

Te Rautaki Whakarauora Reo Māori a Te Poari Manaaki o Raukawa me Te Kaunihera ā- Rohe o Waikato ki te Tonga

The Raukawa Charitable Trust and South Waikato
District Council Māori Language Revitalisation Strategy

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He Mihi | Acknowledgements

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Te pō nui
Te pō roa
Te pō i oti atu
He kura i tangihia
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Tihe mauri ora

Kia tau iho ai te tōmairangi atawhai ki runga ki te whare tapu o Pōtatau, tatū ake ki a Kīngi Tūheitia. Paimārire.

Nau mai, haere atu ēnei kupu whakamihi, whakawhētai hoki ki te hunga nāna anō te reo Māori i kawea ki ngā reanga o te wā nei, hei reo kōrero i ia rā, hei reo hāpai anō hoki i te whakaaro tangata i ngā tini kaupapa ora, huri noa. Nō reira, e te reo kāmehameha o ngā mātua tūpuna, o ngā uri whakaheke hoki e piki, e piki ake rā ki te kōmata o te ora, ki te tihi e tika ana hei wāhi mōu.

Ā kāti, i te pikinga o te reo Māori ki tōna taumata, he taumata anō me piki i taua pikinga, arā, ko te taumata o te mana ōrite, o te kōrerotanga ōrite, o te whakamahinga ōrite ki tērā o te reo Pākehā. Koia tēnei, ko te kaupapa e hora ake nei arā a Aotearoa Reorua. Nō reira, e mihi ana ki te kaupapa, waihoki Te Kauhera ā-rohe o Waikato ki te Tonga.

Nā Tiare Tepana

Poutaki ā-lwi o Raukawa - Cultural Education Lead – Marae
Kakara Whakarei – Cultural Development
Raukawa Charitable Trust

He Kupu Whakataki | Introduction

- Comments from Maria Te Kanawa – RCT Tumu Whakarae (included in the Final Strategy)
- Comments from Susan Law – SWDC CEO, potentially Mayor Gary Petley (included in the Final Strategy)

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Te Putake o te Kaupapa | Background

Aotearoa Reorua

Aotearoa Reorua is an initiative led by the Department of Internal Affairs to support towns and cities across Aotearoa to become bilingual centres through the development and implementation of a co-designed, co-shared reo Māori revitalisation strategy between mana whenua and council partners. In this case, Te Poari Manaaki o Raukawa and The South Waikato District Council.

The vision of Aotearoa Reorua is:

- Creating more spaces, places and opportunities across the country where te reo Māori is seen, heard and celebrated alongside the English language;
- Enhancing relationships between councils and their mana whenua partners;
- Over the next five years the Department of Internal Affairs expects to enrol over 20 towns and cities into Aotearoa Reorua, and, as support for Aotearoa Reorua grows, DIA ultimately aims for every council in NZ to have at least one operative bilingual plan in their area.

The Aotearoa Reorua kaupapa stems from the Government Māori Language Strategy framework named Te Whare o Te Reo Mauriora. The framework offers two key strategies,

- Te Maihi Māori – Focus on te reo development in the community and home;
- Te Maihi Karauna – Focus on te reo development at the national level and public space.

Aotearoa Reorua supports both Maihi Māori & Maihi Karauna outcomes through jointly planned activities, initiatives and goals from mana whenua and councils.

Why is bilingualism important?

