Māori Media Sector Shift - Engagement Data
Targeted engagement period 9 – 26 June 2020

How did we engage?

8 Zui
100 Participants

99 Submissions

343 Survey responses

2, 580 Webpage visits

Facebook
73 Engagements
5,491 Reach

Instagram
54 Engagements
765 Reach

Who engaged?

- Audience (general public)
- Public Media
- Māori / Iwi Media and licence holders
- Māori Media Sector
- Independent Production
- Reo Māori entities
- Spectrum & Technology sector
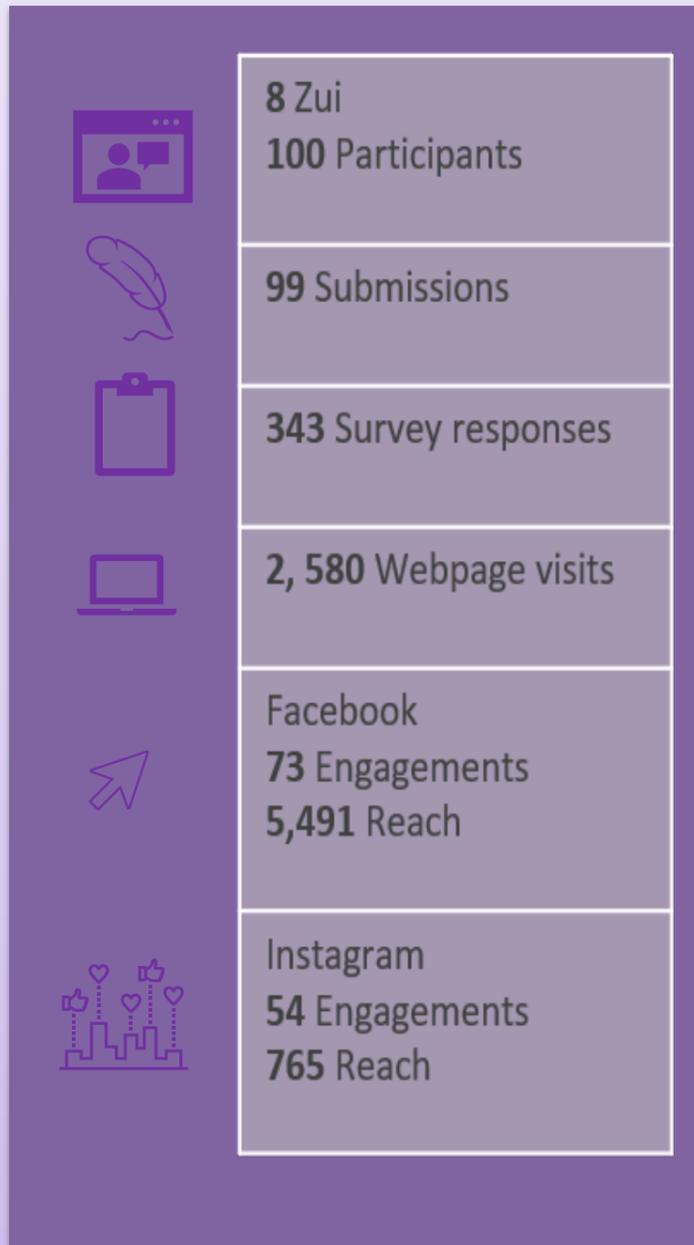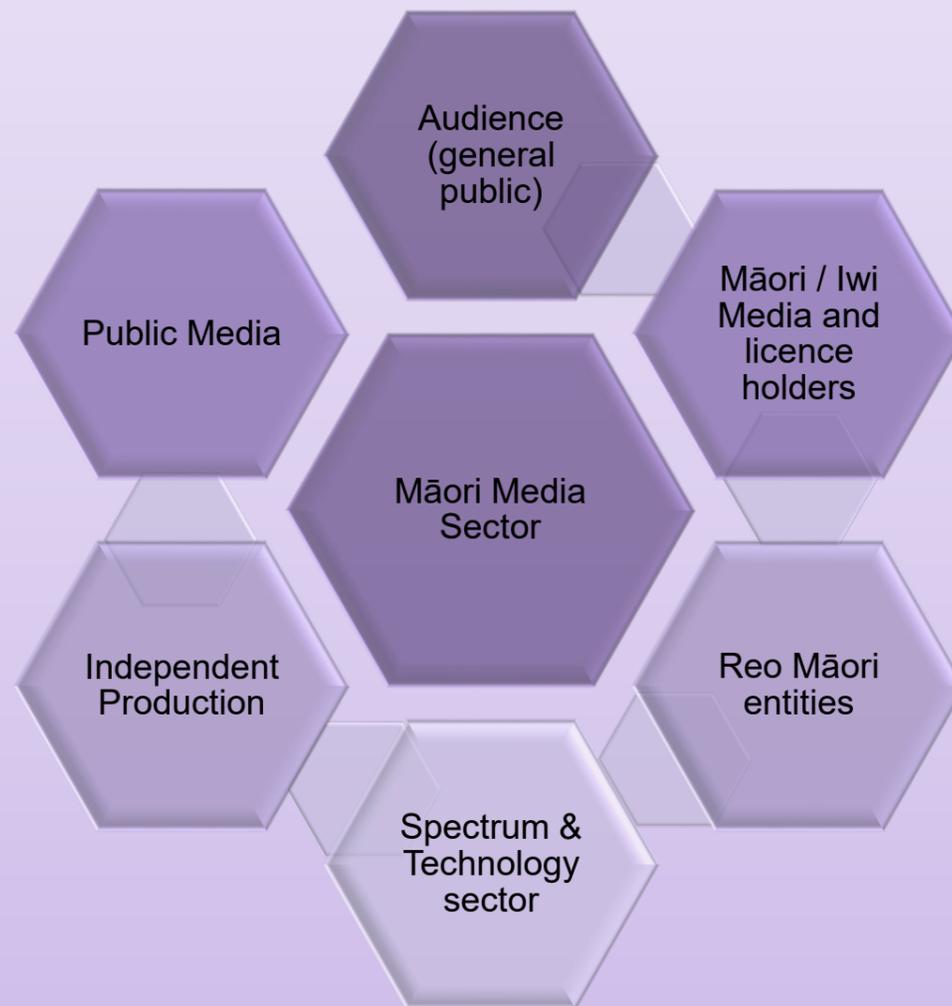
Key Themes?

