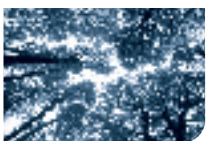
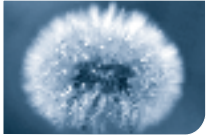




Te Puni Kōkiri  
REALISING MĀORI POTENTIAL

## Te Tirohanga ki te Reo Māori *The Māori Language Survey*



Ki tā te Tirohanga ki te Oranga o te Reo Māori i 2006, kua piki haere te tokomaha o ngā pakeke Māori e mōhio ana ki te kōrero, te pānui, te tuhituhi, me te whakarongo i te reo Māori. Heoi anō hoki, ko te āhua nei, kei te anga whakamua te kaupapa hei whakatū anō i te kōrero Māori i waenga i ngā whakatipuranga. Tērā tērā, he maha ake ngā pakeke Māori e kōrero Māori ana ki ngā tamariki i roto i ō rātou kāinga, me i ō rātou hāpori.

### ■ TE MĀTAU ME TE WHAKAMAHI I TE REO

He take hiringa tonu te mātau me te whakamahi i te reo mō tōna ake oranga. I roto i ngā mahi whakaora reo, he mea matawaenga tonu te kaha, mātau rānei, me te whakamahi o te reo, kia tutuki angitū ngā mahinga whakapakari ake i te reo. I ngā tau 1970-79, ka mōhiotia i noho tuma te oranga o te reo Māori hei reo kōrero ia rā, ia rā, i te mea i iti haere te whakamahi o te reo i waenga i ngā whānau. Nā konei, ka tino whakaheke ngā huarahi hei ako, hei whanake hoki i ngā pūkenga reo.

### ■ TE RAUTAKI REO MĀORI

Mai i ngā tau 1970-79, kua whanaketia e ngā rōpū me ngā hāpori Māori, ngā momo kōkiri ki te whakapakari ake i te reo Māori. Ko te whakautu a te Kāwanatanga ki ēnei mahinga, ko te tuku pūtea, ngā kaupapa here, me ngā kaupapa mahi i hangaia hei tautoko i ngā tūmanako a te Māori mō tō rātou reo. I te tau 2003, ka tukuna e te Kāwanatanga te Rautaki Reo Māori, kua whakatikaina. I whakaaturia e te Rautaki ngā tūranga mahi kei te Māori me te Kāwanatanga ki te whakapakari ake i te reo Māori. Ka hāngai kē te Rautaki ki te whakatū anō i te whakaheke reo mai i tētahi whakatipuranga ki tētahi.

The Survey on the Health of the Māori Language in 2006 shows significant increases in the number of Māori adults who can speak, read, write and understand Māori. It also indicates progress in re-establishing intergenerational language transmission with more Māori adults speaking Māori to children in their homes and in community domains.

### ■ LANGUAGE SKILL AND USE

The ability of people to use a language and the active use of that language are important components of language health. By the 1970s, it was recognised that the survival of the Māori language was under threat because of its declining use within families. This also contributed to the drastically reduced opportunities for people to acquire and develop their language skill.

### ■ MĀORI LANGUAGE STRATEGY

From the 1970s, Māori groups and communities developed a range of initiatives to revitalise the Māori language. Government responded to these efforts with funding, policies and programmes designed to support Māori aspirations for their language. In 2003, the Government released the revised Māori Language Strategy to consolidate and coordinate its Māori language programmes and policies. The Strategy describes the respective roles of Māori and Government in revitalising the Māori language. It also places particular emphasis on re-establishing intergenerational transmission.



