

**Annual Report**  
2023/2024



# Declaration

Ki Te Minita Whanaketanga Māori

In accordance with section 27 (2) of Te Ture mō Te Reo Māori 2016, we present, on behalf of the Board of Te Mātāwai, the annual report on the operations of Te Mātāwai for the year ended 30 June 2024.



Reikura Kahi (Hoa-Toihau)



Bernie O'Donnell (Hoa-Toihau)

Presented to the House of Representatives pursuant to section 27 (3) of Te Ture mō Te Reo Māori 2016.

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Cover image: Martell whānau at Kirikiriroa Marae. Image by Erica Sinclair.

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01

# INTRODUCTION

Apenti Tamanui-Fransen runs Tāreikura Wānanga to teach te reo, history and places of significance around Mangatū Marae, near Gisborne. Image by James Rua.





# Hoa-Toihau Report

Te Mātāwai was born from our deep desire to reclaim and revitalise te reo Māori, ensuring it thrives for future generations. Our journey from near-extinction to te reo Māori as a normal part of everyday life has been driven by our people's determination.

Te Petihana Reo Māori (Māori language petition) demonstrated our people's resolve, and was formalised through Te Ture mō Te Reo Māori 2016 (the Māori Language Act 2016). We reflect on Dr Pita Sharples, the architect of this law's foundational statement: *"As kaitiaki of te reo Māori, iwi should have more say and leadership over the Crown's te reo strategy."* This unique community and iwi-based model is the key feature of sustainable language revitalisation. Te Mātāwai plays an important leadership role in Te Whare o te Reo Mauriora, as partners of the Crown who jointly oversee and support the revival of te reo Māori with audacious goals up to 2040.

Dr Sharples recognised that this law, *"empowers us through our iwi to set our own strategy and direction of the future."* The role of Te Mātāwai in this journey highlights that te reo does not exist in a vacuum, or in isolation of the people it belongs to. Te reo Māori me ōna tikanga builds the pathway to mana motuhake, Māori autonomy.

This year marks a significant milestone for Te Mātāwai with our new Statement of Intent for 2024–2027. It sets our course towards Hawaiki Mokopuna – a future where te reo Māori thrives and intergenerational transmission is

uninterrupted through generations of healthy, strong whānau. In this vision, our tamariki and mokopuna will grow up with te reo Māori as their first language at home. They'll have a strong sense of identity, embodying mana motuhake as they lead flourishing, sustainable lives connected to their communities. Our two main priorities on this journey are 'Tukuihotanga' – deliberate transmission of te reo Māori, and 'Hononga Hapori Reo' – ensuring our language flourishes through connected te reo Māori communities or language domains. As we move forward, we look to te reo Māori inspiring safe places and spaces where Māori speakers can come together, work together, and draw strength from each other to restore te reo Māori as the nurturing first language within our homes.

Since our inception, we've built a strong foundation in our earlier Statements of Intent. We are guided by the star formations of 'Mangōroa' and 'Te Matau-a-Māui', representing language use between parents and children, and between connected communities of speakers. Te Mātāwai will apply these priorities across Kāhui and Te Whare o te Reo Mauriora to increase sustainable and lasting impact for te reo Māori.





Te Mātāwai Co-Chairs Bernie O'Donnell and Reikura Kahi. Image by Erica Sinclair.

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**“As kaitiaki of te reo Māori, iwi should have more say and leadership over the Crown’s te reo strategy.”**

**DR PITA SHARPLES**

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The wellbeing of te reo Māori depends on Reo Tuku Iho – intergenerational transmission – and the connectivity of Rumaki Reo – immersion domains. This year, we’ve seen a significant increase in kura reo, from 29 to 61, more than doubling the number of Māori in this forum alone. These immersion opportunities are crucial as whānau see their impact on future generations of te reo Māori speakers and realise whānau learning together beyond school and learning institutions. We’re also seeing more kaumātua learning alongside their mokopuna, mending the broken lineage of te reo Māori within whānau.

The high number of funding applications this year shows the growing importance and enthusiasm for the reclamation of te reo Māori. We saw applications more than double in 2024 (543) compared with 2022 (251). This high demand is a good sign, with more individuals, whānau, and community groups eager to support sustainable te reo Māori programmes and resources to increase Māori language use. This reinforces the importance of our role in supporting the widespread recognition of te reo Māori and enabling its collective drive.

On this journey, we remember the generations that suffered and continue to suffer because they didn’t have their reo. This mamae drives the reclamation journey for this language lost and healing from the past. Whānau wellbeing is innately connected to te reo Māori, as the language connects whānau with our tūpuna, history, whenua, and each other. Our commitment to whānau wellbeing isn’t just about language but about restoring the overall health and spirit of our people, ensuring that te reo Māori thrives and continues to strengthen our communities. As we navigate this voyage, we affirm that revitalising our language will, in turn, revitalise our people.

# Tumu Whakarae Report

Our community-based development model is vital to ensuring te reo Māori flourishes through generations. By affirming Māori as the kaitiaki of our language, with mana motuhake as our foundation, we create an interconnected environment where te reo Māori flows naturally across domains and between generations.



**Poia Rewi**

Ngāti Manawa, Tūhoe, Te Arawa, Ngāti Whare, Tūwharetoa

The model works well because it gives the authority for language revival back to whānau, hāpori, and iwi. We recognise the expertise and strength within these communities and see our role as fostering effective partnerships across the Māori language sector to support their own leadership.

Over the year, Te Mātāwai has worked with Kāhui to build capacity and capability from the ground up and drive Māori language revival through investment. Pae Motuhake have updated their investment strategies with the clear goal of supporting as many tono as possible by effectively targeting resources across kāinga, hāpori and iwi. A review of Pou Reo and Kaiāwhina roles showed the essential benefits of having trusted people out in the community providing practical and logistical support. These trusted individuals bring these skills in meeting with kaitono and communities to answer questions and identify barriers. Their dedicated work ensures that resources are effectively allocated, enabling as many tono as possible to be supported. This grassroots approach not only addresses immediate needs on the ground but also highlights the importance of

increasing capability across the entire infrastructure, a sign of a maturing system that leads to better investment decisions.

Just as important to our mission is our partnership with the Government under Te Whare o te Reo Mauriora. This collaboration reflects our commitment to a genuine and equitable relationship to protect and revitalise te reo Māori. With increasing awareness and popularity of te reo Māori, we need to partner more effectively across both Maihi Karauna and Maihi Māori.

Our approach as a Whare emphasises the importance of a shared strategy, acknowledging our joint responsibilities, and ensuring that both partners are equally invested in reviving te reo Māori. This means encouraging open dialogue, mutual respect, and a shared vision for the future. As te reo Māori continues to grow and flow from homes, through kura, through hāpori and all across the motu, traditional Crown and Māori funding models need to evolve with our language. As we move toward the normalisation of te reo Māori, the need for strong partnership and working towards common goals becomes ever more important and present.





Te Mātāwai Kaimahi at Ako Ararau 2023. Image by Arini Poutu.

Additionally, the high demand and oversubscription of funding applications this year highlights a large unmet need within communities. The enthusiasm and commitment within our communities are clear, and this requires us to consider sustainable financial models in the future to meet this demand. This partnership is crucial in ensuring that our revival efforts are sustainable and deeply rooted in both Māori and Crown commitments. We look forward to refining and exploring new ways that embody true partnership.

As we continue to build on this foundation, we honour and celebrate the vital contributions of our kāinga, hāpori, and iwi. Their efforts are at the heart of our language revival, and we recognise their crucial role in ensuring the language thrives in homes and communities. The success of these grassroots efforts shows the strength of our model and the unwavering commitment of our people. By supporting kāinga, hāpori and iwi through targeted investments and collaborative partnerships, we can continuously improve our approach on our voyage to Hawaiki Mokopuna.

As Tumu Whakarae I want to acknowledge the outstanding efforts of our team in the Tari and out across Kāhui, who have shown incredible perseverance and dedication this year, and the commitment and passion shown by our communities. Building skills and capacity is ongoing, with a focus on improving processes and enhancing support for our Board, subcommittees, Pae Motuhake, and Kāhui. As Te Mātāwai evolves we become better equipped to lift the weight of our work together, enriching the wellbeing for our whānau and communities and returning life and vibrancy to te reo Māori.

Huia te kaha

Whiria te kaha

He kaha tuatinitini

He kaha tuamanomano

# Our Purpose and Functions

Te Mātāwai was established as an independent statutory entity as required by Te Ture mō Te Reo Māori | Māori Language Act 2016 (the Act). The purposes and functions that Te Mātāwai is authorised to undertake on behalf of iwi and Māori (refer Section 18 and 19 of the Act<sup>1</sup>) are:

## A

to provide leadership in promoting the health and well-being of the Māori language for iwi and Māori, and at the community level; and

## B

to support, inform, and influence the Crown's initiatives in protecting, promoting, and revitalising the Māori language; and

## C

to give effect, through its association with Ministers of the Crown, to the relationship of the Crown with iwi and Māori in relation to the Māori language; and

## D

in conjunction with the Minister and the Minister of Finance, to provide oversight of, and direction to, the Māori Television Service.

These functions of Te Mātāwai cover three key areas of responsibility:



# 01

**Leadership** in relation to the Maihi Māori strategy and the Māori Television Service



# 02

**Direct Investment** into kāinga, hapori and iwi in alignment with Maihi Māori



# 03

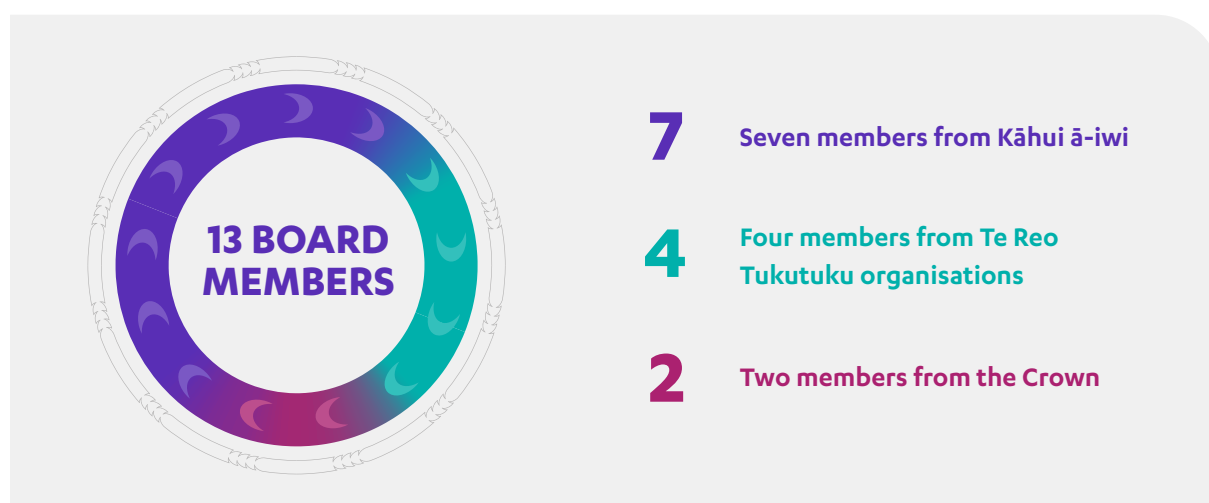
**Influence** the progress of Māori language revitalisation in Crown and community spaces.

1. Te Ture mō Te Reo Māori 2016 No 17 (as at 28 October 2021), Public Act – New Zealand Legislation



# Our Governance

Our unique infrastructure is important to realise our strategy. Our 13-member Board includes seven members from Kāhui ā-iwi, four from Te Reo Tūkutu organisations, and two from the Crown. This diverse composition ensures a comprehensive and inclusive approach to language revitalisation, incorporating the perspectives and needs of various stakeholders.



The Board guides Māori language revival work and manages Crown funding and activities. Board members connect with their iwi and Reo Tūkutu groups by:

- > Sharing Te Mātāwai's work
- > Getting input on language revival plans
- > Supporting the Maihi Māori Strategy
- > Helping develop language priorities
- > Planning investments.

Our Board also fulfils a leadership role across Te Whare o te Reo Mauriora, working in partnership with the Crown to give effect to Te Tiriti o Waitangi. This collaborative structure ensures that our efforts are aligned with both Māori and Crown commitments. In this financial year, our Board was co-chaired by Reikura Kahi and Bernie O'Donnell.

## Kāhui ā-iwi appointees

<b>Te Tai Tokerau</b>	Aperahama Edwards
<b>Tainui</b>	Haki Tuaupiki
<b>Mātaatua</b>	Agnes McFarland
<b>Te Arawa</b>	Bryce Murray
<b>Te Tai Rāwhiti</b>	Mātai Smith
<b>Te Tai Hauāuru</b>	Hohepa Isaac-Sharland
<b>Te Tai Tonga</b>	Paulette Tamati-Elliffe

## Kāhui ā-Reo Tūkutu appointees

<b>Mātauranga</b>	Brenda Soutar
<b>Pāpāho</b>	Kylie Brown
<b>Hapori</b>	Teina Boasa-Dean
<b>Te Hunga Noho Tāone</b>	Bernie O'Donnell (Co-Chair)

## Ministerial appointees

Reikura Kahi (Co-Chair)  
Wenarata Kingi

## Sub-Committees

Te Mātāwai has two Board sub-committees made up of members of our Board. These sub-committees support the smooth and efficient functioning of Te Mātāwai by providing practical guidance to the Board in relation to key areas of responsibility.

### **Komiti Tātari Tūraru | Audit and Risk Sub-Committee**

**Karepa Wall (Subcommittee Chair until August 2023), Brenda Soutar (Subcommittee Chair August 2023–present), Bernie O'Donnell, Wenarata Kingi, Pania Gray (independent member)**

The Komiti Tātari Tūraru met six times during the 23/24 financial year and provided quality assurance, advice and insights to the Board on risk management, the effectiveness of internal controls, and performance reporting and governance. The Committee operates under a charter which is set to be reviewed in 24/25.

Over 23/24, the Board commenced recruiting a successor as a new independent member to take office in 24/25.

### **Komiti Rangahau | Research Sub-Committee**

**Teina Boasa-Dean (Subcommittee Chair), Bernie O'Donnell (until August 2023), Reikura Kahi (August 2023–present), Dr Haki Tuapiki**

The Komiti Rangahau oversees the strategic research, insights and evaluation direction of Te Mātāwai and met twice during the 23/24 financial year. They provided support and direction to deliver the research and evaluation work programme by the Tari, and how to promote and share research findings with key stakeholders. The Terms of Reference for the Komiti sets out its operating environment.

## Pae Motuhake

Pae Motuhake members are essential in supporting our whānau and promoting community-led language revitalisation, which strengthens mana motuhake. Elected by Kāhui, these panels include reo experts, practitioners, and local champions dedicated to our cause. They help develop skills in communities, review strategies and plans, evaluate applications, and recommend investments to the Board. By focusing on local needs and aspirations, Pae Motuhake empowers communities to lead their own efforts in revitalising te reo Māori.

## Pou Reo/Kaiurungi Reo & Kaiāwhina

Pou Reo/Kaiurungi Reo (language support navigators) reside within the Kāhui and have been working closely with their Pae Motuhake to provide valuable insight on the ground. In the past, the Tari and Board did not always have visibility over this, but investment into these roles has translated into more support for iwi and communities through strategic investments aimed at each Pae and each Kāhui. Over the year, Pou Reo have supported current and prospective kaitono to register and apply for investment funding and, in some instances, assisted others with individual and whānau language plans.

In support of Pae Motuhake and Kāhui, Kaiāwhina play a critical role in providing administrative support across Pae Motuhake. They have also coordinated key events on behalf of their Pae Motuhake. These Kaiāwhina have organised travel for their Pae Motuhake members, organised strategy and planning meetings and assisted with the development of their roles in order to enable each Pae Motuhake to carry out their business more effectively and efficiently.



Ngahuia Kopa, Ngā Paemanu o Tainui, at Komiti Kaha 2023 in Waikato with other wāhine. Image by Te Rawhitiroa Bosch.

## Te Rangakura o Te Whare o te Reo Mauriora

Te Rangakura o Te Whare o te Reo Mauriora is a shared research group that brings together representatives from Te Mātāwai, Whakaata Māori, Te Māngai Pāho, Te Puni Kōkiri, Ministry of Education, and Te Taura Whiri i te Reo Māori. This group works collaboratively to create a unified research agenda, all working towards the vision of 'Kia mauriora te reo Māori'.

One notable project from a joint research agenda is He Ara Poutama mō te reo Māori, a tool developed with Te Mātāwai, Te Taura Whiri i te Reo Māori, Ministry of Education, and Statistics NZ.

It predicts the number of conversational and fluent te reo Māori speakers up to 2040, helping each agency plan for the future. All parties have contributed their resources and time to make this possible.

In addition to joint projects, Te Rangakura also share valuable information and resources to support internal te reo Māori initiatives. This includes research, evaluation papers, and practical tools, ensuring a unified and effective approach to language revitalisation.



# Te Whare o te Reo Mauriora

Te Whare o te Reo Mauriora is the conceptual framework illustrating the partnership relationship between the Māori and the Crown strategies.