- **Funding**: The need for funding that is equitable and enables the sector shift – particularly to increase/ improve content across platforms, capability, collaboration, and infrastructure/ technology.

- **Collaboration**: Support for self-initiated collaboration. Collaboration is already occurring and will increase as and when new/development opportunities are identified.

- **Capability**: The need for a multi-faceted approach to promoting, developing and supporting career pathways within media and digital sectors.

- **Partnership**: Role and influence of iwi / Māori as partners of the Crown; and

- **Role of Mainstream**: The degree of mainstream (including media and the education system) responsibility in supporting the revitalisation of te reo Māori and promotion of Māori culture and stories.

Māori Media Sector Shift - Summary of Options: Submissions Feedback
Māori/Iwi Media, Independent Production, Public Media, Individuals

Te Kāhui Tauawhi
- Support for Iwi-led collaborations that responds to their own aspirations, relationships, opportunities and context without compromising the quality content produced for their respective audiences.
- Opposes notions of forced collaboration or mergers.

Digital Pātaka
- Opposition and concern depend on the kaitiakitanga and protection arrangements for the intellectual, commercial and cultural property rights, content-ownership, and sharing and protection of taonga and kōrero tuku iho.

Centre of Media Excellence
- Support for a community or region-centred focus that enables the balance of local-based development, academic training and practical work experience that builds media and wider tech skills for career pathways in the region and grows the Māori economy.

Media Lifelines
- Unanimous support for the roles of the Māori Television Service and Iwi radio as critical in civil defence emergencies and to be recognised in the Civil Defence Emergency Management Act 2002.

Māori News
- The dominant interpretation of the option was a resounding opposition to reducing diverse Māori news content and exposure to it, and in turn emphasised support for Iwi and Māori media to provide regional news services relevant to the communities they serve, and to share these with the wider media eco-system as they determine.

