I TE RŌPŪ WHAKAMANA I TE TIRITI O WAITANGI

WAI 3327
WAI 3077

| | |
|---|---|
| KEI RARO I TE MANA O | te ture o te Tiriti o Waitangi 1975 |
| I TE TAKE O | te ruku tātari ohotata mō te Reo Māori i te rāngai tūmatanui (Wai 3327) |
| Ā | |
| I TE TAKE O | tētahi kēreme nā Nora Rameka hei māngai mō Te Rūnanga o Ngāti Rēhia mā Ngāti Rēhia (Wai 3077) |

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# KŌRERO TAUNAKI WHAKAHOKI A KERRI ANNE HANCOCK

*Brief of Evidence in Reply of Kerri Anne Hancock*

I tēnei rā, i te 5 o Hune 2024

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Ministry of Justice
WELLINGTON

KAUPARE
MĀORI RIGHTS LAWYERS

P O Box 133102
Auckland 1146
(09) 9484774
kauparelaw.co.nz
ihipera.peters@kaupare.co.nz
aroha.herewini@kaupare.co.nz
amber.evans@kaupare.co.nz
Counsel Acting:
**I Peters / A Herewini / A Evans**

KO ahau tēnei, Kerri Anne Hancock, o Rotorua, e oati ana i konei he tika, he pono ngā kupu katoa o tēnei tuhinga:

*I, Kerri Anne Hancock, solemnly and sincerely affirm that this brief of evidence is true and correct to the best of my knowledge:*

## KUPU WHAKATAKI / INTRODUCTION

1. Ko Kerri Anne Hancock tōku ingoa. Nō Ngāti Rangiwewehi, Ngāti Whakaue me Ngāti Tarāwhai.

2. I file this brief of evidence in reply to respond to parts of the Crown evidence and in support of the Wai 3077 claim, a claim by Ngāti Rēhia hapū.

3. I understand the focus on this is inquiry is on "whether the policies of the Coalition Government to limit the status and use of te reo Māori in the public sector are in breach of the principles of the Treaty of Waitangi." In particular, the Coalition Government commitments to: [1]

   (a) "Ensure all public service departments have their primary name in English, except for those specifically related to Māori"; and

   (b) "Require the public service departments and Crown Entities to communicate primarily in English - except those entities specifically related to Māori".

4. To assist the Tribunal, my evidence is structured as follows:

   (a) A brief overview of my background and qualifications;

   (b) My reply to Crown evidence with particular focus on;

      i) Ngā Mātāpono o "Te Tohu Reorua i te Reo Māori me te reo Pākehā: me

[1] National and NZ First Coalition Agreement.

ii) Ngā hua o te tuhinga kupu ārahi.

## RELEVANT BACKGROUND AND QUALIFICATIONS

5. I hold a Bachelor of Arts (Māori) from the University of Auckland and have spent a significant part of my career promoting the normalisation of te reo Māori in Aotearoa and uplifting our communities to be proud of our ahurea Māori (Māori culture).

6. My professional background is primarily in Treaty settlement negotiations, and I have worked as a consultant on Rotorua Reorua (Bi-lingual Rotorua), the Te Arawa Health Strategy and numerous environmental projects throughout Te Arawa. I have also previously held a role as Tauwharenga (General Manger) of Rotoiti 15 Ahu Whenua Trust and prior to that both worked on the Ngāti Whakaue Negotiations and held a Senior Analyst role at the Office of Treaty Settlements (as it was known then).

7. My current roles is Te Aho (or Practice Manager) at Te Kāhui Raraunga, a Charitable Trust established in 2019 to advocate for iwi Māori in the data and digital sovereignty space. I am also a consultant to the Department of Internal Affairs from March 2020 to 30 June 2024.

8. In my capacity as a consultant, I was tasked with leading out the Aotearoa Reorua (Bi-lingual towns and cities) action under the Maihi Karauna – the Crown's Strategy for Māori Language Revitalisation 2018-2023. The Maihi Karauna was developed and issued by the Minister for Māori Development. It is implemented by Crown agencies and coordinated by Te Taura Whiri i te Reo Māori. It takes a 'macro' approach by focusing on creating conditions for te reo Māori to thrive and ensuring government systems support this. Aotearoa Reorua was virtually launched on 29 October 2021.

9. By way of background, Aotearoa Reorua supports towns and cities across New Zealand to become bilingual centres. Councils and their

mana whenua partners come together to develop a bilingual strategy for their centre and to create more spaces, places and opportunities where te reo Māori is seen, heard and celebrated alongside the English language. The kaupapa drew heavily upon existing resources created by Te Taura Whiri i te Reo Māori and Te Pūni Kōkiri to support Mana Whenua and their Local Government partners to embrace bi-lingualism within towns and cities throughout Aotearoa.

## REPLY TO CROWN EVIDENCE

10. In the short time available, I have read parts of the Crown evidence. My response is primarily to the notion that the Crown asserts it remains committed to te reo Māori and its revitalisation in the public sector, and yet the signals it has sent to the system fail to promote the use of te reo Māori in the very communities the government is elected to serve.

11. Of particular note is the prominence the Crown places on the "Te Tohu Reorua i te Reo Māori me te Reo Pākehā" – commonly referred to as the Māori-English Bi-lingual Signage Guidelines produced by Te Puni Kōkiri and Te Taura Whiri i te Reo Māori in 2016. My experience with the implementation of these guidelines is through its inclusion as part of a suite of resources brought together to support the Aotearoa Reorua Program.