I whakatauria e te Rautaki ngā whāinga e rima hei whakatutuki i mua i te tau 2028:

1. Ka taea e te nuinga o te Māori te kōrero Māori, ka piki ake anō ngā taumata matatau ki te kōrero, ki te whakarongo, te pānui, me te tuhituhi i te reo Māori.
2. Ka kaha ake ngā whakamahinga i te reo Māori ki ngā marae, ki roto i ngā kāinga Māori, me ētahi ake wāhi ka tohua.
3. Ka āhei atu te Māori me ērā atu tāngata o Aotearoa ki te toi o ngā akoranga reo Māori.
4. Ka riro mā ngā iwi, ngā hapū me ngā hapori e ārahi ngā mahi whakaora reo ā-rohe. Ka tautokona ngā reo motuhake o tēnā iwi, o tēnā iwi.
5. Kua kaha te whakanui i te reo e ngā tāngata katoa o Aotearoa, ā, ka tū tahi te motu katoa i runga i te whakaaro kia tiakina te reo.

E hāngai ana ngā whāinga tuatahi, tuarua, tuatoru hoki ki te ako, whakawhanake me te whakamahi i te reo. He maha tonu ngā kōkiri e whāia ana e te Māori me te Kāwanatanga hei whakatutuki i ēnei whāinga. Hei tauira, ka tohatoha e Te Taura Whiri i te pūtea o Mā Te Reo ki ngā hapori Māori mō ā rātou ake mahi whakapiki reo. He maha hoki ngā kaupapa whakaako reo e utua ana e te Kāwanatanga hei tautoko i te whakaako reo.

## **■ NGĀ TIROHANGA KI TE ORANGA O TE REO MĀORI**

Hei whakaine i ngā mahi whakapiki i te mātau me te whakamahi reo, i whakahaerehia e te Kāwanatanga ētahi uiuitanga mō te reo i ngā tau 2001 me 2006. I whakahaeretia ēnei uiuitanga mā te patapatai kanohi ki te kanohi ki ngā pakeke Māori. I te tau 2006, tata tonu ki te 4,000 tāngata i uiuitia, huri noa te motu. I whakaine ngā tirohanga nei i te mātau ā-kōrero, ā-rongo, ā-pānui, ā-tuhi, me te āhua o te ako. I whakaine hoki i te iarere o te whakamahi i te reo, ki hea whakamahi ai, ki a wai hoki e kōrerotia ana.

The Strategy sets out five goals to be achieved by 2028:

1. The majority of Māori will be able to speak Māori to some extent and proficiency levels in speaking, listening to, reading and writing Māori will increase.
2. Māori language use will be increased at marae, within Māori households, and other targeted domains.
3. All Māori and other New Zealanders will have enhanced access to high-quality Māori language education.
4. Iwi, hapū and local communities will be the leading parties in ensuring local-level language revitalisation. Iwi dialects of the Māori language will be supported.
5. The Māori language will be valued by all New Zealanders and there will be a common awareness of the need to protect the language.

The first three goals relate to acquiring, developing and using language skills. Several initiatives undertaken by Māori and Government contribute to the achievement of these goals. For example, the Mā te Reo Fund administered by Te Taura Whiri provides funding to communities for initiatives that increase language proficiency and use. Also, the government funds a range of Māori language education initiatives that support the acquisition of Māori language.

#### **■ SURVEYS ON THE HEALTH OF THE MĀORI LANGUAGE**

In order to measure progress towards increasing language skill and use, the Government commissioned sociolinguistic surveys in 2001 and 2006. These surveys involved face-to-face interviews with Māori adults. In 2006, close to 4,000 people were interviewed across the country. These surveys measured language proficiency in speaking, listening, reading, and writing, as well as method of acquisition. They also measured how often people use the language, where they use the language, and with whom they use the language.



## TE MĀTAU KI TE REO

Ki tā te tatauanga o 2006, kua kaha piki haere te mātau ki te reo mā ngā pūkenga reo katoa. Kua piki haere te maha o ngā pakeke Māori e mōhio ana ki te kōrero<sup>1</sup> mā te 9%, te whakarongo mā te 8%, te pānui mā te 10%, me te tuhituhi mā te 11%. Ko tētahi atu kitenga whakahirahira, kua maha ake te ngaringari o ngā tangata kei ngā taumata reo ki runga ake.

