

Unlocking Language Barriers

Te Whakamahea Tauārai Reo

A guide to translating for Culturally and
Linguistically Diverse communities

He aratohu mō te whakamāori kōrero mā ngā
hapori e Kanorau ana ā-Ahurea, ā-Reo hoki



Ministry for
**Ethnic
Communities**
Te Tari Mātāwaka

**Te Kāwanatanga
o Aotearoa**
New Zealand Government

E koekoe te tūi, e ketekete te kākā, e kūkū te kererū

The tūi chatters, the kākā cackles, the kererū coos

This whakataukī (proverb) encapsulates Aotearoa New Zealand's extraordinary diversity.

Just like our native birds, the tūi, kākā and kererū, people and communities across Aotearoa New Zealand all use distinctive sounds and languages. These diverse and unique voices each possess their own beauty and complexity, co-existing in society and collectively weaving our country's cultural and linguistic tapestry.



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Purpose

Te Whāinga

This guide provides practical advice and information to support government agencies and other organisations in Aotearoa New Zealand to better communicate with Culturally and Linguistically Diverse (CALD) communities.





Introduction

Te whakataki

Translation plays an essential role in the spread of ideas and information across communities, cultures, and international borders. Translation is key to many areas of life, including understanding culture and traditions, understanding history, conducting business, travelling, promoting diversity and inclusion, and participating in society.

Our population has become and continues to develop into one with incredible diversity. Approximately 20% of Aotearoa New Zealand's population identifies as coming from an ethnic community (Asian, Continental European, Middle Eastern, Latin American, or African), 17% identify as Māori, and 8% identify as Pacific. By 2033, it is estimated these populations will grow to 25% for ethnic communities, 19% for Māori and 10% for Pacific respectively, when compared to the total population.¹

We know that for some communities in Aotearoa New Zealand, English language barriers exist, and there is a reliance on language professionals such as interpreters and translators for information and understanding.

¹ Sourced from ethnic population projections: <https://nzdotstat.stats.govt.nz/wbos/Index.aspx>

on

To ensure effective communications, the needs of our diverse communities should be considered from the outset. An investment in translating information up front is likely to have benefits and prevent issues down the track.

Providing equitable access to government information and services is also critical to building trust with CALD communities, so they feel respected and included. They are more likely to engage with government if they can do so in a way that works for them. This is particularly important in a global environment of eroding trust in public institutions.

Language barriers should not preclude any communities in Aotearoa New Zealand from accessing important or essential government services, as this may lead to inequitable outcomes for CALD communities.





About this guide

Mō tēnei aratohu

This guide has three sections which focus on different aspects of translation and communication with CALD communities.

This is a cross-government collaboration, which has had input from several public service agencies, including the Department of Internal Affairs | Te Tari Taiwhenua, the Ministry for Pacific Peoples | Te Manatū mō ngā Iwi o te Moana-nui-ā-Kiwa, and Whaikaha - Ministry of Disabled People.

We have also provided several case studies from the Department of the Prime Minister and Cabinet | Te Tari o te Pirimia me te Komiti Matua, the Ministry for Business, Innovation and Employment | Hīkina Whakatutuki, and the National Emergency Management Agency | Te Rākau Whakamarumaruru that can be used to help you determine your own requirements.

Part One of this guide explains the translation process and identifies key things to consider before commissioning translations. Understanding this will help to streamline the translation process and ensure it is as smooth as possible.

1

Part Two provides information to help you choose which languages you may want to make your information available in, considering factors such as the most popular spoken languages across the country, most commonly spoken languages in different regions, and English proficiency levels.

2

Part Three sets out what we know about media consumption habits of some of Aotearoa New Zealand's ethnic communities. This will help you to identify how you can share your translated information to ensure it reaches diverse communities across Aotearoa.

3



1. Understand Translation

**Ko te mārama
ki ngā mahi
whakamāori
kōrero**

nding n

Translation is an essential part of ensuring your information is available and accessible to a wide range of communities and audiences across Aotearoa New Zealand.

In this section, we will cover:

- the translation process
- key things to know about translation



The translation process

Te tukanga whakamāori kōrero

Translators convey meaning across languages and cultures, they do not just translate word for word as languages do not share the same structure and some languages may not have words to express the same concept from other languages. Translation is therefore the process of accurately and objectively transferring a text in one language to another.

However, translation goes deeper than this, the translator also needs to negotiate differences in sentence structure, grammar, metaphors, cultural or language specific expressions (e.g., chilly bin, jandals, etc.), formality, style, humour, etc. Using reliable and experienced translators is essential – translators ensure the original intent is retained, while making sure the text makes sense and is relevant to the target audience. The translator can be viewed as a mediator between languages and cultures.

To ensure the translation is of good quality, two important steps are undertaken – translation and revision/quality control.

The translation itself should be completed by a qualified translator with the appropriate knowledge, skills, and attributes to translate text from a source language (or original language) into a target language (or the language translated into). Ideally, the translator will be a native speaker of the target language, with an excellent understanding of the source language. Some translators will also specialise in particular fields, such as legal or health translation.

Revision and quality assurance should be undertaken by someone who is qualified, and ideally a native speaker in the source language (although they should have a good understanding of the target language). The reviser's role involves

carefully examining the source text against the target text, as well as ensuring the quality of the final translation is such that it could have been originally written in that language. The reviser also checks for errors and other issues. The role of the reviser is therefore different from the role of the original translator in that it is particularly focused on quality control.

Using certified translation providers (for example, ones who meet the ISO:17100 international standard) will ensure that at least two people have been involved in the translation (the translator and an editor/reviser), as this is a requirement of holding this certification.

Most domestic translation providers will use NAATI (National Accreditation Authority for Translators and Interpreters) or Te Taura Whiri (Māori Language Commission) certified translators.

There are risks with using translators who have not been certified:

- You cannot be confident that the meaning of the source text has been accurately conveyed through the translation.
- Translators who have not been certified do not have any accountability in terms of professional standards, including expectations of impartiality and confidentiality.
- Incorrect translations could result in individuals or communities making a poor decision based on incorrect information and thus affect your organisation's reputation.

Government agencies and other organisations can request translations through the Department of Internal Affairs Translation Service, who provide professional translation and other language services including quality assessment, typesetting, transcription and cultural advice. Contact them at translate@dia.govt.nz

Key things to know about translation

Ko ngā āhuatanga matua me mārama e pā ana ki te whakamāori kōrero

There are several considerations you need to make before commissioning any translation. Understanding them will allow the translators to do the best job they can, ensure you have the highest quality translation possible, make the translation process smoother and quicker, and allow you to manage any expectations you or your organisation may have around the delivery of translated material.

Translation takes time

Translation requires translators to work seamlessly across languages and cultures, transferring content from one language to another. This is a process that requires time and consideration, particularly when the information is technical or contains things like humour, idiomatic expressions, or culturally specific terminology.

Translation providers also have robust processes in place to ensure they are providing quality products, which adds to the length of time translation takes. Speed of translation will also be dependent on the availability of translators.

Tip: Plan well in advance to avoid last minute deadlines. If you need to provide language assistance immediately, consider how you can better make use of interpreting services as these can be sourced quickly to provide instantaneous language support.



Quality translation requires budget

To produce quality translations, you will need to budget for it.

In Aotearoa New Zealand, translation is usually charged on a per-word basis. Rates can vary depending on urgency, the specific language, and the type or complexity of the text. Some languages may cost more to translate than more widely spoken languages due to the limited number of translators available for those languages. In general, translations will cost between 45c per-word to 60c per-word, although this will vary across providers.

If your translation project is urgent, providers may also charge a small urgency fee. This is usually passed on to translators with the expectation that the urgent work takes precedence over the other work they are concurrently undertaking.

Tip: The shorter your text, the cheaper the translation will be and the quicker it can be completed. Make the most of every word, and try to find ways to make your text short and succinct.



Know how your audience access and consume information

Make sure you have a plan to publish and share your information, whether that is on digital channels, via ethnic media, or through engagement with community organisations. Find out how the communities you are wanting to reach access their information and who the trusted voices in those communities are.

Understanding your audience also means understanding their linguistic context. For example, you will need to know the dialect your audiences need information in (e.g., Latin American Spanish or Spanish from Spain, Brazilian Portuguese or Portuguese from Portugal, etc.).

Also, consider that not all speakers of languages will be able to read information in their language, and not all languages have written forms (or they might be recent developments that have not been adopted universally). You may want to consider providing audio or video as well as written text.

Removing English proficiency as a requirement to find information online will also make your content more accessible. For example, putting translated information in PDFs on your website alongside the equivalent information in English requires a base level of English proficiency to find it. This is a barrier for some CALD communities.

Tip: Find out how your audience consumes and accesses information and plan your communications and engagement before your translations are completed.

Not everyone who speaks another language is a translator

Professional translators know how to culturally adapt information to make it understandable to a community. Translation is a learned skill that requires qualifications and experience. It is not enough just to know another language.

If you have native speakers of different languages in your workplace, running a translation past them may be okay for a sense check, just to see how it may resonate with communities. This should only be done if it does not impose a cultural burden on employees.

Tip: Always use a certified translator or translation provider to complete your projects, this decreases the reputational risks for your organisation.

Google Translate is not enough

Tools such as Google Translate (or other forms of machine translation) are widely available and easy to use for small amounts of information and casual purposes, however their quality varies considerably.

Machine translation should never be used to replace a human translator. It has several downsides that mean its reliability can be limited. For example, it cannot accurately translate regional phrases, slang or cultural expressions as it tends to be a literal word-for-word translation. This can result in translations that sound stilted, are incorrect, or are culturally inappropriate or inaccurate given the context. Even a simple translation, for example, translating 'hello' or 'welcome' can have issues as languages will use different words based on the gender of the person you are addressing, the number of people you are addressing and the formality required.

Tip: Machine translation such as Google translate can serve a purpose if you are unsure whether something needs translating, like an email from the public written in a different language. However, it should never be used for public-facing translations.

Translation providers use technology to help

Translation providers will often use Computer Assisted Technology (CAT) tools to support their translators. These are tools, like Google Translate, that may help a translator come up with a solution that can increase the speed of translating.

Translation providers will also use Translation Memory. This is where the software used automatically populates translation projects with text that has previously been translated. It is important to make sure you are using consistent terminology with previous translation projects. If a certain phrase, key term, or segment of text has been translated by that provider in the past, the translator will be able to make sure the same translations are used again. This may mean that you save money as not everything will need to be translated from scratch.

