

**September 2019**

## **Te Ao Pāpāho | Māori Media Sector Shift: Frequently Asked Questions**

### **What is the purpose of the High Level Options Cabinet Paper for the Māori Media Sector Shift?**

The High Level Options paper provides two proposed options for the future of the Māori media sector and seeks Cabinet's approval to release the options for engagement with the Māori media sector and further sector engagement.

The paper also outlines the vision and outcomes for the Māori media sector; sets out the functions required in the future that meet the design principles agreed by Cabinet in April this year; reflects on the need to strengthen Iwi radio; notes the importance of recognising Māori interests in spectrum; and considers the complementarity of the Māori media and public media sectors.

### **What are the high level options under consideration?**

The two options are:

- a. Te Kāhui Tauawhi – a hybrid model
- b. Te Kāhui Tōpū – a centralised model

### **What was the process used to develop the proposed options?**

An online survey, targeted workshops with kaumātua and rangatahi, engagement at Māori hui such as Te Matatini and Te Rā o te Raukura, and face to face consultation with key stakeholders took place to gather views and seek feedback on the Māori Media Sector Shift. An advisory panel has also been instrumental in developing the high level options in consultation with key stakeholders. See attached infographic.

### **What are the principles that will inform the design of the future of the Māori media sector?**

The Māori media sector should be:

- Centred on audience needs
- Enabling of the revitalisation of te reo Māori me ngā tikanga Māori
- Collaborative
- Agile
- Nurturing of a creative and capable workforce
- Able to protect taonga while enabling appropriate use
- Well aligned with the broader public media sector
- Well-resourced and efficient

### **What are the next steps for the Māori Media Sector Shift?**

Targeted engagement with key stakeholders on the high level options will take place over the coming months.

Cabinet will consider the high level options proposed before any decisions are made on the future of the Māori media sector.

## **Background**

The Māori Media Sector Shift explores how we can support the way radio, television and online te reo and Māori content programmes will be delivered in the future. The

policy review takes a wide look at the Māori media sector and its potential to support the revitalisation of te reo Māori and tikanga Māori and greater awareness and appreciation of Māori stories. It is focusing on the Māori media sector as a whole and will not assess the performance of individual entities or organisations.

**What does the Māori media sector shift aim to achieve?**

The Māori Media Sector Shift aims to position the Māori media sector to promote te reo Māori and tikanga Māori, and to tell Māori stories effectively in the modern media environment.

**How are media organisations involved?**

Te Puni Kōkiri has been engaging with core organisations in the sector that are funded by the Crown including Te Māngai Pāho, the Māori Television Service, and Iwi radio. Other publicly funded Māori broadcasting groups or organisations including Te Whakaruruhau o Ngā Reo Irirangi Māori, Te Pae Tawhiti, and Ngā Aho Whakaari are being engaged as key stakeholders.

**How does the Māori Media Sector Shift fit with the other government reviews relevant to the Māori media sector?**

Responsible Ministers and agencies are working together to ensure that there is a high level of coordination.