Pērā i te tau 2001, he maha ake ngā pakeke Māori e mātau ana ki te reo, i ērā e kōrero ana. He pēnei tēnei āhuatanga i te mea ka tere ake te whakawhanake i ngā pūkenga reo hāngū (te whakarongo me te pānui), i ngā pūkenga reo whakamahi (te kōrero me te tuhituhi). He tohu awhero tēnei i te mea kei ngā pakeke Māori e mau ana i ngā pūkenga reo hāngū nei, te māiatanga kia huri hei kaikōrero ā ngā tau kei te heke mai.

Kua neke hoki te tokomaha o ngā tāngata kei ia taumata reo i roto i ngā rōpū-ā-pakeke. Kua maha ake ngā tāngata i ngā rōpū pūhou e mātau ana ki te kōrero, ā, kua piki haere te maha o ngā tangata i ngā rōpū 15-24, 25-34, 35-44 hoki te pakeke mā te 13%, te 16% me te 10%. Heoi anō, kua neke atu i te huarua ngā tangata ki roto i ngā rōpū-ā-pakeke 15-24 me te 25-34 kei ngā taumata reo ki runga ake.

### Mātau ki te Kōrero – Ōrau o ngā Pakeke Māori mā te Taumata Reo

Taumata Reo	2001	2006
He pai rawa atu/He Pai	9	14 ↑
He āhua pai	11	13 ↑
Kāore i te tino pai	22	24 ↑
Kāore i tua atu i ētahi kupu, i ētahi kīanga ruarua noa iho	58	48 <sup>2</sup> ↓

### Mātau ki te Whakarongo – Ōrau o ngā Pakeke Māori mā te Taumata Reo

Taumata Reo	2001	2006
He pai rawa atu/He Pai	15	21 ↑
He āhua pai	18	22 ↑
Kāore i te tino pai	25	23 ↓
Kāore i tua atu i ētahi kupu, i ētahi kīanga ruarua noa iho	41	33 ↓

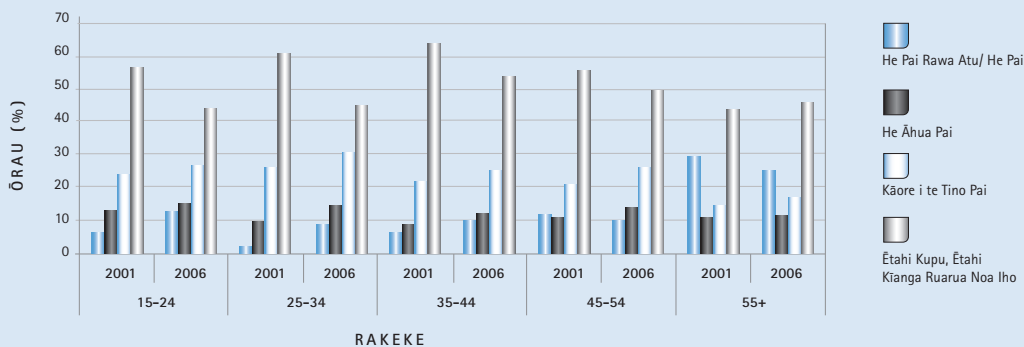
### Mātau ki te Pānui – Ōrau o ngā Pakeke Māori mā te Taumata Reo

Taumata Reo	2001	2006
He pai rawa atu/He Pai	13	21 ↑
He āhua pai	16	19 ↑
Kāore i te tino pai	25	23 ↓
Kāore i tua atu i ētahi kupu, i ētahi kīanga ruarua noa iho	47	36 ↓

### Mātau ki te Tuhiuhi – Ōrau o ngā Pakeke Māori mā te Taumata Reo

Taumata Reo	2001	2006
He pai rawa atu/He Pai	11	17 ↑
He āhua pai	13	15 ↑
Kāore i te tino pai	20	23 ↑
Kāore i tua atu i ētahi kupu, i ētahi kīanga ruarua noa iho	56	45 ↓

Te Mātau ki te Kōrero Māori, mā te Pakeke o te Tangata



FOOTNOTE 1 'Kāore i te tino pai' ki te 'He pai rawa atu'.

