

Office of Te Minita Whanaketanga

Chair, Cabinet

Report on overseas travel: Hon Willie Jackson

- 1 I recommend that Cabinet note this report on my travel to the Paris, France and Dublin, Ireland from 11-17 December 2022 for the high-level launch of the International Decade of Indigenous Languages and other matters relating to my Māori Development and Broadcasting and Media portfolios.

Report

High-level launch of the International Decade of Indigenous Languages

- 2 I attended UNESCO's launch of the UN International Decade of Indigenous Languages in Paris from 12-13 December. I was accompanied by Te Mātāwai (who represent Iwi and Māori as the kaitiaki for te reo Māori) Co-Chairs, Reikura Kahi and Bernie O'Donnell, and a number of eminent Māori language experts, including Te Taura Whiri Commissioner, Professor Rawinia Higgins, UNESCO National Commission Culture Commissioner, Dr Dan Hikuroa, and Chair of the UNESCO Youth Leaders, Ethan Jerome-Leota, underscoring a strong and compelling message about the New Zealand te reo Māori revitalisation story.
- 3 The launch was hosted by UNESCO, in co-operation with the United Nations Department for Economic and Social Affairs (UNDESA), the Office of the United Nations High Commissioner for Human Rights (OHCHR), and the members of the Global Task Force for Making a Decade of Action for Indigenous Languages (the Global Task Force).
- 4 I presented a statement at the high-level opening ceremony describing Aotearoa New Zealand's language revitalisation journey from the presentation of the Māori language petition fifty years ago, to the partnership model that now exists between iwi and the Crown enshrined in the Te Ture mō te reo Māori 2016.
- 5 I also highlighted the importance of the Kōhanga Reo movement, the critical role of Māori broadcasting, the designation of Māori as an official language and the creation of the Māori Language Commission as being fundamental to our success in growing Māori language capability. Lastly I spoke of Aotearoa New Zealand's 'audacious goals', and the ambition that by 2040:
 - 85% of New Zealanders (or more) will value te reo Māori as a key part of national identity;
 - One million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori; and
 - 150,000 Māori aged 15 and over will use te reo Māori as much as English (with 75,000 Māori already able to do so).

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- 6 The Decade aims to raise awareness about the critical plight facing indigenous languages around the world and to mobilise people to take action. This event provided an opportunity to share the New Zealand Government's work to promote and protect te reo Māori, and to foster cooperation with other countries working to revitalise indigenous languages.
- 7 Given the considerable global value of indigenous language, and its inherent connection to identity and indigenous knowledge, it is important engagement with and support for the Decade continues particularly as Aotearoa New Zealand has so much to share. This could include ongoing contributions by experts, political engagement in key events, bilateral exchanges with countries facing similar challenges, as noted below. 9(2)(g)(i)

9(2)(g)(i)

Bilateral meetings with Chile and Norway

- 8 Two bilateral meetings were also held on the margins of the event that allowed for the sharing of experiences and ideas with other countries, and made clear how much there was to be gained through these sorts of exchanges. The co-Chairs of Te Mātāwai attended both these meetings demonstrating our partnership model in action.

Bilateral meeting with Chilean Minister of Culture, Arts and Heritage, Julieta Brodsky Hernandez

- 9 At this meeting, I outlined Aotearoa New Zealand's language revitalisation story to Minister Hernandez. Minister Hernandez explained Chile's challenges, noting there was no national policy that focused on language development by new speakers. Rather, the focus was on supporting indigenous communities, and the rest of the country did not speak these languages.

- 10 Immersion summer camps and pre-schools existed but these were localised experiences. 6(b)(i)

6(b)(i)

- 11 Unlike Aotearoa New Zealand, Chile have a number of indigenous languages including Mapuche, Aymara, and Rapa Nui. Most indigenous people live in the big cities and therefore the localised approach were largely missing these urban groups. Te Mātāwai noted that the nationwide Kohanga Reo movement included the cities and had been key to 'teaching our babies'. This had led to a generation that had grown up speaking Māori.

- 12 Te Mātāwai also noted that Kapa haka had been another important language domain, pulling young Māori into the language through song and immersing them in the culture. There was a new generation of composers, which would never have been seen 40 years ago. Kapa haka performers were now

speakers of the language, something that had also not been the case before. The annual national kapa haka competition was a significant event in the Māori calendar. Minister Hernandez talked about a similarly important annual Rapa Nui festival that took place in February.

- 13 Minister Hernandez requested further engagement as she wanted to learn from New Zealand's experience and policies, and to draw from them to help address the challenges Chile faced with keeping alive its indigenous languages.

6(a), 9(2)(g)(i)
6(a), 9(2)(g)(i)

Bilateral meeting with Norwegian State Secretary, Ministry of Local Affairs and Regional Development, Nancy Porsanger Anti

- 14 I also briefly met with the Norwegian State Secretary Nancy Porsanger Anti, which again highlighted the benefits of sharing experiences. Te Mātāwai spoke about their community investment model, the importance of intergenerational transmission of language and strengthening the home-school nexus to support the latter.

- 15 Language revitalisation had been a priority for the Sámi in recent decades and included initiatives like language nests, similar to Kohanga Reo. There were multiple indigenous languages in Norway, of which three were supported by the Government.

- 16 Much like our experience, Norway has made big progress but has a long way to go.

6(b)(i)
6(b)(i)

- 17 We also discussed indigenous language broadcasting. Secretary Ant noted there was not a dedicated broadcaster to Sámi, but there were regional news and radio programmes. There were also children's programmes. A key issue was that there were not many journalists that spoke Sámi.

