



# TE RAUTOKI Ā-TOI: TOIURU REPORT

*MĀTAATUA*

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Te Whare Wānanga o Awanuiārangi  
Allen + Clarke





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## 1. BACKGROUND AND CONTEXT

### 1.1. The Kāhui Investment Model

The Kāhui Investment Model has been implemented by Te Mātāwai to invest in kaupapa to revitalise te reo Māori. Key features of the model include:

- The funding investment is delivered through eight Kāhui across Aotearoa; seven representing iwi and regional groupings, and one representing sector-based roopū. The funding is split equally across the eight Kāhui.
- Each Kāhui has a Pae Motuhake comprised of te reo champions and advocates. Pae Motuhake provide leadership over te reo Māori revitalisation efforts at a local level, and determine reo revitalisation investment priorities.
- During annual funding rounds, the Pae Motuhake receive applications from individuals and organisations for funding to deliver reo revitalisation kaupapa, programmes and activities. Pae Motuhake investment decisions are ratified by the board of Te Mātāwai.
- The Te Mātāwai tari provides support to the Pae Motuhake through the Te Mātāuru team, and leads administrative functions such as contract management.

### 1.2. Toiuru

Te Mātāwai has commissioned a formative evaluation of the Kāhui Investment Model, to see what parts of the model are working well, and which areas need improvement. The evaluation is intended to provide information to Pae Motuhake, the Te Mātāwai Board and staff on how well the model delivers on the goals and objectives of Pae Motuhake, Kāhui and the Maihi Māori Strategy, and what improvements can be made to ensure it continues to produce a positive impact on the revitalisation of te reo. Toiuru is the name of the formative evaluation, chosen for the following reasons:

- Ko te Toiuru ka tīmata mai i waho o te waharoa o te pā. I reira kua wānangatia te whakaeke atu ki te marae, ngā kaiwhaikōrero, ngā kaikaranga, te ara whakaeke. Mai i te tīmatanga ki te mutunga.
- Koina te mahi tuatahi he waihanga i te ara haere kia ū, kia tau ai ki te wāhi e tūmanakohia ana mō te katoa.

Toiuru signals being at the entrance, beginning, or waharoa of a project, from where informed decisions can be made. Toiuru is thus an evaluation of the Kāhui Investment Model over its first two years. Toiuru was underpinned by kaupapa Māori, and more broadly informed by the mātāpono of manaaki, aroha, tika, and mahi tahi. This report provides a summary of the key findings from data collection undertaken in Mātaatua.



### 1.3. Mātaatua data collection methods

Evaluation data collection methods in Mātaatua included the following activities:

- a review of documents including the Mātaatua Investment Plan, guidance and operational documents related to the Kāhui Investment Model, and funding application materials.
- in-depth interviews with 5 Pae Motuhake members and 7 kaitono.
- a review of monitoring data drawn from the Te Mātāpuna system on the funding distribution and initiatives funded.
- data captured at Ngā Hua o Te Mata Reo Wānanga held on 15 and 16 November 2019, at Te Whare Wānanga o Awanuiārangi's Whakatāne campus.

## 2. MĀTAATUA EVALUATION FINDINGS

### 2.1. Design of the Kāhui Investment Model

#### ***Mātaatua considers most elements of the Kāhui Investment Model design to be effective***

Mātaatua overall considers most elements of the model effective. Both Pae Motuhake and kaitono felt the model's emphasis on flaxroots-levels decision making is appropriate, in 'giving power' for whakarauora reo to the community. This is realised through Pae Motuhake members being linked into the 'everyday' of community life, who are intimately familiar with the landscape of kaupapa reo and reo leaders within Mātaatua. This familiarity with the local context allows the Pae Motuhake representatives to make informed decisions, and taps into their awareness of existing capacity of prospective kaitono to deliver their kaupapa ā-reo.

#### ***Mātaatua is overall confident it has mana motuhake within its kāhui***

In general, Mātaatua considers itself as having autonomy and mana motuhake over decisions regarding their specific investments and the setting of rohe-based reo priorities. For those we spoke with, this was reflected in the nuanced investment priorities for Mātaatua, with a focus on whakaponu Māori and kapa haka.

#### ***Mātaatua would prefer a fully devolved Kāhui Investment Model***

Those we spoke with from Mātaatua felt a decentralised version of the Kāhui Investment Model would be more appropriate for their Kāhui. This would mean the Kāhui would operate solely out of the Mātaatua region, rather than in Wellington. In practice, this might look like having an office, staff, and other administrative functions based in the Mātaatua region, to support the Pae Motuhake undertake their duties. For those we spoke with, this would give fuller effect to Mātaatua's mana motuhake. At present, however, the current legislation does not accommodate for this possibility, but Te Mātāwai are aware of Mātaatua's preference for a devolved model.



## 2.2. Pae Motuhake

### ***Mātaatua Pae Motuhake members are reo champions***

Pae Motuhake representatives within Mātaatua are active ‘movers and shakers’ within reo revitalisation in their rohe. Because of this status, however, there are often multiple demands on their time. Balancing their everyday commitments with Pae Motuhake responsibilities can be demanding, which is why some of those we spoke with emphasised having “someone in our rohe to do the admin side of things.”

### ***No training for Pae Motuhake membership was provided; there is a need for targeted induction training***

None of Mātaatua’s Pae Motuhake received induction training, and they were clear that training and support was (and remains) needed to properly induct them into their roles. One representative reported that she had to “guess what [my] role was”, and that it was a ‘learn on the job’ situation. Such training could include having a clear terms of reference, upskilling Pae Motuhake members on the governing reo legislation, and having language planning sessions. This would provide a clearer understanding of what input is required on behalf of Pae Motuhake members.

### ***Selection processes for Pae Motuhake are considered robust***

The selection process for Mātaatua Pae members was largely through ‘shoulder tapping’, and as a kaupapa Māori approach embedded within the community, is considered robust.

## 2.3. Funding implementation

### ***The application and registration process favours organisational familiarity and digital literacy***

Discussions with Mātaatua Pae Motuhake and kaitono emphasise that the registration and application process overwhelmingly favours those who have organisational experience with grant applications, and those who are digitally literate. Those without this kind of experience struggled significantly to complete both the registration and application. Thus, kaitono either found these processes “quite straightforward”, or “no good [at all]. There are heavy compliance issues and so much paperwork. Tech savvy people are given a major advantage.”

Some Pae Motuhake considered the process “a very Pākehā [type of] tono” and noted that some whānau will always need to be coached through the entire application. Where kaitono were struggling in this manner, some Pae Motuhake made themselves available and walked through the application with the kaitono in question, although this has been an ad hoc response to this situation. Having an in-kāhui administrative support team was seen as a way to mitigate this.



### ***By contrast, reporting was straightforward***

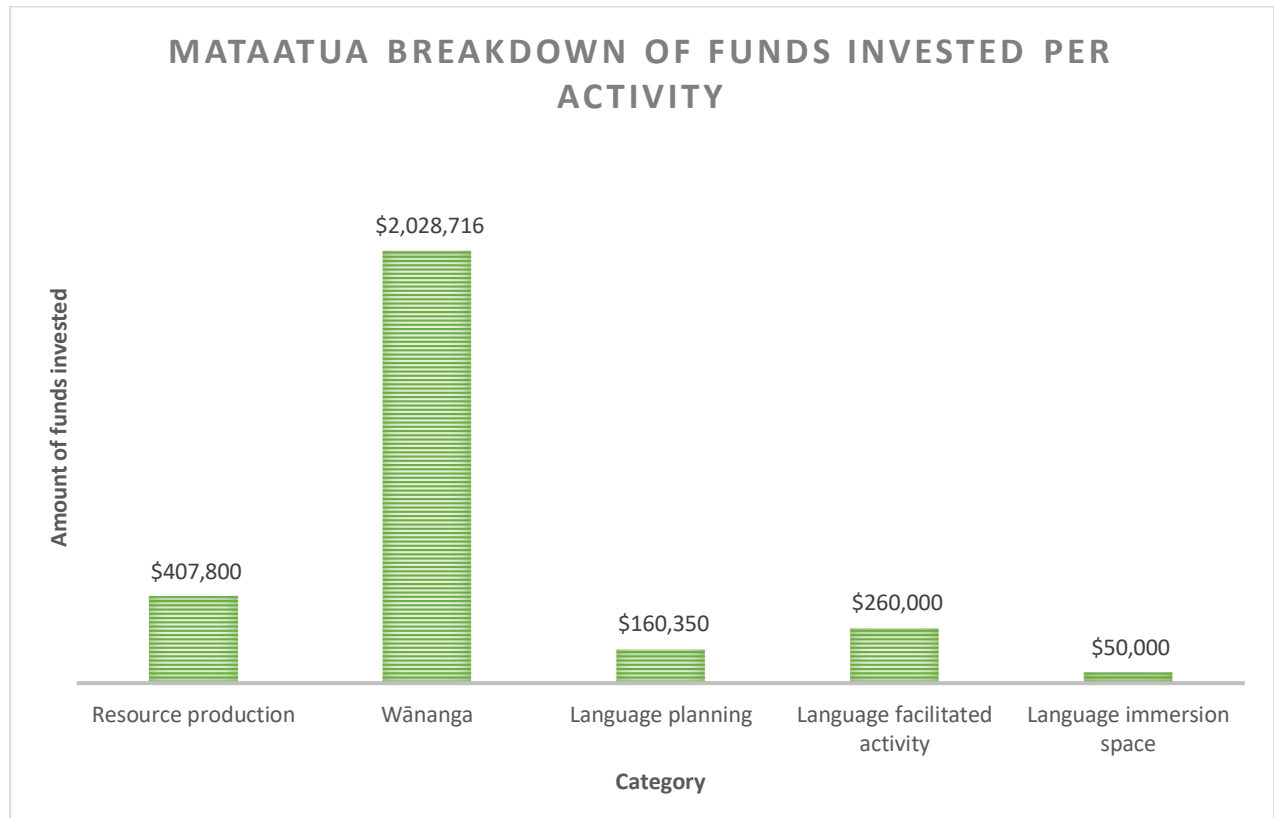
Overall, kaitono found the reporting process relatively straightforward, “because you can report all manner of information.” However, some kaitono wondered if alternative forms of reporting might be considered by Te Mātāwai, such as videos or audio recordings.

