

*Whittaker's*  
SINCE 1896

**POUTAMA REO**  
**A MĀORI LANGUAGE MOVEMENT**



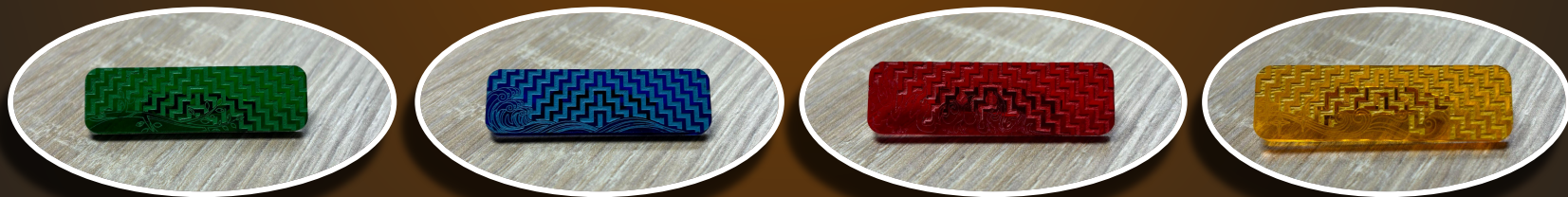


# What is Poutama Reo?

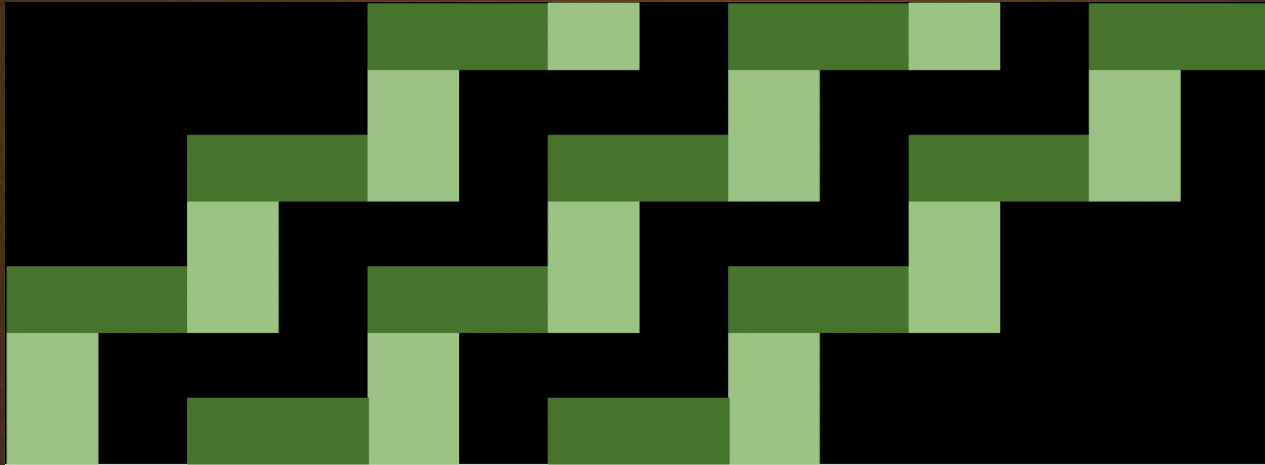
Poutama Reo is a Māori language movement led by Tū Rangatira - a group from Kaipara College.

It's a badge system - each badge shows the proficiency of the wearer. To gain each badge you do an assessment.

The idea of the badges is to promote the use of te reo Māori and create an environment where people feel safe to speak Māori at the level they feel comfortable.

