

Hon Nanaia Mahuta

Te Minita Whanaketanga Māori

Maihi Karauna: Final Strategy and Implementation Approach

Cabinet Māori Crown Relations – Te Arawhiti Committee – Minute of Decision

These documents have been proactively released via the Te Puni Kōkiri website

Date: 11 December 2018

Title: Final Maihi Karauna Strategy and Implementation Approach

Author: Te Tari a te Minita Whanaketanga Māori

Date: 13 December 2018

Title: Cabinet Māori Crown Relations – Te Arawhiti Committee – Minute of Decision MCR-18-MIN-0012

These documents sought Cabinet's agreement to amend and finalise the Maihi Karauna, which is the Crown's strategy for Māori language revitalisation for 2018-2023.

These documents have been proactively released. Some parts of the documents would not be appropriate to release and if requested, would be withheld under the Official Information Act 1982 (the Act). Where this is the case, the relevant sections of the Act that would apply have been identified. Where information has been withheld no public interest has been identified that would outweigh the reasons for withholding it.

Key to redactions

All redactions made in accordance with section 9(2)(f)(iv)

Cabinet paper: 8, 18.2, 61, 62, 63, 68, 92.1.2, 92.12
some information in Appendix 5

Minute: 1.1.2, 30

All redactions in accordance
with 9CZ)(f)(iv)

In Confidence

Office of Te Minita Whanaketanga Māori

Chair
Cabinet Māori/Crown Relations: Te Arawhiti Committee

FINAL MAIHI KARAUNA STRATEGY AND IMPLEMENTATION APPROACH

Purpose

1. This paper seeks Cabinet's agreement to amend and finalise the Maihi Karauna, which is the Crown's strategy for Māori language revitalisation for 2018-2023. The proposed amendments take account of feedback from the public and engagement with Te Mātāwai.
2. It outlines the proposed implementation and seeks funding from the between-Budget contingency fund for three small initiatives that can be announced when the strategy is launched. It also assesses opportunities to reflect the Crown's commitment to te reo Māori through upcoming legislative and system reforms.

Executive Summary

3. Feedback from the wider public on the draft Maihi Karauna strategy has revealed overall support for a more ambitious strategy that is backed by a strong implementation plan, proper resourcing, and a robust measurement framework. The public broadly felt that te reo Māori, as an official language, is central to Aotearoa New Zealand's nationhood. A minority of respondents objected to government investment in te reo Māori, and in particular any move to make te reo Māori compulsory in schools.
4. Officials have undertaken further engagement with Te Mātāwai, which represents iwi and Māori under Te Ture mō te Reo Māori 2016, on the draft Maihi Karauna. The Crown is required to work in partnership with iwi and Māori for the revitalisation of te reo Māori. The metaphor for this partnership is that of Te Whare o te Reo Mauri Ora – a house with two maihi (bargeboards) and complementary Maihi Māori and Maihi Karauna strategies.
5. Both public feedback and engagement with Te Mātāwai suggested that changes should be made to the three audacious goals included in the strategy. I am seeking Cabinet's agreement to the key elements of the strategy, including final adjustments that raise the level of ambition expressed and make clearer links with the Maihi Māori strategy that has been issued by Te Mātāwai.

6. The amended audacious goals would read as follows, with key inserted wording underlined. By 2040:

- **Audacious Goal 1:** Eighty-five per cent of New Zealanders (or more) will value te reo Māori as a key part of national identity
- **Audacious Goal 2:** One million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori
- **Audacious Goal 3:** One hundred and fifty thousand Māori aged 15 and over¹ will use te reo Māori as much as English by 2040.

7. I propose that some key actions to provide impetus to the Maihi Karauna effort across government be implemented immediately. Chief among these is a requirement that all public service departments, supported by Te Taura Whiri i te Reo Māori, develop a te reo Māori plan by 30 June 2021 and reflect it in their accountability documents, including Annual Reports and Strategic Intentions. This will ensure that each agency is working to increase its own capability in te reo Māori, and is proactively contributing to the implementation of the Maihi Karauna.

■ [REDACTED]

9. I propose to launch the final strategy during Waitangi week 2019. At the launch, I intend to announce some small initiatives to commence implementation, largely aimed at promoting the learning and use of te reo Māori amongst rangatahi (0-24 years). They are: a national youth summit and regional workshops looking at innovative ways to revitalise te reo Māori; a social marketing campaign; and 'snap-reo' micro-lessons.

10. These three initiatives will capitalise on key events in 2019, such as the UNICEF Year of Indigenous Languages and Tuia: Encounters 250, commemorations of the first onshore encounters between Māori and Europeans. To fund these initiatives, I seek approval to draw down \$1.000 million in 2018/19 from the between-Budget contingency fund that was set aside as part of Budget 2018.

11. A comprehensive implementation plan will be publicised after the full budget announcements in 2019. I propose to report back to Cabinet with the implementation plan by August 2019.

12. A monitoring and evaluation framework has been developed for the Maihi Karauna and peer reviewed by third party experts. This will be one of the building blocks for shared research, monitoring and evaluation work with Te Mātāwai as we move towards a shared approach across Te Whare o te Reo Mauri Ora.

¹ This equates to approximately 19 per cent of the projected Māori population aged 15+ in 2040.

Background


Te Whare o te Reo Mauri Ora – a partnership for the revitalisation of te reo Māori

13. Te Ture mō Te Reo Māori 2016 created a partnership for the revitalisation of te reo Māori between the Crown and iwi and Māori, represented by the statutory entity Te Mātāwai.
14. The partnership is conceptualised as Te Whare o te Reo Mauri Ora – a house with two maihi, or bargeboards. The kōruru, or carved figure at the apex of the house, is the shared vision, kia mauriora te reo Māori. The partnership is underpinned by day-to-day interaction between Crown officials and kaimahi of Te Mātāwai. It is governed by Te Rūnanga Reo, a joint partnership group between Ministers and board members of Te Mātāwai.
15. The legislation requires that the Minister for Māori Development issue, on behalf of the Crown, a Maihi Karauna Strategy that sets out:
 - 15.1. the Government's objectives and policies, and related matters, relevant to the revitalisation of the Māori language
 - 15.2. the Government's long-term strategic direction, and the current and medium-term priorities, to support that revitalisation.

Maihi Māori and Maihi Karauna strategies

16. The Maihi Karauna strategy is to take a 'macro' perspective, by focusing on creating the societal conditions for te reo Māori to thrive and ensuring that government systems support that. The Maihi Māori, issued by Te Mātāwai, takes a complementary 'micro' role that focuses on revitalisation within communities and whānau. It envisages the restoration of te reo Māori as a nurturing first language – kia ūkaipō anō te reo Māori.
17. Sustainable language learning will occur when government systems and societal attitudes are mutually supportive of te reo Māori revitalisation efforts in homes and communities.

Earlier Cabinet consideration of the Maihi Karauna and report-back requirements

18. On 9 July 2018, Cabinet agreed [CAB-18-MIN-0323 refers] to release a draft Maihi Karauna strategy for public consultation. This paper fulfils Cabinet's invitation to me to report back on:
 - 18.1. an implementation plan, including processes for monitoring and evaluation

 - 18.3. an assessment of opportunities to reflect the Crown's commitment to te reo Māori through any relevant upcoming legislative reform
 - 18.4. the outcomes of public consultation and further engagement with Te Mātāwai
 - 18.5. an appropriate quantitative target for the audacious goal, Aotearoa New Zealand values te reo Māori as a key element of national identity

18.6. a final Maihi Karauna strategy for approval.

Engagement and feedback

19. The public consultation on the draft Maihi Karauna commenced on 3 August 2018 and closed on 30 September 2018. Feedback was provided both through an online survey and by written submission.
20. A total of 2,154 responses were made on the draft strategy overall. There were higher levels of support than opposition for the draft strategy. There was more support than opposition for the key components of the strategy, at a ratio of approximately 55:45.
21. Those who did not support elements of the strategy had a variety of reasons for their objections. For example, some felt that the strategy was in the right spirit but not ambitious or specific enough in its commitments.

Surge of responses

22. Over 24-30 September 2018, a surge of responses was received that accounted for more than 25 per cent of all feedback. These responses were almost all negative, and effectively reduced the level of support from the 70:30 ratio that had been observed up to that point.
23. Officials consider that this surge was the result of a coordinated campaign, given that these responses largely expressed similar views that further government promotion of te reo Māori was not desirable. These respondents were also concerned that the draft Maihi Karauna was being used as a Trojan horse to introduce compulsory te reo Māori in education and wider society.