## Audacious Goals

**By 2040, one million people (or more) will be using Māori language in community immersion domains**

**By 2040, the Māori language will be the first language of 25% of all Māori children (aged 0–7)**

**MAIHI MĀORI**  
**KIA ŪKAIPŌ ANŌ TE REO**



## Outcomes

### TUAKIRI

**Te reo Māori use in hapū, iwi and communities enhances local identity and community cohesion**

### WHAKATIPURANGA

**Whānau (homes) are supported to re-establish and maintain te reo Māori as a nurturing language**



## Approach

**Reo immersion environments**

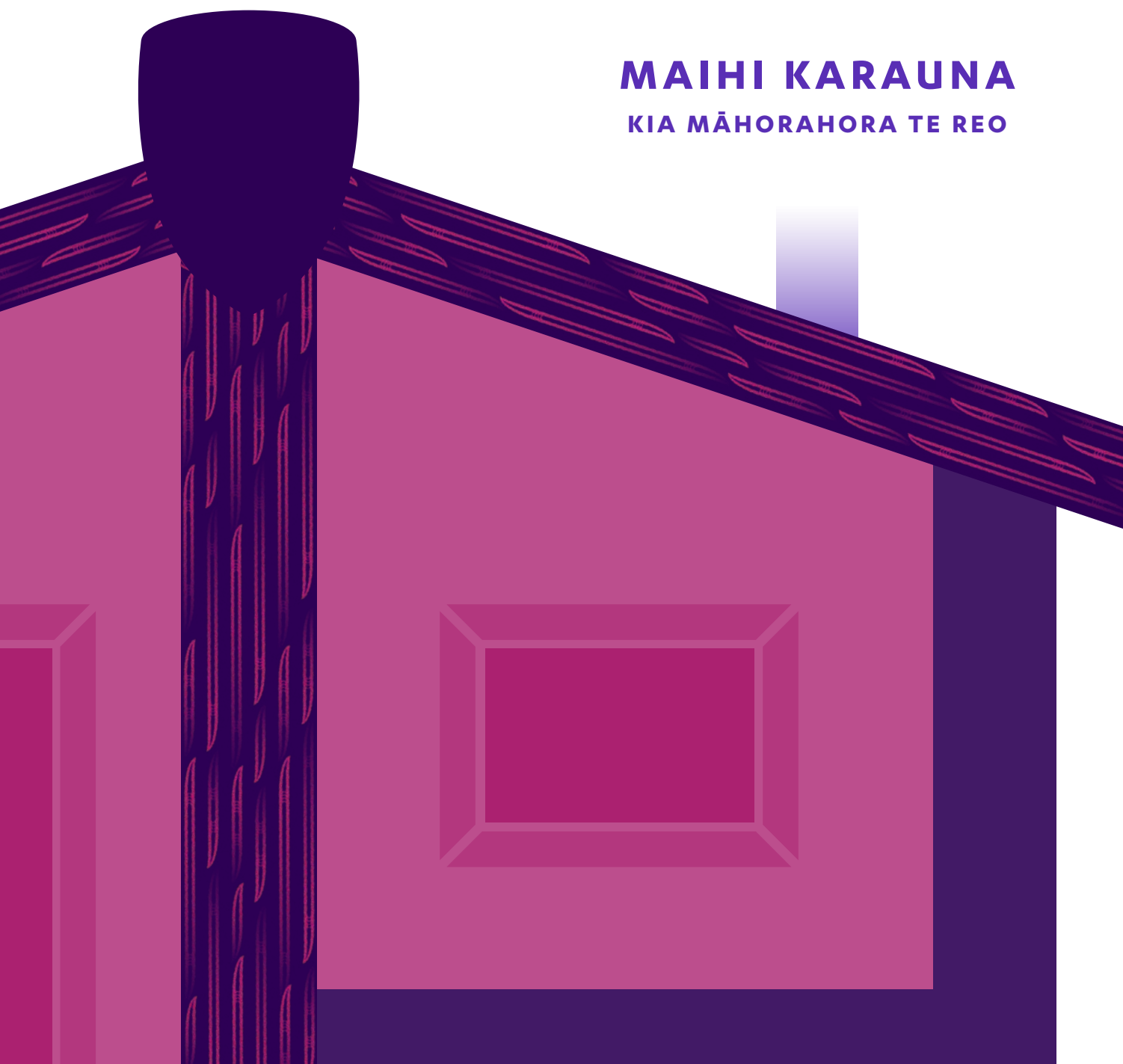
**Reo revitalisation planning**

# TE WHARE O TE REO MAURIORA

KIA MAURIORA TE REO

## MAIHI KARAUNA

KIA MĀHORAHORA TE REO



# Statement of Intent 2021–2024

Te Mātāwai intends to optimise engagement and collaboration with its whānau, hapū, iwi, hapori and other partners in order to develop a strong and sustainable Māori language body and activities.

## KĀINGA, HAPORI, IWI



### Oranga o te whānau Whānau wellbeing

More whānau are feeling confident in navigating their Māori language journey. They know who they are, use the Māori language every day, are actively connected and participate in Māori language and cultural activities.



### Kōkiritanga reo Reo movements

Increased numbers of whānau are being drawn into movements where Māori language and identity is preferred and enhanced. Local level clusters are led by whānau, marae, hapū, hapori and iwi.



## TE TUKU

### CREATING THE ENABLING CONDITIONS

#### Leadership and Relationships

Bold and brave leadership at all levels of Māori language revitalisation.

#### Talent development

A framework that attracts, retains, and grows ngā Kaipupuri i te Mauri o Te Whare.

#### Data and information

Knowledge, research and evidence promotes best practice and informs better decision-making.

#### Processes – Policies and systems

Processes and solutions are whānau-centred, community-led and fit-for-purpose.

#### Resource

An enhanced resourcing model that enables whānau and community-led solutions.



## AN INFORMED, CONNECTED, SUSTAINABLE AND INFLUENTIAL WHĀNAU AND COMMUNITY LEADERSHIP MODEL



### **Tuakiri** Iwi identity at local and national level

Whānau have an increased sense of iwi identity where the Māori language is both visible and valued at the local and national level.



### **Reo** **tuku iho** Intergenerational transmission

More whānau are increasing their daily use of Māori language. Use across generations is both ascending and descending.



### **Rumaki reo** Immersion domains

Whānau have regular access to bilingual and immersion domains across a variety of kaupapa, locations and timings. These provide a safe space for all whānau to use the Māori language relative to their proficiency levels.



## **TE WHARE O TE REO MAURIORA** LEADERSHIP AND EFFECTIVE RELATIONSHIPS

### **Collaboration**

Align, collaborate and partner with others to maximise the Māori language revitalisation efforts.

### **Leadership**

Bold and brave leadership at all levels of Māori language revitalisation.

### **Accountability**

Te Mātāwai are effectively reporting and accountable to ngā Kaipupuri i te Mauri o Te Whare.

# Statement of Intent 2021–2024

## Progress Update

Our Statement of Intent 2021–2024 (SOI) has guided the strategic approach of Te Mātāwai and the development of tools, research, and investment programmes to support Māori language revitalisation. This Statement of Intent identifies five core outcome areas which combine internationally recognised language revitalisation strategies with holistic features important to Māori which affect revitalisation.

As Te Mātāwai wraps up three years of operationalising this Statement of Intent, we look back at the distance we have travelled alongside our communities to achieve impact across these outcome areas. In addition to the outcome areas, we recognise the substantial growth in capacity and capability across Te Mātāwai (the Tari and community development) which reflects ongoing development of Te Mātāwai in its seventh year. We are now ready to move confidently towards our next goals and into a bright future as more and more whānau are enthusiastically embarking on their Māori language journeys.



### Oranga o te whānau Whānau wellbeing

Whānau wellbeing is innately linked to the Māori language, through which whānau connect with their ancestry, history, land, and each other. Te Mātāwai investment in community activity has seen whānau come together, which they acknowledge as the start to language and cultural revitalisation amongst them. Whānau have reported on the positive impact their local language activity has had on their wellbeing as individuals, as whānau and hapū.



### Kōkiritanga reo Reo movements

Organic Māori language forums created by likeminded people remained focus areas. The Board committed \$2.5m support towards Te Ataarangi who are the longest standing reo movement with consistent reo revitalisation results. In order to get more language into the home, investment into Māori language films was supported. Investments ranged from tree-planting to taonga puoro, to nationwide programmes developed for kaumātua.



### **Tuakiri** **Iwi identity at local** **and national level**

Following on from *oranga o te whānau* (whānau wellbeing), *tuakiri* (identity), is further enhanced due to investment in activity that draws people back to their communities where they have experienced deeper connections with whānau, whakapapa, and whenua. They have been connected to iwi-specific knowledge which enabled whānau to understand and celebrate the aspects of their culture and heritage which make them unique, while grounding them in the stories, practices, and language of their ancestors. Resources have been developed by whānau that reflect their regional language and identity which now lies as repositories to help to preserve knowledge for future generations.



### **Reo tuku iho** **Intergenerational** **transmission**

Intergenerational transmission is flowing in both directions, with increasing numbers of kaumātua encouraged to learn alongside their mokopuna, helping to heal the broken lineage of Māori language in whānau.



### **Rumaki reo** **Immersion domains**

The hunger for immersion opportunities can be seen in the unprecedented popularity of kura reo and the intentional expansion of rumaki in cultural and sports settings throughout communities. Kura reo increased from 29 in 22/23 to 61 in 23/24, an increase from approximately 3,000 individuals in immersion to 6,000 for this forum alone. Furthermore, whānau now understand the impact that present day immersion domains will have for future generations of Māori language speakers and more kaitono have dedicated their homes as rumaki reo spaces.



# Measuring Our Impact

## Investment and Impact

In 2022, we recognised the need for Pou Reo to help Kaitono better understand Te Mātāwai's investment strategy and funding opportunities, as well as to support Pae Motuhake in their important work. These dedicated individuals offer invaluable support to kāinga, hapori, and iwi by helping them build practical and logistical skills on the ground. Their presence has bridged gaps, provided guidance, and ensured that our efforts in language revitalisation are successful and sustainable.

This initiative has led to more clearly outlined proposals, specifying who Kaitono are working with, what activities are needed, and the impact they aim to achieve. We're also seeing a higher quality of applications for multi-year funded contracts. These positive changes reflect a growing and maturing system that aligns with the principles of social investment. Our investment in Pou Reo is showing real results, and we are dedicated to keeping this momentum going.

Our decisions on where to invest are increasingly based on solid data and evidence, ensuring that resources are directed where they can make the most significant impact. As we begin to see the results of our hard work, our refreshed Statement of Intent is now focusing more on language domain investments. This strategic shift is already influencing our investment choices and will continue to shape our future approach.

One part of this approach is the development of the *He Ara Poutama mō te reo Māori* model, the first of its kind for language revitalisation in the world. This predictive data tool helps us forecast the number of conversational and fluent te reo Māori speakers up to 2040, allowing us to plan and allocate resources more effectively. Te Rangakura (cross agency research group) has discussed updating the model with Census 2023 data to best support our social investment mindset.

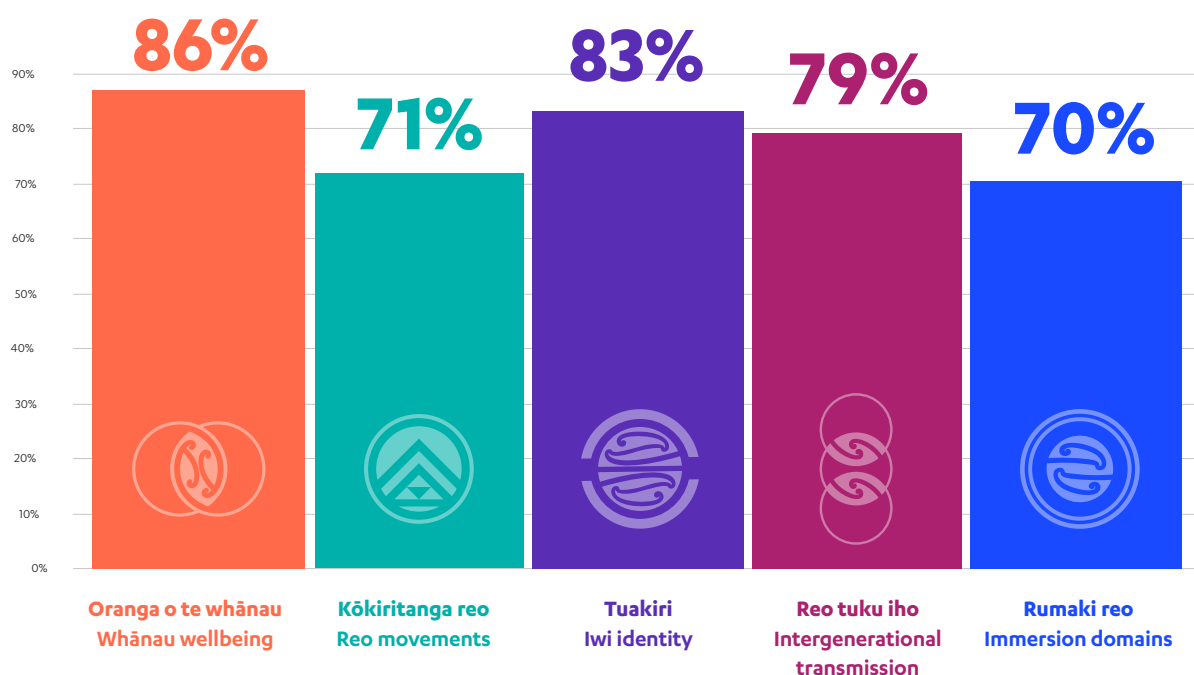
Additionally, Te Mātāwai uses a specially designed reporting framework to gather information from Kaitono and analyse how their initiatives contribute to the five outcome areas identified in our Statement of Intent. This process converts data into percentages, showing how our investments align with the goals of whānau wellbeing, immersion domains, intergenerational transmission, reo movements, and iwi identity.

After establishing the first set of baseline data in 2021/22, we are now in our second year of comparing data to identify trends in Māori language revitalisation across our communities. Each year, we strive to improve our reporting processes to help Kaitono share their insights and ensure that the information produced enhances our work's impact across Kāhui. Our investment facilitators carefully follow up to ensure the necessary information is gathered. By investing in our own research team, Te Mātātupu, we have internal analytical capability that helps ensure our decisions are data-driven.

These combined efforts – strategic investment in Pou Reo, a data and evidence-driven approach with He Ara Poutama mō te reo Māori, and our investment data – create a strong foundation for social investment. Together, they ensure our resources are used effectively and that our initiatives make the most impact.

The high demand for funding is a clear sign of the growing enthusiasm and commitment within our communities. The oversubscription of proposals highlights both the success of our outreach and the pressing need for more resources. This surge in applications, from 251 applications in 2022 to 543 applications this year, reaffirms the widespread recognition of the importance of te reo Māori and the collective drive to ensure its sustainable future. Despite our best efforts to maximise and pool resources, unmet needs still exist within our communities. Increased funding is

### Overall Project Contribution to SOI Outcomes



essential to address these needs and support the ongoing work of kāinga, hapori, and iwi. By securing additional resources, we can be more targeted with our efforts.

Looking ahead, we plan to continue our focus on data and evidence to guide our investment decisions. This approach will ensure that our resources are used efficiently and that our initiatives have the desired impact. We are also exploring ways to enhance our financial sustainability, including potential revenue streams like spectrums and adopting an investment mindset for our programmes. This could involve exploring a range of financial tools beyond

traditional grants, ensuring that Te Mātāwai remains strong and capable of supporting language revitalisation well into the future.

### Contribution of kaupapa supported by Te Mātāwai to Statement of Intent outcome areas

In the 2023/24 financial year, Te Mātāwai<sup>2</sup> analysed 80 initiatives completed across all Kāhui (regional clusters). The final analysis shows that kaupapa supported by Te Mātāwai have a clear focus on delivering impacts to Whānau Wellbeing with Iwi Identity emerging as another key focus for many whānau, hapū and iwi.

2. Te Mātāwai research team

02

# OUR WORK

Billie Baker, Kaiarataki Anamata of Te Reo o Ngātōkīmatawhaorua. Image by James Rua.





# Impact of Our Work

Investment into Pou Reo and robust reporting standards means increased visibility of our efforts has been transformative. This has been a challenge in the past, but now we have a clearer understanding of who we are and our journey, especially with the Statement of Intent as our guide. This clarity has translated into more effective investments for our Kāhui-a-iwi. We see tangible results within whānau, such as improved communication across generations, a stark contrast to ten years ago. This increased visibility and understanding translated into more support for iwi and communities through strategic investments aimed at each Pae and each Kāhui.

Part of this success has been our support for regionally based kura reo that cater specifically to regional mita (dialects). Over the last two investment rounds, we have dramatically increased our support for these initiatives, leading to significant growth in tribal wellness, dialect wellness, and iwi confidence. These kura reo have not only reinvigorated traditional mita but also strengthened the identity and pride of iwi.

As part of our Hawaiki mokopuna journey, we are laying down career pathways for our mokopuna, with the language at the forefront. It's crucial that our young people see themselves in a variety of careers where te reo Māori is valued.

We're beginning to work with organisations like local councils to create pathways for mokopuna and tamariki. These initiatives highlight the value of our language and aims to demonstrate how we can integrate language and career development across domains.

Together, these efforts are paving the way for a future where iwi and communities are empowered to lead Māori language revitalisation, with Te Mātāwai providing the necessary support and funding to help them succeed.





Koroua and moko from the Wharepapa-Waititi whānau in Te Kaha. Image by Erica Sinclair.

# Kāinga, Hapori, Iwi

This section includes information and stories from each Kāhui, offering a glimpse into the impact that Te Mātāwai investment has for kāinga, hapori and iwi. Each Kāhui report includes insights from Pae Motuhake and highlights from a range of kaupapa that took place across communities.

A recurring theme across kaupapa this year has been the return home as a result of Māori language activity with whānau gathering on marae, in dining rooms, beside rivers, and in online spaces to be nourished by the language of their ancestors amongst their whānau. While kaitono weren't necessarily focused on the intrinsic link between wellbeing and language as they brought people together to connect with their whakapapa and whenua, this connection becomes apparent after the event.

In-person wānanga provided significant opportunities for whānau and communities to immerse themselves in Māori language, tikanga, history, and mātauranga, with this precious time together facilitating the flow of intragenerational transfer of reo and tikanga across kaumātua and across pakeke, and intergenerationally between kaumātua, pakeke and mokopuna. At the same time Kaitono designed kaupapa which met the

needs of whānau and communities through online delivery, helping to firmly root participants in their Māoritanga through reo ā-iwi, karakia, games and waiata. New learning tools and resources were developed by whānau and supported whānau as they transformed their homes into immersion domains.

Te Mātāwai is deeply inspired by the commitment from whānau, hapū, and iwi who continue to champion language revitalisation as a means to reclaim and strengthen their identity.

It's important to acknowledge that, despite the vibrant activities happening across Kāhui, there remains an urgent need for additional resources and support within our communities. By addressing these unmet needs, we can ensure that every hapori, whānau, hapū, and iwi can fully participate in and benefit from the revitalisation of te reo Māori. This allows us to more effectively target our efforts where they are needed most.







# Te Tai Tokerau

## Overview from Poutaki

Māori language is undoubtedly on the rise in Te Tai Tokerau, where our hapū and iwi brought energy to the learning, teaching, and promotion of te reo Māori. Kaupapa welcomed people home to their marae and whenua and inspired enthusiastic engagement from whānau as they work to revitalise Māori language in their kāinga and communities.

Wānanga featured in many new initiatives for whānau and hapū, as increasing numbers of marae established wānanga to strengthen the capability of speakers for paepae and pae karanga. Marae-based kaupapa were another prominent feature across Te Tai Tokerau and contributed to language learning and transmission within the whānau. Kura reo supported the development of skills which are now on display from the Taumata right through to the kura reo of Whirinaki, and with the ongoing creation of resources and language plans we are seeing Māori language flourishing within Te Tai Tokerau.



**Aperahama Edwards**  
Ngātiwai

The growing passion for Māori language opportunities in our rohe has led to a surge in applications for investment rounds. Unfortunately, the available funding from Pae Motuhake o Te Tai Tokerau hasn't increased to match this demand. This challenge highlights the amazing dedication of our communities and the pressing need for more resources to support these important initiatives. With many homes and marae in Te Tai Tokerau in remote communities, we are committed to providing support for those outside of urban centres to ensure that our investment rounds are accessible to all of our people. As we look to the future, we will continue to focus on the reo of Te Tai Tokerau, strengthening the mita of te reo in homes throughout the region, and revitalising and celebrating the traditions of Te Tai Tokerau.



Kaiako, kaiwhakahaere and taura of Kura Reo ki Whirinaki. Image by Te Rawhitiroa Bosch.

Investment 2023–2024

In the 2023–2024 Financial Year 28 new contracts were approved. The table below outlines the spread of activity types across the approved contracts.

