



# Cabinet Economic Development Committee

## Minute of Decision

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### Strengthening the Māori Media Sector for the Future

Portfolio                      Māori Development

On 24 August 2022, the Cabinet Economic Development Committee (DEV):

#### Case for change

- 1        **noted** that current policy settings and funding levels for the Māori media sector need strengthening to:
  - 1.1      address increasing costs and support investment in building workforce capability for the sector;
  - 1.2      equip the sector to deliver to the increasing demand for te reo Māori and Māori stories in English, with indicators suggesting the government will not be able to reach the Maihi Karauna goals it has set;
  - 1.3      ensure the sector has sufficient funding to effectively deliver for audiences and adjust to a rapidly changing environment;
  - 1.4      update and align legislation to address the fragmentation between entities responsible for Māori language and culture;
  - 1.5      ensure inequities between Māori and wider public media are not exacerbated as both sectors undergo change;
- 2        **noted** that simultaneous reform of Māori and mainstream public media provides an opportunity to establish a thriving public media system that meets all audience demands;
- 3        **noted** that on 24 February 2022, Cabinet agreed to the establishment of a new public media entity that will work collaboratively to support the broader media ecosystem, including supporting the capacity, capability and sustainability of the Māori media sector [CAB-22-MIN-0034];

#### Key actions to strengthen the Māori media sector for the future

- 4        **noted** the following key actions, which will be the foundation of the Minister for Māori Development's plan to strengthen the Māori media sector:
  - 4.1      setting clear outcomes, priorities, and the measurement framework to guide the future direction of the Māori media sector;

- 4.2 improving coordination with the wider public media system on content commissioning and distribution to ensure more Māori media content is accessible to audiences and there is efficient government investment in platforms and technology;
- 4.3 developing a workforce and capability strategy to ensure the identification, growth and retention of talent in the Māori media sector, and Māori participation in mainstream and independent media enterprises;
- 4.4 investing in the transition of the Māori media sector to a new public media environment, through an increase in innovative Māori media content, growth in workforce development initiatives, and support for greater iwi media collaboration;
- 4.5 stabilising the current entity arrangements, while seeking efficiencies in the funding mechanisms and improvements to their overall performance, including consideration of funding Whakaata Māori directly for content production to support greater surety of funding and longer-term planning;
- 4.6 modernising relevant legislation governing Māori media to ensure it enables entities to support te reo Māori revitalisation and is flexible enough to allow entities to adapt to an ever-changing media environment;

### Outcomes and priorities for Māori media

- 5 **agreed** to the following outcomes for the Māori media sector:
  - 5.1 te reo Māori is valued and is a means of everyday mass communication;
  - 5.2 the Māori media sector is capable and agile, and is connected at iwi, regional, and national levels;
- 6 **noted** the corresponding priorities for the Māori media sector:
  - 6.1 we support the creation of engaging content which presents Māori language, culture, stories, and perspectives, including in English;
  - 6.2 we support audiences to access quality Māori content through their preferred medium or device;
  - 6.3 we support appropriate protection and use of Māori content that contains mātauranga Māori;
  - 6.4 we support workforce capability and capacity through the identification, development, and retention of Māori talent;
  - 6.5 we support the sustainability of a creative Māori independent production community and iwi media sector;
  - 6.6 we support collaboration and integration with the public media sector in areas of shared interest and mutual benefit;
- 7 **noted** that success for Māori media in te reo Māori revitalisation will be measured against indicators developed consistent with the KoPA model;

**Improving coordination between Māori and mainstream public media**

- 8 **directed** Te Puni Kōkiri and the Ministry for Culture and Heritage to report to Ministers in December 2022 on a joint work programme for Māori media content that includes identifying shared objectives and responsibilities;
- 9 **directed** Te Puni Kōkiri and the Ministry for Culture and Heritage to explore, in consultation with other relevant sector entities and groups, the development of a shared Māori content strategy;
- 10 **directed** Te Puni Kōkiri and the Ministry for Culture and Heritage to explore, in consultation with other relevant sector entities and groups, the development of a platform distribution strategy;

**Investing in and strengthening the Māori media sector**

- 11 **noted** that Budget 2022 included additional funding for Māori media to initiate the key actions identified in the paper under DEV-22-SUB-0196 and informed by the Māori Media Sector Business Case;
- 12 **noted** that Whakaata Māori, with support from Te Puni Kōkiri, will facilitate sector engagement on a comprehensive workforce capability strategy and plan;
- 13 **authorised** the Minister of Finance and the Minister for Māori Development to make any necessary decisions to support a change to directly fund Whakaata Māori for content production;
- 14 **directed** Te Puni Kōkiri and the Treasury, in consultation with Te Mātāwai, Te Māngai Pāho, and the Ministry for Culture and Heritage, to provide responsible Ministers with advice on the appropriate performance monitoring arrangements for Whakaata Māori to support the transfer to direct content funding arrangements;
- 15 **noted** that Te Puni Kōkiri will undertake a Regulatory Impact Assessment on expanding the functions of Te Māngai Pāho and modernising the Māori Television Service Act 2003;
- 16 **invited** the Minister for Māori Development to report back to DEV in May 2023 on proposed legislative changes arising from the Regulatory Impact Assessment;

**Implementation**

- 17 **invited** the Minister for Māori Development to report back to DEV in May 2023 on a Māori content strategy in preparation for the operation of a new public media entity in July 2023;
- 18 **invited** the Minister for Māori Development to report back to DEV in June 2024 on a sector distribution strategy.

Janine Harvey  
Committee Secretary

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**Present: (see over)**

**Present:**

Hon Grant Robertson (Chair)  
Hon Damien O'Connor  
Hon Stuart Nash  
Hon Willie Jackson  
Hon Dr Ayesha Verrall  
Hon Priyanca Radhakrishnan  
Hon Meka Whaitiri  
Hon Kieran McAnulty  
Dr Deborah Russell, MP

**Officials present from:**

Office of the Prime Minister  
Officials Committee for DEV

Released by the Minister for Māori Development