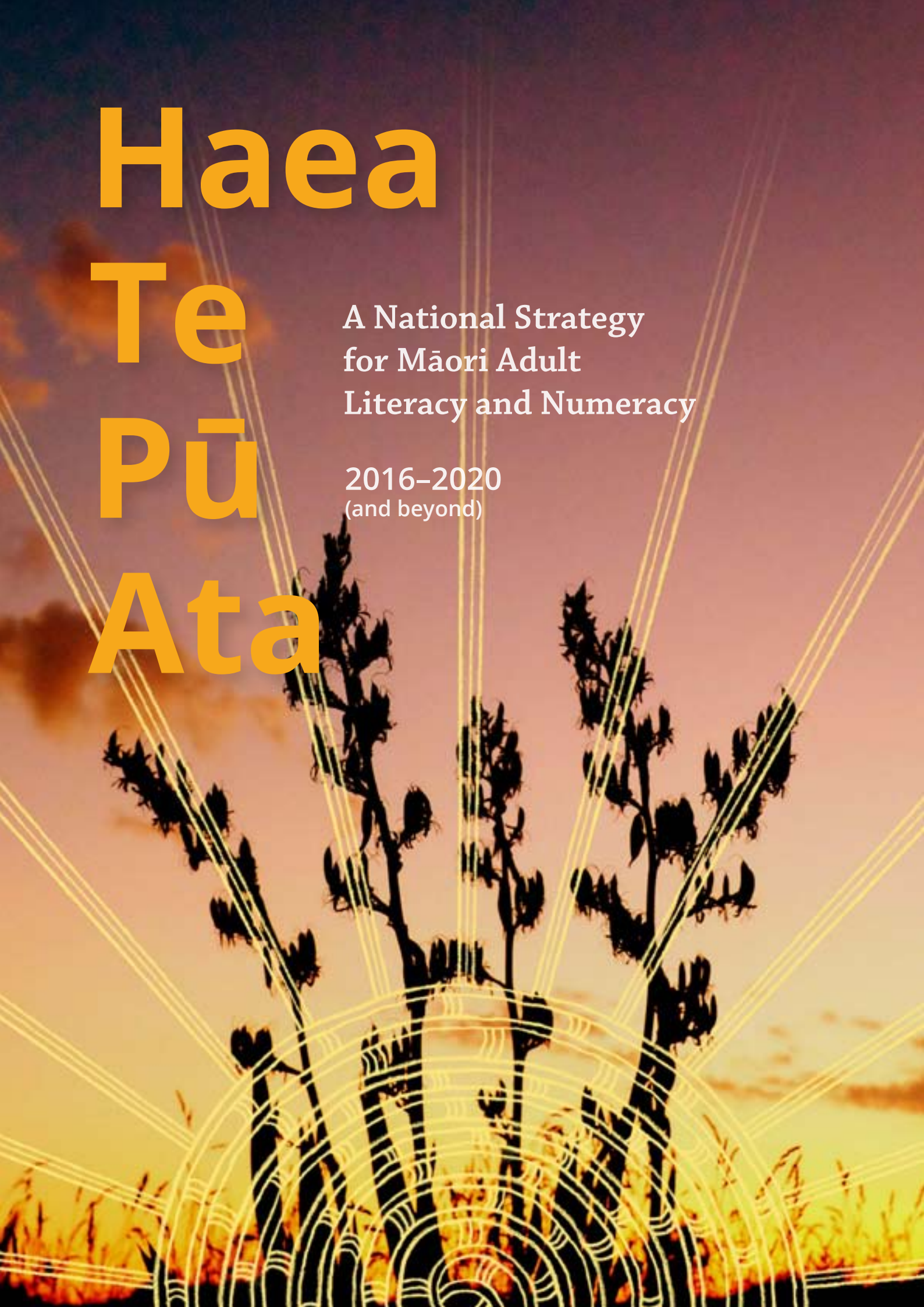


Haea Te Pū Ata

A National Strategy
for Māori Adult
Literacy and Numeracy

2016–2020
(and beyond)



Contents

- 5 He Kupu Whakataki
- 6 Executive Summary
- 9 Conceptual Framework of Haea Te Pū Ata
- 15 Ngā Whāinga Matua—
Priorities and Goals of the
Strategy 2016–2020
- 23 Haea Te Pū Ata Māori Adult
Literacy and Numeracy
Reference Group



He Kupu Whakataki

Tēnā koutou katoa

There is huge potential for Māori adults and whānau to raise literacy and numeracy levels in Aotearoa New Zealand. Scholars noted that, soon after the arrival of European settlement in the late 1840s and 1850s, Māori literacy levels were higher than most of the settler communities as Māori adapted quickly to new knowledge systems, new technologies, and to reading the Bible.