2 Kāore te putanga e orite ki te 100% i ngā wā katoa nā te whakawhiwhi.

## LANGUAGE SKILL PROFICIENCY

The 2006 survey shows that there have been significant gains in proficiency levels across all language skills. The population of Māori adults with some level of speaking proficiency<sup>1</sup> has increased by 9%, listening by 8%, reading by 10%, and writing by 11%. It is also interesting to note that the greatest increases have been recorded in the higher proficiency levels.

As in 2001, more Māori adults can understand Māori than speak it. This is to be expected as passive language skills (listening and reading) will develop earlier and faster than active language skills (speaking and writing). What is particularly promising is that Māori adults with passive language skills represent potential future speakers.

There have also been significant shifts in the distribution of proficiency levels amongst age groups. More people in the younger age groups now have some degree of speaking proficiency, with increases of 13%, 16% and 10% across the 15-24, 25-34, and 35-44 year age groups respectively. Additionally, the number of people with a high proficiency level has more than doubled in the 15-24 and 25-35 year age groups.

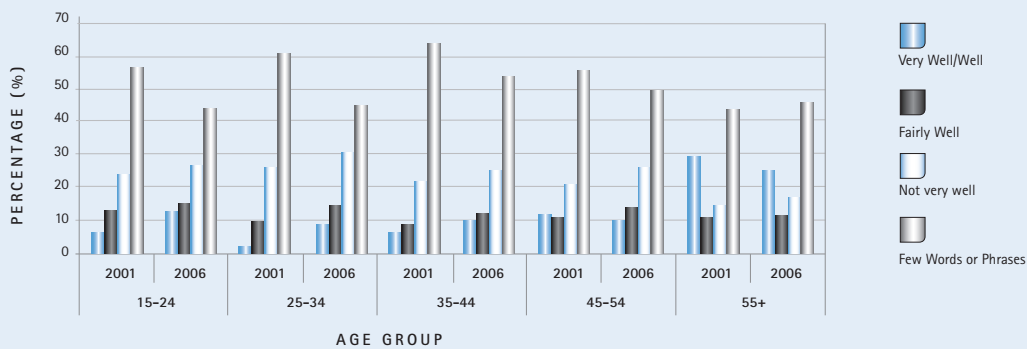
Speaking Proficiency – Percentage of Māori Adults by Degree of Proficiency		
Degree of Proficiency	2001	2006
Very Well/Well	9	14 ↑
Fairly Well	11	13 ↑
Not Very Well	22	24 ↑
No More Than a Few Words or Phrases	58	48 <sup>2</sup> ↓

Listening Proficiency – Percentage of Māori Adults by Degree of Proficiency		
Degree of Proficiency	2001	2006
Very Well/Well	15	21 ↑
Fairly Well	18	22 ↑
Not Very Well	25	23 ↓
No More Than a Few Words or Phrases	41	33 ↓

Reading Proficiency – Percentage of Māori Adults by Degree of Proficiency		
Degree of Proficiency	2001	2006
Very Well/Well	13	21 ↑
Fairly Well	16	19 ↑
Not Very Well	25	23 ↓
No More Than a Few Words or Phrases	47	36 ↓

Writing Proficiency – Percentage of Māori Adults by Degree of Proficiency		
Degree of Proficiency	2001	2006
Very Well/Well	11	17 ↑
Fairly Well	13	15 ↑
Not Very Well	20	23 ↑
No More Than a Few Words or Phrases	56	45 ↓

Māori Language Speaking Proficiency by Age



FOOTNOTE 1 Those who have a proficiency of 'Not Very Well' to 'Very Well'.

2 Components may not always add up to 100% exactly because of rounding.



## TE WHAKAMAHI REO

Kua piki haere te tokomaha o ngā tangata e kōrero Māori ana i roto i te kāinga me te hapori. Kua kaha piki hoki te kōrero Māori ki ngā tamariki i roto i te kāinga. He tohu pai tēnei mō te kaha aro atu o te Rautaki Reo Māori ki te whakamahi reo i waenga i ngā whakatipuranga.

