



Phil Haines



Reo Rua

IT'S ABOUT RESPECT!

Adopting Māori signage in the workplace is a mark of respect for what makes Aotearoa unique according to two local businesses.

Pita Pit at Trade Central and Westpac are among a number of enterprises that are supporting Bilingual Rotorua, which was launched last year.

Led by Council's Te Arawa partnership board Te Tatau o Te Arawa, the initiative encourages people to start or advance their Māori language journey.

Phil Haines, who owns Rotorua's two Pita Pit franchises, says it made sense to add Māori signage to the Trade Central store, which opened in December.

"Rotorua is arguably the capital of Māoridom in New Zealand," Phil says. The Bilingual Rotorua launch happened about the same time as he was considering the fit-out for his new central store.

"My architect asked me, why would you want Māori words? I said because Rotorua is the first bilingual city in New Zealand. We wanted to throw what weight we had behind it."

On a wall that divides the store into two eating areas, there are a number of Māori and English words which relate to the store and important community values:

Kia ora	Greetings
Whānau	Family
Manaakitanga	Care for
Aroha	love
Ka pai	Good
Hari	Happy
Kai hauora	Healthy food
Huawhenua	Vegetables
Huarākau	Fruit
Inu	Drink
Kai	Food

Phil sees immense value in supporting te reo Māori.

"Māoritanga (Māoridom) is its own world. If you don't embrace it and choose to ignore it, you will miss out. There are a lot of business opportunities."

A report presented by Te Tatau o Te Arawa to Rotorua Lakes Council provides examples of how the Gaeltacht language has contributed to Ireland's Galway city. In 1987, Gaeltacht contributed \$13m and by 2016 that had increased to \$187m.

Phil says the value of te reo is also reflected by his staff and customers.

Westpac Rotorua, which has Bilingual signage and Māori carvings in some of its branches in the country, agrees.

Area Business manager Pakihi Māori (Māori Business), Kererua Savage, says it's imperative for the bank that its operation reflects the people and place it serves.

"The whenua which is the land the branch is on is owned by Pukeroa Ōruawhata. It's really important to acknowledge Ngāti Whakaue, which has assisted us in the opening of the branch." "[And] it was really important we reflect the customers we serve. We have quite a few Māori customers using our services

while on the other side we want to attract more Māori to come in to Westpac, [be] an organisation that speaks to them," Kererua says.

The Rotorua branch made a commitment to have bilingual signage in 2012 and now has Māori signage in its Auckland headquarters, a Tauranga branch and in its new branch in Whanganui.

Rotorua branch manager Ian Baker, says the ultimate goal is to support the community.

"For some people it can be quite daunting to come into a bank and meet with a banker. But when people walk in it puts their mind at ease when they see we're multi-cultural."

Westpac is offering learning modules to its staff – the Beginner's Guide to the World of Māori and Simple Māori Greetings and people can withdraw money from their ATM in Māori.

If you're a business or organisation considering implementing Maori signage take a look at Te Puni Kokiri's Bilingual signage guide via:
goo.gl/PjT96a



Kererua Savage and Ian Baker