



**NGĀTI TAMA**  
KI TE WAIPOUNAMU TRUST



**Mai i Hawaiki rā anō ki Te Tauihu  
ō tātou tūpuna i heke mai ai,  
i hōrapa mai ai, i puawai mai ai  
He aha ai? Kia tika ai te kī  
Tama tū ki Te Tauihu,  
Tama ora ki te ao.**

Illustrations: Mat Tait (mattait.com)

# Rārangi Ūpoko

He Whakarāpopoto <i>EXECUTIVE SUMMARY</i> .....	5
He Wāhi Kōrero <i>INTRODUCTION</i> .....	10
Ko Te Reo Ka PUpū Anō <i>OUR REO</i> .....	12
Te Tūāpapa <i>BACKGROUND</i> .....	14
Te Horopaki <i>OUR CONTEXT</i> .....	18
Te Wawata <i>VISION</i> .....	20
Ngā Whāinga <i>5 YEAR GOALS</i> .....	22
Workplan Priorities <i>(1-5 YEARS)</i> .....	24
Te Tohu o Tama Kōrero <i>BRANDING</i> .....	26





# He Whakarāpopoto

## EXECUTIVE SUMMARY

Te Waikoropupū wells up from under the ground. The waters that gurgle up are some of the purest and clearest waters in the world, filtered through caverns of sandstone buried deep in the land. Impressively Te Waikoropupū is the largest coldwater spring in the Southern Hemisphere and releases tens of thousands of litres of water a second, feeding the river systems around it. But more importantly, Te Waikoropupū is a taonga, it is a wāhi tapu, home of Huriawa and has been feeding Ngāti Tama spiritually and culturally for generations.

We want our language to be like Te Waikoropupū. We want it to be natural and grounded in our heritage, whakapapa and tikanga. We want it to be clear, to be heard. We want it to infiltrate our homes and communities.

We want it to nurture the cultural identity and confidence of all of our whānau. It is a taonga that we hope generations of Ngāti Tama will draw strength from.

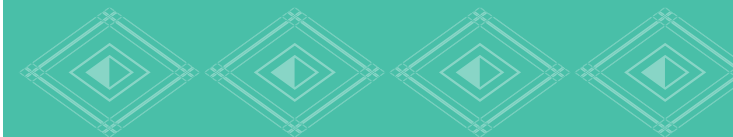




*This strategic document has been developed to help guide our efforts as Ngāti Tama ki Te Tauihu to revitalise our language as a spring, which feeds and fosters generations of iwi members to come.*

In 2019–2020 Ngāti Tama ki Te Tauihu facilitated a number of initiatives to help get an understanding of the health and vitality of te reo me ōna tikanga amongst iwi members. On the back of this research, an iwi census was conducted to help Ngāti Tama governance and management understand key areas of need amongst tribal members to inform future strategic direction and activities. Overwhelmingly te reo me ōna tikanga was identified as the primary goal by the majority of census respondents.

*In response to whānau feedback, Ngāti Tama ki Te Waipounamu Trust contracted language planner and facilitators, NAIA, to deliver language planning wānanga with key whānau champions and experts, who would make up the advisory group. NAIA and the Advisory group produced a language strategy that will see Ngāti Tama set a 25-year vision that supports the aspirations of Tama 2050, and give insights into critical factors that may influence a Ngāti Tama language strategy, and provide guidance as to a practical approach through a short and long-term implementation plan.*



**“Ki te anga whakamua,  
me titiro whakamuri”**

The Advisory Group and Trust staff took time through the wānanga to understand the history and state of te reo Māori, our individual and tribal journeys through language loss, and the fundamentals of language revitalisation and language planning.

**THE RECOMMENDATIONS OF THE ADVISORY GROUP CAN BE SUMMARISED AS:**

- There is urgent need to build succession plans and initiatives around the handful of Ngāti Tama speakers available to us now.
- Deliberate actions are required to reset the language loss amongst Ngāti Tama.
- For any tribal strategy to be successful, it requires building a sense of pride in being Ngāti Tama and directly linking te reo to that tribal identity.
- A group of like-minded champions and drivers who are well supported and resourced to drive the strategy's implementation are key to the strategy's long term success.
- The ultimate goal is there must be intergenerational transmission, that is supporting whānau to use the language as the main language within their homes.

**THE STRATEGIC VISION FOR THE REVITALISATION OF NGĀTI TAMA KI TE TAUHU LANGUAGE IS:**



**50:50**

**BY 2050 TE REO MĀORI WILL BE ONE OF THE MAIN LANGUAGES IN 50% OF ALL NGĀTI TAMA KI TE TAUHU HOMES**

**THERE ARE SIX KEY ENABLERS AS PART OF THE STRATEGY'S IMPLEMENTATION. THESE WILL INFORM OUR FUTURE DIRECTION AND EFFORTS:**

-  **Building pride in identity**
-  **Building an engaged/connected iwi**
-  **Fostering champions**
-  **Increasing the number of speakers**
-  **Strengthening Te Taihu Reo**
-  **Supporting whānau to use te reo as the main language within their homes**

To this end, five-year goals have been set to help Ngāti Tama progress towards its 2050 goal.

These goals focus on addressing immediate needs, creating a ground swell amongst Ngāti Tama, building capacity and succession planning.

These goals form the foundation for the short term and medium-term work plans.

It is important to acknowledge those who have been instrumental in developing this strategy, who have contributed to its thinking and who will be essential in driving it forward for the next 28 years.



