

'HOW TO' GUIDE USING MĀORI LANGUAGE

TE REO MĀORI (THE MĀORI LANGUAGE) IS RICH IN STORY AND METAPHOR THAT CAN ADD IMPACT AND DEPTH TO THE STORIES WE SHARE WITH THE WORLD.

Use of Māori language sets us apart on the world stage. When pronounced well, and explained to our audience, it can be impactful.

However, use needs to be authentic and within your comfort zone. When mispronounced or poorly understood it can just come across as clumsy and inauthentic – not what we want to be known as.



MĀORI LANGUAGE A PART OF EVERY DAY NEW ZEALAND VERNACULAR

There are parts of Māori language that are just an every day part of who we are as New Zealanders – we even identify ourselves as Kiwis, a Māori bird name.

Most TV presenters regularly use Māori language, whether that be a simple greeting like 'kia ora' or use of Māori place names. However, we are not all as comfortable, familiar, or receptive to using Māori language so it is up to each individual to determine their degree of comfort and extent of use. There are some Māori terms that are great to share with the world, including:

USING KIA ORA

Kia ora quite literally translates as **good health to you**, or **be well**, but can be used in a variety of ways and contexts. It can be used as **hello** or **goodbye**, it can be used as a statement of affirmation or agreement following something someone has said, it can be used as **thank you**, it can be extended to an individual or group.

USING KAITIAKI OR KAITIAKITANGA

Kaitiaki is one of the three core qualities underpinning the New Zealand Story.

Tiaki is a word meaning care, a *Kaitiaki* is the **carer** or commonly referred to as a **guardian**. A kaitiaki's role is to care for and protect people, place and things of value. Anyone can be a kaitiaki, or carer, but from a Māori world view if you ask who is the kaitiaki, it is a question of who has the greatest rights and responsibility for the care over a particular place or thing as determined by provenance and connection. This also extends into the natural world – for instance the Ruru (Morepork Owl), is widely recognised by Māori as the kaitiaki (guardian) of the forest.

Kaitiakitanga or guardianship, refers to principles and practices of tiaki, or being a kaitiaki.

TIAKI = CARE

KAITIAKI = GUARDIAN / CARER

KAITIAKITANGA = GUARDIANSHIP

MĀORI LANGUAGE

SOME OCCASIONS FOR USE

TWO KEY TIPS

- 1. Practice, practice, practice.** Spend time getting wording and pronunciation right. For help with pronunciation visit www.maoridictionary.co.nz Type in the word and hear it spoken.
- 2. Only do what you are comfortable with and can do with confidence.** Better to do a little well, than a lot poorly.

MIHI (Greetings)	Informal Greetings	
	<i>Kia ora</i> <i>Kia ora koe</i> <i>Kia ora korua</i> <i>Kia ora koutou</i>	Greetings - general Greetings - to one person Greetings - to two people Greetings - to many people
	Formal Greetings	
	<i>Tēnā koe</i> <i>Tēnā korua</i> <i>Tēnā koutou</i> <i>Tēna koutou katoa</i>	Greetings - to one person Greetings - to two people Greetings - to many people (all of you) Greetings - to many people (all of us)
	<i>Ngā mihi ki a koe</i> <i>Ngā mihi ki a koutou</i>	Greetings to you Best wishes to you all (which can also be used in farewell)

A SIMPLE OPENING FOR SPEECHES	<i>Tihei mauri ora.</i> <i>E ngā mana, e ngā reo, e rau rangatira mā,</i> <i>Tēnā koutou, tēnā koutou, tēnā koutou katoa.</i>	Behold the breath of life. To all the authorities, voices and chiefs gathered here, Greetings, greetings, greetings to you all.
GIVING THANKS	<i>Tēnā rawa atu</i> <i>Kia ora mō tō manaaki</i> <i>Kia ora mō tō tautoko</i>	Thanks Thanks for your hospitality Thanks for your support
POROPOROAKI (Farewells)	<i>Ka kite</i> <i>Ka kite anō</i> <i>Ka kite anō āpōpō</i> <i>Hei konā mai</i> <i>Haere rā</i> <i>Kia pai tō rā</i> <i>Kia pai te haere</i>	See ya See you again See you again tomorrow Goobye for now Goodbye to someone leaving Have a good day Have a good trip (for someone travelling home)
KOHA When gifting	<i>He koha ki a koe</i> <i>He koha aroha ki a koe</i> <i>Korua</i> <i>Koutou</i>	A gift for you A gift given with love to you Can be extended to you two or all of you