We bear witness today to the benefits of extensive te reo Māori revitalisation efforts that have been nurtured and brought to fruition over multiple generations in numerous settings and sectors like the following:

Education: Kōhanga Reo, Kura Kaupapa Māori, Whare Kura Māori, Whare Wānanga,

Broadcasting: Ngā Reo Irirangi Māori o ngā Iwi, Whakaata Māori

Community: Te Panekiretanga o te Reo, Te Ataarangi, Ngā Kura Reo o Te Motu, Te Wiki o te Reo Māori, Mahuru Māori, Ngā Tohu Reo, Ngā Tohu Matariki

Iwi: Rautaki Reo ā-Iwi, Wānanga ā-Iwi, Rauemi, Rangahau

Aotearoa Reorua supports community normalisation of te reo Māori use, visibility and intergration into daily lives which is another vital element adding to the greater context of te reo Māori revitalisation throughout Aotearoa. This kaupapa investigates the opportunities of bilingualism throughout the South Waikato District and monolingual te reo use in some settings where te reo Māori development has already started, eg. General greetings in the office, emails, phone call greetings and some signage. Bilingualism is a significant step forward for te reo Māori use in the Local Government space alongside Mana Whenua support, guidance and expertise.

This movement acknowledges a commitment to Te Tiriti o Waitangi and Mana Whenua o Raukawa, supporting efforts to uplift the status of te reo Māori as the indigenous language of the Aotearoa and the South Waikato district. The movement also supports the efforts of the indigenous people Raukawa who have been committed and unwavering to maintain, protect and ensure the vitality of te

reo Māori so that it may continue to live in the hearts, minds and mouths of the current generation and those of tomorrow.

Aotearoa Reorua also acknowledges the challenges of intergrating te reo Māori into new spaces throughout the community but is intent of finding positive, inspiring and beneficial solutions to increasing the value of te reo Māori amongst the broader community.

Kōrero Hītori | Historical Narrative

Raukawa Te Tupuna

The origins of Raukawa is a well known love story that brings together geneology lines from Te Waka o Tainui, Te Waka o Takitimu, the many peoples of Te Tairāwhiti (the East Coast) and Te Taitokerau (the North of Aotearoa). Tūrongo, the father of Raukawa, a direct descendant of Hoturoa the Captain of Tainui made his way to the East Coast in pursuit of the famed beauty Māhinaarangi, following conflict with his brother Whatihua. Māhinaarangi observed Tūrongo during the day noticing his prowess at hunting manu and building whare (houses). In the evenings she secretly hid herself on the pathway to Tūrongo’s resting place, meeting with him discretely under the cover of darkness. Tūrongo only knew her from the sweet scent of the Raukawa oil, Māhinaarangi used to adorn her skin. The frequent evening rendevous meetings led to Tūrongo searching Māhinaarangi out during day light hours. Once their mutual love was anounced openly their union was endorsed by Māhinaarangi’s parents. Not long after she became pregnant and Tūrongo left and returned to his homelands to build a home for his young whānau. Māhinaarangi, knowing the time was near made the journey to Rangiātea (in the Wharepūhunga district) led by Waitete, Tūrongo’s dog, giving birth to her son on the way and naming him Raukawa in memory of the secret moonlit meetings with Tūrongo.

Ngā Tātai Whakapapa

Hoturoa	Tamatea Arikini	Paiea	
Hotuope	Rongokako = Muriwhenua	Pouhenui	Kupe
Hotumatapu	Tamatea-pōkai-whenua	Tara-whakatū	Tāhauunui
Mōtai Tangata Rau	Kahungunu	Nanaia	Popoto
Uetapu	Kahukuranui	Porourangi	Uehae
Rakamaomao	Rākaihikuroa	Ueroa	Kahukura-tāepa
Kākati	Tūpurupuru	Tokerau-wahine	Tamangenge
Tāwhao	Te Rangituehu	Iwipūpū	Kauwhataroa
Tūrongo	Tūaka		Rongomaiwahine
Raukawa	Māhinaarangi		