Key overall themes emerging from public feedback

24. The key themes drawn from the responses to the online survey and written submissions were:
 - 24.1. *National identity*: Crown action should be appropriately ambitious to match the status of te reo Māori as an official language that is indigenous to Aotearoa
 - 24.2. *More ambition*: consider higher targets or shorter timeframes, and ensure the wording is clear and specific
 - 24.3. *Measuring progress*: the absence of measures in the strategy could create difficulty in tracking progress and planning further development
 - 24.4. *Debate about the level of resourcing required*: some respondents argued that the strategy needs to be resourced to achieve broad reach into communities, to support bi-lingual towns and publications, and to develop current teachers and future teachers. A smaller number particularly during the 'surge' noted above, argued that particular initiatives to promote te reo Māori were not relevant or desirable
 - 24.5. *Debate about compulsory te reo Māori in education*: some responses also objected to any move towards 'government-imposed' use of te reo Māori, while some advocated for compulsory te reo Māori in primary schools and in early childhood education

24.6. *Debate over priority groups:* tamariki and rangatahi are undoubtedly key priority groups, but other alternative priority groups were suggested, including adult learners, whānau, and teachers.

Engagement with Te Mātāwai

25. Officials briefed the Te Mātāwai Board on 16 October 2018 and attended a wānanga hosted by Te Mātāwai on 17 October 2018. The matters covered in this paper were discussed at Te Rūnanga Reo, the joint governance group between Ministers and Te Mātāwai, on 12 November 2018.
26. Te Rūnanga Reo is broadly in agreement on the following:
- 26.1. The current Maihi Karauna and Maihi Māori strategies are good starting points in the partnership to revitalise te reo Māori
 - 26.2. There is greater effort now happening to take a coordinated approach across Te Whare o te Reo Mauri Ora towards the shared vision, kia mauri ora te reo Māori
 - 26.3. In finalising the Maihi Karauna, this means ensuring the audacious goals reflect the 'macro' focus of Crown efforts, and that they better complement the audacious goals in the Maihi Māori
 - 26.4. There needs to be a shared outcomes framework, shared measures and a shared research agenda between Te Mātāwai and the Crown.

Finalisation of draft Maihi Karauna

27. Officials, with input from Te Mātāwai, have developed an approach to finalising the Maihi Karauna strategy. The proposed final shape of the Maihi Karauna is summarised at Appendix 1, while a summary of public feedback and how this has been translated into amendments to the strategy is included at Appendix 3.
28. It is proposed that the vision and priorities remain the same as previously agreed by Cabinet [CAB-18-MIN-0323 refers]. In response to public feedback, the outcomes would be adjusted only to include the addition of an English explanation of the Māori terminology, as follows.

Table 1: Outcomes with added English clarifications

Aotearoatanga Nationhood	Mātauranga Knowledge and skills	Hononga Engagement
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29. The more substantive changes relate to the three audacious goals included in the strategy. In accordance with public feedback and engagement with Te Mātāwai, we need to move the audacious goals to being more ambitious, better aligned with the Maihi Māori, and more SMART (specific, measurable, agreed upon, realistic, and time-bound). Appendix 4 sets out how progress towards the three audacious goals could be tracked over time, including interim targets for 2028.

Proposed refinement of Audacious Goal 1

30. The current Audacious Goal 1 is that 'Aotearoa New Zealand values te reo Māori as a key element of national identity by 2040'. Cabinet invited me to report back with more precise wording that includes a quantitative target.
31. Two options have been developed for this:
 - 31.1. 'By 2040, 85 per cent of New Zealanders (or more) value te reo Māori as a key part of national identity' (**preferred option**)
 - 31.2. 'By 2040, 90 per cent of New Zealanders (or more) value te reo Māori as a key part of national identity'.
32. The preferred option is being recommended as the best balance between two considerations. On the one hand, public attitudes towards te reo Māori are already favourable, and a further stretch is needed to ensure the strategy is an ambitious one. On the other, it should be acknowledged that there will always be dissent, and a realistic target should allow for that.
33. There are a number of ways in which Crown actions can support the achievement of this goal. For example, we can take advantage of new technologies and optimise media content so that it builds the public's appreciation of te reo Māori. We can increase the profile given to te reo Māori in national events, commemorations and exhibitions. We can undertake actions that engage rangatahi, both Māori and non-Māori.

Baseline data and measuring success

34. There is currently no data source collected regularly that links attitudes to te reo Māori and national identity. A methodology for measuring this, either by incorporating a relevant question in existing surveys or running new bespoke surveys, will be considered through the development of a data plan, which is discussed further below (paragraph 53 refers).
35. The most useful proxy measure comes from the General Social Survey 2016. This showed that around 2.8 million (75 percent) of New Zealanders see the importance of Māori culture and cultural practices in defining New Zealand – though it is important to remember that language is only one aspect of culture in this context.

Proposed refinement of Audacious Goal 2

36. The current Audacious Goal 2 is that 'one million New Zealanders can talk about basic things in te reo Māori by 2040'. Public feedback has raised the question of whether this should be more ambitious, and clearer in its description of what is meant by 'basic things.'

Clearer alignment with Maihi Māori

37. The Maihi Māori includes an audacious goal stating that 'by 2040, one million people (or more) will be using te reo Māori in community immersion domains'.
38. In discussion with Te Mātāwai, we have identified that the most important factors in enabling people to participate in community immersion domains are confidence and

motivation. Some proficiency is helpful, but this does not have to be at a high level. The Crown has numerous levers by which it could prepare people in these respects.

39. Accordingly, I propose that Audacious Goal 2 in the Maihi Karauna be amended to the following.
 - By 2040, one million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori.
40. This would raise the goal in its level of ambition and make it mutually supportive with the Maihi Māori. Achieving it would create a society in which at least one million New Zealanders had the prerequisite competency and confidence to participate in community immersion domains, as set out in the Maihi Māori.

Figure 1: clearer alignment between the Maihi Māori and Maihi Karauna goals

Maihi Māori

By 2040, one million people (or more) will be using te reo Māori in community immersion domains



Maihi Karauna

By 2040, one million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori

Measuring success

41. We will know that we have achieved this audacious goal when:
 - 41.1. At least one million New Zealanders can speak basic te reo Māori, defined as level 2 proficiency in the General Social Survey and Te Kupenga²
 - 41.2. At least one million New Zealanders are using some te reo Māori in everyday situations.
42. The General Social Survey 2016 suggests that the number of New Zealanders able to speak at level 2 proficiency is approximately 800,000. However, the more challenging aspect of this goal may be around confidence to use te reo Māori. While there is currently no data that directly measures confidence, officials will explore options to collect such data about the wider New Zealand adult population through the data plan, referred to below in paragraph 53.

Proposed refinement of Audacious Goal 3

Responding to public feedback and achieving clearer alignment with Maihi Māori

43. The tenor of public feedback was to raise the level of ambition in this goal. The current wording of the goal is also perceived as being unclear in relation to one of

² Both surveys ask participants to self-assess their level of proficiency. Level 2 means 'I can talk about only simple/basic things in te reo Māori'.

the audacious goals in the Maihi Māori strategy. The two goals are set out together in the following table.

Table 2: comparison of current wording of Maihi Māori and Maihi Karauna goals

Maihi Māori	Maihi Karauna – current wording
By 2040, te reo Māori will be the first language of 25% of all Māori children (aged 0-7 years)	150,000 Māori use te reo Māori as a primary language by 2040

44. Reading these together, it is not clear how the two goals speak to each other, or whether the tamariki in the Maihi Māori goal are a subset of the target group in the Maihi Karauna goal.

Revised goal

45. I propose to clarify that the target group is Māori adults and young adults, and to use clearer language:
- 150,000 Māori aged 15 and over use te reo Māori as much as English by 2040.
46. The combined effect of the goals would then be that in 2040, 150,000 Māori adults (19 per cent) will use te reo Māori at least equally with English or another language in a variety of settings, including the home, while approximately 37,000 tamariki aged 0-7 years (25 per cent)³ will speak it as a first language.
47. Intergenerational transmission is agreed by most language experts to be a very important factor in maintaining and revitalising te reo Māori. The adjusted goal, alongside that of the Maihi Māori, appears to provide room for there to be at least one competent user of te reo Māori in households where young children are growing up. Use of te reo Māori as a primary language is therefore a very important measure for continued monitoring.
48. This adjustment also makes the Maihi Karauna goal more ambitious by focussing on a smaller target population. The 2013 baseline figures about this target group show that approximately 70,000 Māori aged 15 and over speak te reo Māori at least as much as English in everyday situations⁴, while about 92,000 in that age group have at least conversational ability⁵ in te reo Māori.
49. There are several reasons why the revised audacious goal is achievable:
- 49.1. Strong population growth is predicted for the Māori population by 2040, including in the 15 years and over group

³ Projected to be 775,000 Māori adults aged 15+ in 2038. 150,000 would be 19 per cent of this population. There are projected to be 298,000 Māori children aged 0-14 in 2038. Assuming that around half of these (149,000) are in the 0-7 bracket, 25 per cent would be about 37,000.

⁴ In 2013, there were 459,000 Māori adults aged 15+. 70,000 was 15 per cent of this population. Te Kupenga only collects data in relation to Māori adults (aged 15+).