Ahakoā ngā nekehanga pai e pā ana ki te kōrero Māori, he maha ngā tangata e mātau tonu ana ki te reo, engari kāore i te whakamahi.

Kua piki haere hoki te rongo i te reo Māori ki roto i te kāinga me te hapori. Kua kitea ngā pikinga nui ake i te reo ka rangona mai i ngā tamariki nohinohi (14%), ngā tamariki kei te kura tuatahi (14%), me ngā tamariki kei te kura tuarua (15%).

Ko te rāngai papāho tētahi atu wāhi e whakamahi ana te Māori i ōna pūkenga ki te whakarongo ki te reo. Ki tā te tatauanga, o ngā Māori katoa e āhei ana ki te whakarongo ki te teihana reo irirangi Māori, i whakarongo te 85% o rātou i ngā wiki e whā i mua tonu i te uiuitanga. Nā te tīmatanga mai o Whakaata Māori, kua tino rerekē haere te maha o ngā whakaaturanga ka taea te mātakitaki. Ki tā te tatauanga i mātakitaki te 71% o ngā tangata i ngā whakaaturanga reo Māori i runga i ngā teihana rīroa, otirā i mātakitaki hoki te 56% i ngā whakaaturanga reo Māori i runga i a Whakaata Māori.

O ērā e mātau ana ki te pānui me te tuhi ki te reo, i ngā wiki e whā i mua i te uiuitanga i pānui te 68% o ngā tangata i te reo Māori, i tuhi hoki te 53% o ngā tangata i te reo Māori. Ko te nuinga o ēnei tangata, i pānui, i tuhi rānei i roto i te reo ia wiki, ia wiki.

Ko tētahi atu kitenga o te tatauanga nei, ahakoā ko ngā pukapuka tamariki me ngā pānui whakamārama ngā momo pānuitanga kua kaha tonu te whakamahi, ka kitea ngā pikinga nui i te pānui reo Māori mā te īmera (kua piki mai i te 8% ki te 15%) me te wāhi ipurangi (kua piki mai i te 9% ki te 16%). He āhua ōrite te tuhituhi, arā, ahakoā ko ngā reta me ngā mahi akoranga ngā momo tuhituhi kua kaha tonu te whakamahi, ka kitea ngā pikinga nui i te tuhituhi i ngā īmera ki te reo Māori (kua piki mai i te 10% ki te 17%).

Te Kōrero Māori ki Roto i te Kāinga me te Hapori –  
Paihēneti o ngā Pakeke Māori e Mātau ana, e Kōrero ana Hoki mā te Wāhi Kōrero

Wāhi Kōrero	Kia nui ake te kōrero i te haurua o te wā		Kōrero Māori i ētahi wā (tae atu ki te haurua)		Kāore e kōrero Māori ana	
	2001	2006	2001	2006	2001	2006
Ki ngā tamariki nohinohi ki te kāinga	18	30 ↑	43	48 ↑	39	22 ↓
Ki ngā tamariki kei te kura tuatahi ki te kāinga	15	26 ↑	46	48 ↑	39	25 ↓
Ki ngā tamariki kei te kura tuarua ki te kāinga	17	22 ↑	30	45 ↑	53	33 ↓
Ki te hoa rangatira ki te kāinga	12	13 ↑	33	39 ↑	55	48 ↓
Te toko ki ngā whanaunga, hoa rānei	18	22 ↑	33	36 ↑	49	41 ↓
Mahi	14	18 ↑	25	33 ↑	61	48 ↓
Hakinakina	10	11 ↑	20	27 ↑	71	61 ↓
Hokohoko	5	7 ↑	11	16 ↑	84	76 ↓
Karakia	31	38 ↑	24	29 ↑	45	33 ↓
Hui	40	46 ↑	32	36 ↑	28	17 ↓
Ērā atu mahi ki te marae	48	55 ↑	33	34 ↑	19	12 ↓
Whakangahau, pāti, paparakāuta rānei	10	14 ↑	24	28 ↑	65	58 ↓

