

KA IRIHIA TE REO MĀORI ACTION PLAN

2024



SUNRISE: MATAURI BAY

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KO TE REO TE MAURI O TE MANA MĀORI

Tā Hēmi Hēnare

TE HOROPAKI CONTEXT

Te Kaunihera o Te Hiku o Te Ika honours He Whakaputanga o te Rangatiratanga o Niu Tirenī and Te Tiriti o Waitangi as the foundational constitutional documents of Aotearoa. The council acknowledges and gives effect to our Te Pae o Uta framework and the Te Reo and Tikanga Policy.

Te Kaunihera o Te Hiku o Te Ika, located in the Far North District, is the northernmost territorial local authority in Aotearoa. We share borders with the Whangārei and Kaipara Districts and span a land area of 669,251 hectares. Our district boasts an estimated residential population of approximately 74,700 people, with Māori making up over 50% of the total population at around 38,000 individuals. The Far North District is projected to grow to a population of 82,000 by 2043. Our culturally rich area is home to over 200 Hapū, 10 Iwi Rūnanga, and 144 Marae, reflecting our deep and diverse whakapapa.

Te Tai Tokerau holds profound cultural significance for Māori, including Te Rerenga Wairua, the sacred departure place of our spirits; Hokianga, the historic landing site of our tupuna Kupe; and Te Moana Pikopiko o Whiti, where our first constitutional documents, Te Whakaputanga o Te Rangatiratanga o Niu Tirenī and Te Tiriti o Waitangi, were signed.

The introduction of colonial policies and practices had devastating effects on te reo Māori, Māori culture, and identity. Colonisation significantly contributed to the decline of te reo Māori, with historically enforced policies suppressing its use through the education system including corporal punishment, resulting in intergenerational language loss within Māori communities. Today, the lingering effects of these historical injustices continue to impact the vitality and prevalence of te reo Māori.

The Māori Language Act of 2016 plays a crucial role in protecting te reo Māori, and this Te Reo Māori action plan makes a commitment to support revitalisation efforts in Te Tai Tokerau. In the year 2040, marking 200 years since the signing of Te Tiriti o Waitangi, Te Kaunihera o Te Hiku o Te Ika is committed to achieving its goal of having Te Hiku o te Ika become the first regional district to attain Reorua status.

***Kia Toitū Te Reo.
Kia Toitū Te Hiku o te Ika.***

TE TAKE PURPOSE

The purpose of the Te Reo Māori Action Plan for Te Kaunihera o Te Hiku o Te Ika is to affirm the intrinsic value of te reo Māori as a cherished taonga and an official language of Aotearoa New Zealand. This action plan is designed to elevate the council's commitment to tangata whenua, honouring Te Tiriti, giving effect to our Te Ao Māori framework Te Pae o Uta and the revitalisation of te reo Māori. The understanding and use of te reo Māori not only will enrich the lives of all Māori but also all communities of the Far North District. Encouraging all residents of Te Tai Tokerau to embrace te reo Māori will enhance their personal experiences and contribute significantly to the regional and national revitalisation.

By implementing this plan, the council aims to rectify historical injustices, promote social cohesion, and celebrate the unique cultural heritage of Māori within the wider region of Te Tai Tokerau. In September 2023, the Council formally endorsed the Te Reo Māori and Tikanga policy.

INGĀ PAE SCOPE

Te Pae Tata – in near reach, now to 3 years which aligns with the long term plan

Te Pae Tawhiti – the more distant horizon, every ten years, alignment to the regular long term plan (FN2100 – Strategy)

The action plan has been formatted to show the actions to be taken over a 3-year period which is consistent with the Far North District Council Long-term plan period 2024-2027.