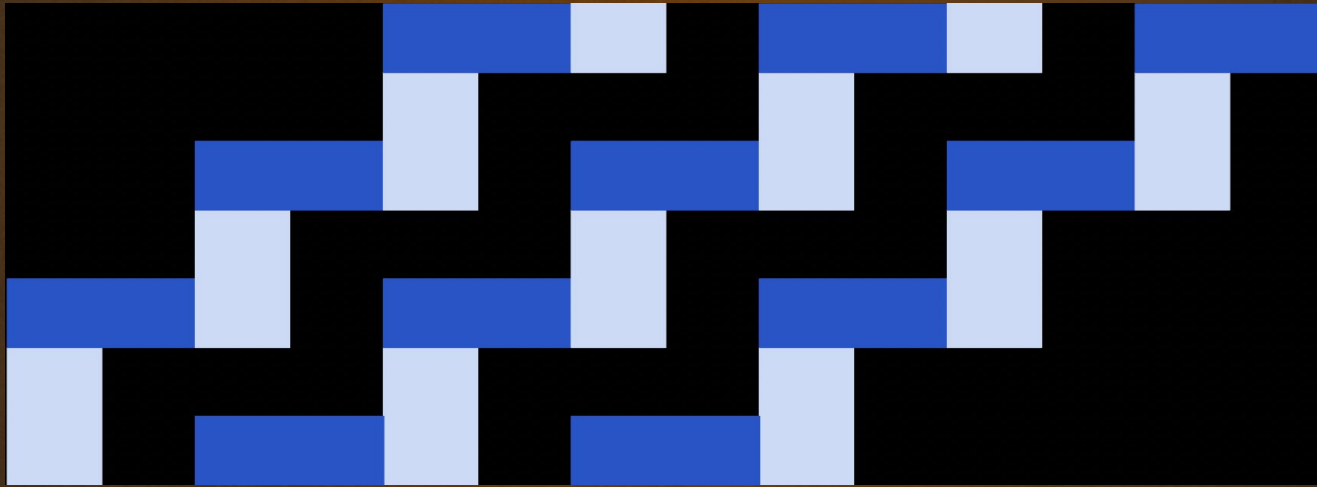


# Ngā Uri a Tāne



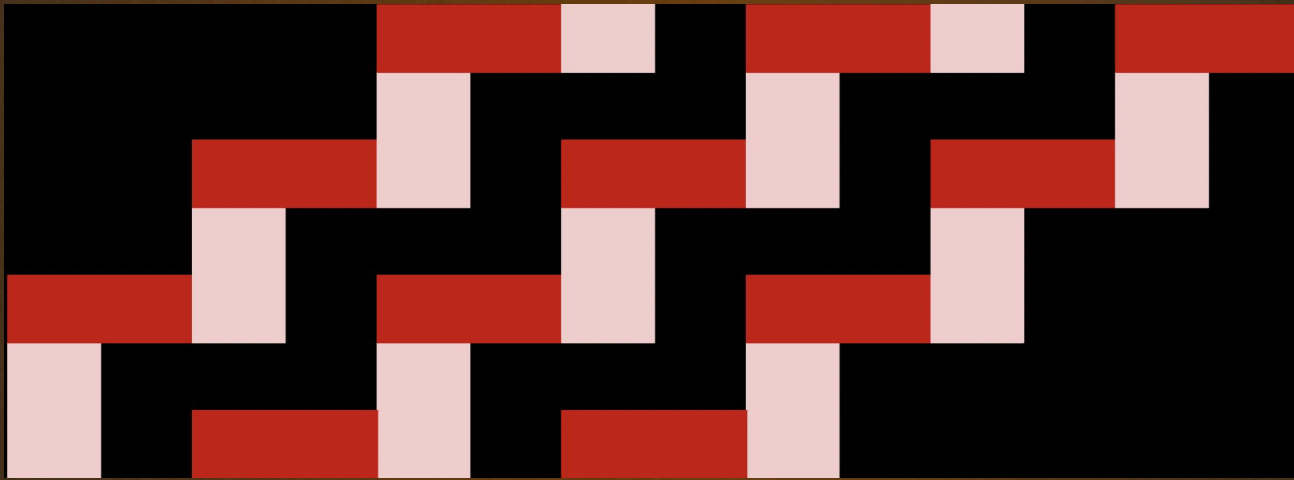
The initial stage of the badges, titled Ngā Uri a Tāne, features the colour green. In Māori lore, Tāne fathered many beings within this world. Consequently, as all creations spring from Tāne, our journey commences here.

