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21 November 2024

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Tēnā koe Jay

### **Request under the Official Information Act 1982**

Thank you for your email of 25 October 2024, requesting the following information from Te Pūkenga – New Zealand Institute of Skills and Technology (Te Pūkenga):

*In a previous OIA in 2023 you released Te Pūkenga Writing Style Guide. In this Writing Style Guide on page 7- it refers to a separate [sic] style guide called "Te Pūkenga te reo Māori style guide"*

*Can I please request a copy of "Te Pūkenga te reo Māori style guide" please.*

### **The decision**

Please find attached Te Pūkenga te reo Māori style guide. Information has been withheld under section 9(2)(a) of the OIA – protect the privacy of natural persons – on pages 8 and 16.

You have the right to make a complaint to the Ombudsman under section 28(3) of the OIA if you are not happy with this response. Information about how to do this is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or by calling 0800 802 602.

We may publish our OIA responses and the information contained in our reply to you on our website. Before publishing we will remove any personal or identifiable information.

Ngā mihi

Gus Gilmore

**Tumuaki** | Chief Executive



**Te Pūkenga**

RELEASED UNDER THE  
OFFICIAL INFORMATION ACT 1982

**Te reo Māori  
writing style guide**

Last updated 16 February 2022  
Internal use

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## Pūtake | Purpose

These guidelines have been collated to ensure the accurate and consistent use of Te reo Māori across all Te Pūkenga internal and external facing communications and marketing (print and digital), as well as signage and naming conventions.



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# Kupu Whakataki | Introduction

At Te Pūkenga we typically follow Te Taura Whiri i Te reo Māori Guidelines for Māori Orthography: Ngā Tikanga Tuhi a Te Taura Whiri i Te reo Māori. These are kept updated and can be found as a downloadable PDF file on Te Taura Whiri i Te reo Māori | Māori Language Commission website, [tetaurawhiri.govt.nz/assets/Uploads/Corporate-docs/Orthographic-conventions/58e52e80e9/Guidelines-for-Maori-Language-Orthography.pdf](https://tetaurawhiri.govt.nz/assets/Uploads/Corporate-docs/Orthographic-conventions/58e52e80e9/Guidelines-for-Maori-Language-Orthography.pdf)

Orthography is the written system selected for any language, it includes spelling conventions, use of diacritics (the tohutō or macron for Te reo Māori to indicate vowel length), and features of punctuation such as use of capital letters and hyphenation. We've also developed some additional features for the Te Pūkenga written style.

The orthographic conventions for Te reo Māori have changed over time as written use of the language has developed. What we outline below may be different to what you have seen in other contexts, and in particular in older printed texts. Depending on the tribal dialect of your region, this may be in the use of macrons Te reo Māori is the indigenous language of Aotearoa New Zealand and, like New Zealand Sign Language, is an official language here in Aotearoa New Zealand. Te reo Māori was the first language to be spoken by the first peoples of the land and we honour Te reo Māori by adopting the orthographic convention that begins with Te reo Māori, followed by the English equivalent. This is both a reflection of Aotearoa New Zealand's national and governmental commitment to support Māori language revitalisation strategies and also to adopt a convention which enables our institution to use Te reo Māori within English text

Te Pūkenga will leverage indigenous collective impact frameworks already developed for the Aotearoa New Zealand context and are therefore committed to the preservation and normalisation of Te reo Māori. Recognising Te reo Māori as one of two official languages by including it throughout our texts is part of that commitment. Te Pūkenga is also committed to naming and signage where the orthographic convention begins with Te reo Māori, followed by the concept equivalent in English.

# Tohutō | Macron

The use of macrons aids pronunciation and are essential in differentiating between the meanings of words.

For example, there is a great deal of difference between the following words: kēkē – cake and keke – armpit.

Here are four steps to make using macrons easy on your computer:

1. Add the Māori keyboard.
2. Switch between keyboards.
3. Inserting Te reo Māori macrons.
4. Add AutoCorrect words so you don't have to keep switching between keyboards.