- 18 We agreed that that New Zealand and Norway's challenges and history were similar and that there was merit in learning from each other. I extended an invitation to Anti to visit New Zealand to see our language revitalisation model working in practice.

Bilateral meeting with the French Ministry of Culture

- 19 In relation to my broadcasting and media portfolio, I met with the officials from the Directorate for European and International Affairs at the French Ministry of Culture. We canvassed the issues facing the New Zealand public media sector. It was interesting to hear how France's state-funded media were

structured and funded, and of the complexities of continuing to provide a trusted public service platform.

- 20 Like in New Zealand, French officials noted that while older age groups still sourced trusted news from traditional television and radio news programmes, younger age groups did not. French public service broadcasters were therefore turning to Tik Tok-type platforms, to reconnect with a younger audience and to help counter mis/disinformation disseminated through those social media channels.
- 21 We also discussed France's role in, and implementation of, EU directives on local content on new (social) media platforms, and of press and media neighbouring rights in the copyright value chain. France was the first EU country to transpose the EU's directive on neighbouring rights, officials noted, adopted into law in 2019 to allow press agencies and publishers to claim compensation for the re-use of their journalistic content by search engines.

6(b)(1)

- 22 Key actions from the bilaterals held in Paris were:
- Undertaking further engagement with Chile through the Chilean Minister of Culture, Arts and Heritage, Julieta Brodsky Hernandez on language revitalisation 9(2)(g)(i), 6(a)
 - Formally inviting the Norwegian State Secretary for Local Affairs and Regional Development, Nancy Anti to visit New Zealand to see our language revitalisation model working in practice.

Bilateral Meeting with Minister of State responsible for Gaeltacht (the Irish language), Jack Chambers

- 23 I met with Minister Chambers at their national parliament, where we discussed our respective language revitalisation strategies. Ireland's strategy for promoting the Irish language is ambitious, with a target of reaching one million Irish speakers by 2040.
- 24 Of interest to me was the requirement of public bodies to allocate 20% of its advertising budget to Irish language advertisements, and the provision in Ireland's Official Languages Act 2021 for a national plan to ensure that, by the end of the decade, one in five new recruits, or 20%, of new public service recruits speak Irish to a high standard from 2030.
- 25 Minister Chambers detailed how many Irish Ministers and Members of the European Parliament will address Parliament, or the European Commission, in Irish, given Irish is recognised as an official language within the European Union, further promoting the use of the language in a multi-national forum.
- 26 Minister Chambers also noted that certain regulations in Ireland also require individuals in certain professions to be able to speak Irish, or to have studied

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Irish, including in the education sector. For example, teachers in Ireland are required to have studied Irish to Leaving Certificate level, in order to teach the Irish language at a certain level. 6(b)(i)

6(b)(i)

Bilaterals meeting with Raidió Teilifís Éireann (RTE)

27 I met with Dee Forbes, Director General of Ireland's national broadcaster, RTE. Of particular interest were the insights around how RTE operates with a mixed funding model. RTE's focus is public media first, with commercial revenue second and making up 42% of its funding.

28 6(b)(ii)

29 6(b)(ii)

30 We also discussed the importance of public media charters and how an entity's success hinges on how the charter balances services provided for the public good, and those that generate commercial revenue.

31 6(b)(ii), 9(2)(j)

Bilateral meeting with the Broadcasting Authority of Ireland (BAI)

32 I met with Celene Craig, CEO of BAI. We discussed the challenges faced by Irish broadcasters, many of which are similar to those faced by New Zealand media and work underway on the Government's strategy for the Māori media

33 9(2)(g)(i)

34 This has some parallels to work in the Government's strategy for the Māori media sector, including investing in the transition of the sector to a new public media environment and seeking efficiencies and improvements to the funding mechanisms and performance of entities. Work is under way to explore the direct funding of Whakaata Māori for content production, which would provide greater surety of funding for Whakaata Māori and support longer-term planning and potentially longer-term funding arrangements

Bilateral meeting with Teilifís na Gaeilge

35 I met with Alan Esslemont, Director General of Teilifís na Gaeilge (TG4), Ireland's national language broadcaster. Esslemont addressed common issues with being the indigenous language national broadcaster, including

s6(b)(ii)

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s6(b)(ii)

37 We also discussed the strong network of European indigenous broadcasters who meet regularly to collaborate and discuss new ways of reaching broader audiences, including several Spanish broadcasters and the BBCs network of indigenous language broadcasters. Esslemont registered interest in building a stronger network with Whakaata Māori given common challenges.

38 This is timely given the recent meeting to reunite members of the World Indigenous Television Broadcasters Network in Uluru, Australia, last December. Shane Taurima, CEO, Whakaata Māori is the Chairman of the network which does not currently include any European broadcasters. My officials will inform Whakaata Māori of the Esslemont's request to connect.

39 Key actions from the bilaterals held in Dublin were:

- The Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, Ireland to share its work underpinning the policy and legislation requirements regarding Irish language advertisement and recruitment within the Irish public service.
- Te Puni Kokiri facilitating the connection between Whakaata Māori and TG4.

Proactive release

40 I propose to release parts of this Cabinet paper within normal Cabinet-mandated timeframes. Proactive release is subject to redaction as appropriate under the Official Information Act 1982.

Recommendations

41 I recommend that Cabinet:

- 1.1 Note this report from my travel from 11-17 December 2022 to Paris, France and Dublin, Ireland for the high-level launch of the International Decade of Indigenous Languages at UNESCO and other matters relating to my Māori Development and Broadcasting and Media portfolios.

Authorised for lodgement

Hon Willie Jackson
Te Minita Whanaketanga Māori