⁵ Defined in the Census as the ability to converse about everyday things in te reo Māori. A step up from 'basic' reo.

49.2. In 2013, the number of conversational speakers of te reo Māori was strongest in the 5-14 years and 15-19 years age brackets, translating into a stronger adult cohort in future

49.3. Reaching the goal therefore requires a realistic boost to the number of adult conversational speakers, and some strong encouragement for them to use te reo Māori in everyday situations.

Monitoring and evaluation

Monitoring and evaluation framework

50. Te Puni Kōkiri, in collaboration with Te Taura Whiri i te Reo Māori, has developed a monitoring and evaluation framework for the Maihi Karauna strategy. This will enable us to track the success of the strategy, and to produce annual reports on progress towards achieving the goals, outcomes and priorities of the Maihi Karauna.
51. Three evaluations have been planned for the Maihi Karauna: a formative evaluation of the strategy's rationale and appropriateness, to be completed by September 2019; a second evaluation of implementation and early outcomes in 2020; and a summative and final evaluation will be completed by December 2022 to inform a refresh of the Maihi Karauna in 2023.

Joint monitoring and evaluation approach across Te Whare o te Reo Mauri Ora

52. I intend that the monitoring and evaluation framework will be one of the building blocks for a joint approach with Te Mātāwai in future. Officials are developing methods to present Te Rūnanga Reo with annual 'health checks' on Te Whare o te Reo Mauri Ora. This would encompass not only the health of the partnership, but the complementarity of the two strategies.

Data Plan

53. Te Puni Kōkiri will work with Statistics New Zealand, Te Mātāwai, Te Taura Whiri i te Reo Māori and other relevant agencies to develop a data plan to better measure the goals, outcomes and priorities of the Maihi Karauna and the key elements of the Maihi Māori.
54. The data plan will include:
 - 54.1. a description of identified data and/or information gaps
 - 54.2. options to address any identified data or information gaps
 - 54.3. an outline of any resource implications for 2019/20 and out-years.

Implementation approach

55. I propose a staged approach to implementation, with the public sector's effort building over the lifetime of the strategy, from 2018-2023. This is necessary because there are dependencies on other key work across the public sector. This work includes, for example: a policy review of the Māori media sector, reviews in the education sector, and State Sector Act Reform.

56. A summary of the implementation approach is included as Appendix 5. Outlined below is some more detailed commentary about how I propose implementation will roll out in the first two phases:

56.1. Establishment phase – now until 30 June 2019

56.2. First wave of new initiatives – post Budget announcements, going live on 1 July 2019.

Te Whare o te Reo Mauri Ora

57. The establishment phase will focus on key systems for collaboration across Te Whare o te Reo Mauri Ora. It is vital that the implementation of both Maihi is coordinated, and that monitoring and reporting is built off common systems. This will ensure coordination and common effort, and will avoid confusing or inconsistent reporting about progress being provided to Te Rūnanga Reo.

58. Key actions in the establishment phase include:

58.1. Developing a joint monitoring and evaluation framework with Te Mātāwai

58.2. Agreeing a joint research agenda with Te Mātāwai

58.3. Strengthening the Governance of Te Whare o te Reo Mauri Ora. This should include considering whether each outcome should have a sponsoring Minister on Te Rūnanga Reo

58.4. Ensuring that all parties have the capacity and support they need to carry out their functions under Te Ture mō te Reo Māori 2016

58.5. Analysing 'audiences' for te reo Māori interventions, and how best to enable those audiences to advance in their own reo journeys.

Language planning and the role of Te Taura Whiri i te Reo Māori

59. It is proposed under the draft implementation plan that all public service agencies be required to have language plans by 30 June 2021. I also recommend that these language plans be linked into agencies' accountability documents, including Annual Reports and Strategic Intentions. This will ensure that agencies give effect to language plans through their business planning and departmental policies.

60. Language planning promotes a structured and deliberate approach by each government agency to boosting their own capability and implementing the Maihi Karauna. Agencies would resource this from within their own baseline funding. Where possible, they would draw on existing in-house capability, and would also seek support from Te Taura Whiri i te Reo Māori.

61

[REDACTED]

Publishing the implementation plan

62. [REDACTED]

Budget 2019

63. [REDACTED]

Between-budget contingency funding: small initiatives for early announcement

64. I am proposing to launch the Maihi Karauna strategy during the week of Waitangi Day 2019. It is vital that we announce some new initiatives during the launch to back the strategy with demonstrable commitment and immediate action. Without this, the strategy may be seen as a hollow gesture.

65. I therefore propose that a package of small, meaningful initiatives be announced during Waitangi Week 2019, prior to Budget 2019 announcements. I am seeking a drawdown from the between-Budget contingency of \$1.000 million in 2018/19 for these initiatives, which will promote the value, acquisition and use of te reo Māori by rangatahi.

66. The initiatives are:

66.1. Rangatahi regional workshops and national summit: to tie in with the UNESCO Year of Indigenous Languages 2019

66.2. Social marketing campaign to promote the value of te reo Māori amongst rangatahi (Māori and non-Māori)

66.3. 'Snap-Reo' – pilot a series of quick, humorous micro-lessons in te reo Māori, available on a variety of media.

67. The proposed funding of these initiatives is set out in the following table.

Initiative	2018/19 \$M
Funding source	Between budget contingency
<i>Rangatahi regional workshops and summit</i>	0.100
<i>Social marketing campaign</i>	0.600
<i>Snap-Reo pilot</i>	0.300
TOTAL	1.000

68. [REDACTED]

Rangatahi workshops and national summit

69. It is important that we engage rangatahi in the conversation about the future development of te reo Māori, and what innovation can take place to drive te reo Māori forward. I propose to run seven regional workshops to engage rangatahi in innovative thinking. These will inform, for example, the second stages of the 'Snap-Reo' initiative and social marketing campaign.
70. I also want to hold a national rangatahi summit to highlight the UNESCO Year of Indigenous Languages 2019, which I envisage as a high profile event that creates excitement and positive engagement with te reo Māori. It is important that each of these events reach out to Māori and non-Māori rangatahi, who both need to have a say in the future of te reo Māori.
71. I expect as a result of the events that more rangatahi, both Māori and non-Māori, will become actively involved in the revitalisation of te reo Māori. I also expect the events will produce high-value market research about the attitudes, media responsiveness and potential for greater take-up of te reo Māori among rangatahi. This initiative would be run by Te Taura Whiri i te Reo Māori and Te Puni Kōkiri, in collaboration with Te Mātāwai.

Social marketing campaign

72. The outcomes I seek through a social marketing campaign would be for more rangatahi to appreciate the value of te reo Māori, and to become more critically aware of their role in its revitalisation.
73. The literature indicates that social marketing campaigns have changed behaviours, particularly on health issues. Even a small or modest proportion of people changing their behaviour can have a substantial effect at a population level. Social marketing campaigns have been successful in Aotearoa New Zealand in changing behaviours regarding health and education issues such as tobacco control, breastfeeding and increasing participation and achievement by young Māori in education.
74. The literature also indicates that social marketing requires careful planning and market research. It also works best when linked to other initiatives, rather than being undertaken in isolation. For this reason, the social marketing campaign would be closely coordinated with the Rangatahi workshops and Snap-Reo initiative.
75. It would be delivered by Te Taura Whiri i te Reo Māori, which has a track record in delivering successful campaigns and events, such as Māori Language Week. The first output of the social marketing campaign will be based on robust audience research in 2018/19 to determine the most effective messaging and the best platforms to target. This will provide the basis for the launch of the campaign.

Snap-Reo pilot

76. There is considerable demand for online resources that support te reo Māori. This is evidenced, for example, by the uptake of the #miriona campaign run by Te Māngai Pāho. The objective of #miriona was to engage 1 million Māori language supporters with te Reo Māori online content that people like, comment on and share. The

campaign outperformed its objective, resulting in more than 2.2 million engagements⁶ and more than 2.6 million video views.

77. Snap-Reo would target rangatahi with very quick online lessons through a series of videos, posts, memes and similar content. I expect the outcomes will include more rangatahi becoming engaged in te reo Māori revitalisation and increasing their acquisition of vocabulary and idiom. It would support the push towards 85 per cent of New Zealanders valuing te reo Māori and one million New Zealanders speaking basic te reo Māori. As this is a pilot, robust evaluation will be very important in evidencing success and deciding on future action.

Coordination

78. There will be coordination across the relevant agencies of the public sector in developing all three initiatives, so that any messaging developed is consistent with other public sector activities that reach out to rangatahi. If successful, these initiatives will create further demand for te reo Māori content and educational services. Planning for this initiative will encompass how we will meet any future demand.