## Windows 10

### How to add the Māori keyboard

1. Click the **Windows icon** on your taskbar.
2. Type **Language**.
3. Select **Language Settings or Region & Language**.
4. Click **English (New Zealand)**.
5. Click **Options**.
6. Click **Add a keyboard**.
7. Scroll down and select **Māori QWERTY**.



8. Close window.

### How to switch between keyboards

1. Hold down **Windows key** and press **Spacebar**.

OR

Click **ENG** in the bottom right of the task bar.

2. Select the **keyboard** you are wanting to use.

### How to insert macrons

1. Press the **tilde ~ symbol** key on your keyboard and then the vowel to create the macron.  
For uppercase, press **tilde**, then **shift**, then the vowel.

### How to add AutoCorrect words so you don't have to keep switching between keyboards

1. Check that your **Māori keyboard** is selected.
2. Open **Word**.
3. Select **File**.
4. Select **Options**.
5. Select **Proofing**.
6. Select **AutoCorrect Options**.
7. Type the letters or word in Replace i.e. **Te Pukenga**.
8. Type the letters or word in With i.e. **Te Pūkenga**.
9. Use the **tilde ~ symbol** key and then the **vowel** to create the macron.
10. Click **Add**.
11. Repeat as necessary, once finished.
12. Click **OK** to close the windows.
13. Once you have closed and opened your Microsoft applications (Word, Outlook etc) auto correct will place macrons.

## MacOS

### How to add the Māori keyboard

1. Click the **Apple logo**.
2. Click **System Preferences**.
3. Select **Language & Region**.
4. Click **Keyboard Preferences**.
5. Click the **+ icon**.
6. Find **Māori** in the list.
7. Click **Add**.

### How to switch between keyboards

The Input Menu bar lets you choose different language input sources (such as English or Māori), giving you quick access to language preferences and will appear on your menu bar once you enable two or more language input sources.

- Click **Input menu** in the menu bar and select the preferred language.

OR use one of the following shortcuts:

- **control + option + space** to view all language and switch to one language
- **control + space** to switch between two input languages.

### Inserting macrons

1. **Hold down Alt / Option** key and the **vowel**.  
For uppercase also press the Shift key

### Add Text shortcuts to create text replacements

1. Check that your **Māori keyboard** is on.
2. Select **System Preferences**.
3. Select **Keyboard**.
4. Select **Text**.
5. Click **Add**.
6. Type the letters or word in Replace i.e. **Te Pukenga**.
7. Type the letters or word in With i.e. **Te Pūkenga**.
8. Now when you type "Te Pukenga" the word with the macron will automatically appear.

Alternatively, you can also contact IT for help by making an IT request on the intranet should you need extra guidance with the installation.



# Te Pūkenga Ohu Reo requests

Te Pūkenga Ohu Reo is the Te reo Māori advisory group for Te Pūkenga made up of fluent Te reo Māori speakers who specialise in mātauranga Māori (Māori knowledge), concept translation and English to Māori translation. The current membership consists of <sup>s 9(2)(a)</sup> are Te Pūkenga staff while the rest are external.

They are charged with providing guidance and support with quality, accurate use of Te reo Māori content in any outward-facing communications (whether spoken, written or visual). Wherever possible, the Ohu Reo ensures our communications align with our Te Pūkenga cultural narratives and the wishes of tangata whenua via our Crown Treaty Partner Relationships (iwi, hapū and marae) throughout the motu.

Requests for assistance by Te Pūkenga staff with use of Te reo Māori, English to Māori translations, concept translations, Māori naming requests, cultural content in English and Te reo Māori, and generation of terms for use in all aspects of Te Pūkenga work should be submitted via the Ohu Reo Form.

Depending on the nature of your request, you will need to plan for up to **four weeks** for completion — so wherever possible please submit requests well ahead of the date required so the team can do their very best to return the results as soon as they are able.

Once you receive a response from the Ohu Reo you may need to do some follow-up work with your team to help you understand how best to make use of that term, name, or expression in the context of your practice.

