

TE HUAPAE

OUR PLAN FOR SUCCESS



2019-2021

MĀORI
TELEVISION
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PURPOSE

This document, Te Huapae – Our Plan for Success, outlines Māori Television’s Outcomes Framework and presents our plan to achieve the outcomes which directly align to our vision that:

“Māori are thriving”

In essence our vision means:

- Te ao Māori is thriving
- Tikanga Māori is thriving
- Te reo Māori is a thriving language
- Māori perceptions are valued by all New Zealanders

The Outcomes Framework is Māori Television’s statement: it represents our vision, and the outcomes that we care about. At the same time, it demonstrates how our vision aligns with the expected outcomes of our key partners.

Our role is to connect people to te ao Māori by creating great Māori content that excites and inspires. Te Huapae outlines the key outcomes that we want to achieve for three core stakeholder groups:

- **Our Staff**

We support all staff with language planning, learning and professional development, and embed tikanga into the way we work

- **Our Audiences**

We engage audiences so they feel inspired, excited and empowered to connect with te ao Māori, and including te reo me ngā tikanga Māori

- **Our Partners**

We enable partners to effectively play their part in revitalising te reo me ngā tikanga Māori, by providing te reo resources and helping them reach their audiences

Acknowledges our role in Te Whare o Te Reo Mauri Ora and our contribution to the overall vision of te reo revitalisation, kia mauri ora te reo Māori.

Recognises the specific work we will be doing to complement the work of other partners under the Maihi Karauna (the Government’s Māori Language Strategy) and Maihi Māori (the Language Strategy of iwi and Māori).

Provides staff and key partners with a reference point on how their work contributes to what we are trying to achieve across our organisation’s work streams for te reo Māori me ngā tikanga Māori revitalisation.

Will guide the way we do things and show how and the extent to which we are having a positive impact on the lives of our audience.

Will show how our audience value te reo Māori me ngā tikanga Māori.

Lays the foundations for the broadening of our digital platform.

The framework has realigned us to an outcomes based approach, in using this approach, we are still committed to meeting the outputs outlined in our Statement of Intent 2019-2021, though we also want to ensure our investments are making a difference.

Māori Television plays a unique role in supporting the revitalisation of te reo me ngā tikanga Māori:

- Māori Television was launched in 2004, as a result of the Crown recognising its responsibility to support Māori broadcasting to promote te reo me ngā tikanga Māori
- This gave Māori Television a clear founding role in supporting national efforts in revitalisation, which today is captured in the Maihi Karauna (Crown strategy for te reo revitalisation)
- At the same time, Māori Television plays an important role supporting community-level efforts to revitalise te reo Māori as a thriving language used by whānau, iwi, hapū and te reo speaker communities and stakeholders across the country. These community-level efforts are expressed in the Maihi Māori (the Māori, iwi and hapū strategy for te reo revitalisation)
- In this policy context, Māori Television needs to define its own vision of success and build its capacity to measure its progress towards this vision

In 2018, Māori Television released its Outcomes Framework, *Kia whakaawetia te whakaoranga o te reo Māori me ngā tikanga Māori* that identified four long-term outcomes we want to achieve over the next three years:

- Kia tokomaha ake ngā tāngata e uara ana ki te reo me ngā tikanga Māori hei wāhanga o tō tātou tuakiri ā-motu. More people value te reo me ngā tikanga Māori as part of our national identity
- Kia tokomaha ake te hunga rangatahi e hiamō ana ki te reo Māori me ngā tikanga Māori. More young people are excited about te reo Māori me ngā tikanga Māori
- Kia tokomaha ake ngā tāngata e toro ana i ngā kaupapa Māori me ngā kaupapa e kōunga nei te reo Māori. More people are engaged with high quality reo Māori and Māori content.
- Kia whakaawetia te whakaoranga o te reo Māori me ngā tikanga Māori e tā tātou whakahaere. Māori Television inspires the revitalisation of te reo Māori me ngā tikanga Māori.

These outcomes provided a helpful starting point for understanding and measuring success, but required:

- A statement of Māori Television's own vision that reflects a 2019 perspective on what the organisation values and what it does
- A theory of change that describes how it will get to its vision
- An understanding of alignment with key partners' own outcomes
- A plan for implementation

Māori Television has reviewed and refreshed its Outcomes Framework through extensive consultation with staff, Te Whare o te Reo Mauri Ora partners, government and selected audience members - key stakeholders, Ministers, iwi radio, external production companies, funding agencies and general population that have registered to receive regular updates from Whakaata Māori.

The updated framework includes:

- A Māori Television's theory of change, with updated outcomes
- An approach to measuring priority outcomes, including indicators and measurement tools
- Timeframes for achievement

OUTCOMES FRAMEWORK REVIEW

Māori Television's Outcomes Framework review answers these three questions:

01 What outcomes do we want to achieve?

02 how are we going to achieve these outcomes?

03 How will we implement the outcomes framework?

In answering these questions, the following parts of Māori Television's Outcomes Framework were updated or created:

Māori Television Theory of Change

Indicators and measurement tools

Next steps



THEORY OF CHANGE AND UPDATED OUTCOMES

This section outlines Māori Television's Theory of Change.

A theory of change is simply the telling of a story using the following structure:



A theory of change (or story telling using this structure) is important because it helps organisations to do two things:

- Clarify and agree on why we exist and the changes we want to achieve for the people and organisations who we work with; and
- Identify what specific changes we will focus on to track our progress.

TE ARIĀ WHAKAWHANAKE SUMMARY THEORY OF CHANGE

STRATEGIC RESPONSE

NEED

We see a need that we care about

...and we see an opportunity to make a difference.

Te reo Māori is an official language of Aotearoa and is a taonga that should be promoted and protected. Ngā tikanga Māori goes hand in hand with te reo Māori, making language and culture unique to Aotearoa and providing an identity to people of Aotearoa. Māori, iwi, hapū and whānau have been working for many years to revitalise te reo me ngā tikanga Māori.

Māori Television is also a taonga, and it was launched in 2004 as a result of the Crown recognising its responsibility to support the revitalisation of te reo me ngā tikanga Māori through broadcasting.

This revitalisation requires the Crown to work in partnership with Māori to work at both the national and community levels.

This partnership at the national and community levels is embodied in Te Whare o Te Reo Māori Ora, and the Maahi Karauna and Maahi Māori

Māori Television supports both the national and community level strategies for te reo revitalisation: we engage audiences nationwide in te ao and te reo Māori; and provide content that supports Māori to engage with te reo and supports whānau to raise their children in te reo.

We use entertainment, inspiration and learning to connect audiences with te ao Māori, and therefore te reo Māori.

We aim to engage the next generation because they are critical to revitalisation.

We provide a platform to amplify Māori voices.

We cater for the full spectrum of te reo Māori speakers.

We lead by example – creating a great work place that celebrates and embeds te reo me ngā tikanga Māori.

STAKEHOLDERS

We work with 3 core stakeholder groups...

MĀORI TELEVISION STAFF



PARTNERS

- Partners in Te Whare o te Reo Māori Ora
- Māori community
- Media companies
- Educational institutions



AUDIENCES

- Māori and non-Māori
- From tamariki to kaumātua in te reo
- From 'receptive' to 'fluent' in te reo
- From 'Zero' to 'Active' (ZePA spectrum)
- Whānau raising their children in te reo or connecting them with te ao Māori

OUTCOMES

... that lead to short, medium and long-term outcomes for our core stakeholder groups.

MĀORI TELEVISION

We support staff to achieve their te reo Māori and professional goals, and embed tikanga Māori in our work.

This makes Māori Television a place where great people want to work, and inspires other organisations.

And it means we contribute to a thriving media industry that values te reo me ngā tikanga Māori.



Our Partners enjoy the following outcomes because of Māori Television:

Partners can reach more audiences across the country to disseminate their content.

Partners have more content to support their own work in promoting or teaching te reo me ngā tikanga Māori.

As a result, partners have greater capacity to play their part in revitalisation.



Through broadcasting, programming and engagement with the community, we contribute to several outcomes for our Audiences:

Māori Television provides a platform that elevates the Māori voice in New Zealand.

Te ao Māori is valued as part of New Zealand's identity.

Audiences and whānau engage with and learn te reo Māori, because our content inspires, excites and enables them.

We raise funds to deliver these activities.
\$37m (2018) annual funds

VISION

All our work is guided by a vision of the world that we want to see in the future.

MĀORI ARE THRIVING

This means:

Te Ao Māori is thriving

Tikanga Māori is thriving

Te Reo Māori is a thriving language

Māori perspectives are valued by all New Zealanders

This is part of a bigger picture where all of New Zealand is thriving

OUR VISION

Māori Television's Theory of Change begins by describing:

1. The need we exist to address
2. How we respond to this need
3. Our vision for the future.

The vision describes the future we are working towards which for Māori Television is "Māori are thriving".

NEED

Te reo Māori is an official language of Aotearoa and is a taonga that should be promoted and protected. Ngā tikanga Māori goes hand in hand with te reo Māori, making language and culture unique to Aotearoa and providing an identity to people of Aotearoa. Māori, iwi, hapū and whānau have been working for many years to revitalise te reo me ngā tikanga Māori.

Māori Television was launched in 2004 with much celebration and is also a taonga. It was launched as a result of the Crown recognising its responsibility to support the promotion of te reo Māori me ngā tikanga Māori through broadcasting. Māori Television embodies the partnership established between Māori and the Crown through Te Tiriti o Waitangi

Revitalising te reo Māori as a thriving language requires the Crown to work in partnership with iwi, Māori and Māori language communities/stakeholders, to work at both the national and community levels (i.e. combining 'macro' and 'micro' approaches to te reo Māori language planning)

The partnership between the Crown and Māori is embodied in Te Whare o Te Reo Mauri Ora:

- The Maihi Karauna presents the Crown's strategy for te reo Māori revitalisation at the national level. It is led by Te Taura Whiri i te Reo Māori
- The Maihi Māori presents the te reo Māori strategy of iwi, Māori and Māori language communities and stakeholders, focusing on the community level. It is led by Te Mātāwai

STRATEGIC RESPONSE

Māori Television plays a unique role in supporting both the national and community level revitalisation strategies of the Maihi Karauna and Maihi Māori, respectively:

At the national level, we broadcast nationwide and online, influencing the status of te reo Māori and disseminating content to national audiences

At the community level, our content supports Māori to meet their own goals for te reo me ngā tikanga Māori, and supports parents who are raising their children in te reo, or want their children to feel connected with te ao Māori

We work to engage the next generation in our content and broadcasting – mokopuna, tamariki, rangatahi and their whānau – because they are critical to revitalisation

We support Māori and non-Māori to engage with and learn te reo me ngā tikanga Māori by connecting them to te ao Māori in a way that entertains, inspires and excites them to learn more

We elevate the stories and perspectives of Māori so that they are heard and valued by all New Zealanders

We cater for the full spectrum of te reo Māori speakers; from those who may not know any te reo Māori words to those who may speak te reo Māori as their first language, are raising their kids in te reo, and sending their children to kōhanga or kura

We lead by example. We create a great work place that celebrates and embeds te reo me ngā tikanga Māori, that inspires other organisations to do the same, and that builds the capacity of the media industry

VISION

The 'big picture' vision that we work towards is that Māori are thriving. The elements of this vision that are most relevant to our own contribution are:*

- Te Ao Māori is thriving
- Tikanga Māori is thriving
- Te Reo Māori is a thriving language
- Māori perspectives are valued by all New Zealanders

Through this, we contribute to the broader vision that all of New Zealand is thriving, because we're here to connect all people to te ao Māori.

