



Hon Nanaia Mahuta

Te Minita Whanaketanga Māori

13 May 2019

**PĀNUI PĀPĀHO
MEDIA STATEMENT**

Māori media struggle for resources

Māori audiences want to see their own stories told by media but some Māori media struggle to find the resources to do this, the Minister for Māori Development, Nanaia Mahuta says.

That was among the findings of *Te Ao Pāpāho ki Tua – Māori Media Sector Shift - an overview* released by the Minister today.

“Māori media are significant players in the revitalisation of te reo Māori and for providing Māori content in both English and te reo Māori for all New Zealanders,” says Nanaia Mahuta.

“I would like to acknowledge the Māori media sector for contributing to the Māori Media Sector Shift. I would also like to mihi to the kaumātua and rangatahi who met with Te Puni Kōkiri. Your knowledge and insights will be invaluable in informing how te reo Māori and tikanga Māori content should be delivered in the future.

“New and advancing technologies have changed the way we consume content. Māori media audiences are demanding more diverse and engaging content across multiple platforms. Therefore the Māori media sector needs to be able to remain relevant and current to its diverse audiences.

“The overview highlights the challenges that Māori media organisations face in delivering public service roles within a highly deregulated and commercial New Zealand market.

“Other challenges include the significantly lower budgets for producing each hour of content in the Māori media sector compared with the wider public media sector.

“Māori have a desire to share their stories with the world, but want assurances the knowledge will be protected from exploitation. In addition, Māori media want easier access and ability to access archival content.

“We will now be working on 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,” said Nanaia Mahuta.

The Minister has also released the Cabinet Paper and Minute which includes *Te Ao Pāpāho ki Tua – Māori Media Sector Shift - an overview of the current state of the sector*. The documents are available online at the links below.

Media Contact: Chris Harrington 021 941 865

Background

In October 2018, the Minister asked Te Puni Kōkiri to undertake a policy review of the Māori media sector. The primary purpose of the Māori Media Sector Shift (MMSS) is to ensure the Māori media sector is 'fit for purpose' in a new digital media environment.

The MMSS aims 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.

This is also an opportunity to take a big picture view of how well the Māori media sector is working, its potential to support the revitalisation of te reo Māori and its potential contribution to greater awareness and understanding of Māori stories.

The MMSS is focused on how the Māori media sector is working now to explore what the Māori media sector could look like in the future. It does not assess the performance of individual entities or organisations within the Māori media sector.

More Information

You can access the Cabinet Paper on the Te Puni Kōkiri website at the links below.

- Cabinet Paper - Te Ao Pāpāho ki Tua – Māori Media Sector Shift – Current State of the Sector [DEV-19-MIN-0079]
<https://www.tpk.govt.nz/en/a-matou-mohiotanga/cabinet-papers>
- For more on Te Ao Pāpāho ki Tua - Māori Media Sector Shift see
<https://www.tpk.govt.nz/en/a-matou-kaupapa/maori-media>



Hon Nanaia Mahuta

Te Minita Whanaketanga Māori

13 Haratua 2019

PĀNUI PĀPĀHO

He uaua te kite i ngā rauemi mā te pāpāho Māori

Kei te hiahia ngā hunga Māori ki te kite i ō rātou ake kōrero mai i ngā kaipāpāho, engari he uaua mā ētahi whare pāpāho Māori te kite i ngā rauemi hei whakatutuki i tēnei e ai ki ngā kōrero a te Minita Whanaketanga Māori a Nanaia Mahuta.

I roto tēnei i ngā kitenga o Te Ao Pāpāho ki Tua – Te Nuku Pāpāho Māori – he tirohanga i pānuitia e te Minita i te Rāhina.

“He mana nui te rāngai pāpāho Māori i te whakarauoratanga o te reo Māori, otirā mō te whakarato i hirangi Māori ki ngā reo e rua, te reo Ingarihi me te reo Māori mō ngā tāngata katoa o Aotearoa,” te kī a Nanaia Mahuta.

“Kāti, me mihi ka tika ki te rāngai pāpāho Māori i tā rātou āwhina mai ki Te Nuku Rāngai Pāpāho Māori. Me haere tonu ngā mihi ki te hunga kaumātua, te hunga rangatahi hoki i kara huihui mai ki Te Puni Kōkiri. Mā hea mai ki tō mātauranga, ki ō tirohanga he māpihi pounamu hei whakapiki i te mōhiotanga ki te āhua o te whakaputa i hirangi reo Māori, tikanga Māori hoki ā ngā rā e tū mai nei.