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## Te Pūkenga commonly used translations

There are commonly used publication and document headings, phrases and names that we use at Te Pūkenga. Please make sure you are using the right translation by searching for it here: [tepukenga.sharepoint.com/SitePages/Translations.aspx](http://tepukenga.sharepoint.com/SitePages/Translations.aspx)

If the translation you are looking for isn't there, please out your request through via Te Pūkenga Ohu Reo.

## Mita | Dialect

Te reo Māori is a diverse language which has different mita (dialects) or regional features and nuances. Variations in pronunciation are the most noticeable differences. There are also words, phrases and kīanga (sayings) that are unique to individual iwi and hapū.

It's important to be aware that there isn't just 'one' way of speaking Te reo Māori that is used by all iwi. A standardised version of written and spoken Te reo Māori has emerged and is now taught across many institutions. The standard simply emerged because of the language background of those who happened to do that work, those whose textbooks became widely used, or those who became the first Māori broadcasters on radio, and later, on television.

Te Pūkenga rohe pōtae (operating territory) covers all of Aotearoa New Zealand and therefore dialect features and nuances will need to be adhered to when publishing any material or content that includes things like first personal narratives, biographical pieces, quotes, baseline keys for video content etc. There will be more examples as Te Pūkenga transitions over the coming months and so it is always best to check in Te Pūkenga Ohu Reo and/or your Te Pae Tawhiti Champion.

# Oropuare Rua — Tāpara me te Poto

## | Vowels — Long and short

### Oropuare roa | Long vowels

Tohu tō, macrons, are the established means of indicating a long vowel.

For example,

- rōpū – group
- wānanga – to meet and discuss
- Ngāi Tāmanuhiri, Ngāti Kahu, Ngāti Te Rangī, Ngā Ruahinerangi.

It's important to mark vowel length in this way when writing because the length of a vowel can indicate a different word meaning:

<b>Te Ao Marama</b>	the world of the moon	<b>Te Ao Mārama</b>	the world of light/ understanding
<b>keke</b>	cake	<b>kēkē</b>	armpit
<b>Kaka</b>	Māori motivational dance dress/ clothing	<b>Kākā</b>	native parrot

### The standard references to consult for vowel length are listed below

- Moorfield, J. 2000. Te Aka. Auckland: Pearson — [maoridictionary.co.nz](http://maoridictionary.co.nz)
- Williams, H.W. A Dictionary of the Maori Language 7th edition. Wellington: NZ Government Printer 6th edition — [nzetc.victoria.ac.nz/tm/scholarly/tei-WillDict.html](http://nzetc.victoria.ac.nz/tm/scholarly/tei-WillDict.html)
- Te Taura Whiri i Te reo Māori, He Pātaka Kupu – te kai a te rangatira. 2008. Wellington: Raupō (Not the complete printed version) — [hepatakakupu.nz/book](http://hepatakakupu.nz/book)

### Exceptions

There are some instances where the same two vowels occur one after the other, but you don't use a macron. This is because of the derivation of these few words. They are typically made up of more than one word or word part, and the distinct words that make them up are indicated by running the two contributing words together.

For example,

- manaaki – look after, entertain — not \*manāki, \*manaki
- whakaaro – to think — not \*whakāro, \*whakaro
- mataara – be watchful — not \*matāra, \*matara.

# Wetewetenga kupu | Word division

Prefixes are written as part of the word. Here are some examples:

## Whaka-

'Whaka-' can be prefixed to adjectives, statives, verbs and some nouns.

For example,

- rongo – to hear, feel, smell, taste, perceive — used for all the senses except sight
- whakarongo – listen, to listen — not \*whaka rongo, \*whaka-rongo.

## Agentive kai-

'Agentive kai-' is a prefix added to verbs which express some kind of action to form nouns denoting a human agent (i.e. the person doing the action).

