



Mānawatia  
a Matariki

# Te Rā Aro ki a Matariki

A guide to celebrating Matariki

# Contents | Te ihirangi

Kupu Whakataki   Foreword	2
Ngā Uara   Values	3
Ngā Mātāpono   Principles	4
Whai Wāhi   Getting involved	5
Te Tohu o Matariki   Logo and Brand	6
Mānawatia a Matariki	7
Ētahi Atu Pārongo   More Information	8



# Kupu Whakataki | Foreword

## Mānawatia a Matariki

Matariki is for all people in Aotearoa New Zealand. It is a time for remembrance, celebrating the present and looking to the future. The challenge to all of us is to help build the platform for the continued success of Matariki.

To ensure mātauranga Māori (Māori knowledge) remains at the heart of this important kaupapa, we continue to work alongside Māori experts and practitioners with the intention to elevate our nation's understanding of Matariki (and other appropriate tribal variations).

We all have a key role in ensuring the success of Matariki by:

- Being inclusive - ensure everyone feels included in celebrating Matariki. It is important for the longevity of Matariki that all New Zealanders feel a part of supporting this national icon and taonga of ours.
- Respecting mātauranga Māori – utilise the principles developed by a panel of our country's leading mātanga-ā-Matariki (experts) to underpin key information.
- Providing consistent messaging – provide key information for all New Zealanders to use when talking about Matariki.

Matariki presents an opportunity for us all which we hope you will embrace. Not only is it an opportunity to develop understanding of mātauranga and champion the Māori language, but it is also a chance to work closely with iwi Māori and connect with communities.

A small but important example, and point to note, is that there is no written translation of Mānawatia a Matariki. As part of our commitment to te reo Māori, Mānawatia a Matariki will remain a stand-alone phrase. The translation 'Celebrate Matariki' should only be used when spoken, but not written alongside the Māori phrase.

We hope that this guidance assists in developing shared understanding and preparedness as we celebrate Matariki. Mānawatia a Matariki!



**Professor Rangīānehu Mātāmua**  
Chief Advisor, Mātauranga Matariki



**Leauanae Laulu Mac Leuanae**  
Tumu Whakarae, Secretary & Chief Executive  
Manatū Taonga  
Ministry for Culture and Heritage

# Ngā Uara | Values

The key values that are associated with Matariki and Te Rā Aro ki a Matariki (Matariki Observance Day) are listed below. These values are embedded in the traditional practice of Matariki and must remain a part of our modern approach to its celebration.



## **Aroha**

Love and respect for one and other

## **Whakamaumaharatanga**

Remembrance

## **Kotahitanga**

Unity

## **Tohatohatanga**

Sharing

## **Mana Taiao**

Environmental awareness

## **Kaihaukai**

Feasting

## **Wānanga**

Discussion

## **Noho tahi**

Coming together

## **Whakanui**

Celebrations

## **Tuakiritanga**

Identity



# Ngā Mātāpono | Principles

Matariki is a time for reflection, celebration, and preparation. The three Matariki principles and their corresponding themes provide an explanation for this.



## Matariki Hunga Nui Remembrance

Honouring those we have lost since the  
last rising of Matariki



## Matariki Ahunga Nui Celebrating the present

Gathering together to give thanks for  
what we have



## Matariki Manako Nui Looking to the future

Looking forward to the promise of  
a new year

### High level key messages

- Matariki is for all people in Aotearoa New Zealand. It is a time for remembrance, celebrating the present and looking to the future.
- Matariki is the Māori name for the Pleiades, a cluster of stars, that rises in midwinter. For many Māori its appearance heralds the start of the new year.
- Te Rā Aro ki a Matariki (Matariki Observance Day) is Aotearoa New Zealand's first public holiday to recognise Te Ao Māori.
- Te Rā Aro ki a Matariki will shift each year to align with the maramataka (Māori lunisolar calendar) but will always fall on a Friday. It marks the return of the constellation, which is best viewed early in the morning, just before dawn.
- Matariki is a period, not a single day, that marks the start of the Māori new year.
- Unique iwi variations of Matariki exist, such as Puanga. Different iwi have distinct approaches to calculating and acknowledging the timing of the Māori New Year.
- Matariki is a unique national taonga for us all to embrace and support.

# Whai Wāhi | Getting Involved

There are many ways you can get involved with Matariki together with your friends, family, team or workplace. Starting with using Matariki key messages and the logo to show support for Matariki, organisational activities can be aligned with one or all the Matariki principles or this year's theme.

Matariki events and activities are an opportunity for all of us to connect with Te Ao Māori. We can acknowledge Te Tiriti o Waitangi, improve our understanding of mātaaraunga Māori, incorporate tikanga and practice te reo Māori in celebration of Matariki.

See the examples below:



## Matariki Hunga Nui

Coming together of people –  
kanohi ki te kanohi (face to face)

- Celebration and learning
- Spending time with others
- Remembering loved ones and tupuna
- Returning home – matariki kāinga hokia



## Matariki Ahunga Nui

- Sharing of food with others – workplace or community
- Celebrating local food and local food producers
- Trying new foods – celebrating our diversity
- Māra kai - Planning to plant gardens or orchards



## Matariki Manako Nui

- New Year wishes – planning the year ahead
- Environment – looking after the land and planting for the future
- Wellbeing - looking after ourselves and others

# Te Tohu o Matariki | Logo and Brand

An official logo or tohu was developed as part of the preparations for the inaugural Matariki public holiday in 2022. It is available to be used by the public for Matariki kaupapa.

Te Tohu o Matariki has nine tukutuku crosshatches in different colours interwoven on a black background. These represent the nine visible stars of the Matariki star cluster and the different characteristics they embody.

The tohu has been designed specifically to support the celebration of Matariki. Please do not create your own logo or brand for Matariki activities or collateral. Here is a brief of the logo design and its colours.

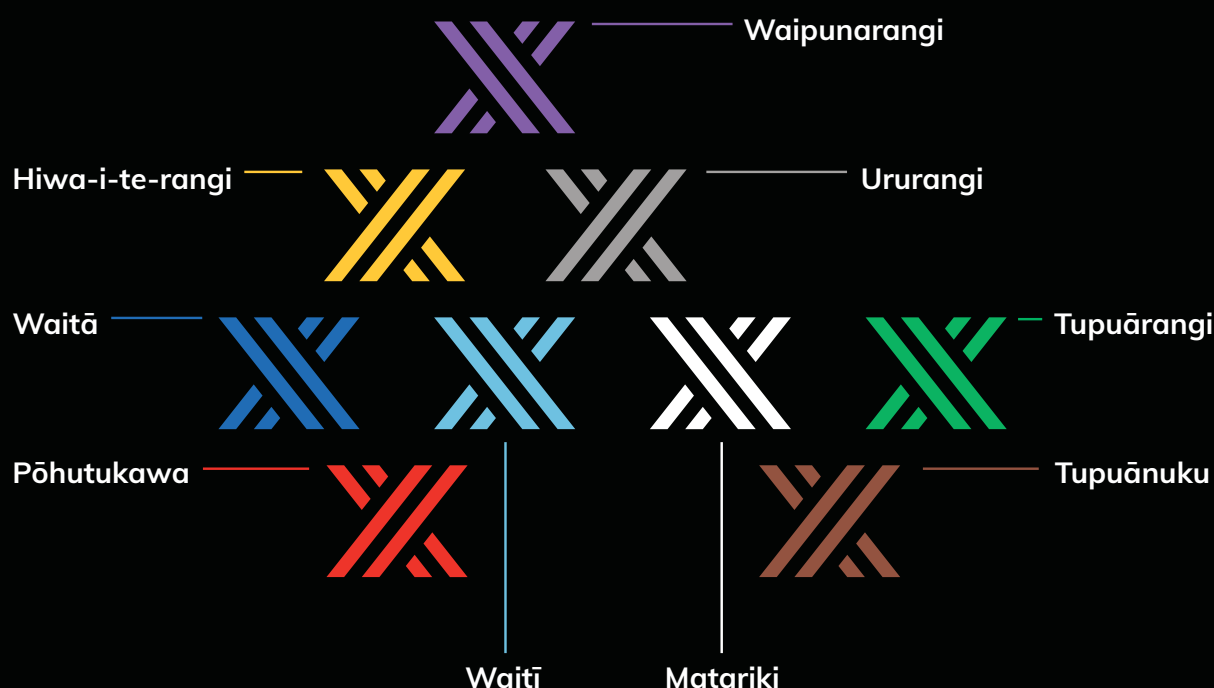
The logo celebrates the cluster itself:

- weaving people together
- abundance
- interconnectedness
- atua Māori
- hopes and wishes
- tuku atu/tuku mai
- whatu/whetu
- harmony

The tohu is free to use but must not be used for commercial gain. Matariki is deeply intertwined with Māori culture. If you are looking to support, participate or whakanui i a Matariki, please ensure it is for genuine reasons. This logo or tohu cannot be used in association with illegal activities, alcohol, drugs, gambling, fast food or tobacco.

Please refer to [www.matariki.com/resources](http://www.matariki.com/resources) for specific guidance. If you have any other tohu or branding questions, please email [matariki@mch.govt.nz](mailto:matariki@mch.govt.nz)

The colours have been assigned to, and denote specific stars:



# Mānawatia a Matariki

The phrase Mānawatia a Matariki comes from a traditional karakia that signifies the opening of the Māori New Year. The opening lines of the karakia reads as follows:

**Mānawa maiea te putanga o Matariki**

**Mānawa maiea te ariki o te rangi**

**Mānawa maiea te Mātahi o te tau**

Celebrate the rising of Matariki

Celebrate the rising of the lord of the sky

Celebrate the rising of the New Year<sup>1</sup>

In the first line of the karakia, the word 'mānawa' means to celebrate, exult and welcome. The word 'maiea' means to rise, and 'te putanga o Matariki' means the appearance of Matariki. Therefore this first line essentially means 'Celebrate the rising of Matariki.' However, this line has been shortened for communication purposes from 'Mānawa maiea te putanga o Matariki' to 'Mānawatia a Matariki.'

It is important to note that this is the phrase of Matariki celebrations and that there is to be no written translation to celebrate the importance of te reo Māori. While you can say celebrate Matariki, please do not translate Mānawatia a Matariki into written English.

---

<sup>1</sup> This karakia is attributed to Professor Sir Pou Temara.



# Ētahi Atu Pārongo More Information


## Matariki.com

For more information about Matariki please visit [matariki.com](https://matariki.com). This is the official website for Matariki celebrations:

- News, media releases and frequently asked questions.
- The digital home of the traditional hautapu ceremony.
- The home of Matariki events around the motu.
- Downloadable resources to support all Matariki activities and events including the karakia booklet, Te Papa resources and activities, and education resources from Te Tāhuhu o te Mātauranga | The Ministry of Education.
- Public logo pack for digital use, branding, email signature and social media.

Follow Mānawatia a Matariki on Facebook and Instagram for the latest Matariki social media content.

The social media handles are;

 [Facebook.com/Manawatia.a.Matariki](https://Facebook.com/Manawatia.a.Matariki)

 [Instagram.com/manawatiaamatariki](https://Instagram.com/manawatiaamatariki)

## Te Kāhui o Matariki Public Holiday Act 2022

Te Ture mō te Hararei Tūmatanui o te Kāhui o Matariki 2022 (Te Kāhui o Matariki Public Holiday Act 2022) establishes the public holiday. The Act also recognises there are other regional variations of Matariki celebrations for other iwi and hāpu including Puanga, Rehua and more.

[www.legislation.govt.nz/act/public/2022/0014/latest/whole.html](https://www.legislation.govt.nz/act/public/2022/0014/latest/whole.html)



Published by:  
Manatū Taonga  
Ministry for Culture and Heritage  
131 Lambton Quay  
Wellington  
New Zealand 6011  
Email: [matariki@mch.govt.nz](mailto:matariki@mch.govt.nz)