TE TAI TOKERAU INVESTMENT 23/24  
\$1,332,013

28 CONTRACTS

Activity Type	Total # of 23/24 Activities	Percentage of Contracts by Activity Type
Wānanga	23	82%
Kura Reo	4	14%
Karaehe Reo	12	43%
Whakamahere Reo	4	14%
Hui	5	18%
Hanga Rauemi	15	54%
Other	1	4%





Kaihoe of Te Reo o Ngātokimatawhaorua at Haruru.  
Image by James Rua.

### **Te Reo o Ngātokimatawhaorua | Ngā Rau Awa o Ngā Waka Taua o Mai Pewhairangi Trust**

Te Tai Tokerau is home to Te Reo o Ngātokimatawhaorua – a kaupapa connecting kaihoe to the oral traditions and ancestral knowledge of waka. With a focus on intergenerational transmission and immersion domains, Te Reo o Ngātokimatawhaorua hosted 10 wānanga throughout the year across six marae and two events in Waitangi and Māngungu. Leadership development is central to this kaupapa where participants honed their skills as kaihoe, kaihautū, and kaiurungi, with wānanga providing the opportunity for Ngāpuhi living in and outside of Te Tai Tokerau to reconnect with their moana and awa, and stand as kanohi kitea for their whānau, hapū, and iwi.

Across wānanga Māori language was shared through waiata, haka, karakia, pōwhiri, whaikōrero, karanga, and mātauranga waka, with kaitātaki increasingly utilising Māori language during popular kaupapa waka. Waitangi Day at the Treaty Grounds this year brought together hundreds of kaihoe, kaihautū, and kaiurungi, necessitating the naming and launch of a new waka to accommodate the number of participants present.

The growth in leadership capability has culminated in kaihoe assuming leadership position on their marae, thriving as kaikaranga, kaiwero, kaikarakia and kaiwhaikōrero. Their capability means that senior members can take breaks to focus on upskilling the leaders to come, signalling robust succession plans. Te Reo o Ngātokimatawhaorua continues to fortify the waka of Te Tai Tokerau by welcoming kaihoe home to their ancestors, language, history, and marae.



“

Ko tō mātou hiahia kia tupu ā mātou kaihoe rangatahi nei. Mā rātou ō mātou tūru e whakakī. He kaitiaki noa iho mātou o ērā momo mahi mā ngā uri whakatupu.

“It’s our intention to develop our young paddlers so they can fill our seats. We are merely guardians of these activities which are to be taken up by the future generations.”

Cheryl Meek, Kaitono



Te Whaitū o Whangaroa at Waitangi Day 2024 celebrations.  
Image by Te Rawhitiroa Bosch.

## Te Whaitū o Whangaroa | Te Rūnanga o Whaingaroa

Te Whaitū o Whangaroa brought together whānau from across the Te Tai Tokerau region for five multi-day wānanga with the goal of growing taumata kōrero and taumata karanga skills. Delivered by Te Rūnanga o Whaingaroa, these wānanga form part of a three-year plan to elevate Whangaroa specific reo, rerenga, kōrero tuku iho, and tikanga through the medium of waka and wānanga, throughout the marae of Whangaroa. Whānau were supported by experienced and skilled exponents of Whangaroa reo Māori, who guided up to eighty regular participants of all ages as they learned about mōteatea, tauparapara, pūrākau, waiata tahito, Te Tiriti o Waitangi, and He Whakaputanga. The wānanga provided precious time to share knowledge, with one kuia leading tūtōhu whenua and providing valuable insights into the hapū of Whangaroa. Over the year, participants worked hard to develop their Māori language confidence, with many tauira feeling empowered to join other kaupapa iwi, hapū, and marae following this experience.

## Kura Reo Ki Whirinaki | Kura Reo ki Whirinaki Incorporated

While succession planning was the seed that Kura Reo Ki Whirinaki originally grew from, this is now a well-established kaupapa delivering Māori language programmes to hundreds of people each year. Kura Reo Ki Whirinaki is a full-immersion wānanga held each April in Hokianga. This year 200 participants came together over five days to learn from Tai Tokerau Māori language experts and practitioners, and soak in the wisdom of guest speakers from around Hokianga.

Kura Reo Ki Whirinaki also runs the Kura Kāinga programme to meet the diverse learning needs of whānau, with three multi-day wānanga giving participants the opportunity to develop Māori language skills through waiata, pepeha, karakia, games, stories, and visits to places of significance. Originally designed for the people of Te Hikutū, Kura Kāinga has now developed into an important pathway for whānau raised away from their ūkaipō to reconnect and strengthen their sense of belonging to Whirinaki.



## Tainui

### Overview from Poutaki

Tauira enthusiastically joined in Māori language initiatives across Tainui, as wānanga marae and kura reo have grown in popularity. The transmission of paepae skills was a key focus for the Kāhui — a credit to the Kīngitanga and Poukai who have deliberately primed orators and kaikaranga to host audiences from around Aotearoa for many generations. Demand for kura reo opportunities was at an all-time high, signalling the strong desire of whānau and communities to deepen their knowledge of Māori language, tikanga and ancestral wisdom in iwi settings.



**Haki Tuaupiki**  
Waikato, Ngāti Tūwharetoa

Over the last year, the first-of-its-kind kaupapa Te Pūaha o Waikato focussed on restoration of karakia, karakia takahi where, waerea and its connection to the essence of Pae Mārire. Youth engagement in Māori language activities was a highlight across the Kāhui, with rangatahi-led kaupapa such as Te koopae waiata a Rākai Whauwhau showcasing rangatahi leadership, language, and elevating the unique rangatahi perspective.

While Māori language flourished within Tainui homes and hāpori, our Pae Motuhake faced challenges with the high number of applications for investment, due in part to the limited distribution of funds. This has impacted our ability to fully support the aspirations of our people.

Despite this, the dedication to language revitalisation remains strong, highlighting the need for more targeted resources. As our Pae Motuhake implements our investment strategy, we keep the language planning and language learning needs of our whānau front and centre.

On the horizon we look towards our next Tainui language symposium Huinga reo, huinga taniwha, and consider ways to strengthen engagement and visibility of Te Mātāwai and Pae Motuhake within the Kāhui. With each year Matariki brings our whānau and communities closer together, and as we expand our understanding of cultural practices and how we celebrate te tau Māori we reconnect our kāinga, hāpori and iwi, and foster Māori language vitality for generations to come.



Participants of He Hau Ora, He Rau Ora. Image supplied by Shane Edwards.

### Investment 2023–2024

In the 2023–2024 Financial Year 31 new contracts were approved. The table below outlines the spread of activity types across the approved contracts.

#### TAINUI INVESTMENT 23/24

**\$1,129,357**

**31 CONTRACTS**

Activity Type	Total # of 23/24 Activities	Percentage of Contracts by Activity Type
Wānanga	24	77%
Kura Reo	4	13%
Karaehe Reo	11	35%
Whakamahere Reo	4	13%
Hui	3	10%
Hanga Rauemi	14	45%
Other	3	10%





Tauira of Te Reo 'Mau'-ri with kaiwhakahaere, Anaru Keogh.  
Image supplied by Kaharau Keogh.

### Te Reo 'Mau'-ri ('Mau Rākau') | Anaru Keogh

From July to November, 25 tauira regularly came together to practice mau rākau and immerse themselves in the Māori language. Presented at multiple locations across Kirikiriroa, Te Reo 'Mau'-ri included weekly kura reo covering Māori language, mau rākau, and tikanga, as well as four wānanga held in alignment with phases of maramataka Māori. Over 25 written and recorded resources were produced to support tauira in their ongoing learning.

Te Reo 'Mau'-ri provided a holistic experience to participants by using Māori language as a vessel for teaching mau rākau, and promoting and supporting the physical, mental, and cultural wellbeing of whānau. Regular connection through kura reo and wānanga ensured that students retained the information and ancestral knowledge covered in Te Reo 'Mau'-ri, including puha, ngeri, haka, mōteatea, pātere, karakia and tauparapara.

The thoughtful design of this kaupapa resulted in substantial increases in Māori language use by the many tamariki and rangatahi in attendance and supported 10 tauira to progress in Te Ara Poutama, demonstrating growth and excellence in mau rākau practices. Te Reo 'Mau'-ri shows that sharing mātauranga with intentional care is essential for ongoing intergenerational transmission, with tauira inspired to pass on their knowledge to generations to come.

“

Nā, kua tahuri tēnei āhuatanga ki te pā ki a mātou whakawhitinga kōrero i waho atu i ngā mahi akoako, arā, i ngā wā kai, i ngā wā whakatā, hei ngā wā ka heipū mātou ki a mātou he hongī te momo mihi, he reo Māori te reo kōrero.”





Whānau of Ngāti Pū gathered for their wānanga reo. Image supplied by Dorothy Dempsey.

### Hikutaiā Marae Hikutaiā | Hikutaiā Marae

Hikutaiā Marae Hikutaiā proactively promoted revitalisation of te reo o Ngāti Pū through a well-structured programme of fortnightly hui ata and monthly wānanga reo. With a focus on Māori language use in the home, participants grew confidence and capacity in Māori language, waiata, and tikanga which they then developed as whānau.

The kaupapa fostered a positive atmosphere, with mistakes turned into learning opportunities, and people of all ages respectfully sharing expertise. For many, returning home to be part of a kaupapa designed to support wellbeing and fill up their knowledge basket was extremely heartening and enabled them to experience an enriching marae environment.

The flourishing Ngāti Pū identity was shining as Ngā Matakahi Maire o Ngāti Pū hosted the Hauraki Cultural Festival 50th anniversary event, where a kapa haka of forty-eight performed items showcasing narratives from Ngāti Pū. Many of the kaihaka were inspired to perform as a result of the confidence built through the Hikutaiā Marae Hikutaiā kaupapa.

### He Hau Ora, He Rau Ora | Galaxy Waikato Touch

Creating new immersion domains was a key achievement of He Hau Ora, He Rau Ora, which brought together 20 young female athletes to strengthen their connection to te ao Māori and increase their confidence and use of Māori language in sporting environments. Participants attended four noho marae which linked reo ā-Tainui to place. Attendees listened to kōrero from tohunga whakairo Kereti Rautangata and guest speakers, accessed the resting place of the waka of Tainui, visited Hawaiki where the taro from Hawaiki were planted, and engaged with waka and stars.

Through these experiences, a micro community movement was created. Participants' use of Tainui dialect extended beyond noho marae into their homes, with several whānau pursuing further education in Māori language and mātauranga. This kaupapa shows how new immersion domains can develop when we ensure that whānau are connected to communities that share and support their revitalisation efforts.



# Te Arawa

## Overview from Poutaki

The first Hui Taumata held in Te Arawa was a chance to celebrate the commitment of the language leaders, champions, and learners who are propelling Māori language revitalisation forward across the Kāhui. Highlighting the increase in Māori language use over the last decade, the Hui Taumata was an opportunity to recognise how far Te Arawa has come, and a chance to set a clear pathway forward.



**Bryce Murray**  
Te Arawa, Ngāi Te Rangī, Ngāti Ranginui

Māori language teachers have been leading initiatives for people of all ages and proficiency levels, and a growing number of kaupapa combined Māori language learning with the taiao and other aspects of traditional culture such as weaving and wānanga moko. Kaumātua took up opportunities to learn for the first time, and learners absorbed the language of their ancestors in safe and welcoming environments.

Whānau throughout Te Arawa were motivated, attending multiple kaupapa and pushing themselves to use Māori language regularly in everyday contexts from kapa haka practice to social media posts. First and foremost, our Pae Motuhake aimed to meet this enthusiasm by ensuring that Māori language initiatives were widely accessible, and by actively encouraging Māori language learners to maintain momentum as they moved up the proficiency ladder.

While continuing to manage limited resources to the greatest effect, our Pae Motuhake worked to remove barriers and foster capability and capacity in key areas such as strengthening paepae skills within the Kāhui. Our Pou Reo provided additional support for our collective journey, offering guidance and practical advice to kaitono. As we look to the next Hui Taumata and another year of learning and growth, we acknowledge the immense work of our whānau and communities who are restoring the Māori language to our kāinga, workplaces, and marae.



Tūwhare Kōrero is a wānanga that aims to grow whaikōrero capability within Ngāti Tūwharetoa. Image supplied by Henare Pitiroi.

### Investment 2023–2024

In the 2023–2024 Financial Year 29 new contracts were approved. The table below outlines the spread of activity types across the approved contracts.

#### TE ARAWA INVESTMENT 23/24

**\$1,096,740**

**29 CONTRACTS**

Activity Type	Total # of 23/24 Activities	Percentage of Contracts by Activity Type
Wānanga	27	93%
Kura Reo	2	7%
Karaehe Reo	21	72%
Whakamahere Reo	11	38%
Hui	7	24%
Hanga Rauemi	14	48%
Other	3	10%





Kaiwhakahaere, Sarah Fraser with taura of Te Puna Reo Ki Te Aka Mauri. Image supplied by Sarah Fraser.

### Te Puna Reo Ki Te Aka Mauri | Sarah Fraser

Te Puna Reo Ki Te Aka Mauri aims to restore Māori language as the nurturing first language in homes, workplaces, in the community and at the marae. Delivered as weekly full-immersion classes with oral transmission as the primary teaching method, this course challenged participants to learn new vocabulary and sentences at pace. Taura were quickly able to learn karakia, mihi mihi, and pepeha, and take those teachings back to share in their homes and with their whānau.

For 42 weeks across 2023, participants ranging from rangatahi to kaumātua developed their capabilities together. Each class started with mihi mihi and each of the ten participants offering kōrero to the group, which developed in complexity as the course progressed. Students initially found the immersion environment difficult but soon excelled in rumaki reo. One participant went on to confidently lead a mihi on behalf of his travelling group when visiting Rarotonga.

The organisers of this kaupapa ensured accessibility needs were met, incorporating visual teaching elements and maintaining a safe and accessible venue for all taura. Te Puna Reo Ki Te Aka Mauri successfully ignited passion for the Māori language, demonstrating a pathway towards Māori language excellence that is designed to meet the diverse needs within a community.





Tauira of Te Reo a Te Whare Pora preparing harakeke. Image supplied by Wikitoria Riria McDonald.

### Te Reo a Te Whare Pora | Te Kono Mātauranga a Te Whare Pora Ltd

The unique Māori language of Te Whare Pora (the House of Weaving) was shared over eight weeks through classes and wānanga tailored to Māori language learners at all ages and stages. Kaitono held language and weaving hand in hand, guiding participants aged 8 to 73 years old as they learned kōrero hitori, whakapapa and tikanga relating to Te Whare Pora.

Together, 30 tauira across three levels of language proficiency explored the work of Te Whare Pora and improved their Māori language skills. Wānanga were held at Te Papa-i-ouru, Ōhinemutu Pā, with participants representing three generations of Māori language users from whānau, hapū and iwi. Kaitono are now exploring options for additional wānanga to meet the enthusiasm and demand of tauira, successfully bringing to life their goal of Māori language being spoken at all times, in all wānanga, and in all places.

### Tūwhare Kōrero | Henare Pitiroi

Tūwhare Kōrero came to fruition out of a desire to increase the low number of kaiwhaikōrero in the Ngāti Tūwharetoa region. Nine wānanga were designed to provide paepae immersion opportunities for 20 participants as they deepened their knowledge of history, mōteatea, tauparapara, kawa, and tikanga of Tūwharetoa.

Tūwhare Kōrero supported participants to refine their craft and gain experience delivering whaikōrero at their respective marae. Tauira were able to lean on their new knowledge and develop tauparapara for use in whaikōrero, and by the end of the wānanga series almost all participants had successfully delivered whaikōrero, with three in the final stages of honing their skills. With the majority of wānanga run as rumaki reo, participants experienced 128 hours of Māori language immersion, resulting in increased Māori language proficiency and confidence among tauira.



# Mātaatua

## Overview

E mihi kau atu ana ki tō tātau kaipāruauru o te one whakarito, nāna i hanga te rangi me te whenua. Nāna anō hoki i hanga te tangata kia rite anō ki tōna hanga. Nāna anō hoki i whakatō te uru māraurau ki roto ki tēnaka, ki tēnaka o tātau ahakoa ko wai te tangata. Ko te wehi ki a lhowa te tīmatanga o te mātauranga.



**Agnes McFarland**

Tūhoe, Ngāti Awa, Ngāti Maniapoto, Samoa

Ki a rātau mā kua tiokaokahia ake nei te whārangi rau pūangiāngi, whakangaro atu rā ki ngā nōhanga matamata o rātau mā, ngā kanohi te urunga o te rā kua ngaro, kua ngaro i te rā nei. Kati rā, huakina mai te matapihi o ō koutou hinengaro, he karere atu ki a manawa pā, kia manawanui ai rā ki wēneki kōrero. Kia kaha e nga whakatipuranga o te tira hou, tēneki te hara mai nei inā te rongopai, inā te rangimarie. Aukī ki ngā kōkō pūkōrero o te wā, ngā pou whakaewewhenua ko koutou rā ngā kaikawe i te wairua o te kupu e tāwharautia nei a Mātaatua waka.

E tuku ana i ngā mihi ki ngā Poutaki o Te Pae Motuhake o Mātaatua o mua, nā rāua mātau i ārahi, ki a Bentham Ohia o Ngāti Pūkenga rāua ko Te Kahautu Maxwell o Te Whakatōhea. Tēnei hoki ka mihi ake ki ngā tokotoru o Mātaatua waka kua eke mai ki runga i Te Pae Motuhake o Mātaatua hai whakakanohi i ō rātau iwi. Ko Taute Taiapa o Ngāti Whare, Ko Muriwai White o Ngāti Manawa me Rauangi Ohia o Ngāti Pūkenga.

The Pae Motuhake of Mātaatua is full for the first time since our establishment and we are now well-positioned to support our whānau, hapū and iwi

on their Māori language journeys. Kaupapa across the Kāhui spanned a wide range of Māori language learning opportunities for all ages through whānau-based and marae-based programmes. Initiatives such as wānanga karanga and whaikōrero remained a priority for Mātaatua and ensure pae tapu are strong throughout marae. The past year has brought the establishment of a Mātaatua te reo symposium in 2024, to highlight and celebrate all the achievements and growth within Mātaatua which move us closer to kia ūkaipō te reo.

Diverse initiatives expanded on Māori language learning, provided support for rangatahi to study language alongside history, and offered whānau guidance in learning whakapapa. The kura reo of Te Whānau-ā-Apanui and Te Whakatōhea are now well established, and a kura reo for Ngāti Awa has been created. New resources were produced including books for Hāhi Ringatū, Ngāti Awa traditions and Te Tai Whakaea, books about karanga and poroporoaki, and a dictionary covering kapa haka words and phrases.

With kaupapa thriving around Mātaatua, our Pae Motuhake are working to develop new members



One of two E Tipu e Rea in-person wānanga at Tauarau Marae. Image supplied by Aroha Ngaropo.

and extend our presence in our communities. Attending kaupapa remains a valuable way for us to connect with whānau, understand goals and aspirations, and respond to the varied needs of our Kāhui. We aim to build on these insights by

developing research to understand the health of te reo within Mātaatua. With key activities now underway, our Pae Motuhake looks forward to focusing on what is happening on the ground with our whānau, hapū, and iwi.

