

He Rautaki Mātauranga Māori Mātauranga Māori Strategy

July 2024



NGĀ TAONGA
SOUND & VISION



Matewai ana ngā whatu i te tirohanga
Te kanohi tupuna nō te ao kohatu
Tangi kōrihirihi te reo tangata.
Te reo tipuna nō te arero mātau
He mātauranga Māori
Kia rongorongo, kia ataata, kia korikori i te ao mārama.
He mea taonga, he mea atawhai
Hei mea ora, Hei mea tuku iho
Ko tō manawa, ko tōku manawa
Whakairihia ake ki runga
Haumi e, hui e!
Tāiki e.



Rārangi Take

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Ko te Kaupapa

E kīia ana te kōrero, tē tōia, tē haumatia. Heoi anō, he rautaki tēnei hei arataki i a Ngā Taonga me te rangiwhāwhā o te mātauranga Māori e pupuritia nei, e atawhaingia nei e tēnei pātaka. He mea tuhituhi tēnei nā runga i tō mātou kaupapa mātua, āra kia puritiatia, kia utaina hoki ngā tutuku ataata-rongo a ngā tūpuna hei tuku iho, tuku iho ki ngā waihotanga o rātou mā.

The Purpose

There is an old Māori adage – Tē tōia, tē haumatia – meaning nothing can be achieved without a plan, workforce and a way of doing things. This strategy has been developed to guide Ngā Taonga in the care of the extensive mātauranga Māori held in our archive. It has been written with our primary kaupapa in mind, namely the stewardship and preservation of our audiovisual heritage collections for future generations.



He Kupu Whakataki

Tēnei mātou a Ngā Taonga, he pātaka tūturu, arā, he pātaka taonga, he pātaka kōrero e pupuri ana i ngā kura atataata, i ngā kura rongo hoki nō Aotearoa nei. He pātaka tuku iho, he pātaka tūhono hoki i ngā taonga e tika ana. Kāore e kitea he kohinga taonga Māori, he kohinga mātauranga Māori pēnei nā ki whenua kē puta noa i te ao. Nā ēnei taonga Māori me ōna mātauranga a Ngā Taonga i rangatira ai i te ao Māori.

I takea mai mātou i te whakaaro rangatira a ngā kaiāhāpai ritenga Māori o mua e whakapae ana he mana tūturu tā tēnā taonga, tā tēnā taonga. Ko Barry Barclay tēnā, ko Merata Mita tēnā, ko Dick Grace tēnā, ko Ngāhuia Te Awēkotuku hoki tēnā, ā, me ētahi atu o āua momo. E whakaaro tangi ana ki ērā o rātou kua mēne atu ki te pō. Nā rātou te ōhākī, me manaaki, me atawhai ngā taonga, otirā mā te kaitiaki o te taonga e kōrero mō taua mana tuturu. Nōna te whakapapa tūpuna ki te taonga, ka noho haepapa ia ki te tiaki i te mātauranga kei taua taonga Hei tā aua kaiāhāpai ritenga Māori, ma te kaitiaki e kī, mā wai e whakarongo, e mātakitaki, e rāweke rānei. Kāti rā.

Kua wharikitia te moeamea e Ngā Taonga, arā 'a sustainable world-class audiovisual archive.' He pātaka ātaringa, ā-whatu tūturu rawa atu, he pātaka hoki kei runga noa atu ana painga. Ki te kore mātou e whakaaro tika, ki te kore e mahi pono hoki ki ngā taonga Māori nō tēnei ake whenua, e kore e tutuki taua moemoeā. Manohi anō, ki te whakaaro tika, mahi pono hoki, ka noho pea mātou hei whakaihuwaka, hei tauira

Introduction

Ngā Taonga is a pātaka tūturu: that is, a storehouse of audiovisual records that hold stories and taonga from the history of Aotearoa. We aim to make these taonga appropriately accessible. Within this pātaka is a unique collection of taonga Māori and mātauranga Māori that can be found nowhere else in the world. This collection of taonga and mātauranga makes Ngā Taonga attractive to te ao Māori.

Our beginnings can be traced back to those rangatira Māori of the past who emphasised that each taonga had its own mana tūturu. These Māori thought leaders included the likes of Barry Barclay, Merita Mita, Dick Grace, Ngāhuia Te Awēkotuku and others of that ilk. It is right that we continue to recognise them, many whom have passed on. It was they who declared that taonga Māori must be appropriately cared for and that the kaitiaki of the taonga needed to speak for that mana tūturu. Kaitiaki are those who have ancestral connections to the taonga and whose calling creates an obligation to safeguard the mātauranga Māori held within it. Those original thought leaders maintained that kaitiaki should decide who should have access to their taonga.

The vision for Ngā Taonga has been laid down: 'a sustainable world-class audiovisual archive.' This vision cannot be achieved if we do not appropriately care for and manage the indigenous taonga Māori collection that we



pātaka tūturu mō te mātauranga iwi taketake i ngā whare pūranga pēnei nā, huri noa i te ao.

