



# Te Mātāuru ki Tainui

## Investment Plan 2024

*E kite ana tō whatumanawa  
i te moutere*

## Te Ōwī me te Ōwā - Vision

Rere noa ana te reo ūkaipō i Tainui!

Ko Mokau ki runga. Ko Tamaki ki raro. Ko Mangatoatoa ki waenganui. Pare Hauraki, Pare Waikato, Te Kaokaorua o Patetere, Te Nehenehenui

Ma tatou hei whakatere te waka o te reo, ko nga niao ko te mahi tahi me te manaakitanga.

Ko te taurapa, ko te Kingitanga. Ko te tauihu, ko nga uri whakatupu.

Ko nga iwi ona kaumoana. Ko nga paemanu nga mangai o nga iwi o te rohe.

## Ngā kaupapa matua

### 1. Takere - Immersion

Normalise the use of te reo in the home, marae, hapori and taiao.

### 2. Te Rā Kauawhi - Promotion

Embed te reo Māori and grow the understanding of revitalisation issues encouraging a positive attitude shift.

2.1 – Historical language loss and development overview.

2.2 - Reo Promotion

### 3. Riu - Learning

Improve reo fluency, understanding and confidence through programmes, classes, wānanga and resource development.

**Kāinga** – Te reo o ia rā, Intergenerational Transmission – Te reo tuku iho

**Marae** – Whaikōrero, karanga, waiata, karakia, mihi mihi, kōrero tuku iho, tongikura, pepeha, whakapapa, tikanga.

**Toia Tainui, tapotu hi te moana  
Ma wai te waha o te reo e to?  
Ma tatou e to!**

**Ngā Toi Ora** – Kapa haka, puoro, raranga, whakairo, hākinakina, rongoā

### 4. Te Paparewa – identity

Research, record, develop and promote Tainui, iwi and hapū dialectal difference and kōrero tuku iho.

### 5. Te Kei – Language Champions

Grow and support experts, language champions, drivers and advocates to plan, review and drive long term language revitalisation.

**Language Successors** – Pou Reo, Ngā Paemanu, Kāhui Support personnel to build capacity.

**Language Planning** - Reo surveys, reo planning and reporting.

### 6. Ngā Kaihoe – Collective Stewardship

- Advocate for and allow equitable funding distribution approaches.
- Invest in new kaitono who have previously been unsuccessful.

## Ngā Mātāpono

- Me noho mātāmua te reo;
- Me hāngai te pūtea e tonohia ana ki ngā hua kaputa i te kaupapa;
- Me aro pū ngā tono ki te Māhi Māori, waiho ngā kaupapa karauna;
- Me hāngai ngā tono ki ngā mahere reo ā-iwi, ā-marae, ā-whānau, me ngana rānei ki te whakarite mahere reo;
- Ko te reo te kaiwhakakotahi i te iwi me ngā kaupapa e taea ana.

## Te Pae Huakai – Whāinga

**Hei te tau 2040:**

- Ka ūkaipō te reo i ngā kāinga Māori 50% o Tainui;
- Ka rangona te rere o te reo ki mua, ki muri i ngā marae 75% o Tainui;
- Ka rangona te rere o te reo i ngā kaupapa, i ngā tiriti o Tainui.

## How will we achieve it?

**Ko Hawaiki-iti** – Growth

- Embed strong planning and effective leadership;
- Grow grassroots community and whānau engagement;
- Encourage new whānau and marae led projects;
- Support learning programmes focussed on continual learner fluency progress;
- Encourage innovation.

## Ko Te Kete Rukuruku – Sustainability

- Support language champions to foster long term involvement;
- Evaluate and further new language plans to keep relevant;
- Build on previous positive language activities;
- Encourage the sharing of language revitalisation ideas;
- Encourage collaboration versus competition;
- Build on reo immersion settings and new opportunities to use reo;

## Te Pae ki Uta – Outcomes

- Increased reo use within homes, marae and communities;
- Improved reo use in formal settings;
- Increased use of Tainui / iwi specific words, phrases, kōrero tuku iho, whakapapa, waiata, karakia, tongikura, pepeha;
- Increased use of new Tainui / iwi specific compositions, kupu hou, kōrero hou.