Related workstreams with possible future resourcing implications

Māori Media Sector Shift

79. With new and advancing technologies disrupting the traditional broadcasting environment, and audiences demanding more diverse and engaging content across a range of delivery platforms, Te Puni Kōkiri is undertaking a policy review of the Māori media sector.
80. The review will help ensure that Māori media entities and organisations are fit for purpose in the digital age, can be responsive in a rapidly changing media environment, and that te reo Māori can be seen and heard by Māori, and all New Zealanders.
81. I will be reporting back to Cabinet next year on the initial findings of the review, before progressing change options for the sector.

New or enhanced data collections

82. The development of a data plan, as outlined previously, may raise resource implications. Data gaps, where identified, may need to be filled by adjusting or expanding existing surveys run by Statistics New Zealand. Measuring Audacious Goal 3 relies on a continuation of the Te Kupenga survey, which runs with the Census cycle, subject to funding.

Opportunities for te Reo Māori in upcoming legislative, system and policy reforms

83. There are a number of legislative and system reform exercises underway that provide opportunities to reflect the Crown's commitment in regard to te reo Māori through legislation:

⁶ Defined as likes, shares and comments.

- 83.1. the review of the State Sector Act 1988 outlines intentions to bring about a cultural change within the public service so that it is highly responsive to Māori issues and incorporates Māori perspectives into its work as a matter of course
- 83.2. the joint work programme between the State Services Commission, the Māori-Crown Relations Unit of the Ministry of Justice and Te Puni Kōkiri to developing an integrated, system-wide, plan for strengthening public sector cultural competence and capability for engaging with Māori
- 83.3. the review of the Statistics Act 1975 includes an intention to work with Māori, and to respond to Māori data needs, aspirations, rights, and interests
- 83.4. Tau Mai Te Reo (the Māori Language in Education Strategy) is being refreshed as part of the overall Education Work Programme announced at the start of 2018. This will reflect the Maihi Karauna and provide the vehicle for implementation within the education sector. It will set out the approach to important matters such as workforce development, whānau engagement and integrating te reo Māori into day-to-day classroom practice. It will build on initiatives announced as part of Budget 2018, including Te Ahu o te Reo and Te Kawa Matakura.
- 83.5. the National Archival and Library Institutions Ministerial Group's assessment of national archival and library institutions and their contribution to New Zealand's democratic and cultural infrastructure. This includes investigating options for kaitiakitanga with iwi and Māori for taonga Māori and mātauranga Māori that enables access to those taonga, consistent with the Treaty of Waitangi.

84. I propose that Cabinet direct the departments responsible for these pieces of legislation and policy to consider how they will reflect the Maihi Karauna and the Government's commitment to the revitalisation of te reo Māori in partnership with iwi and Māori.

Consultation

85. The Ministry of Education, Ministry for Culture and Heritage, the Treasury, State Services Commission, Department of Internal Affairs, Ministry of Justice (Māori/Crown Relations), Statistics New Zealand, Land Information New Zealand, Education Review Office, New Zealand Police, Ministry of Transport, Ministry of Social Development, Crown Law Office, Ministry for Primary Industries, Ministry for the Environment, Te Taura Whiri i te Reo Māori, Māori Television Service and Te Māngai Pāho have been consulted on this paper. The Department of the Prime Minister and Cabinet has been informed.
86. Te Mātāwai – which has a statutory function to act on behalf of iwi and Māori to support, inform and influence the Crown's initiatives – has provided input into the proposed final Maihi Karauna strategy and has been consulted on it.

Human Rights, Gender Implications and Disability Perspective

87. The Maihi Karauna contributes positively to New Zealand's obligations under international human rights instruments. For example, it is consistent with Article 13 of the United Nations Declaration on the Rights of Indigenous Peoples, which says that indigenous peoples have the right to use their languages, oral traditions and literatures, and that the State shall take effective measures to protect this right.

88. The vision for the Maihi Karauna, 'kia māhorahora te reo', requires a broad and inclusive approach. The draft strategy notes that the role of broadcasting, digital and education initiatives will be relevant in engaging those with disabilities. Officials will work to ensure that implementation planning includes consideration of greater access to te reo Māori for the disabled community.
89. In 2013, a greater proportion of Māori women (58.5 percent) were able to speak at least basic te reo Māori than Māori men (51.7 percent). Māori women have a higher rate of proficient speakers than Māori men (12.1 percent versus nine percent). As both have important roles within whānau and Māori society, it is important to ensure that both have access to opportunities to learn and use te reo Māori. One of the first steps in implementing the Maihi Karauna will be analysing the different 'audiences' for te reo Māori interventions, and how best to enable those audiences to advance in their own reo journeys.

Publicity

90. I propose to launch the final strategy during Waitangi week 2019. I am developing a communications plan and will consult other key Ministers and Te Mātāwai on the overall approach. Some media attention can be expected. I am preparing key messages to answer any queries, including any about the 'surge' of responses (paragraphs 22-23 refers), and will share them with other Ministers' offices.

Proactive release

91. I intend to release this paper within 30 days of Cabinet's final decision. I also propose to release a summary of the results of public consultation at the same time.

Recommendations

92. I recommend that the Committee:

Background

1. note that on 9 July 2018, Cabinet agreed [CAB-18-MIN-0323 refers] to release a draft Maihi Karauna strategy for public consultation and invited me to report back on:
 - 1.1 an implementation plan, including processes for monitoring and evaluation
 - 1.2 [REDACTED]
 - 1.3 an assessment of opportunities to reflect the Crown's commitment to te reo Māori through any relevant upcoming legislative reform
 - 1.4 the outcomes of public consultation and further engagement with Te Mātāwai
 - 1.5 an appropriate quantitative target for the audacious goal, Aotearoa New Zealand values te reo Māori as a key element of national identity
 - 1.6 a final Maihi Karauna strategy for approval;

Public consultation

2. **note** that 2,154 responses were received through public consultation, with higher overall levels of support than opposition for the draft strategy;
3. **note** that key themes from public feedback included overall support for a more ambitious strategy that is backed by a strong implementation plan, proper resourcing, and a robust measurement framework;

Proposed finalisation of the Maihi Karauna

4. **agree** to amend the three audacious goals in the Maihi Karauna strategy for a greater level of ambition, and for better alignment with the Maihi Māori, so that they read as follows:
 - 4.1 By 2040, 85 per cent of New Zealanders (or more) will value te reo Māori as a key part of national identity
 - 4.2 By 2040, 1,000,000 New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori
 - 4.3 By 2040, 150,000 thousand Māori aged 15 and over will use te reo Māori at least as much as English.
5. **agree** to amend the outcomes in the Maihi Karauna strategy by including an English explanation of each, as follows:

Aotearoatanga Nationhood	Mātauranga Knowledge and skills	Hononga Engagement
------------------------------------	-------------------------------------------	------------------------------

6. **confirm** the vision, approach and priority groups previous agreed to in CMR-18-MIN-0015

Implementation phasing

7. **note** that the implementation approach will be staged over a number of years, with the first phases being:
 - 7.1 establishment phase – now until 30 June 2019
 - 7.2 first wave of new initiatives – post Budget announcements, going live on 1 July 2019
 - 7.3 further initiatives to be informed by key work currently underway across the public sector, including reviews of public and Māori broadcasting, reviews in the education sector, and State Sector Act 1988 reforms.

Implementation establishment phase

8. **agree** that all departments of the public service be required to develop a te reo Māori language plan by 30 June 2021, and be required to reflect these in their accountability documents, including Annual Reports and Strategic Intentions;

9. **note** that Te Taura Whiri i te Reo Māori will support language planning, and coordinate and monitor the implementation of the Maihi Karauna;
10. **note** that Te Puni Kōkiri will work with Statistics New Zealand and other relevant agencies to work on a data plan for identifying and closing any gaps in data required for monitoring purposes across the Maihi Māori and Maihi Karauna;

Implementation plan publication

11. **invite** the Minister for Māori Development to report back to Cabinet with a full implementation plan for publication by 31 August 2019;

Financial implications

12. [REDACTED]

13. **agree** that, in order to demonstrate commitment and immediate action, a package of small initiatives be announced and initiated prior to Budget Day 2019, that will include:

13.1 Rangatahi regional workshops and national summit

13.2 A social marketing campaign

13.3 'Snap-Reo' micro-lessons in te reo Māori;

14. **approve** the following changes to appropriations to give effect to the policy decision in recommendation 13 above, with the corresponding impact on the operating balance.

