

Shearing with



TE TAURA WHIRI
I TE REO MĀORI
MĀORI LANGUAGE COMMISSION



Friday 21 January 2022

New naming right partner & date change enhances the shearing industry

A new naming right partnership and date change will help contribute to the use and normalisation of Te Reo Māori to the people within the shearing industry.

Te Taura Whiri i te Reo Māori, the Māori language commission will co-host with the Waimarino shears which is now moved to its new date Saturday 5 March 2022.

One of Te Taura Whiri i te Reo Māori key roles is the promotion of Te Reo Māori to wider New Zealand. Their mission is to promote Te Reo Māori as an ordinary means of communication and a living language.

He Kaha te mana o te Reo Māori – building the status and visibility of Te Reo Māori to encourage its use throughout New Zealand is one key focus area and the natural alignment to the Waimarino shears.

President of the Waimarino shears Turuhia Edmonds is pleased with the new naming right partner Te Taura Whiri i te Reo Māori.

“This new investment by Te Taura Whiri i te Reo Māori through the Maihi Karauna strategy Kia Māhorahoa te Reo, everywhere, every way, for everyone, every day allows us to **“shear”** collaboratively in achieving the revitalisation of Te Reo Māori within the competition and industry” Edmonds said.

In 2021 saw the Waimarino shears as the only shearing competition in Aotearoa to create a Te Reo Māori strategy. The strategy is in two-fold where key words within the shearing show, shearing shed and the farming industry are identified and spoken along with a main focus on pronunciation of competitor names, towns and Iwi affiliation.

This year will see the development of “kīwaha” using the key words and embedding them in every day phrases along with strengthening the correct pronunciation of Te Reo Māori.

Ko te reo kia rere, ko te reo kia tika, ko te reo kia Māori. Na Pania Papa.

Nau mai haere mai ki te Whakataetae Kuti Hipi o Te Waimarino kia hono ai ki Te Taura Whiri i te Reo Māori.

Media release ends 3pm