*Advisory Members: Shannon Thompson, Moana du Feu, Jane du Feu, Te Ahu Rei, Johannah KāteneBurge, Charisma Rangipunga (facilitator), Margie Little, Phil Sparks, Talia Lynch, Grant Joyce, Jaqui Ngawaka (Ngāti Tama – Te Pouwhakahaere) Christina Harris Pakeho (absent, Ngāti Tama – Te Pouwhakawhiti).*



# He Wāhi Kōrero

## INTRODUCTION

Ngāti Tama has a rich history; full of courageous leaders who charted courses to new lands, leading the people through the unknown, through unrest, through discord in the hope of building a better future. Early accounts speak of our Polynesian ancestors Tamaariki and Rakeiora of the Tokomaru waka, setting sail from central Polynesia to Aotearoa in the 11th Century. The people finally landed at Mohakatino and Tongaporutu in Northern Taranaki and established permanent kainga.

After significant civil unrest in the late 1700's and early 1800's, Ngāti Tama leaders of the time set a new course and led (alongside other Tainui and Taranaki groups) the migration of a section of Ngāti Tama south to the Kāpiti and Wellington areas under Te Kaeaea and Te Pūoho ki te Rangi. Settlements were established, and Ngāti Tama built themselves a thriving economy in that region. It was not long after this that Te Pūoho ki te Rangi led another group of Ngāti Tama across Te Moana-o-Raukawakawa, and established further settlements across Te Taihu.

With the arrival of Pākehā and the increasing demand for land in Te Taihu, Ngāti Tama families suffered much adversity and hardship, resulting in the displacement

of many from their whenua. Disconnection from the whenua caused catastrophic loss of cultural identity, language, economic base, and social cohesion. The whakapapa of setting new pathways, of challenging the status quo and of seeking wellbeing for our people did not stop with Te Pūoho ki Te Rangi and those leaders of the time.

In 2003, Ngāti Tama ki Te Waipounamu leaders challenged the Crown through its Claim to the Waitangi Tribunal for these past injustices. In 2013, these wrongs were finally recognised with the signing of the Ngāti Tama Deed of Settlement. Ngāti Tama ki Te Taihu Manawhenua Trust was formed to receive all Treaty of Waitangi settlement assets (new and existing) and represent the descendants of those who with Te Pūoho ki te Rangi had settled in Te Taihu nearly two hundred years earlier.

Renamed Ngāti Tama ki Te Waipounamu Trust, leadership of the tribe followed the example of our predecessors and in 2020 the Trust released the Tama 2050 vision document – Tama Tū ki Te

Taiuhu, Tama Ora ki te Ao. This is the navigational chart that once again seeks to set a new course for the iwi. Tama 2050 provides strategic direction and investment for the tribe and sets out key priorities for the future. It seeks to reinvigorate cultural pride, knowledge and understanding and includes te reo as a core pillar of the vision document. The Ngāti Tama language strategy serves to complement Tama 2050 in charting a new way forward to enrich the wellbeing of the iwi.

