



Te Mātāuru ki Tainui

Investment Plan 2022

*E kite ana tō whatumanawa
i te moutere?*

Te Ōwī me te Ōwā – Vision

Rere noa ana te reo ūkaipō i Tainui!

Ko Mōkau ki runga. Ko Tāmaki ki raro. Ko Mangatoatoa ki waenganui.
Pare Hauraki, Pare Waikato, Te Kaokaoroa o Pātetere, Te Nehenehenui.

Mā tātou hei whakatere te waka o te reo, ko ngā niao ko te mahi tahi me te manaakitanga.
Ko te taurapa, ko te Kīngitanga. Ko te tauihu, ko ngā uri whakatupu.
Ko ngā iwi ōna kaumoana. Ko ngā paemanu ngā māngai o ngā iwi o te rohe.

*Tōia Tainui, tapotu ki te moana
Mā wai te waka o te reo e tō?
Mā tātou e tō!*

Funding Priorities

1. Te Paparewa – Identity

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

2. Te Rā Kauawhi – Promotion

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

- 2.1. Historical language loss and development overview
- 2.2. Reo Promotion

3. Riu – Learning

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

- 3.1. **Kāinga** – Te reo o ia rā, Intergenerational Transmission – Te reo tuku iho
- 3.2. **Marae** – Whaikōrero, karanga, waiata, karakia, mihimihi, kōrero tuku iho, tongikura, pepeha, whakapapa, tikanga.

*Kaua te taura e pōkaia
ki te kei, whakahora!*

4. Takere – Immersion

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

5. Te Kei – Language Champions

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

5.1. Language Champion Development – Kaiurungi Navigator (Coordinator for the Tainui area);

5.2. Language Planning, Reo Surveys and Reporting.

Ngā Mātāpono – Principles

- me noho mātāmua te reo;
- me hāngai te pūtea e tonohia ana ki ngā hua ka puta i te kaupapa;
- ka ngana ki te tautoko tonu i ngā kaupapa kua whai hua kē;
- me aro pū ngā tono ki te Maihi Māori, waiho ngā kaupapa karauna;
- me hāngai ngā tono ki ngā mahere reo ā-iwi, ā-marae, ā-whānau, me ngana rānei ki te whakarite mahere reo;
- ko te reo te kaiwhakakotahi i te iwi me ngā kaupapa e taea ana.

Te Pae Huakai – Goals

Hei te tau 2040:

- ka ūkaipō te reo i ngā kāinga Māori 25% o Tainui;
- ka rangona te rere o te reo ki mua, ki muri i ngā marae 50% o Tainui;
- ka rangona te rere o te reo i ngā kaupapa, i ngā tiriti o Tainui.

How we will achieve it?

Ko Hawaiki-iti – Growth

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

Ko Te Kete Rukuruku – Sustainability

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

Te Pae ki Uta – Outcomes

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