### Investment 2023–2024

In the 2023–2024 Financial Year 46 new contracts were approved. The table below outlines the spread of activity types across the approved contracts.

**MĀTAATUA INVESTMENT 23/24**  
**\$1,108,386**

**46 CONTRACTS**

Activity Type	Total # of 23/24 Activities	Percentage of Contracts by Activity Type
Wānanga	37	80%
Kura Reo	6	13%
Karaehe Reo	16	35%
Whakamahere Reo	19	41%
Hui	4	9%
Hanga Rauemi	23	50%
Other	3	7%





First day of Ngā Ia Taiheke o te Reo Māori wānanga for 2024 held in Te Aoreke wharekai. Image by James Rua.

## Ngā Ia Taiheke o te Reo Māori | Moana Ngātai

Matakana Island is home to Ngā Ia Taiheke o te Reo Māori which aims to re-establish the marae as a nurturing space for Māori language learning. Through its first year of operation, this kaupapa provided regular wānanga at Opureora Marae offering an opportunity for people of all ages and proficiency levels to grow their Māori language skills. Led by two kaiako, groups of up to 30 students, across multiple generations, worked together to build foundational Māori language skills which they then took back into their homes and communities. Classes have attracted a deeply committed group of students from around Matakana, as well as tauira who crossed the harbour each week on the barge from Ōmokoroa. While the long-term vision of this kaupapa is to welcome people home and restore Māori as the primary language on Matakana, Rangiwhaea and Motuhua, it has already created positive impacts

for whānau. The marae now serves as a safe environment for Māori language to be learned and spoken, and the history and waiata of the island are taking on new life as more people access this ancestral knowledge. This kaupapa demonstrates that Māori language journeys can begin at any time with the right support and opportunities.

“

For me it's mostly timing related, instead of age related. The reo for me is about being able to communicate and understand what my mokos are saying. I'm ready because I'm home, back on the marae”.

**Hinemotu Douglas, kaumātua and tauira of Ngā Ia Taiheke o te Reo Māori**



Whānau captured outside Tama ki Hikurangi whare in Waiōhau.  
Image supplied by Donny Kohunui.

### Fostering te Reo to restore our Papakāinga | Donny Kohunui

This whānau-led kaupapa welcomed people to revitalise links with their papakāinga, whenua, iwi, hapū, and whakapapa. With reconnection to land and language as a central goal, whānau members who had lived away for decades had the chance to bring their tamariki and mokopuna home, strengthen their identity and Māori language capabilities, and take up the shared responsibility for nurturing Māori language.

Over six multi-day wānanga attendees practiced karakia, waiata, mōteatea, and pepeha, and learned whakapapa, history, and mātauranga. Guest speakers offered insight into whakapapa and kinship ties between Tūhoe and Ngāti Awa, and visits to landmarks including Pūtauaki Maunga helped attendees deepen their knowledge further. This kaupapa empowered whānau to confidently participate in kapa haka, te reo rangatira programmes, kura Māori, and marae huihui. With Māori language learning set as a high priority in homes new generations are now dreaming of sitting on the paepae as kaikōrero and kaikaranga.

### E Tipu e Rea | Aroha Ngaropo

E Tipu e Rea ran a series of full-immersion wānanga from August to January which attracted more than 40 attendees from tamariki to kaumātua. Six online wānanga focused on sentence structures, grammar activities, waiata and mōteatea, and different types of mihi. These sessions were accessible for those living remotely, including four whānau living in Australia who were able to participate and strengthen their Māori language confidence.

Two in-person wānanga were also held at Tauarau Marae, where attendees learned about the land and local environment, whakapapa of the whare tupuna and marae, and history of the Māori language. Waiata, karanga, and language specifics were covered to help attendees consolidate their knowledge. To help sustain motivation for Māori language learning beyond wānanga, kaiako supported whānau to develop their own language plans to take back home and guide them on their Māori language learning journeys.



# Te Tai Rāwhiti

## Overview from Poutaki

The future looks bright for Māori language across the Kāhui of Te Tai Rāwhiti, as whānau members who used to stand behind an aunty or uncle have stepped up into leadership roles and grown capacity for our marae and kaupapa. The popularity of initiatives and energy of participants was exemplified by the Tūranga kura reo, which along with Tāreikura Wānanga at Mangatū Marae helped to inspire our people's awareness and ambition.



**Mātai Smith**

Rongowhakaata, Ngāi Tāmanuhiri,  
Ngāti Kahungunu ki Te Wairoa

Pōkaitara drives excellence in Māori language and mātauranga, and the graduation of their second intake signified the emerging capabilities of graduates who attended the many initiatives and Matariki hautapu events throughout Kahungunu. Kura Reo ki Tūranga kaupapa hosted conversations with koroua to uncover and revitalise older words and phrases, and in collaboration with Tūranga FM, these words and phrases were heard on the airwaves and online. Te Reo ki Tua has gone from strength to strength, and what was once a regional hui, is now recognised as a premium national Māori language revitalisation event.

Hui whakamōhio held in Wairarapa, Te Wairoa, Te Mahia and Tūranga gave our Pae Motuhake a welcome chance to meet kanohi ki te kanohi with our whānau and discuss how we can support their kaupapa. The success of these hui directly led to the increase in high-quality applications for the latest investment round where we received 72

tono. While this is a great sign of more whānau joining the reo journey as learners and leaders, managing this growth with our limited resources remains a challenge. This enthusiasm highlights the need for additional support to continue fostering language revitalisation.

This year, Pae Motuhake hosted the Board of Te Mātāwai in Tūranga which was a valuable opportunity where we heard directly from the Board, shared our learnings and challenges, and gained insights into how other Kāhui undertake their programme of work. Over the coming year we will refresh and simplify our investment plan, so that our priorities and the types of kaupapa we are looking for are clearer for whānau. Pae Motuhake also aims to collaborate more with iwi, Rūnanga and other organisations to optimise our resources, as we work towards the shared goal of ensuring te reo o Te Tai Rāwhiti is seen, heard and thriving.





Kaikaranga and kaiwhaikōrero of Te Reo o Hākui after a tohi ceremony in Wairarapa. Image supplied by Huria Robens.

### Investment 2023–2024

In the 2023–2024 Financial Year 37 new contracts were approved. The table below outlines the spread of activity types across the approved contracts.

#### TE TAI RĀWHITI INVESTMENT 23/24

**\$1,232,253**

**37 CONTRACTS**

Activity Type	Total # of 23/24 Activities	Percentage of Contracts by Activity Type
Wānanga	30	81%
Kura Reo	7	19%
Karaehe Reo	17	46%
Whakamahere Reo	11	30%
Hui	8	22%
Hanga Rauemi	21	57%
Other	3	8%



Paora Peipi (with his pūtātara) and Nellie Brown are taurira of Tāreikura Wānanga held at Mangatū Marae, near Gisborne. Image by James Rua.

## Tāreikura Wānanga | Mangatū Marae

Centred around Māori language revitalisation in a Mangatū context, Tāreikura Wānanga is a nurturing environment for whānau to learn and reconnect through pepeha, whakapapa, karakia and mōteatea. For three years, this kaupapa has welcomed people from pēpi to kaumātua back to their whenua, catering for up to eighty participants at all levels of Māori language proficiency. This kaupapa fosters language and community leadership capabilities necessary for building self-sustaining revitalisation practices, with a group of volunteers coordinating and facilitating wānanga. They welcomed whānau from near and far to learn Māori language, tikanga, and oral traditions that are uniquely Ngāriki Kaipūtahi.

The rural setting of Mangatū Marae in Whatatutu – where horses, gumboots, and shearing are part of everyday life – provides the perfect opportunity to weave nature into wānanga, where participants are able to visit pā, climb the mountains, and replenish themselves in the nearby rivers. This rich learning environment is supported by resources including a children's book *‘Haumia nāna te Aruhe’*, karakia booklets, and online communities.

Ancestral knowledge is shared during wānanga, where participants offer their experiences and insights into kiwaha, oro, whakapapa, karakia Ringatū, and the history of the land. Throughout wānanga, whānau work together to develop the skills needed to create thriving Māori language hubs in their homes and marae.

“

He pai ēnei wānanga mō ngā whānau e noho pātata, kātahi mō ngā whānau e noho paetawhiti, kia whakakotahi, kia whakarauora i te kāinga, te hapori, kia whakakā i te ahi o te kāinga.”

“These wānanga are good for whānau who live near and far to reunite at home, and keep the home fires burning”

Nellie Brown, 21, attendee



## Kōrerotia te reo Māori | AkuAku A4M (Kiekie Marae)

Kōrerotia te reo Māori wove together Te Ataarangi methods of learning with Ngāti Porou kupu, whakapapa, whakataukī, and pepeha to provide tauira with a solid foundation of Māori language knowledge. Designed in phases, kaiako guided tauira through core language concepts, sentence structures, writing, commands, and questions, before moving on to more complex language learning.

With a focus on marae protocol, tauira had the opportunity to listen to whaikōrero on Kiekie Marae and learn about the roles of all the people who keep the home fires burning. Introductions such as ‘ko wai au’ and ‘nō hea au’ were supported by the marae waiata ‘Ka karanga ana ake ki runga o te maunga Tokatea’. Karakia, pepeha, whakapapa, waiata, pānui ā-waha and pānui ā-pukapuka were practiced along with conversational language and colloquial sayings, and Māori language use was encouraged at all times. Tauira researched pūrākau to expand their



Whānau singing waiata in their wharenui, Hau.  
Image supplied by Wiki Gilvray.

knowledge of ngā maunga kōrero o Te Whānau-a-Rākairoa and other boundaries of the area, while developing their knowledge of language structures. Kōrerotia te reo Māori demonstrated that important understanding grows out of shared experiences.

## 2023–24 Te Reo o Hākui, Wairarapa | Huira Robens

Established in 2021, Te Reo o Hākui acknowledges the central role of grandmothers as guardians of community knowledge, and the importance of maintaining intergenerational transmission of Māori language. This kaupapa immersed tauira in the customs and dialect of Wairarapa through eight weekend wānanga over the year where they honed their language and leadership skills.

Focusing on Māori language for both formal and informal situations, tauira crafted kōrero for use across the marae ātea, mahau, urupā, awa, and ngahere. Karanga and whaikōrero were studied, with participants becoming confident to speak at

tangihanga and deliver karanga at pōhiri in their own communities. PowerPoint resources supported learning, and visits to Ruamahanga River and Hurunuiorangi Reserve, where wāhine connected their newly acquired knowledge back to the land.

Throughout the programme, tauira were invited to participate in tikanga for official ceremonies including the Crown apology to Ngāti Kahungunu at QEII Park in Masterton, and the return of Lake Wairarapa from the Crown to Rangitāne and Ngāti Kahungunu. With the Wairarapa mita growing in strength, several students have now successfully turned their homes into a whare kōrero Māori anake.





# Te Tai Hau-Ā-Uru

## Overview from Poutaki

The return of Te Mātoe o te Reo in March 2024 was a major focus for Te Tai Hau-ā-uru. Held at the Michael Fowler Centre, this Māori language symposium expanded the realm of possibilities for Māori language to thrive, and provided a space for language revitalisation exponents and champions to share knowledge and empower and inspire new generations of Māori language learners.



**Hohepa Isaac-Sharland**  
Rangitāne, Raukawa, Taranaki

With this significant event successfully realised, our Pae Motuhake is now working to ensure a full complement of members so that we have the capacity to work effectively across the Kāhui and support a wide range of kaupapa. Like other Pae Motuhake, we are inspired by the abundance of tono we receive, which highlights the pressing need for more support and resources to meet our community's aspirations.



Te Pae Motuhake o Te Tai Hau-ā-uru members Ruakere Hond (left) and Hohepa Isaac-Sharland at Te Mātoe o te Reo in March 2024. Image by Kiriana Eparaima-Hautapu.



Kahu Ropata at Hongoeka Marae of Ngāti Toa Rangatira outside the wharenui Te Heke Mai Raro.

Investment 2023–2024

In the 2023–2024 Financial Year 35 new contracts were approved. The table below outlines the spread of activity types across the approved contracts.

TE TAI HAU-Ā-URU INVESTMENT 23/24  
\$1,232,211

35 CONTRACTS

Activity Type	Total # of 23/24 Activities	Percentage of Contracts by Activity Type
Wānanga	28	80%
Kura Reo	4	11%
Karaehe Reo	26	74%
Whakamahere Reo	10	29%
Hui	10	29%
Hanga Rauemi	12	34%
Other	6	17%



Te Kākano wānanga, bringing whānau to their pā, Rātā.  
Image supplied by Luke Enoka.

## Te Wānanga o Ngāti Hauiti | Te Maru o Ruahine Trust

Te Wānanga o Ngāti Hauiti connected whānau to their pā, Rātā. The whakataukī “*Ka tū whakahirahira te rātā, ka hinga, ka tō te kākano, ka tupu anō!*” provided the conceptual basis of this kaupapa, where over 100 attendees came together for a weekend in September 2023 to plant and nurture seeds of Māori language within their whānau. The weekend provided a special opportunity for attendees to learn at the pā and on the whenua through two distinct wānanga: Te Kākano wānanga catered to whānau and featured bilingual instruction with some immersion classes, while Te Rātā was a full immersion wānanga.

Together, whānau learned Māori language that can be used in everyday life at home and in the community through activities including tree planting, pō whakangahau, kaumātua kōrero, tunu kai lessons, and both formal and informal

Māori language classes. A highlight of the wānanga was a taonga puoro workshop led by Jerome Kavanagh and Ruiha Turner who shared insights into taonga puoro as a therapeutic tool, and recounted pūrākau and the orokohanga of each instrument.

Affirmed by strong whanaungatanga and kotahitanga over the past year, Te Wānanga o Ngāti Hauiti kaupapa now forms part of a larger plan for Ngāti Hauiti as they continue growing their language and identity from seeds into mighty trees through ongoing wānanga over the coming years.

“

The wānanga was encouragement to come back home and reconnect in a different way [than] I ever have before.”

Te Wānanga o Ngāti Hauiti attendee





The Johnson whānau, strengthening their reo and tikanga knowledge through wānanga. Image supplied by Lee Johnson.

### Kia Āmio te Reo | Lee Johnson

The Johnson whānau have strengthened their Māori language and tikanga through the Kia Āmio te Reo kaupapa, coming together for wānanga and kai, participating in kōrero on the marae and within hapū and iwi. With the aim of reconnecting to their marae and bringing Māori language back into their homes, the Johnson whānau engaged in a series of language planning wānanga at various marae within the Manawatū rohe.

Throughout the wānanga, participants learned new karakia, kōrero tuku iho, waiata and whakapapa, which has provided the foundation for the Johnson whānau to bring more Māori language into their homes and daily lives. With their kete brimming with waiata and growing Māori language confidence, whānau members now feel empowered and prepared to be kaihāpai for the paepae and participate more fully in kaupapa marae.

### Kurawaka-i-mua | Te Rūnanga o Toa Rangatira Incorporated

Across six wānanga, Rūnanga staff, iwi, and hapū members came together to participate in marae kawa, tikanga moana, mahi waka, and Matariki preparations. Set in and around Takapūwāhia Marae, attendees were immersed in the history, cultural heritage, and practices specific to this area.

Kaupapa covered knowledge of the coastal environment including karakia, safe practices, and the impacts of urban infrastructure on kaimoana. Participants learned about wāhi tapu and rāhui, and took part in the construction of waka-taurua in an immersion setting. Ngāti Haumia uri were supported with language planning resources to guide their Māori language journey.

Matariki preparations included workshops on mihimihi, pepeha, whakataukī, rongoā, and maramataka, as well as the Māori star compass. Through this kaupapa, Kurawaka-i-mua succeeded in nurturing robust kawa and a vibrant marae that is able to serve the varied and changing needs of whānau, hapū and iwi.



# Te Waipounamu

## Overview from Poutaki

The past year offered a lot to celebrate with multiple significant Māori language kaupapa taking place within Te Tai Tonga. Manu Kōrero 2023 was held in Ōtepoti, and against the backdrop of Kā Tiritiri-o-te Moana, Kāi Tahu hosted the national Hautapu celebration for Matariki 2024, showcasing the heights of karakia knowledge and expertise.



**Paulette Tamati-Elliffe**

Ngāi Tahu, Te Ātiawa, Ngāti Mutunga

Te Taihū hosted Te Mana Kuratahi and the Secondary School Kapa Haka National Competition, and from the people at the front welcoming in the rest of Aotearoa to the people behind the scenes making sure these events were successful, Te Taihū deserve a huge mihi for leading two major national kaupapa and embodying the dreams and aspirations of *Kia Ūkaipō anō Te Reo*.

Intergenerational transmission increased throughout the Kāhui, with children now growing up with Māori as their first language. This milestone mirrors the development of Te Waipounamu kura reo, which two decades ago relied on expertise from other iwi. We now have full capability within our Kāhui, and every iwi in Te Waka a Māui run their own kura reo. At Tereā Te Waka, a presentation and beautiful song highlighted the challenging journey of the rē of Moriori, and emphasised the massive achievement

it is to have reached this point of vitality. Across the Kāhui, rakatahi actively strengthened their use of Māori language and their connection with nature, as those who have had access to the Māori language from a younger age gave back to their own communities, signalling a strong future not only for our reo and rē, but for our whānau and hūnau.

As hunger for Māori language grows across Te Tai Tonga, so too does pressure on language experts and resources. The geographical size of our Kāhui and distinct groups of iwi and Moriori also brings unique challenges, and our Pae Motuhake are constantly working to find a balance that best serves the wellbeing of our people and our language. As we thoughtfully navigate these challenges, we look forward to the time when Māori and Moriori language is thriving in homes and communities and throughout te taiao.



Te Reo Kia Rewa, reconnecting whānau to their Ngāti Kuitanga. Image supplied by Vanya George.

Investment 2023–2024

In the 2023–2024 Financial Year 25 new contracts were approved. The table below outlines the spread of activity types across the approved contracts.

TE WAIPOUNAMU INVESTMENT 23/24  
\$1,035,535

25 CONTRACTS

Activity Type	Total # of 23/24 Activities	Percentage of Contracts by Activity Type
Wānanga	14	56%
Kura Reo	5	20%
Karaehe Reo	7	28%
Whakamahere Reo	4	16%
Hui	3	12%
Hanga Rauemi	9	36%
Other	1	4%





Dr Hana O'Regan and Tā Tipene O'Regan sharing kōrero at Terea Te Waka. Image by Phil Tumataroa.

### Terea Te Waka – Hui Taumata Reo ki Ōtautahi | Mokowhiti Ltd

Terea Te Waka brought together Māori language champions and Kāi Tahu whānau to celebrate Māori language and soak in wisdom from across the revitalisation movement. Held in Ōtautahi across two days in late March 2024, this Māori language symposium was predominantly a full immersion kaupapa with a range of sessions including panel discussions, workshops, and lectures. Organisers ensured an inclusive atmosphere, with language support available to attendees at the beginning of their Māori language journeys, and throughout the weekend whānau Māori were able to share their ideas, strategies and approaches to Māori language revitalisation within the takiwā.

