

Te Tai Rāwhiti Investment Plan 2023



Tukuna te reo kia rere noa

Ō Mātau Wawata What we want?

Priorities for investment:

- Māori Language use and transmission in homes that will create opportunities to sustain Māori language domains beyond the home i.e. papa kāinga, marae and communities
- Providing information and awareness about Māori language.
- Developing ways that will support and engage people in language revitalisations (language planning).
- Developing ways to ensure iwi language revitalisation initiatives meet the needs of marae, hapū, and communities.
- Using (Māori language domains) te reo Māori along with unique Te Tai Rāwhiti dialectal variations.

Our approach for iwi/regional language revitalisation:

Kāinga - reinstating language in the home.

Auahatanga - new and innovative ways of working.

Ahikā - investing in revitalisation initiatives that impact on the language of our region's tribes.

Ka Pēhea e Tutuki Ai? How we will achieve it?

Pou Kaiāwhā



Key Investment Area 1:

Whiua te reo!

Investing in opportunities to engage in te reo



Key Investment Area 2:

Te reo kia rere!

Investing in opportunities to use te reo

Pou Tokomanawa

A key investment area within our annual plan priorities initiatives/ activities/events/resources that focus on **engaging** people at the Pou Kaiāwhā stage - to capture, recruit and conscientise.

Targeted Populations
Whānau,
Speakers, Tamariki

Targeted Locations
1,000 kāinga kōrerorero
Marae: paepae,
karanga,
kāuta, hapori

A key investment area within our annual plan prioritises initiatives, activities, events, resources that focus on providing **Māori language usage** opportunities for Pou Tuarongo and Pou Tokomanawa stages:

- convert;
- retain;
- normalise.

Pou Tuarongo

Targeted Kaupapa
Interactions between
kaumātua/mātua and
tamaiti/tamariki
Iwi dialect/forms/variants

Ngā Hua ka Puta What will we see?

Measures:

- Increases in Māori language speaking homes;
- Kaupapa kōrerorero - events that showcase iwi/hapū/marae reo;
- Existing and proven pathways to language use are increased;
- Inspirers are recognised (and this group is retained/grown)
- Support is provided to language leaders/champions;
- Increase in number of new initiatives;
- Increase in number of Pou Kaiāwhā, Pou Tuarongo, Pou Tokomanawa.

Total appropriation will be expended against investments that support **ahikā reo revitalisation.**

- **All tono must align to a language plan or iwi strategy.**