th>
<th>NGĀ ARONGA Ā-WHARE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ka tirohia ngā:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Putanga tata</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Putanga waenga</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Putanga tawhiti</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mā te kohikohi i ngā:</td>
<td>Raraunga kounga</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raraunga tatau</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tekau ngā momo tikanga kohikohi raraunga e tautuhia ana kia inea ngā putanga mātāmua:

- Pātengi raraunga pūmanawa tangata
- Patapatai Kaimahi
- Ngā raraunga me ngā mōhiohoio mō ngā Kaimātakitaki
- Ngā whakapāhotanga
- Te Rangahau i te Ora o te Umanga
- Pae Uui
- Ngā whakahokinga kōrero i te īpurangi, i ngā pae pāhpori
- Te aroturuki i te mātakitaki mai a ngā apataki
- Te aroturuki i ngā rauemi reo
- Te hoahero raraunga

He rerekē te ine a tēnā, a tēnā momo i ngā putanga.

17 ngā putanga mātāmua e whāia nei e Whakaata Māori e hāngai ana ki ngā kāhui e toru:

- Kaimahi
- Āpiti
- Apataki

Ka inea e mātou te angitu o ngā putanga mā te āro ki ēnei wāhi:

- **KAIMAHI**
  - Ka tautokona ngā putanga mō ō mātou kaimahi – Ko te whāinga, ko te whakataua, nā reira ka tautokona ngā kaimahi ki te whakarite i ā rātou ake mahere whaiao mō ō te reo Māori me te whakaū i te tikanga ki ngā āhuatanga māhi
  - Kia 80% ō ngā kaimahi e māia ana te reo Māori me ngā tikanga Māori

- **ĀPITI**
  - Ka tautokona ngā putanga mō ō mātou āpiti kanorau – Ka tukuna ō matou āpiti ki te whai wāhi mai ki te whakarauratanga o te reo me ngā tikanga Māori

- **TE HUNGA MĀTAKITAKI**
  - Ka tautokona ngā putanga mō ō mātou mātakitaki – Ka whakarara mātou i te hunga mātakitaki kia rongo ai rātou i te āwanga, i te hikaka, i te kaha ki te tūhono ki te aotearoa Māori, ki te reo Māori, ki ngā tikanga Māori

- **NGĀ KAUPAPA**
  - Kia whakaurua ētahi kaupapa motuhenga ake kia nui ake ai te rata o te hunga mātakitaki me te rata ki te reo Māori, ā, kia puta ngā whakatau mā te raraunga kōrero me te raraunga tatau e kī nei, anei ngā hiahia o te hunga mātakitaki
    - Kia 50% neke atu o ngā kaupapa taketake ka whakawhātitia ki te hunga mātatau ki te reo
    - Kia 80% neke atu o ngā kaupapa taketake ka tukuna ki te ngā pae tonoata mā ō mātou pae īpurangi
    - Kia 30% neke atu o ngā kaupapa ka whakawhātitia ki te hunga

- **TE PAE**
  - Kia wātea ngā kaupapa reo Māori, tikanga Māori, ki te hunga mātakitaki ahakoia kia hea, ahakoia te wā.
**He aha tā mātou e kimi nei?**

Ko ngā tototohu me ngā momo rauemi ka whakamahia e mātou ki te ine i te ekenga o ā mātou putanga:

<table>
<thead>
<tr>
<th>NGĀ PUTANGA</th>
<th>NGĀ PUTANGA TATA</th>
<th>NGĀ PUTANGA WAENGA</th>
<th>NGĀ PUTANGA TAWHITI</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ka pēhea tā mātou ine i ēnei putanga?</strong></td>
<td><strong>Te pai o tā mātou kawe i ā mātou mahi</strong></td>
<td><strong>Tā te hunga whaiipānga aro mai ki ā mātou mahi</strong></td>
<td><strong>Te āhua o tō mātou wawata</strong></td>
</tr>
<tr>
<td><strong>Ko tā ngā putanga he whakaatu mai i</strong></td>
<td><strong>He mea māmā te ine, ā, e kohikohi kē ana mātou i ngā momo raraunga e hāngai ana</strong></td>
<td><strong>He mea uaua te ine i ērā o te pae tata. Me whai raraunga i te hunga whaiipānga</strong></td>
<td><strong>He mea uaua rawa te ine nā te mea he iti noa iho tō mātou awenga</strong></td>
</tr>
<tr>
<td><strong>Te māmā o te ine</strong></td>
<td><strong>1. Ngā raraunga tatauranga mō te mātaktaki mai a ngā apataki me te pā mai ki te pae tukutuku</strong></td>
<td><strong>1. Ngā raraunga tatauranga mō te mātakiti mai a ngā apataki me te pā mai ki te pae tukutuku me ngā whanonga a ngā āpiti</strong></td>
<td><strong>1. Ko te aro ki ngā rangahau me ngā anga kua oti kē e tautoko ana i te hononga ki ngā putanga pae tawhiti e arohia ana</strong></td>
</tr>
<tr>
<td><strong>Te momo inenga</strong></td>
<td><strong>2. Ngā raraunga kounga pērā i ngā whakaukata ki ngā patapatai me ngā tatauranga mō te hunga mātaktaki collected through structured surveys or ratings tools</strong></td>
<td><strong>2. Ngā raraunga kounga pērā i ngā whakaaro o te hunga mātaktaki ki a Whakaata Māori</strong></td>
<td><strong>2. Ngā raraunga kounga pērā i te kōrero mō ngā hua o te mātaktaki i a Whaakata Māori</strong></td>
</tr>
<tr>
<td>MOMO RAUEMI INE</td>
<td>MOMO RARAUNGA</td>
<td>TE HUNGA WHAI PĀNGA</td>
<td>HAEPAPA TIAKI</td>
</tr>
<tr>
<td>-----------------</td>
<td>---------------</td>
<td>-------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>He aha te raum?</td>
<td>He aha ngā momo raraunga ka kohia?</td>
<td>Ko wai te hunga whai)pānga?</td>
<td>Mā tēhea ranga o Whakaata Māori e kawe te haepapa tiaki, whakahaoere hoki i tēnei raumei?</td>
</tr>
<tr>
<td>NGĀ PŪNAHA PŪMANAWA TANGATA</td>
<td>Ko te aroturuki me ngā pūnaha hei aroturuki i ngā putanga mō ngā kaimahi</td>
<td>He raraunga tatauranga mō ngā tūtūhō matua mō ngā mahere whaiaro a ngā kahinahi mō te reo me ngā tikanga, wahihiki te aru kaimahi</td>
<td>Kaimahi</td>
</tr>
<tr>
<td>PATAPATAI KAI MAHI</td>
<td>Kia kōkohua atu ngā pātā kō i te uui kaimahi</td>
<td>He mea āta whakarite, he whakahokinga raraunga kounga tuwhera</td>
<td>Kaimahi</td>
</tr>
<tr>
<td>RARAUNGA APATAKI</td>
<td>Ko te pātai taraunga me ngā tapatapu he taine i te whai wāhi, i te ātatakatiki me ngā rohenga apakiti. He nui ngā momo tapatapu i ngā pae rau.</td>
<td>He raraunga tatauranga whānui, kei roto rā te aro inga haora o ngā kaupapa, te nui o ngā kaimatakitaki, ngā pāngia ki te pae tukutuku, wahihiki te rata (pāhohon). Ngā tūtanga pēnei i ngā kaupapa reo, te momo kaupapa, ngā kaupapa rangatahi/taihoi</td>
<td>Te Hunga Mātakitaki</td>
</tr>
<tr>
<td>NGĀ PUTANGA PĀHOTANGA</td>
<td>He raraunga mō te nui o ngā kaupapa a Whakaata Māori</td>
<td>He raraunga tatauranga o te nui o ngā kaupapa i kōrereta, i whakapāhohia, hāunga te pae, ngā kaupapa reo Māori, ngā kaupapa rangatahi, te momo kaupapa</td>
<td>Te Hunga Mātakitaki</td>
</tr>
<tr>
<td>TE PATAPATAI MŌ TE ORA O TE PAKHI</td>
<td>Ka āta tohua he hunga mātakitaki pouaka whakaata, kei roto hoki tētahi hunga mātaki i a Whakaata Māori*</td>
<td>He mea āta whakarite te raraunga kounga mō te matāra o te kaimatakitaki, ngā maniu, ngā whakaoaro mō Whakaata Māori, NPS, ngā whanonga mātaititi, ngā pae kaimatakitaki mō hāhua</td>
<td>Te Hunga Mātakitaki</td>
</tr>
<tr>
<td>TE PATAPATAI KI TE HUNGA KUA ĀTA TOHUA</td>
<td>He patapatai kia āta whakaritea mā te hunga mātakitaki i a Whakaata Māori ki te kōrū i mā raraunga whānui*</td>
<td>He mea āta whakarite te raraunga kounga e ai ki Brand Health Survey, whaikōkohua ngā whakaoaro o te hunga mātaititi, ngā wāhanga, ngā whakao whānui e urupare nei i ngā kaupapa a Whakaata Māori, me ngā kohinga kōrero mō te hunga mātaititi</td>
<td>Te Hunga Mātakitaki</td>
</tr>
<tr>
<td>NGĀ WHAKAHOKINGA KŌRERO I TE IPURANGI</td>
<td>He pūnaha ngātenga i te kōrero me ngā rārangi/i a Whakaata Māori mō te hunga mātakitaki mō ngā whakakaturanga kei te pae tukutuku a Whakaata Māori</td>
<td>He pāpātanga ngātenga ngā whakakaturanga kei ngā pae tukutuku. Ko te kōrero pea ko te NPS, 5-when, 5-kōrero ki runga, ki raro rānei</td>
<td>Te Hunga Mātakitaki</td>
</tr>
<tr>
<td>TE INE I TE TŪHONO</td>
<td>He pūnaha (perā i te punaha CRM) ki te whai i ngā tāhuenga ngā tīhoni i ngā āpiti ati ngā haponi</td>
<td>He raraunga tatauranga o te nui o ngā kaupapa kua mō tāhu i ngā āpiti, me ngā pōhiri nā te haponi ki te whakapāho kaupapa</td>
<td>Ngā Āpiti me Te Hunga Mātakitaki</td>
</tr>
<tr>
<td>TE INE I NGĀ RAUEMI REO MĀORI</td>
<td>He punahe kēte whai ka pēhea tā ngā āpiti toro ki ngā rauemi reo Māori a Whakaata Māori</td>
<td>He raraunga tatauranga o te nui o ngā āpiti kēte te toro i ngā rauemi reo Māori, māna, ko te nui o ngā kaupapa i toro</td>
<td>Ngā Āpiti</td>
</tr>
<tr>
<td>TE TAUIRA HŌTUKU</td>
<td>He whakamai i te raraunga kētuketu me te tātaratanga kōkiri</td>
<td>He raraunga tatauranga, he raraunga kounga, he ‘rangahau tēpū’ hoki ki te kēte i ngā ngahuru matua</td>
<td>Te Hunga Mātakitaki</td>
</tr>
</tbody>
</table>