**KO TE WAI TAI**

**KO TE WAI MĀORI**

**KA PIPĪ AKE TE WAI**

**KO HINE TŪĀHŌANGA**

**KA PUPŪ AKE TE WAI**

**KO TE WAIKOROPUPŪ**

**TŪHOUNGA O HURIAWA TANIWHA**

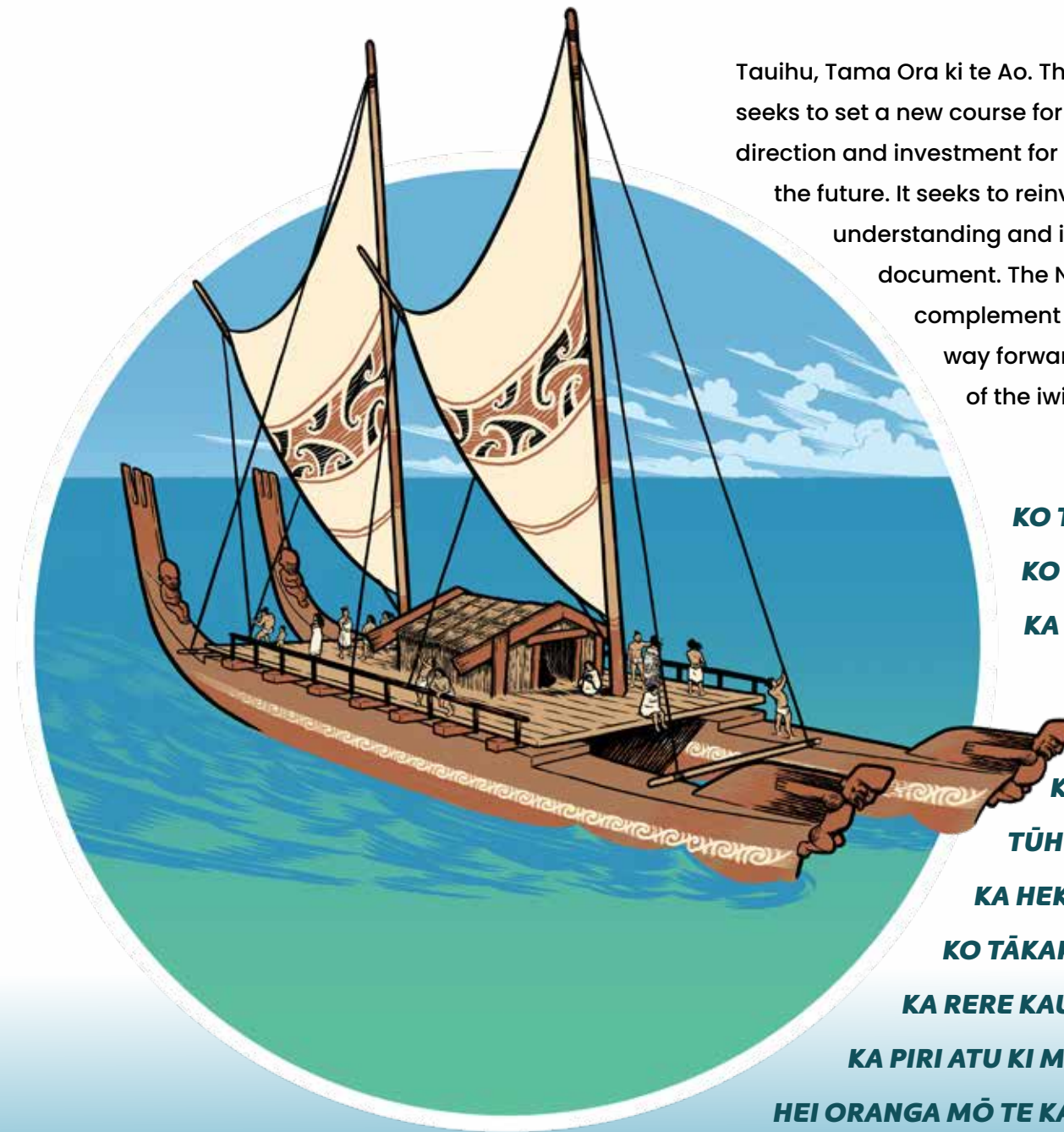
**KA HEKE KAU TE WAI**

**KO TĀKAKA, KO TE WAITAPU O URUAO**

**KA RERE KAU TE WAI**

**KA PIRI ATU KI MŌHUA, KI A TANGAROA**

**HEI ORANGA MŌ TE KATO**





# Ko Te Reo Ka Pupū Anō

**OUR REO, A SOURCE OF  
ONGOING INSPIRATION**

The waters that rise from the ground, filtered through sandstone caverns, and bubbling forth at Te Waikoropupū are some of the clearest in the world. Te Waikoropupū is a site that has nourished Ngāti Tama spiritually, culturally, and physically since the arrival of Te Pūoho ki te Rangi and other Ngāti Tama leaders in the 1800s.

At that time, the land surrounding the springs was forest-covered, lush, and thick with birdlife, the rivers full-flowing and healthy, and the coastlines a great storehouse of different kaimoana, ideal as a settlement for the people at the time.

The reo amongst Ngāti Tama during this time was not under threat, but vibrant, and dynamic and a part of normal everyday life. Like the rivers free flowing, like the coastlines diverse and bountiful, like the land rich and nourishing, and like Te Waikoropupū, a taonga, which supported the cultural, spiritual, and physical needs of the iwi. With the settlement of Te Taihū by non-Māori, land acquisitions by the Government of the time, a change in land use, and a disregard for care and protection of this natural system, our environment's health deteriorated. Te Waikoropupū as a wāhi tapu was largely ignored and for years the spring was used as a recreational site, resulting in a degradation of the water's quality and damage to the surrounding environments.

Over this time, the displacement of Ngāti Tama from our traditional settlements and sites and the growing influence of a settler society that did not value our customs and traditions resulted in a decline in te reo Māori amongst Ngāti Tama.

Today, our natural, built and social landscape would be unrecognizable to those leaders such as Te Pūoho and others who established our place on the land. Equally so, the language used by them would likely be unfamiliar to many of us. Both of these changes have occurred due to a complex set of external influences and forces that have been beyond our control. We have seen in recent years however a growing recognition of manawhenua and Te Tiriti o Waitangi. This is helping to return some control mechanisms back to iwi. Consequently, Ngāti Tama has reinforced expectations as to how our taonga are treated and managed. It has allowed us to put protections mechanisms in place around taonga that are special to us, that are sacred to us.

*IT IS TIME NOW FOR US TO TURN OUR ATTENTION TO OUR LANGUAGE,  
TE REO MĀORI. OUR DREAM IS FOR IT TO BE LIKE TE WAIKOROPUPŪ,  
PROTECTED, RECOGNISED AS A TAONGA, BUT FOREVER BUBBLING  
IN THE HOMES OF OUR PEOPLE, IN OUR COMMUNITIES AND ON  
OUR MARAE, FEEDING US SPIRITUALLY AND CULTURALLY,  
A SOURCE OF PRIDE FOR GENERATIONS TO COME.*

*FOR THAT WE ARE GOING TO NEED TO BE LIKE OUR TŪPUNA  
TAMAARIKI, TE PŪOHO AND OTHERS. WE WILL NEED TO  
BE COURAGEOUS, WE WILL NEED A WAKA TO HELP US  
GET THERE, WE WILL NEED TO CHART NEW PATHWAYS,  
AND WE WILL NEED TO TAKE FAMILIES WITH US.*





# Te Horopaki **BACKGROUND**

As part of the implementation of Tama 2050, the Ngāti Tama ki Te Waipounamu Trust on behalf of and in conjunction with whānau members has been examining how best to approach each of its strategic priorities. Ahurea – the strategic priority concerned with the reinvigoration of culture and language – is no exception to this.

In 2019–2020 the Trust conducted a te reo me ōna tikanga scoping exercise to identify whānau experiences, aspirations and priorities. The scoping exercise included a literature review, a series of whānau engagement sessions held across the motu, followed by a Census of Ngāti Tama ki Te Taihū registered iwi members. The scoping exercise was undertaken to build a better understanding of the current situation for Ngāti Tama iwi members. It has helped to identify aspirations iwi members have for themselves, their whānau and indeed for Ngāti Tama as a whole.