Te Rongo i te Reo Māori ki Roto i te Kāinga me te Hapori –  
Paihēneti o ngā Pakeke Māori e Mātau ana, e Whakarongo ana Hoki mā te Wāhi Kōrero

Wāhi Kōrero	Kia nui ake te rongo i te reo Māori i te haurua o te wā		Rongo i te reo Māori i ētahi wā (tae atu ki te haurua)		Kāore he reo Māori e rangona	
	2001	2006	2001	2006	2001	2006
Ki ngā tamariki nohinohi ki te kāinga	9	13 ↑	24	32 ↑	65	51 ↓
Ki ngā tamariki kei te kura tuatahi ki te kāinga	8	13 ↑	33	44 ↑	56	42 ↓
Ki ngā tamariki kei te kura tuarua ki te kāinga	7	11 ↑	26	40 ↑	64	49 ↓
Ki te hoa rangatira ki te kāinga	7	7 ↑	21	23 ↑	70	68 ↓
Te toko ki ngā whanaunga, hoa rānei	22	24 ↑	30	32 ↑	48	43 ↓
Mahi	10	12 ↑	18	26 ↑	69	61 ↓
Hakinakina	6	9 ↑	22	24 ↑	70	66 ↓
Hokohoko	3	4 ↑	10	12 ↑	85	83 ↓
Karakia	29	33 ↑	26	27 ↑	43	40 ↓
Hui	56	61 ↑	24	24 □	19	15 ↓
Ērā atu mahi ki te marae	76	78 ↑	17	18 ↑	5	3 ↓
Whakangahau, pāti, paparakāuta rānei	8	10 ↑	25	25 □	66	64 ↓

## LANGUAGE USE

The number of people actively using their language speaking skills in the home and community domains has increased. There have been significant increases in the amount of Māori language being spoken to children in the home. This is particularly positive given the focus of the Māori Language Strategy on intergenerational language transmission.

Despite positive shifts in the amount of Māori being spoken, there are still a number of people who have a degree of speaking proficiency but do not use it.

The amount of Māori language being heard in the home and community domains has also increased. The largest increases have occurred in the amount of language being heard from preschool, primary school and secondary school children with 14%, 14% and 15% increases respectively.

Māori broadcasting is another area where Māori are applying their listening skills with the survey showing that 85% of Māori who have access to a Māori radio station tuned in within the four weeks prior to being interviewed. With the advent of Māori Television, the availability of Māori language television broadcasts has changed dramatically. The survey showed that 71% of people surveyed watch Māori language programmes on mainstream television, while 56% also watched Māori language programmes on Māori Television.

Of those who can read and write in Māori, 68% read something and 53% wrote something in Māori within the four weeks prior to being surveyed. Of these people, the majority read or wrote in Māori on a weekly basis.

The survey also showed that although children's books and pamphlets are still the most commonly read Māori language materials, the greatest reading changes are seen in emails (up from 8% to 15%) and internet sites (up from 9% to 16%). Similarly although letters and course related work are still the most common types of language material written, the greatest changes is in the increase in the number of emails being written in Māori (up from 10% to 17%).

Speaking Māori in the Home and Community –  
Percentage of Māori Adults with a Degree of Proficiency who Speak Māori by Domain

Domain	Speaking Māori more than half the time		Speaking Māori up to half of the time		Speaking no Māori	
	2001	2006	2001	2006	2001	2006
At home speaking to preschool children	18	30 ↑	43	48 ↑	39	22 ↓
At home speaking to primary school children	15	26 ↑	46	48 ↑	39	25 ↓
At home speaking to secondary school children	17	22 ↑	30	45 ↑	53	33 ↓
At home speaking to spouse	12	13 ↑	33	39 ↑	55	48 ↓
Visiting relatives, friends or neighbours	18	22 ↑	33	36 ↑	49	41 ↓
Work	14	18 ↑	25	33 ↑	61	48 ↓
Sports	10	11 ↑	20	27 ↑	71	61 ↓
Shopping	5	7 ↑	11	16 ↑	84	76 ↓
Religious Activities	31	38 ↑	24	29 ↑	45	33 ↓
Meetings and Hui	40	46 ↑	32	36 ↑	28	17 ↓
Other Activities at the Marae	48	55 ↑	33	34 ↑	19	12 ↓
Socialising at Party, Nightclub or Pub	10	14 ↑	24	28 ↑	65	58 ↓