* Important Māori health and wellbeing frameworks include: the [Whānau Ora Outcomes Framework](#); [Te Whare Tapa Whā](#); and [Te Pae Mahutonga](#). See the NZ Treasury paper, [Culture, Wellbeing, and the Living Standards Framework: A Perspective](#) (pages 8-12) for more

In working toward our vision Māori Television helps achieve outcomes for the following three stakeholder groups:

STAKEHOLDER GROUPS



We support outcomes for our staff

We aim to lead by example, so we support all staff with language planning, learning and professional development, and embed tikanga into the way we work



We support outcomes for our diverse partners

We enable partners to effectively play their part in revitalising te reo me ngā tikanga Māori



We support outcomes for our audiences

We engage audiences so they feel inspired, excited and empowered to connect with te ao Māori, and included in te reo me ngā tikanga Māori

Our work is organised into three timeframes:

SHORT-TERM
1-3 YEARS

MEDIUM-TERM
3-5 YEARS

LONG-TERM
5+ YEARS

TIMEFRAMES

SHORT-TERM OUTCOMES

MEDIUM-TERM OUTCOMES

LONG-TERM OUTCOMES

WHAT ARE THEY?

We have more control over short-term outcomes because they are a direct result of our activities.

We can influence medium-term outcomes but we cannot control them because other factors are at play.

We are interested in long-term outcomes but our influence on these outcomes can be difficult to measure – e.g. increased proficiency in te reo Māori.

AN EXAMPLE CHAIN OF OUTCOMES (AN ‘OUTCOME CHAIN’)

SHORT-TERM

MEDIUM-TERM

LONG-TERM

Iwi, hapū, whānau and Māori audiences enjoy kōrero tuku iho (ancestral) and local stories

Māori and non-Māori learn more about te ao Māori

Māori audiences feel a greater sense of belonging to te ao Māori

Te reo me ngā tikanga Māori is valued as a part of New Zealand’s identity

Te reo me ngā tikanga Māori is thriving

Māori Television's Theory of Change describes the outcomes we want to achieve for our core stakeholder groups in the short, medium and long-term.

It is not feasible or necessary to measure all outcomes so the theory of change prioritises the outcomes that will be measured.

Lower priority outcomes are included in the Theory of Change because they form an important part of our story.

OUTCOMES

SHORT-TERM OUTCOMES
1-3 YEARS

MEDIUM-TERM OUTCOMES
3-5 YEARS

LONG-TERM OUTCOMES
5+ YEARS



Short to long-term outcomes for our staff



Short to long-term outcomes for our PARTNERS



Short to long-term outcomes for our AUDIENCE



These are the outcomes Māori Television
strives to achieve for our

STAFF

OUTCOMES

SHORT-TERM OUTCOMES 1-3 YEARS

MEDIUM-TERM OUTCOMES 3-5 YEARS

LONG-TERM OUTCOMES 5+ YEARS

Staff are supported to develop
personal plans for te reo me ngā
tikanga Māori

Te reo Māori flourishes as a
primary language of day to day use
amongst staff

Staff meet their te reo me ngā
tikanga Māori language goals

Tikanga Māori is embedded into
Māori Television

Māori Television is a place where
great people want to work

We inspire other organisations to
embed te reo me ngā tikanga Māori
planning in their workplace

Staff have learning and professional
development opportunities

Staff meet their learning and
professional development goals

We develop and grow talented people
who contribute to a thriving media
industry that values te reo me ngā
tikanga Māori

KEY

OUTCOMES

PRIORITY OUTCOME
(ONLY THESE ARE MEASURED)



These are the outcomes Māori Television strives to achieve for our

PARTNERS

OUTCOMES

SHORT-TERM OUTCOMES 1-3 YEARS

Māori Television is seen and active in the community and at events

Māori Television builds positive relationships with partners

MEDIUM-TERM OUTCOMES 3-5 YEARS

Partner organisations want to work with us

Production companies that produce te reo and Māori content have more business

Partners can reach a national audience to broadcast events or distribute content

Partners can engage with audiences (e.g. rangatahi) to co-design and develop revitalisation and communication efforts

Partners have greater access to te reo me ngā tikanga Māori content to support their revitalisation efforts

LONG-TERM OUTCOMES 5+ YEARS

Partners have greater capacity to support the revitalisation of te reo me ngā tikanga Māori

KEY

OUTCOMES

PRIORITY OUTCOME
(ONLY THESE ARE MEASURED)



These are the outcomes Māori Television strives to achieve for our

AUDIENCE

OUTCOMES

SHORT-TERM OUTCOMES 1-3 YEARS

MEDIUM-TERM OUTCOMES 3-5 YEARS

LONG-TERM OUTCOMES 5+ YEARS

MĀORI HAVE AN ELEVATED VOICE IN AOTEAROA

Audiences value the Māori Television brand

Issues that are important to Māori have a larger forum where they can be discussed

Māori and non-Māori hear more Māori perspectives and stories

Audiences feel more informed through Te Ao News

Māori and non-Māori have greater understanding and value for Māori perspectives

Māori feel more heard

Māori and non-Māori institutions are held more accountable by Te Ao News

Māori audiences feel empowered by having a platform that elevates the Māori voice in New Zealand

Audiences can access Māori Television content across diverse platforms

TE AO MĀORI IS VALUED AND THRIVING

Iwi, hapū, whānau and Māori audiences enjoy kōrero tuku iho (ancestral) and local stories

Māori and non-Māori learn more about te ao Māori

Māori audiences feel a greater sense of belonging to te ao Māori

Te reo me ngā tikanga Māori is valued as a national part of New Zealand's identity

Te reo me ngā tikanga Māori is thriving

Our content is engaging, entertaining and relevant

AUDIENCES AND WHĀNAU ENGAGE WITH AND LEARN TE REO MĀORI

Māori and Non-Māori hear and see more te reo Māori

Te reo is more accessible and engaging

Whānau have access to quality and engaging te reo content

Māori and non-Māori are inspired and enabled to learn te reo Māori

Māori and non-Māori increase their understanding of te reo Māori through watching Māori Television

Māori whānau feel supported in raising their tamariki in te reo Māori

KEY

OUTCOMES

PRIORITY OUTCOME
(ONLY THESE ARE MEASURED)

CONTRIBUTION AND ALIGNMENT TO PARTNERS' KEY OUTCOMES

Māori Television supports partners to achieve their key outcomes by:

- Providing engaging, entertaining and inspiring content that connects audiences to te ao Māori and te reo Māori
- Providing content that supports parents who are raising their tamariki in te reo
- Documenting and broadcasting Māori stories and archival footage, to connect audiences with te ao Māori
- Engaging young people through relevant Māori content and appropriate platforms
- Providing a platform that elevates, publicises and values Māori perspectives on current affairs

Partner strategies and frameworks	Relevant outcomes for Māori Television's updated Outcomes Framework*
Maihi Māori (Te Mātāwai) 	▪ Increase in te reo Māori usage in the home ▪ Increase in number of whānau members commencing te reo Māori journey ▪ Increase in number of Māori with strong cultural identity ▪ Increase in proportion of Māori speaking homes ▪ Increase in proportion of Māori children speaking te reo Māori as a first language
Maihi Karauna (Te Taura Whiri i te Reo Māori) 	▪ Percentage of New Zealanders valuing te reo me ngā tikanga Māori as part of national identity ▪ More young people excited about te reo Māori ▪ More people engaging with quality content in te reo Māori ▪ More people who can speak te reo Māori at greater levels of proficiency ▪ More children learning te reo Māori ▪ More use of te reo Māori in the home, on the marae and in communities ▪ Te reo resources held by the Crown are more readily available
Māori Television Statement of Intent	▪ Impact of Māori Television on te reo Māori ▪ Percentage of non-Māori whose understanding of Māori culture and receptivity towards te reo that can be attributed to Māori Television
Performance Expectations (Te Māngai Pāho)	▪ Whānau, hapū, iwi and wider Aotearoa increasingly experience te reo Māori and tikanga Māori (ZePA measurement model)
Living Standards Framework (New Zealand Treasury)	▪ Percentage of people who can converse about a lot of everyday things in te reo Māori ▪ Percentage of adults who said it was easy or very easy to express their identity in New Zealand (not specific to Māori identity) ▪ Sense of belonging to New Zealand (not specific to Māori belonging)
World Indigenous Television Broadcasters Network (WITBN)	▪ WITBN aims to preserve and promote Indigenous languages and cultures through media networking, news and program sharing, and television broadcasting. The Māori Television theory of change demonstrates how Māori Television aligns with this aim.

MEASURES, TOOLS AND PRIORITY OUTCOMES

This section outlines what we are going to measure, our measurement tools, and our priority outcomes

WHAT WE ARE LOOKING FOR	TYPES OF INDICATORS	PRIORITY OUTCOMES	INTERNAL FOCUS AREAS
We look at: - Short-term outcomes - Medium-term outcomes - Long-term outcomes By using: - Quantitative data - Qualitative data	Ten data collection tools are recommended to measure our priority outcomes: - HR database - Staff survey - Audience analytics - Broadcast outputs - Brand Health survey - Panel Survey - Online feedback and social media - Engagement tracker - Te Reo resources tracker - Data modelling Each tool measures outcomes in different ways.	There are 16 priority outcomes for Māori Television across three rūpū: - Staff - Partners - Audiences	We will measure the success of our outcomes by looking at the following focus areas Staff We support outcomes for our staff - We aim to lead by example, so we support all staff with language planning, learning and professional development and embed tikanga into the way we work - At least 80% of our staff are confident in te reo Māori me nga tikanga Māori Partners We support outcomes for our diverse partners - We enable our partners to effectively play their part in revitalising te reo me nga tikanga Māori Audience We support outcomes for our audiences - We engage audiences so they feel inspired, excited and empowered to connect with te ao Māori, and included in te reo me nga tikanga Māori Content Incorporating more authentic stories into our content offering to increase audience and language engagement and make decisions based on qualitative and quantitative data insights which determine audience needs and wants - At least 50% of original content will be targeted at fluent audiences - At least 80% of original content will be available on demand via our online platforms - At least 30% of our content will be targeted at younger viewers Platform To provide our audience with te reo Māori me nga tikanga Māori content anywhere and at any time

What are we looking for?

