

# Excel Digital Māori Language Plan

April 2022 - V5 040422



## Introduction

Te reo Māori has a special place in New Zealand. It is one of our official languages and is a unique feature of our country on the world stage.

This is a plan to help revitalise and raise the status of te reo Māori, and it becomes a living language used by all of us. It will also promote learning of te reo Māori and encourage its use by creating opportunities for the language to be seen and heard every day within Excel Digital.

By taking a conscious action to assist with the revitalisation of te reo Māori within New Zealand, we can contribute to a better, more inclusive nation.

## Purpose

The purpose of this Māori Language Plan is to direct and guide the actions of Excel Digital, in relation to the celebration, integration, protection and revitalisation of the Māori language in our business.



## Current use of te reo Māori within Excel Digital

Excel Digital currently has 42 employees, all located at our site in Grenada North, Wellington. A survey was conducted of all staff to ascertain the current level of understanding and use of te reo Māori within the company and the appetite for assisting with language revitalisation.

1	Do you identify as having Māori heritage?	Yes	10%
		No	90%
2	If yes, do you know your iwi? What is it?	1. 1 x Tainui 2. 1 x Tuwharetoa/Tainui 3. Others unknown	
3	Rate your current knowledge/understanding of te reo Māori words and phrases	None	14%
		Very Limited	29%
		Limited	57%
		Confident	0%
4	Do you ever use Māori words or phrases as part of your professional or personal interactions?	Never	38%
		Very Occasionally	10%
		Occasionally	45%
		Often	0%
5	Would you be willing to attend a workshop during work hours to improve your knowledge of te reo Māori and tikanga?	No	12%
		Yes	88%
6	Would you be willing to become a champion of te reo Māori within Excel Digital and help promote it within the company?	No	16%
		Possibly	12%
		Yes	29%

10% of Excel Digital's staff-members currently identify as having Māori heritage. This figure is significantly less than the 16.5% of all New Zealanders that identify as being Māori.

Although, in general, there is a low current understanding and use of te reo Māori within Excel Digital's workforce, the survey identified a strong overall feeling of support within the company for helping to revitalise the language. This is highlighted by 88% of staff-members indicating they would be supportive of attending a te reo Māori workshop.

As one member of staff put it, "it's about time we are doing something."

## Purpose

By implementing a Māori Language Plan, Excel Digital will:



Contribute to the revitalisation of te reo Māori within Aotearoa



Strengthen our identity as a New Zealand company that is committed to our country



Contribute to the ongoing development of our workforce by providing them with opportunities for learning and using te reo Māori.



Enhance our company's relationship with customers, many of whom have commenced their own journey towards revitalizing te reo Māori

The language plan that follows presents planned initiatives to achieve these aims.

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## Scope

This plan is initially for six months. At the end of this period the plan will be evaluated and reviewed. This plan is a living document and is subject to change.

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## Reviewing and Reporting

The Māori Language Plan will be reviewed monthly to track measurable progress towards the plan's goals. The outcome of each review will be reported to Excel Digital staff. A formal review will be conducted at the completion of the initial six months of the plan. The outcome of this review will be made available on the Excel Digital website.

## Goals and Objectives.



### Goal 1

Te reo Māori is valued and is seen and heard within Excel Digital

Excel Digital has a wider understanding and appreciation of te reo Māori and the value that it can bring to the company through encouraging and nurturing the use of te reo Māori in all forms of communication.



### Goal 2

Staff are given an opportunity to learn te reo Māori

Excel Digital commits to developing its people's understanding of te reo Māori and normalising its use.



### Goal 3

Excel Digital is acknowledged externally as contributing to the revitalisation of te reo Māori

Excel Digital's te reo Māori revitalisation efforts are promoted externally. Excel Digital engages with local iwi.

## Roadmap

### March/April 2022

Language plan developed and reviewed by the Senior Leadership Team (SLT).  
Plan submitted to Te Taura Whiri i te Reo Māori for their input. Final plan is approved by the SLT.

### May 2022

Commence implementing Māori Language Plan

### September 2022

Celebrate Te Wiki o te reo Māori

### November 2022

Evaluate and review outcomes against approved success criteria

### December 2022

Develop goals, objectives, actions and success criteria for next phase.

## Internal resources

- Project champion – Manager, Sustainability and Brand
- Te reo Māori group – 6-8 employees from across the business driving activities
- Te reo Māori workshops – Staff attending workshops are required to be freed up to attend workshops that are held once a week for eight weeks.

## External resources

- Te reo Māori tutor & consultant – Whetu Rangihaeata (Refer to Appendix 1 for résumé)
- Te Taura Whiri i te Reo Māori (The Māori language commission)

# ACTIONS TO SUPPORT GOALS

## Goal 1

Goal	Objectives	Action	Success looks like
<p>Te reo Māori is valued and is seen and heard within Excel Digital</p>	<p>Excel Digital commits to promoting the normalisation of te reo Māori within the company.</p> <p>Staff in Excel Digital have a wider understanding and appreciation of te reo Māori and the value that it can bring to the company.</p>	<p>Develop and implement a Māori Language action plan.</p> <p>Community-facing services, sponsorships and resources will increasingly have te reo Māori content and focus.</p> <p>Excel Digital will engage a te reo Māori and tikanga expert to provide training and advice on te reo Māori and tikanga.</p> <p>An internal group consisting of staff from throughout Excel Digital championing te reo Māori and tikanga is established.</p> <p>Excel Digital celebrates Te wiki o te reo Māori, with activities throughout the week.</p> <p>Excel Digital's commitment to promoting te reo Māori is reflected in its recruitment procedures.</p>	<p>Excel Digital is clearly a company that values te reo Māori – people will know this because te reo Māori will be visible through signage in our premises, our digital environment and through oral and written communication by our staff.</p> <p>Excel Digital has an ongoing relationship with a Māori language expert, who provides guidance and translation services.</p> <p>An internal group consisting of staff-members from across Excel Digital has been established and is leading the ongoing activities. The Senior Leadership Team at Excel Digital support their activities.</p> <p>A te reo Māori tagline that has equal weighting with the current tagline (together let's excel) is established and is widely used.</p> <p>Te wiki o te reo Māori is celebrated, with signage throughout the building and activities to help promote the use of te reo Māori.</p> <p>Excel Digital's commitment to te reo Māori is included in all job vacancy advertisements.</p>

