

## Statistics NZ releases *New Zealand in Profile* in te reo Māori

Today's release of a Māori translation of Statistics NZ's *New Zealand in Profile 2012* is an important step in giving New Zealand the information it needs.

*Te Āhua o Aotearoa: 2012*, is translated from the English language version of New Zealand in Profile that was released in January. It contains selected facts and figures that provide an overview of New Zealand's people, economy, and environment.

"Arohata te Reo (Cherish the Language) is this year's theme for Māori Language Week and we wanted to mark it by releasing this flagship publication in Māori," Karen Coutts, Principal Advisor Māori at Statistics NZ, said.

"There's rich information in *Te Āhua o Aotearoa: 2012*. For example, we can see that Australia was our most important trading partner in the year to June 2011 with \$10.3 billion in exports and \$7.4 billion in imports. We can also see that in the same period, our largest export commodity group – milk powder, butter, and cheese – rose to \$11.3 billion, almost double the 2006 figure.

"It's vital that Māori, like all New Zealanders, have access to the best information to inform decision-making. Providing publications targeted specifically at the te reo Māori speaking community is one way of doing this."

The 2006 Census showed 131,613 (23.7 percent) of Māori could hold a conversation about everyday things in te reo Māori – an increase of 1,128 people from the 2001 Census.

Information related to Māori will be updated when data from next year's census becomes available. Following the census, the survey Te Kupenga 2013 (previously known as the Māori Social Survey) will further strengthen knowledge of Māori by measuring key aspects of economic and social well-being.

Statistics NZ will monitor interest in *Te Āhua o Aotearoa: 2012* to determine whether future translations of the annual New Zealand in Profile into Māori should be considered.

Statistics NZ also last month released *Te Ao Mārama 2012*, a new publication specifically for Māori giving a snapshot of information on Māori well-being and development. Together with *Te Āhua o Aotearoa: 2012*, these publications provide an overview of the nation's key statistics as well as an insight into the well-being and development of tangata whenua.

Both publications are available from the Statistics New Zealand website:

- [Te Āhua o Aotearoa: 2012 \(Maori text\)](#)
- [New Zealand in Profile: 2012 \(English text\)](#)

Print copies can be ordered by phoning 0508 525 525 or emailing [info@stats.govt.nz](mailto:info@stats.govt.nz).

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