Content Funding and Access
- Submissions focus on funding being inadequate to support the ecosystem, clarity and accountability required of NZoA funding of Māori language and tikanga content, and greater provision for Māori content produced in English.
- There is a strong advocacy for less centralisation on programming and more support for Iwi, region, and local audience-focussed content creation to reflect the local identity.

Reo Aotearoa
- Oppose a centralised approach that *"will subsume Iwi Radio into centralised service and weakens mana motuhake of Iwi, hapū and whānau"*.
- Oppose the proposal as dated, however, supportive of several ways to utilise the frequency for other opportunities that generate benefits back to Iwi radio.

Maximising Impact for te Reo
- Support for the option on the proviso that reo ā-iwi is not within scope.
- Support to better use resources to avoid duplication and redirect investment to content.

Accountability
- Opposition to this option on the basis that the role of Te Taura Whiri is to normalise te reo Māori for nationhood, and Iwi interests are to support iwi mita, dialect, and identity and can be resolved through a complementary role undertaken by Te Mātāwai.
- Support for systems of greater accountability, and investment into metrics that will measure Māori language outcomes

Joined-up Governance Arrangements
- Mostly supportive of a unified approach to achieve the right mix of knowledge, experience and governance skills as a pre-requisite for board appointments.
- Some support the existing appointment arrangement process as the alternative obstructs a Treaty-based role in the process by creating shared appointment conditions.

Māori Spectrum Commission
- Support that this option will provide for a stronger Māori digital presence, focus on connecting Māori to a digital future and to participate in a knowledge economy.

Māori Media Sector Shift - Summary of Options: Survey Feedback
Public Survey Responses

Te Kāhui Tauawhi

- A 'pathway for change' requires sustainable funding and relevant resources (capacity and capability of the Iwi media workforce), empowering Iwi and Māori media outlets to adapt to their audiences and deliver high-quality content, a space where Iwi have a voice, and interconnected pathways between entities in terms of training, support, and the supply of content.
- Support investing in Iwi media content and the development of digital content and infrastructure to have more visibility. Also, the need also for accessible funding for content creators and Iwi Radio.

Digital Pātaka

- Support for accessible content to all New Zealanders across all platforms, and that it could normalise te reo and te ao Māori. Others agreed on the proviso that it did not replace iwi radio or compromise funding to other organisations.
- Other respondents raised concerns about the cost involved, and argued it should only be done when digital sovereignty issues are addressed.

Centre of Media Excellence

- Support for co-ordinating training, work experience, cadetships, secondments and mentoring for those in the industry.
- The concept requires a co-design model to ensure it is grounded in te ao Māori and fit for purpose. Of priority is defining what 'excellence' looks like. It will need to be well-funded to develop a pipeline for potential employees and require strategies to retain and create career path opportunities for existing staff.

Media Lifelines

- Overwhelming majority agreement with this option in principle and practicality, that it is a Te Tiriti partnership obligation, "A governance of Aotearoa NZ that has Māori-Crown at the helm together in all spheres", and will extend the reach and connection to Māori communities that mainstream media do not reach.
- Respondents argued for the need to officially recognise Māori media as an essential service, and to recognise the valuable contribution it makes to New Zealand, where people "simply prefer to be immersed

Māori News

- Opposition to the single media outlet based on it limiting diversity of Māori voice, opinions, and stories.
- Support for a concept that enables diversity, richness, and quality of content for Māori news and current affairs. This needs increased funding, channels and outlets, and leveraging off iwi networks and resources, through regional hubs.

Content Funding and Access

- Majority agreement that the content should be openly accessible to all, however, several with the provisos and concerns for privacy, intellectual property, and data sovereignty.

Reo Aotearoa

- Agreement to a national reo Māori radio service in order to access reo Māori content and increase the audience reach to learn te reo Māori. However, many respondents raised concerns about any impact on Iwi radio and independent Māori radio stations maintaining their identities, diversity, and connection to communities.
- Opposition suggested to instead of a national reo Māori service, invest in Iwi radio to become digitalised (e.g. create podcasts) and fit for future audiences.

Māori Spectrum Commission

- Support that the concept is an opportunity for Māori to lead the way into the digital future that includes and engages Māori, and a way for Māori media to organise themselves providing there is adequate resource, mandate and Māori to manage spectrums assets for Māori.
- Concern that the concept could reduce the variety of media and media outlets, and if this was added bureaucracy.
- Opposition to the concept mainly concerned about the onus being on one body.