Language champions and guest speakers offered valuable experience and wisdom, with attendees hearing from Tā Tipene O'Regan, Dr Hana O'Regan, Rawinia Higgins, Charisma Rangipunga, Kiwa Hammond, Megan Potiki, Rahera Cowie, Te Tai Tonga MP Tākuta Ferris, Dr Eruera Tarena, Victoria Campbell, and Kare Tipa. Several hapū were also invited to share how they went about developing language strategies, providing inspiration and guidance for others who are just starting this process.

By creating a space for Māori language speakers to connect and collaborate, and by shining a light on communities who are in love with their language, Terea Te Waka helped to grow and nourish ties across the Māori language revitalisation movement and affirmed the aspirations of whānau, hapū, and iwi.



Tauira coming together for the in-person Reo at Waihao wānanga. Image supplied by Trudy Heath.

### Reo at Waihao | Te Rūnanga o Waihao

Reo at Waihao was developed to enable whānau to learn at a manageable pace within a supportive and relaxed online learning community. With a focus on ease and accessibility, this kaupapa brought whānau together via a private Facebook group where new lessons were introduced each week in easily digestible formats.

Content was aligned to the 'Māori Made Easy' books but using hapū specific words and dialect, and rangatahi who are fluent Māori language

speakers produced a series of short videos to supplement lessons. A series of mini challenges kept things fun and relaxed and helped to keep participants engaged. By utilising an informal online format, this kaupapa helped to normalise Māori language revitalisation within hapū and whānau and provided a record of their progress together. The online format of Reo at Waihao was such a success that whānau came together for an in-person wānanga.

### Te Reo Kia Rewa 2023/2024 | Kaikaiawaro Charitable Trust Board

Te Reo Kia Rewa brought together whānau, hapū, and iwi to connect to their Ngāti Kuitanga and deepen their knowledge of Ngāti Kuia whakapapa and pūrākau. Over two three-day wānanga, whānau were welcomed to Te Hora Marae where they were immersed in Ngāti Kuia reo and tikanga. With more than one hundred people attending, kaiako successfully catered to a wide range of language capabilities, offering total immersion opportunities for fluent speakers and bilingual supported sessions for beginner whānau.

For many whānau, returning home to Te Hora enabled them to reconnect to their taha wairua and achieve a greater sense of wellbeing. The intergenerational context allowed kaumātua and pakeke to share their mātauranga with rangatahi and tamariki, passing down wisdom and stories that they had learnt at similar ages. Through Māori language lessons, karakia, and waiata, whānau grew in confidence as they were empowered to step into their Ngāti Kuitanga.

# Te Reo Tukutuku

## Overview from Poutaki

Te Reo Tukutuku is grounded in the roots of Te Mātāwai, and through our ongoing activities people are increasingly aware of our unique role in supporting the Māori language legacy groups who built the path for language revitalisation over fifty years. Te Reo Tukutuku champions the important history of those involved in driving Māori language revitalisation and aims to ease the path forward so that our legacy groups continue to thrive.



**Brenda Soutar**

Ngāti Awa, Ngāti Porou, Ngāi Tai ki Tāmaki

Mana is held by the communities and custodians who bring our people together and sustain the Māori language. As the house of intergenerational transmission, women hold special influence in ensuring the continuation of the Māori language. Kaupapa that respond to our environment help to preserve knowledge, while rangatahi are growing the skills and capability to become tomorrow's leaders. The future looks bright as iwi and communities take the lead in Māori language revitalisation, with Te Mātāwai providing the necessary support and target funding to help them make the most impact.

Over the year, Te Reo Tukutuku has supported innovative kaupapa including tāngaengae, women butchers, roller derby, and initiatives where children and pregnant mothers shine.

The popularity of kura reo signalled the wellbeing of our language, as did learning programmes including reo Māori crossfit competition Mātātoa, and Mātua Rautia which supported parents to speak reo Māori. The latest investment round attracted increased applications which demonstrated the health of Māori language, as well as the depth of need which our Pae Motuhake worked hard to manage against limited funding. With changes in government, we are now operating in an environment where there is less support for Māori kaupapa, and this is directly felt in our kāinga, hapori, and iwi. As representatives for our communities, Te Reo Tukutuku acknowledges the essential importance of connection between all those working to revitalise Māori language to secure a strong future for our people.





Mātua Rautia gives mātua the skills to navigate Māori language learning and speaking with their tamariki. Image supplied by Rex Paraku.

### Investment 2023–2024

In the 2023–2024 Financial Year 55 new contracts were approved. The table below outlines the spread of activity types across the approved contracts.

#### TE REO TUKUTUKU INVESTMENT 23/24

**\$2,952,166**

**55 CONTRACTS**

Activity Type	Total # of 23/24 Activities	Percentage of Contracts by Activity Type
Wānanga	24	44%
Kura Reo	15	27%
Karaehe Reo	19	34%
Whakamahere Reo	10	18%
Hui	16	29%
Hanga Rauemi	30	54%
Other	8	14%



Judge Alana Thomas on set for Pū Kōrero with interviewer, Te Rawhitiroa Bosch. Image supplied by Te Rawhitiroa Bosch.

## Pū Kōrero | Rawhitiroa Bosch

Pū Kōrero is a Māori language podcast that showcases the richness of Māori ideas and knowledge. Beautifully produced with audio and visual capture, this podcast functions as an enduring resource for Māori language speakers and learners to engage with whakaaro Māori and mātauranga Māori, and to hear Māori language spoken by a wide variety of people.

Episodes are formatted as kōrero between a guest and the host, who guides the flow of conversation across a wide range of experiences and topics. Across the series, twenty diverse guests from different iwi, generations, and work and life experiences were invited to share their stories, including Judge Alana Thomas, Dr Tātere MacLeod, Julian Wilcox, Maisey Rika and Pere Wihongi.

Available across social media platforms as well as YouTube, iTunes, and Spotify, Pū Kōrero is now an innovative learning tool for te reo Māori speakers and learners. By creating a digital immersion domain that can be accessed from almost anywhere, this podcast has helped to expand immersion opportunities in the everyday lives of Māori language speakers and learners. Pū Kōrero not only elevates the wisdom and ideas of Māori guests, but also the visibility and vitality of the Māori language.



Pū Kōrero, available on Spotify and YouTube.

### Te Kura Reo o Mātua Rautia | Rex Paraku (on behalf of Tuakiri Consultancy Ltd.)

Te Kura Reo o Mātua Rautia was centred around intergenerational transmission of the Māori language and aimed to teach parents the skills to support Māori language learning and speaking with their children. Held at Taumata o Te Rā Marae in Manawātū, this streamlined kura reo shared quality content including learning games, sports activities, and entertaining tools to use with children to foster Māori language immersion in the home.

The programme was taught by skilled and knowledgeable experts who created a safe and encouraging space for all learners. Participants appreciated that learning was centred around fun activities relevant to their everyday lives and were inspired to challenge themselves throughout the kura reo during public speaking exercises which pushed their Māori language capabilities. At the end of the kaupapa, the group were united in feeling more confident in their Māori language capabilities and energised to share this in their homes and communities.

“

To be honest, at times it is taumaha carrying this kaupapa but when you see the light go on for our whānau it makes it all worthwhile.”

Attendee / Kaitono



Whānau at Moria Marae, Whirinaki. Image supplied by Maureen Muller.

### E Hoki ki tō maunga kia purea ai koe e ngā hau a Tāwhirimātea | Maureen Muller (on behalf of Te Matū Consultants Ltd.)

Whānau from across the motu came together online and at noho marae to develop their Māori language proficiency and expand immersion domains from the kāuta to the marae ātea. With many young families wishing to prioritise Māori language for their children, this kaupapa provided a comfortable and supportive learning environment where participants improved their reo abilities for the home while learning whakapapa, waiata, and making pancakes for the rōpū.

Noho marae were a special opportunity for whānau to deepen their understanding as they immersed themselves in the wairua of the kōrero being shared. These in-person gatherings were complimented by online sessions that helped to foster a safe space for participants to grow their Māori language confidence. With a focus on te reo o Ngāpuhi, participants from kaumātua to mokopuna were able to expand their knowledge of Ngāpuhi waiata and mita through visual, kinaesthetic, audio, and mahi ā-ringā teaching methods. By strengthening connections with whenua, hapū, iwi, and their ūkaipō, whānau are restoring vitality to Māori language in kāinga and hāpori and across generations.



# Working in Partnership

Effective partnership is key to the success of Māori language revitalisation, and since our inception, Te Mātāwai has aimed to establish productive and authentic partnerships throughout our work. Elevating blueprints of partnership grounded in Te Tiriti o Waitangi is an ongoing process requiring bold and brave leadership at all levels of Māori language revitalisation. Te Mātāwai is committed to fostering effective partnerships as we promote the health and wellbeing of Māori language, and carry the dreams and aspirations of Māori, whānau and iwi into our collaborative projects and engagement with Crown partners across *Te Whare o te Reo Mauriora*.



Huakina Te Tatau 2023 – Hui hosted by Te Mātāwai for Te Whare o te Reo Mauriora partners. Image by Adrian Heke.

## Huakina Te Tatau

In August 2023, Te Mātāwai hosted Chief Executives and governance members of Māori language entities at Huakina Te Tatau to build relationships and lift critical awareness of *Te Whare o te Reo Mauriora*. Fostering alignment in our aims and advocacy will enable partner organisations to effectively initiate collaborative work towards the overarching vision 'kia mauri ora te reo'.

With a shared interest in securing the Māori language for future generations, Huakina Te Tatau acknowledges the collective impact potential that exists across *Te Whare o te Reo Mauriora*. Following this initial hui, Chief Executives are committed to an ongoing conversation, with another forum scheduled prior to the next Rūnanga Reo.



Te Mātāwai with the Māori Delegation at the 10th Anniversary Gala of the ANZTEC Agreement in Taiwan.

### 2023 Forum on the Revitalization and Exchange of the Austronesian Languages

Te Mātāwai were invited to present our operational practices, vision, and Māori language policy insights at the 2023 Forum on the Revitalization of the Austronesian Languages. This opportunity was facilitated by Te Puni Kōkiri, with costs covered by the Council of Indigenous Languages in Taiwan.

Board member, Teina Boasa-Dean, and two kaimahi represented Te Mātāwai and promoted our powerful community-based development model. Sharing Aotearoa's unique partnership approach in both formal and informal settings, drew enthusiasm from other attendees who were interested in the kaitiaki role held by iwi, and the leadership our communities have in Māori language revitalisation.



Board member, Teina Boasa-Dean speaking at the forum.



## Future Direction: Strategic Planning and Sustainability

A genuine partnership mindset, rooted in Te Tiriti o Waitangi, is essential. Our collaboration with the Government through Te Whare o te Reo Mauriora is about creating strategies together, sharing responsibilities, and ensuring mutual respect. This partnership will help build a sustainable foundation for language revitalisation, honouring our shared vision for the future.

Te Whare o te Reo Mauriora will play a pivotal role as we move forward. By partnering more closely across Maihi Karauna and Maihi Māori, we aim to maximise our resources and impact. In a fiscally constrained environment with a growing demand for reo Māori services, we need to continue to take an investment mindset to our work, creating the most impact with the resources available in a sustainable way.

As we look ahead, financial sustainability is crucial, and we're exploring diverse revenue streams in addition to our funding, like innovative funding models and investment-based frameworks. This will help us support more initiatives and use our resources effectively. We aim to secure stable finances for both ourselves and the beneficiaries of our investments. We will explore options for

diversifying our revenue streams, including strategic decisions about our spectrum allocation, to ensure our investments and distributions align with our growing demand and support the normalisation of te reo Māori.

Our future planning relies on data, evidence, and the principles of social investment. Tools like He Ara Poutama mō te reo Māori lay a strong foundation to guide our resource allocation and planning. By using a robust reporting framework and investing in our research team, Te Mātātupu, we ensure that our decisions are data-driven and targeted for maximum impact. This investment mindset will help create a strong foundation for our initiatives, making them sustainable and effective.

Creating career pathways for our mokopuna, with te reo Māori at the centre, is a key part of our vision. The “kōhanga generation”<sup>3</sup> now includes the 20, 30, and 40-year-olds shaping Aotearoa New Zealand's future. We're beginning to work with organisations like local councils and banks to integrate language and career development, showing our young people that their language skills are valuable assets in a variety of careers.



Ministers and Te Whare o te Reo Mauriora partners meeting to discuss how to get the best outcomes for te reo Māori.

3. <https://e-tangata.co.nz/comment-and-analysis/the-kohanga-reo-generation-is-here/>





Te Mātāwai Board Members: Reikura Kahi, Paulette Tamati-Elliffe and Haki Tuaupiki meeting with the Māori Affairs Select Committee.  
Image by Mish Rikihana-Vieira.

### Māori Language Entities Hui – 6 June 2024

Chairs and Chief Executives of the Māori language entities met with the Minister for Māori Development at Parliament in June 2024, to consider how to achieve optimal Māori language revitalisation outcomes. Key themes included the collective support for cooperation, growing Māori language proficiency, and the importance of data insights.

Māori language was recognised as rongoā which contributes to wellbeing, as attendees discussed the role of communities as kaitiaki of their own language and revitalisation efforts. From this hui, it is clear that the language revitalisation system itself will be improved by strengthening ageing infrastructure and working in more connected and coordinated ways that have a long-term vision.

### Te Rangakura – Shared Research Agenda

Te Rangakura continued to meet during the year to discuss the functionality of Te Whare o te Reo Mauriora, and areas of collective focus going forward, including work to identify data gaps and the development of longitudinal research. There is consensus from the group to update He Ara Poutama mō te reo Māori with Census 2023 data, which would provide further depth and shape to the information this microsimulation tool provides. In addition, Te Rangakura is working together to provide feedback to Future Census, a group established by Stats NZ, to ensure the data needs for Māori language are met for the 2028 census.

# Te Tuku Operations

## Research and Insights

As Māori language continues to flourish, we look for new ways to understand this journey through research that speaks to Māori ways of conceptualising and sharing information. As research skills and interest grows across communities, Te Mātāwai works to provide data and analysis that gets to the heart of Māori language revitalisation in Aotearoa.

## Kāhui Monitoring and Evaluation Framework

Te Mātāwai commissioned Malatest to develop a monitoring and evaluation framework which will provide greater insight into the progress of the Maihi Māori and the contribution made by investment kaupapa. The framework provides guidance on data collection, monitoring, and evaluation for both national and regional use, which can be customised to meet the needs of Kāhui while also producing robust information that can be measured against our Statement of Intent and the Maihi Māori.

The framework is now under implementation, with Te Mātāwai working alongside Pae Motuhake to select priority measures, develop data collection processes, and define a monitoring and evaluation cycle. Insights will be used to understand the enablers and barriers that affect investments, kaupapa outputs, and the impacts experienced by whānau and communities. By utilising this monitoring and evaluation framework, Pae Motuhake will be able to make well-informed investment decisions, and Te Mātāwai will be able to assess our theory-of-change and hone our strategy to propel Māori language revitalisation forward for iwi and Māori communities.



Te Mātāwai Kaimahi at Te Mātōe o Te Reo 2024.





Kaiwhakahaere Rangahau, Mikaia Leach calling for expressions of interest in the Kāhui led research campaign.

### Kāhui-led Research Campaign

In 2023, Te Mātāwai launched a campaign calling for expressions of interest from our communities to gauge appetite for research and evaluation. Since closing, Te Mātāwai has completed a preliminary review of the twenty-three submissions received, which were aligned along three broad topics – whānau and community-based language learning, Māori language immersion domains, and strategy and knowledge to support Māori language revitalisation.

While we balance the slow pace of this project with building a solid foundation for the next phase, we have created a national database of researchers, investigated alignment between strategic investment plans and research projects, and begun exploring potential partnership opportunities between kaitono, research institutes, and research funders. This campaign has made it clear that communities want deeper insights into the status of Māori language in their kāinga, hāpori, and iwi, and greater understanding of the barriers specific to language revitalisation for their people.



### Te Reo Māori Trauma Literature Review

To address the limited research that exists into Māori language trauma, Te Mātāwai commissioned a literature review exploring this topic, led by Dr Raukura Roa and Professor Tom Roa. The overarching question for this project was ‘What is te reo Māori trauma?’, with researchers undertaking an expansive review of literature on Māori language trauma and trauma more broadly, before developing their own working definition as:

**“Te reo Māori trauma, or Māori language trauma refers to a person's emotional, psychological, spiritual distress, and/or physical injury caused by harmful events or by association to harmful events, which directly impacts their ability and/or willingness to learn and/or speak te reo Māori.”**

The final report offers three recommendations for Te Mātāwai to consider, including expanding awareness of te reo Māori trauma as distinct from historical trauma and identifying the ways Māori language trauma impacts the health of Māori language and revitalisation strategies. The third recommendation highlights healing through collaboration, necessitating productive partnerships across the health, education and media sectors.





Kaimahi Te Wi Beach, Te Tairāwhiti Pou Reo & Kaiāwhina Lewis Whaitiri, and Mātaatua Pae Motuhake member Thomas Mitai at Komiti Kaha 2023.

## Formative Evaluation of the Pou Reo and Kaiāwhina Positions

Pou Reo and Kaiāwhina roles were established in 2020/2021 with the aim of increasing operational and language learning support across Kāhui. In 2023, a formative evaluation of these community-based roles were completed by Te Paetawhiti & Associates. Focusing on learning and improvement, findings indicated that these roles are considered essential additions to the Kāhui infrastructure, enabling Te Mātāwai to give greater effect to our role of supporting whānau to realise their Māori language aspirations, and boosting Māori language confidence and ambition in kāinga, hāpori and iwi.

Three years in, Pou Reo and Kaiāwhina are busy carving out their roles and developing the systems and processes that support their work. Recommendations from the report include increased training and support and the development of an information flow system between Pou Reo, Kaiāwhina, and the Tari, which have now been put into place. The report also highlighted the benefits that bringing Pou Reo and Kaiāwhina together could have, with opportunities to network, share knowledge, and train with Te Mātāwai national office staff in areas relevant to their roles.

# Engagement



Hoa-Toihau, Reikura Kahi and Bernie O'Donnell speaking about the Te Mātāwai Strategic Plan at Komiti Kaha 2023.

## Komiti Kaha – 28–29 November 2023

Komiti Kaha is an annual conference bringing together Māori language champions to celebrate their work, nurture relationships, and breathe life into a shared vision for Māori language revitalisation. Hosted in Kirikiriroa in the Tainui rohe, this two-day event connects the Te Mātāwai collective from the Board, to Kaitono, to the Tari.

Attendees shared challenges, strengths, and approaches to revitalising Māori language in their communities. During sessions, participants were invited to identify turning points in their Māori language journey and join an imagination space where they could share their aspirations and dreams for the future, exploring concrete steps to getting there.