The types of indicators and tools used to measure the achievement of outcomes

OUTCOMES

	SHORT-TERM OUTCOMES	MEDIUM-TERM OUTCOMES	LONG-TERM OUTCOMES
	HOW DO WE MEASURE THESE OUTCOMES		
What these outcomes tell us	How well we are implementing our activities	How stakeholders are responding to what we do	Give us a line of sight to our vision
Ease of measurement	Easiest to measure and we already collect data related to many of them	Harder to measure than short-term. Requires collective subjective data from stakeholders	Hardest to measure because our influence on them can be like a drop in the ocean
Measurement approach	Quantitative data on viewer consumption and online traffic Simple qualitative data e.g. simple viewer feedback collected through structured surveys or ratings tools	Quantitative data on viewer consumption, online traffic and partner behaviour Qualitative data such as viewer perceptions of Māori Television	Referring to existing research and frameworks that support the link to long-term outcomes of interest Qualitative data such as reported benefits from watching Māori Television



Ten data collection tools will be used to measure the achievement of our priority outcomes:

Each tool measures outcomes in different ways

TOOL	DATA TYPE	STAKEHOLDER GROUPS	OWNER (recommendation)	STATUS	FREQUENCY (recommendation)
What is the tool?	What kind of data does it collect?	What is the relevant stakeholder group?	Which area of Māori Television is responsible for managing and using the tool?	Does it already exist or not?	How often should data be collected?
HR SYSTEMS Performance appraisal and other systems to track outcomes for staff	Quantitative data on key indicators on staff te reo me ngā tikanga Māori plans and recruitment	Staff	HR	Yes	Align with HR processes
STAFF SURVEY Incorporate questions into a staff engagement/satisfaction survey	Structured and open-ended qualitative feedback	Staff	HR	Yes	6-monthly
AUDIENCE ANALYTICS Databases and tools to track consumption and segment audience. Includes different tools across platforms	Range of quantitative data including consumption (hours of content, number of viewers, website traffic), and engagement (social media). Segmentation including te reo Māori content, genre, rangatahi/tamariki	Audiences	Audience Engagement	Partial	On-going
BROADCAST OUTPUTS Data on the volume of Māori Television content	Quantitative data on the volume of content produced and broadcast, disaggregated by platform, te reo content, rangatahi focus and genre	Audiences	Audience Engagement	Yes	On-going
BRAND HEALTH SURVEY Structured survey of general population of television viewers, including people who have watched Māori Television*	Structured qualitative data on viewer awareness, preferences, perceptions of Māori Television, NPS, viewing behaviour, across defined audience segments	Audiences	Audience Engagement	Yes	Currently annual, consider quarterly
PANEL SURVEY Structured survey of a panel of Māori Television viewers to collect longitudinal data*	Structured qualitative data as per Brand Health Survey plus, audience perceptions, attitudes or experiences in response to Māori Television content, and audience profile	Audiences	Audience Engagement	In development	Varies: daily, quarterly and 6-monthly
ONLINE FEEDBACK Simple tools to collect audience feedback on programs via the Māori Television website	Simple ratings collected for each program on live streaming and on-demand services. Form could be NPS, 5-star rating or thumbs up/down	Audiences	Audience Engagement	In development	On-going
ENGAGEMENT TRACKER Data base (such as a CRM system) to keep a track on engagements with partners and community	Quantitative data on the number of activities undertaken with partners and invitations by community to cover stories	Partners and Audiences	Marketing multiple areas would enter data on engagements and opportunities	No	On-going
TE REO RESOURCES TRACKER Process used to track how partners are accessing Māori Television's te reo educational resources	Quantitative data on number of partners accessing te reo educational resources, or volume of content accessed	Partners	Audience Engagement	No	On-going
DATA MODELLING Using data mining and advanced analytics	Combining qualitative and quantitative collected data as well as 'desk research' to derive key metrics	Audiences	Audience Engagement	In development	On-going

*Over time, a panel survey may replace the need for the Brand Health Survey

There are 17 priority outcomes for Māori Television:

Together, the ten recommended tools measure all of our priority outcomes

PRIORITY OUTCOMES	HR database	Staff survey	Audience analytics	Broadcast outputs	Brand Health Survey	Panel survey	Online feedback and social media	Engagement tracker	Te reo resources tracker	Data modelling
1.1 Te reo Māori flourishes as a primary language of day to day use amongst staff	✓	✓								
1.2 Staff meet their te reo Māori language goals	✓									
1.3 Māori Television is a place where great people want to work	✓	✓								
2.1 Māori Television is seen and is active in the community and at events					✓	✓	✓	✓		
2.2 Partner organisations want to work with us								✓		
2.3 Partners have greater access to te reo me ngā tikanga Māori content to support learning and revitalisation									✓	
3.1 Audiences value the Māori Television brand			✓		✓	✓	✓			✓
3.2 Audiences can access Māori Television content across diverse platforms			✓				✓			✓
3.3 Our content is engaging, entertaining and relevant			✓	✓	✓	✓				✓
3.4 Māori audiences trust and feel ownership of Māori Television			✓		✓		✓	✓		✓
3.5 Māori and non-Māori learn more about te ao Māori						✓				
3.6 Māori and non-Māori are inspired and enabled to learn te reo Māori			✓			✓				
3.7 Non-Māori audiences have greater value for Māori stories and perspectives						✓	✓			
3.8 Māori audiences feel a greater sense of belonging in te ao Māori						✓				
3.9 Te reo me ngā tikanga Māori is valued as a national part of New Zealand's identity					✓	✓	✓			
3.10 Audiences increase their understanding of te reo Māori through watching Māori Television			✓			✓	✓			
3.11 Māori whānau feel supported in raising their tamariki in te reo Māori						✓				



Align existing data collection, analytics and audience research with the updated Outcomes Framework to ensure that existing work will enable Māori Television to track its progress against the theory of change



Refine the recommended measurement approach. This will include:

- Assessing the feasibility of recommended indicators, tools and frequency of collection
- Identifying opportunities to draw on and align with existing processes where possible – for example, the frequency of staff surveys should align with broader HR needs for staff feedback



Start small – begin piloting data collection and measurement with a subset of the priority outcomes, such as those where Māori Television is already collecting data



ADOPTION

To ensure the most effective implementation of our updated Outcomes Framework, Māori Television has four lines of activities underway and planned



Māori Television's Outcomes Framework is a living document.

Feedback from the public and our partners will always be welcome to help drive better outcomes in future iterations.

THE MĀORI LANGUAGE LANDSCAPE

Our outcomes are linked to **Te Whare o te Reo Mauri Ora** so that our work contributes to wider society's revitalisation efforts. Our role is to create conditions for te reo Māori to flourish - 'kia mauri ora te reo' and we will work with te reo Māori revitalisation partners to support and enable the use of te reo Māori utilising our wide reach across Aotearoa.

The outcomes of Te Whare o te Reo Mauri Ora that we will contribute towards are:

- More people value te reo me ngā tikanga Māori as part of our national identity
- More young people are excited about te reo Māori
- More people are engaging with quality broadcast and online content in te reo Māori.

Every year, we will report to the other partners within Maihi Karauna on our contribution to achieving these outcomes. Community revitalisation efforts are being led by Te Mātāwai and delivered through their strategy, Maihi Māori. The Maihi Māori seeks to provide more reo Māori activities and opportunities for iwi and whānau to revitalise te reo Māori in their communities. We seek to complement locally led reo Māori activities in the home and communities with reo Māori content availability on television and online. Over time, as the relationship and synergy between the Maihi Māori and Maihi Karauna matures, we should see increased demand for access to reo Māori content on different platforms to nurture a growing and diverse audience whom value te reo Māori me ngā tikanga Māori.

Te Reo Māori revitalisation is being led out by:



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TELEVISION
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TE HUAPAE

KIA EKE PANUKU!



TE ANGA PUTANGA 2019-2021

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TE PŪTAKE

Ko Te Huapae – Kia eke panuku! te mahere hei whai mā Whakaata Māori kia hua ake ngā putanga e tutuki ai tō mātou wawata:

“Kia ora te iwi Māori”

Ko te ngako o te wawata:

- Kia ora te ao Māori
- Kia ora ngā tikanga Māori
- Kia ora te reo Māori
- Kia manawanui, kia uara mai ngā tāngata katoa o Aotearoa ki ngā tirohanga Māori

Ko te Anga Putanga tā Whakaata Māori tauākī: ko tō mātou wawata me ngā putanga e kaingākauria ana e mātou. Ko tāna anō he whakaatu i te hāngai o tō mātou wawata ki ngā putanga e tūmanakotia ana e tō mātou āpiti matua.

Ko tā mātou mahi, he tūhono atu i te iwi ki te ao Māori mā te whakapāho i ngā kaupapa rawe e rekareka ai, e whakaawetia ai te hunga mātakitaki. E toru ngā putanga matua e whāia nei e mātou, ā, e hāngai ana ki ngā kāhui e toru nei:

- **Ngā Kaimahi**
Ka tautokohia ngā kaimahi katoa ki te whakatakoto mahere mō te reo, ki te ako, ki te whakapakari hoki i a rātou. Otirā, ka poua ngā tikanga Māori ki ā mātou mahi katoa
- **Ngā Āpiti**
Ka tautokohia atu ō mātou āpiti kia tutuki ai ā rātou mahi whakarauora i te reo Māori me ngā tikanga Māori mā te tuku i ngā rauemi reo me te taunaki i tā rātou hono atu ki ā rātou apataki.
- **Ngā Apataki**
Ko tā mātou, he whakaaweawe, he whakarekareka, he whakakaha i te hunga mātakitaki kia hono ai rātou ki te ao Māori, waihoki, ki te reo Māori me ngā tikanga Māori.

He whakaū i tā mātou mahi i Te Whare o te Reo Mauri Ora me tā mātou whai wāhitanga atu ki te wawata whānui o te whakaoranga o te reo, ā, kia mauri ora te reo Māori.

He whakaū i te mahi whāiti e mahi nei mātou hei hāpai i ngā mahi a ētahi atu āpiti i raro i te Maihi Karauna (tā te Kāwanatanga rautaki reo māori) me te Maihi Māori (tā ngā iwi me tā te māori rautaki reo).

He tautuhi atu ki ngā kaimahi me ngā āpiti matua i ngā whakamārama mō te āhua o te whai wāhitanga atu o ā rātou mahi ki ā mātou whāinga mō te reo Māori me ngā tikanga Māori puta noa i ngā terenga mahi o tā mātou whakahaere.

He ārahi i ā mātou mahi, he whakaatu hoki me pēhea, ka pēhea hoki te whānui o te pānga huapai ki ngā ao o te hunga mātakitaki.

He whakaatu mai he pēhea nei te āhua o tā te hunga mātakitaki uara ki te reo Māori me ngā tikanga Māori.