# Te Waiora



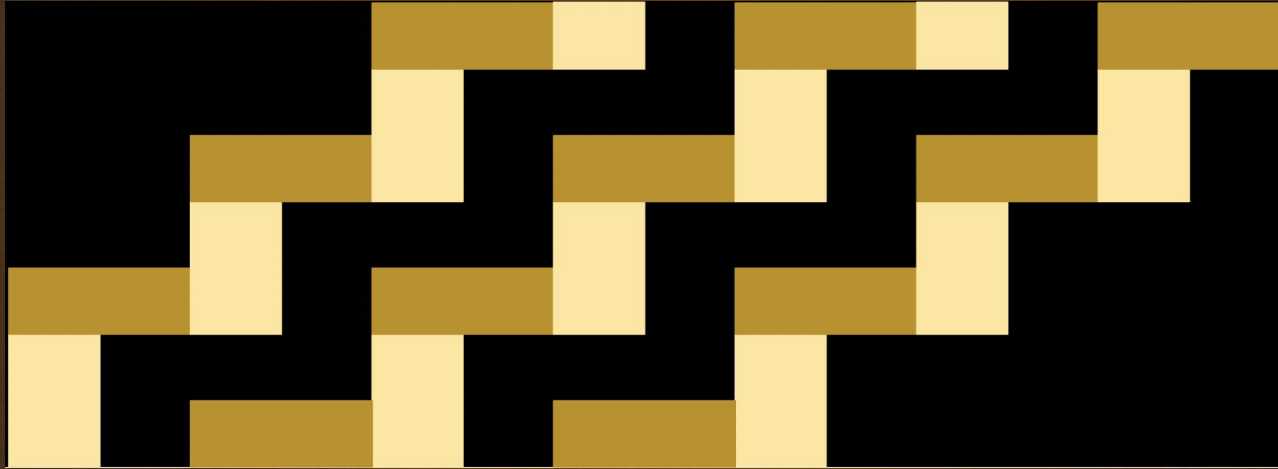
The second stage, known as Te Waiora, is represented by the colour blue, symbolizing all water bodies. This Poutama reflects water's nature to flow and connect, suggesting that at this point, our language too will begin to flow seamlessly.

# Te Ahi Kōmau



The third stage, Te Ahi Kōmau, is marked by the colour red, associated with both the peril and vitality of fire. This stage serves as a reminder of the ongoing need for vigilance and perseverance in our endeavours, cautioning against complacency.

# Te Toi Huarewa



The fourth and concluding stage, Te Toi Huarewa, bears the colour gold. This stage alludes to the whirlwind path to the highest heavens, home to the baskets of knowledge. Completing our elemental theme, the wind, symbolized by Tāne (forest) and Tāwhirimātea (wind/thunder), underscores the necessity of support in mastering Te Reo Māori, reinforcing that the journey requires collaborative effort.



# Our Journey

Currently this kaupapa lives at all of our local primary schools, pre-schools and Carmel College. We just shared this initiative to Te Taura Whiri i te reo Māori.

Our goal is to reach more secondary schools and organisations. We hope to present at the 2025 NASDAP conference to reach Deputy Principals from all areas of Aotearoa.





# Why Whittakers?

## Stuff

NZ NEWS / QUIZZES / TFN / LIFE & STYLE / SPORT

### Whittaker's gives Miraka Kirīmi chocolate block the chop

With Te Wiki o te Reo Māori just around the corner, [Aotearoa's most trusted brand Whittaker's](#) has confirmed it will not be producing its limited-edition Miraka Kirīmi (Creamy Milk) block.

A Whittaker's spokesperson told *Stuff* the company would instead be celebrating [Te Wiki o te Reo Māori](#) with te reo lessons and other activity for staff, "producing more new recipes in te reo, and a donation to Te Kōhanga Reo National Trust".

"Whittaker's focus this year is on building awareness and capability in te reo and te ao Māori within our own team, and helping to normalise the use of te reo by producing recipes in te reo throughout the year, rather than by releasing a limited-edition Miraka Kirīmi (Creamy Milk) as we have done for the [past couple of years](#)."

"We know this may disappoint some Chocolate Lovers, but we hope that they will join us in showing their support for [Te Wiki o te Reo Māori](#) in other ways this year."

We read the following in an article in Stuff :

*"Whittaker's focus this year is on building awareness and capability in te reo and te ao Māori within our own team..."*

To us this sounds like a commitment to your values of  
*"Good Honest Chocolate."*

Instead of just doing one-off Māori Language projects that come and go, you're focused on making ongoing efforts that really count.

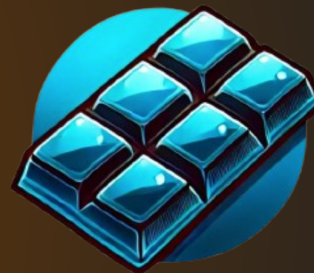
We thought you might be interested in joining our Māori Language Movement to support you in your efforts





# How to get started

- You decide what Reo Māori is important to your organisation at each level.
- You get badges made for your organisation.
- If you don't have Māori Language experts, we could help you!
  - We can help create the assessments.
  - We can assess your staff if you do not have proficient speakers (via video call).
  - We can help provide resources.