## Communication Development

This year, our newly established communications and marketing team, Te Mataihi, has been expanding our audiences, reaching both fluent speakers and learners with Māori language and bilingual content. The team shares tips for learning and case studies, alongside bite-sized research insights which promote the wealth of information that Te Mātāwai holds.

Our quarterly e-pānui 'Wairere' was launched in November, allowing us to engage more directly with whānau and communities. Through 'Wairere' we highlight exciting kaupapa, share policy and research work, and deliver key messages to our subscribers. Our new intranet 'Te Matatiki' provides a virtual space for kaimahi to come together and access resources and information necessary for impactful work in the Tari and out across Kāhui.



Intern, Te Matahiapo Hynes speaking at Komiti Kaha 2023.

## Internship Programme

The Te Mātāwai internship programme brings on young tertiary students to learn more about what we do and contribute their skills and energy to Te Mātāwai activities. This year we welcomed two interns to our Tari to work across our various teams. Bringing fresh ideas and that rangatahi vibe, our interns ensure the ideas and ambitions of young Māori are woven into our ways of thinking and working.

Over the summer, our interns worked across multiple teams and projects including assisting Te Mataihi with social media and event planning and providing administration for merchandise orders. Our interns also spent some time in the Te Matatū team looking into opportunities where Te Mātāwai, hapū, and iwi could collaborate, and working with Te Mātāuru to help manage contracts for the Te Tai Tonga Kāhui.





Hoa-Toihau, Reikura Kahi and Bernie O'Donnell presenting the lifetime achievement award at Ngā Tohu Matariki o te Tau 2023.





03

# OUR PERFORMANCE



Tamariki from the Waititi-Kurei whānau in Te Kaha.  
Image by Erica Sinclair.







# Organisational Health and Capability

## Our People

Te Mātāwai brings together passionate people, and this is embodied by the strong collegial atmosphere in our Tari. Born out of necessity, our staff have created a culture of skill sharing and collaboration across teams and projects, and as such we become more than the sum of our parts. While leadership sets the tone for the Tari, a sense of purpose and energy is shared by all employees. We operate on the basis of moving forward together, and we continue to grow this synchronicity through manaakitanga and kotahitanga.

Our diverse and impassioned Board comprises rangatira of high authority, who set our strategic direction and provide robust leadership to Te Mātāwai and within Te Whare o te Reo Mauriora. While bringing together such a wealth of expertise and breadth of experience can present its own challenges, the diversity of the Te Mātāwai Board is an absolute strength of our organisation.

Demand for Te Mātāwai engagement has risen, and as such our focus has been on building capacity in our Tari in order to maximise our support for Kāhui. We have welcomed more staff and continue to focus on strategic use of our energy and resources.

## NUMBER OF STAFF at 30 June

**30** **26**  
2024 2023

## AGE RANGE

- 20–30 years old (18)
- 31–40 years old (4)
- 41–50 years old (2)
- 51+ years old (6)



## OUR STAFF ARE COMPRISED OF:

**28**  
Māori

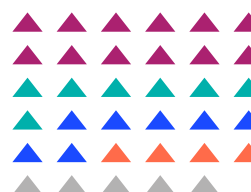
**2**  
Non-Māori

**19**  
Female

**11**  
Male

## TE REO MĀORI PROFICIENCY

- ▲ Very well (12)
- ▲ Well (7)
- ▲ Fairly well (7)
- ▲ Not very well (4)
- ▲ Not more than a few words or phrases (5)



## STAFF NUMBERS

**22**  
Permanent

**3**  
Fixed-term

**5**  
Contractor/Other

## STAFF ROLES

**6**  
Management

**23**  
Professional/technical

**1**  
Support

## Being a Good Employer

Te Mātāwai is committed to being a good employer and creating a safe and healthy work environment for all staff. We recognise the need to look after our kaimahi and their wellbeing. We set this out in policies to demonstrate that their health and wellbeing is a priority. More importantly, we reinforce this in staff meetings and general discussions between peers and managers. Ko te manaaki i te whānau, he manaaki i te kaimahi, he manaaki hoki i Te Mātāwai.

Our personnel policies are regularly reviewed to ensure they are compliant with legislation and that they align with the Ngā Mātāpono<sup>4</sup> for Te Mātāwai.

## Equal Employment Opportunities

Te Mātāwai values people and is committed to the principles of equal employment opportunity and equity for all employees and potential employees.<sup>5</sup> In all cases, Te Mātāwai will appoint the best-qualified person to any position in which it is recruiting and remunerate, train, develop and appraise staff without discrimination.

## Recruitment

Te Mātāwai is committed to being a good employer, and our recruitment policy is based on providing a fair and transparent process for all parties. Our recruitment focuses on employees with good levels of Māori language, cultural proficiency, and specialist technical skills. Te Mātāwai is aware of the value and application of these skills, especially when our staff engage with bilingual and monolingual whānau in the community from diverse walks of life. It is important that our staff can operate professionally and culturally and thereby create an atmosphere that is inviting and welcoming where whānau feel comfortable and confident engaging with Te Mātāwai.

## Remuneration

Te Mātāwai seeks to attract and retain the best person for the job. Accordingly, we pay rates consistent with the market for all positions, and the remuneration is regularly reviewed.

## Bullying, Harassment and Discrimination

Te Mātāwai has policies in place to prevent and address bullying, harassment, and discrimination in the workplace and to promote a safe and healthy work environment.

## Wellbeing

Te Mātāwai is committed to a safe, positive, and healthy workplace through providing strong leadership, fostering good working relationships, and ensuring robust policies and procedures.

Measures taken to promote wellbeing include supporting staff to seek regular eye tests and annual influenza vaccines. Ongoing access to the Employee Assistance Programme (EAP) is available to all staff if required. Staff are also supported and encouraged to take part in activities that promote healthy living. Our Ohu Hauora organise activities and events that bring the Tari together. Indoor netball games and waiata practice are regularly organised to help provide more holistic staff wellbeing. Te Mātāwai seeks to be culturally inclusive where possible.

4. Te Mātāwai values

5. Te Mātāwai is obligated under the Human Rights Act 1993 and the Employment Relations Act 2000





Te Mātāwai Kaimahi at  
Komiti Kaha 2023.







# Performance Report

## Appropriations

Te Mātāwai received funding of \$17.423 million through the Estimates of Appropriation for 'Whakarauora Reo mō te Whānau, Hapū, Iwi me te Hapori | Family, Tribal and Community Māori Language Revitalisation'. This appropriation is intended to achieve progress towards the development and revitalisation of the Māori language within homes and communities through the:

- > Operation of Te Mātāwai, including the fulfilment of its statutory functions.
- > Provision of leadership, influence and advice that supports Māori to protect, sustain and grow their language for use across generations in whānau, homes and communities.
- > Support of community-led initiatives aimed at re-establishing and maintaining te reo Māori as a first language within Māori whānau, homes and communities.

Below is our reporting of performance against the performance measures established for this appropriation.

Assessment of Performance		2022/23	2023/24
100% of Te Mātāwai research and investment funds allocated in accordance with Board approved criteria	All research and investment monies continue to be allocated in accordance with agreed funding criteria, further to publicly notified requests for expressions of interest and assessment of proposals against Te Mātāwai Strategic Research Agenda Priorities.	Achieved	<b>Achieved</b>
65% of whānau surveyed who report increased opportunities to hear and use Māori language as a result of participating in Te Mātāwai supported initiatives	Te Mātāwai developed a database to support the analysis of information collected through the standard investment reporting processes.  83% of contracts have contributed to opportunities to hear and use Māori. <sup>6</sup>	Achieved	<b>Achieved</b>

6. This has been derived by identifying completed contracts within the 2023/24 financial year that offered language classes, kura reo and wānanga as contract activities.

# Kirimana Hoko

## Our Purchase Agreement with the Minister for Māori Development

This section contains our performance report against the three outputs included in our annual Kirimana Hoko (Purchase Agreement). The Māori Language Act 2016 requires that Te Mātāwai enter into an annual Purchase Agreement with the Minister for Māori Development. This agreement outlines Te Mātāwai's delivery outputs and performance measures, against which progress is assessed and reported on every six months.

The three outputs align to our three focus areas of Te Whare o te Reo Mauriora; Kāinga, Hapori, Iwi; and Te Tuku. Detailed reports on performance for each output are summarised on the following pages.

01

**Te Whare o Te Reo Mauriora**

02

**Kāinga, Hapori, Iwi**

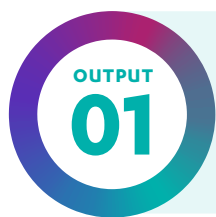
03

**Te Tuku**



Kaimahi, Kararaina Rangihau at Komiti Kaha 2023.





## Te Whare o Te Reo Mauriora – Partnership & Leadership

This output provides an opportunity for Te Mātāwai to give effect to its leadership role in promoting the health and wellbeing of Te Reo Māori and its partnership role within Te Whare o te Reo Mauriora.

REVENUE CROWN	\$1,136,468
INTEREST INCOME	\$0
OTHER REVENUE	\$0
TOTAL REVENUE	\$1,136,468
TOTAL EXPENSES	\$1,029,821
SURPLUS / DEFICIT	\$106,647

### Te Whare o Te Reo Mauriora

#### Output 1.1

Te Mātāwai report on performance against the Kirimana Hoko to te Minita Whanaketanga Māori

### Performance measures & standards

Te Mātāwai will produce two reports on its progress towards the outputs set out in this Kirimana Hoko. Reports to be presented by:

- > 31 July 2023 – Relating to performance for the period 1 January – 30 June 2023.
- > 28 February 2024 – Relating to performance for the period 1 July – 31 December 2023 and any outstanding outputs rolled over from the 2022/23 Kirimana Hoko to this 2023/24 Kirimana Hoko completed by 31 December 2023.



**Status**  
**Achieved**

Te Mātāwai provided two performance reports to Te Minita Whanaketanga Māori. Te Mātāwai outlined its progress towards the outputs set out in the Kirimana Hoko 2023–2024.

**Te Whare o Te Reo Mauriora****Output 1.2**

**Te Mātāwai will fulfil its functions under  
Te Ture mō te Reo Māori 2016**

**Performance measures & standards**

- > Appoint four of the seven members of the Board of the Whakaata Māori as vacancies arise.
- > Provide at least two (2) nominations to te Minita Whanaketanga Māori for vacancies arising on the Boards of Te Taura Whiri i te Reo Māori and Te Māngai Pāho as requested.
- > Forward its Annual Report to te Minita Whanaketanga Māori for tabling in Parliament as soon as practicable but within 6 months of the end of the financial year.
- > Engage with Whakaata Māori to ensure that its accountability documents reflect the role Whakaata Māori has in supporting the objectives of He Reo Mauri Ora and the Maihi Māori.
- > Complete the Te Mātāwai Statement of Intent (SOI) for 2024–2027.



**Status**  
**Achieved**

Te Mātāwai has fulfilled all obligations under Te Ture mō te Reo Māori 2016:

- > Four Te Mātāwai appointments to Whakaata Māori are currently in place. Te Mātāwai appointed Peter Lucas Jones, for a third term to Whakaata Māori on 23 August 2024. Te Mātāwai appointed Kingi Kiriona, for a third term to Whakaata Māori effective from 12 April 2024.
- > Te Mātāwai provided two nominations to te Minita Whanaketanga for Te Māngai Pāho. Te Mātāwai nominated Tamalene Painting (for a second term) and Wenarata Kingi.
- > Te Mātāwai provided three nominations to te Minita Whanaketanga for Te Taura Whiri i te Reo Māori. The nominees were Te Haumihiata Mason, Erana Reedy and Ruihapounamu Ruwhiu.
- > Te Mātāwai forwarded its Annual Report 2022/23 to the Minister for Māori Development on 14 December 2023.
- > Te Mātāwai approved the Whakaata Māori Statement of Intent in June 2023. We are satisfied that the SOI reflects the role that Whakaata Māori holds in supporting the current objectives of the Maihi Māori.
- > The Board approved the Te Mātāwai Statement of Intent 2024–2027.

**Te Whare o Te Reo Mauriora****Output 1.3**

**Te Mātāwai will demonstrate Leadership in te reo Māori revitalisation**

**Performance measures & standards**

- > Host Te Rūnanga Reo in 2024.
- > Te Mātāwai leads a conversation on Te Whare o te Reo Mauriora with support from Te Puni Kōkiri at the Huakina Te Tatau forum in 2023.
- > Develop a Financial strategy.
- > Develop a Te Mātāwai Investment Strategy.
- > Engage Pae Motuhake on Kāhui Investment Strategies.



**Status**  
**Achieved**



**Huakina mai te tatau o te whare kia kitea ai ngā taonga whakahirahira — Gaze into the whare and explore its potential.'**

**Huakina Te Tatau**

Te Mātāwai hosted Huakina Te Tatau, a forum of Chief Executives representing stakeholders within Te Whare o te Reo Mauriora on 17 August 2023 at Te Papa in Wellington. Chief Executives and senior leaders came together to hear from Te Mātāwai on its position within Te Whare o te Reo Mauriora and welcomed further discussions around collaboration, acknowledging the collective impact potential that exists within the Whare. Our Hoa-Toihau discussed the unique position of Te Mātāwai and some of its challenges. Agencies shared their positions on Māori language priorities as well as the challenge regarding clarity of roles.

**Engage Pae Motuhake on Kāhui Investment Strategies**

Hui rautaki were held across all Pae Motuhake from July to October 2023. These hui were supported by Investment, Research, and Strategic Policy staff. Pae Motuhake made slight refinements to Kāhui investment plans, noting that it is still too soon to make considerable changes as the majority of investment plans have only had one or two years of implementing previous changes. Pae Motuhake are also involved in developing monitoring and evaluation frameworks specific for their Kāhui approach.

**Variation to Kirimana Hoko 2023/24**

Te Mātāwai, in consultation with te Minita Whanaketanga Māori, removed the following performance measures due to changes to the current environment and for reasons out of Te Mātāwai control.

- > Host Te Rūnanga Reo in 2024
- > Develop a Financial Strategy
- > Develop a Te Mātāwai Investment Strategy



**Te Whare o Te Reo Mauriora****Output 1.4****Collaborations across Te Whare o te Reo Mauriora****Performance measures & standards**

- > Participate in one collective research project with Te Rangakura.
- > Participate in two collaborative initiatives with government entities.
- > Kawa/ritenga agreed to at Te Rūnanga Reo.

**Status****Partly Achieved****Participate in one collective research project with Te Rangakura**

Te Rangakura has continued to meet regularly over the past year. The group has been discussing the functionality of Te Whare o te Reo Mauriora and what Te Rangakura might collectively focus on going forward to best support our social investment mindset (e.g. longitudinal study, identifying the data gaps). There is consensus from the group to update He Ara Poutama mō te reo Māori with Census 2023 data. Te Rangakura is working together to provide feedback to Future Census, a group established by Stats NZ, to ensure the data needs for Māori language are met for the 2028 census.

**Participate in two collaborative initiatives with government entities**

Throughout 2023, Te Mātāwai was actively working with Department of Internal Affairs (DIA) officials on a hapū development pilot, collaborating with Ministry of Culture and Heritage (MCH) officials on the Matariki Fund investment, having conversations with the Ministry of Education (MoE) regarding Kura Whānau Reo funds, and meeting with the Ministry of Business, Innovation and Employment (MBIE) regarding spectrum rights. Collaboration with DIA and MCH has stalled, however, there have been developments between MoE and MBIE (through their respective Ministers).

**Kawa/ritenga agreed to at Te Rūnanga Reo**

The Rūnanga Reo held in June 2023, endorsed the draft Kawa/ritenga with the proviso that further developments would be led by Te Puni Kōkiri and Te Mātāwai to finalise it. Te Rūnanga Reo was postponed from April 2024 to July 2024 due to changes in schedules.



## Kāinga, Hapori, Iwi – Community-Based Development Model

This output includes language revitalisation investment, activity, research, and resources that develop our whānau and community leadership model and, contributes to our five outcome areas of Oranga o te Whānau, Rumaki, Reo Tuku Iho, Kōkiritanga Reo and Tuakiri.

REVENUE CROWN	\$12,531,784
INTEREST INCOME	\$-
OTHER REVENUE	\$-
TOTAL REVENUE	\$12,531,784
TOTAL EXPENSES	\$15,209,918
SURPLUS / DEFICIT	(\$2,678,134)

### Kāinga, Hapori, Iwi Output 2.1

The return on the provision of investments, information, and guidance as a result of whānau engaging with Te Mātāwai

### Performance measures & standards

- > The pre and post-survey tool provides insights to the micro-shifts.



### Status Achieved

Te Mātātupu (Research team) have completed entering data from 2022/23 pre and post surveys. Over 1,000 were received over that period, the majority from this reporting period (July-Dec 2023). A bespoke data management system specific for our micro-shift data has been investigated. This will create efficiencies by expediting the process of analysing data and determining its impact on our five focus outcomes. Early analysis shows clear shifts at the micro-level, including increased confidence to use te reo Māori at home.

This approach has supported our investment mindset and has helped us become more social investment ready.

**Kāinga, Hapori, Iwi****Output 2.2****Strengthening the community-based network and provision****Performance measures & standards**

- > Host Komiti Kaha.
- > Pae Motuhake develop Kāhui investment strategies to provide bespoke guidance for Kāhui activity (in addition to the investment plans already created).
- > Haumitanga 2023/24 is administered.

**Status  
Achieved****Host Komiti Kaha**

Komiti Kaha was held on 28–29 November 2023. This hui was hosted by Ngā Paemanu o Tainui with the support of Te Mātāwai Board and staff. The presiding theme of discussion considered te reo Māori a cornerstone of the health and wellbeing of our Māori communities. Our eight Pae Motuhake shared that they are experiencing unprecedented demand for investment and the oversubscription means that we are not able to support the reo aspirations of our communities. The next Komiti Kaha will be hosted by Te Pae Motuhake o Te Tai Hau-ā-uru.

**Kāhui Investment Strategies**

Hui rautaki were held across all Pae Motuhake from July to October 2023. Pae Motuhake were provided tailored information to inform the redevelopment of their investment plans and considered a range of issues and challenges. These were to ensure fair and sustainable approaches to distribution across the Kāhui, setting controls around investment dedicated to kura reo, improved resource optimisation, stimulating cross-iwi collaboration and clarifying the promotion component of their investment plan.

**Haumitanga 2023/24**

Administering Haumitanga 2023/24 began by opening the opportunity for whānau to register on 1 December 2023. Registrations closed on 31 Jan 2024 and registered kaitono had until 28 February 2024 to complete their application. Recommendations for investment were made to the Board in May 2024.

**At the completion of the Haumitanga round,  
the final numbers were:**

**546**

applications received

**285**

applications approved

**\$33.4m**

requested

**\$10.3m**

approved



**Kāinga, Hapori, Iwi****Output 2.3**

**Increasing engagement and participation by whānau through promotion and celebration of success**

**Performance measures & standards**

- > Te Mātāwai Awards evening.
- > Social media campaign that demonstrates pathways to increased use of te reo Māori.



