



REALISING MĀORI POTENTIAL THROUGH MĀORI BROADCASTING AND E-MEDIA

Māori radio and television broadcasting has developed rapidly over the last twenty years. The investment by government to develop Māori broadcasting has grown out of a commitment to protect and promote the Māori language and culture.

BACKGROUND

Māori language and culture remain an important focus for Government. In the past few years, Government has undertaken a wide range of work to achieve language and culture outcomes including the Māori Language Strategy launched in 2003, and the launch of the Māori Television Service in March 2004.

Significant resources have also been invested in iwi radio stations to upgrade equipment, increase on-air skills, and meet the demands of rising operating costs.

More recently, Government invested significantly in a range of digital strategies and initiatives to maximise opportunities arising from the convergence of telecommunications, broadcasting and internet platforms.

These initiatives include the Digital Strategy and Digital Content Strategy, and supporting the FreeView digital television platform. Proposed changes to the Broadcasting Act will allow broadcasting funding agencies to fund content integral to digital radio and television platforms.

In addition, Budget 2007 saw an increase to Māori Television Service funding of \$23 million over the next four years to support their plan to move to digital television.

A second Māori Television Service channel is expected to be launched in early 2008.



A FUTURE FRAMEWORK

To support Māori engagement with opportunities for promoting the language and culture and participating in the innovation economy, Te Puni Kōkiri has developed an outcomes framework that identifies long term outcomes for Māori broadcasting and other electronic media (e-Media).

The term e-Media has been adopted as it refers to both analogue and digital broadcasting and extends to electronic equipment such as television, radio, internet, telephone, desktop computer, game console and handheld devices.

The framework also aligns to related work streams across government (for example, the Digital Strategy, the Public Broadcasting Programme of Action, and the Māori Language Strategy). The Māori Broadcasting and e-Media Outcomes Framework is outlined below.



OBJECTIVES

The objectives are long term aspirations for Māori broadcasting and e-Media. They reflect the original premise for government involvement in Māori broadcasting (protecting and promoting the language) and therefore align with the Māori Language Strategy:

- **Objective 1: To promote the use of the Māori language, and its local variations, through broadcasting and e-Media.**

This objective reflects that the protection and promotion of the Māori language is the key reason for government's interest in Māori broadcasting and e-Media. It also highlights the importance of local dialects of the language, and the opportunity to support these through broadcasting and e-Media.

- **Objective 2: To reflect and promote Māori culture, by facilitating opportunities for Māori to tell their own stories about their diverse realities and aspirations.**

This objective recognises the potential for Māori broadcasting and e-Media to present information to Māori and other New Zealanders about Māori culture – ranging from very formal situations (such as ceremonial events) to everyday situations.

PRINCIPLES

The five principles provide guidelines for developing Māori broadcasting and e-Media policy, and seek to ensure that there is a consistent approach to decision-making in the sector. They are largely modelled on the principles that are set out in the Public Broadcasting Programme of Action.

- **Ko te reo te iho o te tangata (Language and Culture)**

This principle reflects that the Māori language is integral to the cultural identity of Māori and contributes to New Zealand's national identity.

- **Mahi ngātahi (Connectivity)**

Māori broadcasting and e-Media should complement other Māori language and culture programmes and services and public broadcasting initiatives.

- **Ngā honotanga (Relationships)**

Stakeholder relationships must be fostered. Developments in Māori broadcasting and e-Media must be connected to the public and private broadcasting sectors.

- **E rua ngā mata o te taiaha (Independence and Balance)**

Māori broadcasting and e-Media must be impartial and politically neutral.

- **Kia hāngai ki ngā hiahia o te iwi (Relevance)**

Māori broadcasting and e-Media must meet the needs of its target audiences. These needs are diverse and content and delivery must be provided for a wide range of preferences.

OUTCOME ONE

Increasing Māori language use and proficiency, particularly in the home

The ability of people to use a language, and the active use of that language, are important components of language health. By the 1970s, it was recognised that the survival of the Māori language was under threat cause of its declining use within families. This also contributed to the drastically reduced opportunities for people to acquire and develop their language skill.

This outcome sharpens the focus of Māori broadcasting and e-Media on increasing language use and proficiency in the home. Māori broadcasting and e-Media is an important mechanism for supporting intergenerational language transmission.

The Māori Language Strategy recognises that in order to increase Māori language use in the modern environment, it is important to strengthen all four Māori language skills: speaking, reading, writing and listening. Māori broadcasting and e-Media play an important part in strengthening language skills, particularly listening and reading (through subtitles and the internet).

Converging technology can offer increased opportunities for broadcasting to contribute to strengthening language use and proficiency. Digital television, for example, promises a level of interactivity between broadcasters and audience that will enable reciprocal language use.



MĀORI BROADCASTING AND E-MEDIA OUTCOMES FRAMEWORK

MĀORI SUCCEEDING AS MĀORI

Māori Broadcasting & e-Media Outcomes

Māori broadcasting and e-media:

Contributes to an increase in language proficiency and or use, particularly in the home

Supports participation in the ICT industries and contributes to growing innovative and entrepreneurial communities

Contributes to the Māori language and culture being valued as an integral part of New Zealand's national identity

Intermediate Outcomes

Māori language and culture content must:

Be readily accessible through a range of modern media
(ACCESS)

Be of high quality to attract and retain audiences
(QUALITY)

Have an ongoing focus on Māori language and Māori culture
(FOCUS)

Outputs: To Be Developed



OBJECTIVES

To promote the use of the Māori language, and its local variations, through broadcasting and e-Media

To reflect and promote Māori culture, by facilitating opportunities for Māori to tell their own stories about their diverse realities and aspirations

PRINCIPLES

Ko te reo te iho o te tangata
(Language and Culture)

Mahi ngātahi (Connectivity)

Ngā honotanga
(Relationships)

E rua ngā mata o te taiaha
(Independence and Balance)

Kia hāngai ki ngā hiahia o te iwi
(Relevance)



OUTCOME TWO

Supporting participation in information technology and communication industries (ICT) and contributing to growing innovative and entrepreneurial communities

This outcome highlights the economic development opportunities that are inherent within the Māori broadcasting and e-Media sector, particularly as New Zealand moves into the innovation economy. It also recognises that Māori broadcasting and e-Media will become increasingly important in enabling access to information for decision-making among whānau and communities about the issues they face.

As noted in the Digital Strategy, the information accessed through digital technologies can promote innovation, increase productivity, and enrich the quality of our lives. Lifting productivity is a key government goal. Investing in ICT can have a powerful effect on productivity in almost every industry, driving innovation, cutting costs, and opening up new opportunities. ICT can boost profits, help small firms overcome limitations of size, and enable even tiny enterprises to establish a global presence. But to take full advantage of the opportunities of ICT, there is a need to develop the skills of our workforce at every level, and have access to affordable, high-speed internet.

As with many OECD economies, the film, television and music industries represent a significant sector of investment in digital creativity and innovation, while also providing an opportunity to portray New Zealand to both domestic and overseas audiences.

OUTCOME THREE

Valuing Māori language and Māori culture as an integral part of New Zealand's national identity

This outcome acknowledges the positive contributions Māori make, as an indigenous people, and as contemporary citizens, to New Zealand's national identity. Māori broadcasting and e-Media has a key role in providing information about Māori culture, issues, stories, and perspectives to all New Zealanders. The Māori language is a primary vehicle for the transmission of Māori culture.

In addition, Māori language and culture broadcasting has an important role to play in normalising the Māori language and supporting an attitudinal change within New Zealand society. Research indicates that a supportive society is a critical success factor in reversing language shift. Conversely, researchers note that the absence of a lesser-used language from broadcasting media is especially likely to hasten the demise of a language, where its speakers are regularly subject to media influences in another, more socially pervasive language.

INTERMEDIATE OUTCOMES

The intermediate outcomes for Māori broadcasting and e-Media are grouped into three themes: access, quality, and focus.

- **Māori language and culture can be accessed through a range of modern media.**

This outcome recognises that sufficient and suitable spectrum is essential. In addition, audiences must have access to Māori language and culture content in their preferred media. Māori language and culture content must be appropriately protected (through intellectual property and archiving arrangements) and available.

- **Māori broadcasting and e-Media are of sufficient high quality to attract and retain audiences.**

This outcome reflects that Māori language and culture content must be of sufficient quality to attract and retain audiences. Māori broadcasting and e-Media industries must be underpinned by training and development, and receive sufficient funding to provide quality services.

- **Māori broadcasting and e-Media has an ongoing focus on Māori language and Māori culture.**

This outcome addresses the need for Māori content to be culturally authentic, and targeted at key demographic groups important for achieving language revitalisation. It also highlights the role of broadcasters and licence holders in ensuring Māori language content is linked to other language programmes and services.

CONCLUSIONS

The Māori Broadcasting and e-Media high level outcomes (as outlined above) provide us with a framework from which to determine where we should focus our efforts and investments within the context of the changing digital environment.

The digital future offers unprecedented opportunities to encourage Māori creativity and innovation, for Māori stories and storytellers to reach global audiences, and for greater connectedness within Māori communities.

The challenge before us is to work together to seize the opportunities before us to ensure that Māori can realise their potential in the innovation economy.