Vote Māori Development	\$m increase / (decrease)				
	2018/19	2019/20	2020/21	2021/22	2022/23 & outyears
Minister for Māori Development					
Non-Departmental					
Output Expense:					
Pāpāho Reo me ngā Kaupapa Māori (Māori Broadcast and Streamed Services)	0.600	-	-	-	-
Whakarauora Reo mō te Motu (National Māori Language Revitalisation)	0.400	-	-	-	-

15. **agree** that the proposed changes to appropriations for 2018/19 above be included in the 2018/19 Supplementary Estimates and that, in the interim, the increases be met from Imprest Supply;
16. **agree** that the expenses incurred under recommendation 14 above be a charge against the between-Budget contingency, established as part of Budget 2018;

Monitoring and evaluation

17. **note** that a monitoring and evaluation framework has been developed for the Maihi Karauna, and that this will be one of the building blocks for developing shared monitoring and evaluation approaches with Te Mātāwai;

Legislative and system reform

18. **direct** officials from the relevant agencies to consider how the following legislative and system reviews will reflect the Maihi Karauna and the Government's commitment to the revitalisation of te reo Māori in partnership with iwi and Māori:
 - a. review of the State Sector Act 1988
 - b. review of the Statistics Act 1975
 - c. development of an integrated, system-wide, plan for strengthening public sector cultural competence and capability for engaging with Māori
 - d. refreshing and updating Tau Mai Te Reo (the Māori Language in Education Strategy) within the context of the overall Education Work Programme
 - e. assessment of national archival and library institutions and their contribution to New Zealand's democratic and cultural infrastructure;
19. **note** that the Minister for Maori Development intends to:
 - 19.1 launch the final strategy during Waitangi week 2019;
 - 19.2 release a summary of public consultation.

Authorised for lodgement

Hon Nanaia Mahuta
Te Minita Whanaketanga Māori
____/____/2018

APPENDIX 1: Proposed final form of Maihi Karauna strategy – key elements

KIA MĀHORAHORA TE REO
Everywhere, Every way, Everyone, Every day

Create the conditions for te reo Māori to thrive as a living language

Vision

Aotearoatanga Nationhood	Mātauranga Knowledge and skills	Hononga Engagement
------------------------------------	-------------------------------------------	------------------------------

Outcomes

<i>By 2040, 85 per cent of New Zealanders (or more) will value te reo Māori as a key part of national identity</i>	<i>By 2040, 1,000,000 New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori</i>	<i>By 2040, 150,000 Māori aged 15 and over will use te reo Māori at least as much as English</i>
--------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------

Audacious Goals

Whakanui – create the conditions for te reo Māori to be valued by Aotearoa whānui as a central part of national identity	Whakaako – create the conditions for te reo Māori to be learned by Aotearoa whānui	Whakaatu – create the conditions for te reo Māori to be seen, read, heard and spoken by Aotearoa whānui
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Approach

<p>Current priorities:</p> <ul style="list-style-type: none"> • More New Zealanders valuing te reo me ngā tikanga Māori valued as part of our national identity • More value gained from te reo me ngā tikanga Māori for economic and social development • More young people excited about te reo Māori <p>Medium term priorities:</p> <ul style="list-style-type: none"> • More people engaging with quality broadcast and online content in te reo Māori 	<p>Current priorities:</p> <ul style="list-style-type: none"> • More children and young people learning te reo Māori • More people progressing beyond basic knowledge of te reo Māori <p>Medium term priorities:</p> <ul style="list-style-type: none"> • More people highly proficient in te reo Māori 	<p>Current priorities:</p> <ul style="list-style-type: none"> • More use of te reo Māori in the home, on the marae, and in communities • Te reo Māori resources held by the Crown made more readily available • More accessible public services in te reo Māori <p>Medium term priorities:</p> <ul style="list-style-type: none"> • More towns and cities embracing bilingualism
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Priorities

Aotearoa Whānui

Ngā tamariki me ngā rangatahi | Young people

Tāngata matatau ki te Reo | Proficient speakers

Rāngai Tūmatanui | Public Sector

Priority groups

APPENDIX 2: A Picture of the future population, setting the scene for considering the Audacious Goals

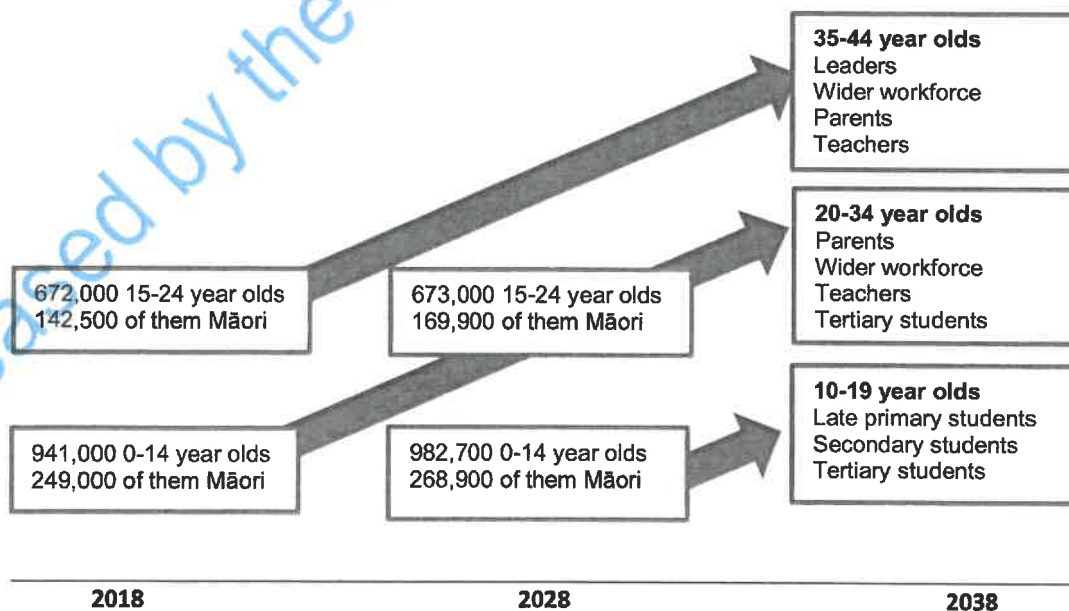
1. Statistics New Zealand produce population projections for the year 2038 and 2043. These project that:
 - 1.1. The Māori population will grow from around 720,000 at present to approximately 1–1.16 million by 2038
 - 1.2. Māori will account for almost 20 per cent of New Zealand's total population and one third of New Zealand's children by 2038
 - 1.3. New Zealand's current estimated total population of 4.7 million has a 90 per cent probability of increasing to 5.29–6.58 million by 2043.
2. The Māori population will be more diverse, in keeping with the increasing trend for people to identify with more than one ethnicity. The projected size of ethnic populations of New Zealand is included in the following table.

Table 4: projected future ethnic populations

	2013 (base3)	2025	2038
Māori population	0.69 million	0.83–0.91 million	0.98–1.16 million
Asian population	0.54 million	0.90–1.02 million	1.16–1.38 million
Pacific population	0.34 million	0.44–0.48 million	0.53–0.65 million
European/Other population	3.31 million	3.55–3.73 million	3.61–3.97 million

3. A key target population in the Maihi Karauna is rangatahi. The following shows their importance as they mature, and how the roles they play will change by 2038.

Figure 2: Today's rangatahi are tomorrow's leaders



APPENDIX 3 – Public feedback on Maihi Karauna strategy and proposed responses

This A3 sets out:

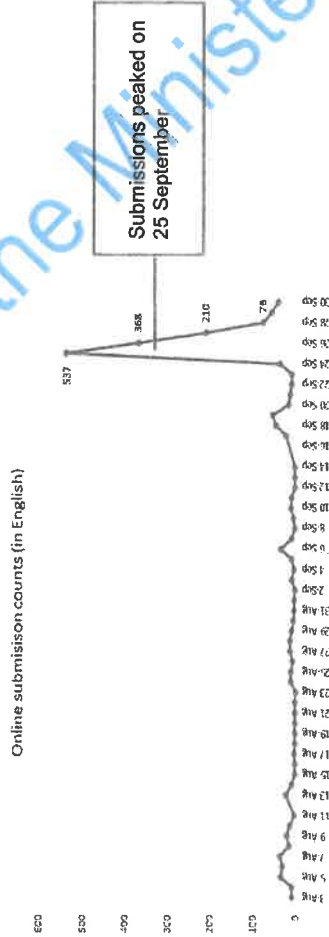
- Proposed changes to the draft Maihi Karauna strategy, based on key consultation results
- A break-down of the total number of responses
- Proposed adjustments to the goals