Kei te Rautaki Matua 2019-2024 te whakaarotau – ‘Connecting and engaging with iwi in the spirit of partnership.’ E kaha tonotono mai ana ngā whānau, ngā hapū me ngā iwi i ā rātou taonga. Me tono mai, ka tika. Ko tā Ngā Taonga, kia hono tahi, kia whakarato tonu hoki ki ā rātou. Me Māori te āhua o taua whakarato, arā ko te reo me ngā tikanga Māori tae atu ki tā te Māori titiro.

He mea whakatinana te tū ratonga Māori nei i tā mātou whai i te āhuatanga ‘kaupapa-centredness’. Hei whakamārama noa i tēnei momo āhuatanga, ko tōna tikanga e whakapono ana mātou kei tēnā iwi, kei ia iwi ōnā ake tirohanga ki te ao, ā, ko te Kaupapa Māori tētahi. Ka whakamanatia katoatia e mātou aua tirohanga i raro i te Tiriti o Waitangi. Nā tēnei tūmomo āhuatanga i whaiwāhi ai a mātauranga Māori i roto i ngā mahi, ina koa ko te taonga Māori.

Kua oti kē anō te whakatū he tāhuhu me ngā whāinga hei tutuki mā Ngā Taonga. Kei reira te kōrero mō te mātauranga Māori, te kaitiakitanga, te whakaaro Māori ki te taonga Māori, te Tiriti o Waitangi, te mahi tahi me te iwi Māori me te hononga anō ki ā rātou taonga me ōna mātauranga Māori. E hāngai ana tēnei rautaki ki taua tāhuhu rā.

Kua marama hoki, ki te whai mātou i te ara tahi i a Te Puna Mātauranga o Aotearoa, Te Rua Mahara o te Kāwanatanga (kei raro rāua tahi i te maru o Te Tari Tai Whenua), ka whai hua tātou āpōpō. He whakaaroaro ngātahi, he wānanga ngātahi, he whakatakoto rautaki ngātahi, ā, he mahi ngātahi. Ka mutu he huihuinga mātauranga Māori tētahi o aua hua. Kia kaua hoki mātou e wareware ki tō mātou hoa, ki a Manatū Taonga me ā tāua nei mahi tahi hei whakatutuki i ngā kaupapa mātauranga Māori.

Heoi anō, e marama kehokeho ana mātou i te nui me te hōhonu o te mātauranga Māori, mātauranga ā-iwi hoki kei tēnei pātaka e takoto ana. Nō mātou te whiwhi. He taonga tuku iho, he whakapapa kōrero mā ngā uri whakatupu a tēnā hapū ā tēnā iwi, huri noa i te motu Kua whakaairotia te pātaka ki aua mātauranga, ki ngā taonga Māori.

Kia whai mātou i te rautaki mātauranga Māori nei kua whakarārangitia iho nei kia ora ai te taonga Māori, kia puta hoki ōna mātauranga ki te whei ao, ki te ao marama.

Ahako te kaupapa, ahako te aha, e piripono ana a Ngā Taonga ki ēnei mātāpono, arā, ko te Tika, ko te Pono, ko te Aroha, ko te Tangata, ko te Hono hoki. Hei korowai whakaahuru ēnei mātāpono mō ā mātou nei mahi e pā ana ki te mātauranga Māori, otirā ki ngā mahi katoa. Nā reira kia kaha tonu a Ngā Taonga ki te whaiwhakaaro, ki te whakatinana hoki i ngā mātāpono nei kei ngutu kau noa iho, kei kupu Māori noa iho. Mā te piripono ki aua mātāpono i runga anō i te ngākau māhaki, ka tika te mahi, ka mau tonu hoki mātou ki te ara tika, ā, ka hua ko te pai.

Nā reira, anei rā ngā ritenga tekau hei arataki, hei whakamāori i a Ngā Taonga me ana mahi e pā ana ki te mātauranga Māori.

hold. Indeed, if we do engage with taonga Māori in a correct way, then perhaps we may aspire to be leaders in this area. We can set an example for other archives around the world in relation to the care and management of taonga that embody indigenous knowledge.

One of the priorities in our Strategic Plan 2019-2024 is ‘Connecting and engaging with iwi in the spirit of partnership.’ Whānau, hapū and iwi are actively and increasingly requesting access to their taonga. The onus is on Ngā Taonga to work with them and provide an appropriate level of service which is by its nature Māori. That includes incorporating te reo Māori, tikanga and Māori worldviews into our service.

This mode of ‘Māori service’ reflects our archive’s commitment to being a kaupapa-centred organisation. In its most basic form, being kaupapa-centred is about recognising and embracing the diversity of worldviews in Aotearoa (including Kaupapa Māori) and the respect for all under Te Tiriti o Waitangi. Being kaupapa-centred ensures space for mātauranga Māori approaches to our work, particularly in relation to taonga Māori.

The Ngā Taonga Outcomes Framework also references mātauranga Māori and kaitiakitanga of taonga Māori. The framework further shows our commitment to applying a Māori lens to taonga Māori, to te Tiriti o Waitangi, and to our collaboration with iwi Māori to reconnect them with their taonga. This strategy aligns with that framework. Ngā Taonga also recognises the value and benefits of a shared pathway with the National Library and Archives NZ (Department of Internal Affairs) to reimagine and design a shared future vision and collaborative ways of working across Archives NZ, National Library and Ngā Taonga Sound & Vision to the benefit of mātauranga Māori. The Ministry for Culture and Heritage remains a key partner in the mātauranga Māori space.

