



# TE RAUTOKI Ā-TOI: TOIURU REPORT

*TE REO TUKUTUKU*

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Te Whare Wānanga o Awanuiārangi  
Allen + Clarke





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<b>Author(s):</b>	Marnie Carter
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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 Te Reo Tukutuku.



### 1.3. Te Reo Tukatuku data collection methods

Evaluation data collection methods in Te Reo Tukatuku included the following activities:

- a review of documents including the Te Reo Tukatuku Kāhui Investment Plan, guidance and operational documents related to the Kāhui Investment Model, and funding application materials.
- in depth interviews with two Pae Motuhake members and six 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 in Tāmaki Makaurau on Friday 29 September 2019.

## 2. TE REO TUKUTUKU EVALUATION FINDINGS

### 2.1. Design of the Kāhui Investment Model

***The design of the model is considered a strong foundation for reo revitalisation in Te Reo Tukatuku***

Pae Motuhake, kaitono and national stakeholder entities interviewed in Te Reo Tukatuku agreed that the Kāhui Investment Model is an effective model for revitalising te reo Māori. The move from Crown control of funds to Kāhui-led investment decisions, was described as “ground-breaking” and “in line with what [the reo revitalisation sector has] been seeking for years”.

The model was seen as flexible, allowing for diversity of initiatives, target audiences and circumstances.

*The beauty of the model is that whether you are a marae wanting to run wānanga or a large commercial outfit – if you have a strong kaupapa, there is an opportunity to get funding support.*

- Pae Motuhake member

Interviewees in Te Reo Tukatuku also stated that a key strength of the model is its recognition that whānau, hapū, iwi and Māori communities are best placed to identify their aspirations and set priorities for the revitalisation of their reo. This reflects the key driver of the design of the investment model, which explicitly centres communities as the leaders in the revitalisation of their own reo ā-iwi, ā-hapu, ā-whānau.

*Our people are pleased to have been recognised as the ones who should steer the [reo revitalisation] waka.*

- Pae Motuhake member



### ***The organisations under Te Reo Tukutuku noted some challenges in adapting to the Kāhui model***

As a sector-based kāhui, Te Reo Tukutuku comprises a diverse range of organisations and entities. Several of the organisations that come under Te Reo Tukutuku stated that the move to the Kāhui Investment Model had involved some challenges.

Firstly, it was noted that Te Reo Tukutuku's division into four sector groups – Te Hapori, Te Pāpāho, Te Mātauranga, Te Hunga Noho Tāone – does not align well with a kaupapa Māori worldview. Some organisations and individuals interviewed considered they had been “shoehorned” into one of the four groups, which did not accurately reflect the full range of their work. For example, one kaitono organisation had been placed in the Te Mātauranga group but considered that its services in fact encompass te reo, wellbeing, education and community development. They stated that the “silo-ing” of organisations into the four groups did not align well with a Te Ao Māori perspective, and there should be a single funding pool across all sectors (as in other Kāhui).

On the other hand, several organisations within Te Reo Tukutuku noted that the groupings had prompted them to make connections with other entities within their assigned sector and were beginning to work more collaboratively.

Another challenge those we spoke with identified was adjusting to the model's funding arrangements, which differed from other platforms of funding. Some of the organisations had previously been funded by bodies such as Te Taura Whiri or Te Puni Kōkiri, often through multi-year, fee-for-service contractual arrangements. The move to the Kāhui Investment Model meant that these organisations now needed to compete for contestable funding. This “was quite a shift and took a while to get our heads around,” said one kaitono. Another kaitono organisation stated that the change had had a major impact and had prompted them to restructure their organisation to respond to a reduction in funding.

Nevertheless, despite these challenges, most of the kaitono interviewed felt they had now adapted to the Kāhui model and were supportive of its retention as the vehicle for reo revitalisation investments.

## **2.2. Pae Motuhake**

### ***Pae Motuhake members were seen as leaders in te reo Māori***

Kaitono in Te Reo Tukutuku generally agreed that the Pae Motuhake members were ‘movers and shakers’ in te reo Māori. Each of the four sectors was represented on the Pae Motuhake, and interviewees were satisfied that their representative had expertise and experience in the sector.

Pae Motuhake members noted that, while their experience as te reo experts was useful for the role, they also had to learn new skills such as language planning, strategy development and communications. As within other Kāhui, the lack of formal induction or ongoing training in the role meant that some of the Pae Motuhake members initially struggled with some aspects of the role. In particular, communications capability and capacity was considered to be a gap in the collective skillset of the Pae Motuhake. Pae Motuhake members stated that they used their networks to promote reo revitalisation, Te Mātāwai and the funding grant, but that this was ‘ad hoc’. Pae Motuhake considered that training and support in





strategic communications would assist them to promote Te Reo Tukutuku's work and the funding rounds, a point echoed amongst other Pae Motuhake across the eight Kāhui.

### ***Pae Motuhake members wear many pōtae***

The Pae Motuhake members in Te Reo Tukutuku have a range of professional, community, and whānau roles and commitments. While this was seen as a positive indication that the “right people” were in the role, it does mean that balancing the time required for the Pae Motuhake role with other commitments can be challenging. Pae Motuhake members stated that they had been surprised by the amount of time required for the role:

*I thought it was just a monthly hui, but to do it well needs much more time connecting with communities, making funding decisions, keeping stakeholder groups informed. I enjoy it, but it's a large time commitment.*

- Pae Motuhake member

It was also noted that the Te Mātāwai tari provides high quality support to the Te Reo Tukutuku Pae Motuhake, and that this had been helpful in assisting the Pae Motuhake. However, the high staff turnover within the Te Mātāuru team has meant that there have been gaps in the support provided and a need to continually build relationships with new staff.

## **2.3. Funding implementation**

### ***Kaitono within Te Reo Tukutuku found the application process straightforward***

Kaitono within Te Reo Tukutuku were often entities or organisations with a history of applying for funding grants, commercial experience, and/or strong kaimahi capability in developing applications. As such, the kaitono interviewed in this Kāhui typically described the funding application process as straightforward. The length of the application, types of questions asked, and evidence required was viewed as appropriate.

*Māori organisations are often over-scrutinized and applications for Māori-specific funding can be burdensome – but this one was okay.*

- Kaitono

### ***Kaitono advocated for the provision of longer-term contracts***

There is currently no provision for contracts to grant a funding appropriation from multiple funding rounds (for example, a single contract with funds from the 2020-2022 funding pools). As noted in other Kāhui, kaitono in Te Reo Tukutuku noted that change requires a long-term investment and stated that having to re-apply for funding each year is a barrier to undertaking longitudinal initiatives. Kaitono stated that multi-year funding contracts would allow them to attract and retain staff by offering a career path, rather than a one-year contract. It would also help achieve efficiencies and value for money, for example by securing a long-term lease for a site, rather than costly short-term leases. One kaitono suggested that multiyear contracting could be implemented through a ‘review and extension’ model, whereby



established organisations that met criteria could be provided with one years' secure funding, with subsequent years confirmed based on the achievement of set performance measures.

***Pae Motuhake and kaitono wanted more visibility about what initiatives are being delivered in their Kāhui***

Pae Motuhake and kaitono noted that there was a lack of information and communications regarding the variety of reo revitalisation activities that are being funded by Te Mātāwai. Some kaitono noted that the Hua o te Mata Reo wānanga had been their first opportunity to hear about other reo revitalisation projects that were being delivered, and that they had relished the chance to make contact with people involved in similar industries.

*It's been great connecting with others [at the wānanga] who are doing similar mahi in the tech space. We're planning to meet up again to share ideas and help each other out.*

- Kaitono

As in other Kāhui, kaitono and Pae Motuhake members also stated that it would be useful to provide regular information on reo revitalisation initiatives, such as by sharing videos or stories on the Te Mātāwai website and/or social media channels.

## 2.4. Reo revitalisation investments

***The Te Reo Tukutuku investment priorities align with flaxroots aspirations for reo revitalisation***

The majority of people interviewed in Te Reo Tukutuku considered that the priorities outlined in the Kāhui Investment Plan were appropriate and provided a strong basis for investment decisions. In particular, the focus on collaboration, connectivity and innovation were seen as well aligned with the flaxroots mahi of kaitono within the Kāhui.

*They [the priorities] emphasise innovation and I think that's important for this Kāhui. We've seen today [at the Ngā Hua o te Mata Reo wānanga] that there's definitely a lot of innovation happening. It's exciting for the reo.*

- Kaitono

However, while several kaitono agreed with the priorities in the plan, they did not have much involvement in their development. They expressed a desire for greater involvement if the plan is reviewed:

*Even if the priorities don't change, it would be good to be involved with making that decision.*

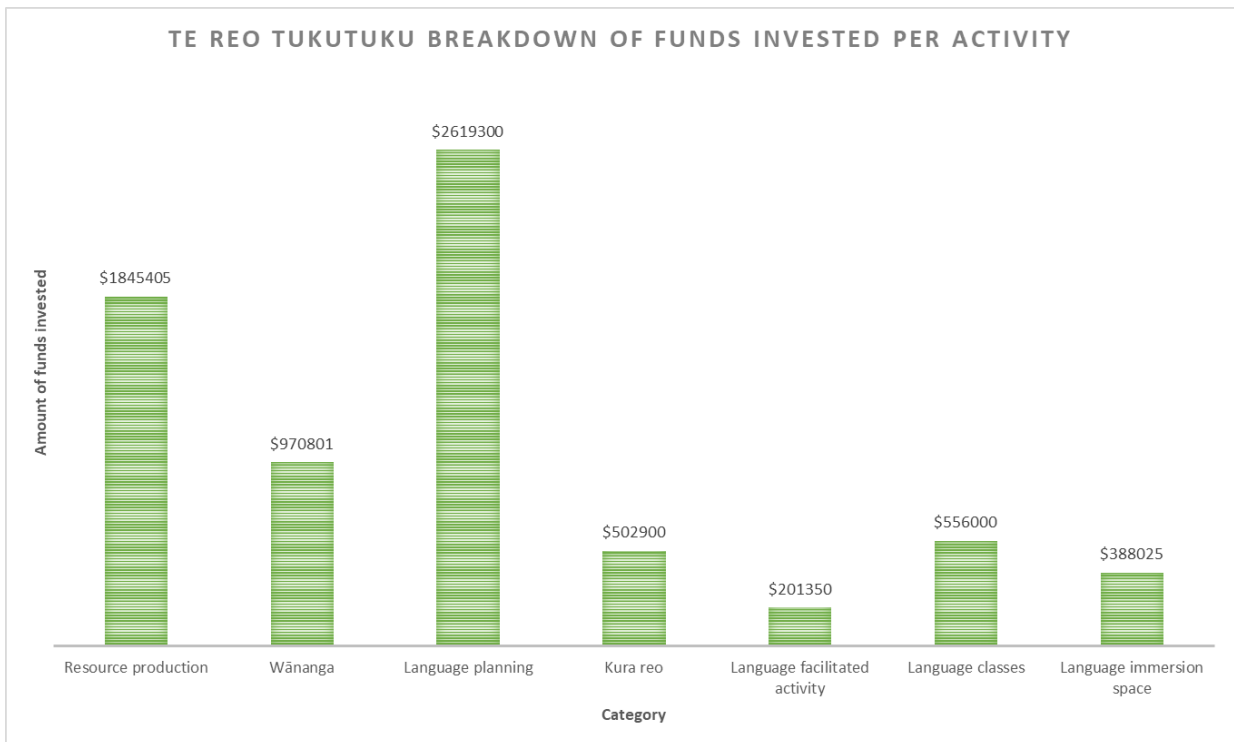
- Kaitono



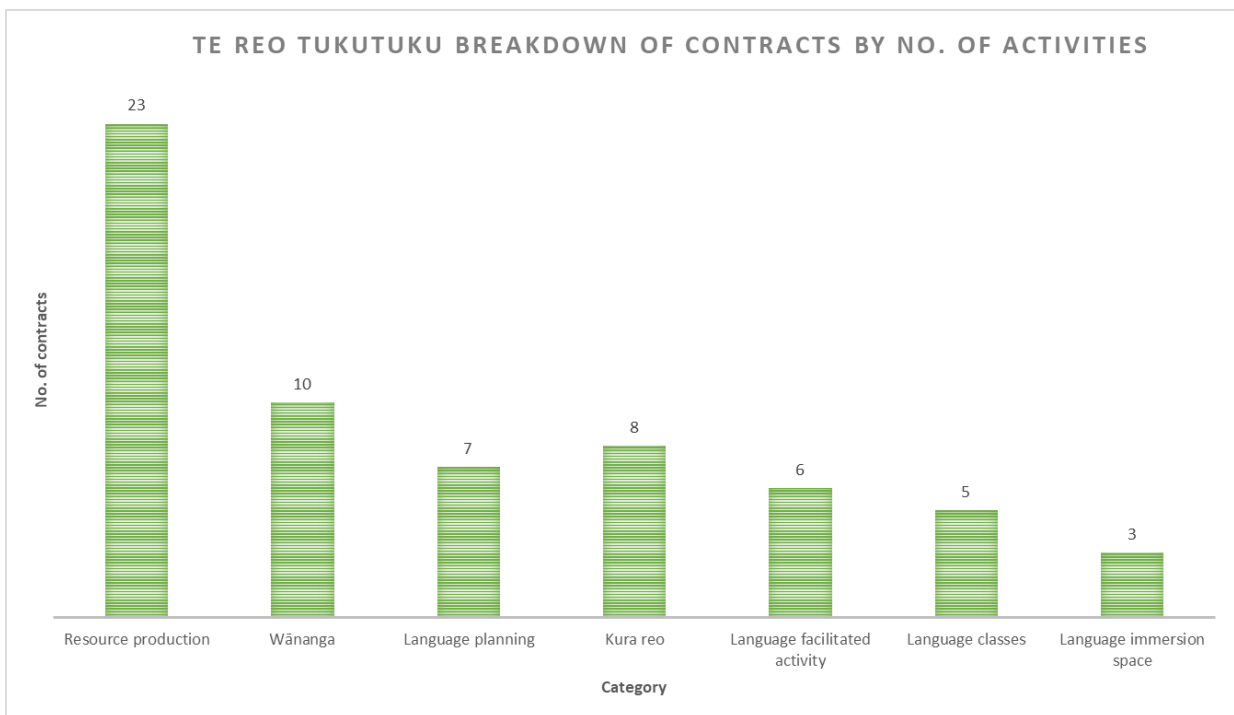


**Language planning, resource production and wānanga are the most common funded kaupapa in Te Reo Tukutuku**

Data from the Te Mātāpuna system shows that to April 2020 language planning was the category of investment in that received the most funding Te Reo Tukutuku. Resource production and wānanga were the next largest categories of investment. This is in contrast to other Kāhui, in which wānanga were generally the highest funded investment category.



The highest number of contracts issued were for resource production, followed by wānanga and language planning.



Pae Motuhake members stated that they tried to ensure the funding was disbursed across both ‘tried and tested’ and ‘new and innovative’ reo revitalisation activities. They noted that it was exciting to see innovative technologies, such as the use of virtual reality, phone applications and gaming, being used to broaden the reach of reo revitalisation.

*Seeing ways of transmitting reo evolving, changing and making use of new technology makes me optimistic that reo revitalisation is in good stead into the future.*

- Pae Motuhake member

## 2.5. Emerging outcomes

Pae Motuhake and kaitono reported seeing whānau that attended or used kaupapa funded through Te Reo Tukutuku becoming more confident and proficient in te reo Māori. For example, one kaitono established a rūmaki reo space offering classes and activities such as a te reo choir. The kaitono described observing whānau who initially had little or no reo progressing to the point of being able to have a conversation about everyday things.

*I remember one whānau, they came along to our beginner classes and were too shy to speak, didn't know their pepeha...after a few months they had found their voice – their reo – and now they are really on the journey to fluency.*

- Kaitono



Other kaitono stated that through their initiative they were helping to preserve unique mita and reo ā-iwi. This was achieved through providing wānanga that focused on iwi or hapū dialects, and by creating digital repositories of taonga such as interviews with fluent speakers of the dialect.