*Over time, a panel survey may replace the need for the Brand Health Survey.
### 17 ngā putanga mātāmua hei whai mā Whakaata Māori

Ko tā ngā momo rauemi ine 10 i tēnei tūtohunga he ine i ngā putanga mātāmua katoa

#### Ngā Putanga Mātāmua

<table>
<thead>
<tr>
<th>Ngā Rūnanga Rūmuaranui Tangata</th>
<th>Patapatai Kaimahi</th>
<th>Reraunga Apataki</th>
<th>Ngā Putanga Pāhotanga</th>
<th>Te Patapatai mō te Orā o te Tohu</th>
<th>Te Patapatai ki te hunga kua āta tohunga</th>
<th>Ngā Whakahokina kērēno i te īpuangirirua</th>
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#### 1.1 Ka noho te reo Māori hei reo matua ki ngā kaimahi

#### 1.2 Ka tutuki i ngā kaimahi ā rātou whāinga reo Māori

#### 1.3 Ko Whakaata Māori tītahi umanga e hiahiatia ana e te hunga pai

#### 2.1 E whai wāhi atu ana a Whakaata Māori ki ngā kaupapa i te hāporo, me te aha anō, he kanohi kītea

#### 2.2 E hiahi ana o mātou āpiti ki te mahi tahi

#### 2.3 Ka nui ake te raukaha o ngā āpiti ki te tautoko i te whakaoranga o te reo Māori me ngā tikanga Māori

#### 3.1 He mea uara a Whakaata Māori e te hunga mātakitaki

#### 3.2 Ka tūhono mai te hunga mātakitaki i ngā kaupapa a Whakaata Māori mā ngā pae hūhua

#### 3.3 He ngahau, he rekareka, he mea whakahoshoho ā mātou kaupapa

#### 3.4 E whakapono ana, e rongo ana hoki te hunga mātakitaki i te kaihakitanga i te wāhi ki a Whakaata Māori

#### 3.5 Ka nui ake te kīte me te rongo o ngā Māori, a tauiwi hoki i te reo Māori

#### 3.6 Ka whakaawetia a ngā Māori, a tauiwi hoki ki te ako i te reo Māori

#### 3.7 Ka nui ake te uara me te mārama o ngā Māori me tauiwi ki ngā tirohanga Māori

#### 3.8 Ka rongo te hunga mātakitaki Māori i ő rātou hononga me tō rātou whiapānga kīte a Māori

#### 3.9 Ka uruata e reo Māori me ngā tikanga hei tohu matua o te tuakiri o Aotearoa

#### 3.10 Ka pikite māramatanga o te hunga mātakitaki ki te reo Māori mā te mātakitaki i a Whakaata Māori

#### 3.11 Ka rongo ngā whānau Māori i te tautoko i a rātou poipo, e whakatupu ana i a rātou tamariki ki te reo Māori
Kia whakahāngaihia ngā tikanga kohikohi raraunga, kohikohi mōhiohio me te rangahau i ngā apataki ki Te Huapae kia pai ai tā Whakaata Māori aroturuki i te kokenga i raro i te Ariā Whanake.