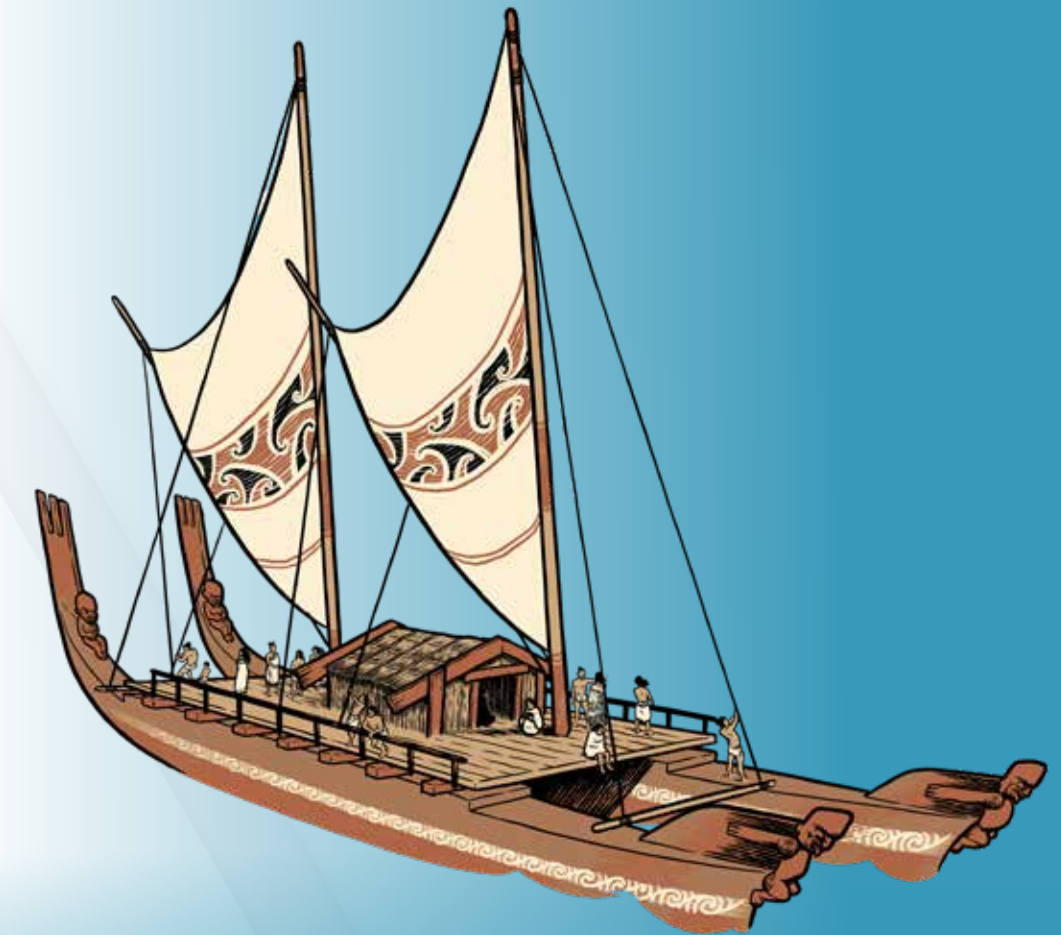
The purpose of these activities was to help the Trust make informed decisions about future investment areas and strategic direction. The results highlighted that te reo me ōna tikanga was overwhelmingly the top priority area for those whānau who participated in the engagement sessions and/or those who responded to the Census.

The scoping exercise made a number of recommendations to the Trust as next steps for consideration. The first of which was to develop a strategy to give clear guidance, workstreams and objectives to support the increased fluency of te reo in the home, workplace and in public domains such as the paepae.

# Te Whāinga **PURPOSE**

In July 2021 Ngāti Tama ki Te Waipounamu Trust contracted NAIA to facilitate two language planning wānanga with key tribal champions and experts [the advisory group], and produce a language strategy for the tribe that would:

- Support the aspirations of Tama 2050
- Give greater insights into those critical factors which might have an influence, either positively or negatively, on any language strategy for Ngāti Tama (environmental scan)
- Set a 25-year vision for te reo revitalisation amongst Ngāti Tama
- Provide guidance as to a practical approach through a short-term and medium-term implementation plan and budget.





# Te Tukanga

## OUR PROCESS

This project has been undertaken over an eight-month period. Multiple touchpoints were created as part of the project to ensure that the Advisory Group and staff of the Trust were kept up to date on the progress of the development of the strategy.



Due to covid-19 alert levels and travel restrictions at the time, Ngāti Tama whānau moved wānanga online to continue on their language planning journey.

### PHASE 1

#### UNDERSTANDING THE NGĀTI TAMA CONTEXT

Early conversations with the Pouwhakahaere (General Manager) and key staff regarding the scope, approach and desired outcomes. This included attendance at the Te Tai Tonga Reo Summit held in Whakatū from the 15–18 July 2021 as part of building an overall understanding of the reo landscape of Te Taihu.

We conducted a desktop review of the documents sent to us regarding the Ngāti Tama te reo me ōna tikanga scoping exercise, literature review, Tama 2050 strategy document and the tribal Census findings. This also included a review of language strategies of other iwi whose demographic profile was similar to that of Ngāti Tama ki Te Taihu, and/or who were based in the Te Taihu region. Additional to this, analysis was done of the New Zealand Census data pertaining to Ngāti Tama with the hope of better understanding the tribal demographic makeup.

### PHASE 2

#### BUILDING AN UNDERSTANDING OF LANGUAGE REVITALISATION

**Language planning wānanga – Te Whare Taikura o Te Maatu (Motueka High School).** A two-day language planning wānanga was facilitated on 13–15 August 2021. This wānanga focused on forging relationships with the Advisory Group of Ngāti Tama, understanding the individual experiences of language learning, use and loss of the group, reflecting on the history of te reo Māori, building an understanding of the key principles of language revitalisation, exploring how others have approached language planning, and identifying the high-level goals and aspirations for te reo o Ngāti Tama. Three key areas of focus were identified as pillars for the Ngāti Tama reo strategy. Notes from wānanga one shared to Advisory Group and staff.

