



Haemata e-pānui

Issue #1: March 2007

Nau mai, haere atu āku kupu mihi ki te tī, ki te tā. Tēnā koutou katoa.

Greetings from the [Haemata team](#) and welcome to the very first issue of our tri-monthly e-pānui. Each quarter, we'll keep you up to date with 'what's hot' and who's 'movin' and groovin' in the world of Māori language and education. Regular features will include:

- [Mō mātou](#) – keeping you up to date with the team gossip
- [Reostore](#) – featuring the latest products and specials on our Haemata web store
- [He kōrero mō te wā](#) – highlights from recent publications and events relating to Māori language and education
- [He rautaki ako](#) – ideas to help develop Māori language
- [Ngā mahi a Haemata](#) – updating you with our work on recent projects.

Mō mātou

Meet our team ... [Hineihaea Murphy](#) (Ngāti Kahungunu/Ngāti Apa/Ngāi Tahu), is passionate about Māori language and education. She has vast experience in working in these areas and her expert opinion and advice is often sought on a wide range of issues relating to these sectors.

Hineihaea lives in Plimmerton with hubby, Mark, and their tamariki – Te Aorangi (8), Manaia (5) and our little office angel, Te Kiriwai (2).



Another busy lady on the team is [Pania Tahau](#) (Ngāti Tūwharetoa/Ngāi Tūhoe) who lives in Titahi Bay with her partner, Turi, and their kids; Jacob (13), Matariki (11), Tairoki (5), and Hitira'a Mahana (4). With her background in publishing, Pania writes, edits and develops resources for the team. Her involvement in kura, kōhanga reo, and kapa haka helps keep us in touch with what's happening in the Māori medium sector.

[Sheridan McKinley](#) (Ngāti Kahungunu/Ngāi Tahu) brings to the team her expertise in professional development, research, curriculum knowledge and applied linguistics. Sheridan is currently heading the expansion of a new and exciting area of our business – the development and delivery of customised, Māori language tutorial programmes. Sheridan's partner, Duncan, and daughter, Hinetaura (13), help this busy wahine keep things in balance.

[Jas Arthur](#) (Te Ati Awa/Ngāti Toa) has just returned from a six-month stint in Rarotonga looking tanned and gorgeous and has rejoined the team to help manage the web store and support our work in early childhood teacher recruitment. Having recently graduated with a diploma in fashion design, we're really looking forward to the new products Jas will be creating for the web store ... so keep an eye out in the near future for her style products!

Keeping it in the whānau, [Suzanne Murphy](#) adds current teacher status and networking skills to the mix. Our Suz has played a key role in setting up the web store and she is always on the lookout for new products and ideas to help develop the store to its full potential. Her hubby, Whetu, and their sons Whetu (19), Tirama (17) and Aramai (13) keep Suz on her toes!

Our greatly treasured 'camp mother' on the frontline at Haemata is [Gaylene Tiatia](#) (Te Ātihaunui-a-Paparangi). Her winning smile and willingness to go the extra mile keeps everything running smoothly. Never mind looking for 'the man in charge' of this office – Gaylene is the one to talk to because she's 'the woman who knows what's going on!' As well as running a tight ship for Haemata, Gaylene keeps a handle on home life with husband, Robert, and their children; Bijan (15), Caleb (11) and Miriama (5).

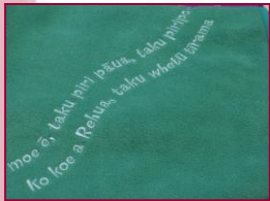
Reostore



If you haven't already visited our new [Haemata web store](#), you're in for a treat! The Haemata web store was launched in December 2006, and has something for everyone. This one-stop shop for quality, online Māori language resources features a wide selection of merchandise for your shopping pleasure. Items include products for '[at work](#)', '[at play](#)', '[at home](#)', and '[at school](#)'.

Here's a taste of what you'll find in the web store ... Why not use that empty fridge space in the kitchen to display Māori language? These [magnet pieces](#) can help develop your children's Māori language and reading skills, as well as provide them with something fun to play with. Numbers, months, days, and individual letters to make your own words are all available through the web store.