We deeply value the extent of the mātauranga Māori and whānau, hapū and iwi knowledge that this archive is privileged to hold. These are heritage collections for future generations of Māori throughout the country. The significance of the mātauranga and the taonga Māori in our collections are a key feature of Ngā Taonga.

This Mātauranga Māori Strategy provides a pathway forward for us to follow to guide the preservation of our taonga Māori and the appropriate accessibility to the knowledge they hold. Ngā Taonga ascribes to the following values in all that it does: that is, tika, pono, aroha, tangata, and hono. These provide a protective cloak for our work in the mātauranga Māori space. How these values are embodied in the work of Ngā Taonga is important. They ensure we act in an appropriate way and remain on the right path that leads us to positive outcomes.

Here then are ten ‘ritenga’ or practices to guide and normalise working with mātauranga Māori at Ngā Taonga.



Ka Tahi: **Kia Pūmau ki Te Tiriti o Waitangi**

Ka arahina e te Tiriti o Waitangi ā mātou nei mahi katoa. E mea ana te Tiriti kei te atikara tuarua 'ka whakarite ka whakaae ki nga rangatira ki ngā hapū, ki ngā tāngata katoa o Nu Tīiani te tino rangatiratanga o o ratou wenua o ratou kainga me o ratou taonga katoa.'

Kua whakamanatia kētia te Tiriti me ōnā mātāpono ki roto i te Kaupapa o Ngā Taonga. Ko ngā mātāpono nui, ko te rangapū (he mahi tahi me te iwi Māori), ko te tiakina (kia rokirokitia ngā taonga), me te whakaurunga hoki (kia hono atu te taonga ki tōna iwi me te whāwhā). E kaha kōrerotia ana te kaupapa mātauranga Māori i ēnei rangi tonu. E rapu ana i ngā iwi Māori me te motu whānui. Hei kōrero whakamārama i te mātauranga Māori, waiho mā te Rūnanga Whakamana i te Tiriti o Waitangi, kei tōna ripoata mō te kerēme Wai 262 e kōrero. E pēnei ana:

'Mātauranga' is literally translated as 'knowing' or 'knowledge'. 'Mātauranga' encompasses what is known and how it is known – that is, the way of perceiving and understanding the world, and the values or systems of thought that underpin those perceptions ... Mātauranga Māori incorporates language, whakapapa, technology, systems of law and social control, systems of property and value exchange, forms of expression, distinctive tribal knowledge, traditions, customs, spirituality and more. (Ko Aotearoa Tēnei – Te Taumata Tuatahi, Waitangi Tribunal Report, 2011, p. 22).

Mā ngā kupu whakamārama nei hei tohutohu, hei ārahi i a Ngā Taonga ki te whakatau, he taonga Māori rānei me ōnā mātauranga Māori hoki te taonga rā. Me kaua a Ngā Taonga e wareware ki te kerēme Wai 262 e pā ana ki te tino rangatiratanga o te iwi Māori ki runga i ana taonga katoa me ōna mātauranga.

Ahakoia ehara mātou i te tari Kāwanatanga, nā te Karauna te nuinga o ā mātou taonga i tuku mai ā, e hāpai nui ana mātou i te Tiriti o Waitangi i roto i ā mātou mahi katoa, ka tika. Nā reira, me whaiwhakaaro mātou ki taua kerēme me te ripoata o te Taraipuruna, 'Ko Aotearoa Tēnei', i a mātou e kimi ana, e rapu ana i te ara tika e pā ana ki te mātauranga Māori ki Ngā Taonga nei.

I runga anō i tēnei pūmau ki te Tiriti, ka tautoko tonu mātou i ngā mahi o Te Ara Taonga (he mea whakatōpū i ngā tari kawanatanga tiaki taonga tēnei) kia tutuki ai ngā kerēme Tiriti o tēnā iwi, o tēnā iwi, otirā hei ara hoki tēnei e honohono ai aua iwi ki ā rātou taonga, ki aua mātauranga e pupuritia nei e mātou.

One: **Hold Steadfast to Te Tiriti o Waitangi**

Te Tiriti o Waitangi guides all our work. Article Two of the Treaty promises 'to protect the chiefs, the subtribes and all the people of New Zealand in the unqualified exercise of their chieftainship over their lands, villages and all their treasures.'

Te Tiriti and its principles have been enshrined in the Kaupapa/Constitution of Ngā Taonga. The main principles are partnership (working with iwi and Māori), protection (the preservation of taonga) and participation (connecting taonga with iwi and Māori and creating opportunities for access to it).

Mātauranga Māori has increasingly become an area of interest in recent times. It is sought after not just by Māori but New Zealanders generally. We adopt the useful definition of mātauranga Māori from the Waitangi Tribunal who, in their report on the Wai 262 claim, have stated:

'Mātauranga' is literally translated as 'knowing' or 'knowledge'. 'Mātauranga' encompasses what is known and how it is known – that is, the way of perceiving and understanding the world, and the values or systems of thought that underpin those perceptions ... Mātauranga Māori incorporates language, whakapapa, technology, systems of law and social control, systems of property and value exchange, forms of expression, distinctive tribal knowledge, traditions, customs, spirituality and more. (Ko Aotearoa Tēnei – Te Taumata Tuatahi, Waitangi Tribunal Report, 2011, p. 22).