**One-day lang uage planning wānanga – online.** This language planning wānanga was facilitated on 11 September 2021. This wānanga focused on reflections and insights from the first wānanga, and presentations from guest speakers including language revitalisation experts Dr Ruakere Hond (Taranaki, Ngāti Ruanui) and Dr Hana O'Regan (Kāi Tahu). It included also a session with futurist Josh Hough.

An update to the Pouwhakahaere on the progress and next steps towards the development of the strategy. This was particularly important with the COVID-19 alert level changes which have meant a pivot in how we approach the language planning sessions with the Advisory Group. Notes from wānanga two shared to Advisory Group.

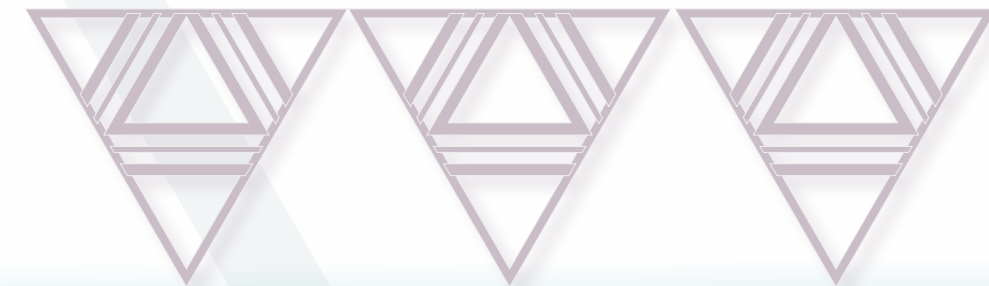
### PHASE 3

#### SETTING OUR PATHWAY

*Draft strategy document developed and draft shared with Advisory Group and key staff.*

**Hui in December 2021** to share the draft strategy document and discuss key inclusions. Amendments made to strategy document based on feedback from Advisory Group. There was discussion around the vision statement for the language strategy and a request to further refine this to better align with the Ngāti Tama 2050 strategic vision.

**Hui in February 2022** to share renewed options for overarching vision and confirm changes to document are aligned and consistent with Advisory Group feedback. Final document shared with Advisory group, key staff and the Trust.





ENVIRONMENTAL  
SCAN

This environmental scan seeks to provide insights on key issues or opportunities that may impact on the success of the Ngāti Tama language strategy.

The scoping exercise, undertaken by Ngāti Tama in 2019, provides good insights into the state of te reo Māori amongst tribal members and in the Ngāti Tama rohe.

This environmental scan seeks not to replicate this information but instead bring key elements of it to the fore. For this strategy to succeed, it is critical that individuals entrusted with ensuring its success are aware of the factors that might possibly support or impede its advancement.

For the purposes of this strategy, the environmental scan is grouped into the five critical areas of language planning.