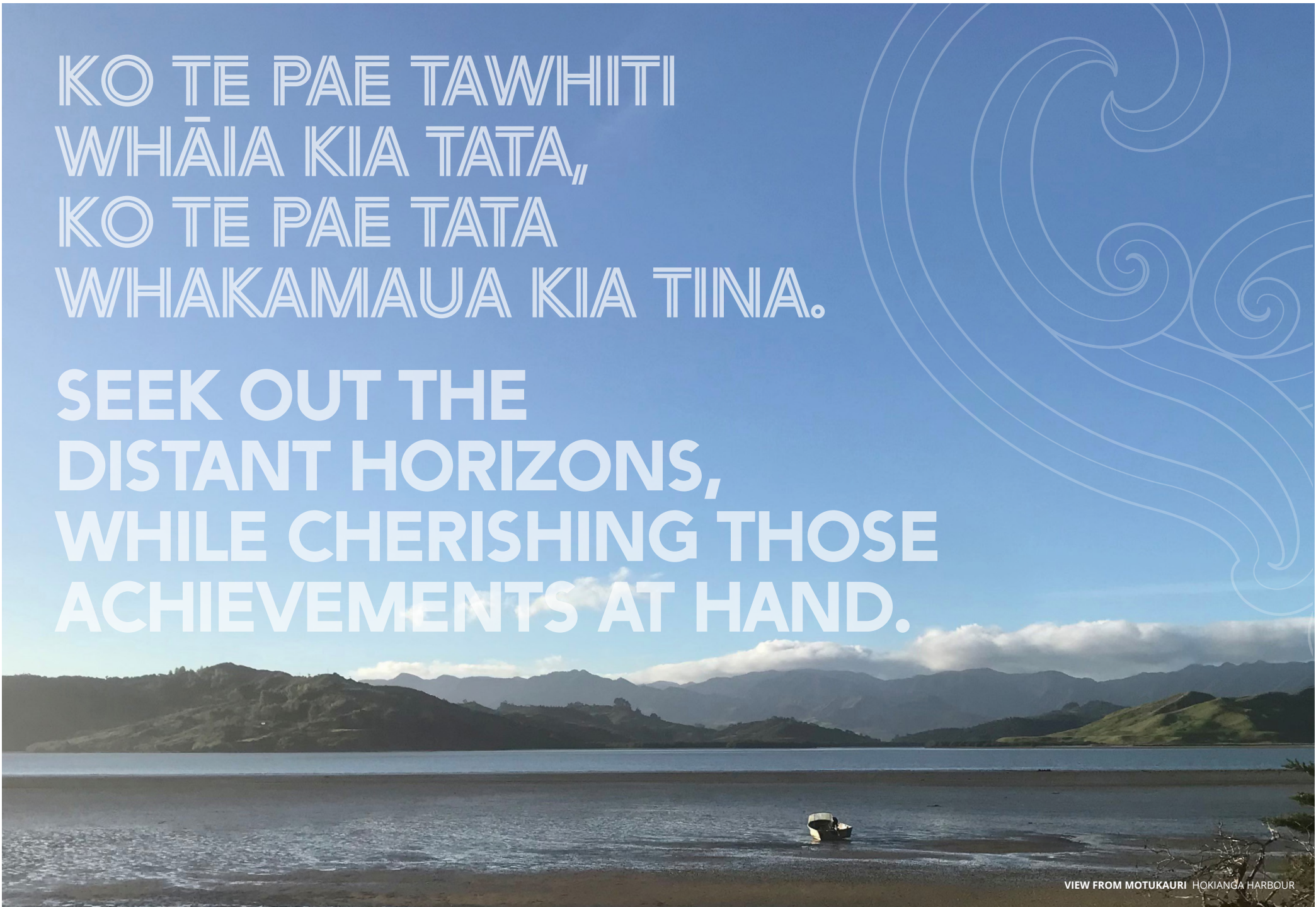
This action plan and te reo revitalisation will be led by Te Hono by implemented by all staff Council-wide. This action plan is supported by the Te Kuaka Māori standing committee, mana whenua/tangata whenua partnerships, memorandum of understanding agreements with Iwi and Hapū.

The Te Reo Māori action plan will be reviewed triennially to ensure the actions are still relevant to the vision of every town and community in Te Tai Tokerau being reo rua by 2040.

Ka Irihia is endorsed by Te Kuaka Te Ao Maori Committee and approved by Council.

KO TE PAE TAWHITI
WHĀIA KIA TATA,
KO TE PAE TATA
WHAKAMAUA KIA TINA.

SEEK OUT THE
DISTANT HORIZONS,
WHILE CHERISHING THOSE
ACHIEVEMENTS AT HAND.