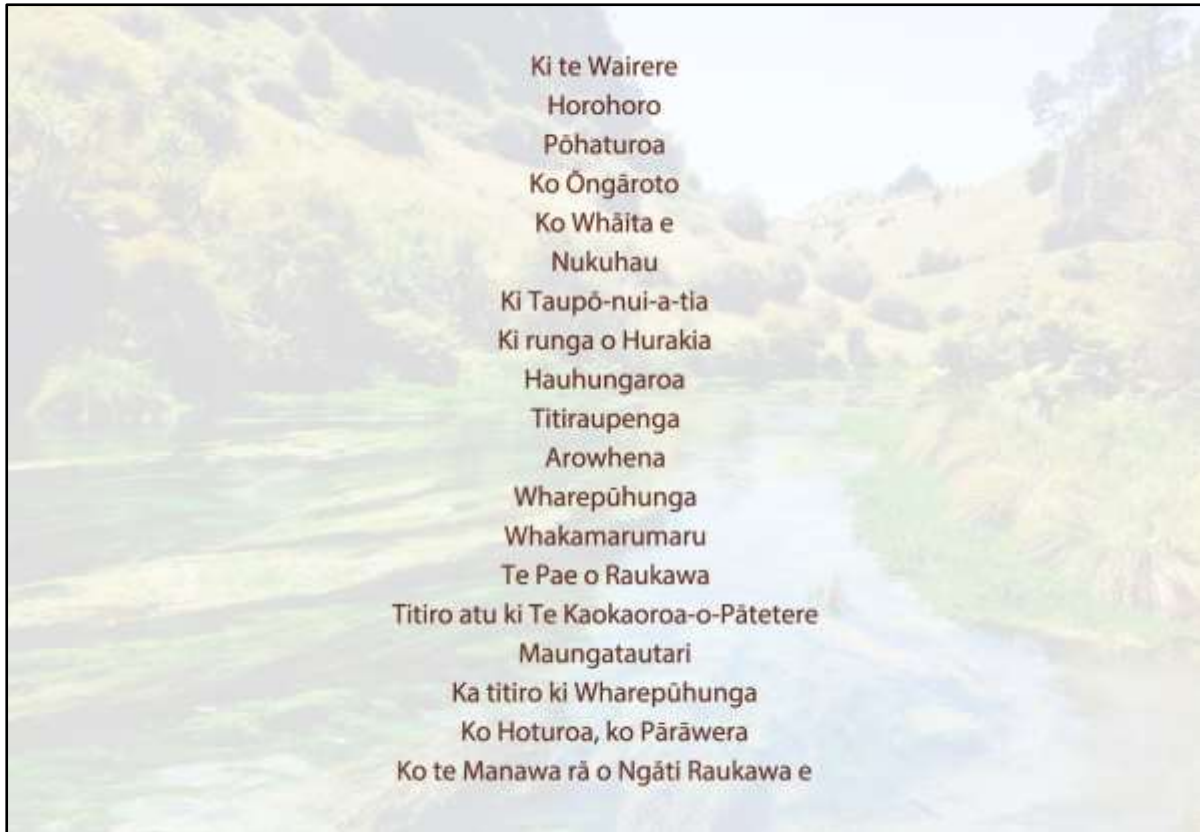
Te Wahi o te Kaupapa | Location

Te Rohe o Waikato ki te Tonga | The South Waikato District

The South Waikato District lies in the heart of Aotearoa's North Island with our country's main highway (SH1) running through three of our main towns – Tokoroa, Puta-a-Ruru and Tirau.

Te Rohe o Raukawa | The Raukawa Tribal Area

A tauparapara (traditional chant) used by Raukawa kaumātua speaks to some key areas in which Raukawa has interests:



The Raukawa tribal area is from Te Wairere, Horohoro, and Pōhaturoa. At Ōngāroto is the house of the ancestor Whāita. From Nukuhau to Taupō-nui-a-Tia, to Hurakia on the Hauhungaroa Range. From Titiraupenga mountain to the marae at Arowhena, to the ranges of Whakamaru. The view extends to the region of Te Kaokaoroa-o-Pātetere, to Maungatautari. The view extends to Wharepūhunga to the ancestor Hoturoa, to the marae at Pārāwera.