The impact of colonisation altered this scenario rapidly over the next 175 years.

In 2015, many Māori adults have been identified as not meeting national minimum standards of literacy and numeracy. There are numerous reasons for this, and among the most critical is the education system's lack of provision to cater for the needs of Māori learners. Māori have re-created their own institutions for learners from preschool through to tertiary level, to provide a range of options and pathways for educational achievement and success. There is much that can be done to address the challenges, and to provide opportunities for Māori in developing competency in adult literacy. In doing so, this will be of benefit to whānau, communities, and to the nation.

There is also a national imperative. As a young Māori population becomes a much greater proportion of the adult workforce, the future prosperity and wellbeing of all New Zealanders will depend on the ability of every New Zealander to participate and to achieve their aspirations for themselves and their whānau. Māori are, and will become an even greater part of, the future of the nation.

This strategy therefore is a catalyst for change. It sets out the priorities and actions for the next five years and beyond to significantly improve the engagement of community organisations, employers, government bodies, and education providers in supporting whānau literacy and numeracy skills-raising. These priorities must be designed by whānau themselves in collaboration with, and drive from, all of the previously mentioned groups, in particular the Tertiary Education Commission (TEC).

Dr. Jessica Hutchings
Project Leader
Te Wāhanga, NZCER

Keith Ikin
Consultation Leader



Executive Summary

This is the first draft of Haea Te Pū Ata, the Māori Adult Literacy and Numeracy Strategy. It is provided in draft to generate discussion and debate on the priorities to improve whānau access to relevant and effective services and resources, to support literacy and numeracy gain for Māori.

It is essential for whānau and all whānau members to be able to participate fully in society and achieve their aspirations. Literacy and numeracy is a key determinant in whānau health and wellbeing.

The purpose of this strategy is to shift the ground for whānau, and individuals for whom literacy and numeracy is a challenge in their everyday lives. Its primary goals are to raise positive awareness for literacy and numeracy, to alleviate barriers to literacy and numeracy achievement for Māori adults and whānau in communities, and to engage relevant and effective services that meet the needs and expectations of whānau.

The strategy engages the whole of the community. It has been developed after consultation with diverse Māori communities across Aotearoa New Zealand. It sets out what our communities have identified as the way forward to significantly address the challenge of literacy and numeracy within whānau.

Whānau, employers, community organisations, iwi, Māori organisations, industry, government, and education providers are all critical participants in the design and implementation of the strategy. Strong cross-governmental co-operation and support is required to ensure a coherent and effective implementation pathway. To demonstrate this, Haea Te Pū Ata has an ongoing commitment to achieving the goals of the Better Public Service Targets as highlighted in the strategy. This will require strong leadership

from TEC and ongoing monitoring and improvement processes.

The key elements of Haea Te Pū Ata, the Māori Adult Literacy and Numeracy Strategy 2016–2020 are:

- Whānau are essential to the design and implementation of the strategy.
- It has been commissioned by TEC and will be led by a Māori Governance Group.
- It includes all parts of the community.
- It is inclusive of te reo Māori and English language.
- A national kaupapa Māori literacy and numeracy awareness campaign and fostering strong Māori leadership are key components.
- There is a focus on lifting capability and capacity of the sector through development of and access to relevant sustained professional development and resources.
- It reviews government policy and suggests the development of a supportive, coordinated policy and resourcing framework.