He whakatakoto i te tūāpapa kia whakawhānuihia atu tā mātou pae matihiko.

Ko tā te anga he tohu i ō mātou hiahia kia whāia tētahi huarahi aru putanga. Mā te whai i tēnei huarahi, kei te ū tonu mātou ki te whakatutuki i ngā hua i tohua i tā mātou Tauākī Takunetanga 2019 – 2021, ā, e pīrangi ana mātou kia whai hua ā mātou mahi.

Ki te huapae o te rangi!

He kawenga hirahira tā Whakaata Māori hei tautoko i ngā mahi whakarauora i te reo Māori me ngā tikanga Māori.

- I whakatūria a Whakaata Māori i te tau 2004, i hua ake i tā te Karauna whakaae ki tana haepapa hei tautoko i ngā mahi pāpāho kia tiakina, kia whakatairangatia te reo Māori me ngā tikanga Māori
- Nā reira i tino mārāma te tūāpapa o Whakaata Māori hei tautoko i ngā mahi hei whakarauora i te reo Māori i te motu whānui. Ināianei e tohua ana taua kawenga ki raro i te Maihi Karauna (i tā te Karauna rautaki mō te whakarauora i te reo Māori)
- He mahi hira anō tā Whakaata Māori hei tautoko i ngā kaupapa whakarauora i te reo Māori i ngā hāpori, kia mauri ora te reo i ngā whānau, i ngā iwi, i ngā hapū, i ngā rūpū kōrero Māori o te motu. He mea whakatinana ēnei kaupapa i te Maihi Māori (tā te Māori, tā ngā iwi, me ngā hapū rautaki hei whakarauora i te reo Māori).
- I tēnei horopaki, me āta tautohu e Whakaata Māori tāna aronga me ngā tohu o te angitu hei ine i te kokenga ki te whakatinana i taua aronga.

I te tau 2018, i whakarewahia tā Whakaata Māori Anga Putanga *Kia whakaawetia te whakaoratanga o te reo Māori me ngā tikanga Māori.* E whā ngā putanga e whāia nei hei ngā tau e toru e tū mai nei:

- Kia tokomaha ake ngā tāngata e uara ana ki te reo Māori me ngā tikanga Māori hei tohu o tō tātou tuakiri ā-motu.
- Kia tokomaha ake te hunga rangatahi e hiamō ana ki te reo Māori me ngā tikanga Māori.
- Kia tokomaha ake ngā tāngata e toro ana i ngā kaupapa Māori me ngā kaupapa e kounga nei te reo Māori.
- Kia whakaawetia te whakaoranga o te reo Māori me ngā tikanga Māori e tā mātou whakahaere.

Ko aua putanga te tūāpapa nā reira mātou i mōhio ai ki ngā āhuatanga o te angitu me te ine i te ekenga, engari me whai tonu:

- te tauākī hei whakaatu i ngā uara me ngā mahi a Whakaata Māori i te tau 2019
- te ariā whanake hei whakaatu i ngā mahi hei whakatinana i te wawata
- te māramatanga ki te tūhono atu i ā mātou putanga ki ērā e whāia nei e ō mātou āpiti
- te mahere hei whakatutuki i te anga putanga.

Kua oti i a Whakaata Māori te arotake me te whakahou i te Anga Putanga mā te āta wānanga ki ngā kaimahi, ki ngā āpiti o Te Whare o te Reo Mauri Ora, ki ngā māngai o te kāwanatanga, ki te hunga mātakitaki, ki te hunga whaipānga, ki ngā Minita o te Kāwanatanga, ki ngā māngai o ngā Reo Irirangi Māori, ki ngā umanga waihanga kaupapa pāho, ki ngā ratonga pūtea me ngā tāngata o te iwi whānui i rehita ki te whiwhi ki ngā pānui a Whakaata Māori. Kei te anga hou:

- tā Whakaata Māori ariā whanake, me te whakahoutanga o ngā putanga
- ngā mahi hei ine i ngā putanga matua, hei whakaatu i ngā tautohu putanga, me ngā taputapu hei ine i te kokenga kia hua ai ngā putanga
- ngā hātepe hei whai kia eke panuku.

TE AROTAKE I TE ANGA PUTANGA

Ko tā Whakaata Māori arotake i Te Anga Putanga he whai ki te whakautu i ngā pātai e toru:

01 He aha ngā putanga e whāia ana?

02 Ka pēhea te whakatutuki i aua putanga?

03 Ka pēhea te whakatinana i te anga putanga?

Hei whakautu i aua pātai, i oti te whakahou, te waihanga rānei i ngā kaupapa nei:

Te Ariā Whanake a Whakaata Māori

Ngā tautohu o te eke me ngā taputapu ine i te eke

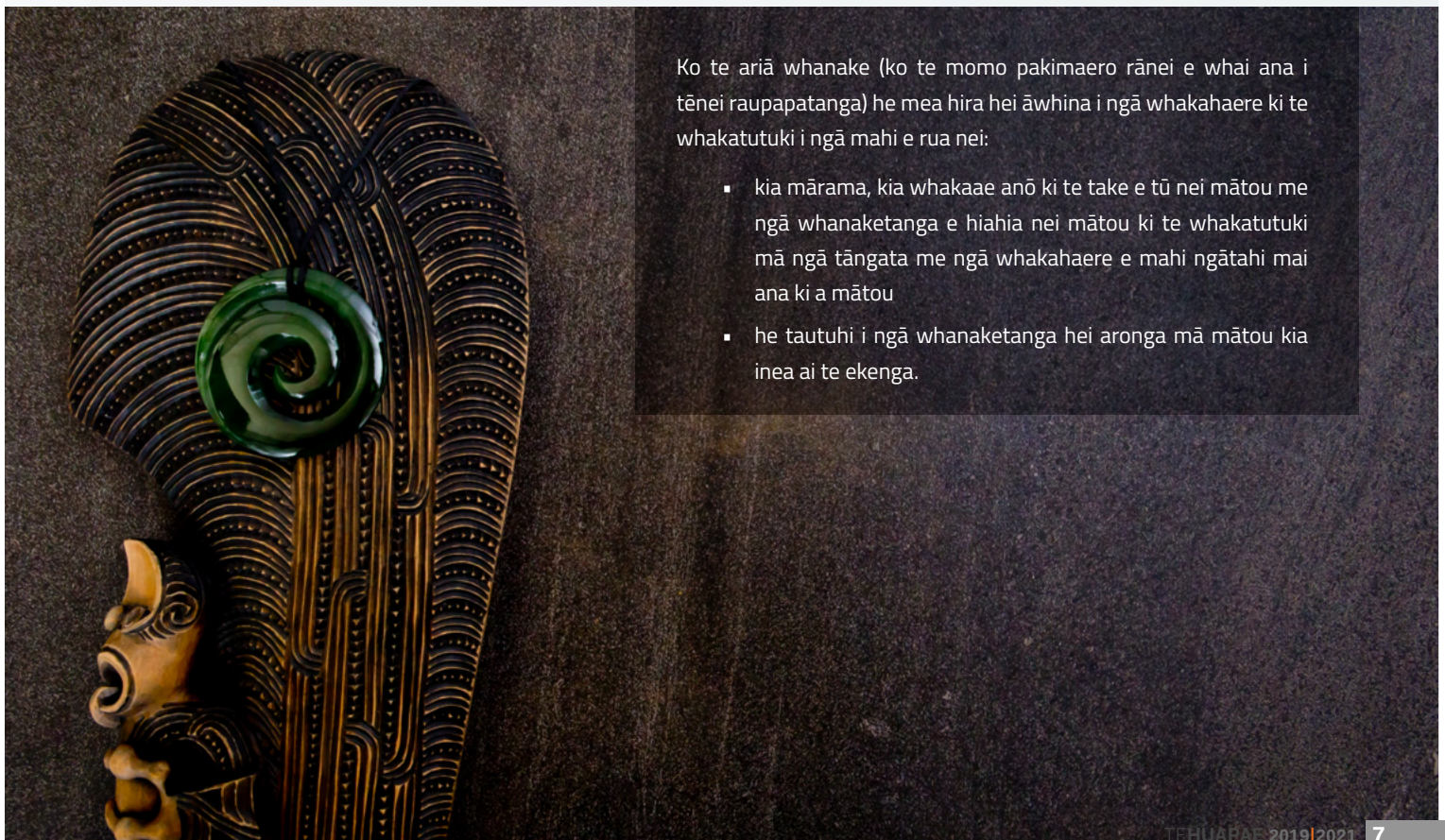
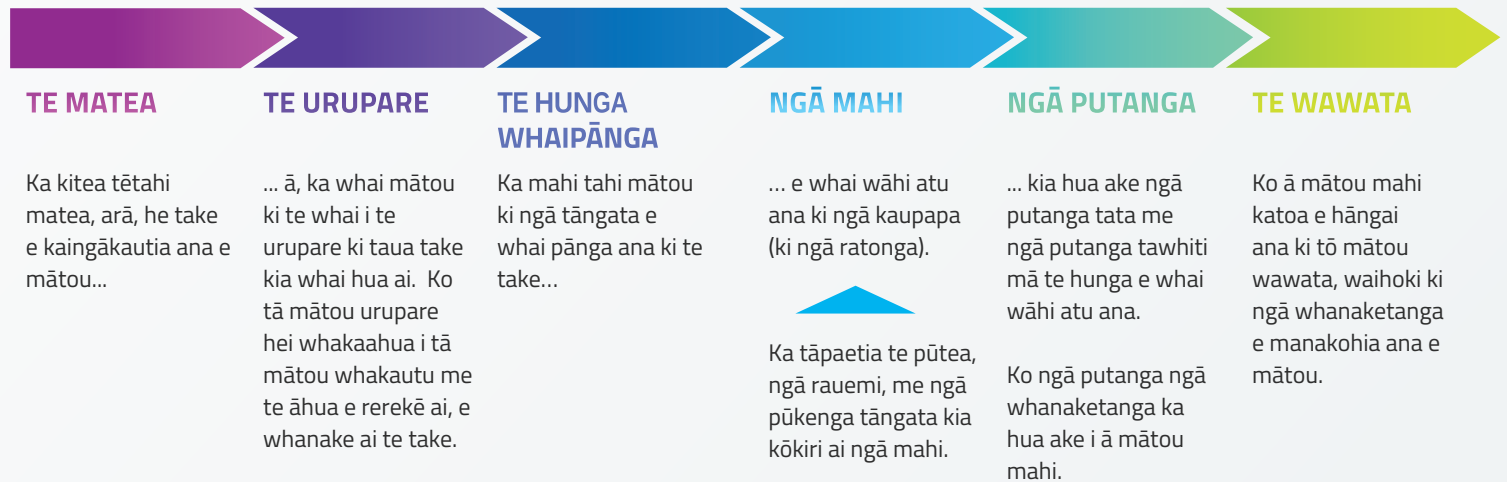
Ngā mahi ā muri ake nei



TE ARIĀ WHANAKE ME NGĀ PUTANGA

Kei tēnei wāhanga ngā kōrero mō tā Whakaata Māori Ariā Whanake

Ko te ariā whanake he whakatakoto kōrero i runga i tēnei raupapatanga:



Ko te ariā whanake (ko te momo pakimaero rānei e whai ana i tēnei raupapatanga) he mea hira hei āwhina i ngā whakahaere ki te whakatutuki i ngā mahi e rua nei:

- kia mārama, kia whakaae anō ki te take e tū nei mātou me ngā whanaketanga e hiahia nei mātou ki te whakatutuki mā ngā tāngata me ngā whakahaere e mahi ngātahi mai ana ki a mātou
- he tautuhi i ngā whanaketanga hei aronga mā mātou kia inea ai te ekenga.

