

# KERIKERI REORUA

RAUTAKI REORUA 2023-2025

Te Rūnanga o Ngāti Rēhia (TRONR) and the Far North District Council (FNDC) are excited to launch this Rautaki Reorua | Bilingual Plan for Kerikeri having signed a joint Memorandum of Understanding: 'Aotearoa Reorua – Kerikeri,' on 1 June 2023, acknowledging too Kerikeri's historical significance as a founding location where both te reo Māori and the English language were spoken and taught following the arrival of the first European settlers to the area.

This Rautaki Reorua is guided by the *Ngāti Rēhia Education Strategy (2018 – 2025)* which strives for everyone living, visiting, and associated with Te Riu o Ngāti Rēhia to have an understanding of their reo, tikanga and culture, and the Far North District Council's draft reo Māori and Tikanga Policy and its commitment to te Ao Māori highlighted in its *2021 – 2031 Long-term Plan, Te Pae Tawhiti*.

This document has also been prepared within the context of the Māori Language Act 2016 and Te Whare o te Reo Mauriora and its two maihi: Te Maihi Karauna - The Crown Māori Language Strategy and Te Maihi Māori - the Māori Language Strategy for Aotearoa.

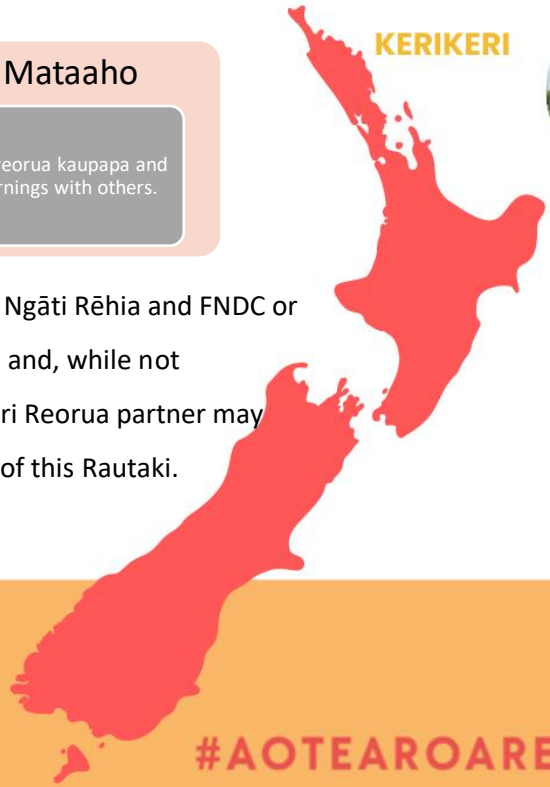
**Utilising Te Taura Whiri guidelines for language planning along with community development principles, this Rautaki has been built around four (4) Pou:**

<b>Pou Tuarongo</b> Kerikeri Reorua partners continuously strengthen their own reorua capacity and capability to help revitalise te reo Māori.	<b>Pou Tokomanawa</b> Enhance the Mana / Status of te reo Māori in Kerikeri.	<b>Pou Tāhū</b> Increase te reo Māori acquisition and learning opportunities.	<b>Pou Mataaho</b> Grow the reorua kaupapa and share learnings with others.
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The Pou engender eight (8) strategic goals from which priority actions and outcomes are identified to be led by Ngāti Rēhia and FNDC or Jointly. While one party may take the lead on ensuring delivery of actions the other will help when appropriate and, while not articulated, the plan assumes that most of the actions require the collaboration of others. As such, each Kerikeri Reorua partner may develop their own implementation plan detailing their own delivery of the agreed goals, actions and outcomes of this Rautaki.