For example,

- kaimahi – worker — not \*kai mahi, \*kai-mahi
- kaitiaki – guardian, minder — not \*kai tiaki, \*kai-tiaki
- kaiwhakahaere – manager — not \*kai whakahaere, \*kai-whakahaere
- kaitātari – analyst — not \*kai tātari, \*kai-tātari
- kaiārahi – leader — not \*kai ārahi.

## Compound words

Te Pūkenga follows Te Taura Whiri i Te reo Māori conventions for the written form of compound words.

For example,

- wharekai – dining room = whare (building) + kai (food, to eat)
- kirihou – plastic = kiri (skin) + hou (new).

However, there are few instances when both forms are used but carry different meanings.

For example,

- wharenuī – meeting house, typically part of a marae complex
- whare nui – big house or building, about its size not the nature of the building.

Compound words consisting of five or more vowels are generally written as two or more words.

For example,

- whare karakia – church = whare – (building) + karakia (prayer).

For detailed information, see *Harlow, R. 2001. A Māori Reference Grammar. Auckland: Longman. Chapter 4, and in particular section 4.5 pp. 131-132* which refers to compound words consisting of four vowels or fewer that are generally written as a single word: [tetaurawhiri.govt.nz/assets/Uploads/Corporate-docs/Orthographic-conventions/58e52e80e9/Guidelines-for-Maori-Language-Orthography.pdf](http://tetaurawhiri.govt.nz/assets/Uploads/Corporate-docs/Orthographic-conventions/58e52e80e9/Guidelines-for-Maori-Language-Orthography.pdf)

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## Flora and fauna

Compound names of birds, fish, insects, plants, etc are generally written as separate words, with no hyphens (-).

For example,

- kiwi kura – North Island brown kiwi
- mangō pare – hammerhead shark
- tunga rākau – huhu grub
- tī kōuka – cabbage tree
- huruhuru whenua – spleenwort, a type of fern.

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## Words prefixed with ā-

The prefix 'ā-' meaning 'in the manner of' is joined to the word it is modifying the word immediately after it with a hyphen (-).

For example,

- waiata ā-ringa – action song
- hui ā-tau – annual meeting
- kite ā-kanohi – to see with one's own eyes
- tikanga ā-iwi – cultural practice.

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# Pūmatuatanga | Capitalisation

Use upper case 'T' where it is the first word of the name of an organisation, school, movement etc.

For example,

- Te Wānanga o Aotearoa
- Te Taura Whiri i Te reo Māori
- Te Rūnanga o Ngāti Porou
- Te Pā o Rākaihautū
- Te Kura Kaupapa Māori o Hoani Waititi
- Te Whare Wānanga o Waikato.

Where a title is used in front of a personal name, it is capitalised.

For example,

- Tā Tīmoti Karetū
- Tā Dr Pita Sharples
- Kahurangi Hinewehi Mohi
- Kahurangi Tariana Turia.

## Style note

When writing in English, do not use a 'the' before 'Te' or 'Ngā', or after the pipe before the English:

For example, 'We learn about Te Tiriti o Waitangi | Treaty of Waitangi in this class', not 'We learn about Te Tiriti o Waitangi | the Treaty of Waitangi in this class.'

It is often unnecessary to translate 'Te Tiriti o Waitangi' as this is widely known throughout Aotearoa New Zealand.

The word 'Māori' has a capital when it refers to the people and the language, used as a noun or an adjective.

For example,

- the Māori language
- Māori politicians
- Māori statistics
- tamariki Māori
- wāhine Māori.

When māori is used to mean 'ordinary, or natural', it is not capitalised.

For example,

- wai māori – fresh water
- rongoā māori – natural remedy
- rākau māori – native tree.