This definition will guide Ngā Taonga in determining whether a taonga is defined as taonga Māori, holding mātauranga Māori.

Ngā Taonga will take into consideration the findings and recommendations of the Wai 262 claim in our work with taonga Māori. This claim against the Crown concerns itself with Māori control over their own taonga and knowledge. Although we are not a Crown agency, most of our collections have been deposited by the Crown and of course, we ourselves strive to be a good 'Treaty citizen' in all that we do. Hence then it is right that we consider this claim and the resulting report by the Waitangi Tribunal, Ko Aotearoa Tēnei, as we seek out the right path for mātauranga Māori at Ngā Taonga.

Our Tiriti commitment means we continue to support Te Ara Taonga (a collective of cultural heritage Crown agencies) in its work with iwi as iwi seek to settle their Tiriti claims. We recognise this as a pathway for iwi to connect with their taonga and mātauranga that we hold.



Ka Rua: Kia Kohikohia te Taonga Māori

Kei tēnei pātaka ataata-rongo he taonga Māori nō ngā iwi o te motu e kawea nei te mātauranga Māori mā te kanohi mātaki, mā te taringa areare. Ko te taonga te pūtake o ngā mahi katoa o Ngā Taonga. Kei tēnā taonga Māori, kei tēnā taonga Māori ōna ake kaitiaki, he kaitiaki mō te mātauranga hei hāpai i te tika, hei pēhi i te hē. He mea kohikohi ēnei taonga kia kore ai te mātauranga e hekeheke. He maha ngā kaupapa, arā, he reo karanga, whaikōrero, ko ngā kōrero hītori o ngā iwi me ngā hapū, he pōwhiri, he kōrero wharenuī, marae hoki, he kapa haka, he whakanui i te rā o Waitangi, he aha, he aha. E whia noa ngā tū taonga. Ko ngā tutuku ēnei a ngā tūpuna mā te uri whakatupu.

E kore e mutu te kohikohi taonga Māori me te mātauranga Māori, ahakoa ā rīpene nei, ā matihiko rānei. Engari, me whakaae tuatahi mai te ao Māori. Ka whakapakari hoki a Ngā Taonga i a ia anō kia Māori ai te mahi kohikohi, arā ka whai i ngā tikanga Māori, kaua ko te kohikohi noa.

Tēnā, ehara i te mea ka taea e mātou te kohikohi i te katoa. Nā kōna, i roto i ngā mahere whiriwhiri taonga hei kohikohi, ka whakaarotau, ka whakatairanga hoki i te mātauranga Māori nui whakaharahara. Mā ngā iwi Māori e tautohu i ōna tino taonga mātauranga Māori nei.

Two: Collect Taonga Māori

Our audiovisual archives contain taonga Māori from iwi throughout the land and mātauranga Māori that can inform the inquisitive mind. Our taonga underpin all we do at Ngā Taonga. Each taonga Māori has one or more kaitiaki responsible for the mātauranga to ensure appropriate access and use. These taonga have been collected to ensure that the mātauranga and cultural heritage they hold is not lost. There is a range of subject matter – karanga, whaikōrero, iwi and hapū history, welcomes, talks on wharenuī and marae, kapa haka, Waitangi Day commemorations and much more. There are many taonga where knowledge was given to support future generations.

We will continue to collect both digital and analogue taonga Māori and mātauranga Māori; and to seek any appropriate approval from Māori. We will also build our mātauranga Māori capacity to be able to collect and seek that approval in a Māori way.

That said, we cannot collect everything and therefore we will prioritise significant mātauranga Māori. We will work with iwi/Māori to strategically select and acquire such mātauranga.



Ka Toru: **Kia Utaina, kia Rokirokitia te** **Taonga Māori**

Ka rokirokitia ngā taonga Māori hei taonga tuku iho ki ngā uri whakatupu, hei whakapapa kōrero mō rātou.

Kua ū a Ngā Taonga ki te ara whakamatihiko. Me mātua whakamatihiko ngā taonga Māori kia ora ai, ka tika. Anō nei, i roto i ngā whiriwhiringa taonga hei.

whakamātihiko, ka whakaaronui, ka whakaarotau anō hoki ki ngā taonga e pupuri nei i te mātauranga Māori whakaharahara. E mōhio ana mātou, ka pā atu ēnei taonga ki te whānau, ki te hapū, ki te iwi, ki te hāpori, otirā ki ngā whakatupuranga hoki kei te heke mai.

Three: **Preserve Taonga Māori**

We will preserve taonga Māori to ensure that the kōrero and imagery they contain are available for future generations.

Ngā Taonga is on a digital transformation pathway. This includes the digital preservation of our taonga Māori to ensure their survival. In our selection of taonga to be preserved, we again will prioritise those taonga which hold significant mātauranga Māori. We recognise that these will benefit and impact whānau, hapū, iwi, other Māori communities, and indeed future generations to come.