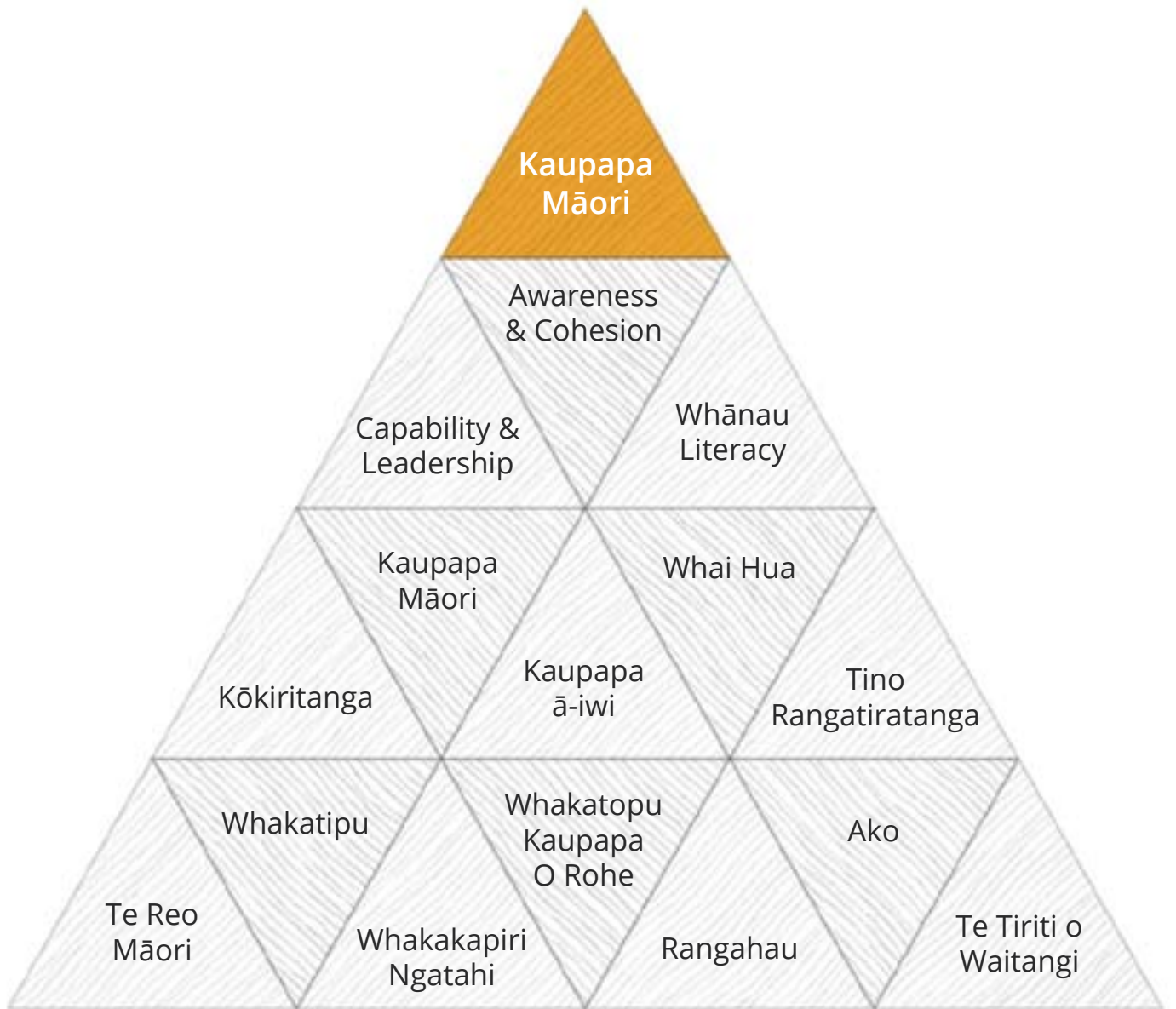
Haea Te Pū Ata, the Māori Adult Literacy and Numeracy Strategy has been commissioned by TEC, and completed by the New Zealand Council for Educational Research (NZCER) with the support of a reference group representative of key Māori education providers, iwi organisations, and industry training organisations.

Please take the opportunity to provide your feedback on this draft. Your feedback will shape the final draft of the strategy. It will be completed by the end of June 2015 for approval by TEC.

For further information on how you can shape Haea Te Pū Ata, the Māori Adult Literacy and Numeracy Strategy, please contact: Dr Jessica Hutchings on Jessica.hutchings@nzcer.org.nz

Better Public Service Targets

- Haea Te Pū Ata national draft strategy works in conjunction with the Government to fulfil the goals of the Better Public Service Targets. This means specifically contributing to Targets 5 and 6 relating to Boosting Skills and Employment, which aim to:
 - increase the proportion of 18-year-olds with NCEA Level 2 or equivalent qualification.
 - increase the proportion of 25–34-year-olds with advanced trade qualifications, diplomas, and degrees (at Level 4 or above).



Conceptual Framework of Haea Te Pū Ata

Te Tauākī Tuapae: He whānau pānui, he whānau ora

The diagram provides an overview of the National Strategy for Māori adult literacy and numeracy. The overarching purpose of the strategy is to better enable Māori adults to improve their literacy and numeracy in English and te reo Māori and enhance the wellbeing of their whānau.