# Pūmau | Possessives

Do not add possessive apostrophe 's' or 's' apostrophe to Māori words:

Use	Don't use
the word preferred by Waikato for 'toimaha'	Waikato's preferred word for 'toimaha'
the most recent eruption of Tongariro	Tongariro's most recent eruption
the recent coronation of the Māori King, Kīngi Tūheitia Pōtatau Te Wherowhero VII	Māori King, Kīngi Tūheitia Pōtatau Te Wherowhero VII's recent Coronation

# Kukutinga | Contractions

Don't use contractions on Māori words

Use	Don't use
Tāmaki Mākaurau is hosting Te Matatini in 2022	Tāmaki Makaurau's hosting Te Matatini in 2022
Te Kura Kaupapa Māori o Ruamatā has closed down for renovations	Te Kura Kaupapa Māori o Ruamatā's closed down for renovations
Nan has just baked a cake	Nan's just baked a cake
Ngāti Ruanui is opening its new whareniui	Ngāti Ruanui's opening its new whareniui

# Te whakamahi kupu Māori i te tuhinga reo Pākehā | Explaining Māori words in English text

At Te Pūkenga, where Māori words are in the 'socialisation phase' and where necessary, use the English meaning for a Māori word in English text by adding the word in brackets immediately after the Māori word. Use the same typeface; do not italicise or use speech marks.

For example,

- His whanaunga (relatives) came from Te Aupōuri
- His iwi, Te Aitanga-a-Mate, are focused on language revitalisation.  
(Note: the iwi name 'Te Aitanga-a-Mate' does not need defining.)

The first time the word is used in a document, it may require defining if that word comes from Te reo Māori and is not commonly used in New Zealand English however, it is not necessary to keep repeating this format everytime.

For a word that is repeated throughout the document it is recommended, where possible, to adopt the kupu Māori (Māori word) or alternate between the use of the English or Māori word. This is a language revitalisation strategy to support the normalisation of reo Māori use in text, print and digital.

Additionally, Māori words that have entered New Zealand English do not need to be defined. See a sample list of words that do not need defining in **Appendix 2 on page 22**.

## Style note

It is not necessary to say 'whānau and families. Just use the word 'whānau'.

For example, 'learners and their whānau came along to Whāia tō Ara | Te Pūkenga Orientation Day'.

# Te whakamahi i te tohu wehe |

## When to use the pipe

The pipe character (|) should only be used to separate official and approved bilingual names.

For example,

- Te Tiriti o Waitangi | Treaty of Waitangi
- Te Ranga Taukāea | Communications and Marketing
- Kaiwhakahaere Mātāmua | Chief Executive.

The pipe character should be used whenever the translation is provided on the same line of text — whether in a title or written in-text. If the bilingual name is split to appear on two separate lines, the pipe is not necessary.

In-text example,

- You will find staff of Te Ranga Mātauranga Kia Eke | Academic Achievement over in E Block.

Title example,

- Te Kāhui Tūao | Learner/ Staff/ Employer Volunteers.

Official Information Act 1982



# Te whakamahi i 'te' me 'ngā' | When 'to' and when 'not to' use 'te' and 'ngā'

You should not write 'the' or 'a' or 'some' in English before Māori articles/ determiners (te, ngā, he) in names. When the English title or name follows the pipe, it does not need 'the' added:

Use	Don't use
Te Tiriti o Waitangi	the Te Tiriti o Waitangi
Stephen Town is Kaiwhakahaere Mātāmua   Chief Executive	Stephen Town is the kaiwhakahaere Mātāmua   Chief Executive Stephen Town, Kaiwhakahaere Mātāmua   the Chief Executive
Te Taumata Aronui	the Te Taumata Aronui
Te Tira Manukura	the Te Tira Manukura
s 9(2)(a) is Te Pae Tawhiti Kaikōkiri	s 9(2)(a) is the Te Pae Tawhiti Kaikōkiri
ngā kaiako are well represented here	the ngā kaiako are well represented here
He taonga tuku iho	he taonga tuku iho

# Ngā Ingoa | Proper names

## Capitalisation in proper names

The first letter of the name is capitalised. If there is an initial 'Te' the first letter of 'Te' is capitalised, and the first letter of the next word is also capitalised. The only other parts of a name to have initial capitals are those which are themselves proper names.

