

May 2019

Te Ao Pāpāho ki Tua | Māori Media Sector Shift: Frequently Asked Questions

Why shift the Māori media sector?

Media organisations around the world are being challenged, and the Māori media sector is no exception. The way people consume media is changing, and this is being driven by rapidly advancing technology.

The legislation that we have in place at the moment for the Māori media sector, such as the Māori Television Act 2003, reflect the media scene in the 1990s and very early 2000s. We need to ensure the Māori media sector is well positioned to take advantage of the opportunities afforded by new technologies.

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 themselves involved?

Te Puni Kōkiri has been engaging with core organisations in the sector that are funded by the Crown - Te Māngai Pāho, the Māori Television Service, and Iwi radio. Others, such as other publicly funded Māori broadcasting groups or organisations (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.

Cabinet Paper and Overview of current state

What are the key findings in the overview of the current state of the sector?

- a. Currently, 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 – Overview of the current state, May 2019 on the Māori Media Sector Shift webpage.

Who contributed to the overview of the current state of the sector?

Through online submissions and surveys and direct engagements, Te Puni Kōkiri engaged with a broad range of stakeholders including:

- publicly funded Māori media agencies (Māori Television Service, Iwi radio and Te Māngai Pāho)
- te reo Māori entities (Te Mātāwai, Te Taura Whiri i te Reo Māori, Te Māngai Pāho, and the Māori Television Service)
- other publicly funded Māori broadcasting groups or organisations (Te Whakaruruhau o Ngā Reo Irirangi Māori, Te Pae Tawhiti, and Ngā Aho Whakaari)
- Iwi license holders for Māori radio stations;
- self-funded Iwi radio stations independent of Te Whakaruruhau o Ngā Reo Irirangi Māori
- government funded agencies supporting Māori content (TVNZ, Radio New Zealand, NZ On Air, and Ngā Taonga Sound & Vision)
- Māori digital media sector
- other media organisations (SkyTV, Mediaworks, The Radio Network and Prime Television)
- audiences, including targeted engagement with kaumātua and rangatahi
- other government agencies with an interest (Ministry for Culture and Heritage, Ministry of Business, Innovation and Employment, Te Arawhiti and The Treasury).

Engagement with the sector will continue to help inform the development of the future state of the sector.

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

These principles will ensure that the Māori media sector is:

- 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

Now that you have the overview, what next?

We will continue to work towards developing some high level options for Cabinet to consider before any decisions are made on the future of the Māori media sector at the end of the year.