Over time, the takiwā of Raukawa has been divided into four rohe, each with their own unique, interrelated, histories and geographic features. These are Te Kaokaoroa o Pātetere to the east, Te Pae o Raukawa to the south, Wharepūhunga to the west and Maungatautari to the north. Today marae within the Maungatautari area represent their own interests outside of the Raukawa Settlement Trust mandate. We also acknowledge Ngāti Raukawa ki te Tonga who settled the Ōtaki, Manawatū, and Waikanae area and have chosen to represent their own interests.

The Raukawa takiwā comprises some 530,000ha. This is a reflection of Ngā Uri o Raukawa interests acknowledged through contemporary governance arrangements and through various Co-management and Treaty Settlements. Similar to other Iwi our historical takiwā (tribal area) has shifted over time as our people reacted. The takiwā shares common interest with many other Iwi, whose lives, stories and whakapapa are also interwoven with the landscape.

The South Waikato District overlays a significant area within the Raukawa tribal area. 7 of the 16 mandated Raukawa Settlement Trust marae are also located within the South Waikato District.

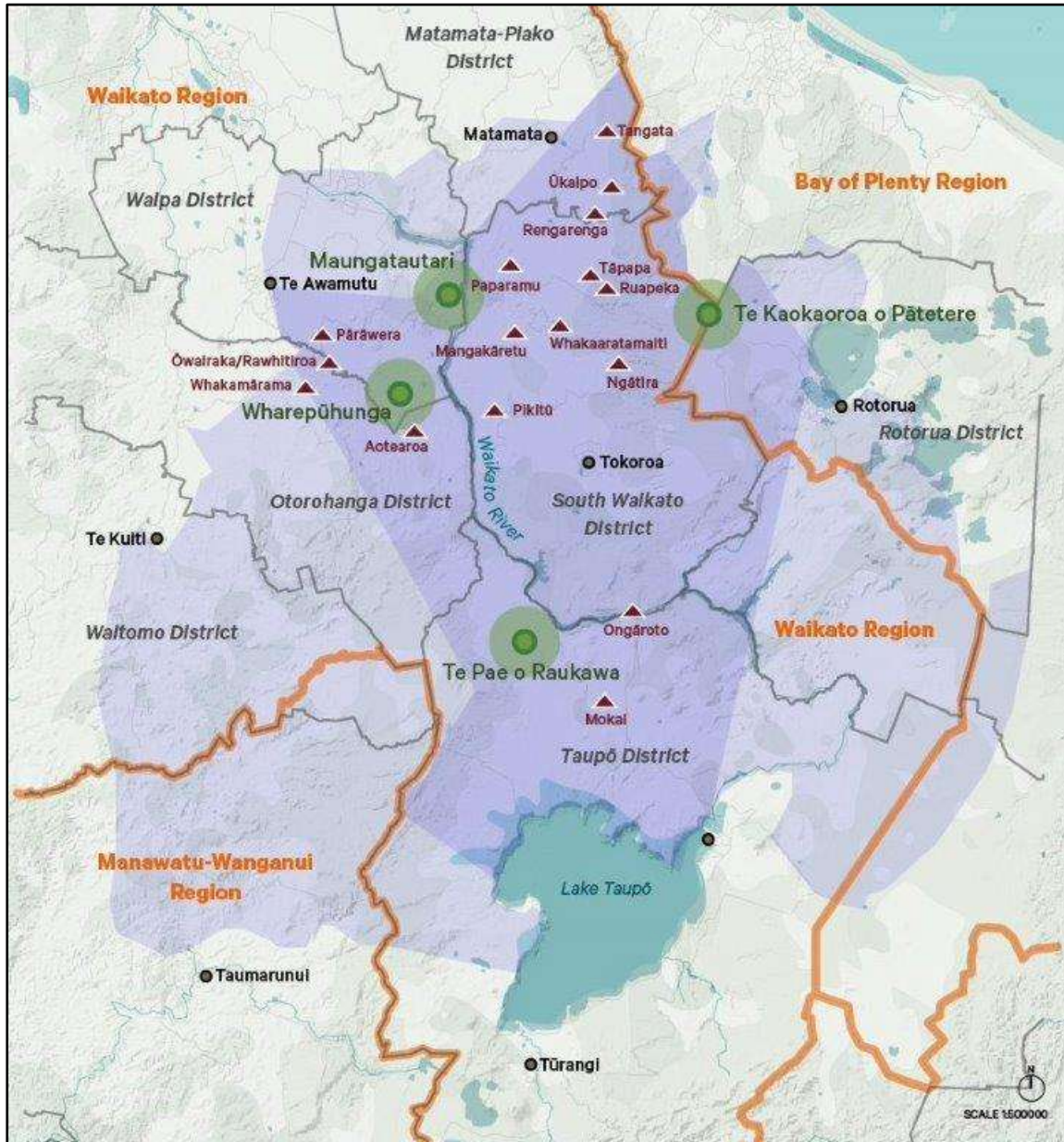
The broader Raukawa tribal boundary which includes multiple shared areas of interest with other Iwi envelopes 7 districts. These are:

1. South Waikato District
2. Matamata – Piako District
3. Waipā District

4. Ōtorohanga District
5. Waitomo District
6. Taupō District
7. Rotorua District

These Districts are overlaid by 3 Regions. These are:

1. Waikato Region
2. Bay of Plenty Region
3. Manawatu-Wanganui Region



Ngā Rōpū Kōkiri | The Leading Groups

The Raukawa Charitable Trust

In 1987 the Ngāti Raukawa Trust Board was established under the Charitable Trusts Act (1957) as the result of the vision of Raukawa kaumātua. Its purpose was to manage the social, cultural, and economic affairs of the whānau, marae, and hapū of the Raukawa takiwā. The Board's name was officially amended to Raukawa Trust Board in 1994. As a result of Treaty settlement negotiations with the Crown, a further re-organisation occurred and the Raukawa Settlement Trust (RST), the Raukawa Charitable Trust (RCT), the Raukawa Asset Holding Company (RAHC) and Raukawa Iwi Development Ltd (RIDL) were formed in 2010.

Today, the Raukawa Group is headed by the RST, the mandated Iwi Authority, which forms the governance and representation arm of the organisation, representing 16 marae and numerous hapū. The RCT is the mandated by RST to represent and advocate for the social, environmental, and cultural aspirations of the iwi. The economic aspirations of the iwi are provided guardianship and direction through RIDL, which also receives its mandate from RST. The diagram below shows the organisational structure.

There are 16 marae who have mandated RST. These are Ūkaipō, Tāpapa, Rengarenga, Ruapeka, Tangata, Papaaramu, Whakaaratamaiti, Ngātira, Mangakāretu, Pikitū, Ongāroto, Mōkai, Aotearoa, Ōwairaka/Rāwhitiroa, Pārāwera, and Whakamārama.

Organisational Structure



South Waikato District Council

The South Waikato District lies at the heart of Aotearoa New Zealand's Te Ika-a-Māui.

Our main towns are Tokoroa, Putāruru, Tīrau and Arapuni, surrounded by a strong rural sector with a combined population of 25,000. Our district is home to Te Puna on Te Waihou, the Arapuni hydro power station, the Tīrau Dog (largest dog in the country), rivers, lakes, scenic bush trails and much more.

We have a rich history in both forestry and farming with more than our fair share of innovative leaders across the industrial, dairy, farming, engineering and service sectors. Our towns are surrounded by natural scenic beauty with rolling green hills, ancient forests and picturesque waterways. Our diverse vibrant cultures make the South Waikato a welcoming place to both live and do business.