KERIKERI



#AOTEAROA REORUA

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<b>Rautaki Aro Tahī Strategic Focus 1</b>	<b>Pou Tuarongo – Back of the Whare</b> <b>Kerikeri Reorua partners continuously strengthen their own Reorua capacity and capability to help revitalise te reo Māori.</b>			
<b>Whāinga Tuatahi Goal 1</b>	The partners’ staff and leadership improve understanding, proficiency, and use of te reo Māori			
<b>Whāinga Tuarua Goal 2</b>	The partners develop and implement systems that weave bilingualism and te reo Māori into their respective services			
<b>Whāinga Tuatoru Goal 3</b>	The partners monitor and review their progress toward achieving their reorua goals and actions for Kerikeri			
	<b>Ngā Arotau Priority Actions</b>	<b>Ngā Tukunga Outcomes</b>	<b>By 30 Jun 24</b>	<b>By 30 Jun 25</b>
Ngāti Rēhia-led	Guide and support FNDC elected members to embrace reoruatanga and mātauranga Māori kia wāhi whakahirahira te reo Māori ai a Kerikeri	Ngāti Rēhia will be acknowledged as ahi kā and kaitiaki in Kerikeri. (FNDC) will gain intimate knowledge about Kerikeri, its history and its mana whenua.	*	*
	Support hapū members to become qualified translators	Ngāti Rēhia will grow its pool of reo Māori experts, who will be available for translation work in Kerikeri to ensure quality and correct dialect usage for all reo Māori in use.		*
FNDC-led	Adopt te reo Māori and tikanga policy.	60% of FNDC staff will complete reo classes within three years of the reo Māori and tikanga policy being adopted. Te reo Māori will become normalised at FNDC.	*	
	Make reo Māori classes available to all staff.			
	Increase use of te reo Māori in all FNDC documents			
	Develop a competency framework for Council and staff to influence and enhance Far North District Council’s Māori responsiveness capabilities	Ngāti Rēhia will be acknowledged as ahi kā and kaitiaki in Kerikeri. FNDC staff knowledge and capability will grow and their engagement with hapū/ Māori will be enhanced.		*
	Continue mātauranga Māori programme for elected members	Ngāti Rēhia will be acknowledged as ahi kā and kaitiaki in Kerikeri. FNDC will gain intimate knowledge about Kerikeri, its history and its mana whenua.	*	*
	Hold various Council hui at marae whenever possible			*
	Reoruatanga is incorporated into Long-term Plan/ Annual Plan cycles	Dedicated Council resource for ongoing Reorua projects in Kerikeri will be gained.	*	*
Jointly-led	Partners meet regularly to strengthen relationships/ build whanaungatanga and understanding of each other while overseeing Kerikeri’s Reorua journey.	Partners will be consciously aware of the health and well-being of te reo Māori status in Kerikeri and have improved their relationship to identify and foresee any issues and overcome them together.	*	*
	Create a working group to lead Kerikeri Reorua - comprising of māngai from Ngāti Rēhia and FNDC, that is founded on core mutual principles.	Communication between the partners will be streamlined and sustainable Reorua activations for Kerikeri will be identified and implemented.	*	*
	Undertake a key stakeholder analysis by engaging with the community	Reorua activations in Kerikeri will reflect community needs, desires and interests	*	
	Review progress on the Rautaki	Rautaki remains fit for purpose	*	*

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<b>Rautaki Aro Rua Strategic Focus 2</b>	<b>Pou Tokomanawa – Heart of the whare Enhance the mana / status of te reo Māori in Kerikeri.</b>			
<b>Whāinga Tuawha Goal 4</b>	Kerikeri Reorua partners show they value te reo Māori.			
<b>Whāinga Tuarima Goal 5</b>	Reoruatanga and Māoritanga are a key part of Kerikeri identity - kia Māori ake nei te āhua o Kerikeri			
	<b>Ngā Arotau Priority Actions</b>	<b>Ngā Tukunga Outcomes</b>	<b>By 30 Jun 24</b>	<b>By 30 Jun 25</b>
Ngāti Rēhia-led	Establish wānanga to set a clear Reorua identity for Kerikeri	Kerikeri will be recognised as a town that treasures te reo Māori. Te reo o Ngāpuhi is the reo that is used, seen and heard in Kerikeri.	*	
	Provide ingoa Māori, and their meanings, for any new developments in Kerikeri as well as for existing public spaces		*	*
	Promote Ngāti Rēhia as the lead for any kaupapa reo Māori in Kerikeri		*	*
FNDC-led	Encourage users of council spaces to make their event/ activation bilingual	The use of te reo Māori in Council spaces and places will be normalised.	*	*
	Make all council spaces and places Reorua	Council will be seen as a Reorua leader		*
Jointly-led	Establish a clear Reorua/ tangatarua look and feel for Kerikeri (Visually/aurally etc)	Māori identify will be enhanced in Kerikeri.		*

