



# Cabinet Economic Development Committee

## Minute of Decision

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### Te Ao Pāpāho - Māori Media Sector Shift: Current State of the Sector

Portfolio                      Māori Development

On 10 April 2019, the Cabinet Economic Development Committee (DEV):

- 1        **agreed** to the publication, on Te Puni Kōkiri's website, of the overview paper, *Te Ao Pāpāho ki Tua / Māori Media Sector Shift – An Overview of the Current State of the Sector as at 29 March 2019*, and the summary of its findings, both of which are attached to the paper under DEV-19-SUB-0079;
- 2        **agreed** that the guiding vision for the design of the Māori media sector be a shift towards a collaborative Māori media community that promotes the normalisation of te reo Māori, promotes te ao Māori, and tells Māori stories;
- 3        **agreed** that, by achieving the vision for the future of the Māori media sector, the government would expect to see the following outcomes:
  - 3.1        te reo Māori has status as a means of everyday mass communication;
  - 3.2        larger and broader audiences engage with Māori perspectives, stories, music and experiences;
  - 3.3        Māori media connects people regionally, nationally and internationally;
- 4        **agreed** that the proposed design principles that will inform the future state of the Māori media sector are that the sector be:
  - 4.1        centred on audience needs;
  - 4.2        enabling of the revitalisation of te reo Māori me ngā tikanga Māori;
  - 4.3        collaborative;
  - 4.4        agile;
  - 4.5        nurturing of a creative and capable workforce;
  - 4.6        able to protect taonga while enabling appropriate use;
  - 4.7        well aligned with the broader public media sector;
  - 4.8        well resourced and efficient;

- 5 **noted** that the Minister for Māori Development and the Minister of Broadcasting, Communications and Digital Media will continue to work closely to coordinate the Māori Media Sector Shift with the work of the Ministerial Advisory Group on Public Media;
- 6 **noted** that the 'rights, retention and access' workstream of the Māori Media Sector Shift will need to align with the review of the Copyright Act 1994 and the work of the National Archival and Library Institutions (NALI) Ministerial Group;
- 7 **invited** the Minister for Māori Development to report back to DEV in the second quarter of 2019 with high level options for the future of the Māori media sector.

Janine Harvey  
Committee Secretary

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**Present:**

Rt Hon Winston Peters (Chair)  
Hon Kelvin Davis  
Hon Phil Twyford  
Hon David Parker  
Hon Nanaia Mahuta  
Hon Stuart Nash  
Hon Iain Lees-Galloway  
Hon Jenny Salesa  
Hon Shane Jones  
Hon Kris Faafoi  
Hon Willie Jackson  
Hon James Shaw  
Hon Eugenie Sage

**Officials present from:**

Office of the Prime Minister  
Officials Committee for DEV

**Hard-copy distribution:**

Minister for Māori Development