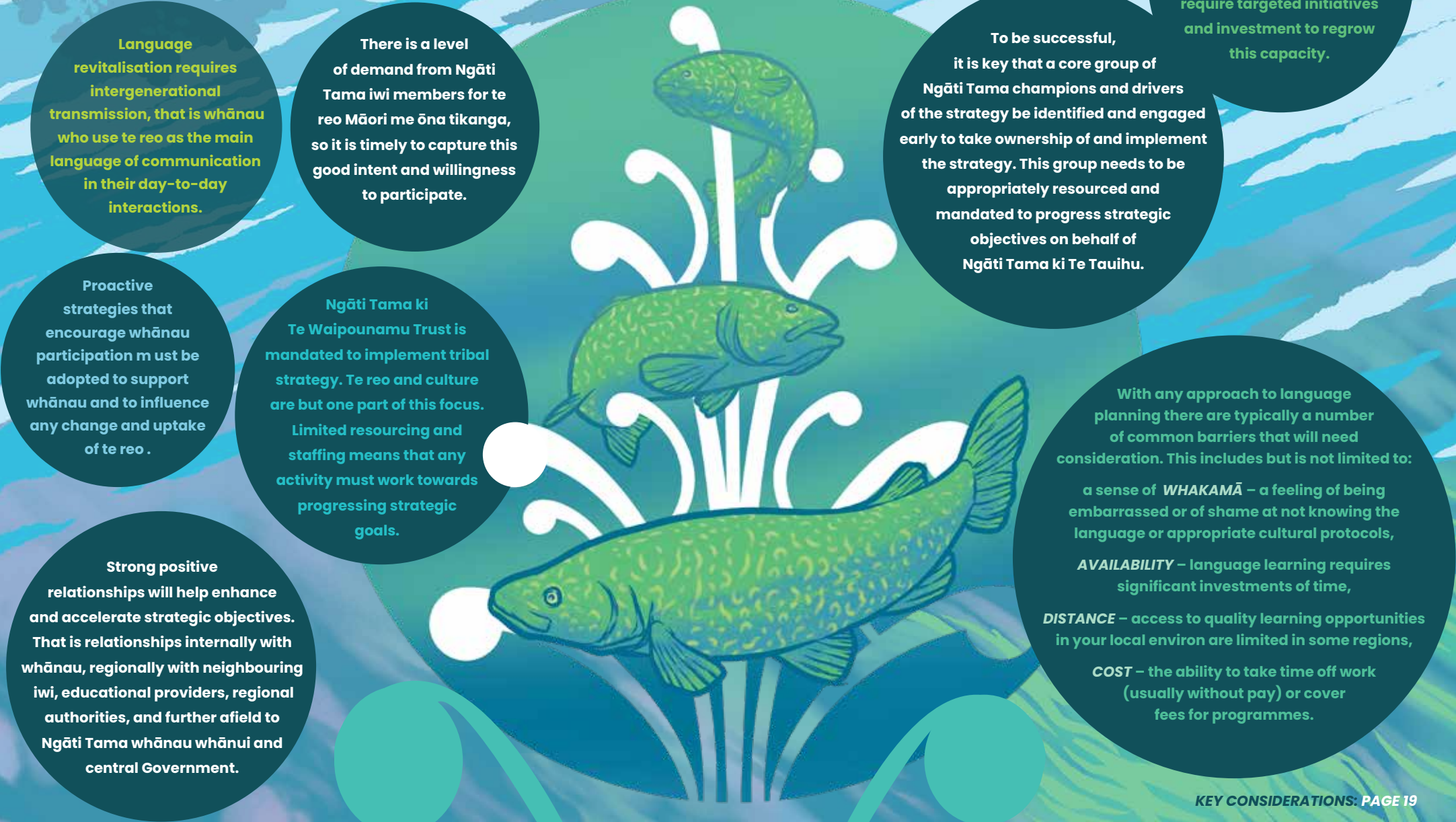
# Te Tūāpapa

OUR CONTEXT

<b>Use</b>	<p>The use of te reo in homes and communities, including immersion environments</p> <p><b>Measures:</b> no. of homes using te reo, number of immersion domains</p>	<p>Unsure of number of Ngāti Tama homes where te reo is equally used with English or the main language of communication</p>	<p>Low to no environments within Te Taihuhu that are immersion domains</p>	<p>Reo o te paepae currently maintained by a small handful of Ngāti Tama</p>	<p>Reo Ōkawa currently held up by a handful of Ngāti Tama</p>	<p>Range of online and digital domains available to support immersion environments</p>
<b>Status</b>	<p>The profile and value of te reo amongst Ngāti Tama</p> <p><b>Measures:</b> visibility of demand and appreciation for te reo</p>	<p>Te Reo ranked as top priority for members in tribal census</p>	<p>Funding available to support reo Māori activities</p>	<p>Te Ahu o te Reo programme in place to raise value and quality of language in schools</p>		
<b>Corpus</b>	<p>The body of language available to support language goals</p> <p><b>Measures:</b> materials, lexicon and quality of language</p>	<p>Limited resources available to support the teaching of Ngāti Tama dialect</p>	<p>Most iwi in Taranaki actively involved in language revitalisation efforts and have access to pool of speakers and resources pertaining to dialect</p>	<p>Many resources available online and digitally to support language learning particularly so at beginners to intermediate</p>		
<b>Critical awareness</b>	<p>Critical awareness understanding the state of te reo and what needs to happen to effect change</p> <p><b>Measures:</b> language planning, language planners and</p>	<p>Advisory group established to guide tribal efforts</p>	<p>Two language planning hui have been held to date</p>	<p>Research has been undertaken to understand the state of Ngāti Tama language</p>		
<b>Acquisition</b>	<p>Range of options available to support language learning</p> <p><b>Measures:</b> no. of learners, opportunities to learn, different levels of learning</p>	<p>Immersion schooling options within the Ngāti Tama takiwā include:</p> <p>4 kōhanga reo 1 kura kaupapa/wharekura</p>	<p>Schooling options include:</p> <p>Māori medium options in the takiwā 6/49 primary schools 3/28 intermediate schools 7/11 high schools offer te reo as a subject</p>	<p>There are limited options outside of Nelson for adults to learn te reo. Options available include:</p> <p>NMIT TWOA Te Ataarangi Community courses</p>	<p>Tribal census stats 11% of members are currently learning te reo</p>	<p>Online and digital learning classes available</p>

# Ko Ngā Whakaaro Matua

KEY CONSIDERATIONS





# Te Wawata VISION



50:50

**BY 2050 TE REO MĀORI WILL BE ONE  
OF THE MAIN LANGUAGES IN 50% OF  
ALL NGĀTI TAMA KI TE TAUHU HOMES**

## KEY ENABLERS TO ACHIEVING THIS:

- Building a sense of 'pack' amongst Ngāti Tama
- Building a strong sense of pride in Ngāti Tamatanga
- Selling the 'why' intergenerational transmission is important
- Supporting increased immersion/bilingual education options for tamariki
- Supporting immersion/bilingual learning opportunities for parents and adults
- Creating and fostering young and new talent
- Celebrating and protecting knowledge of pāhake
- Supporting whānau use and uptake of te reo in their homes
- Capturing opportunities to collaborate or partner with others


*These enablers are mapped into six key areas of focus on the next page. It is important to remember that a 'hidden workstream' sits in the background of these areas. This is mapped out with a short term (12-month) and long term (5-year) workplan and provides a pathway for the first 5 years of the strategy and monitoring the impact of its delivery throughout to inform future decision making and direction.*





# Ngā Whāinga – 5 tau 5 YEAR GOALS


In order to achieve our 25-year vision there are three key areas of focus for the next 5 years that will help establish a base upon which to progress the wider goals of this strategy document. The final area identified below is related to the oversight and management required to drive this strategic plan.



**TAMA HUĀNGA NUI**  
OUR WHĀNAU ARE PROUD,  
CONNECTED CHAMPIONS OF  
NGĀTI TAMATANGA

**OBJECTIVES:**

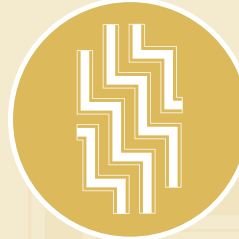
- 1.1** Regular opportunities for whānau engagement and connection
- 1.2** Sense of whanaungatanga and 'oneness' actively fostered amongst Ngāti Tama
- 1.3** Strategic alliances/ partnership established to support wider engagement and sharing of information



**TAMA RINGA KUMU**  
NGĀTI TAMA RANGATAHI STAND  
PROUD IN THEIR IDENTITY

**OBJECTIVES:**


- 2.1** Leadership programmes for rangatahi established
- 2.2** Tuakana/teina models established to grow talent
- 2.3** Reo championed as fundamental element of Ngāti Tama identity



