

# Te Mātāuru ki te Reo Tukutuku Rautaki Haumitanga 2024

## Investment Strategy 2024

### Te Whāinga Whakakitenga Vision Statement

**Amohia ake to ora o te iwi, ka puta ki te wheiao**

- Nā Kīngi Tūheitia Potatau TeWherowhero VII

### Te Tauāki Taketake Mission Statement

**He tūmatakahuki, he reo tukutuku.**

### Ngā Hua me ngā Putanga Outcomes and measures

#### Pou Kaiāwhā:

Te Hunga Manawa Hikohiko - Tangata reo Māori (focus on individual language development of those new to te reo Māori)

- **Whāinga/Goals:** Tūwhitia te hopo, mairangatia te angitū – Feel the fear and do it anyway.
- **Hua/ Outcomes:** Kia whakapono, kia ngākaunui ki te ako ngā āhuatanga katoa o te reo Māori – Ignite the passion and desire to learn te reo Māori
- **Putanga/Target:** Kia mōhio te reo – Develop knowledge of te reo Māori.

### Te Kāhui ā-Te Reo Tukutuku

Te Reo Tukutuku acknowledges the historic and ongoing contributions of the organizations named within Te Ture mō Te Reo Māori 2016 (Schedule 4). These roopū are also referred to as ‘Legacy Groups’.

Te Hapori Community

Te Pāpāho Media

Te Mātauranga Education

Te Hunga Noho Tāone Urban Māori

#### Pou Tokomanawa:

Te Hunga reo whanake - Whānau reo Māori (focus on strengthening language capabilities and increasing use within whānau and homes)

- **Whāinga/Goals:** Kia māia ki te kōrero i te reo Māori, kia pakari ki te kōrero i te reo Māori – Strengthen language capabilities from conversational to proficient.
- **Hua/Outcomes:** Kia uru, kia whanake, kia ako i te reo Māori – Increased access to te reo Māori programmes that extend knowledge and understanding of te reo Māori.
- **Putanga/Target:** Kia mārāma ki te reo – Deepen the understanding of te reo Māori

### Ngā Aronga ā-Tahua Investment Priorities

#### Tūhonotanga – Connectivity

Initiatives that enable improved connection and transfer of intergenerational knowledge within whānau and communities across the sectors.

#### Auahatanga – Innovation

New and innovative national or multi-regional initiatives that offer a step change in increasing the availability and access of native reo Māori.

#### Toitūtanga – Sustainability

Continue to support proven initiatives that contribute to growing places and spaces where reo can be nurtured.

#### Pou Tuarongo:

Te hunga reo taketake - Hapori reo Māori (focus on connecting language expertise to marae, hapū and iwi to strengthen language communities and uphold cultural responsibilities)

- **Whāinga/Goals:** Kia papakāinga te reo ki te hinengaro, te wairua, te ao hurihuri anō hoki – Te Reo Māori is a first language for whānau and communities.
- **Hua/Outcomes:** Kia papakāinga te reo (Whakaaro Māori, Wairua Māori, Ōranga Māori) – Te Reo Māori is more than a communication tool, it is an expression of culture and identity.
- **Putanga/Target:** Kia kounga te reo, kia mau ki te mita o te reo – Increased quality of te reo Māori that supports the knowledge and use of dialect.