Kaupapa Māori

Kaupapa Māori frames the strategy as a whole. The strategy has been developed by Māori, for Māori learners and their whānau, and will be led and implemented by whānau, hapū, marae, iwi, and Māori communities. Improved participation rates and learning outcomes for Māori will be achieved by a greater commitment to and investment in a kaupapa Māori approach to literacy and numeracy, which includes biliteracy in te reo Māori and English and literacy practices that express and value a Māori worldview, and where learning contributes to whānau wellbeing.

Three key goals

The strategy will achieve the following goals:

- **Leadership and capability:** By 2020, there will be strong national and regional leadership through a national centre for Māori adult literacy and numeracy and regional Māori literacy and numeracy networks. Strong leadership will have enabled adult literacy and numeracy providers to build their capability in delivering quality kaupapa Māori services to Māori learners.

- **Awareness and cohesion:** By 2020, there will be an enhanced awareness of the importance of literacy and numeracy to whānau wellbeing. Enhanced awareness will have led to greater cohesion and collaboration between adult literacy and numeracy providers and government agencies, community organisations, and workplaces and industry.
- **Whānau literacy and numeracy:** By 2020, quality in Māori adult literacy and numeracy provision will be characterised by a focus on whānau wellbeing. Whānau wellbeing will be a central aim of teaching and learning, enabling learners to transfer their learning to whānau contexts and contribute to and strengthen their whānau wellbeing.

Five guiding principles

The following principles underpin the design and implementation of the strategy:

Kōkiritanga

This principle reflects the commitment to working together to achieve the goals and objectives of the strategy. The principle assures a collaborative approach to working with Māori learners, whānau, hapū, marae, iwi, and Māori communities in the provision of adult literacy and numeracy services from across the education, health, justice, community, business, and industry sectors.

Kaupapa Māori

This principle recognises that the success of the strategy is dependent on all participants working in a way that is consistent with tikanga Māori and in the best interests of whānau. A kaupapa Māori approach also recognises ongoing investment and commitment to whānau, hapū, and iwi development.

Kaupapa ā-Iwi

This principle recognises that some iwi, regions, and communities are already undertaking effective initiatives to improve Māori participation and achievement in adult literacy and numeracy learning, and that the strategy seeks to support and enhance those activities alongside supporting new initiatives. This principle respects and upholds

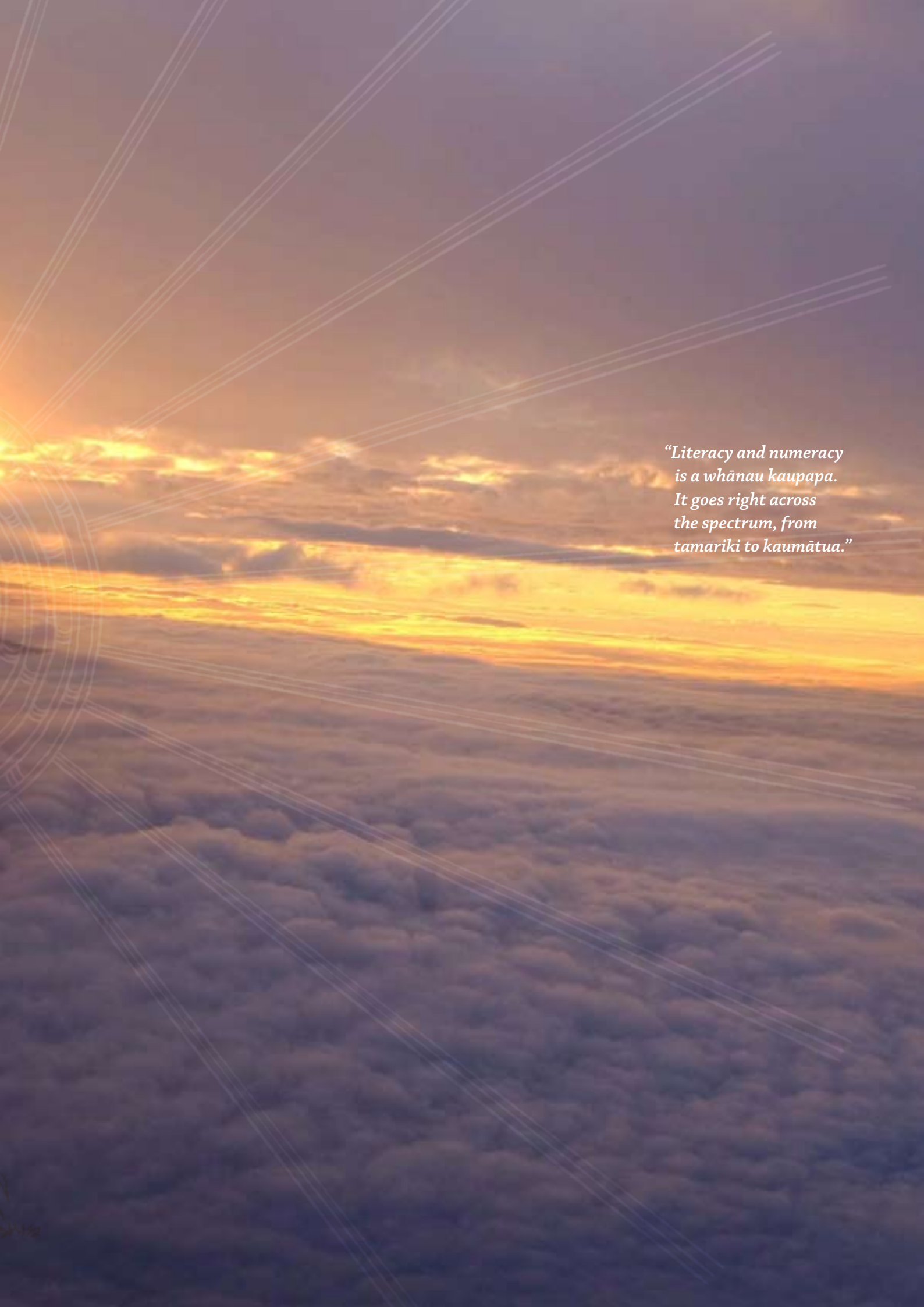
the integrity of regional approaches to ensure the strategy is led and implemented using local skills and expertise to further generate opportunities to improve Māori participation and achievement.

