



Te Wiki o te Reo Māori

Māori Language week has been celebrated each year from 1975.

Māori Language Day is September 14 and commemorates the presentation of the 1972 Māori language petition to parliament.

Mahuru Māori is an initiative begun in 2017 to promote the use of te reo Māori throughout the month of September.

Why a week? Why not a year? Why not a decade? A century?

Because New Zealand is revitalising the Māori language and a part of that is celebration of our success and promoting te reo Māori. Māori language week is an opportunity for concentrated celebration, promotion and encouragement. And every minute of every hour of every day is a Māori language minute – we can choose to use te reo – every time we do, even just a 'Kia ora!' contributes to revitalisation.

Te Wiki o te reo Māori is becoming a major fixture on the national calendar providing an opportunity for concentrated promotion, raising awareness and giving an opportunity for expert and advanced speakers to encourage others on their te reo Māori journey.

What can I do?

Mā tātou katoa te reo Māori e
whakarauora: Everyone can contribute to te
reo Māori revitalisation:

- Whakatauhia te reo Māori ki te wāhi mahi me te hāpori
- Whakahau i ētahi atu ki te kōrero, ki te ako hoki i te reo Māori; whakauruamāi hoki te reo Māori ki tōu ao
- Kia tika tonu te whakahua i te kupu Māori i ngā wā e kōrero Pākehā ana
- Ahakoa iti, akona, kōrerohia
- Kia nui ake te ako ka kōrero ai
- Whāia te ara poutama o te reo ka tohatoha ai.
- Make te reo welcome at work and in the community
- Encourage others to use and learn te reo Māori; welcome Māori language into your life
- Pronounce Māori words correctly when speaking English
- Learn a little, use a little
- Learn more, and use what you know
- Keep improving your language, and share what you know

Check out some [ideas](#).

It also gives organisations a time to ask: what are we doing, and what could we be doing to promote revitalisation and at the same time support our business.

What can my organisation do? [Think about a language plan](#).

Kia Kaha Te Reo Māori

The chosen theme for 2020 is again 'Kia Kaha te Reo Māori'.

'Kia Kaha' is well understood in New Zealand English with its meaning of 'be strong'. We often talk about languages as if they are people – talking about language health, strength and revitalisation. So when we say 'Kia Kaha te Reo Māori' we're saying – 'Let's make the Māori language strong'.

Strength for an endangered language comes from its status, people being aware of how to support revitalisation, people acquiring and using it and from the language having the right words and terms to be used well for any purpose.

On this site you can find resources, ideas and reports about revitalisation and its increasing success.

ReoMāori

New Zealander and a valued part of our national identity.

Goals of Māori Language Week

- Create a positive environment for the use of Māori language.
- Promote Māori language initiatives and events.
- Encourage non-Māori speaking New Zealanders to use reo Māori.
- Encourage speakers of Māori to support others who are just starting out.
- Encourage community, business, government and media organisations to participate.
- Promote resources to make Māori language more accessible.
- Contribute to awareness of the Crown Māori Language Strategy and the Māori and iwi strategy that work together for revitalisation.

Corporate site

Te Taura Whiri i te Reo Māori

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LEVEL 11, THE CO-OPERATIVE BANK HOUSE
20 BALLANCE ST, WELLINGTON, 6011

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