

## 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](#).

## 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. Submit requests via the Ohu Reo Form. Depending on the nature of your request, you will need to plan for up to four weeks for completion.

### Commonly used translations

There are commonly used translations that we use at Te Pūkenga, make sure you are using the right translation by searching for it here: [tepukenga.sharepoint.com/SitePages/Translations.aspx](https://sharepoint.com/SitePages/Translations.aspx)

## Explaining Māori words in English

Where Māori words are in the 'socialisation phase' and where necessary, use the English meaning for a Māori word by adding it in brackets immediately afterwards.

The first time a Māori word is used in a document, it may require a gloss if that word is not commonly used in New Zealand English. If it is repeated throughout the document, adopt the kupu Māori (Māori word) or alternate between both. For example: Our ākonga (learners) are at the centre of everything that we do as an organisation.

For more information please check our Brand guidelines, Writing style guide and Māori style guide. Any questions please email [marketing@tepukenga.ac.nz](mailto:marketing@tepukenga.ac.nz).

## Vowels — Long and short

Tohu tō, macrons, indicate a long vowel. It's important to mark vowel length in this way when writing because the length of a vowel can indicate a different word meaning.

### Standard references for vowel length

- [maoridictionary.co.nz](https://maoridictionary.co.nz)
- [nzetc.victoria.ac.nz/tm/scholarly/tei-WillDict.html](https://nzetc.victoria.ac.nz/tm/scholarly/tei-WillDict.html)
- [hepatakakupu.nz/book](https://hepatakakupu.nz/book)

### Exceptions

There are some instances where the same two vowels occur one after the other. This is due to the derivation of these words, as they are typically made up of more than one word or word part.

### Make using macrons easy

- Add the Māori keyboard through the language settings in your device.
- Switch between keyboards as you type.
- Insert te reo Māori macrons.
- Add AutoCorrect words to avoid switching keyboards.

## When 'to' and when 'not to' use 'te' and 'ngā'

- Do 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.

## Word division

### 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.

### Agentive kai-

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

### Whaka-

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

### Compound words

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

### Flora and fauna

Compound names of animals, plants, etc are generally written as separate words, with no hyphens.

## Days and months

You can use either Māori lunar calendar names or transliterated names for the days of the week and months of the year. There is no preference, however stay consistent within one piece of text.

## When to use the pipe

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

## Key documents, naming conventions and signage

### Headers, naming and signage

All key document headings, naming conventions and signage will include bilingual headers, Māori heading followed by a pipe then the English equivalent.

### Copy and script writing

We leverage indigenous collective impact frameworks already developed for the Aotearoa New Zealand context, ensuring we capture key messages in te reo Māori.

## Proper names

### Capitilisation

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.

### 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 followed by the remainder of the name.

### Names of organisations, institutions, government entities

Check the organisation's websites to ensure you have included their Māori name, then follow by a pipe and the English name.

### Names that begin with 'O'

In general, names that begin with O, have a macron on the o (ō).