Tino Rangatiratanga

This principle ensures that whānau, communities, regions, and iwi will decide what is best for their community and determine how initiatives are best designed and implemented. It also reinforces the value of Māori learners aspiring and achieving as Māori.

Whai Hua

This principle ensures that the strategy will focus on delivering improved, measureable outcomes for Māori learners and their whānau. Priority outcome areas for Māori learners will be increased participation, skill development and learning achievement, and contribution to whānau wellbeing.



*“Literacy and numeracy
is a whānau kaupapa.
It goes right across
the spectrum, from
tamariki to kaumātua.”*

Seven objectives

The strategy is driven by the following objectives to achieve the strategic goals:

- **Te Reo Māori:**
The strategy will nurture and expand Māori learners' literacy in te reo Māori by supporting providers to include te reo Māori content in their course curricula. To better support providers in the teaching and learning of literacy in te reo Māori, the strategy includes the development of and provision of access to te reo Māori teaching and learning resources and the development of a te reo Māori assessment tool.
- **Whakatipū Māramatanga:**
The strategy will increase awareness of the importance of literacy and numeracy to whānau wellbeing and address the stigma and whakamā of low literacy, through the design and roll-out of a nationwide campaign. The national campaign will be supported by regionally developed and led strategies and initiatives.
- **Whakapiri Ngātahi:**
The strategy will help build a cohesive, co-ordinated Māori adult literacy and numeracy sector through strengthening and supporting the development of regional Māori literacy networks of whānau, hapū, marae, iwi, Māori communities, and Māori organisations.

The strategy will also build greater cross-sector collaboration between adult literacy providers and government agencies, community organisations, businesses, and industry, including with kōhanga reo, kura kaupapa Māori, schools, tertiary institutions, health providers, workplaces, prisons, and probation services. A key priority is to integrate adult literacy and numeracy services with the Whānau Ora initiative.



“To deliver literacy and numeracy appropriately to Māori you need to have kaupapa Māori providers.”

- **Whakatopū Kaupapa-ā-Rohe:**
The strategy will establish a national Māori adult literacy and numeracy body to oversee implementation of the strategic plan, supported by the regional Māori literacy networks. A key priority is to establish an annual Māori literacy and numeracy forum to report back to and engage with the sector at large.
- **Rangahau:**
The strategy includes a focus on research to better support Māori learner participation and achievement in adult literacy and numeracy, and to better support the contribution of adult literacy and numeracy to whānau wellbeing in particular. A research programme will also be developed and implemented to monitor the progress and achievement of the strategy.
- **Ako:**
The strategy will build the capability of adult literacy and numeracy providers to deliver quality kaupapa Māori services to Māori learners. This includes the development of kaupapa Māori teaching and learning practices and approaches. Key priorities are the development of kaupapa Māori teaching and learning resources and a kaupapa Māori assessment model that is able to measure wellbeing gains, including whānau wellbeing. Another key priority is the provision of quality, accessible kaupapa Māori professional development for tutors, and the development of career pathways to build and maintain quality teaching staff capacity.
- **Te Tiriti o Waitangi:**
The strategy draws on Te Tiriti o Waitangi and the Crown’s obligation to support whānau, hapū, and iwi development. Consistent with that obligation is the provision of sustainable funding mechanisms and policy that aligns with the development of kaupapa Māori literacy and numeracy services to Māori learners and their whānau.

