

Attachment Three: Summary of stakeholder engagement approach used by Te Puni Kōkiri

	Stakeholder	Role	Engagement Approach
Public	Audiences	Consumers of content	Public survey; focus groups and co-design workshops with rangatahi and kaumātua. Provide for public input into future state models.
Māori media organisations	Te Māngai Pāho	Funds promotion of Māori language and culture through television, radio, music and new media	Regular meetings and consultation; design workshops.
	Māori Television Service	Provides a television service in te reo Māori and English in order to promote te reo Māori me ngā tikanga Māori and enrich New Zealand society	Regular meetings and consultation; design workshops.
	Iwi radio	21 stations funded by the Crown to promote te reo Māori and Māori culture; 7 self-funding stations	Regular meetings and consultation through Te Whakaruruhau o Ngā Reo Irirangi Māori (see below). Self-funding stations were invited to participate in survey.
Industry groups	Te Whakaruruhau o ngā Reo Irirangi Māori	Coordinates and advocates for 20 of the 21 Crown-funded stations	Meetings with Executive Team. Meetings with all 21 Crown-funded stations.
	Ngā Aho Whakaari	Represents Māori working in screen production including film, television, digital and gaming	Meetings with full membership.
	Te Pae Tawhiti	Māori media industry group that advises Te Māngai Pāho	Meetings upon invitation.
Partnership and oversight	Te Mātāwai	Statutory body that works in partnership with the Crown to revitalise te reo Māori. Has leadership and oversight roles for the Māori media sector.	Te Mātāwai Board has appointed two representatives to work with the Crown on future design.

	Stakeholder	Role	Engagement Approach
Wider public media organisations	Radio New Zealand	Public service broadcaster that must give effect to its charter, including a requirement to provide services that reflect New Zealand's cultural identity, including Māori language and culture.	Held meetings to seek views as part of consultation on current state. Continue to liaise.
	TVNZ	State owned television network, commercially funded.	
	New Zealand On Air	Broadcast funding agency.	
	New Zealand Film Commission	Supports screen industry in making and promoting films, and supporting careers in the industry.	
	Ngā Taonga Sound & Vision	Archiving of audio and visual footage.	
Tech innovator	Digital Natives Academy (DNA)	Centre of excellence in digital innovation. Offers training to rangatahi.	Completed a design workshop with DNA. Continue to liaise.
Government organisations	Te Taura Whiri i te Reo Māori	Promotes te reo Māori and coordinates the implementation of Maihi Karauna.	Regular meetings and consultation; coordination of advice on relevant work streams.
	Ministry for Culture and Heritage	Secretariat for Ministerial Advisory Group on Public Media; monitoring agency for NZ On Air, Radio New Zealand, NZ Film Commission; and advises on NALI review.	
	MBIE	Policy advice on Copyright Act 1994 review; and involved in 10 year screen sector strategy.	
	Department of Internal Affairs	Advises on NALI review.	
	The Treasury	Supports Minister of Finance as shareholding Minister in TVNZ, and in his functions with regard to Māori Television Service.	
	Te Arawhiti	Fosters strong relationships between Māori and the Crown.	