HE KAUPAPA HERE MŌ TE REO ME NGĀ TIKANGA MĀORI TE REO MĀORI AND TIKANGA POLICY

1. Purpose and Scope

The purpose and scope of this Policy is to enable Far North District Council (FNDC) to support the correct usage of Te Reo Māori by providing a framework for its use by FNDC both internally and externally.

2. Vision

The vision is that “By 2025, FNDC has increased the use of Te Reo and Tikanga in our workspaces and the public places we manage as a key element in strengthening our partnership with tangata whenua and in delivering effective services.”

3. Goals and objectives

To achieve our vision and promote the use of Te Reo in our workplaces and the public spaces we manage, FNDC will:

- A.** Demonstrate leadership in increasing the use of Te Reo
- B.** Achieve Te Reo and Tikanga staff development outcomes
- C.** Implement effective Te Reo communication systems and processes
- D.** Increase Te Reo use in human resource processes and systems.

4. Application

This policy applies to:

- i.** all permanent employees
- ii.** fixed term employees.

Casual and temporary employees and those on short term contracts under 6 months are exempt from the training requirements of this policy but must be familiar and work within the policy expectations that impacts on their area of work.

5. Responsibilities

The respective roles and responsibilities for this policy include:

- i.** SLT provides the authority for the policy, and they, and Managers will demonstrate leadership and role modelling in implementing the policy;
- ii.** Employees will be aware of and implement the policy by making the policy and implementation plan available through the intranet and induction and training processes;
- iii.** Te Hono will provide advice and support on any issues associated with the policy;
- iv.** FNDCs trainer in te reo and tikanga will provide clarification during te Reo and training sessions and on a case by case as negotiated and agreed outside of training session times.

6. Relevant Legislation, Policies and Procedures

Legislation	Te Ture Mō te Reo Māori 2016 Māori Language Act 2016 Local Government Act 2002
Council Policies and Procedures	FNDC Tangihanga policy and Koha policy
Other	Te Puni Kōkiri Maihi Māori and Maihi Karauna Te Puni Kōkiri Māori English Bilingual Signage: A guide for best practice
Guiding documents	He Whakaputanga o Niu Tirenī 1835, Te Tiriti o Waitangi 1840,

7. Support

This policy is to be read in conjunction with the Te Reo and Tikanga Policy Guidelines.

For more information on Council's 'Te Reo Māori and Tikanga Policy', please email the Te Hono team support at tehonosupport@fndc.govt.nz

8. Definitions

Term	Definition
<i>Tikanga reo rua</i>	<i>Bilingual</i>
<i>Mauri</i>	<i>Life essence</i>



HARURU FALLS HARURU

INGĀ KAUPAPA SETTING

The Far North District Council has legislative duties and considerations in accordance with Te Tiriti o Waitangi. These principles are integrated into our daily operations. Here are some methods that support our approach:

- Far North District Council: Te Kuaka Māori standing committee
- Te Pae o Uta – Te Ao Māori framework
- Long term plan
- Online Operative District Plan — Chapter Tangata Whenua
- Tangata Whenua
- Iwi Hapū Environment Management Plans
- Memorandum of Understanding relationship agreements with Iwi and Hapū
- Hapū working groups
- Road Naming Committee
- Terms of Reference and delegations that enable Mana Whenua/Tangata Whenua partners to sit on Council working groups
- Kaikohe Wastewater Treatment working group
- Te Pātukurea Kerikeri Waipapa Spatial plan working group Te Tiriti Framework
- Te Hono roles at Far North District Council
- Manawhakahono ā rohe
- External committee membership

Some of the highlights that support the Council's commitment to te reo Māori me ōna tikanga include:

- Te Kaunihera o Te Hiku o te Ika perform at Te Tai Tokerau kapa haka regionals and place top 10
- Te Wiki o te reo Māori celebrations
- Puanga/Matariki celebrations
- Facilitating the appropriate cultural karakia and blessings of significant projects and events
- Te Kerikeri — First bilingual town in Te Tai Tokerau (Reo Rua)
- FNDC brand gets refreshed with a new logo and name Te Kaunihera o Te Hiku o te Ika
- Maramataka integration of into Council formal calendar

TE PAERANGI VISION

Goals and objectives:

To achieve our vision and promote the use of te reo in our workplaces and public spaces we manage, Te Kaunihera o Te Hiku o te Ika:

- A** Demonstrate leadership in increasing the use of te reo Māori
- B** Achieve te reo and tikanga staff development outcomes
- C** Implement effective te reo communication systems and processes
- D** Increase te reo use in human resource processes and systems
- E** To promote the use of Te Reo o Te Hiku o te Ika (Reo o te kāinga)

LONG-TERM GOAL

To achieve full bilingual status (reo rua) by 2040, where both languages are equally valued and utilised.