Haemata's own range of Māori language baby products, [Piri Pāua](#) is exclusive to the web store and includes [towels](#), [facecloths](#), [blankets](#) and [singlets](#) for your little one. Make up a song using the words on the

towel and facecloth or lullaby your baby to sleep with the words on the blankets - these products are all available now online.

The [web store](#) has had over 85,000 hits since January 2007. Interest from abroad has been fantastic with the USA topping the list of overseas visitors followed by Australia, Great Britain, Spain, Japan, Canada, Germany, and Denmark. It's inspiring to know that people all over the world are interested in Māori language.

He kōrero mō te wā

In October 2006 the Ministry of Education in conjunction with the University of Auckland released three reports on [student achievement in Māori medium primary education](#). The data provides a snapshot of student achievement in years 4 to 8 across three subject areas: pāngarau (mathematics), tuhituhi (writing) and pānui (reading). Briefly they found that:

- early immersion is associated with better ākonga achievement in pānui, tuhituhi and pāngarau
- some boys achieve at a very high level, but more boys than girls achieve at a low level, particularly in tuhituhi and pānui
- most ākonga gain NCEA credits in pānui and tuhituhi in years 9 and 10
- ākonga learning in Māori medium who speak even only a little Māori at home achieve better than those who speak none
- whānau who speak Māori at home, even if only a little, help increase their children's chances at making good progress in pānui, tuhituhi and pāngarau
- language proficiency - both general proficiency in te reo Māori and specific maths vocabulary – is a significant factor that impacts on ākonga progress in mathematics.

So whānau, if you want your tamariki learning through Māori medium education, get them in while they are young – the younger they are the more likely they are to achieve. And speak Māori with your tamariki at home, even if it's only a little – it will make a difference to their learning.

He rautaki ako

What have you found to be effective in helping you personally and your children learn Māori language? Here are some of the ideas you emailed us in the [Piri Pāua](#) gift pack competition run through the [Haemata web store](#):

- 'I recommend keeping it fun. Learn simple games in Māori e.g. my child loves hide and seek. We count in Māori then call out, "Kei hea koe? ... Kei konei!" Easy, and lots of laughs.'
- 'We have established one room in the house to start with where only te reo is spoken ... We (have also joined) Ngāti Poneke to support our tamariki to learn through kapa haka. Only one member of the whānau can speak te reo (intermediate level), so we are all learning together.'
- 'Ki a au nei, ko te mea nui ... ko te rūmakitanga i te reo Māori - i te kāinga, i te kura hoki. Mā te whakatauirā, mā te whāngai, mā te whakanui i te reo rangatira, e tipu pai ai te wairua me te reo o te tamaiti.'

[Piri Pāua](#) - gift pack winners

Ka mihi atu ki te hunga i waimarie, ki a:

- Ken Irwin (Wellington)
- Rangaimāria Suddaby (Wallacetown)
- Theresa Wetere (Hamilton)
- Kuini Puketapu (Wainuiomata)
- Paula Rawiri (Wellington)
- Jillian Tipene (Hamilton).



Ngā mahi a Haemata

[The Haemata team](#) is enjoying working with a wide range of clients from both the private and public sectors on a variety of local, national and international projects. We look forward to broadening our networks this year and enhancing our comprehensive range of Māori language and education consultancy services. Here's a taste of some of our current projects:

- [Team-Up](#) – a big mihi to Tana Umaga and the team at Ministry of Education for this fantastic project to encourage parents to get involved with their kids' learning
- [revision of Te Marautanga o Aotearoa](#) – keeping our team right up to play with curriculum developments in Māori medium education
- [language tutorial classes for staff at Te Taura Whiri i te Reo Māori](#) – he mihi nui ki a Sharon mā i Te Taura Whiri, kia ora koutou!
- [Mission On](#) – this exciting, new initiative is aimed at creating a generation of healthy and confident New Zealanders – bring it on!
- [JR McKenzie Trust](#) – a big 'Kia ora' to Iain, Alison and the JRMT whānau – we look forward to another great year working with you!

He whakaaro

Hei kōrero whakakapi, he mihi tēnei ki a Huhana Rokx, te Pou Whakahaere hou o Te Taura Whiri i te Reo Māori. Kia kaha rā ki te hoe i te waka, tēnā koe. Otirā, tēnā hoki koutou, huri noa i te motu, i te ao, tēnā koutou katoa.