For example,

- Te Waipounamu (not Te Wai Pounamu) 'South Island'
- Te Moana-nui-a-Kiwa 'Pacific Ocean'
- Te Taihū-o-Te-Waka-a-Māui 'Nelson/ Marlborough region'
- Taupō-nui-a-Tia 'Taupō region'
- Te Hiku-o-te-ika-a-Māui 'Northland region'
- Te Upoko-o-te-ika-a-Māui 'Wellington region'.

The original Māori names of places embed the stories and history of the people and the land from a time prior to colonisation. You can find a comprehensive list of Māori place names at Ngā kōrero a ipurangi o Aotearoa NZ History website:

[nzhistory.govt.nz/culture/maori-language-week/1000-maori-place-names](http://nzhistory.govt.nz/culture/maori-language-week/1000-maori-place-names)

## Style note

At Te Pūkenga we use both the Māori and English names for local place names, names of organisations, institutions, Government entities and Te Pūkenga roles, titles and names. These are laid out beginning with the Māori word first, followed immediately by the English place name — with no intervening punctuation.

We have also considered the practicality of the word order for some readers: putting Māori names/ titles first followed by the English works well for readability — the text then moves from Māori name/ title to English name/ title, and then the main text flows on in English, so for some readers, this is smoother in flow than going from English to Māori, and back to English again.

For example,

- Te Whanga-nui-a-Tara Wellington is my home city.
- Thirty students travelled to Turanga Gisborne last week.
- Be sure to visit Maunga Kiekie One Tree Hill when you go to Tāmaki Makaurau Auckland.
- Don't forget to visit our new Kirikiriroa Hamilton campus next time you're driving through.

For names beginning with the definite article 'Te', this is always written as a separate word.

For example,

- Te Awamutu
- Te Tai-o-Maahunui
- Te Whata-kai-ika-a-Rerekohu
- Te Kei o Tainui
- Te Rauparaha.

It is important to ensure that people have the right to dictate the spelling of their own name. If in doubt about the spelling of name, please do not hesitate to check with the person directly.

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## Names of iwi, hapū and other kin groups

The collective title, for example, Ngā / Kā, Ngāi / Kāi, Ngāti / Kāti, Te, Te Āti, Te Aitanga, Te Whānau, is written separately. The remainder of the name follows the rules given earlier in this section.

For example,

- Kāi Tahu / Ngāi Tahu
- Kāti Mamoe/ Ngāti Mamoe
- Ngāti Toa
- Ngāti Tama
- Te Āti Awa
- Ngāti Raukawa
- Te Arawa
- Ngāti Whātua
- Ngāti Ruanui
- Ngāti Porou
- Ngā Ruahinerangi
- Te Rarawa
- Te Aitanga-a-Hauiti
- Te Whānau-a-Apanui
- Ngā Puhi.

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## Names of organisations, institutions, government entities

When composing a document and using the name of any organisation particularly ministries, government departments or major institutions such as iwi entities and other educational institutes, please check their websites to ensure you have included their Māori name.

At Te Pūkenga we write the Māori name followed by a pipe, followed by the English name.

For example,

- Oranga Tamariki | Ministry for Children
- Hīkina Whakatutuki | Ministry of Business, Innovation and Employment
- Hoto Akoranga | StudyLink
- Te Apārangi | Royal Society
- Ngā Pirihimana o Aotearoa | New Zealand Police
- Te Hiranga Tangata | Work and Income New Zealand (WINZ)
- Kāinga Ora | Homes and Communities.

Note: If the names are not in the list of names, please ensure you make contact with the organisation, iwi, hapū or person to confirm. If you have done so and have had no luck with a response, please file a request with Te Pūkenga Ohu Reo.

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## Names that begin with 'O'

In general, names, and especially place names, that begin with O, have a macron on the o.

For example,

- Ōtautahi
- Ōwhakatoro
- Ōtehiwai
- Ōtaki
- Ōpōtiki.