“Kua rerekē te āhua o tā tātou mātakitaki, whakarongo, pānui hoki i te i hirangi i runga i te āhua o ngā momo hangarau hou, te haramai rānei. Kua kaha ake te tono a ngā apataki pāpāho Māori kia nui ake, kia rerehua ake hoki ngā tūmomo i hirangi puta noa i ngā tini tūmomo ara pāpāho. Nō reira me whakapau kaha te rāngai pāpāho Māori kia whai take tonu, ka mutu, kia noho mohoa tonu hoki tōna āhua ki ōna tūmomo kaimātakitaki.

“Nā te tirohanga kua kitea ngā wero kei mua i te aroaro o ngā pāpāho Māori i te kawenga o ngā mahi tari kāwanatanga i roto i tētahi māketete arumoni o Aotearoa me ōna herenga ruarua noa iho nei.

“Ko tētahi atu o aua wero ko te iti rawa o ngā pūtea mō te waihanga i hirangi kotahi haora te roa ki te rāngai pāpāho Māori ina whakatairitea ki te rāngai pāpāho tūmatanui whānui.

“He awhero tō te Māori kia pānuitia ā rātou pūrākau ki te ao, i runga i te whakapono ka tiakina te mātauranga kia kore ai e whakahāwinitia. I tua atu, kei te hiahia te ao pāpāho Māori kia ngāwari ake, kia whai mana hoki rātou ki te kuhu atu ki ngā ihirangi kua pūrangatia.”

“Ka whakapeto ngoi mātou ināianei ki ngā kōwhiringa taumata teitei hei matapakinga mā te Rūnanga i mua i te whakataunga o ngā whakatau ā te mutunga o te tau e pā ana ki ngā mahi ā te rāngai pāpāho Māori hei ngā rā e tū mai nei e kī ana a Nanaia Mahuta.

I pānuitia anō hoki e te Minita he Pepa Rūnanga, he Minita hoki me *Te Ao Pāpāho ki Tua – Te Nuku Rāngai Pāpāho Māori – he tirohanga o te tūnga o nāianei o te rāngai* kei roto. E wātea ana ngā tuhinga ki te ipurangi i runga i ngā hononga i raro iho nei.

Whakapā Pāpāho: Chris Harrington 021 941 865

He whakamārama

I te marama o Whiringa-ā-nuku 2018, i rere te tono a te Minita ki Te Puni Kōkiri kia arotakengia ā-kaupapaheretia te rāngai pāpāho Māori. Ko te kaupapa matua o te Nuku Rāngai Pāpāho Māori ko te mātua whakarite ‘he hāngai, he pakari te āhua’ o te rāngai pāpāho Māori ki te taiao pāpāho matihiko hou nei.

Ko tā te Nuku Rāngai Pāpāho Māori he tūhura i ngā ara whai hua, tika hoki hei tohatoha pūtea, he waihanga ihirangi reo Māori, tikanga Māori hoki, me te whakarite i te hanganga o te rāngai pāpāho Māori kia whiwhi i ngā tino hua.

He wāhi anō tēnei kia tirohia ngā mahi katoa o te rāngai pāpāho Māori kia kite he pēhea te haere a tana ao, otirā tōna pitomata ki te tautoko i te whakarauoratanga o te reo Māori me te wāhi pea ki a ia i te whakapikinga o te aronga, ka mutu, i te marama o te tangata ki ngā pūrākau Māori.

E hāngai ana te aronga o te Nuku Rāngai Pāpāho Māori ki te āhua o ngā mahi a te rāngai pāpāho Māori i tēnei wā tonu kia tūhuratia ai ka pēhea pea te āhua o te rāngai pāpāho Māori ā ngā rā ki tua. Kāore te Nuku Rāngai Pāpāho Māori i te aromatawai i te whakatutukinga mahi o tēnā pūtahi, o tēnā whakahaere rānei i roto i te rāngai pāpāho Māori.

Ētahi atu Kōrero

E taea ai te tirohanga me te Pepa Rūnanga ki te paetukutuku a Te Puni Kōkiri i ngā hononga i raro iho nei.

- Te Ao Pāpāho ki Tua – Te Nuku Rāngai Pāpāho Māori – he tirohanga o te tūnga o mohoa o te rāngai – Ngā kitenga

<https://www.tpk.govt.nz/en/a-matou-mohiotanga/cabinet-papers>

- Te Ao Pāpāho ki Tua | Te Nuku Rāngai Pāpāho Māori - Tirohanga

<https://www.tpk.govt.nz/en/a-matou-kaupapa/maori-media>