Ka Whā: **Kia Māori te Pupuri Taonga Māori**

E mea ana a Ngā Taonga kei te pupuri noa iho mātou i ngā taonga. Koinei te mahi. Ehara i a mātou aua taonga. Nā rātou i hanga, nā rātou i homai, nā rātou hoki te mātauranga i aua taonga. Ko tā mātou, he pupuri, he atawhai noa. E puritia ana ngā taonga Māori kia ora ai te mātauranga, kia kaua e ngaro. Tēnā, ka whakatuwheratia te tatau o te pātaka nei ki ngā taonga Māori hei pupuri, hei atawhai mā mātou. Engari kia whakapono ngā kaitiaki, otirā, te iwi Māori ki ngā ritenga me ngā mahi a Ngā Taonga. Nā konei, ka noho ngā mahi hei whakapakepake mā mātou.

Engari kia kaua ko te pupuri noa iho. Nā runga i tā mātou piripono ki te āhuatanga Kauapa-centred, ka whakapau whakaaro Māori tonu ki ngā taonga Māori e pupuritia nei e mātou. Kua kōrerotia kētia te kohikohi taonga me te tikanga Māori. E tika ana i roto i ngā mahi pupuri taonga, arā, ko tōna wāhi noho, ko tōnā kōrero whakamārama, ko tōna whakamatihiko, ko tōna tukunga ki wāhi kē. Ko te aha, ko te aha, me whakaaro mātou ki te mana me te tapu o aua taonga me ōna mātauranga katoa. Ka whakaaro hoki ki te hau o te taonga, kei reira tōna whakapapa kōrero.

Nā reira, me mārama, me ū hoki ā mātou kaimahi ki ngā tikanga Māori i ngā mahi pupuri taonga Māori.

Four: **Collect Taonga Māori**

Ngā Taonga operates on the understanding that we are merely the kaupupuri or stewards of the taonga in our care. The taonga do not belong to us; they belong to those who created them, those who deposited them and those who have a whakapapa connection with the mātauranga that they hold. Our responsibility then is to hold and care for those taonga to both ensure their preservation and facilitate access and use where appropriate.

Our commitment to being kaupapa-centred means we will continue to apply a Māori lens to the taonga Māori that we hold. We will have regard for the mana and tapu of these taonga and their mātauranga. We will also respect the hau or essence of the taonga which records the legacy of their stories.

Our staff will therefore need to understand and abide by tikanga Māori practices in caring for taonga Māori.



Ka Rima: Kia Hāpai i te Reo Māori

Ko te reo te mauri o te mana Māori me te mātauranga Māori. Te maha hoki o ngā taonga reo Māori kei tō mātou pātaka. He reo nō te mātaunga, he reo nō ngā tūpuna hei tauira mā te ākonga o te reo rangatira.

Kua whakatūria kētia ngā tūranga reo Māori ki Ngā Taonga kia taea ai e mātou te kōrero mō aua taonga me ōna mātauranga i tōna reo kia kaua e takoto huakore i roto i te pātaka. Ka whai tonu i ngā tūranga mahi pēnei nā. Mā ēnei tūranga e whakatau, e manaaki i ngā manuwhiri ki te reo Māori, ā, e whakautu tika hoki i ngā tono rangahau reo Māori.

Ka rapu huarahi hei whakapakari i te reo o aua kaimahi, otirā hoki i ngā kaimahi katoa e hiahia ana ki te reo.

Ka whai mātou i te Maihi Karauna i roto i ā mātou whakamahia i te reo Māori kia tika. Ka tika i te mea nā te Karauna te nuinga o ā mātou taonga. Ko te tiakitanga me te whakatairangatanga o te reo ngā whāinga nui. E tino tautoko ana mātou.

E mea ana te Taura Whiri i te Reo Māori, te whakaihuwaka o te Maihi Karauna, me Aotearoa te reo. E tautoko hoki ana mātou. Ka whakatairangatia e mātou ēnei taonga reo Māori ki te motu whānui, ehara i te mea ki te Māori anahe, engari ki ngā tāngata katoa o Aotearoa, puta noa, puta noa.

Ka whakahoa mātou ki te Taura Whiri i te Reo Māori, otirā ki a Te Mātāwai hoki me ērā atu o ngā whare kaupapa reo Māori, reo ā-iwi hoki, ā, ka rapu i ngā kaupapa e mahi tahi ai mātou hei whakanui i ngā reo taonga e puritia nei e mātou.

Ka mutu, ka whai tonu mātou i ngā ritenga tuhituhi a Te Taura Whiri hei arataki i ā mātou tuhituhi katoa kia rite ai te āhua o tēnā kōrero, o tēnā kōrero. Ehara tēnei i te takahi i ngā reo-ā-iwi. He mea nui te reo-ā-iwi. Heoti, ka waiho mātou mā ia iwi, mā ia iwi e kōrero i tōna ake reo. Kei a ia taua mātauranga.

Five: Support Te Reo Māori

The Māori language is at the heart of mana Māori and mātauranga Māori. We have many Māori language taonga among our collections. There are reo exponents and ancestral voices which are exemplars for students of the language.

