





# TE HOROPAKI CONTEXT

Council recognises He Whakaputanga o Te Rangatiranga o Nu Tireni and Te Tiriti o Waitangi as the foundational constitutional documents of Aotearoa.

This strategy aligns with the council's commitment to Te Pae o Uta Māori Framework and Te Reo and Tikanga Policy, highlighting the importance of te reo Māori and tikanga within the Far North District. Located in Te Tai Tokerau, Council holds a unique position as the northern most territorial local authority in Aotearoa, covering a diverse area of 669,251 hectares with an estimated population of 74,700, of which Māori represent over 50%.

The Far North District is rich in cultural heritage, home to over 200 hapū, 10 iwi rūnanga, and 144 marae, reflecting a vibrant and diverse whakapapa. This land holds deep cultural significance, with landmarks such as Te Rerenga Wairua, the sacred departure place of spirits, Hokianga, the historic landing site of Kupe, and Te

Moana Pikopiko o Whiti, where He Whakaputanga and Te Tiriti were signed. These places anchor the profound connections between Māori identity and the whenua.

Colonisation had a lasting impact on te reo Māori and Māori culture, with policies that discouraged its use, leading to significant language loss across generations. Today, the legacy of these injustices continues to affect the vitality of te reo Māori. However, under the guidance of the Māori Language Act 2016, Council is committed to protecting and revitalising te reo Māori as part of the district's identity and future.

This Reorua Strategy represents a commitment to honour our past while shaping a bilingual

future. By 2040, the council aims for Te Hiku o te Ika to become the first regional district to achieve Reorua status. Through this strategy, Te Kaunihera o Te Hiku o te Ika seeks to empower communities, support bilingual initiatives, and create a thriving environment where te reo Māori and English stand side by side, ensuring a meaningful legacy for generations to come.

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# WHAKATAKINGA

## INTRODUCTION

This Reorua Strategy for Council is shaped by Ka Irihia Te Reo Māori action plan and Te Pae o Uta Te Ao Māori framework, which collectively envision a community where everyone within Council has an appreciation of te reo Māori, tikanga, and Māori culture. This is being served by Te Pae o Waho, a cultural competency programme delivered by Council. It also reflects the Far North District Council's commitment to Te Ao Māori, as highlighted in our 2024-2027 Long Term Plan, Te Pae Tawhiti.

Prepared within the context of Te Reo Māori Language Act 2016 and Te Whare o te Reo Mauri Ora, this strategy utilises Te Taura Whiri i te Reo Māori guidelines for language planning. It aligns with the Maihi Karauna goal that by 2040, at least 85 percent of New Zealanders will value te reo Māori as a core part of national identity. This strategy aims to ensure a bilingual future where te reo Māori and English coexist, creating an inclusive and culturally rich community that acknowledges our whakapapa and tuakiritanga as Māori.

# INGĀ WHĀINGA RAUTAKI

## STRATEGIC GOALS



### KEI (STERN)

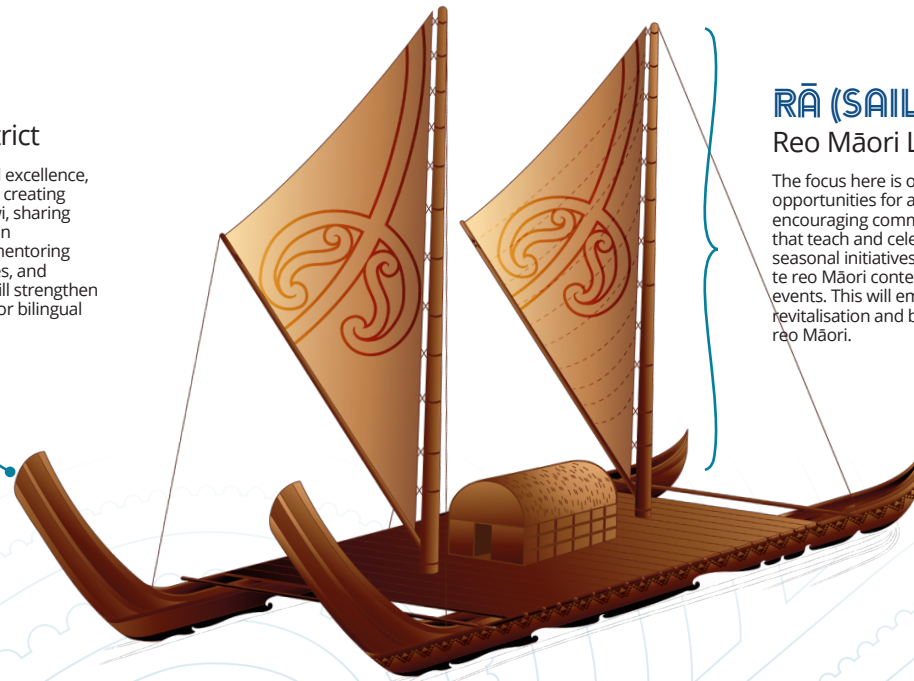
#### Reorua Leadership Beyond the District

This wāhanga positions the district as a leader in bilingual excellence, setting an example for others to follow. The goals include creating opportunities for collaboration with other councils and iwi, sharing successful practices, and supporting neighbouring areas in developing their own Reorua strategies. Actions involve mentoring other regions, providing bilingual resources and templates, and facilitating knowledge-sharing forums. These initiatives will strengthen regional partnerships and establish the district as a hub for bilingual innovation and leadership.

