

Bòrd na Gàidhlig

Brath Naidheachd
Press Release



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Bòrd na Gàidhlig learning from others

The successful initiatives to increase the number of Māori language speakers was among one of the topics discussed at Bòrd na Gàidhlig's national conference held today (May 20) in Inverness.

At a recent Gaelic debate within the Scottish Parliament, speakers from all parties recognised the challenge facing Bòrd na Gàidhlig in implementing their action plan and made reference to the success of the Maori language.

The Maori language has experienced a remarkable recovery over the past 20 years which has among other initiatives has resulted in two tv channels being created, one entirely broadcasting Maori programmes.

A key figure in the Māori language resurgence, Jim Mather, Chief Executive of Māori TV, visited Scotland to detail how some of the initiatives taken there could be of benefit in terms of Gaelic language planning.

Jim said: " I am delighted to be in Scotland for this conference and for the opportunity to speak of the work that has been done and continues in New Zealand regarding the resurgence of our native language of Maori....."

Cathraiche (Chair) of Bòrd na Gàidhlig, Arthur Cormack said: "Bòrd na Gàidhlig has taken this opportunity to hear at first hand the Maori story and explore what the Gaelic language might learn their efforts. The richness and vibrancy of the language distinguishes New Zealand in areas such as tourism, exporting, employment, sport, education and

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broadcasting. There is a great deal we could share in terms of relevant experience across these wide range of activities.”

All presentations and speeches from the day will be available on the Bòrd an Gàidhlig website after the event.

If you require any further information please contact Shona Sloan Communications Manager, Bòrd na Gàidhlig, at shona@gaidhlig.org.uk (Tel. 01463 225454; Fax 01463 716217).

Notes to Editors

Maori TV

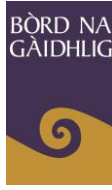
The Māori language is the cornerstone of Māori culture. It provides a platform for Māori cultural development and supports a unique New Zealand identity within a global society. It is a taonga (treasure), at the very heart of Māori culture and identity, and for that reason alone it must be preserved and fostered.

Māori Television was founded under the Māori Television Service Act 2003 (Te Aratuku Whakaata Irirangi Māori). Passed in May 2003, the Act establishes the channel as a statutory corporation.

A key initiative undertaken in early 2008 was the launch of a second channel – named Te Reo – which broadcasts in 100 per cent Māori language during prime time. The aim is to

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better meet the needs of fluent Māori speakers, Māori language learners and to enable New Zealanders to have full immersion Māori language households.

Bòrd na Gàidhlig

Bòrd na Gàidhlig is the principal public body in Scotland responsible for promoting Gaelic development and providing advice to the Scottish Ministers on Gaelic issues. Under the terms of the Gaelic Language (Scotland) Act 2005, Bòrd na Gàidhlig is required:

- to secure the status of Gaelic as an official language of Scotland
- to promote, and facilitate the promotion of, Gaelic
- to provide advice and assistance on matters relating to Gaelic
- to increase the number of people able to use and understand Gaelic
- to encourage the use and understanding of Gaelic
- to facilitate access to Gaelic