**TAMA TOKOPAE**  
NGĀTI TAMA ARE INUNDATED  
WITH PROFICIENT SPEAKERS  
FOR THE PAEPAE TĀNE,  
AND PAEPAE WĀHINE

**OBJECTIVES:**

- 3.1** There are multiple 'te reo me ōna tikanga' learning opportunities available for Ngāti Tama whānau of all ages and competencies
- 3.2** There is a core group of Ngāti Tama learners who are engaged in programmes to improve their proficiency in reo me ōna tikanga
- 3.3** Resource secured to support implementation of reo strategy



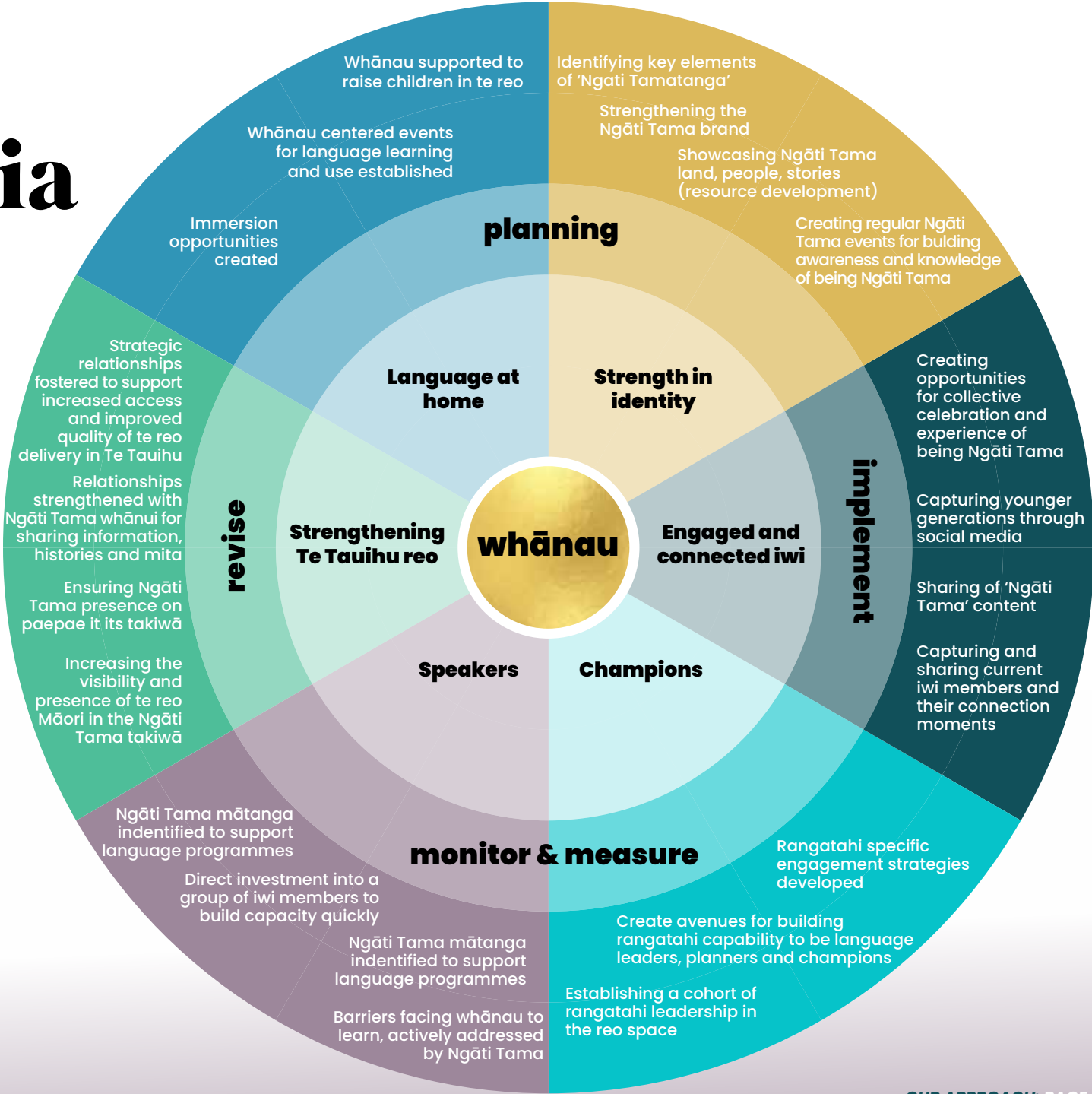
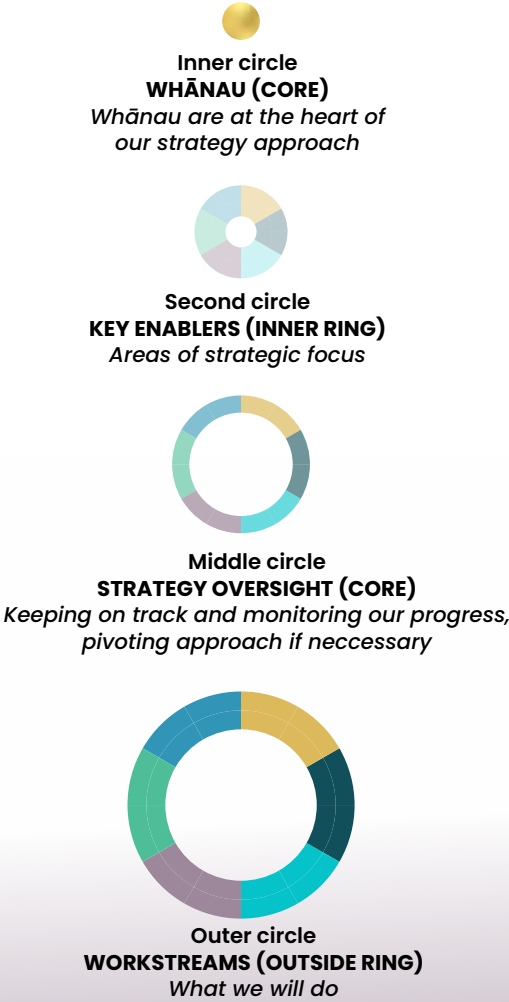
**TAMA OHO**  
TAMA KŌRERO STRATEGY  
IS CAREFULLY IMPLEMENTED  
AND MONITORED FOR  
GREATEST IMPACT