We have and will continue to establish roles at Ngā Taonga requiring Māori language capability so that we can work with and describe our taonga reo Māori in the language they are presented in. We also want to continue to be able to host visitors in the Māori language and adequately respond to their reo Māori research requests.

We will seek out opportunities to strengthen the language capability of those Māori language staff and support our other staff to engage with te reo Māori. Because the majority of the taonga we hold are Crown deposits, we apply the Crown's Maihi Karauna Māori Language Revitalisation Strategy in our te reo Māori work. The protection and promotion of te reo are the principal objectives of this strategy.

We wholeheartedly support this. We also support Te Taura Whiri, (the Māori Language Commission) the champion of the Maihi Karauna, who asserts that the reo must be an integral part of New Zealand life. We will promote our taonga reo Māori to all, not just to Māori but to all New Zealanders.

We will partner with Te Taura Whiri, Te Mātāwai and other Māori language institutions and explore opportunities to collaborate and mutually promote the Māori language taonga we hold in our archive.

Finally, we will continue to follow the orthographic conventions of Te Taura Whiri in our written te reo Māori work, to ensure consistent formatting and that standards are upheld. This is not to dismiss iwi dialects which we acknowledge are important. However, we leave it for iwi themselves to best promote their iwi vernacular as they are more likely to possess that requisite local knowledge.



Ka Ono: Kia Whakapakari i ngā Kaimahi

E ai ki te whakatauākī mā te huruhuru, ka rere te manu. Ko ngā kaimahi ngā huruhuru. Kua whakatūria ngā tūranga kaimahi mātauranga Māori ki ngā wāhanga o te pātaka ki te hāpai i te mātauranga Māori. Koinei ngā ringa rehe o te mātauranga Māori. kei a rātou ēnā pūkenga reo Māori, tikanga Māori hoki. Heoti e mea ana me whai a Ngā Taonga i ngā tūranga pēnei me ōnā pukenga. Haunga ko aua pukenga, ka whakapakaritia, ka whakaakongia ēnei tūranga ki te ao atawhai taonga. He mea uaua te kimi tāngata Māori e tika ana hei kaiatawhai taonga. Ka hanga i ngā kaupapa hei whakaako i ngā tāngata Māori ki te atawhai taonga ataata-rongo. Ka whakatakoto huarahi ki ngā tūranga mahi.

Ākene pea, ka ahu mai rātou i ngā iwi Māori. He kaupapa mahi tahi. Kei te kaha whakarite ētehi iwi i ngā kaupapa tiaki taonga pērā i te whare taonga. Kua kōrero mai te nuinga o rātou he paku mōhio ki te ao atawhai taonga maha. Ko tā mātou, he whakaako, he whakamahi i ngā pia ki ngā mahi a Ngā Taonga, kātahi rā ka whakahokia rātou ki tō rātou iwi me aua mātauranga, aua wheako hoki.

Tēnā, e ai ki te kōrero mā whero, mā pango ka oti ai te mahi. Ki te hāpai nuitia tonu te mātauranga Māori, me eke ngā kaimahi katoa ki runga i tēnei waka, taunaki ai. E kore ngā whāinga Māori e tutuki i ngā kaimahi mātauranga Māori anahe. Nā reira, ka whakaakongia ngā kaimahi katoa ki ētehi āhuatanga o te ao Māori hei whakapakari i a rātou i tēnei momo mahi. Ko te reo Māori tēnā, ko ngā tikanga Māori ēnā, ko te Tiriti o Waitangi hoki tēnā, ā, tae atu ki te hauora o te tangata ki tā te mātauranga Māori titiro, arā, ko te Whare Tapawhā tēnā.

Six: Build Staff Capacity and Capability

Ensuring appropriate staff capacity and capability for mātauranga Māori is crucial to the success of this strategy. Mātauranga Māori roles have been established across relevant parts of the archive to support this area of our work. They are our mātauranga Māori specialists. These positions bring with them skills and knowledge of te reo Māori and tikanga Māori. It is important that Ngā Taonga retains that depth of expertise and where necessary we will strengthen the archival practice of these employees.

That said, the recruitment of Māori as archivists is difficult. We will explore opportunities to develop programmes to train and recruit Māori into the audiovisual archival field and establish career pathways. There is potential to collaborate with cultural heritage sector partners in this space.

These recruits could possibly come from iwi as part of a partnership. A number of iwi have established or are in the process of establishing their own archive. Many have expressed limited capability in this area and look to institutions like ours for assistance. There is therefore a role for us to offer training opportunities at Ngā Taonga, and for the trainees to then return to their iwi with that knowledge and experience. We will explore potential training partnerships with iwi.

The success of the strategy will also require internal collaboration. If we are to uplift our capacity in mātauranga Māori, then it will require support from across the Archive. Mātauranga Māori specialist positions on their own are not enough. Hence, we will educate all our staff in aspects of the Māori world to build their capability in this space. That includes te reo Māori, tikanga Māori, te Tiriti o Waitangi, as well as the concept of te Whare Tapawhā to support their wellbeing from a Māori perspective.



Ka Whitu:

Kia Tūhonohonoa te Taonga me te Iwi

Ka huakina e mātou te tatau o te pātaka kia puta ai te mātauranga ki te whei ao, ki te ao mārama, kei mate-amoa, kei warewaretia e te iwi.

