

Excel Digital Review of Mahere Reo

November 2022



Introduction

Excel Digital launched our Mahere Reo (Māori Language Plan) in May 2022. The plan ran for six months, and its purpose was to direct and guide the actions of the company in relation to the celebration, integration, protection and revitalisation of te reo in Excel Digital.

The purpose of this document is to review the progress of Excel Digital's Mahere Reo, celebrate our successes, and learn from things we didn't do so well.

Goals

Excel Digital's Mahere Reo had three goals:

1. Te reo Māori is valued and is seen and heard within Excel Digital
2. Staff are given an opportunity to learn te reo Māori
3. Excel Digital is acknowledged externally as contributing to the revitalisation of te reo Māori.

Each goal had supporting objectives, actions, and success factors. This document focuses on the success factors, reviewing whether we succeeded or not.

Review outcome

Overall, there was a positive outcome for the Mahere Reo. A significant majority of the success factors were completed, and those that weren't completed were all commenced, with plans in place to ensure their completion.

Initially, there was an enthusiastic uptake of the te reo workshops from staff. This somewhat lessened over time as the workshops progressed. However, there remained a core group motivated to continue. A further workshop is planned for early 2023 for this group.

Refer to the section below for an in-depth review of how we progressed against each goal.

REVIEW OF GOALS

Goal 1

Te reo Māori is valued and is seen and heard within Excel Digital. Excel Digital commits to promoting the normalisation of te reo Māori within the company. Staff in Excel Digital have a wider understanding and appreciation of te reo Māori and the value that it can bring to the company.

Success looks like	Outcome
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>We installed a <i>Nau Mai Haere Mai ki Excel Digital</i> sign in our entrance foyer. Additionally, we replaced all toilet signs with te reo versions.</p> <p>Kupu o te rā signs are regularly available for all staff to see. Staff are encouraged to use te reo words and phrases in their email greetings and sign-off.</p>
Excel Digital has an ongoing relationship with a Māori language expert, who provides guidance and translation services.	<p>We have a strong relationship with Whetu Rangihaeata, our te reo tutor, who assists us with translation and advice on Tikanga, as well as running workshops.</p> <p>Additionally, we have a relationship with Te Taura Whiri I Te Reo Māori (The Māori Language Commission).</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>The Excel Digital te reo champions are a team of six drawn from all company areas. This team meets regularly and is proactive in coordinating activities to promote te reo.</p> <p>The Senior Leadership Team is very supportive and actively encourages the normalisation of te reo.</p>



Goal 1 continued...

Success looks like	Outcome
A te reo Māori tagline that has equal weighting with the current tagline (together let's excel) is established and is widely used.	<p>With assistance from Te Taura Whiri, we chose the following te reo tagline.</p> <p>Ki te kāpuia e kore te whati <i>Many strands together will stand strong</i></p> <p>We chose this as it echoes Excel Digital's tagline: Together, let's excel. We still need to incorporate the tagline into our documentation and online presence.</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>We celebrated Te wiki o te reo Māori with posters throughout the building and played te reo card games.</p>
Excel Digital's commitment to te reo Māori is included in all job vacancy advertisements.	<p>Excel Digital job advertisements will carry the following statement:</p> <p><i>At Excel Digital we recognise that te reo Māori has a special place in Aotearoa/New Zealand.</i></p> <p><i>We strive to integrate and normalise the use of te reo within our company.</i></p>

Goal 2

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.

Success looks like	Outcome
Staff attend and complete te reo Māori workshops.	Approx. 80% of our staff attended weekly te reo workshops. Each series of workshops ran for eight weeks.
There is an increase in the formal and informal use of te reo Māori in both oral and written communication.	There has been a noticeable increase in the verbal and written use of te reo words and phrases.
Excel Digital actively promotes and supports internal and external learning opportunities for te reo Māori.	Excel Digital has committed to running a second, more advanced workshop in 2023 for staff keen to pursue their knowledge of te reo further. The company has also agreed to fund external te reo courses for staff.
Staff have easy access to resources to assist them with the correct usage of te reo Māori.	Resources are available for staff to encourage regular use of te reo words and phrases, particularly in email communication.

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.

Success looks like	Outcome
Excel Digital has established a positive and ongoing relationship with our local iwi.	We have a relationship with our local iwi, Ngāti Toa Rangatira. We will continue to nurture this relationship, assisting them wherever possible.
Outward facing staff-members know their pepeha and are comfortable attending meetings and hui that are conducted using Tikanga Māori.	Staff who attended te reo workshops learnt their pepeha with varying degrees of success. In workshops, staff learnt the kawa associated with hui and powhiri. However, few learnt to a stage where they would be comfortable attending hui using Tikanga Māori. Developing an understanding of hui and powhiri will be a focus of the second round of workshops.
Staff are confident using te reo Māori words and phrases in their business interactions.	Staff have varying confidence in their use of te reo words and phrases. This will be further addressed in the second round of workshops.
Excel Digital has developed genuine relationships within governmental and non-governmental organisations that are focused on revitalising te reo Māori.	We have a positive ongoing relationship with Te Taura Whiri I te Reo Māori and Ngāti Toa Rangatira.
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.	This document and our Mahere Reo are available on the company website. Snippets documenting our te reo journey are regularly posted to the Excel Digital Facebook and LinkedIn accounts.