MATEA

Ka kitea te matea e kalingākauria ana e mātou

He taonga te reo Māori. Kua roa ā ngā Māori, ngā iwi, ngā hapū me ngā whānau e whai nei ki te whakaora i te reo Māori me ngā tikanga Māori.

He taonga hoki a Whakaata Māori. He mea whakatu i te tau 2004 hei whakatinana i te ā te tautoko i te whakaoranga o te reo Māori me ngā tikanga Māori mā roto i ngā mahi pāpāho.

Me āta mahi tahi te Karauna ki te iwi Māori kia aro ki te motu whānui me ngā hapori.

Ko Te Whare o te Reo Mauri Ora, ko te Mahi Karauna me te Mahi Māori e whakatinana ana i te āhua o te mahi ngātahi.

URUPARE

Ka aro mātou kia whanake, kia huri ngā āhuatanga...

E tautoko ana a Whakaata Māori i ngā rautaki ā-motu me ngā rautaki ā-hapori hei whakarauora i te reo Māori. Ka pā atu mātou ki te hunga mātakitaki o te motu i te ao Māori, ki te reo Māori anō hoki; ko ā mātou kaupapa he mea tautoko i te iwi Māori kia tūhono ki te reo Māori, he mea tautoko hoki i ngā whānau e whakatupu ana i ā rātou tamariki ki te reo.

Ko tā mātou he whakangahau, he whakaaweawe, he whakaako hoki, mā reira te hunga mātaki e hono ai ki te ao Māori, waihoki, te reo Māori.

Ko tā mātou he whakaawe i te reanga hou, i te mea he kawenga hirahira tā rātou i te whakarauoratanga o te reo Māori.

He pae kōrero tā mātou kia rangona ngā reo o te ao Māori me ngā tirohanga Māori.

Ko tā mātou e whai nei, kia ngata te hunga kōrero Māori ahakoa te taumata o te reo.

Ko tā mātou he arataki – kia rawe te wāhi mahi i runga ana i ā rātou tamariki i te reo whakapūmau i te reo Māori me ngā tikanga Māori.

MĀORI TELEVISION

Ngā Kaimahi o Whakaata Māori



Ngā Āpiti o Te Whare o te Reo Mauri Ora

- Te hapori Māori
- Ngā umanga pāpāho
- Ngā whare ako



Ngā Apataki

- Te iwi Māori me tauuwi
- Te hunga tamariki tae atu ki ngā kaumātua
- Te hunga ako me te hunga matatau ki te reo Māori
- Mai i te Kore ki te Pō ki te Awatea (KoPA – ZePA)
- Ngā whānau e whakatupu ana i ā rātou tamariki i te reo Māori, e tūhono atu ana rānei ki te ao Māori

NGĀ MAHI

... e whai wāhi atu ki ngā mahi...

Hei waihanga, hei tono i ngā kaupapa hāngai me ngā kaupapa e ngahau ai, e oho ai te hunga mātakitaki.

Whakapāho i ngā kaupapa i ngā pae me ngā papa rau – i te pouaka whakaata i te ipurangi, i ngā pae pāhopori.

Whakanui me te whakatairanga i a Whakaata Māori, i āna whakapāhotanga me āna kaupapa.

Kia whai wāhi atu ngā kaimahi ki ngā kaupapa hei whakapapakari i ngā pūkenga mahi, hei ako, hei whakawhakanake hoki i te reo Māori me ngā tikanga Māori.

Ka kōhi pūtea mātou ki te kawae i ēnei mahi.

E \$37m (2018) te tahua i te tau.

NGĀ PUTANGA

... kia hua ake ai ngā putanga pae tata, pae waenga, pae tawhiti anō hoki.

MĀORI TELEVISION

Ka tautokohia ngā kaimahi kia eke ki ā rātou whāinga mō te reo Māori, mō te mahi me te whakaū i ngā tikanga Māori ki ā mātou mahi.

Mā konei a Whakaata Māori e tū ai hei wāhi mahi rawe, ka manakohia e te iwi, ka mutu, he whakaawe i ētahi atu umanga mahi.

Ka tautokohia ngā kaimahi kia hua ake ēnei putanga

Nā reira, ka whai wāhi mātou ki te umanga pāpāho e ora ana, e uara ana i te reo Māori me ngā tikanga Māori.

Ka hua ake ēnei putanga ki ā mātou Āpiti

Ka pā atu ō tokomaha ake o ngā kaimātakitaki i te motu kia horapa ā rātou kaupapa.

He nui ake ngā kaupapa a ngā āpiti hei tautoko i ā rātou mahi whakatairanga, whakaako rānei i te reo Māori me ngā tikanga Māori.

Nā konei, kua kaha ake ngā āpiti ki te kōkiri i ā rātou mahi whakarauora.



Mā te whakapāho, mā te whakarite kaupapa me te paheko atu ki te hapori ka hua ake ēnei putanga mā ngā apataki mātakitaki

Ko tā Whakaata Māori he whakatakoto i te pae kia pāho ake te reo Māori me te tirohanga Māori ki Aotearoa.

Ka uaratia te reo Māori hei tohu matua o te tuakiri o Aotearoa.

Ka whai wāhi atu te hunga mātakitaki me ngā whānau ki te whaipānga atu ki te reo Māori, ki te ako rānei i te reo Māori nā te mea ko ā mātou kaupapa he mea whakaawe i te hiamō me te tautoko kia āhei tā rātou whai wāhi atu ki ngā kaupapa Māori.

TE WAWATA

Ko ā mātou mahi he kōkiritanga kia whakatinanatia tā mātou whakakitenga.

MAURI ORA ANA TE IWI MĀORI

E mea nei:

Mauri ora ana Te Ao Māori

Mauri ora ana ngā tikanga Māori

Mauri ora ana te reo Māori

E uara ana ngā tāngata katoa o Aotearoa ki te reo Māori

Ko te aronga nui kia mauri ora te motu whānui o Aotearoa

Timata mai te Ariā Whanake a Whakaata Māori i:

1. te matea, arā, i te take hei aronga mā mātou
2. tā mātou urupare atu
3. tō mātou wawata

Ko tā mātou aronga e kōkiri nei kia “Mauri ora a ngāi Māori”.

TE MATEA ME TE TAKE

Ko te reo Māori tētahi o ngā reo mana i raro i te ture i Aotearoa. He taonga te reo, ā, e tika ana kia whakatairangatia, kia āta tiakina. Haere kōturi ai te reo Māori me ngā tikanga Māori, he āhuatanga motuhake hei tohu i te tuakiri o ngā tāngata o Aotearoa. Kua roa a ngāi Māori, ngā iwi, ngā hapū me ngā whānau e kōkiri ana i ngā mahi hei whakarauora i te reo Māori me ngā tikanga Māori.

He taonga anō a Whakaata Māori, i āta whakanuia tōna kukunetanga i te tau 2004. He mea whakatū i runga i tā te Karauna whakaae ki tana haepapa hei tautoko, hei whakatairanga i te reo Māori me ngā tikanga Māori mā roto i ngā mahi pāpāho. Ko Whakaata Māori te whakatinanatanga o te hononga a te iwi Māori ki te Karauna mā te Tiriti o Waitangi.

Kia mauri ora te reo Māori me mahi ngātahi te Karauna ki ngā iwi, ki a ngāi Māori, ki ngā hapori reo Māori mā te aro ki te motu whānui me ngā hapori whāiti (arā, mā te whakatakoto mahere kia whānui, kia whāiti hoki te aronga i raro i ngā tikanga whakarauora reo).

Ko Te Whare o te Reo Mauri Ora te tohu o te mahi ngātahi a te Karauna me ngāi Māori:

- Ko te Maihi Karauna tā te Karauna rautaki hei whakaora i te reo Māori i te motu whānui. He mea arataki e Te Taura Whiri i te Reo Māori
- Ko te Maihi Māori tā ngāi Māori, tā ngā iwi, tā ngā hapori rautaki hei whakaora i te reo i ngā hapori. He mea arataki e Te Mātāwai.

He kawenga hirahira tā Whakaata Māori hei tautoko i ngā kaupapa whakaora i te reo Māori i te motu whānui, i ngā hapori whāiti hoki i raro i te maru o te Maihi Karauna me te Maihi Māori:

Ko tā mātou, he whakaaweawe i te mana o te reo mā te whakapāho i ngā kaupapa ki te hunga mātakitaki o te motu whānui, i te ipurangi hoki.

Ko ā mātou kaupapa he mea tautoko hoki i ngā hapori ki te whakatutuki i ā rātou whāinga kia ora te reo Māori me ngā tikanga Māori. He mea tautoko hoki i ngā mātua e whakatupu ana i ā rātou tamariki ki te reo Māori, ki ērā rānei e hiahia ana kia whaipānga atu ā rātou tamariki ki te ao Māori.

E aro atu ana mātou ki ngā reanga whakaheke, ki ngā mokopuna, ki ngā tamariki, ki te hunga rangatahi, ki ō rātou whānau – kei a rātou te oranga o te reo.

Ka tautoko mātou i te iwi Māori, i a tau iwi hoki ki te ako, ki te kuhu atu ki ngā āhuatanga o te reo Māori me ngā tikanga Māori mā te te tūhono atu i a rātou ki te ao Māori mā te whakangahau, mā te whakaaweawe kia rangona te hiamō ki te ako tonu.

Ka whakatairanga ake mātou i ngā kōrero me ngā tirohanga kia rangona, kia uara mai ngā tāngata katoa o Aotearoa.

Mā ā mātou kaupapa e ngata ai te hunga kōrero Māori; arā ko te hunga kuare ki te reo tae atu ki te hunga matatau koia tonu te reo ūkaipō, ki ērā e whakatupu ana i ngā tamariki ki te reo Māori, e tuku ana hoki i ā rātou tamariki ki te kōhanga reo, ki te kura.

Ko ā mātou mahi he tauira hei whai mā ētahi atu.

