

Media Release
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BROADER UNDERSTANDING OF KOHĀ

Generosity New Zealand is in consultation with *Te Taura Whiri i te Rēo Māori (Māori Language Commission)* to add '**kohā**', a broader understanding of the word 'koha', to the official Māori dictionary.

Generosity NZ partnered with Ōtaki-based, Tungia Symonds-Kaihau (Ngati Maniapoto and Tainui), around her concept of kohā, to create a macronised version of the word.

"Te Wiki o te Reo Māori [Māori Language Week] is the perfect opportunity for the New Zealand public to get behind the concept of **kohā**", says *Generosity NZ* Chief Executive Brenda Smith.

New Zealanders have come to link the concept of koha as the act of giving a tangible gift. **Kohā** broadens that understanding and takes on the meaning, 'it is life' or 'to give life to'.

"**Kohā** embraces life experiences, which provide opportunities that assist us to develop wisdom, humility and compassion, if we take the time to reflect, it is better avoided if it's merely an expression of tokenism", says Symonds-Kaihau.

The concept of **Kohā** is engrained in *Generosity New Zealand's* brand as an opportunity to explore how the vast generosity ecosystem in New Zealand is enacted.

"Grants, awards and scholarship information, worth more than \$3.9billion, is an impressive demonstration of a thriving generosity ecosystem", says Smith.

Linguistic academics including Professor Tīmoti Kāretu and Lee Smith and leaders in the cultural sector such as Te Papa Tongarewa's Kaihautū Arapata Hakiwai, have expressed their willingness to be accredited supporters of **kohā**.

Through their work with grass-roots communities and organisations, *Generosity NZ* already sees the prevalence of **kohā** in New Zealand society.

Generosity NZ cites the recent efforts of Te Puea marae, to provide shelter from homelessness, as the very essence of **kohā**. Te Puea marae is going further than simply providing material gifts. They are nurturing futures and increasing life opportunities as well as fulfilling immediate needs.

Ends.

Additional Information:

Kohā is an associated brand that fits alongside Generosity NZ. The macron on the 'a' places emphasis on hā – life

v. to enable, to aid, to contribute, to embrace, to celebrate, to embellish, to nurture, to acknowledge, to be generous

n. it is life (figurative)

Kohā Video

- <http://generosity.org.nz/koha/>

Te Papa as an example:

- Te Papa Tongarewa's Kaihautū, Arapata Hakiwai expressed the museum's resonance with the new concept of **kohā** and cited Te Papa's process of; receiving donated treasures, curating, conserving, and sharing, as giving and adding life to.

For further information:

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