### RĀ (SAIL)

#### Reo Māori Learning Opportunities

The focus here is on broadening access to te reo Māori learning opportunities for all residents of the district. Goals include encouraging community-led projects and expanding programmes that teach and celebrate te reo Māori. Actions involve running seasonal initiatives aligned with the Māori lunar calendar, increasing te reo Māori content in media, and supporting locally driven language events. This will empower residents to take ownership of language revitalisation and build a stronger community connection through te reo Māori.



### TAUIHU (PROW)

#### Community Identity & Mana of Te Reo Māori

This wāhanga aims to raise the profile of te reo Māori across the district, embedding bilingualism as a core part of the community's identity. The goals are to increase the visibility and use of te reo Māori in public spaces and to establish bilingualism as a defining feature of the district's character. Planned activities include hosting workshops for community members and ensuring bilingual representation in signage, events, and public spaces. These actions aim to normalise te reo Māori within the community and recognition of its significance.

### TANGERE (HULL)

#### Internal Capacity Building

This focus area is about strengthening the internal capabilities of key partners, including the council and iwi, to lead the Reorua movement effectively. The objectives are to improve staff and leadership proficiency in te reo Māori, integrate bilingual practices into all services, and establish systems to monitor progress. Key actions include providing regular language training, developing bilingual operational systems, and conducting periodic evaluations. The expected outcomes are better fluency in te reo Māori among staff and leaders and improved bilingual processes within the organisation.

Each ward within the Far North will have tailored strategic focus areas with local hapū and iwi, including:

## ➤ STRATEGIC FOCUS 1

Partners will continuously build their own Reorua capacity and capability to support the revitalisation of te reo Māori.

## ➤ STRATEGIC FOCUS 2

Enhance the mana and status of te reo Māori within the area.

## ➤ STRATEGIC FOCUS 3

Increase the availability of reo Māori acquisition and learning opportunities in the area.

## ➤ STRATEGIC FOCUS 4

Expand the Reorua kaupapa and share insights and learnings with other regions.

### Shared vision

### Vision

### Focus

### Audacious goals

	MAIHI MĀORI	MAIHI KARAUNA	TE KAUNIHĒRA O TE HIKU O TE IKA
	<i>Kia Mauri Ora te reo Māori</i>		
	<i>Kia Ūkaipō anō te Reo</i>	<i>Kia Māhorahora te Reo</i>	<i>Kia Rāhiri mai te Reo</i>
	'Micro': whānau, homes and communities	'Macro': societal and system level	Micro and Macro in the district of Te Kaunihera o te Hiku o te Ika
	<ul style="list-style-type: none"> <li>1,000,000 people using te reo Māori in community immersion domains</li> </ul>	<ul style="list-style-type: none"> <li>By 2040, 85 per cent of New Zealanders (or more) will value te reo Māori as a key part of national identity</li> </ul>	<ul style="list-style-type: none"> <li>By 2040, 85 percent of the population of the Far North District will value te reo Māori as a key part of their national identity</li> </ul>
	<ul style="list-style-type: none"> <li>25 per cent of Māori children (age 0-7) speaking te reo Māori as a first language</li> </ul>	<ul style="list-style-type: none"> <li>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</li> </ul>	<ul style="list-style-type: none"> <li>By 2040, 25% of Māori children (age 0-7) speaking te reo Māori as a first language</li> </ul>
		<ul style="list-style-type: none"> <li>By 2040, 150,000 Māori aged 15 and over will use te reo Māori as much as English</li> </ul>	<ul style="list-style-type: none"> <li>By 2040, 85 per cent of the estimated Māori population in the Far North District aged 15 and over will use te reo Māori as much as English</li> </ul>

Ref: Māori population estimates and projections for the Far North District, New Zealand - Figure.NZ

# HE MAHERE HĀNGAI IMPLEMENTATION PLAN



## >> PHASE 1 BAY OF ISLANDS/ WHANGAROA WARD

**Objective: Establish foundational bilingual practices in key cultural and historical areas and empower the community to engage in Reorua initiatives.**

### ACTIONS

#### 1. Bilingual Signage Implementation:

- Install dual-language signs at entry points and throughout public spaces such as parks, community centres, and libraries.

