



**Ngāti Kahungunu Iwi**  
INCORPORATED

**MEDIA RELEASE – 5 February 2014**  
**KETUKETU KĪWAHA**  
**Launch – Waitangi Day 2014**

The Ketuketu Kīwaha (Idiom of the Week) project has been developed by Ngāti Kahungunu Iwi Incorporated to encourage and increase the use of the Māori language throughout the Ngāti Kahungunu region, in particular providing a platform for the community to learn colloquial phrases and idioms which can be used in everyday life. The project has been designed to target all sectors of the community using a wide spectrum of communication methods including Radio Kahungunu, social media networks, YouTube, the Ngāti Kahungunu Iwi Incorporated e-mail list, newspapers, schools, early childhood centres, Kōhanga Reo, marae and other key stakeholders. The kīwaha (idiom) have also been accompanied by a broad translation (English and Māori), the context and a short role play to help demonstrate the appropriate usage. Videos have also been recorded demonstrating the appropriate intonation and tone of voice when using the kīwaha in the appropriate context.

The idea of this project stems from the recently reviewed Ngāti Kahungunu Māori Language Strategy which places a strong emphasis on the need for the Māori language to be used within homes. Ketuketu Kīwaha (Idiom of the Week) provides this opportunity for whānau and all community members to use simple everyday phrases within the home, at work, in the playground, at school, in all domains. Ngāti Kahungunu Iwi Incorporated is delighted with the overwhelming support received to date by local newspapers and schools, and hope that the community will appreciate this initiative and make 2014 the year to start using Te Reo Māori in everyday life.

Ngahiwi Tomoana (Ngāti Kahungunu Iwi Chairman) says “I grew up surrounded by these sayings and this type of language which has been a platform for my development as a Māori and community leader. It is important that these sayings and understandings are passed on to the next generation because it will make us stronger as Māori and as a community as we go forward together in this multi-cultural world. This type of language is not only pleasing to the ear, but also pleasing to the soul. I welcome the revitalisation of this type of Māori language.”

We would like to thank and acknowledge the following newspapers for sponsoring the weekly printing of Ketuketu Kīwaha: Wairarapa News, The Wairoa Star, The Central Hawkes Bay Mail, The Hastings Mail & The Napier Mail.

To be included on the e mail distribution list for Ketuketu Kīwaha please contact [jeremy@kahungunu.iwi.nz](mailto:jeremy@kahungunu.iwi.nz)

To view the Ketuketu Kīwaha videos please visit our Ngāti Kahungunu Iwi Inc. Facebook page at <https://www.facebook.com/#!/kahungunu> or search ‘Ketuketu Kīwaha’ at [www.youtube.com](http://www.youtube.com)

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