Tip: Use the same translation provider over time to improve the speed of translations. This will also help to ensure different versions of translations are consistent and decrease the overall costs.



Provide context

Try to include details like the purpose of the translation, the intended audience, the languages you need translated, the use of the translation (video, brochure, website, etc.), where the information will be housed, technical requirements (like the file type), elements of the text that do not need to be translated (the agency logo, acronyms and names, etc.), deadlines, and a glossary of terms.

After you have sent a text for translation, translators may have questions about the text. Ensure subject matter experts are on hand to answer these as soon as possible.

Tip: Provide translators as much information as you can from the outset to help them deliver a fit-for-purpose translation.

Provide the final edited and proofread text

Information can change between the time something is sent for translation and the time the translation is completed, which may be unavoidable. However, it is important to know that when you do send updated documents, the timeline for delivery inevitably gets pushed back. This will also likely lead to added costs, and risks the accuracy being compromised when multiple versions of documents are being used. To make the translation easier, faster and more likely to accurately convey the original meaning, provide the final version.

Ensure your text is written in plain English and consider removing jargon, technical language, acronyms, and anything else that could be misinterpreted. Check that sentences are relatively straightforward in their structure and easy to understand if you are not a subject matter expert.

Tip: Avoid sending draft versions of your content for translators to start working on. While this may be tempting when projects are urgent, it will likely lead to further delays and complications.

Translation providers can work with any files

Most translation providers will have the ability to return translations in a variety of formats, whether that be Word or Excel documents, PDFs, SRT files (subtitles), InDesign documents, etc.

There may be an extra fee depending on the level of involvement in reworking the translation to fit the format. For example, formatting through InDesign or retiming of subtitles can be a time-consuming task as translated text will more than likely be longer or shorter than the English text. Some providers will have in-house designers that can do final typesetting.

The final translation should be checked by someone who can read the language, as there are some specific technical requirements for some languages. For example, if you are translating into right to left languages (e.g., Arabic, Farsi, Urdu, or Pashto) then everything on the page will need to be mirrored, or for some languages, fonts will not render correctly unless certain settings are applied.

Tip: Send the translation provider the text in the file format you want the final translation to be in (for example .indd files) and they will return the translation in that format.

You do not need to translate everything

Translation is mostly needed where full understanding of information provides a better outcome for communities. For example, translating information about COVID-19 vaccines into a broad range of languages was essential to ensure all of Aotearoa New Zealand's communities had access to reliable information allowing them to make informed decisions about protecting themselves, their families and their friends.

It will not always be necessary to translate all your communications as this can be an expensive and time-consuming task, while also potentially diluting your information. Ensure you are at least providing the key information that your stakeholders need to know.

Tip: Be selective about what information you need to provide in other languages. Translating everything will be an expensive and unnecessary exercise.



Translation and interpreting are different

There can be confusion around the difference between translating and interpreting, as they both involve transferring information from one language to another. While there are similarities, each discipline is unique and requires its practitioners to develop different skillsets.

Translation usually focuses on written content. It happens over a period of time, and the translator has access to external resources like dictionaries, translation memory software, machine translation tools, or other reference materials. A translation will also often be reviewed by multiple professionals before it is finalised. Translators need to have good reading comprehension, and an ability to think creatively – particularly when translating idioms, humour or culturally specific terms or phrases.

Interpreting is a form of translation where spoken or signed information is conveyed verbally or via signs into another language. Interpreting can happen either consecutively or simultaneously. The former is where the interpreter waits for the speaker to finish what they are saying and then interprets, whereas the latter requires the interpreter to listen, process information, translate it and speak all at the same time.

Tip: Ensure you have a good understanding of the differences between translation and interpreting so you can easily determine which language service is most relevant for your context.

Prepare for emergency situations

In times of crisis or national emergency, it is vital that information is circulated quickly. This is equally relevant for translated information, although there are some unavoidable issues specific to producing information in different languages.

Quality translation takes time. Given that there is an unavoidable delay between information being made available in English and translations being produced, communities may feel extra stress and that there is little or no support available to them. Where information needs to be provided in real time, consider using interpreters rather than translations. Interpreting allows you to instantaneously share and convey information across languages. Understanding how interpreting services work, how to access them and how to effectively use them could be an integral part a well-resourced response to an emergency.

As much as possible, prepare reusable translations before they are needed. For some situations, such as floods, earthquakes, adverse weather events, health responses, etc., some key messages will not change over time. By translating information in advance, less will need to be translated urgently meaning communications in other languages can be produced more quickly.

In stressful situations people only want to know the information that directly impacts them. Translate the essential information that people need to know, ensure it is succinct and then make this available as quickly as possible.

Tip: Have as much material pre-translated in advance and ready to go. Translated communications can be rolled out immediately while urgent situation-specific information is developed and translated.

Case study One: New Temporary Visa for Ukrainian Migrants

Rangahau Take Tahi: he pane uruwhenua wāpoto hou mō ngā manene nō Ūkareinga

Immigration New Zealand, the Ministry for Business, Innovation and Employment | Hīkina Whakatutuki

About the project

In 2022, the Special Ukraine Visa was put in place, which allows Ukrainian New Zealanders to apply to bring family members that are still in Ukraine to New Zealand. MBIE published information about the visa on their website in English, and provided translations as well.

Which languages?

- Russian
- Ukrainian

Why these languages?

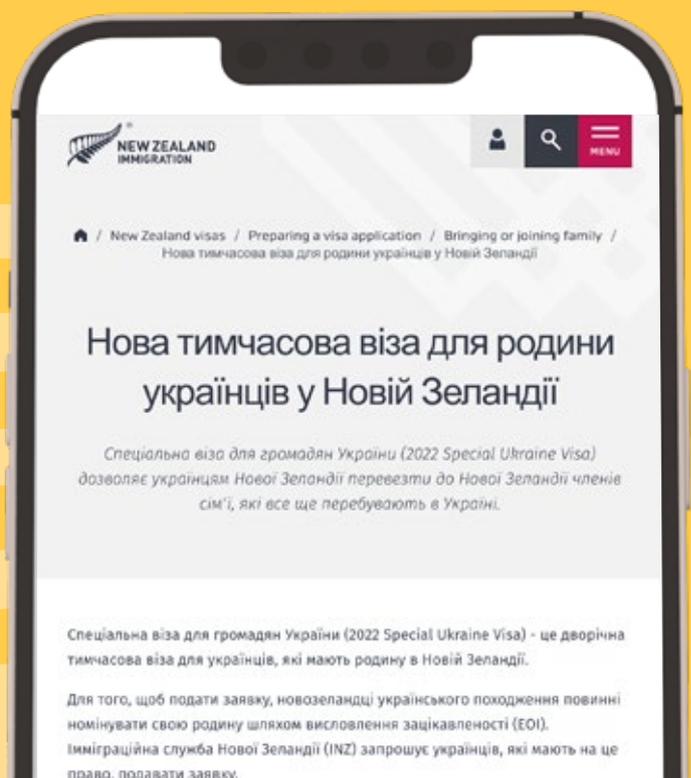
The decision was taken to translate the website content into these two languages to reach as many people as possible, so they could get information on the new visa.

While they were obvious languages, translating the information, rather than just providing information in English, gave the content more potential to be wide-reaching and accessible to those in need of the information.

How successful have the translations been?

The pages had around 4,000 unique views between April 2022 and November 2022. As of 1 November 2022, were roughly 1,000 visa applications approved and just over 400 applicants had arrived in Aotearoa New Zealand under this visa category.

Anecdotal feedback suggests that the translations were useful for those applicants whose first language was not English, particularly in understanding the specific requirements of the visa. In what was a stressful time for many Ukrainians, being able to access information in their language provided some comfort, relative to having to access this in a language with which they were not familiar.



Translation flowchart

Te ara reremahi whakamāori kōrero

Before you send your document for translation, make sure you have a good understanding of each step below. Following them will make the translation process a lot smoother and faster, and ensure you are getting the most out of your information.



5

Request information from the translation provider about cost and realistic turnaround time frames

6

Ensure the budget has been approved

7

Think about the extra information the translation provider will need (file types, how the translations will be used, glossary of key terms, etc.)

8

Finalise the text for translation and avoid making any changes from this point

9

Plan how you will measure the success of your translations

10

Send the text to the translation provider



2. Choosing your languages

Te kōwhiri i ō reo

your

Choosing the languages into which you translate information, content, and resources can be a challenge. Understanding your audience and considering factors such as budget, turnaround timeframe and resourcing will help to inform your decision.

In this section, we will cover:

- Aotearoa New Zealand's linguistic landscape
- language selection



Aotearoa New Zealand's linguistic landscape

Te Taiao Reo o Aotearoa

Understanding Aotearoa New Zealand's complex linguistic landscape is important to determine the languages into which you should consider translating information.

Aotearoa New Zealand has two official languages (te reo Māori and New Zealand Sign Language), but we also have language responsibilities as a leader in the South Pacific (see the Ministry for Pacific People's Languages Strategy), and a large number of other languages spoken across the motu.²

Most common languages spoken in Aotearoa New Zealand

There are over 160 languages spoken in Aotearoa New Zealand and our population is becoming increasingly diverse.

According to the 2018 Census, the most common languages spoken in Aotearoa New Zealand are listed to the right.³

However, it is important that you do not base your decisions purely on national data as each context and target audience will be different.

It is also important to note that there are limitations to our Census data. There is no way of knowing an individual's relationship with the language (for example, if they are native speakers, are proficient, or are learning the language, etc.) nor is it possible to tell definitively whether language proficiency is a barrier to communication.

1. English
2. Māori
3. Samoan
4. Northern Chinese (Mandarin)
5. Hindi
6. French
7. Yue (Cantonese)
8. Sinitic (other Chinese dialect)
9. Tagalog
10. German
11. Spanish
12. Afrikaans
13. Tongan
14. Panjabi
15. Korean
16. Fiji Hindi
17. Japanese
18. Dutch
19. New Zealand Sign Language
20. Gujarati
21. Russian
22. Arabic
23. Portuguese
24. Tamil
25. Italian

² <https://www.mpp.govt.nz/programmes/the-pacific-languages-strategy-2022-2032/>
³ <https://www.ethniccommunities.govt.nz/resources-2/our-languages-o-tatou-reo/new-registry-page/>



Ministry for Ethnic Communities Data Dashboard

The Ministry for Ethnic Communities has developed a data dashboard, which draws on data obtained from the 2018 Census. It is an interactive tool that allows you access to information specific to ethnic communities in Aotearoa New Zealand. You can use the data dashboard to find comprehensive information on ethnicity, religion, and language at national and regional levels. The data dashboard is a valuable resource that allows ethnic communities to be seen and counted.⁴

Ethnic communities include anyone who identifies their ethnicity as Asian, Middle Eastern, Latin American, African, or Continental European.