Hearing Māori in the Home and Community –  
Percentage of Māori Adults with a Degree of Proficiency who Heard Māori by Domain

Domain	Heard Māori more than half the time		Heard Māori up to half of the time		Heard no Māori	
	2001	2006	2001	2006	2001	2006
At home speaking to preschool children	9	13 ↑	24	32 ↑	65	51 ↓
At home speaking to primary school children	8	13 ↑	33	44 ↑	56	42 ↓
At home speaking to secondary school children	7	11 ↑	26	40 ↑	64	49 ↓
At home speaking to spouse	7	7 ↑	21	23 ↑	70	68 ↓
Visiting relatives, friends or neighbours	22	24 ↑	30	32 ↑	48	43 ↓
Work	10	12 ↑	18	26 ↑	69	61 ↓
Sports	6	9 ↑	22	24 ↑	70	66 ↓
Shopping	3	4 ↑	10	12 ↑	85	83 ↓
Religious Activities	29	33 ↑	26	27 ↑	43	40 ↓
Meetings and Hui	56	61 ↑	24	24 □	19	15 ↓
Other Activities at the Marae	76	78 ↑	17	18 ↑	5	3 ↓
Socialising at Party, Nightclub or Pub	8	10 ↑	25	25 □	66	64 ↓





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## NGĀ WHAKATAU

Ka tohua e ngā hua o ngā Tirohanga ki te Oranga o te Reo Māori te ahu whakamua o ā tātou mahi hei whakatutuki i ngā whāinga tuatahi, tuarua, tuatoru hoki o te Rautaki Reo Māori. He tino pai te kite i ngā tino pikinga i ngā wāhanga e hāngai ana ki te whakatū anō i te whakamahi reo i waenga i ngā whakatipuranga.

Ki tā ngā tatauranga kei te piki haere te tokomaha o ngā pakeke Māori kua eke ki ngā taumata reo mō ngā pūkenga reo e whā. Otirā, he tokomaha ake ngā tangata e tino mātau ana ki te reo kei ngā rōpū-ā-pakeke pūhou.

Kua piki haere hoki te kōrero me te whakarongo ki te reo i roto i ngā kāinga me ngā hapori. Ahakoa tērā, he maha tonu ngā pakeke Māori e mau ana i ngā pūkenga reo Māori engari kāore rātou i te whakamahi i ēnei. Ko te wero mō Ngāi Māori, mō te Kāwanatanga hoki, ko te tautoko i ngā tangata e mōhio ana ki te kōrero, tuhituhi, pānui, whakarongo hoki, kia kōrero, tuhituhi, pānui, whakarongo hoki. Ka āta wānangahia ngā hua o ngā tatauranga nei me ētahi atu rangahau kia āta kite i te huarahi hei whakatutuki i tēnei.

## CONCLUSIONS

The results of the Surveys on the Health of the Māori Language indicate that good progress is being made towards the first three goals of the Māori Language Strategy. It is particularly positive to see significant increases in areas that directly contribute to the restoration of intergenerational transmission.

The Surveys indicate that there are an increasing number of Māori adults who have language skills across a range of proficiency levels. Additionally, the number of people with high proficiency is increasing in the younger age groups.

There have also been increases in the amount of language spoken and heard in the home and community. However, there are a number of Māori adults who have skills but still do not use them. The challenge for Māori and Government alike is to support the increasing numbers of people who can speak, write, read and listen so that they actually do speak, write, read and listen. The survey results will need to be considered with other demographic and social research and data to provide a more detailed picture of how to undertake these next steps.

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REF 0106-003  
July 2007