What is a kaupapa Māori approach to adult literacy and numeracy?

A kaupapa Māori approach to adult literacy and numeracy includes biliteracy in te reo Māori and English and literacy practices that express and value a Māori worldview where learning contributes to whānau wellbeing.

It enables Māori to participate in literacy and numeracy learning that is relevant and meaningful to them, and successfully build their abilities to engage in and contribute to the worlds in which they live as Māori.

What is whānau literacy?

The term whānau literacy connects literacy and numeracy learning with whānau wellbeing. It reflects the importance that many Māori learners place on contributing to whānau wellbeing—both as a key motivation for participation and as a key outcome of learning achievement. For providers and tutors, it points to the value in supporting Māori learners to transfer their literacy and numeracy skills into whānau contexts. It can be facilitated through whānau involvement in an individual's learning journey, helping develop the literacy and numeracy skills of the wider whānau, and by including whānau wellbeing in learning plans and as a learning outcome for assessment.

Who will drive the strategy?

A leadership group has been tasked with driving the national strategy. Their responsibilities are to:

- co-ordinate feedback with the sector
- implement identified deliverables
- evaluate the strategy
- maintain the visibility of the strategy at government level

- work to keep the strategy relevant and viable to communities and whānau
- secure ongoing funding for the sustainability of the strategy
- build and maintain relationships in the sector.

This group should contain a mix of the following skills and attributes:

- high profile in the Māori sector particularly in literacy and numeracy
- experience in leadership roles
- proven track record in kaupapa Māori research roles
- proven track record of delivery and financial management.

There are two options for the leadership facilitation of the strategy. These are set out below:

- Co-Hosting Option: e.g., within an existing entity.
- Independent Option: standalone organisation.

Ngā Whāinga Matua— Priorities and Goals of the Strategy 2016–2020



Fulfilment—Increased ability to fulfil roles and responsibilities in the whānau

2016

Priority and goals	Implementation	Time frame and responsibility	Outcomes
Ensure whānau leadership and engagement in Māori adult literacy and numeracy initiatives	<p>Support Māori language aspirations for whānau by developing an assessment tool for te reo Māori literacy</p> <p>Ensure whānau representation on the Māori Governance Group</p> <p>Develop and provide access to effective kaupapa Māori literacy and numeracy teaching and learning resources in both te reo Māori and English</p>	<p>Tertiary Education Commission/Ministry of Education</p> <p>November 2015</p>	<p>Māori language assessment tool developed and piloted by February 2017</p> <p>Resource development plan to 2020 developed with whānau input by October 2016</p>
Build national awareness of whānau literacy and numeracy through a national campaign and regionally led and driven strategies	<p>Develop a kaupapa Māori national awareness campaign to improve awareness and understanding, and promote a positive profile of literacy and numeracy for Māori</p> <p>Identify and commission role models to communicate key messages</p> <p>Ensure campaign engages communication channels that connect with whānau and Māori communities</p> <p>Identify five priority regions with regional leads to communicate key messages</p> <p>Establish a call centre to provide whānau with advice and support to access relevant literacy and numeracy services</p>	<p>Tertiary Education Commission</p> <p>February 2016</p> <p>Led by Māori Governance Group Operational Group</p>	<p>Māori adult engagement in literacy and numeracy-focused programme increases by 3 percent per annum to 2020</p> <p>Regional hubs in Christchurch, Gisborne, West Auckland, Rotorua, and Whangarei established by June 2016</p>
Ensure cohesion across all communities to support Māori literacy and numeracy initiatives	<p>Complete and provide access to a database of literacy and numeracy providers and support organisations</p> <p>Hold an industry workforce summit to set workforce agenda to 2020</p> <p>Identify/establish and support hubs to facilitate whānau literacy and numeracy access and engagement within the five priority regions</p> <p>Ensure strategic links with national and regional initiatives including financial, health, and whānau literacy</p> <p>Include Whānau Ora initiative as a community link to support adult literacy and numeracy initiatives</p>	<p>Tertiary Education Commission</p> <p>March 2016</p> <p>Led by Māori Governance Group Operational Group</p>	<p>Database developed by April 2016</p> <p>Business NZ partners with Māori Governance Group to host employer summit by October 2016</p> <p>Workplan coordinated with financial literacy, MWDC and Families Commission by November 2016</p>

Interest—Increased interest in, knowledge and transfer of, Māori literacies

Priority and goals	Implementation	Time frame and responsibility	Outcomes
Māori capability and leadership	<p>Establish a Governance Group with high-level skills and expertise to oversee the implementation of the Haea Te Pū Ata Strategic Plan</p> <p>Establish an operational body with strong kaupapa Māori literacy capability, skills, and experience</p> <p>Extend the Māori Literacy and Numeracy leadership network to include business, community, and iwi leadership</p> <p>Hold an annual Māori Literacy and Numeracy leadership forum for co-ordinators and practitioners and facilitators</p> <p>Support regional hubs for industry, community, and education practitioners to share and support good practice</p>	<p>Tertiary Education Commission</p> <p>January 2016</p> <p>Led by Māori Governance Group</p> <p>Operational Group</p>	<p>Governance Group terms of reference and role descriptions developed by October 2015</p> <p>Appointment process developed by December 2015</p> <p>Appointment of Governance Group on 3-year term by February 2016</p> <p>Workplan including annual professional development forum by April 2016</p>
Learning, growth, and development	<p>Identify and prioritise areas for research that supports, whānau aspirations for, and engagement in, literacy and numeracy</p> <p>Implement a research and evaluation programme to monitor progress and achievement of strategy objectives (designed for key elements of strategy)</p>	<p>Tertiary Education Commission</p> <p>October 2016</p> <p>Led by Māori Governance Group</p> <p>Operational Group</p>	<p>Research priorities established by October 2016</p> <p>Evaluation model process developed and external moderator appointed by June 2016</p>
Improve accountability for provision of services to support whānau literacy and numeracy	<p>Identify kaupapa Māori approach to setting targets for Māori literacy and numeracy achievement, set targets</p> <p>Strengthen outcomes in investment plan and government agency contract requirements of literacy and numeracy services to whānau</p>	<p>Tertiary Education Commission</p> <p>August 2016</p> <p>Led by Māori Governance Group</p>	<p>Investment plan and cross-agency contract accountability templates agreed with TEC and relevant agencies by October 2016</p>
Review government policy relating to whānau literacy and numeracy provision and achievement	<p>Establish network with government agencies and other key stakeholders to develop a supportive, co-ordinated policy and resourcing framework that addresses the issues and barriers to whānau literacy and numeracy achievement</p>	<p>Led by Māori Governance Group</p>	

2017

Priority and goals	Implementation	Time frame and responsibility	Outcomes
Support regionally led and driven initiatives to raise whānau literacy and numeracy engagement and achievement	Extend priority regional hubs from five to 10	Māori Governance Group March 2017 Operational Group	Hubs established in Northland, Eastern Bay of Plenty, Wairoa, South Auckland, and Otaki
Identify resource needs to support effective whānau engagement and achievement in literacy and numeracy	Resource needs identified and development programme implemented	Māori Governance Group June 2017 Operational Group	Resource development plan completed by April 2017
Reframe and address stigma and whakama towards addressing literacy and numeracy within whānau and communities	Review awareness strategy to ensure effectiveness	Māori Governance Group February 2017 Operational Group	
Establish and strengthen linkages with regional hubs and distance education providers	Link Open Polytechnic, Massey University, Te Wānanga o Aotearoa, Te Wānanga o Raukawa, and Te Whare Wānanga o Awanuiārangi distance and home-based delivery programmes with regional hubs	Māori Governance Group April 2017 Operational Group	Distance provider completion rates improve by 5 percent per programme with regional hubs

“We’re often working in silos. There’s a lot of room for improvement to create and support broader co-ordinated networks. The strategy should include an emphasis on community, on iwi and marae, on regional planning, to create communities of learners.”

Teaching & Learning—Identifying and creating our own learning abilities and teaching opportunities to support others

2018

Priority and goals	Implementation	Time frame and responsibility	Outcomes
Review strategy implementation and effectiveness	Complete whānau, regional, and national cohort evaluation process	Māori Governance Group March 2018	Interim review completed by April 2018
Support regionally led and driven initiatives to enhance whānau literacy and numeracy engagement and achievement	Extend regional hubs from 10 to 15	Māori Governance Group March 2018 Operational Group	Extend regional hubs to East Cape, Hastings, Masterton, Wellington, and Taumarunui
Support effective provision of literacy and numeracy programmes to whānau engaged in tertiary education	Host a tertiary CEO's forum to review/refresh tertiary goals and objectives for whānau literacy and numeracy	Māori Governance Group April 2018 Operational Group	Tertiary Summit in partnership with TEC held by April 2018 to set new tertiary priorities and actions for Māori literacy and numeracy
Support community and national awareness	Maintain and enhance community awareness	Māori Governance Group Operational Group	

2019

Priority and goals	Implementation	Time frame and responsibility	Outcomes
Support regionally led and driven initiatives to raise whānau literacy and numeracy engagement and achievement	Review hub model and effectiveness with a view to continued development	Māori Governance Group April 2019 Operational Group	Regional hubs established Porirua, Blenheim, Hamilton, Tauranga, and New Plymouth
Support cohesive provision of literacy and numeracy support to whānau	Host a key industry, government agency, and education organisation stakeholders forum to review and enhance community-wide collaboration	Māori Governance Group May 2019	Inter-agency and business summit completed by June 2019 to set priorities for 2020–2025
Support community and national awareness	Maintain and enhance the awareness programme	Māori Governance Group	
Māori capability and leadership	Maintain regional and national leadership forum and networks	Māori Governance group Operational Group	

2020

Priority and goals	Implementation	Time frame and responsibility	Outcomes
Review strategy implementation and effectiveness	Review five-year strategy and set new objectives for the next five years	Māori Governance Group June 2020	Review and update of five-year strategy completed by June 2020
Support community and national awareness	Complete final year of the Adult Literacy and Numeracy Awareness campaign	Māori Governance Group October 2020	
Support leadership and capability	Set five-year priorities for ongoing leadership, capability, and resource development for 2020–2025	Māori Governance Group November 2020	
Set strategic goals and objectives for the next five years	Refresh and set strategic priorities for 2020–2025 that link with the tertiary education strategy, He Kai Kei Āku Ringa, and other key government strategies	Māori Governance Group November 2020	



How does Haea Te Pū Ata connect to other key government strategic documents?

Haea Te Pū Ata key strategic goals	Government Better Public Service Targets key strategic goals	Tertiary Education Strategy key strategic goals	He Kai Kei Aku Ringa key strategic goals
Ensure whānau leadership and engagement in setting and achieving goals for education and training that leads to employment opportunity	Reduce long-term welfare dependence		
Improve whānau literacy and numeracy and provide opportunities for education and training and employment	Support vulnerable children		
Improve engagement with employers and employees to grow employee engagement in relevant literacy and numeracy programmes	Boost skills and employment		
Improve engagement with employers and employees to grow employee engagement in relevant literacy and numeracy programmes		Delivering skills for industry	
Build national awareness of whānau literacy and engage whānau members with relevant regional education support networks		Getting at-risk young people into a career	
Improve Māori achievement through specific literacy and numeracy initiatives and indicators in delivery contracts and investment plans with education providers		Improving Māori and Pasifika achievement	
Improve Māori adult literacy and numeracy from 50% below international standards to 30% within 5 years		Improving adult literacy and numeracy	
Establish 20 regionally based learning hubs to facilitate engagement with learners and improve learner success			Greater educational participation and achievement
Improve employee engagement in relevant literacy and numeracy programmes and lift workforce productivity			Skilled and successful workforce
Ensure clear linkages and synergies with the financial literacy commission and strategy			Increased financial literacy and savings



Beyond 2020

The key elements identified over the longer term, towards implementing a 25-year strategy are:

- a strong leadership group
- an operational body with strong kaupapa Māori literacy capability, skills and experience
- a supportive policy framework that addresses the issues/barriers identified by the reference group and the literature
- supportive long-term resourcing.

Haea Te Pū Ata

Māori Adult Literacy and Numeracy Reference Group

The members of the reference group are:

Bronwyn Yates	Literacy Aotearoa
Kiri Solomon	Solomon Group
Āneta Rāwiri	Te Wānanga o Raukawa
Conny Huaki	Te Wānanga o Aotearoa
Teone Sciascia	Te Rūnaka o Kai Tahu
Les Roa	Longveldt Engineering
Dr Cheryl Stephens	Independent
Dr Jessica Hutchings	(Chair) NZCER, Te Wāhanga