Ka whakahonoa e mātou ngā whānau, ngā hapū ngā iwi ki āna ake taonga ataata-rongo. Ka whakahokia he kape-ā-matihiko o aua taonga whakahirahira ki te pātaka o tōna iwi. Ka āwhina hoki mātou i ngā iwi ki te tiaki i ā rātou taonga.

Nā reira, ka whakahoa, ka mahi tahi mātou me ngā iwi Māori, otirā ko ngā kaitiaki ki te hāpai i te mātauranga Māori, mātauranga ā-iwi. Ka waiho mā te iwi ōna hiahia e whāriki. Ka waiho hoki mā te iwi e kōrero mō āna taonga. Ko tā mātou, he tohutohu, he āwhina, he whakatutuki i aua hiahia e taea ana.

E whakanonoi ana mātou, ko te ara matihiko te ara tika e taea ai e mātou te mahi tahi me te iwi Māori. Ka pai ake tā mātou whakarato ki a rātou. Ka tere ake mātou, ka maha ake hoki ngā taonga e taea e mātou te whakahoki ki te iwi.

Ka wānangatia e mātou ko ngā iwi, ko ngā hoa mahi hoki i te ao tiaki taonga hoki kia whakaritea ai ngā tikanga e tika ai te kohikohi, te pūpuri, te tuku rānei i ngā taonga.

Ka Waru:

Kia Aro ki Te Mana Raraunga

E whakapono ana mātou ki te rangatiratanga o te iwi Māori ki ana taonga. Tēnā, ka whakapiri rawa a Ngā Taonga ki ngā ritenga o te Mana Raraunga, arā, te Whanaungatanga, te Rangatiratanga, te Kotahitanga, te Mana, te Whakapapa, te Manaakitanga me te Kaitiakitanga hoki.

Ki tā mātou titiro, kua whakatinanatia kētia pea e mātou ēnei ritenga ki tā mātou kaupapa TIAKINA e ngākaunui ana ki te kaitiaki o te taonga Māori. Ka hapangia e mātou a TIAKINA i roto i a mātou mahi katoa e pā ana ki te taonga Māori me te mātauranga Māori.

Seven:

Reconnect Taonga with Iwi

We will open the doors of Ngā Taonga to ensure accessibility to taonga, so that they are not lost to memory within their communities.

We will connect whānau, hapū, iwi and other Māori communities with their audiovisual taonga. We will provide digital copies of significant taonga for iwi/Māori archives. We will also assist iwi to care for their taonga.

We will thus partner and collaborate with iwi and kaitiaki to support the growth of mātauranga Māori and iwi/Māori knowledge. Where possible, we will work with iwi/Māori to meet their aspirations, which they themselves will determine and articulate. Our role is to advise, assist and support those aspirations where our resources allow.

We maintain that the digital pathway is the best way we can work with iwi and Māori. It will allow us to be more responsive in terms of timeliness and the volume of taonga we can supply.

We will work with iwi/Māori and colleagues in the cultural heritage sector to determine the appropriate practices for collecting, holding and/or making taonga accessible back to whānau, hapū and iwi.

Eight:

Adhere to Māori Data Sovereignty Principles

We consider that iwi/Māori hold rangatiratanga and kaitiakitanga connections with their taonga. Hence, Ngā Taonga subscribes to principles of Māori Data Sovereignty, namely:

- the assertion of Māori rights and interests in relation to data,
- ensuring data for and about Māori can be safeguarded and protected,
- requiring the quality and integrity of Māori data and its collection,
- advocating for Māori involvement in the governance of data repositories,
- supporting the development of Māori data infrastructure and security systems, and
- supporting the development of sustainable Māori digital businesses and innovations.

We regard our TIAKINA framework, which upholds the rights of kaitiaki of taonga, as an expression of Māori Data Sovereignty. We will adhere to the TIAKINA framework in our work with taonga Māori and mātauranga Māori.



Na Iwa: Kia Ngākaunui ki te Kaitiakitanga

Ka aro a Ngā Taonga ki te mana tūturu a ngā kaitiaki hei reo mō ā rātou taonga Māori, he reo mutunga kore. Ka whakahoa mātou ki te kaitiaki, nō rātou te mātauranga Māori me ngā hononga ki ngā tūpuna. Ka whakaāhei i ngā whānau, ngā hapū me ngā iwi ki te hono anō ki ā rātou taonga, ā, ka homai pea he kōrero anō mō te taonga. Ka pai tēnā hei whakapakari i tā mātou rārangi kōrero ā-rorohiko, māna e whakangāwari te huarahi rangahau. Nau mai ēnā kōrero rangatira.

Ka rapuhia tonutia ngā huarahi hei whakamana i ngā kaitiaki ki ngā taonga Māori, otiira ki raro i ngā tononga whakapā. Hei tauria pea ko ngā Traditional Knowledge Labels.

Nine: Respect Kaitiakitanga

Ngā Taonga recognises the mana of kaitiaki as the continuing voice for their taonga Māori. We will build relationships with kaitiaki to whom the mātauranga Māori belongs and who have those ancestral connections. We will enable whānau, hapū and iwi to reconnect with their taonga. They in turn may provide further descriptive data about those taonga to enhance our own catalogue. We will welcome such information and will treat it appropriately.