Kia whakawhitihia te tikanga ine. Arā:
- Kia arotakehia te whaihua o ngā tautohu, o ngā rauemi ine me te auau o te kohikohi mōhiohio
- Kia tautuhia te hāngai o ngā ritenga me ngā mahi o te wā ki ngā putanga, arā, kia hāngai te auau o ngā uiui kaimahi ki te aronga whānui a te ranga Tātai Pūmanawa kia whakahoki kōre o mai ai ngā kaimahi.

Kia iti nei te wāhi ake – ka tīmata ki te whakamātau i te kohikohi raraunga me te ine mā te aro ki tētahi kāhui putanga mātāmua, pērā i ngā mōhiohio e kohia kētia ana e Whakaata Māori.
Kia whaihua te whakatutuki i Te Huapae, e whā ngā mahi e kōkiritia ana:

MĀRAMA ANA TE RAUTAKI ME NGĀ INENGA
Ka whakaritea e Whakaata Māori ngā tukanga me ngā anga hei pūrongo, hei aroturuki i te ekenga o ā mātou tautohu i te pae tata, i te pae waenga i te pae tawhiti. Ka tukua ngā pūrongo mō ngā putanga ki ā mātou kaimahi, ā mātou āpiti me ā mātou apataki.

TE KOHIKOHI KŌRERO ME TE AROTAKE KIA PAI AKE TE ANGA PUTANGA
Ka whakaatuhia e Whakaata Māori Te Anga Putanga ki ngā kaimahi me ngā āpiti, ā, ka whakawhitihiti kōrero

TE WHAKARITE TAUOTOHU
Ka aro tonu a Whakaata Māori ki te tautohu i ngā tohu hei ine i ā mátou angitu ki te whakatutuki i tā mátou anga putanga.

TE KOHIKOHI RARAUNGA
Ka arotakehia e Whakaata Māori āna tikanga kōhikohi raraunga, kōhikohi mōhihoio me āna rangahau apataki kia hāngai ki Te Anga Putanga. Ka whakarewhia tētehi kaupapa hei whakamātau i te āhua o te kōhikohi raraunga e pā ana ki tētahi kaupapa ā-rotu (kāore anō kia whakatauria).

He kōnae ora a Te Huapae.
E pōhiritia ana ngā whakaaro o te iwi whānui, waihoki o ō mātou āpiti, ki te whakawhanake i ngā putanga o ngā rā kei te heke mai.
E hāngai ana ā mātou putanga ki Te Whare o te Reo Mauri Ora kia whaiipānga ā mātou mahi ki ngā mahi whakarauora reo o te hapori whānui.

Ko tā mātou mahi he whakarite i ngā pae e puāwai ai te reo Māori – arā, ‘kia mauri ora te reo’. Ka māhi tahi hoki ki ngā āpiti whakarauora reo hei tautoko i te āheitanga o te whakamahia o te reo Māori, mā ā mātou toronga whānui puta noa i Aotearoa.

Ngā putanga o Te Whare o te Reo Mauri Ora e whai wāhi nei mātou:

- Kia tokomaha ake te hunga e uara ana ki te reo Māori me ngā tikanga Māori hei tohu matua o te tuakiri ā-motu
- Kia tokomaha ake te hunga tāiohi e hiamo ana ki te reo Māori
- Kia tokomaha ake ngā tāngata e whai wāhi atu ana ki ngā kaupapa kounga i te reo Māori

I ia tau, ka tukua he rīpoata ki ngā āpiti o te Maihi Karauna mō tā mātou whai wāhi whānui atu ki te whakatutuki i ēnei whāinga. Ko Te Mātāwai e arataki ana i ngā māhi whakarauora reo ā-hapori, ā, e tukua ana mā tā rātou rautaki, arā, mā te Maihi Māori. Ko tā te Maihi Māori, kia nui ake ngā mahi me ngā āheinga reo Māori e wātea ana ki ngā iwi me ngā whānau ki te whakarauora i te reo i ā rātou hapori ake. Ko tā mātou he kīnaki i ngā mahi reo Māori i te kāinga, i ngā hapori hoki, mā te tuku i ngā kaupapa reo Māori mā te pouaka whakaata, mā te pae ipurangi hoki. Nāwai, ka ita te hononga o te Maihi Māori me te Maihi Karauna, ā, i tōna tikanga, ka piki ake te hiakai ki ngā kaupapa reo Māori i ngā pae huhua, ā, ka whāngaia tēra hunga kua tahuri ki te uara i te reo Māori me ngā tikanga Māori.

Ko ngā kaiaratahi i te whakarauoratanga o te reo Māori ko: