



Media Release

For Release: 5 July 2013

E noho ana mātau i tō ao - e tautoko ana a ANZ i Te Wiki o te Reo Māori

ANZ has been right behind Māori Language Week this year, with a range of activities to promote Te Reo Māori.

"Māori language is a special part of what makes New Zealand unique," said ANZ Head of Māori Relationships David Harrison.

"Acknowledging Māori Language Week is a great thing to do. It's something we can all make more of an effort with, no matter how small. For example, I'm really pleased our Contact Centre staff have been greeting customers with the Māori greeting Kia ora."

The call centre has also been playing a 'E noho ana mātau i tō ao' message to customers in Te Reo, and music by Māori artist Whirimako Black resulting in positive feedback from a number of customers.

Branches have also supported the week. ANZ Kaitia Manager Rachael Toia has linked her branch up with local iwi Te Rarawa to find out the meanings of local place names and staff have been making an effort to use correct Māori names.

"For example, we've been referring to Te One-roa-a-Tōhē – otherwise known as 90 Mile Beach," said Rachael. "And we've been trying to learn about local landmarks like 'Digger's Valley'. What was it called before it was Digger's Valley?"

"We also printed stickers in Te Reo for staff to wear showing their name and where they come from, and displayed Māori signs in the branch," said Rachael.

Other activities have included electronic signage at ANZ Head Office in Albert St, internal website stories, email signatures with titles and 'We Live in Your World' messages in Te Reo, and leaders' messages with Māori greetings and signoffs.

David Harrison says that Māori play an integral role in driving the NZ economy.

"The Māori commercial asset base has been estimated at around \$36 billion and it continues to grow as increased collaboration and commercial capacity helps build further momentum," David said.

"As New Zealand's largest financial institution, ANZ has a great ability to help unlock the full potential of the Māori economy and we're committed to supporting Māori development for the good of Māori and Aotearoa as a whole."

Pete Barnao
Communications Manager, Media
Tel: +64-9-252-6623 or 0272-773-139
Email: pete.barnao@anz.com