Consultation Questions	Public Feedback – Key Themes	Proposed Response / Change to the Strategy	Rationale
<p>Vision Do you agree with the vision of the strategy, 'Kia Māhorahora te reo – Everywhere, Every way, Everyone, Every day'?</p>	<ul style="list-style-type: none"> Yes 1,054 (55%) No 860 (45%) Overall support for the vision Some respondents concerned that 'Everyone sets the tone for a future move to compulsion' 	<ul style="list-style-type: none"> No change. 	<ul style="list-style-type: none"> The vision is aspirational. The priorities in the strategy emphasise the universal availability of te reo Māori, not compulsion.
<p>Audacious goal 1 Do you agree with setting a goal that New Zealand should value te reo Māori as a key part of national identity by 2040?</p>	<ul style="list-style-type: none"> Yes 1,043 (57%) No 799 (43%) Should we rename the Aotearoa goal, for example by calling it Tuakiri-ā-Motu? How can we more clearly explain how progress towards achieving the goals, outcomes and priorities in the strategy will be measured (this question applied to all goals)? 	<ul style="list-style-type: none"> Propose to retain the term "Aotearoa" and to include an English translation of Nationhood to provide greater clarity. Clarify approach to monitoring and evaluation – a monitoring and evaluation framework has been developed for the Maihi Karauna strategy. 	<ul style="list-style-type: none"> Aotearoa resonates with a broad audience. It is a term that usefully engages a wide range of New Zealanders in the conversation. The proposed explanatory word – 'nationhood' – clarifies its meaning for those who are uncertain.
<p>Audacious goal 2 Do you agree with a goal for one million New Zealanders being able to talk about basic things in te reo Māori by 2040?</p>	<ul style="list-style-type: none"> Yes 991 (54%) No 841 (46%) Should we lift the audacious goals to reflect a greater level of ambition? What constitutes basic te reo Māori? 	<ul style="list-style-type: none"> Propose to express the goal as at least one million and include the notion of confidence to speak te reo Māori in the goal. Work towards common definitions (e.g. basic te reo Māori) and measurement methodologies across Te Whare o te Reo Mauri Ora. 	<ul style="list-style-type: none"> Adding the notion of confidence adds stretch, and makes the goal more compatible with what the Maihi Māori is trying to achieve. The General Social Survey 2016 appears to show that approximately 800,000 New Zealanders may already speak at least basic te reo Māori.
<p>Audacious goal 3 Do you agree with a goal for 150,000 Māori speaking te reo Māori as a primary language (at least equally with another language) by 2040?</p>	<ul style="list-style-type: none"> Yes 1,019 (56%) No 811 (44%) Should we lift the audacious goals to reflect a greater level of ambition? What does 'as a primary language' mean? 	<ul style="list-style-type: none"> Change to at least 150,000 Māori adults using te reo Māori at least equally with another language. Better define this goal – change from 'primary language' to speaking te reo Māori at least as much as English in everyday situations. 	<ul style="list-style-type: none"> Proposed focus on adults complements the Maihi Māori, which has an audacious goal focusing on children. Focusing only on adults adds an element of stretch. Baseline is 70,000 adult Māori using te reo Māori in a number of everyday situations
<p>Priorities Do you agree with the priorities in the strategy?</p>	<ul style="list-style-type: none"> Yes 967 (54%) No 811 (46%) Should we include a new priority for increasing the capacity and capability of the workforce in Māori medium education? 	<ul style="list-style-type: none"> No change proposed. 	<ul style="list-style-type: none"> Increasing the capability and capacity of the Māori medium workforce is discussed in the text of the Maihi Karauna strategy. Implementation plan can outline potential actions.
<p>Priority groups Do you agree with the priority groups in the strategy – tamariki/rangatahi, proficient speakers and public servants?</p>	<ul style="list-style-type: none"> Yes 923 (52%) No 854 (48%) Should we change the priority groups – for example, by removing public servants, and/or adding whānau and adults? 	<ul style="list-style-type: none"> No change proposed to priority groups. 	<ul style="list-style-type: none"> Rangatahi are an important group for sustaining the Māori language for the future. Including adults would lose the sense of prioritisation. Public servants are key to delivering a Crown strategy. Whānau are important, but also straddle the Maihi Māori.

Total number of responses

Total responses	Total responses to online survey	Total number of email submissions
2,154	2,015	139 emails
	88 responses in te reo Māori	14 written submissions from organisations (attachments)
	1,927 responses in English	7 written submissions from individuals (attachments)

Trend in online responses over the consultation period



Proposed adjustment to Audacious Goal 1

- Current goal:**
- Aotearoa New Zealand values te reo Māori as a key element of national identity by 2040.
- Proposed revision:**
- By 2040, 85 per cent of New Zealanders value te reo Māori as a key part of national identity.
- Rationale for revision:**
- Provides some stretch beyond status quo while still allowing for some level of dissent.
- Baseline data:**
- No existing data specifically measures the relationship between te reo Māori and national identity.
 - The General Social Survey 2016 showed that around 2.8 million (75 percent) of New Zealanders see the importance of Māori culture and cultural practices
- Achieving this goal requires:**
- Increased profile given to te reo Māori in national events, commemorations and exhibitions.
 - Increased recognition of the connection between te reo me ngā tikanga Māori and wellbeing.
 - Increased public awareness and knowledge of te reo me ngā tikanga Māori.
 - Engaging non-Māori rangatahi as well as Māori rangatahi.
 - New technologies and media content build public understanding and sense of value.

Proposed adjustment to Audacious Goal 2

- Current goal:**
- One million New Zealanders can talk about basic things in te reo Māori by 2040.
- Proposed revision:**
- By 2040, one million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori.
- Rationale for revision:**
- Is more ambitious, aligns better with the Maihi Māori goal of one million people participating in community immersion domains. Confidence is a key attribute in participating in community immersion domains.
- Baseline data:**
- Initial estimated baseline of 341,000 current 'basic' speakers was too low. This was extrapolated from Te Kupenga data and assumptions applied about the rate of basic speakers among non-Māori.
 - The General Social Survey 2016 suggests true baseline is approximately 800,000.
 - Currently there is no reliable data for confidence in speaking te reo Māori
- Achieving this goal requires:**
- Increased societal valuing and public use of te reo Māori.
 - Increased demand and supply of te reo Māori in Māori medium and English medium schools.
 - New technologies and broadcast content support all of the above.

Proposed adjustment to Audacious Goal 3

- Current goal:**
- 150,000 Māori speak te reo Māori as a primary language by 2040
- Proposed revision:**
- By 2040, 150,000 Māori aged 15 and over use te reo Māori at least as much as English by 2040.
- Rationale for revision:**
- Is more ambitious and more complementary with the Maihi Māori, which targets children aged 0-7. Adults using te reo Māori in everyday situations is necessary to children growing up with it.
- Baseline data:**
- 70,000 (13%) Māori aged 15 + use te reo Māori at least equally with English in a range of settings.
- Reaching this goal requires:**
- The continued education of proficient speakers capable of using te reo Māori in everyday situations. Māori medium education is very important here.
 - The ongoing encouragement for speakers of te reo Māori to use it in everyday situations. Currently there are approximately 125,000 conversational speakers (Census 2013) but only 70,000 who regularly use te reo Māori in everyday situations (Te Kupenga).
 - Creating bilingual public services and supporting bilingual towns and cities will help create more domains that are supportive of everyday use.
 - Strong collaboration with efforts under the Maihi Māori, which emphasises the creation of community domains and community-based learning opportunities.

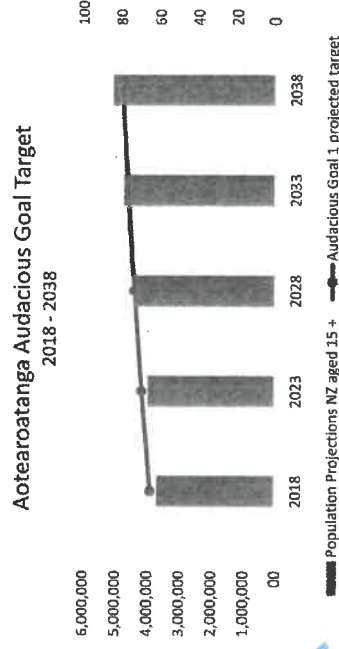
Appendix 4 – tracking towards audacious goals

- The analysis shown on this page shows tracking over time of progress towards the three audacious goals.
- Projected progress towards the target is plotted in each of the charts against projected population growth (red line).
- The audacious goals and means of tracking progress towards them can be adjusted in future as more data becomes available. The strategy is due to be refreshed in 2023.
- Plotting progress towards the goals involves some assumptions and use of proxy measures.
- For example, there is currently no quantitative measure for 'confidence' in Audacious Goal 2. Generating a baseline for this involves making informed assumptions.
- Te Puni Kōkiri will work with Statistics New Zealand, Te Mātāwai, Te Taura Whiri i te Reo Māori and other relevant agencies to develop a data plan to better measure the goals, outcomes and priorities of the Māihi Karauna and the key elements of the Māihi Māori.
- 2028 will be a useful check-in point, as this is the year in which there is likely to be a Census, Te Kupenga survey and General Social Survey.