Our partnership with mana whenua and iwi forms the backbone to a collective vision to enhance and grow opportunity for our all Māori in the district. The South Waikato District Council works closely in partnerships with iwi, pacific people, business and industry to enrich the lives of all who choose to make the South Waikato their home

Previous Shared Projects

- Macronisation of street signs in 2007
- Te Kōwhatu o Hatupatu Project
- Te Mauri o Te Waihou Project
- Tokoroa Leith Place Development

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Te Rautaki | The Strategy

There are four Strategic Focus Areas. These are:

1. Ko te reo kia ora – Te reo Māori is thriving
2. Ko te reo kia tika – Te reo Māori use is correct, relevant and appropriate
3. Ko te reo kia rere – Te reo Māori is seen, heard, felt and spoken
4. Ko te reo kia Raukawa – Te reo Māori is uniquely Raukawa

Strategic Focus 1 outlines who will be leading, championing and promoting Aotearoa Reorua. All of the remaining three Strategic Focus Areas are interrelated and are also inter-dependant meaning that they are reliant on the success of each. If one component is missing, it will affect the overall effectiveness and quality of the activity.

There are nine goals where priority areas, initial implementation plans and outcomes have been stated. The Raukawa Charitable Trust and The South Waikato District Council have indicated what each will do in their respective spaces as well as what will be completed collaboratively as joint projects. Despite the higher level Implementation Plan section outlined below in the strategy, more detailed plans will be completed including budgets, detailed work programmes and individual project implementation plans.

Pou 1 Strategic Focus 1	Ko te reo kia ora! Te reo Māori is thriving!				
Whāinga 1 Goal 1	Aotearoa Reorua te reo Māori development in the South Waikato is led, championed and promoted by the SWDC & the RCT encouraging community support, positive buy-in and increased involvement in te reo Māori growth.				
Rōpū Kōkiri	What are the priority areas? Priority Areas	How will we achieve the goal/s? Implementation Plan	What will we see? Outcomes	By 30 Jun 24	By 30 Jun 25
Raukawa led	Staffing and resourcing	- Staffing & resource commitments from RCT will be defined in the Annual Plan for FY24.	- RCT Leadership, Business Units and staff are progressing Aotearoa Reorua activities.		
	Monitoring and evaluation	- The RCT Business Unit Kakara Whakarei will report on Aotearoa Reorua activities monthly and in the annual report.	- RCT Leadership, Trustees and uri o Raukawa are aware of Aotearoa Reorua activities.		

		<ul style="list-style-type: none"> - Contractual reporting to DIA on Aotearoa Reorua activities will be completed as per contractual requirements. 	<ul style="list-style-type: none"> - DIA are kept up date in regards to Aotearoa Reorua activities. 		
SWDC led	Staffing and resourcing	<ul style="list-style-type: none"> - A report will be produced to assess the internal reo capacity and capability of te reo Māori with the SWDC. - A phased approach to developing and promoting te reo Māori will be implemented. 	<ul style="list-style-type: none"> - SWDC Leadership and staff are progressing Aotearoa Reorua activities. 		
	Monitoring and evaluation	<ul style="list-style-type: none"> - An annual plan of te reo Māori activities will be completed and evaluated at the end of each activity. - Contractual reporting to DIA on Aotearoa Reorua activities will be completed as per contractual requirements. 	<ul style="list-style-type: none"> - SWDC Leadership, Councillors and SW community members are aware of Aotearoa Reorua activities. - DIA are kept up date in regards to Aotearoa Reorua activities. 		
Jointly led	Promotion to the South Waikato community	<ul style="list-style-type: none"> - A community engagement plan is included in the FY24 Annual Plan for RCT & SWDC. 	<ul style="list-style-type: none"> - Community organisations' involvement has increased progressing te reo Māori outcomes for their staff and stakeholders. 		

Pou 2 Strategic Focus 2	Ko te reo, kia tika! Te reo Māori use is correct, relevant and appropriate.				
Whāinga 2 Goal 2	Current and future te reo Māori language use is correct, relevant and appropriate throughout the South Waikato.				
Rōpū Kōkiri	What will we do? Priority Actions	Implementation Plan	What will we see? Outcomes	By 30 Jun 23	By 30 Jun 24
Raukawa led	RCT Internal Quality Assurance	<ul style="list-style-type: none"> - Review and/or develop internal systems and protocols related to the correct use of te reo Māori ensuring appropriate quality assurance is implemented for material that will have public exposure. 	<ul style="list-style-type: none"> - Correct, relevant and appropriate te reo Māori use is common place and is valued. 		