TE RAUTAKI MAHI MŌ TE HIKU O TE IKA ACTIONS

TE REO MĀORI
O TE HIKU
O TE IKA

TE KORE CRITICAL AWARENESS

Critical Awareness focuses on understanding the significance and context of te reo Māori within Te Kaunihera o Te Hiku o te Ika.

TE PŌ STATUS

Status revolves around~elevating the status and visibility of te reo Māori within Te Kaunihera o Te Hiku o te Ika.

TE AO MĀRAMA USE

The Use emphasises the practical application and integration of te reo Māori in various aspects of Te Kaunihera o Te Hiku o te Ika.

TE KORE

CRITICAL AWARENESS

SUCCESS FACTOR	ACTION PLAN STEPS	BY 30 JUNE 2025	BY 30 JUNE 2026	BY 30 JUNE 2027
Annual plans and the Long-Term Plan will reflect our commitment to be a bilingual district by 2040.	Incorporate activities supporting bilingualism into work programs and success metrics within annual and long-term planning cycles.	●		
An updated Naming Policy and Working Group that incorporates processes to adopt more te reo Māori place and space naming.	Develop a policy and working group to facilitate the adoption of te reo Māori names for locations, promoting cultural awareness and revitalisation.	●		
Dual language welcome signs for the whole District.	Install dual-language welcome signs across the district to promote inclusivity and bilingualism.		●	
A procurement process that aligns with our commitment to be a reo rua Māori district by 2040.	Align procurement practices with bilingual objectives, favouring activities contributing to strong te reo Māori community outcomes.		●	
An Arts and Culture Strategy emphasising the importance of Māori performance/events and encouraging te reo Māori me ōna tikanga across the district.	Develop and implement an Arts and Culture Strategy promoting Māori events and traditions while encouraging the use and understanding of te reo Māori across art and culture domains.	●		
Dual Council signage.	Implement dual-language signage across Council facilities to promote te reo Māori use and visibility.	●		
Change Council parks and reserves to reflect the traditional Māori names.	Update Park and reserve names to incorporate traditional Māori names, enhancing cultural recognition and respect.			●

SUCCESS FACTOR	ACTION PLAN STEPS	BY 30 JUNE 2025	BY 30 JUNE 2026	BY 30 JUNE 2027
All Council external communications reflect the Tikanga and Te Reo Policy with dialect from Te Tai Tokerau.	Ensure that all external communications adhere to the Tikanga and Te Reo Policy, incorporating dialect from Te Tai Tokerau to promote language accuracy and cultural sensitivity.		●	
The mayor and elected members will be supported in te reo revitalisation to lead our district to becoming bilingual by 2040.	Provide support, training, and resources for elected officials to lead the district toward bilingual status, including cultural inductions, language lessons, and policy overviews.	●		
The Chief Executive and Senior Leadership team will support the organisation in the journey of te reo revitalisation by 2040.	Provide top-level support and guidance for te reo revitalisation efforts within the organisation, aligning leadership strategies and initiatives with bilingual objectives.	●		
Identify opportunities to sponsor community awards that help recognise and celebrate te reo Māori and Māori champions and leaders.	Establish awards and recognition programs within the community to celebrate achievements and contributions in promoting te reo Māori and Māori leadership.	●		
Facilitate a te reo Māori expo to provide a platform for businesses and organisations to share ideas and best practice.	Organise an expo to promote te reo Māori use, encourage innovation, and facilitate collaboration among businesses and organisations.			●
Work with Te Taura Whiri i te reo Māori, Te Mātāwai, and other central government agencies for a local and regional approach to revitalising te reo Māori.	Collaborate with central agencies for a coordinated approach to te reo Māori initiatives, ensuring effective use of resources and support for a te reo district by 2040.		●	
Develop a reo rua strategy for Te Tai Tokerau.	Create a comprehensive strategy to promote te reo Māori within the district, fostering a bilingual environment in alignment with goals.	●		
Incorporate te reo Māori in the triennial election vote campaign.	Include te reo Māori elements in election campaigns to promote language use and visibility among voters.	●		
Translation and interpretation services for Council and Committee meetings, including a tikanga-based process for deputations.	Provide translation services for te reo Māori presentations and interpretations during Council meetings, ensuring inclusivity and understanding in decision-making processes.		●	
Ensure all job descriptions for Māori-specific roles are translated into te reo Māori.	Translate job descriptions for Māori-specific roles into te reo Māori to promote language use and cultural inclusivity within the organisation.	●		

