AIDE MEMOIRE

To: Hon Kelvin Davis
    Associate Minister of Education
From: Kiritina Johnstone, Group Manager Te Uepū Reo Māori
CC: Kara Nepe-Apatu, Chief Advisor Te Reo Māori
Date: 12/07/19
Subject: Mōu Te Reo Whānau Pack

Purpose
1. The purpose of this paper is to seek your approval and signature for the introduction card of the newly created Mōu Te Reo whānau pack.

Key messages
2. On 3 July 2019, at your Education Officials hui, we provided you with an update on Mōu Te Reo and our intentions to design new collateral for Mōu Te Reo 2.0, in preparation for Māori Language Week 2019.

3. We have created a Mōu Te Reo whānau pack that holds resources for all learners along the reo Māori education pathway, from kōhanga to wharekura, for English medium and Māori medium.

4. Appended to this paper is the introduction card for the Mōu Te Reo whānau pack, for your consideration and signature to be included.

Background information
5. The demand for, and response to, the Mōu Te Reo resources has been overwhelmingly positive and has become a key feature of our external facing interactions at Māori education related events. Over the last year, we have printed over 30,000 Mōu Te Reo magnets and several sets of stickers.

6. The Mōu Te Reo resources were designed to share the benefits and successes of te reo Māori in education, with learners, whānau and the wider sector. These particular resources were originally created to test the appetite of the sector for such resources and messaging, and designed purposely for us to take to the National Kōhanga Reo Expo in late 2017.

7. We have created a Mōu Te Reo whānau pack that holds resources for all learners along the reo Māori education pathway, from kōhanga to wharekura, for English medium and
Māori medium. We presented the designs to you at your Education Officials hui on 3 July 2019. The whānau pack includes:
   a. Ngā whakapiri – sticker sheets
   b. Magnet sheets
   c. Enamel pin
   d. Notebook
   e. Card game
   f. Poster.

8. At the Officials hui, you requested an additional resource for inclusion in the whānau pack that supported sentence structured learning in the home. The pack has been updated and two new magnet sheets have been included.

9. You also expressed interest in having a huge launch for Mōu Te Reo 2.0, during Māori Language Week 2019. You wanted us to create a Mōu Te Reo promotional video to be released during that week, which included you and your parliamentary colleagues. We are progressing this action and will provide a script and concept to your office for consideration as soon as possible.

Digital signature required

10. Appended to this paper is the introduction card for the Mōu Te Reo whānau pack, for your consideration and signature to be included. Pending your approval, we require your digital signature to be used as part of the print run. We will work with your office to progress this.

Kiritina Johnstone
Group Manager
Te Uepi Reo Māori

Hon Kelvin Davis
Associate Minister of Education

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