**Status**  
**Achieved**

**Te Mātāwai Awards Evening**

At Komiti Kaha, we celebrated the successes of all whānau, not through the acknowledgement of individuals but through highlights and sharing the successes of as many whānau as possible. Kaitono who presented their kaupapa at Komiti Kaha were directly acknowledged for their contribution to the kaupapa.

**Social Media Campaigns**

Our big focus has been lifting our storytelling (written and visual) across our platforms to inspire others with reo Māori revitalisation. A prime example is our new video series *Takahia Tō Ara – Pathways to te reo Māori* which showcases three very different communities leading their language reclamation in ways that are unique to who they are and where they're from. The series took us on the road to a heartwarming kaumātua reo class at Opureora Marae on Matakana Island, onboard a waka in Waitangi where Te Reo o Ngātokimatawhaorua is creating a new generation of paddlers, and to Tāreikura Wānanga where kōrero tuku iho is igniting the home fires in rural Mangatū in Te Tairāwhiti. Our promo video of the three kaupapa gained almost 77,000 views, 177,250 page engagements, 613 post reactions and was shared by 35 people. Our social media audience also increased 244 on Facebook, 106 on Instagram and 49 on LinkedIn.

**Our promo video of the three kaupapa gained almost:**

**77,000**

views

**177,250**

page engagements

**613**

post reactions

**35**

shares

**Our social media audience also increased:**

↑ **244** 

↑ **106** 

↑ **49** 



## Te Tuku

This output includes the development and delivery of services, information, insights, and data to support the goals of the Maihi Māori and where applicable, Te Whare o Te Reo Mauri Ora.

REVENUE CROWN	\$3,754,748
INTEREST INCOME	\$557,002
OTHER REVENUE	\$-
TOTAL REVENUE	\$4,311,750
TOTAL EXPENSES	\$3,202,171
SURPLUS / DEFICIT	\$1,109,579

### Te Tuku Output 3.1

Te Mātāwai capability development needs are planned for and supported

### Performance measures & standards

- > An intranet is created to facilitate accessibility to information.
- > Training and support is developed specifically to support Pou Reo and Kaiāwhina.
- > Tailored provision of information for Pae Motuhake.



Status  
Achieved

### Te Matatiki – SharePoint Intranet

The new SharePoint intranet, Te Matatiki, was launched in late February to provide a one-stop shop to all the information and resources kaimahi need. It includes an interactive social media page for sharing notices along with a page tailored for Pae Motuhake, Pou Reo or Kaiāwhina. Engagement is rising with most of the Tari now using it in some form.

### Pou Reo and Kaiāwhina Training and Support

In late October, Pou Reo from all eight Kāhui met to connect and share insights. The Pou Reo & Kaiāwhina Formative Assessment & Evaluation Report (Te Pae Tawhiti Ltd, December 2023) affirmed the integral role Pou Reo play in enabling the success of the Kāhui

Investment Strategies. An induction package, specifically tailored to Pou Reo and the needs of their work programmes, is currently under development.

### Tailored provision of information for Pae Motuhake

Hui rautaki were held across all Pae Motuhake from July to October 2023. These hui were attended by Investment, Research and Strategic Policy staff. Pae Motuhake were provided tailored information to inform the development of their strategies. This information included a capture of investment distributed to each iwi within Kāhui for the last financial year, dollar cost averaging and the quantum applied for, approved and distributed within Kāhui since the inception of Te Mātāwai. The Research team also presented case studies and insights discussing trends in successful intergenerational transmission.

**Te Tuku****Output 3.2****Te Mātāwai leadership across the sector is visible****Performance measures & standards**

- > Develop a stakeholder engagement plan.
- > Host Komiti Kaha.
- > Host an Awards evening.

**Status  
Achieved****Develop a stakeholder engagement plan**

A stakeholder engagement plan was developed and presented to the Board at the meeting on 19 June 2024.

**Host Komiti Kaha**

Komiti Kaha was held on 28–29 November 2023. With each Komiti Kaha we see a growing involvement and leadership by the host Pae Motuhake. Te Tai Hau-ā-uru have agreed to host the next Komiti Kaha in 2024.

**Te Mātāwai Awards evening**

This performance measure speaks to the leadership role of Te Mātāwai to hold a space for our people to celebrate and acknowledge all the efforts. Each Pae Motuhake provided that leadership role and presented the successes and celebrated the stories unique to their Kāhui at Komiti Kaha.

**Te Tuku****Output 3.3****Investing in research and evaluation. Collecting, managing and reporting information, insights and data. Increased communication and provision of information for all stakeholders****Performance measures & standards**

- > Design monitoring and evaluation frameworks that are tailored to select Kāhui and their strategic intentions, activities and investments.

**Status  
Achieved**

The design of the Kāhui monitoring and evaluation framework was informed by engagement with eight Pae Motuhake. The overarching framework provides guidance on collecting information and data on Māori language outcomes, as well as a structure to report on monitoring and evaluation at both national and regional levels. Approaches to data collection, monitoring, and evaluation can be

tailored to Kāhui, taking into account their unique communities and investment strategies. At the same time, Te Mātāwai can evaluate this information against our Statement of Intent and the Maihi Māori to analyse positive outcomes and assess where adjustments need to be made. This approach has supported our investment mindset and has helped us become more social investment ready.



# Statement of Responsibility 2023–24

We are responsible for the preparation of Te Mātāwai financial statements and statement of service performance and the judgements made in them.

We are responsible for any end-of-year performance information provided by Te Mātāwai under section 27 of Te Ture mō Te reo Māori 2016.

We have the responsibility for establishing and maintaining a system of internal control designed to provide reasonable assurance as to the integrity and reliability of financial reporting.

In our opinion, these financial statements and statement of performance fairly reflect the financial position and operations of Te Mātāwai for the year ended 30 June 2024.



Reikura Kahi  
(Hoa-Toihau)



Bernie O'Donnell  
(Hoa-Toihau)





04

# FINANCIALS



# Te Mātāwai Financial statements

for the year ended 30 June 2024

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Martell whānau at Kirikiriroa Marae. Image by Erica Sinclair.

# Independent Auditor's Report



## To the readers of Te Mātāwai's Financial Statements and Performance Information for the year ended 30 June 2024

The Auditor-General is the auditor of Te Mātāwai. The Auditor-General has appointed me, Brent Kennerley, using the staff and resources of Grant Thornton New Zealand Audit Limited, to carry out the audit of the financial statements and the performance information, including the performance information for an appropriation, of Te Mātāwai on his behalf.

### Opinion

We have audited:

- > the financial statements set out on pages 5 to 21, which comprise the statement of financial position as at 30 June 2024, and the statement of comprehensive revenue and expense, statement of changes in equity, and cash flow statement for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information; and
- > the performance information set out on pages 22 to 30.

In our opinion:

- > the financial statements:
  - present fairly, in all material respects:
    - its financial position as at 30 June 2024; and
    - its financial performance and cash flows for the year then ended; and
  - comply with generally accepted accounting practice in New Zealand in accordance with Public Benefit Entity Standards Reduced Disclosure Regime; and

- > the performance information for the year ended 30 June 2024:
  - presents fairly, in all material respects, for each class of reportable outputs:
    - its standards of delivery performance achieved as compared with forecasts included in the statement of performance expectations for the financial year; and
    - its actual revenue and output expenses as compared with the forecasts included in the statement of performance expectations for the financial year; and
  - presents fairly, in all material respects, for the appropriations:
    - what has been achieved with the appropriation; and
    - the actual expenses or capital expenditure incurred as compared with the expenses or capital expenditure appropriated or forecast to be incurred; and
  - complies with generally accepted accounting practice in New Zealand.

Our audit was completed on 31 October 2024. This is the date at which our opinion is expressed.

The basis for our opinion is explained below. In addition, we outline the responsibilities of the Board and our responsibilities relating to the financial statements and the performance information, and we explain our independence.

### Basis for our Opinion

We carried out our audit in accordance with the Auditor-General's Auditing Standards, which

incorporate the Professional and Ethical Standards and the International Standards on Auditing (New Zealand) issued by the New Zealand Auditing and Assurance Standards Board. Our responsibilities under those standards are further described in the Responsibilities of the auditor section of our report.

We have fulfilled our responsibilities in accordance with the Auditor-General's Auditing Standards.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### **Responsibilities of the Board for the financial statements and the performance information**

The Board is responsible on behalf of the entity for preparing financial statements and performance information that are fairly presented and that comply with generally accepted accounting practice in New Zealand.

The Board is responsible for such internal control as it determines is necessary to enable it to prepare financial statements and performance information that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements and the performance information, the Board is responsible on behalf of the entity for assessing the entity's ability to continue as a going concern. The Board is also responsible for disclosing, as applicable, matters related to going concern and using the going concern basis of accounting, unless there is an intention to liquidate the entity or to cease operations, or there is no realistic alternative but to do so.

The Board's responsibilities arise from the Maori Language Act 2016.

### **Responsibilities of the auditor for the audit of the financial statements and the performance information**

Our objectives are to obtain reasonable assurance about whether the financial statements and the performance information, as a whole, are free from

material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance but is not a guarantee that an audit carried out in accordance with the Auditor-General's Auditing Standards will always detect a material misstatement when it exists. Misstatements are differences or omissions of amounts or disclosures and can arise from fraud or error. Misstatements are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of readers taken on the basis of these financial statements and performance information.

For the budget information reported in the financial statements and the performance information, our procedures were limited to checking that the information agreed to the entity's statement of performance expectations.

We did not evaluate the security and controls over the electronic publication of the financial statements and the performance information.

As part of an audit in accordance with the Auditor-General's Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. Also:

- > We identify and assess the risks of material misstatement of the financial statements and the performance information, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- > We obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control.



- > We evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board.
- > We evaluate the appropriateness of the performance information which reports against the entity's statement of performance expectations and appropriation.
- > We conclude on the appropriateness of the use of the going concern basis of accounting by the Board and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements and the performance information or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the entity to cease to continue as a going concern.
- > We evaluate the overall presentation, structure and content of the financial statements and the performance information, including the disclosures, and whether the financial statements and the performance information represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Board regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Our responsibilities arise from the Public Audit Act 2001.

## Other Information

The Board is responsible for the other information. The other information comprises the information included in the annual report but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements and the performance information does not cover the other information and we do not express any form of audit opinion or assurance conclusion thereon.

In connection with our audit of the financial statements and the performance information, our responsibility is to read the other information. In doing so, we consider whether the other information is materially inconsistent with the financial statements and the performance information, or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on our work, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

## Independence

We are independent of Te Mātāwai in accordance with the independence requirements of the Auditor-General's Auditing Standards, which incorporate the independence requirements of Professional and Ethical Standard 1: *International Code of Ethics for Assurance Practitioners (including International Independence Standards) (New Zealand) (PES 1)* issued by the New Zealand Auditing and Assurance Standards Board.

Other than the audit, we have no relationship with, or interests in, Te Mātāwai.



**Brent Kennerley**

**Grant Thornton New Zealand Audit Limited**

**On behalf of the Auditor-General Wellington,  
New Zealand**

## Statement of comprehensive revenue and expense

For the year ended 30 June 2024

	Note	Actual 2024 \$	Budget (Unaudited) 2024 \$	Actual 2023 \$
Revenue from non-exchange services		0	0	0
Revenue from Crown	5	17,423,000	17,423,000	14,817,000
Revenue from exchange services		0	0	0
Interest revenue		557,002	560,000	489,586
<b>Total revenue</b>		<b>17,980,002</b>	<b>17,983,000</b>	15,306,586
Board fees	14,15	-327,037	-342,949	-320,626
Communication and promotions		-199,033	-333,500	-485,701
Contractors and consultants		-476,569	-64,882	-163,745
Community based expenses		-1,151,388	-1,819,003	-1,116,029
IT costs		-305,011	-257,664	-262,551
Kāinga, Hapori & Iwi Māori Language Investment	5	-12,621,522	-10,222,361	-10,953,403
Personnel costs	7	-3,007,827	-3,694,879	-2,985,086
Professional fees		-97,845	-120,500	-146,202
Research, data and information		-118,815	-551,600	-272,350
Sponsorship		-22,000	-14,000	-326,000
Strategic partnership and engagement		-4,320	-30,000	-125,395
Travel		-313,382	-346,600	-399,864
Depreciation and amortisation	9,10	-135,481	-93,924	-93,601
Other expenses	6	-661,679	-779,627	-595,546
<b>Total operating expenditure</b>		<b>-19,441,909</b>	<b>-18,671,489</b>	-18,246,099
<b>Deficit for the period</b>		<b>-1,461,907</b>	<b>-688,489</b>	-2,939,513
<b>Other comprehensive revenue and expenses</b>		<b>0</b>	<b>0</b>	0
<b>Total comprehensive revenue and expenses</b>		<b>-1,461,907</b>	<b>-688,489</b>	-2,939,513

## Statement of financial position

### For the year ended 30 June 2024

	Note	Actual 2024 \$	Actual 2023 \$
<b>ASSETS</b>			
<b>Current assets</b>			
Cash and cash equivalents	3,8	13,764,649	15,189,893
Trade and other receivables from exchange transactions		23,148	0
Accrued interest		97,264	138,690
Prepayments		67,628	51,763
GST receivable		230,742	299,992
<b>Total current assets</b>		<b>14,183,431</b>	15,680,338
<b>Non-current assets</b>			
Property, plant and equipment	9	132,841	251,323
Intangible assets	10	27,608	24,245
<b>Total non-current assets</b>		<b>160,449</b>	275,568
<b>Total assets</b>		<b>14,343,880</b>	15,955,906
<b>LIABILITIES</b>			
<b>Current liabilities</b>			
Trade and other payables	3,11	293,114	404,841
Employee benefits liabilities	12	207,335	241,238
PAYE payable		94,956	99,445
<b>Total current liabilities</b>		<b>595,405</b>	745,524
<b>Net assets</b>		<b>13,748,475</b>	15,210,382
<b>EQUITY</b>			
Accumulated funds		13,748,475	15,210,382
<b>Total equity</b>		<b>13,748,475</b>	15,210,382



## Statement of changes in equity

For the year ended 30 June 2024

	Actual 2024 \$	Actual 2023 \$
Balance at 1 July	15,210,382	18,149,895
Total comprehensive revenue and expenses	-1,461,907	-2,939,513
<b>Balance at 30 June</b>	<b>13,748,475</b>	15,210,382

## Statement of cash flows

For the year ended 30 June 2023

	Note	Actual 2024 \$	Actual 2023 \$
<b>Cash flows from operating activities</b>			
Revenue from Crown		17,423,000	14,817,000
Payments to the community		-12,644,670	-10,953,403
Payments to suppliers		-3,399,624	-3,217,992
Payments to staff and board members		-3,373,256	-3,730,727
Net cash outflow from operating activities		-1,994,550	-3,085,122
<b>Cash flows from investing activities</b>			
Interest received		598,428	365,739
Purchase of intangible assets	10	-29,122	-5,477
Purchase of property, plant, and equipment		0	-156,903
<b>Net cash inflow from investing activities</b>		<b>569,306</b>	203,359
		0	0
<b>Net cash flows from financing activities</b>		<b>0</b>	0
<b>Net decrease in cash and cash equivalents</b>		<b>-1,425,244</b>	-2,881,763
Cash and cash equivalents at the beginning of the year		15,189,893	18,071,656
<b>Cash, cash equivalents, and bank overdrafts at the end of the year</b>	<b>8</b>	<b>13,764,649</b>	15,189,893

Summary of significant accounting policies and the accompanying notes form part of these financial statements.

# Notes to the financial statements

For the year ended 30 June 2024

## 1. Statement of accounting policies for the year ended 30 June 2024

### 1.1 Reporting entity

Te Mātāwai is an independent statutory entity established by The Maori Language Act 2016. The primary objective of Te Mātāwai is revitalisation of te reo Māori, rather than exclusively to make a financial return. Accordingly, Te Mātāwai has designated itself as a public benefit entity (PBE) for financial reporting purposes. The financial statements for Te Mātāwai are for the year ended 30 June 2024, and were approved by the Board on 31 October 2024.

## 2. Summary of significant accounting policies

### 2.1 Basis of preparation

The financial statements have been prepared on a going-concern basis, and the accounting policies have been applied consistently throughout the year.

#### Statement of compliance

These financial statements have been prepared in accordance with and comply with Tier 2 PBE accounting standards with Reduced Disclosure Requirements (RDR). The criteria for Tier 2 is when an entity has expenditure of less than \$33 million and does not have public accountability. These statements comply with Generally Accepted Accountancy Practice in New Zealand.

#### PBE IPSAS 41 Financial Instruments

All financial instruments are stated at amortised cost.

#### Functional and presentation currency

The financial statements are presented in New Zealand dollars and all values are rounded to the nearest dollar (NZ\$).

### 2.2 Kāinga, Hapori & Iwi Māori Language Investment

Te Mātāwai funds Māori language investments in kāinga, hapori and iwi which are discretionary grants. Discretionary grants are those grants where Te Mātāwai has no obligation to award the grant on receipt of the grant application. Discretionary grants with substantive conditions are expensed at the earlier of the grant payment date or when the grant conditions have been satisfied. Conditions are milestones that must be met to be eligible for funding. Te Mātāwai does not award discretionary grants without substantive conditions. Kāinga, Hapori and Iwi Māori Language Investment is recognised in the financial statements when all conditions have been met and milestones approved by the Tumu Whakarae.

## 2.3 Revenue

The specific accounting policies for significant revenue items are explained below:

### Revenue from the Crown

Te Mātāwai received revenue from the Crown for the purposes as set out in the annual purchase agreement with the Minister for Māori Development. Revenue from the Crown is classified as non-exchange revenue.

Te Mātāwai is primarily funded from the Crown. This funding is restricted in its use for the purpose of Te Mātāwai meeting the objectives specified in its founding legislation and the scope of its appropriation. Te Mātāwai considers there are no conditions attached to the funding and it is recognised as revenue at the point of entitlement. This is considered to be the start of the appropriation period to which the funding relates. The fair value of revenue from the Crown has been determined to be equivalent to the amounts due in the funding arrangements.

### Interest revenue

Interest revenue is recognised using the effective interest method. Interest and other income is classified as exchange revenue.

## 2.4 Income tax

Te Mātāwai is a public authority and consequently is exempt from the payment of income tax. Accordingly, no provision has been made for income tax.

## 2.5 Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks, and other short-term highly liquid investments with original maturities of three months or less.

## 2.6 Trade and other receivables

Short-term debtors and other receivables are recorded at their face value, less any provision for impairment. A receivable is considered impaired when there is evidence that Te Mātāwai will not be able to collect the amount due.

## 2.7 Property, plant and equipment

Property, plant, and equipment consists of the following asset classes: leasehold improvements and computer equipment.

Subsequent to initial recognition, property, plant and equipment is reported at initial cost or fair value less accumulated depreciation and impairment loss.

### (i). Additions

The cost of an item of property, plant, and equipment is recognised as an asset if, and only if, it is probable that future economic benefits or service potential associated with the item will flow and the cost of the item can be measured reliably.