TE PŌ STATUS

SUCCESS FACTOR	ACTION PLAN STEPS	BY 30 JUNE 2025	BY 30 JUNE 2026	BY 30 JUNE 2027
Our public committee and Council chambers reflect our bilingual aspirations, including mahi toi, signage, naming, and tikanga practices.	Establish bilingual practices and cultural elements in public spaces and council environments, showcasing and valuing te reo Māori in official settings and decision-making processes.	●		●
Collaborate with mana whenua and other Māori organisations to create partnership models that maintain a strong mana whenua presence.	Develop partnership models with mana whenua and Māori organisations to promote cultural presence and values within the district, fostering investment and economic development.	●		
Playgrounds will support site storytelling in design, technology, and bilingual signage.	Incorporate storytelling elements and bilingual signage in playground designs to promote cultural narratives and language use among tamariki and whānau.		●	
Bilingual areas at our Council Libraries with te reo Māori resources, books, signage to increase the use of te reo Māori, e.g. at our Council Libraries and Community Centres.	Enhance te reo Māori resources and signage in Council libraries and community centers to promote language learning and cultural engagement among visitors.		●	
Develop a guideline with mana whenua entities that assist Council naming of internal and external working groups.	Create guidelines with mana whenua entities for naming working groups, promoting cultural alignment and sensitivity in organisational practices.	●		
We will ensure that we prioritise karakia, kōrero tuku iho, whakatauaiki, kiwaha and whakapapa of Te Tai Tokerau.	Promote and prioritise traditional Māori practices, narratives, and genealogy of Te Tai Tokerau in organisational activities and engagements.	●		
Level one headings for all reports.	Standardise report headings in te reo Māori to promote language visibility and consistency across Council documentation and communications.	●		
We will upgrade our Council technology to include macronised technology in our systems e.g Info Council.	Integrate macronised te reo Māori technology into Council systems to support accurate language representation and use across digital platforms.		●	

TE AO MĀRAMA USE

SUCCESS FACTOR	ACTION PLAN STEPS	BY 30 JUNE 2025	BY 30 JUNE 2026	BY 30 JUNE 2027
Increase the use of te reo Māori on social media and other Council platforms.	Enhance te reo Māori presence on digital platforms to reach broader audiences and promote language use in modern communication channels.	🗨️		
Council website with full bilingual function.	Council website will have full bilingual function and all te reo Māori headings in English function.		🗨️	
We will use technology in central spaces to tell local Māori history and kōrero tukuiho.	Utilise technology to showcase local Māori history and narratives, promoting cultural understanding and appreciation within the community.		🗨️	
All external Council signage will have correct macrons.	Ensure that Council signs have correct macrons.	🗨️		
All Council strategies and policies that have a narrative must be reflective of pūrākau from Te Tai Tokerau.	Ensure that Council narratives and policies reflect Te Tai Tokerau narratives and pūrākau, promoting cultural authenticity and relevance.	🗨️		
Correcting te reo Māori internal signs and ensure all job descriptions for Māori specific roles are translated into te reo Māori.	Address language errors in internal signage and job descriptions, promoting accurate use of te reo Māori and cultural sensitivity within the organisation.	🗨️		
All Council reports will be peer reviewed for correct te reo Māori grammar, if written in te reo.	Ensure all Council reports are peer reviewed to check te reo Māori grammar, including macrons, correct names, kupu etc.	🗨️		
We will refresh a list of job titles, department names, team names and meeting room names with dialect from Te Tai Tokerau.	Ensure all job titles, department names, team names and meeting room names in te reo Māori have correct dialect from Te Tai Tokerau.	🗨️		