Kaitono that provided language planning initiatives described seeing increased motivation amongst whānau to establish te reo Māori as the first language in their homes, and developing and implementing strategies to achieve this.

Other observed outcomes included increased knowledge of te reo me ōnā tikanga, and reo related to specific domains, such as māra kai, the ngahere, and the marae.

### 3. CONCLUSION

Overall, the evaluation found that, as in other Kāhui, Te Reo Tukutuku considered the Kāhui Investment Model to be a robust and appropriate model for revitalising te reo Māori. Important features of the model are that it places control of investment decisions with whānau, hapū, iwi and Māori communities and allows for a genuine diversity of kaupapa to flourish.

In line with findings in other Kāhui, Pae Motuhake members are viewed as leaders in the te reo sector and are considered the right people to drive reo revitalisation investment in the Kāhui. However, the amount of time required for the role was higher than expected for some Pae Motuhake members. They considered that they could be better supported through the provision of formal induction training and ensuring that the Te Mātāuru team operates at full capacity. This could include training in the specifics of the role, as well as more strategic topics such as language planning and the governing legislation of Te Mātāwai.

The kaitono in Te Reo Tukutuku Kāhui tend to be larger organisations with experience and familiarity with funding application processes. The kaitono within this Kāhui generally consider the application process straightforward. This is in contrast to other Kāhui, in which smaller entities and individuals often struggled with the application process.

Several interviewees in Te Reo Tukutuku also advocated the establishment of mechanisms to forge connections between kaitono, such as wānanga or symposia. This would allow them to build relationships with those engaged in similar kaupapa, to support collaboration and sharing learnings.

The initiatives delivered through the Kāhui Investment Model are beginning to see positive outcomes in Te Reo Tukutuku. Reported outcomes include whānau becoming more proficient in te reo Māori, preserving iwi dialects, and undertaking strategic language planning. This provides a strong basis for the continuing revitalisation of te reo Māori in Te Reo Tukutuku.