Work in progress is recognised at cost less impairment and is not depreciated.

In most instances, an item of property, plant, and equipment is initially recognised at its cost. Where an asset is acquired at no cost, or for a nominal cost, it is recognised at fair value as at the date of acquisition.



**(ii). Depreciation**

Depreciation is provided on a straight-line basis on all property, plant, and equipment.

The useful lives and associated depreciation rates of major classes of assets have been estimated as follows:

Class of asset depreciated	Estimated useful life	Depreciation rates
Leasehold improvements	2.50 – 5.40 years	19% – 40%
Computer equipment	3.25 years	31%

Fit-out in progress is not yet available for use, therefore it is not depreciated.

**(iii). Impairment of property, plant and equipment**

Property, plant, and equipment are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount might not be recoverable.

**(iv). Useful lives and residual values of property, plant and equipment**

At each balance date, the useful lives and residual values of property, plant, and equipment are reviewed. Assessing the appropriateness of useful life and residual value estimates of property, plant, and equipment requires a number of factors to be considered such as the physical condition of the asset and the expected period of use of the asset by Te Mātāwai.

**2.8 Intangible assets**

Website costs, translation software, and research software are capitalised on the basis of the costs incurred to acquire and bring to use the intangible assets. These are subsequently recognised at cost less accumulated amortisation and impairment. These are expected to bring future economic benefits to the entity which can be directly attributed to the asset. The website is operational and amortised from 1 July 2022, over an estimated useful life of 3 years. The translation software is operational and amortised from 1 June 2023, over an estimated useful life of 3 years. The research software is operational and amortised from 1 January 2024, over an estimated useful life of 3 years.

Realised gains and losses arising from the disposal of intangible assets are recognised in statement of comprehensive revenue and expense in the year in which the disposal occurs.

**2.9 Creditors and other payables**

Short-term creditors and other payables are recorded at their face value.

**2.10 Goods and services tax**

Items in the financial statements are presented exclusive of GST, except for receivables and payables, which are presented on a GST-inclusive basis. Where GST is not recoverable as input tax, it is recognised as part of the related asset or expense. The net amount of GST recoverable from, or payable to, the IRD is included as part of receivables or payables in the statement of financial position.

The net GST paid to, or received from, the IRD, including the GST relating to investing and financing activities, is classified as a net operating cash flow in the statement of cash flows. Commitments and contingencies are disclosed exclusive of GST.

## 2.11 Comparative balances

Comparative balances have been reclassified and restated to conform with changes in presentation and classification adopted in the current period.

## 3. Financial instruments

### (a) Financial instrument categories

The accounting policies for financial instruments have been applied to the line items below.

The carrying amounts of financial assets and liabilities in each of the financial instrument categories are as follows:

	2024 \$	2023 \$
<b>Financial assets at amortised cost</b>		
Cash and cash equivalents	13,764,649	15,189,893
Trade and other receivables	23,148	0
<b>Total financial assets at amortised cost</b>	<b>13,787,797</b>	15,189,893
<b>Financial liabilities at amortised cost</b>		
Trade and other payables	293,114	404,841
<b>Total financial liabilities at amortised cost</b>	<b>293,114</b>	404,841

## 4. Revenue

	Actual 2024 \$	Actual 2023 \$
Revenue from Crown	17,423,000	14,817,000
Interest	557,002	489,586
<b>Total revenue</b>	<b>17,980,002</b>	15,306,586

## 5. Kāinga, Hapori & Iwi Māori Language Investment

Te Mātāwai received a Crown appropriation of \$17.4 million (2023: \$14.8 million) of which \$9.7 million was set aside to fund Māori language investment in Kāinga, Hapori and Iwi (2023: \$9.7 million).

The total funds spent on language investment during the year was \$12.6 million (2023: \$10.9 million).

The outstanding investment above the \$9.7 million of appropriation was funded from reserves.

## 6. Other expenses

	Actual 2024 \$	Actual 2023 \$
Administrative expenses	158,868	234,420
Audit fee	73,338	68,059
Licensing	152,397	68,760
Office lease	138,870	105,540
Subscriptions	91,586	48,792
Translations	16,368	32,618
Website	7,920	5,430
Other operating expenses	22,332	31,927
<b>Total other expenses</b>	<b>661,679</b>	<b>595,546</b>

## 7. Personnel costs

	Actual 2024 \$	Actual 2023 \$
Salaries and wages	2,828,675	2,808,165
Defined contribution plan employer contributions	89,389	82,245
Other personnel costs	89,763	94,676
<b>Total personnel costs</b>	<b>3,007,827</b>	<b>2,985,086</b>

Te Mātāwai employed 26 full time equivalent staff during the 2024 financial year (2023: 25).

During the year ended 30 June 2024, there were no compensation or other benefits in relation to cessation of employment paid (2023: \$nil).

### Salaries and wages

Salaries and wages are recognised as an expense as employees provide services.

### Superannuation schemes

Obligations for contributions to KiwiSaver are accounted for as defined contribution superannuation schemes and are recognised as an expense in the Statement of Comprehensive Revenue and Expenses as incurred.



## 8. Cash and cash equivalents

	Actual 2024 \$	Actual 2023 \$
Cash at bank	5,264,649	4,189,893
Short term deposits	8,500,000	11,000,000
<b>Total cash and cash equivalents</b>	<b>13,764,649</b>	<b>15,189,893</b>

### (a) Short term deposits

The deposits are bearing fixed interest rates between 5.18 – 5.61% (2023: 5.26 – 5.73%). These deposits have an average maturity of 90 days.

## 9. Property, plant and equipment

	Computer equipment \$	Leasehold improvement \$	Fit-out in progress \$	Total \$
Cost				
<b>Balance as at 1 July 2023</b>	<b>54,705</b>	<b>268,631</b>	<b>137,921</b>	<b>461,257</b>
Disposals	0	0	-8,758	-8,758
Transfers	0	129,163	-129,163	0
<b>Balance as at 30 June 2024</b>	<b>54,705</b>	<b>397,794</b>	<b>0</b>	<b>452,499</b>
Accumulated depreciation				
<b>Balance as at 1 July 2023</b>	<b>-20,962</b>	<b>-188,972</b>	<b>0</b>	<b>-209,934</b>
Depreciation charge	-13,245	-96,477	0	-109,722
<b>Balance as at 30 June 2024</b>	<b>-34,207</b>	<b>-285,449</b>	<b>0</b>	<b>-319,656</b>
Net book value				
<b>As at 30 June 2023</b>	<b>33,742</b>	<b>79,660</b>	<b>137,921</b>	<b>251,323</b>
<b>As at 30 June 2024</b>	<b>20,496</b>	<b>112,345</b>	<b>0</b>	<b>132,841</b>

## 10. Intangible assets

	Translation software	Website	Research software	Total
	\$	\$	\$	\$
<b>Cost</b>				
Balance as at 1 July 2023	5,477	56,760	0	62,237
Additions	822	0	28,300	29,122
Balance as at 30 June 2024	6,299	56,760	28,300	91,359
<b>Accumulated amortisation</b>				
Balance as at 1 July 2023	-152	-37,840	0	-37,992
Amortisation charge	-2,122	-18,920	-4,717	-25,759
Balance as at 30 June 2024	-2,274	-56,760	-4,717	-63,751
<b>Net book value</b>				
As at 30 June 2023	5,325	18,920	0	24,245
As at 30 June 2024	4,025	0	23,583	27,608

## 11. Trade and other payables

	Actual 2024	Actual 2023
	\$	\$
Trade payables	32,189	135,893
Accrued expenses	260,925	268,948
<b>Total trade and other payables</b>	<b>293,114</b>	404,841
<b>Total creditors and other payables from exchange transactions</b>	<b>293,114</b>	404,841

Trade and other payables are non-interest bearing and are normally settled on 30-day terms. Therefore, the carrying values of creditors and other payables approximate their fair values.

## 12. Employee benefits liabilities

	Actual 2024 \$	Actual 2023 \$
Salary accrual	87,941	114,104
Annual leave accrual	119,394	127,134
<b>Total current portion</b>	<b>207,335</b>	<b>241,238</b>

### Short-term employee entitlements

Employee entitlements that Te Mātāwai expects to be settled within 12 months of balance date are measured at undiscounted nominal values based on accrued entitlements at current rates of pay.

These include salaries and wages accrued up to balance date and annual leave earned but not yet taken.

## 13. Commitments and operating leases

As at 30 June 2024, Te Mātāwai had no capital commitments (2023: \$nil).

### Operating leases as lessee

Te Mātāwai leases its office premises and photocopier. The future minimum lease payments under non-cancellable operating leases are as follows:

	Actual 2024 \$	Actual 2023 \$
Not later than one year	28,163	112,650
Later than one year and not later than five years	0	28,163
<b>Total non-cancellable operating leases</b>	<b>28,163</b>	<b>140,813</b>

An operating lease is a lease that does not transfer substantially all the risks and rewards incidental to ownership of an asset to the lessee. Lease payments under an operating lease are recognised as an expense on a straight-line basis over the lease term.



## 14. Related party transactions

Related party disclosures have not been made for transactions with related parties that are within a normal supplier or recipient relationship, with terms and conditions no more or less favourable than those that are reasonable to expect that Te Mātāwai would have adopted, in dealing with the party at arm's length in the same circumstances.

### Transactions with key management personnel

*Key management personnel compensation*

	Actual 2024 \$	Actual 2023 \$
<b>Board members</b>		
Full-time equivalent members	13	13
Board remuneration	327,037	320,626
<b>Executive Management Team</b>		
Full-time equivalent members	5	5
Management team remuneration	850,187	939,879
<b>Total full-time equivalent personnel</b>	<b>18</b>	<b>18</b>
<b>Total key management personnel compensation</b>	<b>1,177,224</b>	<b>1,260,505</b>

Te Mātāwai has taken out Liability and Professional Indemnity insurance cover during the financial year in respect of the liability or costs of the Board members.

All Board member interests and the approved investment contracts are disclosed on the Te Mātāwai website at [www.tematawai.maori.nz](http://www.tematawai.maori.nz).

## 15. Remuneration

### Board member remuneration

	Actual 2024 \$	Actual 2023 \$
<b>Board Member</b>		
Reikura Kahi (co-chair)	39,986	36,540
Bernie O'Donnell (co-chair)	39,986	36,540
Brenda Soutar	24,882	22,470
Paulette Tamati-Elliffe	23,144	22,470
Mātai Smith	23,144	22,470
Kylie Brown	23,144	22,470
Teina Boasa-Dean	23,144	22,470
Aperahama Edwards	23,144	22,470
Wenarata Kingi	23,144	22,470
Bryce Murray	23,144	22,470
Haki Tuaupiki	23,144	20,598
Hohepa Isaac-Sharland (joined September 2023)	19,287	0
Agnes McFarland (joined December 2023)	13,501	0
Karepa Wall (resigned August 2023)	4,243	24,717
Te Kahautu Maxwell (resigned May 2023)	0	20,598
Charlie Tepana (resigned July 2022)	0	1,873
<b>Total executive leadership team remuneration</b>	<b>327,037</b>	<b>320,626</b>

No board members have received compensation of other payments in relation to cessation (2023: \$nil).

There was \$7,872 of remuneration for the independent member of the Audit and Risk Committee during the financial year (2023: \$7,000).

### Total annual remuneration paid or payable by band for full time employees that is or exceeds \$100,000 as at 30 June 2024:

	Number of employees	
	2024	2023
\$100,000–\$109,999	1	1
\$110,000–\$119,999	2	1
\$120,000–\$129,999	2	0
\$130,000–\$139,999	0	1
\$140,000–\$149,999	1	1
\$150,000–\$159,999	1	1
\$170,000–\$179,999	0	1
\$180,000–\$189,999	0	1
\$190,000–\$199,999	1	0
\$240,000–\$259,999	1	0
\$260,000–\$279,999	0	1
<b>Total employees</b>	<b>9</b>	<b>8</b>

Employee remuneration does not include compensation in relation to cessation.

## 16. Explanation of major variances against budget

### Communications and Marketing

The communication and marketing work programme for the year is aligned to promote the work delivered by other Te Mātāwai teams.

Reduced staffing across other teams impacted on the demand for communications and marketing support, and we altered our planned work programme accordingly.

### Contractors and Consultants

There were permanent positions over the year that we were unable to recruit into. Therefore, we utilised more contractors than expected to cover the vacancies in the short term.

### Kāinga, Hapori and Iwi Māori Language Investment

There was a higher volume of contracts completed over the period than expected.

The level of expenditure is determined by the timing of the investment activities carried out by our kāinga, hapori and iwi. These activities do not always fall within the financial year.

There were also initiatives approved by the Board and paid during the year that were not included in the original budget.

### Personnel Costs

Personnel costs were lower than budget due to carrying vacancies across the year. This underspend against budget was offset by an increase in Contractors and Consultants.

### Research, Data and Information

The number of research projects that were completed during the year was lower than expected due to the reduced staffing capacity.

### Community Based Expenses

Our community based expenses include costs for Pou Reo (community based language support). We had planned to have ten Pou Reo in place for the full year, however, we carried vacancies over the year.

We also held our annual hui to bring together our language community (Komiti Kaha). Some of the planned activities included within the budget for the hui did not go ahead.

Each Pae Motuhake is provided a budget to manage their operating expenses. These have been under utilised during the year.



## 17. Equity components

As of 30 June 2024, Te Mātāwai reports total equity of \$13,748,475. It is important to note that equity has been earmarked for specific purposes, thereby limiting the funds available for general use. The breakdown is as follows:

### **Designated for community-based investment**

In May 2024, the Board of Te Mātāwai agreed to utilise accumulated reserves in the upcoming year in the community-based investment model. Each Pae Motuhake was allocated an additional \$600,000 to distribute, six Pae Motuhake have yet to determine how to use their allocation. The balance reflects the total amount available to Pae Motuhake for spending in the upcoming year in addition to the annual allocation.

### **Kāinga, hapori and iwi – accumulated reserves**

Kāinga, hapori and iwi – accumulated reserves is the balance remaining of revenue allocated to kāinga, hapori and iwi after deducting the investments approved by the Board for each year.

### **Kāinga, hapori and iwi – contracts**

Kāinga, hapori and iwi – previous year contracts are community-based investments which have been approved by the Board but are yet to be distributed to recipients. This includes:

- > Funds approved for expenditure in the current financial year ending 30 June 2024 of \$12,563,195 (2023: \$9,459,454), the balance of these commitments remaining after deducting actual expenditure during the year and terminated, withdrawn or cancelled contracts.
- > The shortfall for funds approved by the Board in 2024 for contracts starting from 1 July 2024. These are expected to be distributed to recipients in the upcoming year. These funds will primarily be supported by revenue allocated to Kāinga, hapori, and iwi initiatives, however the Board has approved that any shortfall in expenditure will be covered through accumulated reserves.

### **Minimum held**

As agreed by the Board, a balance of \$2,000,000 is required to be held at any given time.

### **Reclassification of comparatives**

Comparative figures for the year ended 30 June 2023 have been reclassified to align with the presentation and classification of the current year's financial statements. This reclassification enhances comparability and consistency in disclosure between periods. The reclassified items did not impact previously reported financial results but serve to improve transparency and alignment with current reporting practices.

	Accumulated retained earnings	Designated for community-based investment	Kāinga hāpori and iwi – accumulated reserves	Kāinga hāpori and iwi – contracts	Minimum held	Total equity
<b>As at 1 July 2022</b>	<b>6,404,895</b>	<b>0</b>	<b>4,147,045</b>	<b>5,597,955</b>	<b>2,000,000</b>	<b>18,149,895</b>
Total comprehensive revenue and expenses	-1,673,110	0	9,687,000	-10,953,403	0	-2,939,513
Expenses recognised related to reserves	0	0	0	0	0	0
Cancelled/terminated/withdrawn	0	0	300,000	-300,000	0	0
Current year contracts approved (approved prior year)	0	0	-9,459,454	9,459,454	0	0
<b>As at 30 June 2023</b>	<b>4,731,785</b>	<b>0</b>	<b>4,674,591</b>	<b>3,804,006</b>	<b>2,000,000</b>	<b>15,210,382</b>
Total comprehensive revenue and expenses	1,552,615	0	9,607,000	-12,621,522	0	-1,461,907
Expenses recognised related to reserves	0	0	0	0	0	0
Cancelled/terminated/withdrawn	0	0	15,000	-15,000	0	0
Current year contracts approved (approved prior year)	0	0	-12,563,195	12,563,195	0	0
Transfer to reserves and commitments	0	0	0	0	0	0
Transfer of reserves to Pae Motuhake	-4,800,000	4,800,000	0	0	0	0
Te Reo Tūkūtu – transfer of investments approved	0	-600,000	0	600,000	0	0
Te Tai Rāwhiti – transfer of investments approved	0	-600,000	0	600,000	0	0
Transfer from reserves to be used for upcoming contracts	-855,222	0	0	855,222	0	0
<b>As at 30 June 2024</b>	<b>629,178</b>	<b>3,600,000</b>	<b>1,733,396</b>	<b>5,785,901</b>	<b>2,000,000</b>	<b>13,748,475</b>

## 18. Events occurring after the balance date

There were no significant events after the balance date (2023: nil).

## 19. Contingencies

Te Mātāwai has no contingencies as at 30 June 2024 (2023: \$nil).

## Board Attendance

Board Member	16 Aug	18 Oct	13 Dec	21 Feb	24 Apr	14 May	19 Jun
Aperahama Edwards	●	●	●	●	●	●	●
Bernie O'Donnell	●	●	●	●	●	●	●
Brenda Soutar	●	●	●	●	●	●	●
Haki Tuaupiki	●	●	●	●	●	●	●
Kylie Brown	●	●	●	●	●	●	●
Mātai Smith	●	●	●	●	●	●	●
Paulette Tamati-Elliffe	●	●	●	●	●	●	●
Reikura Kahi	●	●	●	●	●	●	●
Wenarata Kingi	●	●	●	●	●	●	●
Teina Boasa-Dean	●	●	●	●	●	●	●
Bryce Murray	●	●	●	●	●	●	●
Agnes McFarland	●	●	●	●	●	●	●
Hohepa Isaac-Sharland	●	●	●	●	●	●	●
Karepa Wall	●	○	○	○	○	○	○

● **Attended**
 ● **Did not attend**
 ○ **Not on the board**



## Directory

### Office

Te Mātāwai  
Level 4  
139 Featherston Street  
Wellington 6011

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### Postal Address

PO Box 844  
Wellington 6140

### Contact

Ph: +64 4 499 8907  
Web: [www.tematawai.maori.nz](http://www.tematawai.maori.nz)  
Email: [patai@tematawai.maori.nz](mailto:patai@tematawai.maori.nz)

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### Auditor

Grant Thornton New Zealand Audit Limited  
Wellington  
On behalf of the Controller and Auditor General

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### Banker

ASB Bank  
Wellington



Ngatai whānau attending reo class, Ngā Ia Taiheke o te Reo Māori at Te Aoreke Wharekai on Ōpureora Marae, Matakana Island.

