

Māori Media Sector Shift – Te Ao Pāpāho ki Tua FAQs

1. What is the Māori Media Sector Shift?

The Māori Media Sector Shift is a policy review to look at the Māori Media Sector and how it supports the revitalisation of te reo Māori and provides greater awareness and understanding of Māori stories.

2. What is the purpose of the Māori Media Sector Shift?

To ensure the Māori Media Sector is 'fit for purpose' in this new digital media environment. The Terms of Reference state that the purpose of the Māori Media Sector Shift is to *“explore the most effective and efficient way of funding and producing te reo and tikanga Māori content, and structuring the Māori media sector, to achieve the best outcomes”*.

3. Who is undertaking the policy review?

The policy review is being led by Te Puni Kōkiri. An independent Advisory Panel will be established to support the policy review.

4. What consultation will take place?

There will be opportunities for input from the organisations that participate in the Māori Media Sector. Work is currently underway to seek feedback from and engage with stakeholders on their views and ideas for the Māori Media Sector in the future. Submissions are open until 28 February 2019.

5. How can I get involved in the Māori Media Sector Shift and provide feedback?

You can make a submission in a range of ways:

- responding to an online survey
- sending written feedback to maorimedia@tpk.govt.nz
- making a video or audio submission through Dropbox to Te Puni Kōkiri

Submissions can be made up until 28 February 2019.

6. Why is the Māori Media Sector Shift happening now?

Māori broadcasting has developed rapidly over the last 20 years and was last reviewed about 10 years ago. To ensure the Māori Media Sector is 'fit for purpose' in this new digital media environment, a policy review is a priority.

7. What is the timeframe for the Māori Media Sector Shift?

After submissions close on 28 February, the key dates are:

March 2019	Te Puni Kōkiri report to the Minister for Māori Development on the current state of the Māori media sector.
April 2019	Minister for Māori Development updates Cabinet on the current state of the Māori Media Sector.

May 2019 Minister for Māori Development updates Cabinet on high level options for the future state of the Māori Media Sector.

December 2019 Cabinet considers more detailed options for the future state of the Māori Media Sector.

8. How does the Māori Media Sector Shift fit with the work of the Ministerial Advisory Group on Public Media?

Both work streams contribute to the government's goals for more quality local content that tells New Zealand stories and supports the revitalisation of te reo Māori. Responsible Ministers and agencies are working together to ensure that there is a high level of coordination.

9. Will the policy review findings be made public? If so, when will they be available?

Once the report from Te Puni Kōkiri on the current state of the Māori Media Sector has been considered by Cabinet it will be released publicly.

10. Is there a preferred 'future state' of the Māori Media Sector Shift?

The Minister's interest is in exploring with an open mind how the Māori Media Sector is working now to explore what the Māori Media Sector could look like in the future.

11. What will the Māori Media Sector Shift mean for existing entities?

This policy review is not looking at the performance of individual entities and organisations in the Māori Media Sector.

12. What is the role of the independent Advisory Panel?

The independent Advisory Panel will support the Māori Media Sector Shift with strategic oversight on matters relating directly to the policy review.

Panel members will have a range of skills and experience in relation to te reo Māori, broadcasting and digital technology.