Audacious Goal 1:

By 2040, 85 per cent of New Zealanders (or more) will value te reo Māori as a key part of national identity

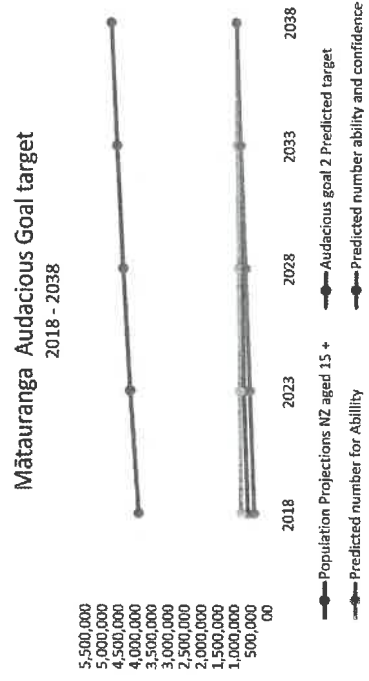
2028 interim target: 73.5 per cent of New Zealanders (or more)



Audacious Goal 2:

By 2040, 1,000,000 New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori

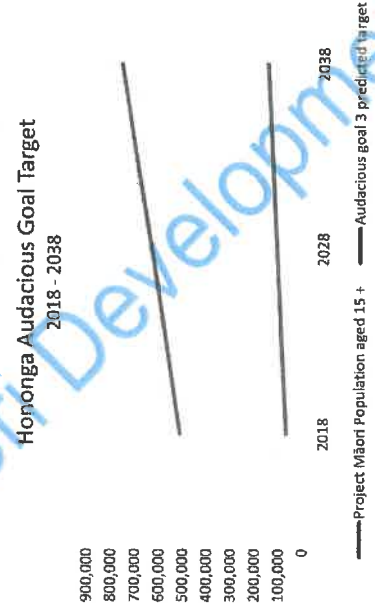
2028 interim target: 700,000 New Zealanders (or more)



Audacious Goal 3:

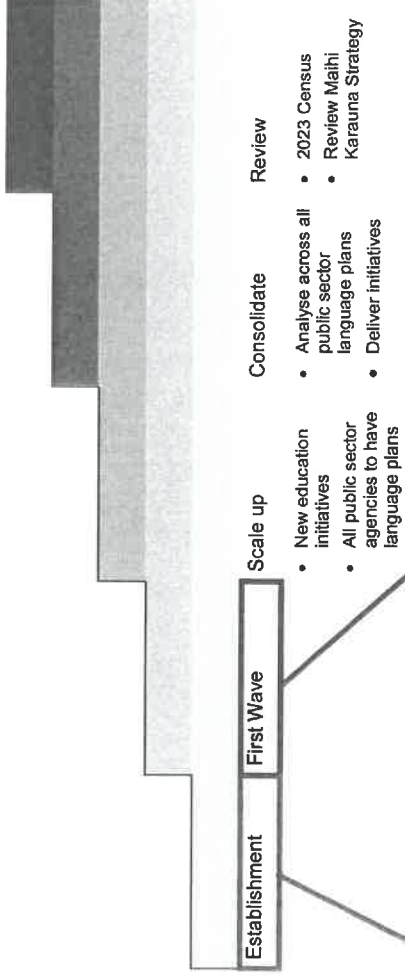
By 2040, 150,000 Māori aged 15 and over will use te reo Māori as much as English by 2040

2028 interim target: 110,000 Māori aged 15 and over



APPENDIX 5: Maihi Karauna Implementation Planning

2018-19 2019-20 2020-21 2021-22 2022-23



This A3 gives Cabinet an update on progress towards:

- An implementation plan, including processes for monitoring and evaluation.

Our thinking on implementation:

- Use a staged approach, with Crown effort building over a number of years.
- This is a realistic approach. It reflects that:
 - There are dependencies on other key work, such as the key work currently underway across the public sector, including reviews of public and Māori broadcasting, reviews in the education sector, and State Sector Act 1988 reforms.
 - The above work streams are ongoing, and will have a significant bearing on not only the Maihi Karauna, but also the whole of Te Whare o Te Reo Māori Ora.
 - The two wānanga held with the wider public sector revealed that most government agencies are still at the early stages of planning, concentrating on building internal capability as a foundation for further work in this area.

A meaningful implementation plan, going live in 2019/20

- Even as we await the completion of key related work, we can create a meaningful implementation plan.
- The 'go-live' date will be 1 July 2019. This is to align with the government business cycle and Budget 2019 process.
- The implementation plan aims to include some early 'announceables' – small initiatives to be made public upon the launch of the final Maihi Karauna, proposed for Waitangi week 2019.

2018-19 – Gearing up for implementation and collaboration

Focus:

- Establishment of key systems for collaboration across Te Whare o Te Reo Māori Ora.
- Early announcement of new rangatahi-focused initiatives (see across page).

Implementation actions:

- Develop a joint monitoring and evaluation framework with Te Mātāwai for Te Whare o Te Reo Māori Ora.
- Agree a joint research agenda across government and with Te Mātāwai.
- Agree on te reo Māori indicators and a quantitative approach to measuring progress for Te Whare o Te Reo Māori Ora.
- Strengthen the Governance of Te Whare o Te Reo Māori Ora. This should include considering whether each outcome should have a sponsoring Minister on Te Rūnanga Reo.
- Ensure that all parties have the capacity and support they need to carry out their functions under Te Ture mō te Reo Māori 2016.
- Analyse 'audiences' for te reo Māori interventions, and how best to enable those audiences to advance in their own te reo Māori journeys.

2019-20 – Go live and roll out first wave of initiatives

Other proposed new or expanded initiatives:

- Require all public sector agencies to develop a language plan and reflect this in their accountability documents by June 2021.

Monitoring, evaluation and reporting

- Formative evaluation of Maihi Karauna.
- First Annual Report to Te Rūnanga Reo based on a full year of implementation.

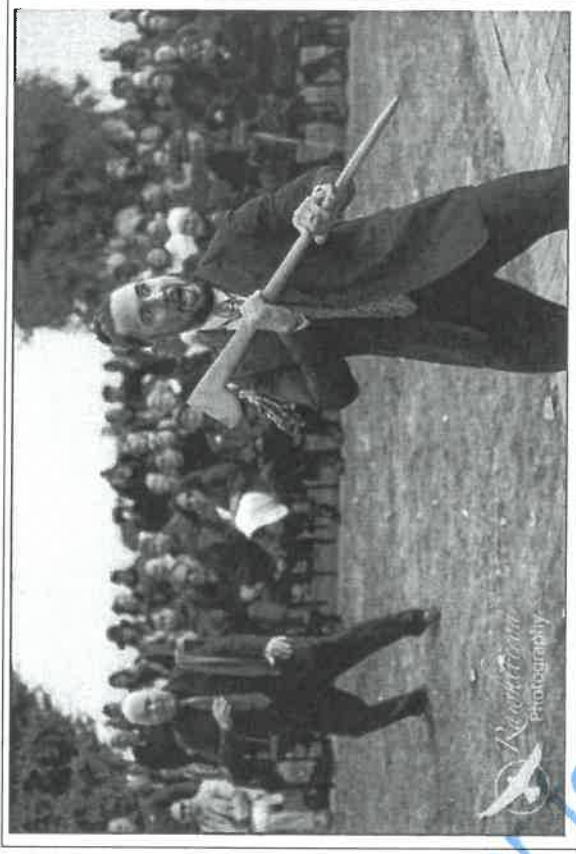
Key events:

- UNESCO Year of Indigenous Languages 2019.
- Cabinet report back on full implementation plan – August 2019.