## Names of the days and months in Te reo Māori

Te Pūkenga gives the option to use either Te Taura Whiri i Te reo Māori (as derived from the maramataka Māori, Māori lunar calendar) or transliterated (based on English) names for the days of the week and months of the year. There is no preference, you are free to choose either option, however don't chop and change options within one piece of text.

### Days of the week

English	Te Taura Whiri i Te reo Māori	Based on English
Monday	Rāhina	Mane
Tuesday	Rātū	Tūrei
Wednesday	Rāapa	Wenerei
Thursday	Rāpare	Tāite
Friday	Rāmere	Paraire
Saturday	Rāhoroi	Hātarei
Sunday	Rātapu	Rātapu

### Months of the year

English	Te Taura Whiri i Te reo Māori	Based on English
January	Kohitātea	Hānuere
February	Huitanguru	Pēpuere
March	Poutūterangi	Māehe
April	Paengawhāwhā	Āperira
May	Haratua	Mei
June	Pipiri	Hune
July	Hōngongoi	Hūrae
August	Hereturikōkā	Ākuhata
September	Mahuru	Hepetema
October	Whiringa-ā-nuku	Oketopa
November	Whiringa-ā-rangi	Noema
December	Hakihea	Tīhema

### Seasons

English	Māori
Spring	Kōanga
Summer	Raumati
Autumn	Ngahuru
Winter	Takurua/ Hōtoke

# Tikanga ā-tuhi mō ā Te Pūkenga tuhinga matua, ingoa, tohu hoki | Te Pūkenga key documents, naming conventions and signage

## Headers

Our vision (Tō mātou tirohanga roa), values (uara), purpose (pūtake) and priorities (whāinga tōmua) are foundational to everything we do. They guide the way we operate and are at the fore of every decision and every interaction. For this reason, Te Pūkenga is committed to following the same rule as we do for external facing headings, where we begin with Te reo Māori and follow on in English.

In support and alignment with our adoption of the orthographic convention that begins with Te reo Māori, followed by the English equivalent, all headings of key Te Pūkenga documents will include bilingual headers. Headers for key documents (including print and digital collateral) will begin with the Māori heading followed by the English equivalent. The pipe character should be used whenever the translation is provided on the same line of the header text. If the bilingual header is split to appear on two separate lines, the pipe is not necessary.

Use	Don't use
Mahere Haumi   Investment Plan	Investment Plan   Mahere Haumi
Te Pūrongo-ā-Tau   Annual Report	Annual Report / Mahere-ā-Tau
Te Pūrongo-ā-Tāu 2021   2021 Annual Report	Mahere-ā-Tau, Annual Report

## Copy and script writing

Te Pūkenga will leverage indigenous collective impact frameworks already developed for the Aotearoa New Zealand context by seeking to preserve and normalise Te reo Māori. Ensuring Te reo Māori captures key messages throughout our copy and script writing demonstrates our commitment to doing this.

## Naming and signage

Te Pūkenga is committed to naming conventions and signage where the orthographic convention begins with Te reo Māori, followed by the concept equivalent in English. Please refer to earlier chapters to understand how this is done.

Note: All naming conventions for Te Pūkenga such as department names, academic programmes of work, signage etc. will be commissioned via our Te Pūkenga Ohu Reo. Please refer to chapter two of this guide, **Te Pūkenga Ohu Reo Requests**, to find out more.

# Tāpiritanga | Appendix

## Appendix 1 – List of Greetings and sign-offs

### Greetings

<b>Formal</b>	<p>Formal Tēnā koe (Name)   Dear (Name) — (Greeting one person)</p> <p>Tēnā kōrua   Greeting (two people)</p> <p>Tēnā koutou   Greeting (three or more people)</p> <p>Ngā mihi o te ahiahi   Good afternoon</p> <p>Piki mai, kake mai ki Te Pūkenga   Welcome to Te Pūkenga</p> <p>Nau mai, haere mai ki _____   Welcome to _____</p>
<b>Informal</b>	<p>Kia ora   Hi, hello, thank you, to any number of people</p> <p>Kia ora kōrua   Hello (two people)</p> <p>Kia ora koutou   Hello (three or more people)</p> <p>Mōrena or Atamārie   Good morning</p> <p>Pōmārie   Good evening</p>