The most spoken languages by ethnic communities in Aotearoa New Zealand are:

1. English
2. Northern Chinese (Mandarin)
3. Hindi
4. Yue (Cantonese)
5. Sinitic (other Chinese dialect)
6. Tagalog
7. Punjabi
8. Korean
9. Fijian Hindi
10. Afrikaans

4 <https://rb.gy/lhus8>



Te reo Māori

Te reo Māori is special to Aotearoa New Zealand. It is one of our official languages and is a unique feature of our country that distinguishes us on the world stage. It is also the most spoken language in the country aside from English and, since 2018, the proportion of people able to speak more than a few words or phrases of te reo Māori has risen from 24% to 30%.⁵

Translation and the availability of information and resources in te reo Māori is essential. By increasing visibility of messages in te reo Māori, government agencies, organisations and businesses are playing a small part in the continued revitalisation efforts and promotion of te reo Māori.

Maihi Karauna (The Crown's Strategy for Māori Language Revitalisation 2019-2023)

In 2019, Maihi Karauna was released. This strategy sets out a bold vision for te reo Māori in the future, and sets out what actions the government will be prioritising over five years to move towards this vision.⁶

We are at a critical fork in the road for te reo Māori. On one hand, there is growing demand from people across all ethnicities and walks of life to value, learn, and use the language. Communities of te reo Māori speakers around the country are taking dedicated action. There are also efforts being made by mainstream broadcasters, individuals and companies. On the other hand, te reo Māori remains listed as vulnerable in UNESCO's Atlas of Languages. The proportion of Māori who are very proficient speakers has remained static at roughly eleven per cent between 2001 and 2013, though this group tends to be older than the rest of the speaker population.

The Crown is now actively committed to working in partnership with iwi and Māori to continue to protect and promote this taonga, the Māori language, for future generations.

This strategy is different from others that have come before it. It is the first government strategy to be completed under Te Ture mō te Reo Māori 2016. The legislation recognises that iwi and Māori are kaitiaki of te reo Māori, while recognising that the Crown is able to advance the revitalisation of the Māori language by promoting strategic objectives in the wider New Zealand society.

5 <https://www.stats.govt.nz/news/te-reo-maori-proficiency-and-support-continues-to-grow>

6 <https://www.tpk.govt.nz/en/a-matou-whakaarotau/te-ao-maori/maihi-karauna>

Within this vision are three key outcomes. This is what we intend to see as a result of our efforts in a generation. These are:

- **AOTEAROTANGA - NATIONHOOD**

te reo Māori is valued by Aotearoa whānui as a central part of national identity. Te reo Māori offers an opportunity for a shared sense of national identity, and it is important that this is reflected in the activities of government. Building a national sense of value for te reo Māori is also important in creating favourable societal conditions for its revitalisation.

- **MĀTAURANGA - KNOWLEDGE AND SKILLS**

Aotearoa Whānui has increased levels of knowledge, skill and proficiency in te reo Māori. The Crown has powerful levers through which it can influence this outcome, including its delivery of the formal education system.

- **HONONGA - ENGAGEMENT**

Aotearoa Whānui is able to engage with te reo Māori. Reo speaking environments need to be available to Aotearoa Whānui to use, see, hear and read te reo Māori as a living language. The Crown is able to influence this through various means, including through more accessible public services in te reo Māori and by supporting the development of bilingual towns and cities.

This strategy identifies three audacious goals that speak to critical parts of the three outcomes. The goals describe success in 2040 – one generation from now, and the 200-year anniversary of Te Tiriti o Waitangi. These goals are that by the year 2040:

- 85% of New Zealanders (or more) will value te reo Māori as a key element of national identity
- one million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori
- 150,000 Māori aged 15 and over will use te reo Māori as much as English

Accessing licenced Kaiwhakamāori (translators and interpreters)

The Māori Language Commission | Te Taura Whiri i te Reo Māori is authorised under the Māori Language Act 2016 to certify high-level translation and interpretation skills. Through the Te Taura Whiri translators and interpreters register, you can access certified translators.⁷



7 <https://en.tetaurawhiri.govt.nz/translators>



New Zealand Sign Language

New Zealand Sign Language (NZSL) is the other official language of Aotearoa New Zealand. There are around 23,000 people who use NZSL in Aotearoa New Zealand, and approximately 5,000 people who rely on it for communication.⁸

Many Deaf people identify as members of a distinct linguistic and cultural group, who use New Zealand Sign Language (NZSL) as their first or preferred language. Whether a Deaf person identifies with the Deaf community is a personal choice.

In 2006, the New Zealand Sign Language Act was passed to promote and maintain the use of NZSL. Compliance with the NZSL Act requires (so far as reasonably practicable) departments to promote government services and provide information to the public in NZSL. This means translating information about departmental services, and other key information (particularly important information relating to health and safety), into NZSL videos.⁹

Translating information into NZSL videos enables Deaf people to access information independently at a time and place that is convenient to them. Quality NZSL translations, using video rather than text or images, are a valuable way to provide information in an accessible format for Deaf people.

Compliance with the NZSL Act also requires public sector agencies (so far as reasonably practicable) to book and pay for NZSL interpreting services whenever a meeting is required with a Deaf person. Trilingual interpreters (English/te reo Māori/NZSL) will be required if the spoken language is te reo Māori.

You should also consider translating your information into other alternate formats for disabled people and tāngata whaikaha Māori. As well as NZSL, this includes providing information in Easy Read, Large Print, Audio and Braille. You can find out more about the alternate formats and commission translations into them through the Ministry of Social Development | Te Manatū Whakahiato Ora.¹⁰

8 <https://www.odi.govt.nz/nzsl/about/>

9 <https://www.odi.govt.nz/guidance-and-resources/giving-effect-to-the-new-zealand-sign-language-act/>

10 <https://msd.govt.nz/about-msd-and-our-work/work-programmes/accessibility/accessibility-guide/alternate-formats.html>

Pacific languages

Around 8% of Aotearoa New Zealand’s population identify as being of Pacific ethnicity. The Ministry for Pacific Peoples (MPP) published the Pacific Languages Strategy 2022-2032 (the Strategy) in September 2022. The key objectives outlined in the Strategy include: recognising the value of Pacific languages across Aotearoa; strengthening pathways and resources for learning Pacific languages and learning in Pacific languages; and creating environments for Pacific languages to be used more often and in more spaces.

MPP supports and promotes the translation of important messages across the public sector into different Pacific languages. Specifically, the Strategy identifies three language groups: urgent revitalisation; strengthening transmission and maintenance; and supporting community-led action for language revitalisation and maintenance.

Urgent revitalisation

- Te Gagana Tokelau (Tokelauan)
- Vagahau Niue (Niuean)
- Te reo Māori Kūki 'Āirani (Cook Islands Māori)

This group is characterised by high levels of endangerment, low speaker numbers, low rates of intergenerational transmission, and strong constitutional ties to Aotearoa New Zealand. The largest populations of these groups are found in Aotearoa New Zealand.



Strengthening transmission and maintenance

- Gagana Samoa (Samoan)
- Lea Faka Tonga (Tongan)

This group is characterised by their relatively large populations and high numbers of speakers, but also their sharp decline in total speakers and low intergenerational transmission rates over time. This group is a high priority for language maintenance efforts.

Supporting community-led action for language revitalisation and maintenance

- Te Gana Tuvalu (Tuvaluan)
- Fāeag Rotuam ta (Rotuman)
- Vosa Vakaviti (Fijian)
- Te Taetae ni Kiribati (Kiribati)

This group is characterised by smaller, emerging populations of speakers with some degree of formal relationship with Aotearoa New Zealand. There are smaller numbers of people from these communities who are Aotearoa New Zealand-born, and varying levels of language endangerment.





Language selection

Te kōwhiringa reo

In this section, you will find a range of different ways of approaching language selection, including translating into languages based on regional population data, English proficiency and identified language gaps, and translation data from the Department of Internal Affairs Translation Service.

While organisations may want to invest in widely spoken language to ensure the highest reach possible, there may be situations when translating information for ethnic groups with a smaller population may have small reach but high impact, whereas translating for a bigger audience may have the potential for greater reach but may not have as much impact as similar information may already be available in that language.

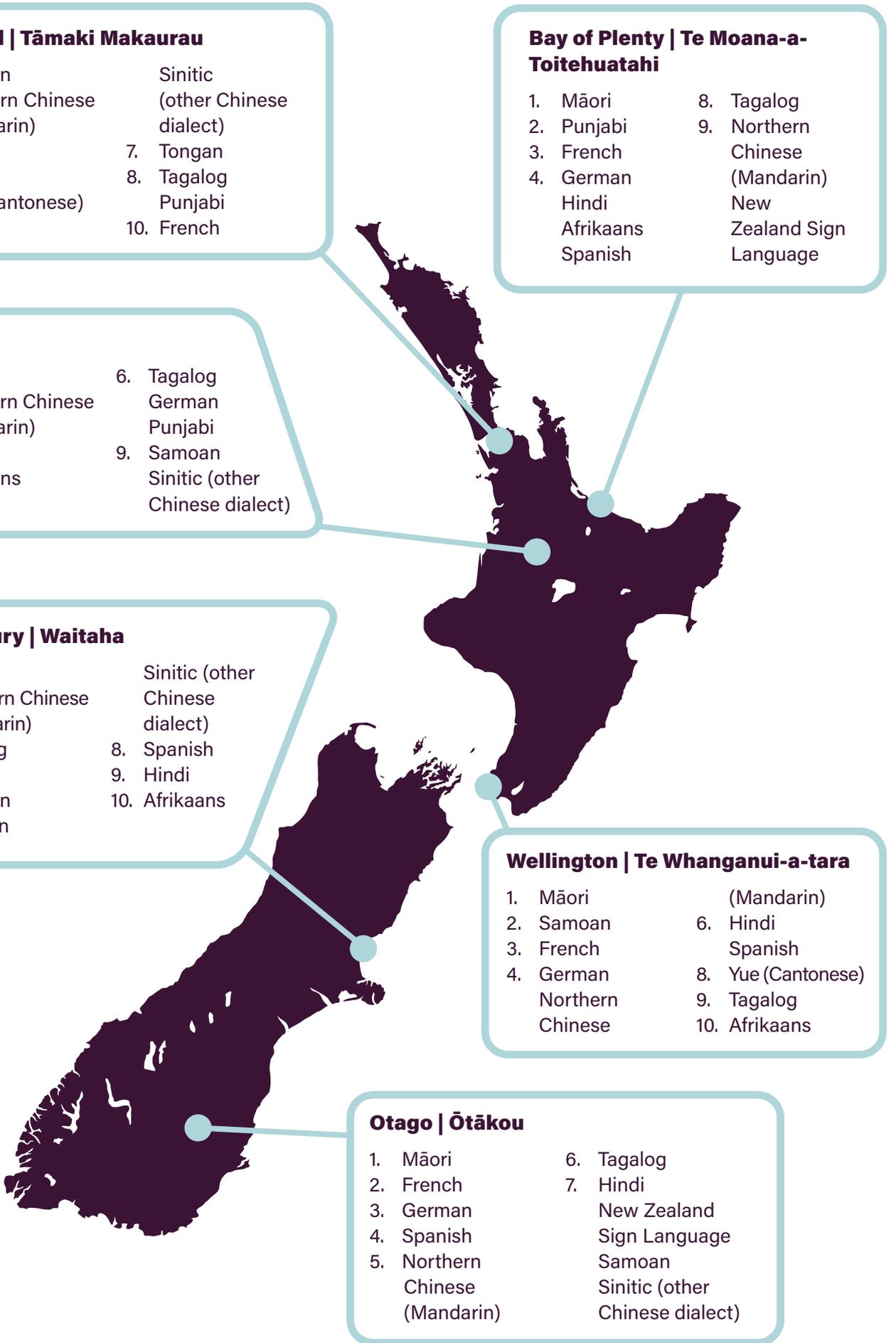
There is no one size fits all approach, and important factors such as budget, purpose, and intended audience will impact your decisions.

Languages by region

If you are trying to get messages into specific regions, you may want to adapt the languages you are translating to reflect the diversity or ethnic community population of that region.

Below is a summary of languages spoken in some of Aotearoa New Zealand's major centres. StatsNZ | Tauranga Aotearoa provide breakdowns of the most common languages spoken in each region of the country on their website.¹¹

¹¹ <https://www.stats.govt.nz/tools/2018-census-place-summaries/>





Languages by ethnicity

The ten most spoken languages by ethnic communities in Aotearoa New Zealand are listed below. These have been broken down by ethnicity (Asian, Middle Eastern, Latin American, African and Continental European). This information can be helpful if you are wanting to translate information to reach specific ethnic communities.

This is data where individuals have self-identified as belonging to an ethnic group and does not necessarily mean there is a language barrier.

Asian

- | | |
|------------------------------------|-----------------|
| 1. English | 6. Tagalog |
| 2. Northern Chinese (Mandarin) | 7. Punjabi |
| 3. Hindi | 8. Korean |
| 4. Yue (Cantonese) | 9. Fijian Hindi |
| 5. Sinitic (other Chinese dialect) | 10. Gujarati |

Continental European

- | | |
|------------|-------------------|
| 1. English | 7. Italian |
| 2. German | 8. Māori |
| 3. Dutch | 9. Serbo-Croatian |
| 4. French | 10. Swedish |
| 5. Russian | |
| 6. Spanish | |

Middle Eastern

- | | |
|------------------|-------------|
| 1. English | 6. Kurdish |
| 2. Arabic | 7. Hebrew |
| 3. Farsi/Persian | 8. French |
| 4. Assyrian | 9. Spanish |
| 5. Turkish | 10. Semitic |

Latin American

- | | |
|---------------|------------------------------|
| 1. English | 7. Māori |
| 2. Spanish | 8. Japanese |
| 3. Portuguese | 9. New Zealand Sign Language |
| 4. French | 10. Arabic |
| 5. Italian | |
| 6. German | |

African

- | | |
|--------------|-------------|
| 1. English | 6. Amharic |
| 2. Afrikaans | 7. Arabic |
| 3. Bantu | 8. German |
| 4. Somali | 9. Zulu |
| 5. French | 10. Swahili |

English language proficiency

StatsNZ data

Based on Census data, we can infer that at least 3% of people in Aotearoa New Zealand (or approximately 115,000 people) may need language assistance to access government services. The highest population requiring language assistance are Asian communities, where an estimated 11% (or 80,000 people) may require extra support.

This data is based on the number of people who did not tick 'English' as a language they spoke in the Census question "In which languages can you talk about a lot of everyday things." We can only estimate the extent of the language gap, since this specific question may have been overlooked by those with written language difficulties, language barriers, or by those who skipped the question inadvertently. There may also be people who can speak English conversationally, but in some circumstances may need an interpreter or translation to aid their communication or understanding.

English Proficiency Index data

It may also be helpful to check the English Proficiency Index to get a sense of which populations are likely to have better levels of English, this may help you to determine the priority languages of people that will need information delivered in their languages.¹² For example, while Afrikaans is a language spoken widely by ethnic communities in Aotearoa New Zealand, the English proficiency rate of South Africa is high, whereas a language like Gujarati (where there are comparatively fewer speakers), may be higher on the priority list of languages due to the lower English proficiency ranking of people from India.

Below is a list of the 20 countries with the highest and the lowest English proficiency results respectively according to the Education First English Proficiency Index.¹³

Highest English language proficiency rates

- | | |
|----------------|------------------|
| 1. Netherlands | 11. Croatia |
| 2. Singapore | 12. South Africa |
| 3. Austria | 13. Poland |
| 4. Norway | 14. Greece |
| 5. Denmark | 15. Slovakia |
| 6. Belgium | 16. Luxembourg |
| 7. Sweden | 17. Romania |
| 8. Finland | 18. Hungary |
| 9. Portugal | 19. Lithuania |
| 10. Germany | 20. Kenya |

Lowest English language proficiency rates

- | | |
|------------------|----------------|
| 1. Laos | 11. Oman |
| 2. Congo | 12. Somalia |
| 3. Yemen | 13. Kazakhstan |
| 4. Libya | 14. Haiti |
| 5. Rwanda | 15. Thailand |
| 6. Tajikistan | 16. Cameroon |
| 7. Angola | 17. Sudan |
| 8. Cote d'Ivoire | 18. Cambodia |
| 9. Iraq | 19. Myanmar |
| 10. Saudi Arabia | 20. Azerbaijan |

12 The EF English Proficiency Index (EF EPI) ranks countries/regions by adult English proficiency skills. The EF EPI is an important international benchmark to understand global English proficiencies.

13 <https://www.ef.com/wwen/epi/>



Combined ethnic community population and English proficiency data

The Ministry for Ethnic Communities has combined the ethnicity data from the 2018 Census with the English Proficiency Index data set to provide a list of priority ethnicities who are likely to benefit from translations:¹⁴

- | | |
|--|---|
| 1. Chinese (not further defined) | 11. African (not further defined) |
| 2. Indian (not further defined) | 12. Southeast Asian (not further defined) |
| 3. Filipino | 13. Vietnamese |
| 4. Japanese | 14. Indonesian |
| 5. Korean | 15. Afghan |
| 6. Asian (not further defined) | 16. South African European |
| 7. Thai | 17. Pakistani |
| 8. Latin American (not further defined) | 18. Brazilian |
| 9. Cambodian | 19. Russian |
| 10. Middle Eastern (not further defined) | 20. Iranian |

Most translated languages by the DIA Translation Service

Below is a list of the most frequently translated languages carried out by DIA Translation Service over 2020-2022. This covers translation projects from English for both public sector agencies and private sector clients.

- | | | | |
|-------------------------|---------------------------|------------------------------|----------------------------|
| 1. Māori | 11. Tokelauan | 21. Urdu | 37. Pashto |
| 2. Samoan | 12. Tuvaluan | 22. Vietnamese | 38. Malay |
| 3. Tongan | 13. Chinese (Traditional) | 23. Somali | 39. Bengali |
| 4. Chinese (Simplified) | 14. Tagalog | 24. French | 40. Pijin |
| 5. Hindi | 15. Punjabi | 25. Thai | 41. Portuguese |
| 6. Cook Islands Māori | 16. Japanese | 26. Gujarati | 42. Nepali |
| 7. Korean | 17. Spanish | 27. Tamil | 43. Portuguese (Brazilian) |
| 8. Fijian | 18. Farsi/Persian | 28. German | 44. Swahili |
| 9. Niuean | 19. Rotuman | 29. Russian | 45. Malayalam |
| 10. Arabic | 20. Kiribati | 30. Burmese | 46. Turkish |
| | | 31. Bislama | 47. Tigrinya |
| | | 32. Dari | 48. Amharic |
| | | 33. Spanish (South American) | 49. Karen |
| | | 34. Italian | 50. Dutch |
| | | 35. Khmer | |
| | | 36. Indonesian | |

¹⁴ Each country was given a value as a percentage based on their English proficiency ranking. The initial rankings from the English Proficiency Index data were from 1-110 (where 1 has the highest proficiency). The total number of people within that ethnic population (drawn from the MEC data dashboard) was weighted by the proficiency ranking to arrive at the list above.



Case study Two: Vaccine rollout collateral

Rangahau Take Rua: Te pānga taituarā o te whakahōrapa i te kano ārai mate

COVID-19 Group, Department of the Prime Minister and Cabinet | Te Tari o te Pirimia me te Komiti Matua

Background

Amid the COVID-19 vaccine rollout, Ministry of Health | Manatū Hauora data showed that African community vaccination rates were lower than those of other ethnic communities in Aotearoa New Zealand. The aim was to increase these rates, so they were aligned with the vaccination rates for other communities.

Which languages?

- Amharic
- Arabic
- French
- Rohingya
- Somali
- Shona
- Swahili
- Tigrinya
- West African Pijin

Why these languages?

The COVID-19 Group worked with African community leaders to develop resources and information in formats and languages that would resonate best with African communities.

This not only involved translating information in 9 languages, but also creating collateral with designs that resonated with African cultures. The COVID-19 Group worked with a designer and the African community leaders to produce designs relevant to North, East, South and West Africans in Aotearoa New Zealand.

This idea was then extended to Chinese, Indian, and Pacific communities, where cultural designs were subsequently integrated into collateral.

How successful have the translations been?

It is difficult to measure the direct impact of this initiative given there were many factors at play, but over time the African vaccination rate did increase to align with the numbers seen across the rest of Aotearoa New Zealand's ethnic community populations.

African leaders commented that the resources received good feedback. The cultural designs were also subsequently used for other health-related purposes.



Case study Three: Get Ready

Rangahau Take Toru: Kia Rite

National Emergency Management Agency | Te Rākau Whakamarumarū

Background

Get Ready supports individuals, whānau, communities, schools, and businesses to get ready for, respond to and recover from emergency events.¹⁵ The National Emergency Management Agency (NEMA) want to ensure that emergency preparedness information is available to everyone. But until 2021, most of their content was only available in English. There was only a handful of information in other languages, and it wasn't as digitally accessible as it could have been.

The Get Ready Accessibility and Multilingual project has lifted the website to the New Zealand Government Web Accessibility Standards and the Web Content Accessibility Guidelines (WCAG) 2.1 to Level AA. WCAG is an international shared standard for web accessibility. The project has also provided almost all their information in multiple languages and in audio, large print and Easy Read.

Which languages?

- te reo Māori
- New Zealand Sign Language
- Arabic
- Cook Islands Māori
- Chinese (Simplified)
- Chinese (Traditional)
- Hindi
- Japanese
- Niuean
- Punjabi
- Samoan
- Spanish
- Tagalog
- Tongan

¹⁵ <https://getready.govt.nz/en/>

Why these languages?

Te reo Māori and New Zealand Sign Language as official languages of Aotearoa New Zealand were automatically chosen for translation. NEMA chose their other languages based on several factors, including:

- Population – How many speakers of the language are in Aotearoa New Zealand and how many are less likely to speak English as well (data provided by StatsNZ).
- English proficiency – The likely English proficiency of the population based on data from Stats NZ, government interpreting services, and the English Proficiency Index.
- Access to interpreters – Languages with limited or no interpreting availability were given higher priority.
- Realm countries
- Preparedness – Their own annual research has shown that Asian New Zealanders are less likely to be prepared for an emergency, which affected the priority they gave to languages that might be spoken by these groups.

These factors were weighted to develop a list of priority languages to translate.

How successful have the translations been?

The feedback received so far from emergency managers has been very positive. To NEMA, success is more people getting ready for emergencies. And that means people need to be able to access the information they need in the language or format they choose.

During Cyclone Gabrielle, there were over 15,000 page views for the top non-English languages, which were Simplified Chinese, Traditional Chinese, Arabic, Tagalog, Spanish and New Zealand Sign Language.



3.

Reaching y audience

Te toro atu ki ō
minenga

your

Planning how your communications will be disseminated to communities will ensure you are maximising the effectiveness of your translated information.

In this section, we will cover:

- disseminating your information
- media consumption of ethnic communities



Disseminating your information

Te whakahōrapa i ō kōrero

While translation is one important part of reaching and communicating with diverse communities, you should also know your target audience and which channels will best reach them. It is unlikely that placing information on a website, for example, will reach diverse communities without promotion or dissemination through appropriate channels.

If you do your research, develop relationships with communities, and work with government population agencies such as the Ministry for Ethnic Communities | Te Tari Mātāwaka and Ministry for Pacific Peoples | Te Manatū mō ngā Iwi ō te Moana-nui-ā-Kiwa, you can help to ensure you are getting the best out of your translation investment.

Tracking and monitoring the success of your translated material as much as possible (for example, through web analytics or community engagement) allows you to learn from and develop your approach to communicating with diverse communities. If there is a lack of engagement with your translated information, it may be a problem with the promotion, awareness and/or accessibility of it, rather than the information itself.

Media consumption of ethnic communities

Tā ngā iwi mātāwaka whātoro atu ki ngā mahi pāho

In 2021, the Ministry for Ethnic Communities commissioned a piece of research through Niche Media and Reid Research to better understand ethnic communities' main and preferred methods of communication with government organisations, as well as their consumption of media in Aotearoa New Zealand.

This research should be treated as indicative, however it does provide useful insights and can help inform you as to some of the channels which may be useful to disseminate your own information across the five ethnic groups surveyed.

The specific groups surveyed were Chinese, Fijian Indian, Filipino, Indian, and Korean communities in Auckland. In total there were 1,403 respondents: 549 Chinese, 128 Fijian Indian, 109 Filipino, 512 Indian, and 105 Korean.





Chinese Community

About the survey respondents (n=549)

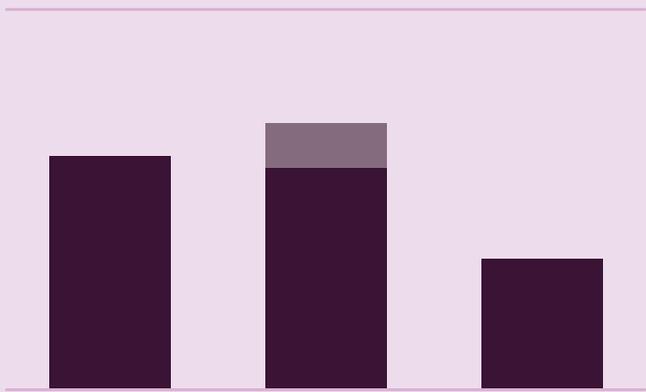
51% male



48% female



Average age: 44.2 years



61% have lived in NZ for over 10 years

59% work fulltime; 11% work part-time

33% own a business

How the community access information about government services

- 63% use government websites
- 47% ask family and friends
- 32% use social media
- 31% say they do not know where to go for information
- 47% say information is not available in their language

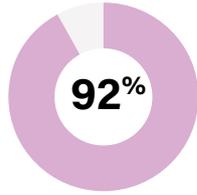
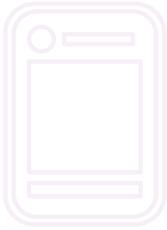
Below is a summary of the media consumption habits of Chinese communities in Auckland.¹⁶

Websites

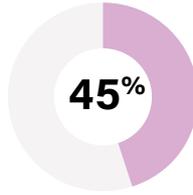


¹⁶ Respondents were offered the chance to be interviewed by an interviewer who spoke Mandarin, Cantonese or English. For online surveys, these respondents were offered the chance to complete the survey in either Simplified Chinese or English. 533 respondents completed the survey in Chinese and 16 in English. The margin of error on a random sample is ±4.2% for this community.

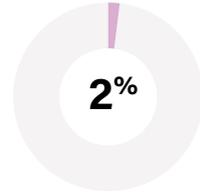
Social media¹⁷



used WeChat in the previous week

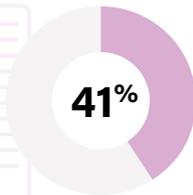


used YouTube in the previous week

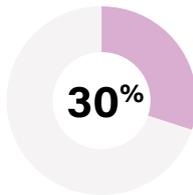


never use social media

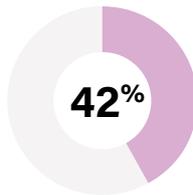
Print



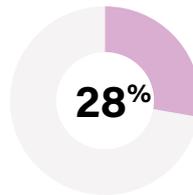
read ethnic print media in the previous month



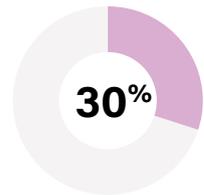
read non-ethnic print media in the previous month



read non-ethnic print media most often

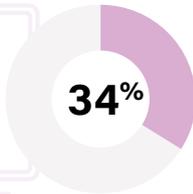


read ethnic print media most often

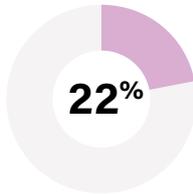


do not read print media

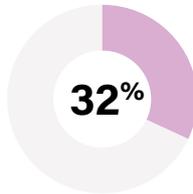
Television



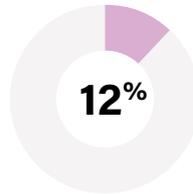
watched an ethnic TV station in the previous week



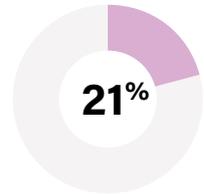
watched a non-ethnic TV station in the previous week



watched ethnic TV stations most often

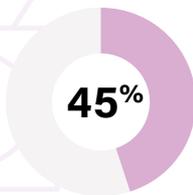


watched non-ethnic TV stations most often

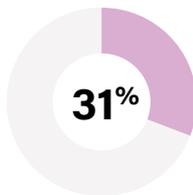


do not watch any television

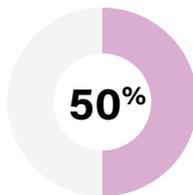
Radio



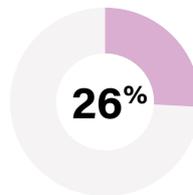
listened to ethnic radio in the previous week



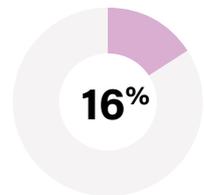
listened to non-ethnic radio in the previous week



listen to ethnic radio most often



listen to non-ethnic radio most often



do not listen to radio

17 Some social media channels, such as Google, Facebook, Instagram, and Twitter are blocked within China.



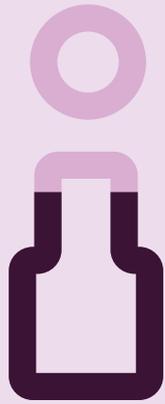
Fijian Indian Community

About the survey respondents (n=128)

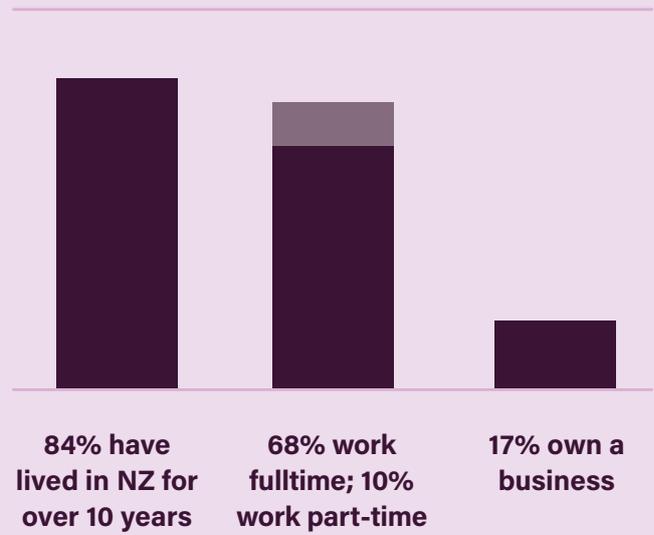
50% male



50% female



Average age: 44.1 years



How the community access information about government services

- 77% use government websites
- 25% ask family and friends
- 16% use social media
- 24% say they do not know where to go for information
- 8% say information is not available in their language

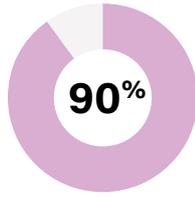
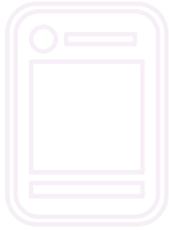
Below is a summary of the media consumption habits of Fijian Indian communities in Auckland.¹⁸

Websites

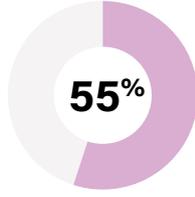


¹⁸ Respondents were offered the chance to complete the face-to-face interviews using Hindi or English. Online surveys were done in English language only. The margin of error on a random sample is $\pm 8.6\%$ for this community.

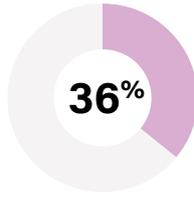
Social media



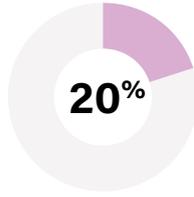
used Facebook in the previous week



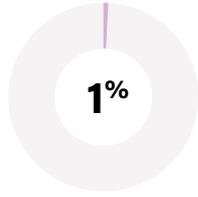
used YouTube in the previous week



used Instagram in the previous week

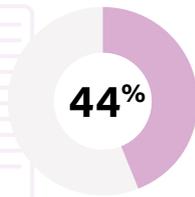


used TikTok in the previous week

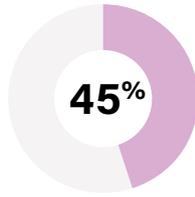


never use social media

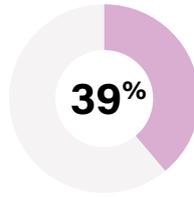
Print



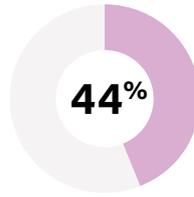
read non-ethnic print media in the previous month



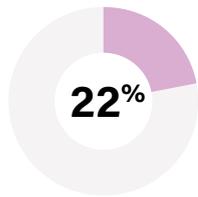
read ethnic print media in the previous month



read ethnic print media most often

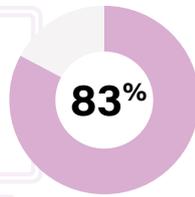


read non-ethnic print media most often

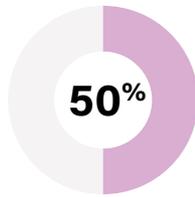


do not read print media

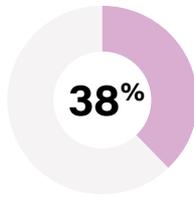
Television



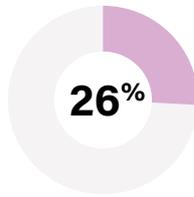
watched non-ethnic TV stations in the previous week



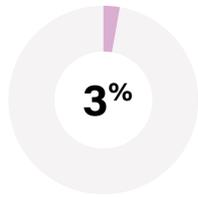
watched ethnic TV stations in the previous week



watch non-ethnic TV stations most often

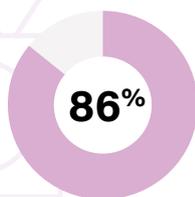


watch ethnic TV stations most often

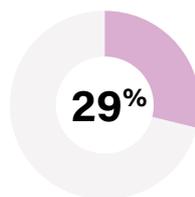


do not watch television

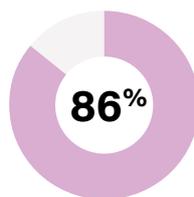
Radio



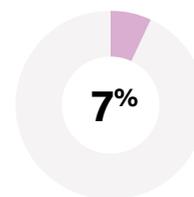
listened to ethnic radio stations in the previous week



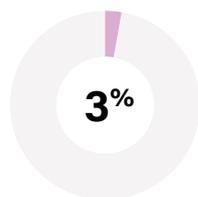
listened to non-ethnic radio stations in the previous week



listen to ethnic radio stations most often



listen to non-ethnic radio stations most often



do not listen to the radio



Filipino Community



About the survey respondents (n=109)

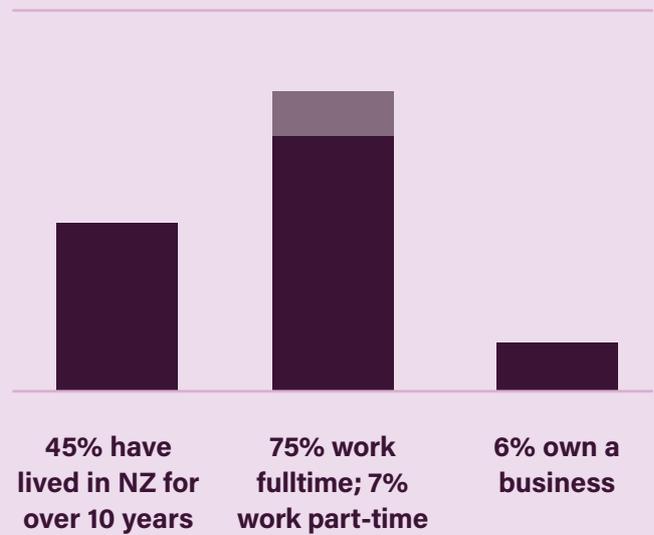
50% male



49% female



Average age: 42.4 years



How the community access information about government services

- 73% use government websites
- 37% ask family and friends
- 15% use social media
- 15% say they do not know where to look for information
- 15% say information is not available in their language

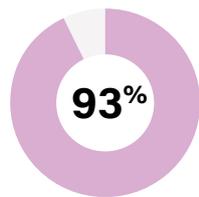
Below is a summary of the media consumption habits of Filipino communities in Auckland.¹⁹

Websites

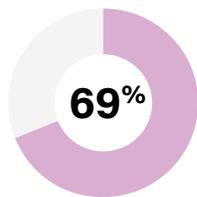


¹⁹ Respondents were offered the chance to complete the face-to-face interviews using Tagalog or English. Online surveys were done in English language only. The margin of error on a random sample is $\pm 9.4\%$ for this community.

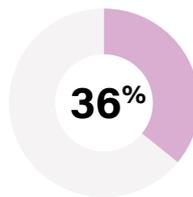
Social media



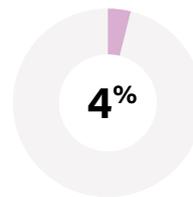
used Facebook in the previous week



used YouTube in the previous week

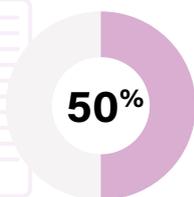


used Instagram in the previous week

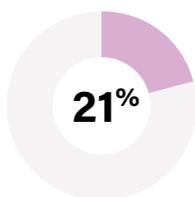


never use social media

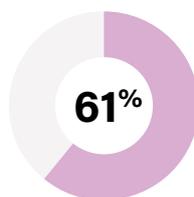
Print



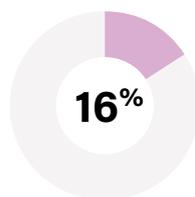
read non-ethnic print media in the previous month



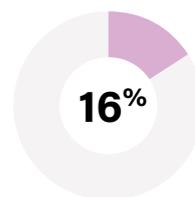
read ethnic print media in the previous month



read non-ethnic print media most often

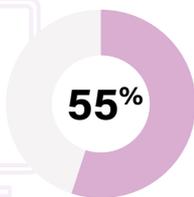


read ethnic print media most often

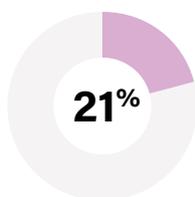


do not read print media

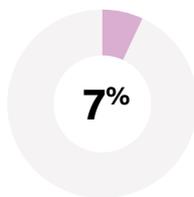
Television



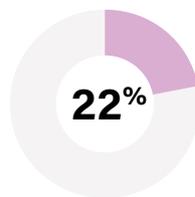
watched non-ethnic TV stations in the previous week



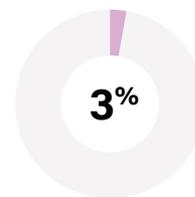
watched ethnic TV stations in the previous week



watch ethnic TV stations most often

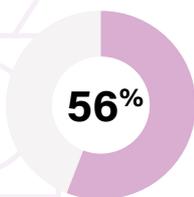


watch non-ethnic TV stations most often

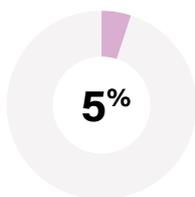


do not watch television

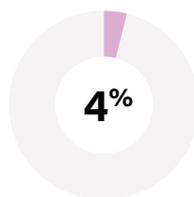
Radio



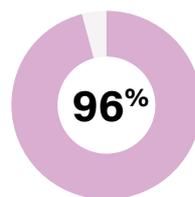
listened to non-ethnic radio in the previous week



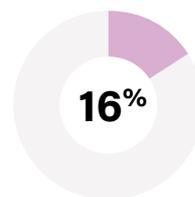
listened to ethnic radio in the previous week



listen to ethnic radio most often



listened to non-ethnic radio most often



do not listen to the radio



Indian Community



About the survey respondents (n=512)

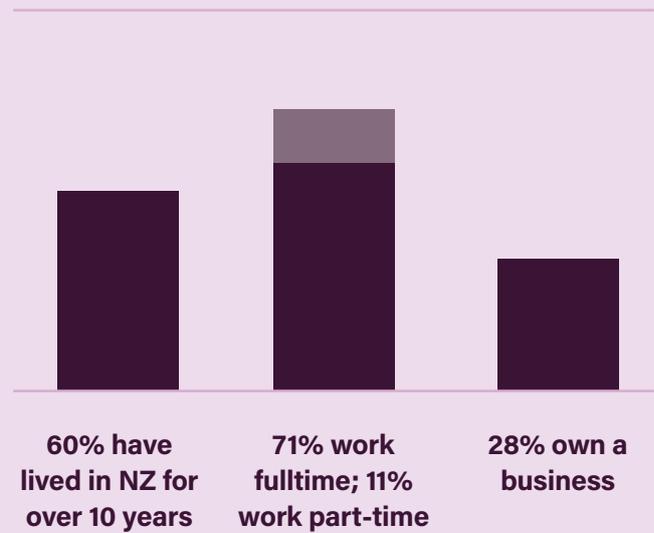
56% male



43% female



Average age: 43.3 years



How the community access information about government services

- 78% use government websites
- 27% ask family and friends
- 17% use social media
- 12% say they do not know where to look for information
- 9% say information is not available in their language

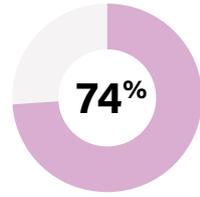
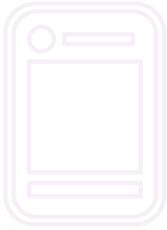
Below is a summary of the media consumption habits of Indian communities in Auckland.²⁰

Websites

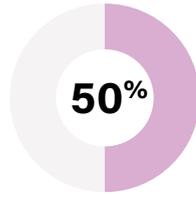


²⁰ Respondents were offered the chance to complete the face-to-face or phone interviews using Hindi or English. Online surveys were done in English language only. The margin of error on a random sample is $\pm 4.3\%$ for this community.