*Ngā Mātāpono o "Te Tohu Reorua i te Reo Māori me te reo Pākehā"*

12. The guide is based on international literature and the United Nation's best-practice principles of bilingual and multi-lingual language planning guidelines adopted in policies and guidelines in many countries. It tasks agencies developing bilingual signage policy and practice for their organisation, to consider four key principles:

    (a) Responsive and accessible services for all customers, including those who use te reo Māori;

(b) Visibility of language where it will have most benefit for customers, including those who use te reo Māori;

(c) Equality of language where te reo Māori and English are presented equally, or Māori only; and

(d) Quality of language where te reo Māori is accurate and consistent in all signage across agencies.

*Ngā hua o te tuhinga kupu ārahi*

13. If applied correctly throughout the system, the guide would not only signal that te reo Māori is valued within government and set an example for the wider community and business sectors, it, amongst other outcomes would:

(a) ensure accessibility for te reo Māori language speakers, and specifically the youthful Māori population, a number of which are educated within the Māori language education system and do not learn English within the curriculum until later in their education journey;[2]

(b) Build goodwill with whānau, hapū, iwi and Māori as they recognise when te reo Māori is being respected and supported. As well as supporting wider te reo Māori revitalisation, an organisation that promotes te reo Māori creates good customer relationships, evidenced by the relationships formed as a part of the Aotearoa Reorua program. This goodwill can only increase pride and social cohesion within Aotearoa New Zealand.

[2] As at 1 July 2023, there were 25,824 students enrolled in Māori medium education, representing 3.1% of the total school population; a 0.12 percentage point increase compared to July 2022 (Māori language in schooling | Education Counts, marked and attached as **"A"** to my Brief of Evidence).

*Ngā ngoikoretanga o te tuhinga kupu ārahi*

14. In practice, the overall implementation of these guidelines has been ineffective. In my experience:

(a) they are only implemented and actioned to the extent of the appetite by those charged with responsibility to consider it. In its evidence, the Crown does not identify a monitoring or accountability mechanism to ensure correct application of these guidelines and, furthermore, concedes that the aspects of the guidance are not consistently applied across agencies.[3]

(b) Despite the guidelines being over 8 years old, in its evidence, the Crown does not identify how the guidelines have been widely socialised or updated to ensure the guideline's continued relevance within the system. Furthermore, failure to review and refresh the documentation means that improvements such as guidance around the use of agency names within the documentation has been omitted.

(c) There is a lack of leadership from the Crown in its implementation of the guidelines. By way of example, within the New Zealand Parliament buildings, the Bi-lingual signage guidelines have been disregarded on information boards. The signage is either in the English language only, or with te reo Māori text being placed below the English language signage, in a smaller font.[4]

[3] See Brief of Evidence of Hannah Mary Cameron (27 May 2024) at [13].
[4] Marked and attached **"B"** to my Brief of Evidence is a photographic figure.

*Te horopaki whānui - The wider context for the importance of the implementation of the guidelines.*

15. On 29 May 2024, Census 2023 Māori Descent data was released on Te Whata.[5][6] The key insights released by Te Kāhui Raraunga included:

    (a) 19.6% or 978,246 of Aotearoa New Zealand's population are Māori;

    (b) The Māori population increased by 12.5% between 2018 and 2023 from 869,850 to 978,2462, and in contrast, the New Zealand population increased by 6.3% over the same period;

    (c) While 1 in 5 New Zealanders are Māori – almost 1 in 3 younger New Zealanders (aged under 25 years) are Māori.

16. This Māori descent data is extremely valuable information that I encourage this Tribunal to consider in its deliberations. At its essence, the above statistics tells us that:

    (a) The Māori descent population is growing at double the rate of the New Zealand population:

    (b) It shows Māori are also a significantly younger population when compared to the total New Zealand population, with the median age sitting at 27.2 years, more than 10 years younger than the median age of 38.1 years for the wider population:

    (c) Māori make up an even larger proportion of Aotearoa New Zealand's younger population.

[5] All Māori | Te Whata

[6] Ngā Hua I Resources | Te Kāhui Raraunga (kahuiraraunga.io) 2023 Census Data. Refer also to 2023 Māori Descent Key Findings. This is marked and attached **"C"** to my Brief of Evidence.

17. In its media release dated 29 May 2024[7], Te Kāhui Raraunga highlights its view that it is the youthful, adaptable [Māori] population that will play a crucial role in Aotearoa New Zealand's growth and advancement.

18. In failing to promote the use of te reo Māori, my view is the Crown is sending a strong signal to almost a 5th of the population that it does not value its increasingly important contribution to the community of Aotearoa.

19. The importance of the Crown in complying with their existing Te Tiriti obligations and ensuring te Reo Māori is promoted, revitalised and thriving for future generations Māori mai, Tangata Tiriti mai is more important than ever.

## CONCLUSION

20. In its evidence the Crown places emphasis on outdated guidelines, and strategies. It demonstrates a lack of leadership and accountability and underinvestment in te Reo Māori within the system. The signals this sends iwi Māori exacerbates the undercurrent of systemic bias, mistrust and racism experienced by a growing youthful Māori population.

21. It is vital that our people hear and see te reo Māori in the public sector. Promoting te reo Māori in the public sector promotes goodwill that will only increase pride and social cohesion within Aotearoa New Zealand.

**I tēnei rā:** 5 o Hune 2024

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Kerri Anne Hancock

[7] Te Kāhui Raraunga Media Release (29 May 2024) available at b8e45c_ffc8a13d3e534d72aa047f87c2619aa7.pdf (kahuiraraunga.io). This is marked and attached as **"D"** to my Brief of Evidence.