**OBJECTIVES:**

- 4.1** Champions and drivers of the Tama Kōrero strategy are engaged and resourced to support all facets of the strategy's implementation.
- 4.2** Establish key data sets to measure progress against strategic objectives. Data and insights gathered consistently to support and inform strategic direction

# Te Ara Ka Takahia OUR APPROACH

## UNDERSTANDING THE DIAGRAM





## AREAS OF FOCUS (YEARS 1-5)

# Workplan priorities

**THERE ARE A NUMBER OF AREAS THAT SHOULD BE PRIORITISED EARLY IN THE STRATEGY'S IMPLEMENTATION TO ENSURE THAT MEDIUM-TERM OBJECTIVES ARE ACHIEVED.**

1. There is a sense of urgency around the low numbers of native/highly proficient speakers available in Te Taihū. Getting this group involved and committed to supporting the strategy is essential. Beyond this, there is a real need to rebuild this capacity amongst Ngāti Tama as quickly as possible.
2. For the strategy to be successful it needs whānau to be engaged. Initially, this needs to be done in a way that socialises the aspiration and gets whānau buy-in. Beyond that, opportunities need to be created which encourage and support whānau participation.
3. Limited resources dictate that the first focus should be on those who are eager and keen to participate.

A work plan has been developed that is aligned to Ngāti Tama's broader businesses objectives and budget allocations. This work plan is to support the delivery of the first five years of the strategy with key staff movements and resourcing to support the strategy's implementation.

## AREAS OF FOCUS (YEARS 1-5)

# Workplan review

Upon completion of the five-year work plan, Ngāti Tama ki Te Waipounamu Trust should undertake a review of its activities to determine if the focus area goals have been met. If the Trust is satisfied with the plan's outcomes, steps should be taken to reengage the Advisory Group to set the next five-year focus areas and to progress the wider goals of Tama Kōrero, and work towards its vision that by 2050 Te Reo Māori will be one of the main languages in 50% of all Ngāti Tama ki Te Taihū homes.





# Te Tohu o Tama Kōrero

## TAMA KŌRERO BRANDING



- The primary symbol represents the Huia feather. In traditional times the Huia feather was a high valued symbol of leadership.
- The central Manaia figure is a traditional Taranaki form which celebrates our unique Taranaki and Tokomaru

identity. The full face symbolises ‘Tama Kōrero’ with the protruded tongue, inspiring our whanau to engage in speaking our reo.

- The manaia form is also made up of two sides, one side represents Te Pūoho ki Te Rangī, paramount chief of Ngāti Tama who, after 600 years in Taranaki set a new course and let the migration of a branch of his people to the Kāpiti and Wellington areas, then even further south. Another group crossed Te Moana-o-Raukawakawa, the Cook Strait, to establish permanent settlements across western Te Taihū. These people and their descendants eventually became known as Ngāti Tama ki Te Taihū.
- The other side is Ngāti Tama tūpuna, Tamaariki, an

illustrious navigator of the Tokomaru waka. Tamaariki first charted the way for his people to sail from central Polynesia to Aotearoa in the 11th Century. The vessel finally landed at Tongapōrutu in Northern Taranaki and it is here where they settled and became Ngāti Tama.

- The net symbol in the feather is also a unique Taranaki form called Mata Kupenga. Although it primarily references the importance of our connection to the sea, it also symbols the importance of our connections with each other, and that through collective action comes strength, unity and



It is time now for us to turn our attention to our language, te reo Māori. Our dream is for it to be like Te Waikoropupū, protected, recognised as a taonga, but forever bubbling in the homes of our people, in our communities and on our marae, feeding us spiritually and culturally, a source of pride for generations to come.

For that we are going to need to be like our tīpuna Tamaariki and Te Pūoho ki te Rangī. We will need to be courageous, we will need a waka to help us get there, we will need to chart new pathways, and we will need to take families with us.

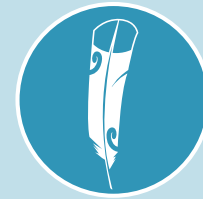
### HE WERO

Take on the challenge to champion Te Reo for your whānau. Wear the *Tama Kōrero Pin* to show your commitment to the revitalisation of Te Reo me ōna Tikanga within Ngāti Tama ki Te Taihū.



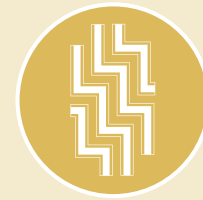
### TAKAPOU HORANUI

*Tama Huānganui* – Our whanau are connection and supported through their language journey



### PIKI RAUKURA, KOTORE HUIA

*Tama Ringa Kumu* – Inspiring our Rangatahi to stand proud in their Tama /Taihu identity



### TE ARA POU 'TAMA'

*Tama Tokopae* – building pathways and opportunities to increase language competency



### TE NIHO TANIWHA

*Tama Oho* – building proficient Tama champions to lead, build and inspire our communities



Icon Designer: Hemi Sundgren







# Tama Kōrero

## 50:50

**BY 2050 TE REO MĀORI WILL BE ONE  
OF THE MAIN LANGUAGES IN 50% OF  
ALL NGĀTI TAMA KI TE TAUIHU HOMES**

### **WHAKAPĀ MAI | CONTACT US**

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**NGĀTI TAMA**  
KI TE WAIPOUNAMU TRUST