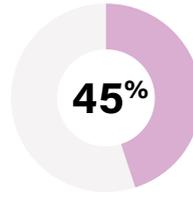
Social media



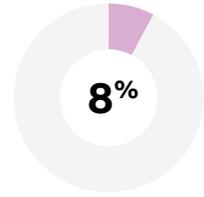
used Facebook in the previous week



used YouTube in the previous week

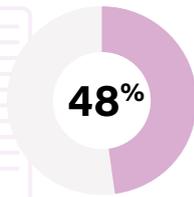


used Instagram in the previous week

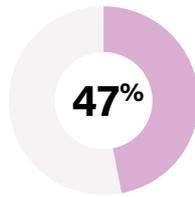


do not use social media

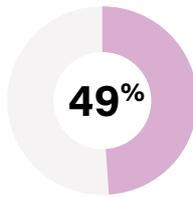
Print



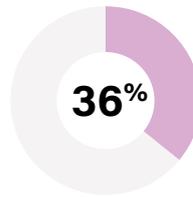
read ethnic print media in the previous month



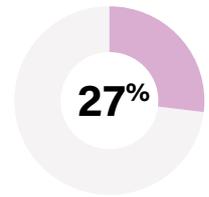
read non-ethnic print media in the previous month



read non-ethnic print media most often

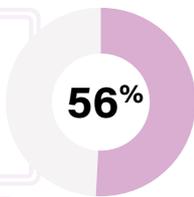


read ethnic print media most often

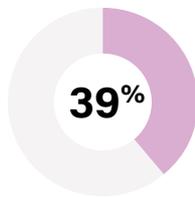


do not read print media

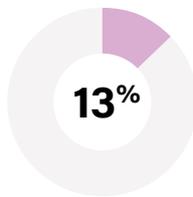
Television



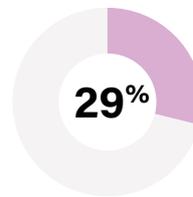
watched non-ethnic TV stations in the previous week



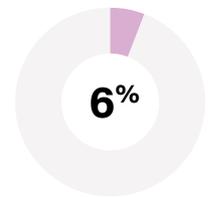
watched ethnic television stations in the previous week



watch ethnic TV stations most often

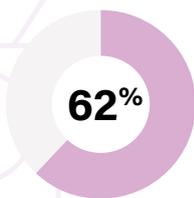


watch non-ethnic TV stations most often

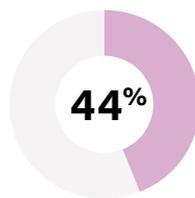


do not watch television

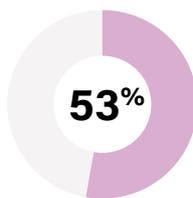
Radio



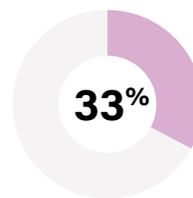
listened to ethnic radio in the previous week



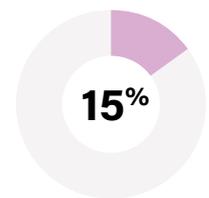
listened to non-ethnic radio in the previous week



listen to ethnic radio most often



listen to non-ethnic radio most often



do not listen to the radio



Korean Community

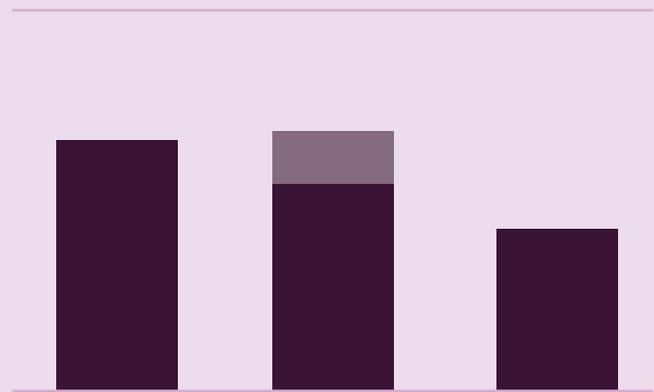
About the survey respondents (n=105)

54% male

44% female



Average age: 50.3 years



70% have lived in NZ for over 10 years

60% work fulltime; 12% work part-time

42% own a business

How the community access information about government services

- 44% use government websites
- 46% ask family and friends
- 21% use social media
- 32% say they do not know where to look for information
- 46% say information is not available in their language

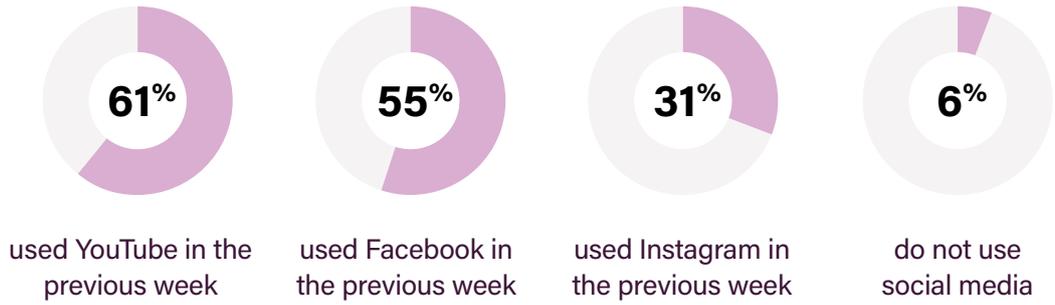
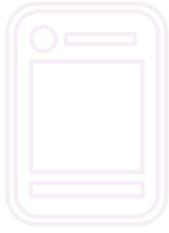
Below is a summary of the media consumption habits of Korean communities in Auckland.²¹

Websites

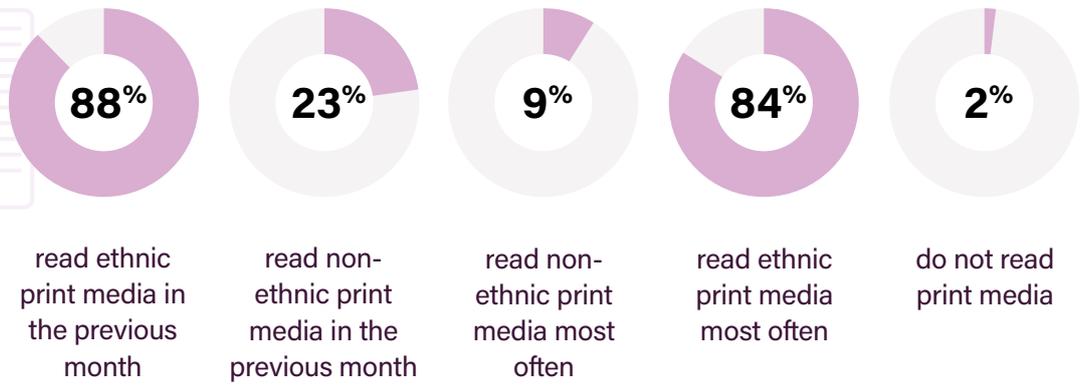


²¹ Respondents were offered the chance to be interviewed by an interviewer who spoke Korean or English. For online surveys, these respondents were offered the chance to complete the interview in Korean or English. All respondents completed the survey in Korean. The margin of error on a random sample is ±9.5% for this community.

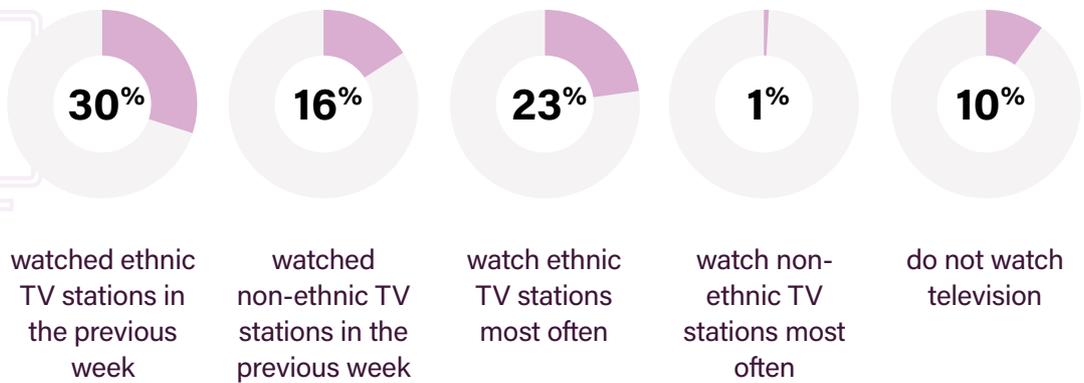
Social media



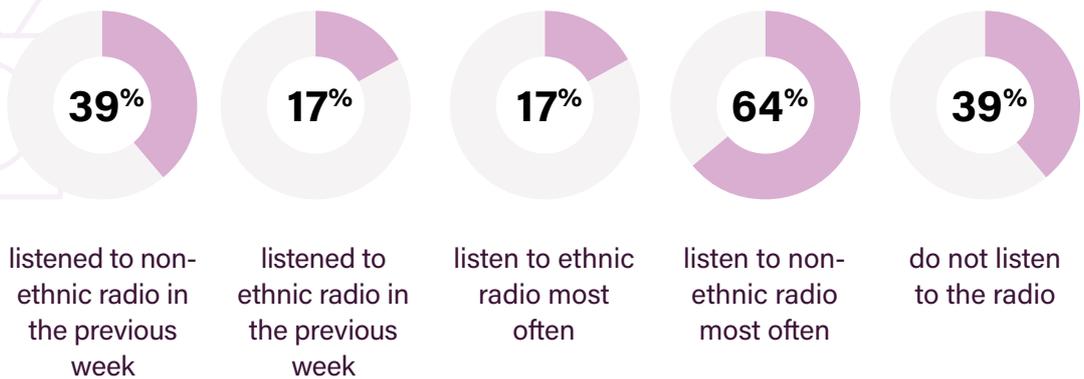
Print



Television



Radio



Ethnic media in Aotearoa New Zealand

Ngā kaupāho mātāwaka ki Aotearoa

Below is a list of some ethnic community media organisations and channels operating in Aotearoa New Zealand. Using these channels will allow you to engage with ethnic and Pacific communities in their languages or through the channels where they access trusted information.