# EXAMPLE ASSESSMENT

NGĀ URI A TĀNE - LEVEL ONE

Name: \_\_\_\_\_

Assessor name: \_\_\_\_\_

Date: \_\_\_\_\_

Ngā Uri a Tāne		Examples	Record responses here:	Checklist
Language structures	1. What is a formal greeting in Te Reo Māori? 2. What is an informal greeting in Te Reo Māori?	- Formal i.e. Tēnā koe - Informal i.e. Kia ora		<input type="checkbox"/>
	3. List 10 basic words in Māori and give their English equivalents. a. No numbers b. No colours	- Maunga - Mountain - Awa - River - Waka - Canoe - Kura - School - Kaiako - Teacher - Pene rākau - Pencil - Moana - Sea - Iwi - People, tribe - Kaipara - The name of our moana, area. - Aotearoa - New Zealand		<input type="checkbox"/>
	4. How do you say, "My name is..." in Te Reo Māori.	Ko Bob tōku ingoa		<input type="checkbox"/>
	5. Name 5 Colours in te reo Māori and give their English equivalents.	- Mā, whero, Kākāriki, pango, kōwhai, parauri, kikorangi, karakaraka		<input type="checkbox"/>
	6. Count to 10 in Māori	- 1-10		<input type="checkbox"/>
Waiata/Haka	7. Sing a basic waiata	- Te Aroha - Tutira mai ngā iwi		<input type="checkbox"/>
Basic Tikanga	8. What is a customary ritual performed before eating? a. Recite a karakia kai	- Karakia kai - Whakapaingia ēnei kai, hei oranga tinana, hei oranga wairua. Āmine.		<input type="checkbox"/>
Whakataukī / Kīwaha	9. What is one of our slogans in Te Reo Māori?	"Ko te pai rawa, he pai ake tonu." "Best is always better." "Mai i te pini ki te poro" "From bean to bar" "He tiakarete pono, he tiakarete pai." "Good, honest chocolate."		<input type="checkbox"/>   <input type="checkbox"/>



## What are the benefits for Whittaker's?

By adopting this kaupapa, we hope that you see these benefits.

- Creating an encouraging environment for the use of te reo Māori within staff.
- Signals to Māori your commitment to te reo and could strengthen relationships.
- Demonstrates a commitment to honoring Te Tiriti o Waitangi.
- Employees gain new skills that enhance interpersonal communication and cultural fluency.
- Recognition as a biculturally responsive and forward-thinking organisation.



Whittaker's<sup>®</sup>  
SINCE 1896

## Whakataukī/Kianga

“Ko te pai rawa, he pai ake tonu.”	“Best is always better.”
“Nō te tau 1896, e ngākau nui ana ki te tiakarete”	“A passion for chocolate since 1896”
“Mai i te pīni ki te poro”	“From bean to bar”
“He tiakarete pono, he tiakarete pai.”	“Good, honest chocolate.”

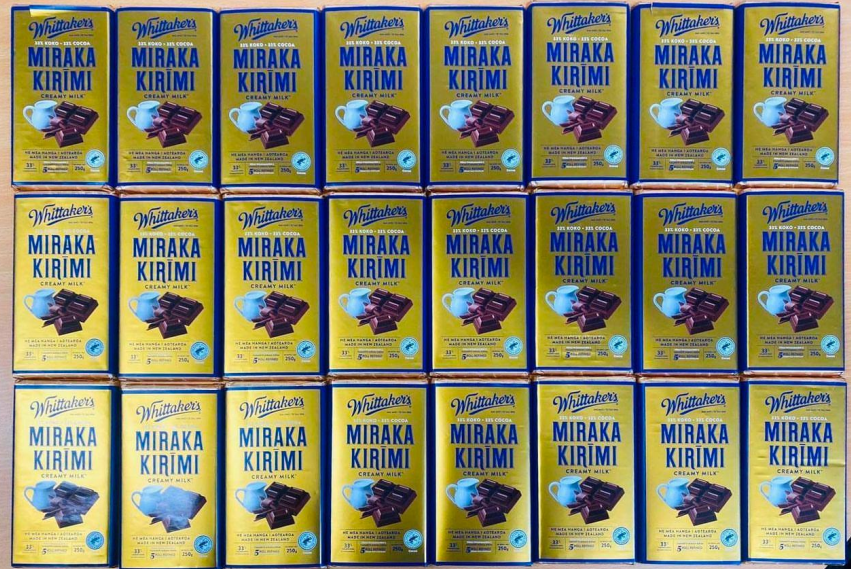
# Whittaker's

SINCE 1896

(P.S. We miss your  
Miraka Kirīmi)



kaiparaturangatira



21



12



kaiparaturangatira Got about five blocks left after assessing the teachers for their Ngā Uri a Tāne badges & our Te Wiki o Te Reo Māori whiwhiwhi arero competition. The question is Tū Rangatira, what should we do to give you guys the opportunity to win the remaining blocks? 🤔🍫

15 September 2023