### Sign-off

<b>Formal</b>	<p>Nāku, nā   Yours faithfully</p> <p>Nāku iti noa, nā   Yours sincerely</p> <p>Ngā mihi   Kind regards or thank you</p> <p>Ngā mihi nui   Kind regards (with more emphasis on gratitude)</p> <p>Piki mai, kake mai ki Te Pūkenga   Welcome to Te Pūkenga</p> <p>Nau mai, haere mai ki _____   Welcome to _____</p>
<b>Informal</b>	<p>Nā   From</p> <p>Hei konā mai   Goodbye for now</p> <p>Mā te wā   Bye for now, see you later</p> <p>Noho ora mai   Stay well, look after yourself, goodbye</p> <p>Kia pai tō rā   Have a nice day</p> <p>Kia pai tō kōrua rā   Have a nice day (two people)</p> <p>Kia pai tō koutou rā   Have a nice day (three or more people)</p> <p>Kia pai ngā rā whakatā   Have a good weekend</p> <p>Haere rā   Goodbye (speaker is staying)</p> <p>E noho rā   Goodbye (speaker is leaving)</p> <p>Pōmārie   Good evening</p>

## Appendix 2 – Sample list of Māori words that do not need defining

<b>aroha</b>	love	<b>nui</b>	large, many, big
<b>awa</b>	river	<b>pā</b>	hill fort, village
<b>haka</b>	Māori motivational dance	<b>Pākehā</b>	New Zealander of non-Māori descent, usually European
<b>harakeke</b>	flax	<b>pounamu</b>	greenstone, jade
<b>hapū</b>	clan, sub-tribe; pregnant	<b>puku</b>	belly, stomach
<b>hīkoi</b>	walk	<b>rangatira</b>	person of chiefly rank, boss
<b>hui</b>	gathering, meeting	<b>taihoa</b>	to delay, to wait, to hold off to allow maturation of plans etc.
<b>iti</b>	small	<b>tama</b>	son, young man, youth
<b>iwi</b>	tribe	<b>tamāhine</b>	daughter
<b>kai</b>	food	<b>tamariki</b>	children
<b>karakia</b>	prayer, incantation	<b>tāne</b>	man, husband, men, husbands
<b>kaumātua</b>	elder, elderly	<b>tangi</b>	funeral, cry
<b>kauri</b>	large native conifer	<b>taonga</b>	treasured possessions or cultural items, anything precious
<b>kiwi</b>	native flightless bird	<b>tapu</b>	sacred, not to be touched, to be avoided because sacred, taboo
<b>koha</b>	gift, present (usually money, can be food or precious items, given by guest to hosts)	<b>Te reo Māori</b>	the Māori Language
<b>kōhanga reo</b>	language nest, Maori immersion pre-school (0 to 4 years)	<b>tīpuna/ tūpuna</b>	ancestors, elders
<b>mahi</b>	work or activity	<b>wahine</b>	woman, wife
<b>mana</b>	prestige, worth	<b>wai</b>	water
<b>manuhiri</b>	guests, visitors	<b>waiata</b>	song or chant
<b>Māori</b>	(indigenous inhabitants of New Zealand, the language of the indigenous people of New Zealand)	<b>waka</b>	canoe, canoe group
<b>marae</b>	the area for formal discourse in front of a meeting house, or applied to a whole marae complex	<b>whaikōrero</b>	the art and practise of traditional speech-making and oratory, only conducted by men-folk
<b>maunga</b>	mountain	<b>whakapapa</b>	genealogy, to recite genealogy
<b>moa</b>	extinct large flightless bird	<b>whānau</b>	family, extended family, family group
<b>moana</b>	sea	<b>whenua</b>	land, homeland
<b>motu</b>	island		

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**Te Pūkenga**