

Te Kaupapa Here o Ngā Tohu Reorua

Bilingual Signage Policy

Policy Owner:	Pohono Iwi ki te Haapori (Iwi and Community Partnerships Manager)
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Next review date:	May 2020
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Engagement required:	Internal

1 Introduction

This policy was first approved in July 2014. It supports the Waikato District Council Te Reo Maaori Policy which was approved by Council in April 2016 and has been updated to include the 'Maaori-English Bilingual Signage' Guide for Best Practice which was published by Te Puni Kokiri (Ministry for Maaori Development) in November 2016.

2 Purpose

The objective of this policy is to provide guidelines for the use of te reo Maaori on Waikato District Council signage.

3 Application

This policy applies to those council staff and teams that are responsible for the installation of signage on Waikato District Council facilities.

4 Relevant documents

- Maori-English Bilingual Signage – A guide to Good Practice

5 Significance

This policy is not deemed significant in terms of the Significant and Engagement Policy.

6 Policy statements

General

- 6.1 Te Ture moo te Reo Maaori 2016 affirms the status of te reo Maaori as:
- a) The indigenous language of Aotearoa, New Zealand
 - b) A taaonga of iwi and Maaori
 - c) A language valued by the nation
 - d) An official language of Aotearoa, New Zealand.

- 6.2 This policy demonstrates Waikato District Council's acknowledgement of Te Ture mō te Reo Māori 2016 and commitment to the principles of the Treaty of Waitangi.
- 6.3 Waikato District Council agrees that there should be a consistent application of te reo Māori on Waikato District Council signage across the district.

Key principles

- 6.4 The following key principles¹ have been considered in the development of this policy and guidelines.
- a) Responsive and accessible services for all customers, including those who use te reo Māori
 - b) Visibility of language where it will have most benefit for customers, including those who use te reo Māori
 - c) Equality of language where te reo Māori and English are presented equally, or Māori only, noting that for Waikato District Council signage, English will appear first
 - d) Quality of language where te reo Māori is accurate and consistent in all signage. The Waikato-Tainui dialect will be preferred for Waikato District Council signage.
- 6.5 Waikato District Council will make every effort to follow the guidelines for good practice:
- a) Te reo Māori is included as part of any initiative involving design i.e. rebranding, building a website or changing signage on the outside of a building and within the workspaces occupied
 - b) Te reo Māori is included from the outset in any design briefs or specifications;
 - c) Consideration is given to advisors or qualified experts in te reo Māori translation, Māori culture, language design, communications and graphic design are part of the planning process and design brief.

Implementation

- 6.6 All Waikato District Council signage in the list at Appendix A is to include te reo Māori and English. This list is not restrictive and other signage can be bilingual.
- 6.7 During the design of signage, designers should ensure that the addition of te reo Māori does not add excessive, additional cost and that the sign is still easy to read.
- 6.8 Electronic signage will include both languages in the interests of health and safety.
- 6.9 Equality of Māori and English languages: signage designers should consider the following three key elements of effective basic bilingual signage design:
- a) Language equality – Māori and English and treated equally
 - b) Language differentiation – the eye can spot the difference between each language at a glance
 - c) Navigation clues – the eye can easily follow its chosen language without confusion and the navigation clues are consistent.²
- 6.10 A list of words and phrases that are to be used for bilingual signage has been compiled and is attached for reference. This list will be used by all council staff who are responsible for installing signage.

¹ From Te Puni Kokiri's document *Māori-English Bilingual Signage – A guide to Good Practice* (Te Puni Kokiri, 2016)

² Further detail regarding equality of language can be found at p 16 of *Māori-English Bilingual Signage – A guide to Good Practice* (Te Puni Kokiri, 2016)

7 Policy review

This policy shall be reviewed at three yearly intervals or as otherwise required by the Chief Executive.

Appendices

A: Specific Bilingual Signs

District Entranceway Signage

English	Maaori
Welcome to the Waikato Our place	Nau mai, haere mai ki te rohe o Waikato Taatou waahi
Waikato District Council	Te Kaunihera aa Takiwaa o Waikato

Office, sub-office and library signage

English	Maaori
Waikato District Council	Te Kaunihera aa Takiwaa o Waikato
Library Eg: Ngaruawahia Library	Te Whare Pukapuka o (NAME OF TOWN) Te Whare Pukapuka o Ngaruawahia
Office e.g. Waikato District Council, Ngaruawahia Office	Te Tari o (NAME OF TOWN) Te Kaunihera aa Takiwaa o Waikato Te Tari o Ngaruawaahia

Parks & Reserves (headings only)

English	Maaori
Welcome	Nau mai haere mai
Welcome to Eg: Welcome to Ruapuke Beach Welcome to Tuakau Recreation Reserve	Nau mai haere mai ki Nau mai, haere mai ki tatahi o Ruapuke Nau mai, haere mai ki te waahi haakinakina o Tuakau
Playground	Papa Taakaro
Reserve	Whenua Raahui
Sports Ground / Park	Waahi Haakinakina
Camping Grounds	kaainga taupua
Community Hall	Whare Haapori
Information Centre	Te Puna Koorero
Trails and Walks	Huarahi (singular) /Ngaa Huarahi (plural)
Skatepark	Papa Reehia
River	Awa
Lake	Roto
Pedestrian access	He huarahi mo ngaa tangata

Buildings

English	Maaori
Ladies	Waahine
Mens	Taane
Toilets	Whare Iti
Conference Room	Ruunanga / Waahi hui
Exit	Putanga
Fire alarm	Whakahoho
Fire escape, fire exit	Rerenga ahi
Foyer	Roro
Interview room	Ruuma uiui
Main entrance	Kuuaha matua
No admittance	Kaua e kuhu mai
No exit	Kaua e puta maa konei
Reception area	Taupaeapae
Way out	Ara puta

General warning (headings only)

English	Maaori
Beware Danger Warning Caution Be careful	Kia tuupato

Cemeteries

English	Maaori
Cemetery Eg: Ngaruawahia Public Cemetery	Urupaa Te Urupaa o Ngaaruawaahia

B: Existing bilingual signage

English	Maaori
Welcome	Nau mai, Haere mai
Raglan Information Centre	Te Puna Koorero o Whaingaroa
Raglan and District Museum	Te Whare Taonga o Whaingaroa

C: Vocabulary List

English	Maaori	English	Maaori
Access	Huarahi	Museum	Whare taonga
Adult	Pakeke / tangata	Office	Tari
Beach	Tatahi	Person / pedestrian	Tangata
Beware, warning,	Kia tuupato	Recreation / Games	Haakinakina

danger, caution, be careful			
Council	Kaunihera	Reserve	Waahi
Cemetery	urupaa	Stop	E Tu!
District	Takiwaa	Teenager	Taiohi / rangatahi
Hours	Nga haaora	Welcome	Nau mai, haere mai
Information	Koorero	To	Ki
Information centre	Puna koorero	Toilet	Whare iti
Kids	Tamariki	Woman / womens	Wahine / Waahine
Library	Whare Pukapukua	Zone / place	Waahi
Man / mens	Tane / Taane		