Ko tā mātou, he whakarite i te wāhi mahi rawe e rongō ai ngā kaimahi i te rekareka, e ū ai hoki te reo Māori me ngā tikanga Māori. Ko tā mātou he whakaaweawe i ētahi atu umanga ki te whai mai, kia tupu te kaha me te pakari o te rāngai pāpāho.

Ko tō mātou wawata nui kia mauri ora te iwi Māori. Ko ngā āhuatanga o tēnei wawata e hāngai pū ana ki ā mātou mahi*:

- Kia mauri ora Te Ao Māori
- Kia mauri ora ngā tikanga Māori
- Kia mauri ora te reo Māori
- Kia uara mai ngā tāngata katoa o Aotearoa ki ngā tirohanga Māori

Mā tēnei ka whai wāhi atu mātou ki te whakatutuki i te wawata kia mauri ora ngā tāngata katoa o Aotearoa nā te mea, ko tā mātou he tūhono atu i ngā tāngata katoa ki te ao Māori.

* Ko ngā anga hauora Māori hirahira ko: **te Anga Putanga Whānau Ora: Te Whare Tapawhā**; me te **Pae Mahutonga**.

Tirohia tā Te Tai Ōhanga: **Culture, Wellbeing, and the Living Standards Framework: A Perspective** (wh. 8-12) mō te roanga atu.

I a Whakaata Māori e aru atu ana i tō mātou wawata, he mea āwhina hoki tēnei i ngā kāhui whaipānga e toru nei:



Ka tautokohia e mātou ngā putanga mō ngā kaimahi

E whai nei mātou ki te arataki mā te tautoko i ngā kaimahi kia eke ki ā rātou whāinga mō te reo Māori, mō te mahi me te whakaū i ngā tikanga Māori ki ā mātou mahi



Ka tautokohia e mātou ngā putanga mō ō mātou āpiti kanorau

Ka tautoko atu mātou i ngā āpiti kia tutuki pai ā rātou mahi whakarauora i te reo Māori me ngā tikanga Māori



Ka tautokohia e mātou ngā putanga mō ngā apataki

Ka whakarata mātou i te hunga mātakitaki kia whakaawetia, kia hiamō, kia rongo hoki rātou i te kaha ki te tūhono atu ki te ao Māori, waihoki, ki te reo Māori me ngā tikanga Māori

E toru ngā pae e whāia nei e mātou kia tutuki ai ā mātou mahi. Arā, ko te:

PAE TATA
1-3 TAU

PAE WAENGA
3-5 TAU

PAE TAWHITI
5+ TAU

NGĀ PAE

NGĀ PUTANGA PAE TATA

NGĀ PUTANGA PAE WAENGA

NGĀ PUTANGA PAE TAWHITI

HE AHA RĀ?

He nui ake tō mātou āhei ki te whakahaere i ngā putanga pae tata nā te mea ka hua ake i ā mātou ake mahi.

E taea ana e mātou ngā putanga pae waenga te whakaaweawe engari tē taea te whakahaere nā te mea he awenga anō e pā mai ana.

E rata ana mātou ki ngā putanga pae tawhiti engari kāore ō mātou awenga ki te huanga ake o aua putanga otirā he mea uaua te āta ine – pēra i te pikinga o te matatau o te tangata.

HE TAUIRA O TE WHAKAPAPA PUTANGA

PAE TATA

PAE WAENGA

PAE TAWHITI

Ka rekareka ngā iwi, ngā hapū me ngāi Māori i ngā kōrero tuku iho me ngā pakimaero ā-rohe.

Ka ako a ngāi Māori, a tauwiwi hoki e pā ana ki te ao Māori.

Ka rongo te hunga mātakitaki Māori i ō rātou hononga me tō rātou whaipānga ki te ao Māori.

Ka uaratia te reo Māori me ngā tikanga hei tohu matua o te tuakiri o Aotearoa.

E ora ana te reo Māori me ngā tikanga Māori.

Ko tā te Ariā Whanake a Whakaata Māori he whakamārama i te pae tata, i te pae waenga, me te pae tawhiti o ngā putanga e whāia nei e mātou mā te hunga whaipānga.

Kāore e whaihua, kāore hoki e tika kia inea te katoa o ngā putanga, nā reira, ko tā te mahere he āta tautohu i ngā putanga mātāmua hei inenga.

Kua whai wāhi ngā putanga mātāmuri ki te Ariā Whanake nā te mea he hiranga tonu ō ērā ki ngā whāinga.

NGĀ PUTANGA

PUTANGA PAE TATA
1-3 TAU

PUTANGA PAE WAENGA
3-5 TAU

PUTANGA PAE TAWHITI
5+ TAU



NGĀ KAIMAHI

NGĀ WHĀINGA PAE TATA ME NGĀ WHĀINGA PAE TAWHITI
MŌ Ō MĀTOU KAIMAHI



NGĀ ĀPITI

NGĀ WHĀINGA PAE TATA ME NGĀ WHĀINGA PAE TAWHITI MŌ Ō MĀTOU ĀPITI



NGĀ APATAKI

NGĀ WHĀINGA PAE TATA ME NGĀ WHĀINGA PAE TAWHITI MŌ
Ō MĀTOU KAIMĀTAKITAKI



Koinei ngā putanga e whāia nei e Whakaata Māori mō ō mātou

KAIMAHI

NGĀ PUTANGA

NGĀ PUTANGA TATA 1-3 TAU

Ka tautokohia ngā kaimahi ki te whakarite i ā rātou ake mahere whaiaro mō te reo Māori me ngā tikanga Māori

Ka pūmau ngā tikanga Māori ki Whakaata Māori

Ka whai wāhi ngā kaimahi ki ngā kaupapa ako kia whakapakarihia ō rātou pūkenga mahi.

NGĀ PUTANGA WAENGA 3-5 TAU

Ka noho mai te reo Māori hei reo matua ki ngā kaimahi

Ka oti i ngā kaimahi ā rātou whāinga mō te reo Māori me ngā tikanga Māori te whakatutuki

Ko Whakaata Māori tētahi umanga e hiahia ana e te hunga pai

Ka oti i ngā kaimahi ā rātou whāinga ako, me ā rātou whāinga whakapakari te whakatutuki

NGĀ PUTANGA TAWHITI 5+ TAU

Ka whakaawetia e mātou ētahi atu umanga ki te whakaū i te reo Māori me ngā tikanga Māori ki ō rātou umanga

Ka poipoia e mātou ngā tāngata pūmanawa nui e whai wāhi atu ana ki te rāngai pāpāho tōnui e uara ana ki te reo Māori me ngā tikanga Māori

PĀTOHU

PUTANGA

PUTANGA MĀTĀMUA (KO ĒNEI ANAKE KA INEA)



Koinei ngā putanga e whāia nei e Whakaata Māori mō ō mātou

ĀPITI

NGĀ PUTANGA

NGĀ PUTANGA TATA 1-3 TAU

E whai wāhi atu ana a Whakaata Māori ki ngā kaupapa i te hapori, me te aha anō, he kanohi kītea

E mahi ngātahi ana a Whakaata Māori me ōna āpiti i runga i te tika me te pai

NGĀ PUTANGA WAENGA 3-5 TAU

E hiahia ana ō mātou āpiti ki te mahi tahi

He nui ake ngā mahi me ngā āheinga e whai wāhi atu ai ngā umanga waihanga kaupapa Māori

Ka whai wāhi ngā āpiti ki te toro atu ki te hunga mātakitaki o te motu ki te whakapāho i ngā huihuinga, i ngā kaupapa me te whakarato i ā rātou kaupapa

Ka whai wāhi atu ngā āpiti ki te hunga mātakitaki (pērā i te hunga taiohi) ki te waihanga tahi, ki te whakarite kaupapa whakaora reo

Ka māmā tā ō mātou āpiti tiki ake, tā rātou whaipānga rānei ki ngā kaupapa i te reo Māori me ngā tikanga Māori hei tautoko ake i ngā mahi whakaora i te reo

NGĀ PUTANGA TAWHITI 5+ TAU

Ka nui ake te raukaha o ngā āpiti ki te tautoko i te whakaoranga o te reo Māori me ngā tikanga Māori

PĀTOHU

PUTANGA

PUTANGA MĀTĀMUA (KO ĒNEI ANAKE KA INEA)



Koinei ngā putanga e whāia nei e Whakaata Māori mō ngā

APATAKI

NGĀ PUTANGA

NGĀ PUTANGA TATA 1-3 TAU

NGĀ PUTANGA WAENGA 3-5 TAU

NGĀ PUTANGA TAWHITI 5+ TAU

HE REO TAIRANGA TŌ NGĀI MĀORI I AOTEROA

He mea uara a Whakaata Māori e te hunga mātakitaki

Ka horahia ngā take mātuatua ki a ngāi Māori ki ngā pae huhua, kia kōrerotia, kia wānangahia

Ka rangona e ngāi Māori, e tauwi hoki te huhua ake o ngā kōrero me ngā tirohanga Māori

Ka rongo te hunga mātakitaki i te nui ake o te whakamōhiotanga mā Te Ao Māori News

Ka nui ake te uara me te mārara o ngāi Māori me tauwi ki ngā tirohanga Māori

Ka whai wāhi a ngāi Māori ki te whakapuaki i ō rātou whakaaro, i ā rātou tirohanga

Me tika, me pono ngā umanga Māori, me ērā o tauwi ki a Te Ao Māori News

E rongo ana te hunga mātakitaki Māori i te kaha i te mea he pae e whakatairanga ana i te reo Māori me te tirohanga Māori i Aotearoa nei

Ka tūhono mai te hunga mātakitaki ki ngā kaupapa a Whakaata Māori mā ngā pae huhua

E ORA ANA, E UARATIA ANA TE AO MĀORI

Ka rekareka ngā iwi, ngā hapū me ngāi Māori i ngā kōrero tuku iho me ngā pakimaero ā-rohe

Ka ako a ngāi Māori, a tauwi hoki e pā ana ki te ao Māori

Ka rongo te hunga mātakitaki Māori i ō rātou hononga me tō rātou whaipānga ki te ao Māori

Ka uaratia e reo Māori me ngā tikanga hei tohu matua o te tuakiri o Aotearoa

E tōnui ana, e ora ana te reo Māori me ngā tikanga Māori

He ngahau, he rekareka, he mea whakaohoho ā mātou kaupapa

E WHAI WĀHI ATU ANA TE HUNGA MĀTAKITAKI ME NGĀ WHĀNAU KI TE REO MĀORI, KI TE AKO HOKI I TE REO MĀORI

Ka nui ake te kite me te rongo a ngāi Māori, a tauwi hoki i te reo Māori

Ka whai wāhi atu ngā whānau ki ngā kaupapa reo Māori kōunga, whakarekareka anō hoki

Ka whakaawetia a ngāi Māori, a tauwi hoki ki te ako i te reo Māori

Ka piki te mārara o ngāi Māori, o tauwi hoki ki te reo Māori mā te mātakitaki i a Whakaata Māori

Ka rongo ngā whānau Māori i te tautoko i ā rātou e poipoi, e whakatupu ana i ā rātou tamariki ki te reo Māori

E whakapono ana, e rongo ana hoki te hunga mātakitaki i te kaitiakitanga i te wāhi ki a Whakaata Māori

He māmā ake te whai wāhi me te tūhono atu ki te reo Māori

KO TE WHAI WĀHI ATU KI NGĀ PUTANGA E WHĀIA ANA E Ō MĀTOU ĀPITI

Ko tā Whakaata Māori, he tautoko i ō mātou āpiti kia tutuki ai te whai i ā rātou putanga mā te:

- Whakapāho i ngā kaupapa rekareka, ngahau, whakahooho hoki hei tūhono i te hunga mātakitaki ki te ao Māori, waihoki, ki te reo Māori
- Whakapāho kaupapa hei tautoko i ngā mātua e whakatupu ana i ā rātou tamariki ki te reo Māori
- Pupuri me te whakapāho i ngā kōrero tuku iho o mua, me ngā pakimaero Māori hei tūhono i te hunga mātakitaki ki te ao Māori
- Tūhono atu ki te hunga rangatahi mā ngā kaupapa hāngai i ngā pae e tika ana
- Whakarite pae pāho hei whakatairanga, i ngā tirohanga Māori ki ngā take o te wā.