This list of ethnic media channels was provided by Niche Media in April 2023.

Chinese media

Television

- FaceTV
- Freeview28

Radio

- Chinese Radio 90.6 FM
- Chinese Voice Broadcasting (CVB)
- Planet FM

Newspapers

- Chinese Herald
- Home Voice
- Mandarin Pages
- Most Wanted

- New Zealand Messenger
- Property overview
- The Epoch Times
- Waikato Weekly Chinese Newspaper
- Community Forums
- Home Voice
- YiJu Magazine
- The Vision Times

Websites

- Hou Garden
- SkyKiwi.com
- Chinese Herald online

Filipino media

Television

- Face TV

Radio

- Planet FM

Newspapers

- Filipino Migrant News – Christchurch edition

Indian media

Television

- Face TV

Radio

- HummFM
- Planet FM
- Radio Apna 990AM
- Radio Tarana

Newspapers

- Indian Newslink
- Indian Weekender
- KIWI Muslim Directory
- Indian News
- Indian X-Press
- Diwali Magazine
- NZ Fiji Times

Websites

- Indian Weekender Online
- KIWI Muslim Directory
- Indian Newslink Online

Fijian media

Television

- Face TV

Radio

- HummFM
- NIU FM
- Planet FM
- Radio 531pi
- Radio Apna 990AM

Newspapers

- Community Forums
- KIWI Muslim Directory
- NZ Fiji Times

Websites

- KIWI Muslim Directory

Japanese media

Television

- Face TV

Newspapers

- Gekkan NZ

Niuean media

Television

- Face TV

Radio

- Planet FM

Korean media

Television

- Face TV

Radio

- Planet FM

Newspapers

- Korea Post
- NZ Times Korea with Goodday NZ
- Sunday Sisa
- Weekly Korea

Websites

- Korea Post Online

Samoaan media

Television

- Face TV
- SamoaTV Tala Lasi

Radio

- NIU FM
- Radio 531pi
- Radio Samoa
- Samoa Radio Tala'Ave

Tongan media

Television

- Face TV

Radio

- NIU FM
- Planet FM
- Radio 531pi

Māori media

Television

- Face TV
- Māori Television

Radio

- Iwi Radio



Case study Four: Unite Against COVID-19

Rangahau Take Whā: Te whakakotahi hei ārai atu i te KOWHEORI-19

COVID-19 Group, Department of the Prime Minister and Cabinet | Te Tari o te Pirimia me te Komiti Matua

Background

Information about Aotearoa New Zealand's response to COVID-19 was translated across a number of languages and formats to ensure all communities had equitable access to important information regarding the response to the pandemic. For accessibility purposes, the information was presented mostly as HTML content with a smaller range of pdf resources for downloading and printing, and videos with subtitles.²²

Which languages?

- te reo Māori
- New Zealand Sign Language
- Arabic
- Chinese (Simplified)
- Chinese (Traditional)
- Cook Islands Māori
- Farsi
- Fijian
- French
- Gujarati
- Hindi
- Japanese
- Kiribati
- Korean
- Niuean
- Punjabi
- Rotuman
- Samoan
- Somali
- Spanish
- Tagalog
- Tamil
- Thai
- Tokelauan
- Tongan
- Tuvaluan
- Urdu
- Vietnamese

Information was also translated into Easy Read, Large Print, Audio and Braille for Aotearoa New Zealand's disabled communities.

Why these languages?

The COVID-19 Group prioritised translations into te reo Māori and New Zealand Sign language as these are official languages of Aotearoa New Zealand, as well as the 9 Pacific Languages on the recommendation of the Ministry for Pacific Peoples.

The other 17 languages that were translated were chosen based on several factors, including:

- 2013 and 2018 Census data
- The highest frequency languages for which government receives interpreting requests
- Advice and data provided by other central government organizations, local government organizations, and District Health Boards with connections into ethnic and Pacific communities.

For the rest of Aotearoa New Zealand's communities for whom there are other language barriers, there was a reliance on community leaders and organisations to ensure key messages related to COVID-19 reached them.

An assumption was made that the English literacy rates of speakers of some languages in Aotearoa New Zealand would be good enough to understand the English messaging and therefore the need for translation into these languages is low. This applied to some communities that are quite large, for example, German, Afrikaans, Dutch, Russian and Italian.

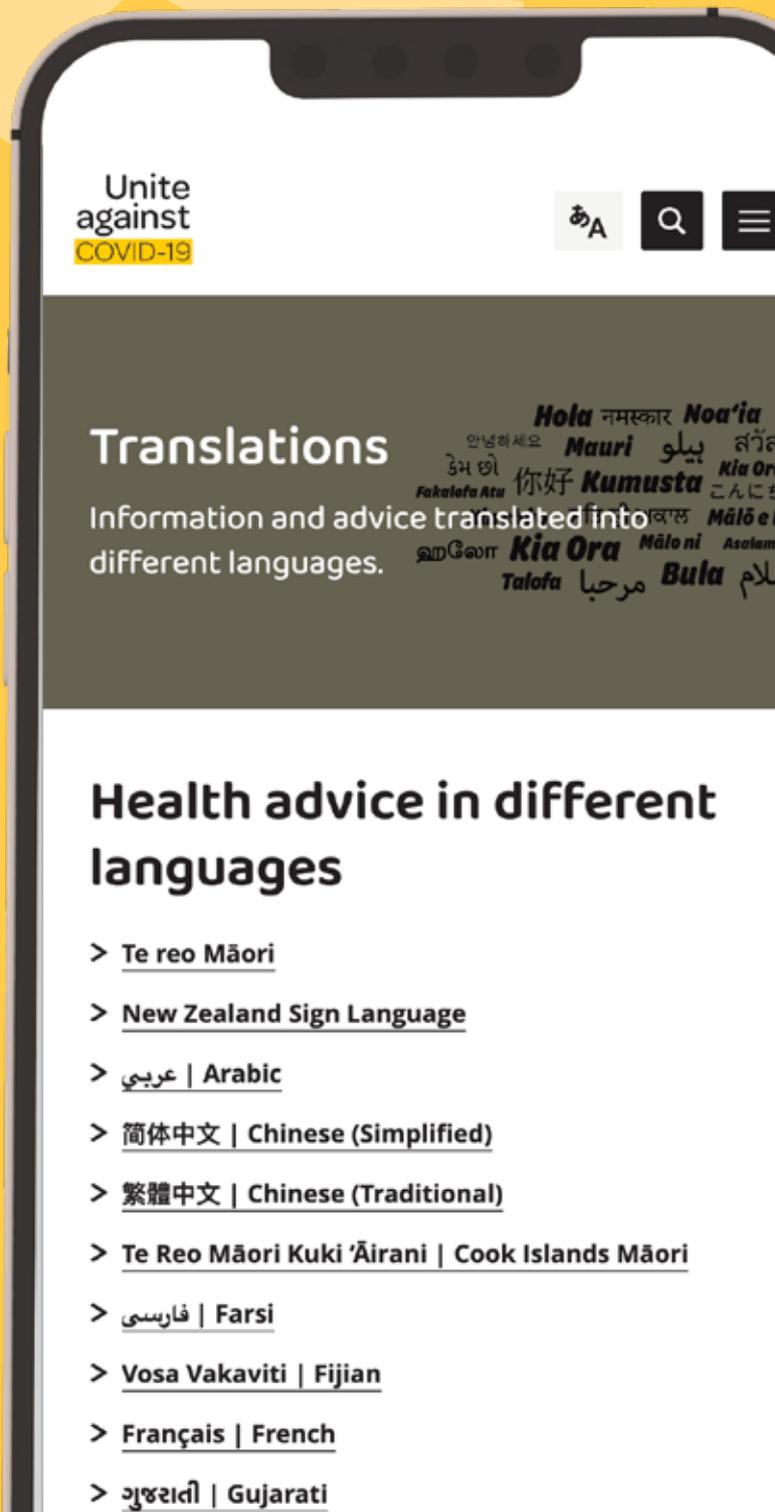
²² <https://covid19.govt.nz/languages-and-resources/translations/>

How successful have the translations been?

Given the wide-reaching impacts of COVID-19, it is no surprise that the viewership of translated content on the Unite against COVID-19 website has been high. In the period between March 2020 and June 2023, there were a total of just over 2 million unique page views across the 27 languages.

The top 5 viewed languages (and the number of unique page views) on the website were:

- Tagalog - 661,892
- Simplified Chinese - 354,747
- Hindi - 128,689
- Japanese - 116,312
- Traditional Chinese - 84,039



Unite
against
COVID-19



Translations

Information and advice translated into different languages.



Health advice in different languages

- > [Te reo Māori](#)
- > [New Zealand Sign Language](#)
- > [عربي | Arabic](#)
- > [简体中文 | Chinese \(Simplified\)](#)
- > [繁體中文 | Chinese \(Traditional\)](#)
- > [Te Reo Māori Kuki 'Āirani | Cook Islands Māori](#)
- > [فارسی | Farsi](#)
- > [Vosa Vakaviti | Fijian](#)
- > [Français | French](#)
- > [ગુજરાતી | Gujarati](#)

For more information please visit
ethniccommunities.govt.nz