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<b>Rautaki Aro Toru Strategic Focus 3</b>	<b>Pou Tāhū – Front of the whare</b> <b>More reo Māori acquisition and learning opportunities are available in Kerikeri.</b>			
<b>Whāinga Tuaoono Goal 6</b>	Kerikeri Reorua partners work together on shared Reorua projects and activations in Kerikeri			
<b>Whāinga Tuawhitu Goal 7</b>	Community leadership of te reo Māori initiatives continues to grow in Kerikeri			
	<b>Ngā Arotau Priority Actions</b>	<b>Ngā Tukunga Outcomes</b>	<b>By 30 Jun 24</b>	<b>By 30 Jun 25</b>
Ngāti Rēhia-led	Ngāti Rēhia will establish and lead a kaupapa Reorua that coincides with the changes of the seasons.	Increased use of reo Māori and kōrero tuku iho in the community – framed around the seasons. Once established, the kaupapa will be promoted and shared with other hapū to be led out across the Far North rohe.	*	*
	Develop dedicated Reorua and Ngāti Rēhia content to be broadcasted via platforms such as reo irirangi Māori, podcast and social media channels.	Te reo Māori, pūrākau and history will be normalised thanks to broadcasted and online mediums.		*
FNDC-led	Active, annual planning by FNDC to develop and grow its suite of reo Māori and Reorua activities.	Increase of te reo Māori and Reorua events and kaupapa in the community.	*	*
	Promote Ngāti Rēhia events, programmes and classes.		*	*
Jointly-led	Undertake key stakeholder analysis	Community champions will be identified and supported to develop and lead Reorua activations in Kerikeri. Each year more community-led events and activations will be Reorua.  Te reo Māori will be championed i ngā wā me ngā wāhi katoa o Kerikeri. Over time, all Kerikeri resident will be fluent in both English and Māori languages	*	
	Utilise Maramataka to inform events and initiatives.			*
	Encourage and support Kerikeri businesses to use te reo every day		*	*
	Create a wāhi reo Māori.		*	*

<b>Rautaki Aro Wha Strategic Focus 4</b>	<b>Pou Mataaho – External to the whare / outward facing</b>			
	<b>Grow the Reorua kaupapa and share learnings with others.</b>			
<b>Whāinga Tuawaru Goal 8</b>	Kerikeri is a centre of Reorua excellence			
	<b>Ngā Arotau Priority Actions</b>	<b>Ngā Tukunga Outcomes</b>	<b>By 30 Jun 24</b>	<b>By 30 Jun 25</b>
Ngāti Rēhia-led	As needed, support other Reorua towns and cities.	Kerikeri will be recognised as a Reorua leader in Aotearoa and a founding centre where te reo Māori and English was learned in tandem following the arrival of the first European settlers to the township.	*	*
	Initiate discussions to develop a Ngāpuhi Reorua strategy across the Far North.	Collaboration opportunities to celebrate and promote Ngāpuhitanga and te reo o Ngāpuhi across the Far North District will be advanced.		*
FNDC-led	Actively promote our strengths as a premier Reorua destination.	Kerikeri will be widely recognised as a Reorua destination of excellence		*
	Embed Kerikeri Reorua into our place brand.	Kerikeri identity will be synonymous with Ngāti Rēhiatanga and Reoruatanga.	*	*
	Build Reoruatanga into FNDC's Kerikeri documents i.e. Master Plan, Spatial Plan, Annual Plan.	Reoruatanga and Māoritanga and their importance in Kerikeri will be noticeably increased and will grow interest and buy-in from other towns and cities across the district.	*	*
Jointly-led	Participate as a tuakana for other Reorua centres within FNDC and Ngāpuhi boundaries	Kerikeri will actively support the growth of Reoruatanga across Ngāpuhi rohe and the Far North district.	*	*
	Maintain and share (with other Reorua centres and/ or publicly) a corpus of newly translated words developed by the Kerikeri Reorua partners.	Kerikeri partners will have helped build te reo Māori corpus		*
	Encourage the use of te reo Māori by other public bodies which have dealings with Kerikeri.	All public bodies that deliver services to the Kerikeri public will: * recognise Ngāti Rēhia as ahi kā and kaitiaki and will engage with Ngāti Rēhia at the outset of their interaction with the township * be encouraged and supported to use te reo Māori in Kerikeri.		*