Ngā rautaki me ngā anga a ō mātou āpiti	Ngā putanga e hāngai ana ki tā Whakaata Māori Anga Putanga*
Maihi Māori (Te Mātāwai) 	• Kia piki te kōrerotanga o te reo Māori i te kāinga • Kia tokomaha ake ngā tāngata o ngā whānau e whai ana i te reo Māori • Kia kaha ake te tuakiri Māori i te tokomaha ake o ngā uri Māori • Kia maha ake ngā kāinga reo Māori • Kia tokomaha ake te hunga tamariki e kōrero ana i te reo Māori hei reo ūkaipō
Maihi Karauna (Te Taura Whiri i te Reo Māori) 	• Kia tokomaha ake te hunga o Aotearoa e uara ana ki te reo Māori me ngā tikanga Māori hei tohu matua o te tuakiri ā-motu • Kia tokomaha ake te hunga taiohi e hiamō ana ki te reo Māori • Kia tokomaha ake ngā tāngata e whai wāhi atu ana ki ngā kaupapa kōhanga i te reo Māori • Kia tokomaha ake te hunga kōrero i te reo Māori me te matatau o te taumata kōrero • Kia tokomaha ake te hunga tamariki e ako ana i te reo Māori • Kia kaha kē atu te rere o te reo Māori i ngā kāinga, i ngā marae, i ngā hāpori hoki • Kia māmā ake te tiki ake i ngā rauemi reo Māori e puritia ana e te Karauna
Te Tauāki Whāinga a Whakaata Māori	• Ko te awenga o Whakaata Māori ki te reo Māori • He hua nā Whakaata Māori te ōrau o tauīwi e mārāma ana ki te ahurea Māori me te rata anō ki te reo Māori
Ngā Tumanako Whakaputanga Mahi (Te Māngai Pāho)	• Kia nui ake whai pānga o ngā whānau, o ngā hapū, o ngā iwi, o Aotearoa whānui ki ngā wheako i te reo Māori me ngā tikanga Māori (E ai ki te pūnaha ine KoPA)
Living Standards Framework (Te Tai Ōhanga)	• Te ōrau o te tokomaha o ngā tāngata āhei ki te kōrero e pā ana ki ngā kaupapa o ia rā i te reo Māori • Te ōrau o te hunga pakeke i kī ake he māmā te whakapuaki i tō rātou tuakiri ki Aotearoa (ehara i te mea ko te tuakiri Māori anake) • Ko te rongo i te whai wāhitanga ki Aotearoa (kaua ko te whai wāhitanga Māori anake)
World Indigenous Television Broadcasters Network (WITBN)	• E whai ana a WITBN ki te tiaki, ki te whakatairanga i ngā reo taketake me ngā ahurea taketake mā te tūhonohono pāpāho, mā te whakarato i ngā pūrongo me ngā hōtaka, mā te whakapāho i te pouaka whakaata anō hoki. E whakaatu ana Te Ariā Whanake a Whakaata Māori i te hāngai o ngā mahi a Whakaata Māori ki tēnei whāinga.

NGĀ INENGA, NGĀ RAUEMI ME NGĀ PUTANGA MĀTĀMUA

Ko tā te wāhanga nei, he whakaata i ngā āhuatanga ka inea e mātou, i ngā rauemi ka whakamahia ki te ine, me ngā putanga mātāmua.

TĀ MĀTOU E RAPU NEI	NGĀ MOMO TŪTOHUNGA	NGĀ PUTANGA MĀTĀMUA	NGĀ ARONGA Ā-WHARE
Ka tirohia ngā: - Putanga tata - Putanga waenga - Putanga tawhiti Mā te kohikohi i ngā: - Raraunga kounga - Raraunga tatau	Tekau ngā momo tikanga kohikohi raraunga e tautuhia ana kia inea ngā putanga mātāmua: - Pātengi raraunga pūmanawa tangata - Patapatai Kaimahi - Ngā raraunga me ngā mōhiohio mō ngā Kaimātakitaki - Ngā whakapāhotanga - Te Rangahau i te Ora o te Umanga - Pae Uiui - Ngā whakahokinga kōrero i te ipurangi, i ngā pae pāhopori - Te aroturuki i te mātakitaki mai a ngā apataki - Te aroturuki i ngā rauemi reo - Te hoahoa raraunga He rerekē te ine a tēnā, a tēnā momo i ngā putanga.	17 ngā putanga mātāmua e whāia nei e Whakaata Māori e hāngai ana ki ngā kāhui e toru: - Kaimahi - Āpiti - Apataki	Ka inea e mātou te angitu o ngā putanga mā te aro ki ēnei wāhi: KAIMAHI Ka tautokona ngā putanga mō ō mātou kaimahi – Ko te whāinga, ko te whakatauirā, nā reira ka tautokona ngā kaimahi ki te whakarite i ā rātou ake mahere whaiaro mō te reo Māori me te whakaū i te tikanga ki ngā āhuatanga mahi - Kia 80% ō ngā kaimahi e māia ana te reo Māori me ngā tikanga Māori ĀPITI Ka tautokona ngā putanga mō ō mātou āpiti kanorau – Ka tukuna ō matou āpiti ki te whai wāhi mai ki te whakarauoratanga o te reo me ngā tikanga Māori TE HUNGA MĀTAKITAKI Ka tautokona ngā putanga mō te hunga mātakitaki – Ka whakarata mātou i te hunga mātakitaki kia rongō ai rātou i te awenga, i te hīkaka, i te kaha ki te tūhono ki te ao Māori, ki te reo Māori, ki ngā tikanga Māori NGĀ KAUPAPA Kia whakaurua ētahi kaupapa motuhenga ake kia nui ake ai te rata o te hunga mātakitaki me te rata ki te reo Māori, ā, kia puta ngā whakatau mā te raraunga kounga me te raraunga tatau e kī nei, anei ngā hiahia o te hunga mātakitaki - Kia 50% neke atu o ngā kaupapa taketake ka whakawhāitihia ki te hunga matatau ki te reo - Kia 80% neke atu o ngā kaupapa taketake ka tukuna ki te ngā pae tonoata mā ō mātou pae ipurangi - Kia 30% neke atu o ngā kaupapa ka whakawhāitihia ki te hunga TE PAE Kia wātea ngā kaupapa reo Māori, tikanga Māori, ki te hunga mātakitaki ahakoa ki hea, ahakoa te wā.

He aha tā mātou e kimi nei?

Ko ngā totutohu me ngā momo rauemi ka whakamahia e mātou ki te ine i te ekenga o ā mātou putanga:

NGĀ PUTANGA			
	NGĀ PUTANGA TATA	NGĀ PUTANGA WAENGA	NGĀ PUTANGA TAWHITI
	KA PĒHEA TĀ MĀTOU INE I ĒNEI PUTANGA?		
Ko tā ngā putanga he whakaatu mai i	Te pai o tā mātou kawe i ā mātou mahi	Tā te hunga whaipānga aro mai ki ā mātou mahi	Te āhua o tō mātou wawata
Te māmā o te ine	He mea māmā te ine, ā, e kohikohi kē ana mātou i ngā momo raraunga e hāngai ana	He mea uaua te ine i ērā o te pae tata. Me whai raraunga i te hunga whaipānga	He mea uaua rawa te ine nā te mea he iti noa iho tō mātou awenga
Te momo inenga	1. Ngā raraunga tatauranga mō te mātakitaki mai a ngā apataki me te pā mai ki te pae tukutuku 2. Ngā raraunga kounga pērā i ngā whakautu ki ngā patapatai me ngā tatauranga mō te hunga mātakitaki collected through structured surveys or ratings tools	1. Ngā raraunga tatauranga mō te mātakitaki mai a ngā apataki me te pā mai ki te pae tukutuku me ngā whanonga a ngā āpiti 2. Ngā raraunga kounga pērā i ngā whakaaro o te hunga mātakitaki ki a Whakaata Māori	1. Ko te aro ki ngā rangahau me ngā anga kua oti kē e tautoko ana i te hononga ki ngā putanga pae tawhiti e arohia ana 2. Ngā raraunga kounga pērā i te kōrero mō ngā hua o te mātakitaki i a Whaakata Māori



Tekau ngā momo rauemi hei ine i te angitu o ngā putanga mātāmua:

He rerekē tā ia rauemi ine i ngā putanga

MOMO RAUEMI INE	MOMO RARAUNGA	TE HUNGA WHAI PĀNGA	HAEPAPA TIAKI	TŪRANGA	AUAU
He aha te rauemi?	He aha ngā momo raraunga ka kohia?	Ko wai te hunga whaipānga?	Mā tēhea ranga o Whakaata Māori e kawe te haepapa tiaki, whakahaere hoki i tēnei rauemi?	Kei te tū tonu?	Ka pēhea te auau o te kohikohi raraunga?
NGĀ PŪNAHA PŪMANAWA TANGATA Ko te aromātai me ngā pūnaha hei aroturuki i ngā putanga mō ngā kaimahi.	He raraunga tatauranga mō ngā tūtohu matua mō ngā mahere whaiaro a ngā kaimahi mō te reo me ngā tikanga, waihoki te aru kaimahi	Kaimahi	Te Ranga Pūmanawa Tangata	Āe	Ka whakahāngai ki ngā punaha a te Ranga Pūmanawa Tangata
PATAPATAI KAIMAHI Kia kōkūhua atu ngā pātai ki te uiui kaimahi	He mea āta whakarite, he whakahokinga raraunga kounga tuwhera	Kaimahi	Te Ranga Pūmanawa Tangata	Āe	Ia 6 marama
RARAUNGA APATAKI Ko te pātengi raraunga me ngā taputapu hei ine i te whai wāhi, i te mātakitaki me ngā rohenga apataki. He nui ngā momo taputapu i ngā pae rau.	He raraunga tatauranga whānui, kei roto rā te aro (ngā haora o ngā kaupapa, te nui o ngā kaimākitaki, ngā pānga ki te pae tukutuku), waihoki te rata (pāhopori). Ngā tūtanga pēnei i ngā kaupapa reo, te momo kaupapa, ngā kaupapa rangatahi/taiohi	Te Hunga Mātakitaki	Te Ranga Pāhekoheko	Tōna tū nei	Ka auau te tuku
NGĀ PUTANGA PĀHOTANGA He raraunga mō te nui o ngā kaupapa a Whakaata Māori	He raraunga tatauranga o te nui o ngā kaupapa i kōkiritia, i whakapāhotia, hāunga te pae, ngā kaupapa reo Māori, ngā kaupapa rangatahi, te momo kaupapa	Te Hunga Mātakitaki	Te Ranga Pāhekoheko	Āe	Ka auau te tuku
TE PATAPATAI MŌ TE ORA O TE PAKIH Ka āta tohua he hunga mātakitaki pouaka whakaata, kei roto hoki tētahi hunga mātaki i a Whakaata Māori*	He mea āta whakarite te raraunga kounga mō te matāra o te kaimākitaki, ngā maru, ngā whakaaro mō Whakaata Māori, NPS, ngā whanonga mātakitaki, i ngā pae kaimākitaki maha	Te Hunga Mātakitaki	Te Ranga Pāhekoheko	Āe	I tēnei wā, kei te tukuna ā-tau. E whakaaro ana kia tukuna i ia 3 marama.
TE PATAPATAI KI TE HUNGA KUA ĀTA TOHUA He patapatai kua āta whakaritea mā te hunga mātakitaki i a Whakaata Māori ki te kohi i mā raraunga whāroa*	He mea āta whakarite te raraunga kounga e ai ki Brand Health Survey, waihoki ngā whakaaro o te hunga mātakitaki, ngā waiaro, ngā wheako rānei e urupare nei i ngā kaupapa a Whakaata Māori, me ngā kohinga kōrero mō te hunga mātakitaki	Te Hunga Mātakitaki	Te Ranga Pāhekoheko	Kei te whakaritea	Ka rerekē: I ia rā, i ia 3 marama, i ia 6 marama
NGĀ WHAKAHOKINGA KŌRERO I TE IPURANGI He pūnaha ngāwari ki te kohi i ngā kōrero a te hunga mātakitaki mō ngā whakaaturanga kei te pae tukutuku a Whakaata Māori.	He pāpātanga ngāwari kua kohia mō ia whakaaturanga kei ngā pae tonoata. Ko te momo pea ko te NPS, 5-whetū, kōnui ki runga, ki raro rānei	Te Hunga Mātakitaki	Te Ranga Pāhekoheko	Kei te whakaritea	Ka auau te tuku
TE INE I TE TŪHONO He pūnaha (pērā i te punaha CRM) ki te whai i ngā tūhonotanga ki ngā āpiti me ngā hapori	He raraunga tatauranga o te nui o ngā kaupapa kua mahi tahī ki ngā āpiti, me ngā pohiri nā te hapori ki te whakapāho kaupapa	Ngā Āpiti me Te Hunga Mātakitaki	Mā te whakatairanga i ētahi wāhanga maha ka kohi raraunga i ngā whakaratanga me ngā āheinga	Kāore	Ka auau te tuku
TE INE I NGĀ RAUEMI REO MĀORI He punaha ki te whai ka pēhea tā ngā āpiti toro ki ngā rauemi reo Māori a Whakaata Māori	He raraunga tatauranga o te nui o ngā āpiti kei te toro ki ngā rauemi reo Māori, māna, ko te nui o ngā kaupapa i torona	Ngā Āpiti	Te Ranga Pāhekoheko	Kāore	Ka auau te tuku
TE TAUIRA HŌTUKU He whakamahi i te raraunga ketuketu me te tātaritanga kōkiri	He raraunga tatauranga, he raraunga kounga, he 'rangahau tēpu' hoki ki te kite i ngā ngahuru matua	Te Hunga Mātakitaki	Te Ranga Pāhekoheko	Kei te waihangahia tonuhia	Ka auau te tuku

*Over time, a panel survey may replace the need for the Brand Health Survey

17 ngā putanga mātāmua hei whai mā Whakaata Māori:

Ko tā ngā momo rauemi ine 10 i tēnei tūtohunga he ine i ngā putanga mātāmua katoa

NGĀ PUTANGA MĀTĀMUA	Ngā Pūnaha Pūmanawa Tangata	Patapatai Kaimahi	Raraunga Apataki	Ngā Putanga Pāhotanga	Te Patapatai mō te Ora o te Tohu	Te Patapatai ki te hunga kua āta tohua	Ngā Whakahokinga Kōrero i te Ipurangi	Te ine i te tūhono	Te ine i ngā rauemi reo Māori	Te Tauira Hōtuku
1.1 Ka noho te reo Māori hei reo matua ki ngā kaimahi	✓	✓								
1.2 Ka tutuki i ngā kaimahi ā rātou whāinga reo Māori	✓									
1.3 Ko Whakaata Māori tētahi umanga e hiahia ana e te hunga pai	✓	✓								
2.1 E whai wāhi atu ana a Whakaata Māori ki ngā kaupapa i te hapori, me te aha anō, he kanohi kitea			✓		✓	✓	✓	✓		
2.2 E hiahia ana ō mātou āpiti ki te mahi tahiv								✓		
2.3 Ka nui ake te raukaha o ngā āpiti ki te tautoko i te whakaoranga o te reo Māori me ngā tikanga Māori									✓	
3.1 He mea uara a Whakaata Māori e te hunga mātakitaki			✓		✓	✓	✓			✓
3.2 Ka tūhono mai te hunga mātakitaki ki ngā kaupapa a Whakaata Māori mā ngā pae huhua			✓				✓			✓
3.3 He ngahau, he rekareka, he mea whakaahooho ā mātou kaupapa			✓	✓	✓	✓				✓
3.4 E whakapono ana, e rongo ana hoki te hunga mātakitaki i te kaitiakitanga i te wāhi ki a Whakaata Māori			✓		✓		✓	✓		✓
3.5 Ka nui ake te kite me te rongo a ngāi Māori, a tauivi hoki i te reo Māori						✓				
3.6 Ka whakaawetia a ngāi Māori, a tauivi hoki ki te ako i te reo Māori			✓			✓				
3.7 Ka nui ake te uara me te mārama o ngāi Māori me tauivi ki ngā tirohanga Māori						✓	✓			
3.8 Ka rongo te hungā mātakitaki Māori i ō rātou hononga me tō rātou whaipānga ki te ao Māori						✓				
3.9 Ka uaratia e reo Māori me ngā tikanga hei tohu matua o te tuakiri o Aotearoa					✓	✓	✓			
3.10 Ka piki te māramatanga o te hunga mātakitaki ki te reo Māori mā te mātakitaki i a Whakaata Māori			✓			✓	✓			
3.11 Ka rongo ngā whānau Māori i te tautoko i a rātou poipoi, e whakatupe ana i ā rātou tamariki ki te reo Māori						✓				



Kia whakahāngaihia ngā tikanga kohikohi raraunga, kohikohi mōhiohio me te rangahau i ngā apataki ki Te Huapae kia pai ai tā Whakaata Māori aroturuki i te kokenga i raro i te Ariā Whanake.



Kia whakawhāitihia te tikanga ine. Arā:

- Kia arotakehia te whaihua o ngā tautohu, o ngā rauemi ine me te auau o te kohikohi mōhiohio
- Kia tautuhia te hāngai o ngā ritenga me ngā mahi o te wā ki ngā putanga, arā, kia hāngai te auau o ngā uiui kaimahi ki te aronga whānui a te ranga Tātai Pūmanawa kia whakahoki kōreo mai ai ngā kaimahi.



Kia iti nei te wāhi ake – ka tīmata ki te whakamātau i te kohikohi raraunga me te ine mā te aro ki tētahi kāhui putanga mātāmua, pērā i ngā mōhiohio e kohia kētia ana e Whakaata Māori.



TE WHAKATINANATANGA

Kia whaihua te whakatutuki i Te Huapae, e whā ngā mahi e kōkiritia ana:



He kōnae ora a Te Huapae.

E pōhiritia ana ngā whakaaro o te iwi whānui, waihoki o ō mātou āpiti, ki te whakawhanake i ngā putanga o ngā rā kei te heke mai.

E hāngai ana ā mātou putanga ki Te Whare o te Reo Mauri Ora kia whaipānga ā mātou mahi ki ngā mahi whakarauora reo o te hapori whānui.

Ko tā mātou mahi he whakarite i ngā pae e puāwai ai te reo Māori – arā, 'kia mauri ora te reo'. Ka mahi tahi hoki ki ngā āpiti whakarauora reo hei tautoko i te āheitanga o te whakamahia o te reo Māori, mā ō mātou toronga whānui puta noa i Aotearoa.

Ngā putanga o Te Whare o te Reo Mauri Ora e whai wāhi nei mātou:

- Kia tokomaha ake te hunga e uara ana ki te reo Māori me ngā tikanga Māori hei tohu matua o te tuakiri ā-motu
- Kia tokomaha ake te hunga taiohi e hiamō ana ki te reo Māori
- Kia tokomaha ake ngā tāngata e whai wāhi atu ana ki ngā kaupapa kōunga i te reo Māori

I ia tau, ka tukua he rīpoata ki ngā āpiti o te Maihi Karauna mō tā mātou whai wāhitanga atu ki te whakatutuki i ēnei whāinga. Ko Te Mātāwai e arataki ana i ngā mahi whakarauora reo ā-hapori, ā, e tukua ana mā tā rātou rautaki, arā, mā te Maihi Māori. Ko tā te Maihi Māori, kia nui ake ngā mahi me ngā āheinga reo Māori e wātea ana ki ngā iwi me ngā whānau ki te whakarauora i te reo i ō rātou hapori ake. Ko tā mātou he kīnaki i ngā mahi reo Māori i te kāinga, i ngā hapori hoki, mā te tuku i ngā kaupapa reo Māori mā te pouaka whakaata, mā te pae ipurangi hoki. Nāwai, ka ita te hononga o te Maihi Māori me te Maihi Karauna, ā, i tōna tikanga, ka piki ake te hiakai ki ngā kaupapa reo Māori i ngā pae huhua, ā, ka whāngaia tērā hunga kua tahuri ki te uara i te reo Māori me ngā tikanga Māori.

Ko ngā kaiaratahi i te whakarauoratanga o te reo Māori ko:

