

28 February 2014

Māori Language Strategy Consultation  
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Tēnā koutou

## **Submission on Te Puni Kokiri's *Developing a New Māori Language Strategy***

### **Introduction**

- 1 Ngā Aho Whakaari Māori in Screen Production (Ngā Aho Whakaari Māori in Film & Television) represents and advocates for the Maori screen production industry. It has a paid membership that elects members to the executive committee or governing body.

### **Background**

- 2 Ngā Aho Whakaari was established in 1996 by Māori film and television practitioners to ensure that Māori were adequately represented in the development of Māori broadcasting by government.
- 3 Many of the originators of Ngā Aho Whakaari were actively involved in Te Manu Aute, the group that advocated for greater opportunities and funding for Māori language television programmes and films in the 1980s.
- 4 Ngā Aho Whakaari continues to advocate and seek opportunities for the Māori language to be seen and heard on small and large screens.
- 5 The Chair of Ngā Aho Whakaari represents the views of the independent production sector on Te Pūtahi Paoho.

### **Submissions**

- 6 Ngā Aho Whakaari agrees that the Māori language is a taonga of iwi and Māori people.
- 7 Ngā Aho Whakaari agrees that the Crown has an enduring obligation to take active steps to support the growth and development of the Māori language, in conjunction with iwi and Māori.
- 8 Ngā Aho Whakaari agrees with the assertions made in Te Puni Kōkiri's *Developing a New Māori Language Strategy* (MLS) that the current Māori Language Strategy has become outdated over time, and needs to be overhauled and updated.
- 9 Ngā Aho Whakaari has serious concerns with the process outlined in the document *Developing a New Māori Language Strategy* and submit that it

will not result in the new, effective, comprehensive and overarching strategy that is imperative for the survival and growth of the Māori language for the following reasons:

- 9.1 the undue and unrealistic haste of the consultation process
- 9.2 the proposed structure, constitution, statutory power and resourcing of the overarching governing body, Te Mātāwai.
- 9.3 the disconnect between creating an iwi entity to take greater ownership and therefore more responsibility for the Māori language while continuing with the model of the Crown having ultimate control over the allocation of resources.

## **Conclusion**

- 10 Ngā Aho Whakaari submits that the time allocated to the consultation process and the analysis of those results before presenting a new strategy to Cabinet is woefully insufficient and recommends that it is extended.
- 11 Ngā Aho Whakaari is opposed to the automatic exclusion of bodies responsible for the revitalization of the Māori language such as the New Zealand Māori Council from the proposed new Māori language entity, Te Mātāwai.
- 12 Ngā Aho Whakaari submits that it is vitally important for entities with broadcasting and screen production expertise to be represented on any overarching governing body responsible for the revitalisation of the Māori language.
- 13 Ngā Aho Whakaari submits that any overarching governing body must be in a Treaty partner relationship with the Crown and must also be adequately resourced to commission its own research without having to seek funding approval from a government agency.