# Pou Tuarongo

**Pou 1:** Kerikeri Reoer partners continuously build their own reoan capacity & capability.

**Whiringa:** As per template

Actions	Outcomes	Y1/Y2?
<ul style="list-style-type: none"> <li>Lead members for FNDC to work with whānau in Kerikeri reo</li> <li>Support local members to become paid translators</li> </ul>	<ul style="list-style-type: none"> <li>Moira will be acknowledged as reo kōwhiri &amp; Kaitiaki</li> <li>FNDC will gain intimate knowledge about Kerikeri &amp; its people &amp; history.</li> </ul>	Y1/Y2?
<ul style="list-style-type: none"> <li>Moira to reo Māori and Whānau roles</li> <li>Get support from Council of Māori</li> <li>Moira to reo Māori in all documents of FNDC</li> <li>Moira to reo Māori in all documents of FNDC</li> </ul>	<ul style="list-style-type: none"> <li>Moira will complete reo classes</li> <li>Moira will complete reo classes</li> <li>Moira will complete reo classes</li> </ul>	Y1 + Y2
<ul style="list-style-type: none"> <li>Moira to reo Māori in all documents of FNDC</li> <li>Moira to reo Māori in all documents of FNDC</li> </ul>	<ul style="list-style-type: none"> <li>Moira will complete reo classes</li> <li>Moira will complete reo classes</li> <li>Moira will complete reo classes</li> </ul>	Y1 + Y2



# Pou Tāhū

**Pou 3:** (Sharing is caring) More reo Māori and learning opportunities

**Whiringa:** Community reoan and reo Māori initiatives

Actions	Outcomes	Y1/Y2?
<ul style="list-style-type: none"> <li>Moira will lead seasonal reoan events each yr. (Quarterly)</li> <li>Develop a reo Māori program (podcast/social media etc)</li> <li>Schools (Māori reoananga)</li> </ul>	<ul style="list-style-type: none"> <li>Reoan that reoan around the reo Māori broadcasted in reoan reo in Kerikeri</li> </ul>	
<ul style="list-style-type: none"> <li>Active annual plans by Council to develop &amp; grow the suite of reo Māori and reoan activities</li> <li>Promote reoan events, programs and classes</li> </ul>	<ul style="list-style-type: none"> <li>Increase of reo Māori in reoan and activities in the community</li> </ul>	
<ul style="list-style-type: none"> <li>Māori Māori will reoan events and initiatives</li> <li>Encourage and support reoan business to use reo Māori (reoan)</li> <li>Support community reo Māori (reoan)</li> </ul>	<ul style="list-style-type: none"> <li>Reo Māori is reoan in reoan (reoan)</li> </ul>	

# Pou Tokomanawa

**Pou 1:** Enhance the mana/status of te reo Māori in Kerikeri.

**Whiringa:** Partners show the value of te reo Māori as a key part of Kerikeri identity.

- Kia Māori ake mai te reo Māori
- The partners work together on shared reoan projects in Kerikeri

Actions	Outcomes	Y1/Y2?
<ul style="list-style-type: none"> <li>Establish whānau to set a clear reoan identity for reo Māori</li> <li>Share reoan for reo Māori in reo Māori</li> <li>Share reo Māori as the go-to for reo Māori</li> </ul>	<ul style="list-style-type: none"> <li>A clear reoan identity for reo Māori</li> <li>Te reo Māori is the reo that is reoan &amp; heard in Kerikeri</li> </ul>	Y1/Y2?
<ul style="list-style-type: none"> <li>Encourage reoan of Council spaces to reo Māori</li> <li>Make all council spaces + place reoan</li> </ul>	<ul style="list-style-type: none"> <li>The use of te reo Māori in Council spaces + places is normalised</li> <li>Council reoan leaders</li> </ul>	
<ul style="list-style-type: none"> <li>Establish a clear reoan identity for reo Māori</li> <li>Establish a clear reoan identity for reo Māori</li> </ul>	<ul style="list-style-type: none"> <li>Reoan identity is enhanced in reo Māori</li> </ul>	



# Pou Mataaho

**Pou 4:** Pou Mataaho By 2010

**Whiringa:** Establish Kerikeri as a reoan center of excellence

Actions	Outcomes	Y1/Y2?
<ul style="list-style-type: none"> <li>As needed support reoan reoan &amp; reoan</li> <li>Indicate discussions to reoan reoan &amp; reoan wide reoan strategy</li> </ul>		
<ul style="list-style-type: none"> <li>Actively promote reoan reoan as a reoan reoan reoan</li> <li>Master reoan reoan reoan</li> </ul>		
<ul style="list-style-type: none"> <li>1, 2, 3</li> </ul>		