SWDC led	SWDC Internal Quality Assurance	<ul style="list-style-type: none"> - Review and/or develop internal systems and protocols related to the correct use of te reo Māori ensuring appropriate quality assurance is implemented for material that will have public exposure. 	<ul style="list-style-type: none"> - Correct, relevant and appropriate te reo Māori use is common place and is valued. 		
Jointly led	Joint Quality Assurance Process	<ul style="list-style-type: none"> - Define and implement a quality assurance process for te reo Māori use related to the differing levels of public exposure. ie. High public exposure requires high level quality assurance from registered Raukawa approved translators. Medium level public exposure requires internal quality assurance. Low level public exposure like inter-staff emails and personal communication requires no additional quality assurance other than the composer. 	<ul style="list-style-type: none"> - Correct, relevant and appropriate te reo Māori use is common place and is valued. 		

Pou 3 Strategic Focus 3	Ko te reo, kia rere! Te reo Māori is seen, heard, felt and spoken!				
Whāinga 3 Goal 3	Te reo Māori proficiency, understanding and use amongst staff and leadership is encouraged and strengthened.				
Whāinga 4 Goal 4	Systems that integrate the use of te reo Māori into business services and day to day activities are developed and implemented.				
Whāinga 5 Goal 5	Te reo Māori visibility and use through bilingual signage, print and online material are increased and strengthened.				
Whāinga 6 Goal 6	Events and activities encouraging increased te reo Māori use are facilitated and supported. (eg. Māori Language Week, Mahuru Māori, Matariki, Waitangi Day) (not restricted to just these events).				
Rōpū Kōkiri	What will we do? Priority Actions	Implementation Plan	What will we see? Outcomes	By 30 Jun 23	By 30 Jun 24

Raukawa led	RCT internal reo Māori professional development.	<ul style="list-style-type: none"> - A te reo teaching programme will be developed and implemented in FY24 targeted at RCT Leadership & Staff. 	<ul style="list-style-type: none"> - RCT staff & leadership have increased their level of proficiency, understanding and confidence to use te reo Māori amongst staff and during general business. 		
	RCT internal business systems and day to day activities.	<ul style="list-style-type: none"> - Internal business systems will be assessed on how to increase positive te reo use and will be implemented in a phased approach from FY24 onward. 	<ul style="list-style-type: none"> - Te reo Māori use has increased in business services and day to day activities. 		
	RCT reo Māori visibility and use.	<ul style="list-style-type: none"> - RCT will assess and implement new opportunities to increase reo Māori usage in offices, print material and other areas of business. 	<ul style="list-style-type: none"> - Te reo Māori visibility has increased in RCT spaces and places. 		
	RCT events & activities	<ul style="list-style-type: none"> - RCT will assess in implement new opportunities to increase te reo Māori use at RCT events & activities. 	<ul style="list-style-type: none"> - Te reo Māori use has increased at RCT events and activities. 		
SWDC led	SWDC internal reo Māori professional development.	<ul style="list-style-type: none"> - A report will be produced to assess the internal reo capacity and capability of te reo Māori with the SWDC. - A phased approach to developing and promoting te reo Māori will be implemented. 	<ul style="list-style-type: none"> - SWDC staff & leadership have increased their level of proficiency, understanding and confidence to use te reo Māori amongst staff and during general business. 		
	SWDC internal business systems and day to day activities.	<ul style="list-style-type: none"> - A report will advise how to increase the level of te reo Māori proficiency internally – implementing bilingual use into business services and day to day activities for FY24. 	<ul style="list-style-type: none"> - Te reo Māori use has increased in business services and day to day activities. 		
	SWDC reo Māori visibility and use.	<ul style="list-style-type: none"> - Assess all public signage use and implement a phased approach to bilingualisation the maintenance plan ongoing. 	<ul style="list-style-type: none"> - Te reo Māori exposure has increased through the bilingual integration of all public signage. 		

