

# Māori Broadcasting Advisory Panel

## Terms of Reference

### Purpose

1. These Terms of Reference set out the role, responsibilities and functions for the Māori Broadcasting Advisory Panel which will progress advice to the Minister for Māori Development on potential next steps for a shift in Māori broadcasting.

### Context

2. On 8 October 2018, Cabinet noted the Review and Terms of Reference [CAB-18-MIN-0479 refers]. The purpose of the Māori Media Sector Shift as outlined in the Terms of Reference 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. In June 2020, the Minister for Māori Development released a set of Māori Media Sector Shift options to gauge the iwi/Māori media sector’s views to change. The options were informed by the need to adapt to changing technology and audience demands. The approach was underpinned by a vision, outcomes and a set of principles endorsed by Cabinet during 2019 [CAB-19-MIN-0448.01 refers].

### Māori Broadcasting Advisory Panel

4. The Minister for Māori Development is seeking pragmatic advice from Māori media practitioners to inform potential next steps.
5. Te Puni Kōkiri will support the establishment of the Māori Broadcasting Advisory Panel. Initially, the Panel will be appointed until 30 June 2021.
6. This Panel will provide the Minister for Māori Development with independent advice from experienced practitioners in the Māori media sector to support decision-making in relation to improvements in Māori broadcasting.
7. This could include advice on:
  - Appropriate levels of funding for Māori content across the Māori and Public media systems.
  - Repositioning the Māori media sector to support the revitalisation of te reo me ōna tikanga Māori, whilst enabling the representation of a Māori perspective in English.
  - Workforce capability and capacity that will support a sustainable Māori media sector.
  - Access and use of Māori content which supports promotion of Māori content, balanced with appropriate rights and interests, and protection of Mātauranga Māori.
8. The Panel will meet as required to support it in its function of providing the Minister for Māori Development with advice. Te Puni Kōkiri will meet the costs of the Panel.
9. The Panel will be remunerated in line with the Cabinet fees framework.

### **Role of Te Puni Kōkiri**

10. Te Puni Kōkiri will provide administrative and logistical support including any travel arrangements required for the Panel.

### **Panel membership**

11. The Panel will comprise up to seven members, from which a Chairperson will be selected. The Panel will be independent of Te Puni Kōkiri and nominated by the Minister for Māori Development.
12. The Panel members will have a range of skills and attributes including:
  - knowledge and/or experience of the Māori media sector
  - knowledge and/or experience in the protection and promotion of te reo Māori
  - knowledge of media trends and/or emerging technology
  - the ability to offer strategic advice and innovative approaches for the future of Māori media.

### **Conflicts of interest**

13. The Panel members will be required to declare any conflicts of interest and sign an undertaking to keep confidential information acquired as a member of the Panel.