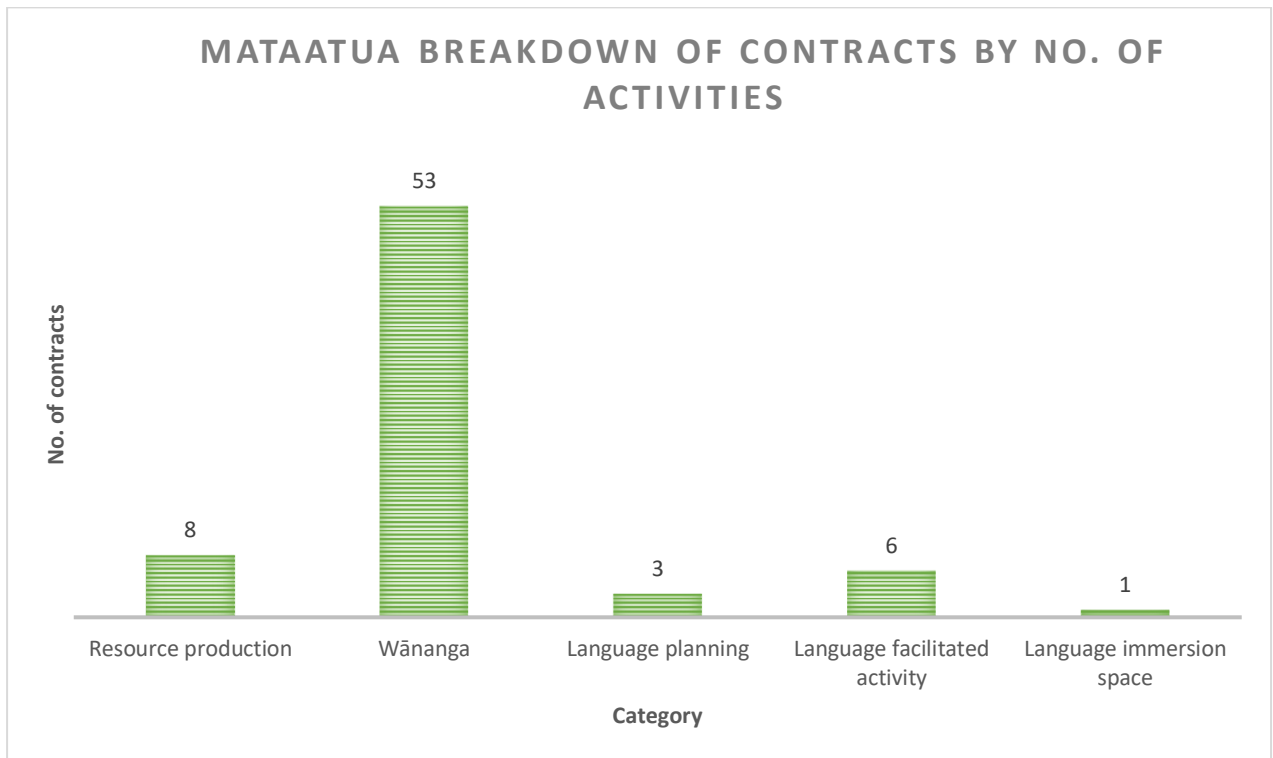
## 2.4. Reo revitalisation investments

### ***Reo investment priorities are developed by Pae Motuhake, and communicated across Mātaatua***

The reo investment priorities in the Mātaatua Investment Plan were developed by the Pae Motuhake, and centred around kapa haka and whakapono Māori. Mātaatua also held a roadshow across the breadth of their Kāhui to communicate the funding to the wider community, which was considered “extremely effective” at getting the word out. This was reflected in the increase of applications in the subsequent funding round. Mātaatua’s funding has generally been well over-subscribed: the previous round had \$4 million worth of applications, with \$1.5 million of available funding.

There is a particular emphasis in Mātaatua on reo wānanga kaupapa, as well as kura reo. Analysis of data from the Te Mātāpuna system shows that the greatest investment in the Mātaatua Kāhui was in wānanga reo, as shown below.





The emphasis on wānanga was also reflected in the total number of contracts for each activity type, as shown in the graph above.

Discussion with Pae Motuhake and kaitono found that kaupapa that are considered effective include rūmaki reo wānanga; kapa haka; wānanga whakarauora reo; reo wānanga for kaiako; wānanga karanga; kura reo for iwi-specific dialects; hāhi-based reo and tikanga wānanga; domain-specific reo wānanga (such as mahinga kai, ngahere), and informal reo kaupapa, such as kōrero sessions held at café.

Mātaatua have also funded digital-based kaupapa ā-reo, including online learning platforms, animations, and virtual learning. Pae Motuhake have emphasised the need to become more 'digitally literate' in responding to kaitono applications based on digital media.





## 2.5. Emerging outcomes

The emerging outcomes reported by kaitono and Pae Motuhake about kaupapa reo within Mātaatua include:

- Strengthening reo ā-iwi and tuakiri ā-iwi
- Strengthening language specific to particular activities (such as ngahere, or māra kai)
- Development of e-learning databases and repositories
- Reconnecting whānau to their rohe, iwitanga and hapūtanga
- Revitalising tikanga ā-hapu, ā-iwi
- Intergenerational transmission of knowledge, such as handing down kōrero tawhito
- Awakening interest, desire, and curiosity about te reo and its use in different domains (at home, online, etc.)
- The emergence of champions of te reo
- Increasing confidence in new and developing reo Māori speakers

## 3. CONCLUSION

While Mātaatua voiced preference for a devolved model, Kāhui across Aotearoa found the Kāhui Investment Model to be effective in its current state, including the centralised tari function. However, there is a widely-reported need for improvement in communication with the tari and better support for Pae Motuhake.

Every Kāhui confirmed they felt they had mana motuhake in the management of their affairs. As in all other Kāhui, Mātaatua Pae Motuhake members recognise the difficulty of managing their 'day jobs' with the responsibilities of being on the Pae Motuhake. Similarly, many spoke of the need to have some kind of induction or training, to better prepare themselves for the responsibilities to be assumed.

Kaitono experiences in Mātaatua reflected those of most other Kāhui: registration, application, and reporting were straightforward for those with past experience and organisation familiarity with these processes, but challenging for many individuals, whānau and smaller organisations.

Finally, language planning has also been considered an important skill to develop amongst other Kāhui, equally for whānau, kaitono, and Pae Motuhake. This is an important consideration in ensuring the sustainability of reo revitalisation into the future.