Maximising Impact for te Reo

- A majority agreement to closer collaboration between entities to share knowledge, skills and resources to promote, normalise, protect and grow te reo Māori me ōna tikanga. This requires multiple platforms to ensure greater diversity, uniqueness of Iwi, their dialect and tikanga.
- Many think that Māori content must be available on mainstream platforms to ensure greater exposure of te reo Māori and to uphold Treaty obligations.
- Collaboration options will require adequate funding to deliver Māori content across multiple entities and platforms. For those who did not agree to collaboration, the majority were concerned about the lack of diversity/plurality of voices.

Accountability

- Majority agreement to the approach and suggestions to strengthen the process, raised concerns, or shared ideas of who else should be part of the process. These include Māori organisations be trusted, the process be authentic and transparent, that the 'Māori voice' be heard, resources go where they are more effective, that the process does not create more bureaucracy, and that planning be consistent with Iwi te reo Māori strategies. Te Mātāwai, Iwi, Te Tiriti partner and exponents of te reo Māori were all suggestions of other participants in the process.
- Concerns include the process and tools that compromise autonomy and that accountability is not just placed on the Māori media.
- Alternative metrics are required to measure performance and impacts, and greater investment in Māori data science capability in the sector.

Joined-up Governance Arrangements

- Opposition disagreed with the proposed appointment approach citing the unique and different focus of each entity i.e., funder and broadcaster. Furthermore, that the Crown continue to provide support but not be involved in the appointment process.
- Support for a joined-up approach that it could lead to better and more streamlined ways of decision making, collaboration and understanding of processes.
- A fair board appointment process requested that includes being Te Tiriti based, based on merit, one that removed bias, nepotism, and conflicts of interest, or a board that comprised a Crown-Māori balance and Iwi representation. In addition, entities should be able to self-govern.

Māori Media Sector Shift - Summary of Options: Engagement Hui Feedback
Iwi Licence Holders, Māori / Iwi Media, Māori Language Entities, Spectrum & Technology Sector, Independent Production

Te Kāhui Tauawhi
- Support for this model to focus on collaboration opportunities, recognition that Iwi radio are at different stages of embodying this concept, and that Iwi can determine their own response to the greater support, advice or investment through this model.

Digital Pātaka
- Resounding agreeance that content is inaccessible and needs to be addressed, prefaced by intellectual and cultural property kaitiakitanga management arrangements.

Centre of Media Excellence
- Support the purpose of developing Māori journalism through job training or mentoring, academic qualification, and the broader capability required to support the interdependence of media and technology within the ecosystem.

Media Lifelines
- Firm support for the value that Iwi radio has in civil defence responses and that a form of recognition and any further extension of their ability to do this role should be enabled.

Māori News
- The concept that encourages and enables plurality of voice is supported, and to have greater reach of regional news through the 'news agency' model.

Content Funding and Access
- There is concern, and a need for clarity and accountability from public broadcasting funder and broadcasters to meet the obligation to the Māori voice, content, and audiences.
- There is concern for the inequitable funding and comparable Māori language content expectations between Māori and mainstream media.

Reo Aotearoa
- There are differing Iwi radio views on utilising the frequency, these include generating an income off others using the frequency or redistributing the frequency for existing reo-ā-iwi broadcasters to have better coverage.
- A national frequency is also seen as a threat to further fragment audiences

Accountability
- Wide agreement that new measuring methods and evaluative tools are needed and should respond to the different Iwi and Crown expectations and metrics.
- Support for Te Mātāwai to operate on behalf of Iwi interests in tandem with Te Taura Whiri, to determine respective quality language, measures and outcomes.

Joined-up Governance Arrangements
- Support for the need for a shared approach to appointments that will benefit Te Whare o te Reo Mauri Ora and consider the wider succession of skill-set development for nominations.

Māori Spectrum Commission
- Broad agreeance to an overlay between spectrum, digital technology, and Māori/Iwi media to enable benefits as a natural evolution of securing Treaty rights.
- The Ka Hao Fund raised wider focus for the need to support a digi-tech capability workforce across the ecosystem that plans and anticipates workforce needs and interconnection.