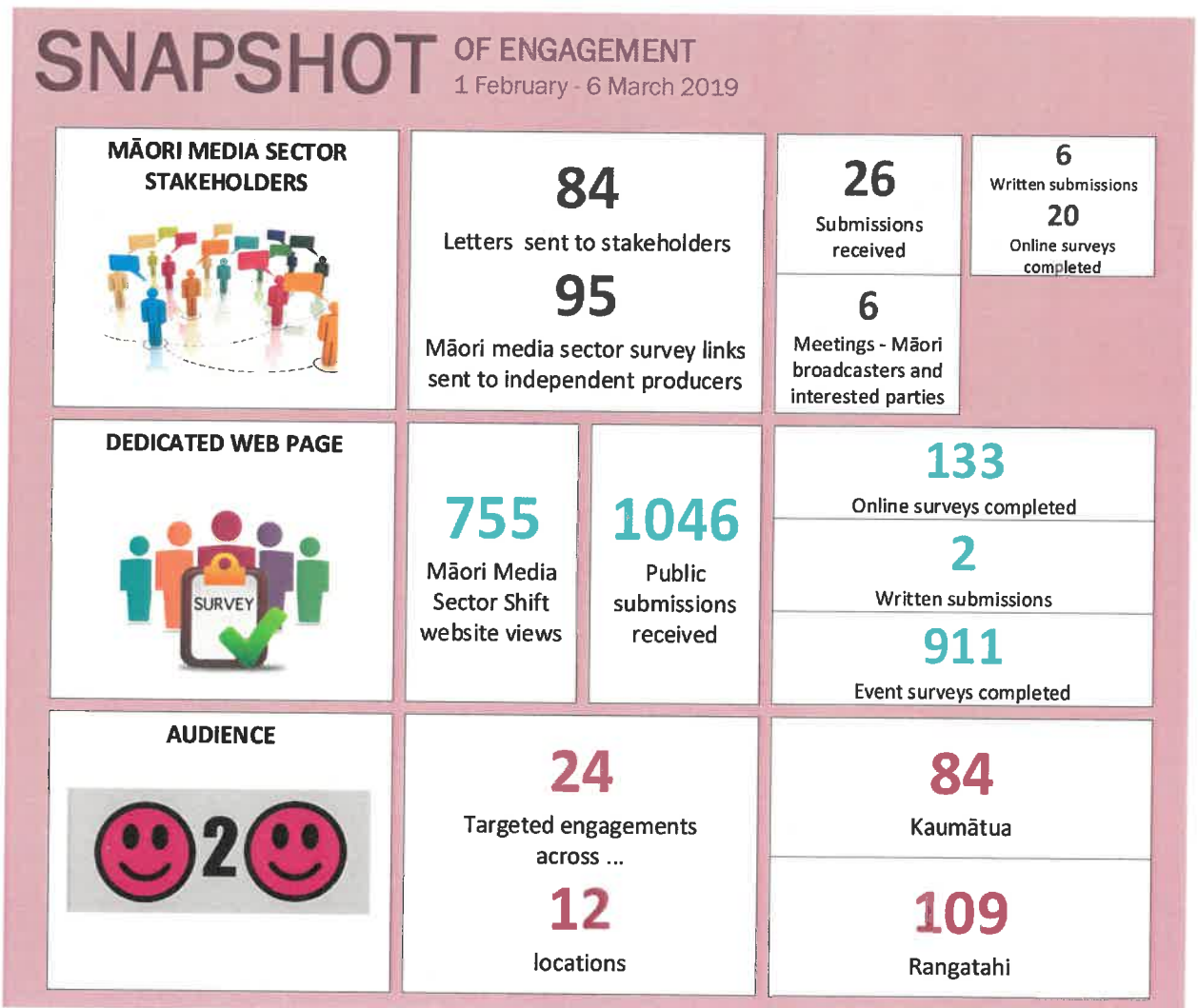
**What were the key findings in the overview of the current state of the sector?**

*Te Ao Pāpāho ki Tua – Māori Media Sector Shift – an overview*, released in May 2019, made the following findings:

- a. The key drivers for the Māori media sector are promoting te reo Māori and tikanga Māori. To a lesser extent, these goals are shared by the wider public media sector.
- b. Māori media organisations face a challenge in delivering these public service-type roles while thriving within a highly deregulated and commercial New Zealand market.
- c. Leaders in the Māori media sector and key commentators recognise that there is an ongoing need to break down silos and work towards collaboration in making use of resources and talent.
- d. The roles of each agency across the public media sector in the promotion and revitalisation of te reo Māori and tikanga Māori need to be clarified.
- e. There is no strategy and little funding targeted at workforce training and talent development that crosses the Māori media sector, or the broader public media sector, including in technical skills and journalism.
- f. Budgets for producing each hour of content are significantly lower in the Māori media sector than in the wider public media sector, resulting in the production of cheaper content.
- g. Because of its age, legislation reflects platform-specific provisions. The core operational function of the Māori Television Service is 'the provision... of a television service'.
- h. Māori audiences want to see and hear their own stories.
- i. Māori audiences also want more engaging content that caters for people at a variety of proficiency levels in te reo Māori.
- j. Māori have a desire to share their stories with the world, while still protecting ngā mātauranga tuku iho from exploitation.

For the full list of key findings, see attachment one in the Cabinet Paper *Te Ao Pāpāho - Māori Media Sector Shift: Current state of the sector* (as at March 2019), May 2019 on the Māori Media Sector Shift webpage.

## Snapshot of Engagement



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