	SWDC events & activities	- An annual plan of te reo Māori activities will be completed and evaluated at the end of each activity.	- Te reo Māori use has increased at key South Waikato events.		
Jointly led	Joint Projects	- RCT & the SWDC will plan & implement innovative, inspiring projects utilising te reo Māori to benefit the community.	- Exciting new uses for te reo Māori are seen, heard, touched and felt throughout the South Waikato area.		

Pou 4 Strategic Focus 4	Ko te reo, kia Raukawa! Te reo Māori is uniquely Raukawa.				
Whāinga 7 Goal 7	Unique Raukawa te reo Māori use through specific kupu, idiom, proverbs, phrases and nuances are used celebrating and displaying localised point of difference.				
Whāinga 8 Goal 8	Unique Raukawa narratives and historical stories about Raukawa whakapapa, tūpuna, iwi, hapū, marae, skylscapes, waterways, waterbodies and whenua are used or connected with displaying local knowledge and depth.				
Whāinga 9 Goal 9	Raukawa cultural art forms, images, symbols, sounds, colours, traditional activities, values, whakapapa, customs, beliefs and principles are used displaying local uniqueness and creativity.				
Rōpū Kōkiri	What will we do? Priority Actions	Implementation Plan	What will we see? Outcomes	By 30 Jun 23	By 30 Jun 24
Raukawa led	Raukawa specific kupu, idiom, proverbs, phrases and nuances.	<ul style="list-style-type: none"> - Collect, store and utilise Raukawa specific kupu, idiom, proverbs, phrases and kōrero tuku iho. - Create, add to and maintain a database of reo Māori specialists from Raukawa (tohunga, mātanga, kaiako, translators). - Build the capacity of reo Māori specialists from Raukawa to support ongoing development throughout the rohe. 	<ul style="list-style-type: none"> - Raukawa have rich sources of unique kupu reo Māori, idiom, proverbs, phrases and nuances. 		
	Raukawa narratives	<ul style="list-style-type: none"> - Collect, store and utilise Raukawa narratives and historical stories. 	<ul style="list-style-type: none"> - Raukawa have rich narratives and historical stories connecting uri members and the community to whakapapa, 		

		<ul style="list-style-type: none"> - Create, add to and maintain a database of Kairangahau o Raukawa and knowledgeable uri members. - reo Māori specialists from Raukawa 	tūpuna, iwi, hapū, marae, skylscapes, waterways, waterbodies and whenua.		
	Raukawa cultural art forms	<ul style="list-style-type: none"> - Create, add to and maintain a database of Raukawa specialists who excel in the fields of cultural arts forms. - Build the capacity of Kairangahau o Raukawa to support ongoing development throughout the rohe. 	<ul style="list-style-type: none"> - Raukawa have rich cultural art forms, images, symbols, sounds, colours, traditional activities, values, whakapapa, customs, beliefs and principles. 		
SWDC led	TBC	<ul style="list-style-type: none"> - TBC 	<ul style="list-style-type: none"> - Raukawatanga (Mātauranga ā-iwi o Raukawa and Hītoria ā-iwi o Raukawa is celebrated and acknowledged throughout the South Waikato Districts' planning. - Projects are inclusive of iwi significance and historical stories. 		
Jointly led	Significant Joint Projects	<ul style="list-style-type: none"> - Significant joint projects with high level public exposure are developed with close Raukawa involvement ensuring cultural uniqueness with te reo Māori o Raukawa ake, kōrero tuku iho and cultural art forms. 	<ul style="list-style-type: none"> - Community members, uri o Raukawa and district visitors are inspired, educated, connected to the unique indigenous language, the stories and cultural art forms of Raukawa. 		