PTO for more details

Language planning

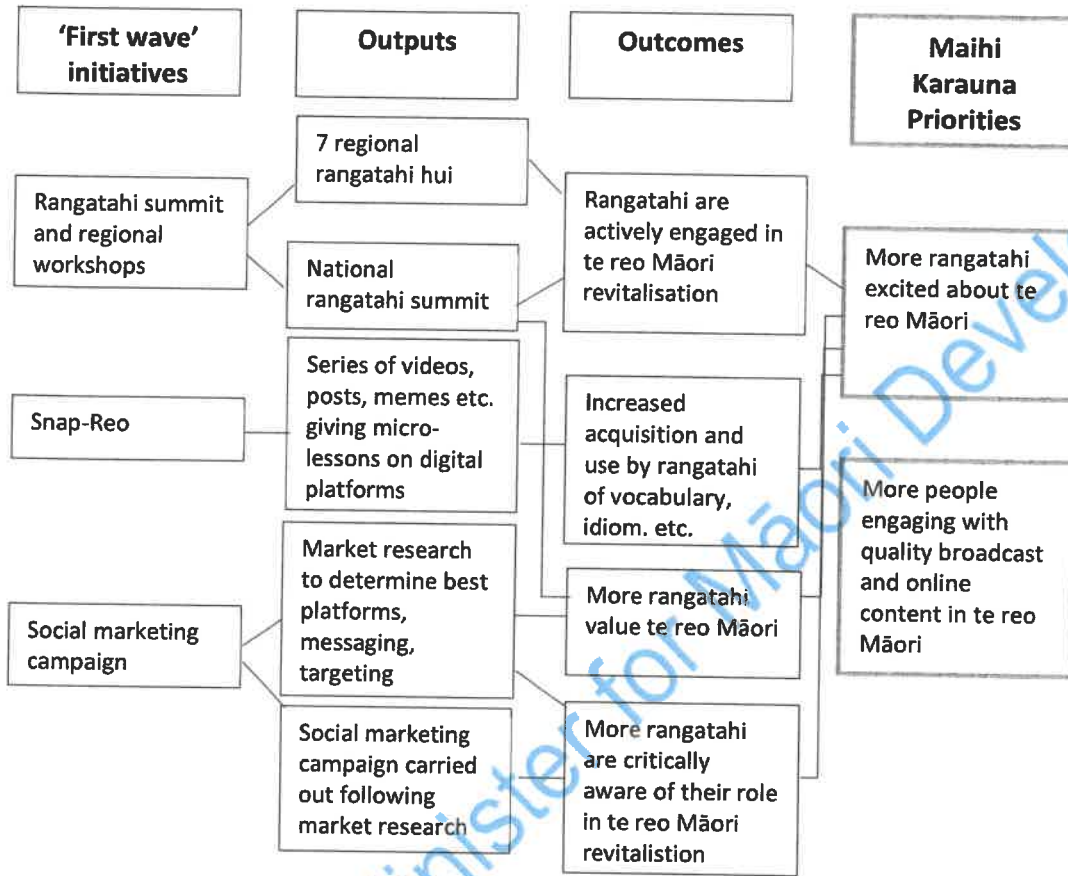
- It is proposed that all public service agencies be required to have te reo Māori language plans in place by 30 June 2021, and that these would be reflected in their accountability documents.
- Language planning promotes a structured and deliberate approach by each government agency to boosting their own capability and implementing the Maihi Karauna.



Proposed initiatives, 2019/20 – for early announcement

- It is intended that three small initiatives be announced early – at the same time as the launch of the final Maihi Karauna strategy in Waitangi week 2019 – by Ministers to demonstrate immediate commitment to action.
- These initiatives are chiefly aimed at promoting the value, acquisition and use of te reo Māori by rangatahi. They are:
 - Rangatahi regional workshops and national summit: to tie in with the UNESCO Year of Indigenous Languages 2019.
 - Social marketing campaign to promote the value of te reo Māori amongst rangatahi (Māori and non-Māori).
 - 'Snap-Reo' – pilot a series of quick, humorous micro-lessons in te reo Māori, available on a variety of media.
- These are intended to be small scale initiatives that constitute meaningful first steps towards the Maihi Karauna goals and outcomes. These can be delivered quickly and then evaluated.

APPENDIX 6: DRAFT OUTCOMES FRAMEWORK FOR 'FIRST WAVE' OF INITIATIVES



Maihi Karauna priority groups

Ngā tamariki me ngā rangatahi Young people
Tāngata matatau ki te reo Proficient speakers
Rāngai Tūmatanui Public sector



Cabinet Māori Crown Relations - Te Arawhiti Committee

Minute of Decision

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Maihi Karauna: Final Strategy and Implementation Approach

Portfolio Māori Development

On 11 December 2018, the Cabinet Māori Crown Relations - Te Arawhiti Committee:

- 1 **noted** that on 9 July 2018, Cabinet agreed to release a draft Maihi Karauna strategy for public consultation and invited the Minister to report back on:
 - 1.1 an implementation plan, including processes for monitoring and evaluation;
 - 1.2 [REDACTED]
 - 1.3 an assessment of opportunities to reflect the Crown's commitment to te reo Māori through any relevant upcoming legislative reform;
 - 1.4 the outcomes of public consultation and further engagement with Te Mātāwai;
 - 1.5 an appropriate quantitative target for the audacious goal, Aotearoa New Zealand values te reo Māori as a key element of national identity;
 - 1.6 a final Maihi Karauna strategy for approval;

[CMR-18-MIN-0015]

Public Consultation

- 20 **noted** that 2,154 responses were received through public consultation, with higher overall levels of support than opposition for the draft strategy;
- 21 **noted** that key themes from public feedback included overall support for a more ambitious strategy that is backed by a strong implementation plan, proper resourcing, and a robust measurement framework;

Proposed finalisation of the Maihi Karauna

- 22 **agreed** to amend the three audacious goals in the Maihi Karauna strategy for a greater level of ambition, and for better alignment with the Maihi Māori, so that they read as follows:
 - 1.1 By 2040, 85 per cent of New Zealanders (or more) will value te reo Māori as a key part of national identity;

- 1.2 By 2040, 1,000,000 New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori;
- 1.3 By 2040, 150,000 thousand Māori aged 15 and over will use te reo Māori at least as much as English;

23 **agreed** to amend the outcomes in the Maihi Karauna strategy by including an English explanation of each, as follows:

Aotearoatanga Nationhood	Mātauranga Knowledge and skills	Hononga Engagement
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24 **confirmed** the vision, approach and priority groups previously agreed to in CMR-18-MIN-0015;

Implementation phasing

- 25 **noted** that the implementation approach will be staged over a number of years, with the first phases being:
 - 1.1 establishment phase – now until 30 June 2019;
 - 1.2 first wave of new initiatives – post Budget announcements, going live on 1 July 2019;
 - 1.3 further initiatives to be informed by key work currently underway across the public sector, including reviews of public and Māori broadcasting, reviews in the education sector, and State Sector Act 1988 reforms;

Implementation establishment phase

- 26 **agreed** that all departments of the public service be required to develop a te reo Māori language plan by 30 June 2021, and be required to reflect these in their accountability documents, including Annual Reports and Strategic Intentions;
- 27 **noted** that Te Taura Whiri i te Reo Māori will support language planning, and coordinate and monitor the implementation of the Maihi Karauna;
- 28 **noted** that Te Puni Kōkiri will work with Statistics New Zealand and other relevant agencies to work on a data plan for identifying and closing any gaps in data required for monitoring purposes across the Maihi Māori and Maihi Karauna;

Implementation plan publication

29 **invited** the Minister for Māori Development to report back to the Cabinet Maori Crown Relations Committee (MCR) with a full implementation plan for publication by 31 August 2019;

Financial implications

30 

- 31 **agreed** that, in order to demonstrate commitment and immediate action, a package of small initiatives be announced and initiated prior to Budget Day 2019, that will include:
- 1.1 Rangatahi regional workshops and national summit;
 - 1.2 a social marketing campaign;
 - 1.3 'Snap-Reo' micro-lessons in te reo Māori;
- 32 **approved** the following changes to appropriations to give effect to the policy decision in paragraph 13 above, with the corresponding impact on the operating balance:

Vote Māori Development	\$m increase / (decrease)				
	2018/19	2019/20	2020/21	2021/22	2022/23 & outyears
Minister for Māori Development					
Non-Departmental Output					
Expense:					
Pāpāho Reo me ngā Kaupapa Māori (Māori Broadcast and Streamed Services)	0.600	-	-	-	-
Whakarauora Reo mō te Motu (National Māori Language Revitalisation)	0.400	-	-	-	-

- 33 agree that the proposed changes to appropriations for 2018/19 in paragraph 14 above be included in the 2018/19 Supplementary Estimates and that, in the interim, the increases be met from Imprest Supply;
- 34 agree that the expenses incurred under paragraph 14 above be a charge against the between-Budget contingency, established as part of Budget 2018;

Monitoring and evaluation

- 35 note that a monitoring and evaluation framework has been developed for the Maihi Karauna, and that this will be one of the building blocks for developing shared monitoring and evaluation approaches with Te Mātāwai;

Legislative and system reform

- 36 direct officials from the relevant agencies to consider how the following legislative and system reviews will reflect the Maihi Karauna and the Government's commitment to the revitalisation of te reo Māori in partnership with iwi and Māori:
- 1.1 review of the State Sector Act 1988;
 - 1.2 review of the Statistics Act 1975;
 - 1.3 development of an integrated, system-wide, plan for strengthening public sector cultural competence and capability for engaging with Māori;

- 1.4 refreshing and updating Tau Mai Te Reo (the Māori Language in Education Strategy) within the context of the overall Education Work Programme;
 - 1.5 assessment of national archival and library institutions and their contribution to New Zealand's democratic and cultural infrastructure;
- 37 **noted** that the Minister for Maori Development intends to:
- 37.1 launch the final strategy during Waitangi week 2019;
 - 37.2 release a summary of public consultation.

Rachel Clarke
Committee Secretary

Present:

Rt Hon Winston Peters
Hon Kelvin Davis (Chair)
Hon Grant Robertson
Hon Andrew Little
Hon David Parker
Hon Nanaia Mahuta
Hon Stuart Nash
Hon Shane Jones
Hon Peeni Henare
Hon Willie Jackson
Hon Eugenie Sage

Officials present from:

Office of the Prime Minister
Officials Committee for MCR

Hard-copy distribution:

Minister for Māori Development

Released by the Minister for Māori Development