We will continue to find ways to uphold the mana of kaitiaki in relation to their taonga and requests for access by our customers; for example through the development and adoption of Traditional Knowledge Labels.



Taonga puoro used as musical accompaniment at screening of Te Kooti Trail - National Library auditorium

Na Tekau: Kia Hōrapa te Mātauranga Māori ki Aotearoa

Nō Aotearoa tūturu te mātauranga Māori. Me whai māramatanga a Aotearoa whānui tonu ki te mātauranga a te Māori. Mā te mārama ka mōhio.

Ki te whakaae mai ngā kaitiaki, ka whakawāteatia e Ngā Taonga ngā taonga ā-taringa, ā-whatu hoki ki te whakaako i te motu whānui mō te ao Māori. Ko Aotearoa New Zealand's Histories in the New Zealand Curriculum tētahi tino tauria.

Ki te whakaae mai ngā kaitiaki, ka mahi tahi hoki a Ngā Taonga rātou ko ngā iwi, ko ngā tari Kāwanatanga, otirā ko ngā hoa hoki o te ao atawhai taonga ki te hōrapa i te mātauranga Māori ki te motu whānui.

Heoi anō, ka whiwhi a Aotearoa.

Ten: Make Mātauranga Māori Accessible to Aotearoa New Zealand

Mātauranga Māori is indigenous to Aotearoa New Zealand. It is important that wider New Zealand has access to mātauranga Māori to create awareness and understanding of the tāngata whenua. Subject to kaitiaki agreement, Ngā Taonga will make audiovisual material available to educate non-Māori about the Māori world. Aotearoa New Zealand's Histories in the New Zealand Curriculum is a useful example here.

Ngā Taonga will also partner with iwi and Crown agencies as well as other parts of the GLAMMI (galleries, libraries, archives, museums, marae and iwi) sector to make mātauranga Māori more widely available where appropriate and supported by kaitiaki. Aotearoa New Zealand will be more the richer for access to mātauranga Māori.



He Kupu Whakamutunga

Kua whārikitia te aronganui o ā mātou mahi e pā ana ki te mātauranga Māori, ko ngā wawata me ngā whainga hei whakatinana ake. Ko te hanga māpi tēna e tohu ana i te huarahi whakamua kia whaiwāhi ai te rautaki nei ki ngā kaupapa here me ngā mahi katoa o Ngā Taonga.

Nā reira ko te pae tawhiti, whāia kia tata, ko te pae tata, whakamaua kia tina.

Conclusion

We have outlined the work of Ngā Taonga in relation to mātauranga Māori and our aims and objectives. We will now develop a roadmap to ensure that this strategy is embedded appropriately in our policies and operational activities.

Therefore 'secure the horizons that are close to hand and pursue the more distant horizons so that they may become close.'



He Waiata:

Ngā Tutuku a Ngā Tīpuna

Ngā taringa whakarongo pīkari mai
Ngā kanohi mātaki matawai
Koutou ngā kaitiaki mātauranga
Ngā uri whakaheke a rātou mā

Utaina, rokirokitia ngā taonga nei
Kia tuku ki te ao mārama
He kura rongorongo
He kura ataata
Ngā tutuku a ngā tīpuna

Tēnei mātou o te pātaka nei
Pupuri ana i ngā taonga
Hei whakapapa kōrero
Ngā waihotanga iho
Tēnei mātou o Ngā Taonga e mihi kau
ana,
Tihei mauri ora.

You, whose ears listen attentively
You, with discerning eyes
You, the knowledge keepers
The descendants of those
who have passed on

Bring aboard and preserve
these treasures
So they may see the world of
light once more

The precious sound recordings
The cherished film and videos
The legacies of our forbears

This is us; we who belong
to this storehouse
Holding on to these treasures
To retain records of our heritage,
of the history and traditions left for us

This is us, Ngā Taonga who greet you
and claim the right to speak so.





Te Kāmata Kura

Arā te Kāmata Kura nā Bernard Makoare i whakaairo, 2019. Tēnā manea tēnā e purihia nei te mauri o ngā taonga. Hei tohu ia i te nui o te mātauranga tuku iho kei ngā taonga ataata-rongo kei ngā ringa manaaki a Ngā Taonga. He kupu whakarite a kāmata arā te kāmaka, he kupu tawhito tēnā e pā ana ki te tihi o te rau me te kura, arā ko te tae whakahirahira e tohu ana i te mana. Ko te mana o te taonga Māori tēnā, ko te mana hoki o te mātauranga Māori.

Te Kāmata Kura (by artist Bernard Makoare, 2019) holds the mauri of the taonga. Te Kāmata Kura symbolises the rich heritage contained in the audiovisual collections cared for by Ngā Taonga Sound & Vision. Kāmata is a play on kāmaka, a traditional term that refers to the tip of a leaf, and kura (red) is a significant colour of status and a metaphor for mana. That is the mana of the taonga Māori as well as the mātauranga Māori.



NGĀ TAONGA
SOUND & VISION

Ngā Taonga Whitiāhua
me Ngā Taonga Kōrero
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