

Puni Reo: Normalising te reo Māori in Poitarawhiti

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In 2018, the Puni Reo idea was initiated by Eruera Lee-Morgan, Te Puni Kōkiri ki Tāmaki Makaurau. Community-driven and led, Puni Reo model aligns with the Crown's *Maihi Karauna Strategy for Māori language revitalisation 2019 – 2023* (Te Puni Kokiri, 2019) is supported by a customised Puni Reo app that has been developed to enable coaches, umpires, players and spectators to participate in the event in te reo. Subsequently, developing the corpus of te reo related to the activity with a deep reach into the activity-based community itself, notwithstanding the creation a new Māori language domain based within the wider community. Since the first Puni Reo Poitarawhiti in May 2018, four other activity-based communities have held Puni Reo, with the second Puni Reo Poitarawhiti with Netball Waitakere held recently with more than 50 school teams participating (from years 5 to 13). There are currently two other Puni Reo events (KKM National Touch Rugby and Tāmaki Makaurau Kiorahi Tournament) being planned by their communities for later this year. There is a widespread and growing interest in the Puni Reo model from around Aotearoa, as well as internationally. This one-year scoping research project is funded by Ngā Pae o te Māramatanga, and investigates Puni Reo Poitarawhiti. This presentation will present some initial key findings as a result of the interviews undertaken with the organisers, teachers, coaches, umpires, players and whanau of Puni Reo Poitarawhiti held in Tāmaki Makaurau.