# ACTIONS TO SUPPORT GOALS

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## Goal 2

Goal	Objectives	Action	Success looks like
Te reo Māori is taught and implemented within our company	Excel Digital commits to developing its people's understanding of te reo Māori and normalising its use.	<p>Excel Digital will support its staff to learn te reo Māori and tikanga through company-organised workshops.</p> <p>Excel Digital will provide financial assistance for course fees for staff who wish to further pursue studying te reo Māori.</p> <p>Excel Digital will provide ongoing resources to assist with employee's understanding of te reo Māori.</p>	<p>Staff attend and complete te reo Māori workshops.</p> <p>There is an increase in the formal and informal use of te reo Māori in both oral and written communication.</p> <p>Excel Digital actively promotes and supports internal and external learning opportunities for te reo Māori.</p> <p>Staff have easy access to resources to assist them with the correct usage of te reo Māori.</p>





# ACTIONS TO SUPPORT GOALS

## Goal 3

Goal	Objectives	Action	Success looks like
<p>Excel Digital is acknowledged externally as contributing to the revitalisation of te reo Māori</p>	<p>Excel Digital's te reo Māori revitalisation efforts are promoted externally.</p> <p>Excel Digital engages with local iwi.</p>	<p>Excel Digital reaches out to local iwi to develop a relationship and help guide us on our journey.</p> <p>Excel Digital develops relationships with governmental and non-governmental organisations that are focused on revitalising te reo Māori.</p> <p>Excel Digital proactively documents our progress in outward-facing communications.</p> <p>Customers are made aware of our progress and we offer to help them with their own te reo Māori revitalisation efforts.</p>	<p>Excel Digital has established a positive and ongoing relationship with our local iwi.</p> <p>Outward facing staff-members know their pepeha and are comfortable attending meetings and hui that are conducted using tikanga Māori.</p> <p>Staff are confident using te reo Māori words and phrases in their business interactions.</p> <p>Excel Digital has developed genuine relationships within governmental and non-governmental organisations that are focused on revitalising te reo Māori.</p> <p>Our journey towards assisting with the revitalisation of te reo Māori within Aotearoa is documented on our website, social media and other forms of communication.</p>

# APPENDIX 1 – WORKSHOP DETAILS

Te Reo Māori for Beginners – Tutor Whetu Rangihaeata (Owner/Director of AIODOIT Ltd)

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**Social Learning:** Support systems, Tuākana v Teina, Buddy system, Recorded session, Small group tutorial

**Course Duration:** 8 x 1 hr Te Reo Māori Sessions

## Learning Intentions

- Correct pronunciation of Māori words (giving strategies to help with pronunciation)
- Pēpēhā, Identity (explaining & demonstrating the power of identity)
- Conversational Language (creating simple everyday sentence structures that are practical & normal)
- Tikanga - (Te Kawa o te Marae & Core Values)
- Waiata

## Learning Outcomes

- Able to pronounce māori words & sentences correctly
- Able to demonstrate and explain Pēpēhā
- Able to converse with kaiako and colleagues in Te Reo Māori
- Able to demonstrate and explain aspects of Te Reo me ōna Tikanga

## Beginners Level sessions

1. Pronunciation
2. Pēpēhā (Identity)
3. Asking how someone is feeling & vocabulary (Kei te pēhea koe?)
4. Core Values (Powerpoint)
5. Asking what someone is doing & vocabulary (Kei te aha koe?)
6. Tikanga (Powerpoint)
7. Conversational Language (Putting everything together)
8. Graduation ceremony (certificates)



### Whetu Rangihaeata

Whetu currently teaches adult students within the business sector of the Wellington Region. His courses are specifically developed tailored to the client's learning needs that can incorporate a variety of Te Ao Māori components e.g te reo me ona tikanga, waiata, wananga kawa and tikanga, karakia, moteatea, pakiwaitara.

Whetu is extremely passionate about te reo Māori and always willing to share his culture with those who are willing to learn. He has over 20 years Te Reo Māori Secondary Teaching experience ranging from year 7 to year 13 students as well as being an NCEA external Te Reo Māori level 2 marker. He was the Tairāwhiti delegate for kapa haka and deputy chairperson for the Tairāwhiti Māori Teachers Association.

In addition to his teaching, Whetu has also organised regional and national sporting events that promote nga taonga takaro (Māori Games), and have taken sports teams/cultural groups

to 2 world indigenous games tournaments in Brazil and Canada. He has also had the privilege of representing Aotearoa New Zealand and Māoridom at indigenous festivals around the world and recently returning from China, Taiwan and Australia.

Whetu has delivered workshops and courses to a wide range of organisations, including government departments and agencies and is currently part of the Business Central facilitation team. He is focused, hardworking, committed and passionate about te reo Māori and tikanga Māori.

