

TE MĀTĀURU ki Te Tai Rāwhiti

Te Tai Rāwhiti Iwi Cluster Investment Plan 2022

Tukuna te Reo Kia Rere Noa

Ō Mātau Wawata

What we want?

Te Pae Motuhake will ensure that this plan encourages:

- innovation;
- inspiration and motivation;
- retention and growth in reo ā-iwi;
- identity - Iwi, Māori;
- celebration of who we are/our language.

Priorities for investment:

- providing information and awareness about Māori language;
- developing ways in which to support iwi language revitalisation;
- developing ways to ensure iwi language revitalisation initiatives meet the needs of marae, hapū, communities;
- Māori language use and transmission in homes (from parent/child and grandparents).

Our approach for iwi/regional language revitalisation:

Auahatanga - new and innovative ways of working.

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

Kāinga - reinstating language in the home.

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 prioritises initiatives/ activities/events/resources that focus on **engaging** people at the Pou Kaiāwhā stage:

- capture;
- recruit;
- conscientise.

Targeted Populations

Whānau
Speakers, tamariki

Targeted Locations

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

Pou Tuarongo

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

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.

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.

Investments will be split between a focus on:

- Engaging (language planning) in Te Tai Rāwhiti reo revitalisation;
- Using (immersion domains) te reo Māori along with unique Te Tai Rāwhiti dialectal variations.