#### 2. Cultural Integration in Tourism:

- Collaborate with local tourism providers to include te reo Māori in their offerings, including tours, signage, and digital content.

#### 3. Staff Development:

- Provide regular te reo Māori training for council staff, particularly those in customer-facing roles, to ensure bilingual services.

#### 4. Community Engagement:

- Host community workshops to promote the benefits of Reorua and raise awareness about the importance of preserving te reo Māori.

#### 5. Collaborate with Iwi and Hapū:

- Work with local iwi and hapū to align bilingual efforts with tikanga Māori and cultural practices, ensuring te reo Māori is used respectfully and authentically.

### EXPECTED DELIVERABLES BY 2025:

- Bilingual signage across key public areas.
- Increased community participation in te reo Māori learning and Reorua events.
- Te reo Māori used in local tourism and business practices.

## >> PHASE 2 KAIKOHE/HOKIANGA WARD

**Objective: Strengthen the use of te reo Māori in council services, public spaces, and education, ensuring the community actively participates in language revitalisation.**

### ACTIONS:

#### 1. Bilingual Council Services:

- Ensure that council services (including customer service desks, websites, and public documents) provide bilingual options, including te reo Māori translations.

#### 2. Community Language Hubs:

- Establish language hubs in key locations such as Kaikohe, Rāwene and Panguru to offer te reo Māori classes, language resources, and cultural events.

### 3. Te Reo Māori in Education:

- Partner with local schools to support te reo Māori immersion and bilingual education programmes, ensuring that children are exposed to te reo Māori from an early age.

### 4. Cultural Celebrations:

- Organise and support cultural events such as Matariki and Puanga, and include te reo Māori in ceremonies, performances, and public celebrations.

### 5. Integration into Public Infrastructure:

- Rename parks, reserves, and public spaces to reflect Māori names, ensuring visibility of te reo Māori in the physical environment.

## EXPECTED DELIVERABLES BY 2026:

- Bilingual services and signage available in Kaikohe and Hokianga.
- Strong partnerships with schools to promote te reo Māori immersion.
- Community hubs offering regular te reo Māori classes and events.

## PHASE 3 TE HIKU WARD

**Objective: Position Te Hiku as a model of bilingual excellence, integrating te reo Māori into all aspects of public life and creating a sustainable, long-term framework for Reorua.**

## ACTIONS:

### 1. Bilingual Leadership and Mentorship:

- Establish Te Hiku as a hub for Reorua leadership, providing mentorship and guidance to other regions and councils in adopting bilingual practices.

### 2. Public Space and Infrastructure Development:

- Develop new and existing infrastructure (e.g., parks, civic buildings) to feature bilingual signage and Māori naming conventions.

### 3. Promotion of Bilingual Tourism:

- Expand bilingual tourism initiatives at key landmarks like Te Rerenga Wairua and Te Oneroa-a-Tōhe, integrating cultural narratives and te reo Māori into tourist experiences.

### 4. Youth Engagement:

- Support youth-led initiatives that promote te reo Māori, including student competitions, language learning groups, and cultural events.

### 5. Digital and Media Integration:

- Enhance the presence of te reo Māori across digital platforms, including council websites, social media, and local news outlets.

## EXPECTED DELIVERABLES BY 2027:

- Te Hiku recognised as a leader in Reorua across the district.
- Bilingual infrastructure and public spaces across Te Hiku, reflecting Māori heritage and language.
- Increased visibility of te reo Māori in digital media and tourism.

## DISTRICT-WIDE OPERATIONAL PROCESSES

## KEY ACTIONS:

### 1. Bilingual policies and guidelines:

- Develop and implement council-wide policies that embed bilingualism in all aspects of operations, from communications to procurement.

## ⇒ DISTRICT-WIDE OPERATIONAL PROCESSES (continued)

### 2. Staff Training and Development:

- Ensure all council staff, especially those in leadership and customer-facing roles, undergo regular te reo Māori and tikanga Māori training.

### 3. Monitoring and Reporting:

- Establish a monitoring framework to track progress towards Reorua goals. Regularly report on achievements and challenges in council communications and public forums.

### 4. Community Engagement and Collaboration:

- Work closely with iwi, hapū, and community organisations to ensure that Reorua initiatives are culturally appropriate and inclusive, reflecting local needs and aspirations.

### 5. Funding and Resource Allocation:

- Ensure that sufficient resources and funding are allocated to support Reorua initiatives, particularly in education, community projects, and infrastructure development.

## EXPECTED DELIVERABLES BY 2030:

- A fully bilingual Far North District, with te reo Māori and English used interchangeably in public spaces, council services, and media.
- Te reo Māori embedded in the cultural and educational life of the community, ensuring the language thrives for future generations.







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