



# Cabinet

## Minute of Decision

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### Te Ao Pāpāho - Māori Media Sector Shift: High Level Options

**Portfolio** Māori Development

On 2 September 2019, following reference from the Cabinet Māori Crown Relations: Te Arawhiti Committee, Cabinet:

#### Proposed refinement to vision and outcomes

- 1 **noted** the key functions required of the future Māori media sector, set out in the paper under MCR-19-SUB-0029;
- 2 **noted** that in April 2019, the Cabinet Economic Development Committee (DEV) agreed:
  - 2.1 to a vision statement, that the design of the Māori media sector be a shift towards ‘a collaborative Māori media community that promotes the normalisation of te reo Māori, promotes ta ao Māori, and tells Māori stories’;
  - 2.2 agreed that, by achieving the vision, the government would expect to see that:
    - 2.2.1 te reo Māori has a status as a means of everyday communication;
    - 2.2.2 larger and broader audiences engage with Māori perspectives, stories, music and experiences;
    - 2.2.3 Māori media connects people regionally, nationally and internationally;
  - 2.3 to a set of design principles to inform the future state of the Māori media sector;  
[DEV-19-MIN-0079]
- 3 **agreed** that the vision statement in paragraph 2.1 above be amended to ‘a collaborative and capable Māori media community that promotes and demonstrates the use of te reo Māori me ngā tikanga, promotes te ao Māori, and tells Māori stories in Māori ways’;
- 4 **agreed** that the outcomes for the Māori media sector in paragraph 2.2 above be amended to:
  - 4.1 te reo Māori is valued as a means of everyday mass communication;
  - 4.2 larger and broader audiences engage with Māori perspectives, stories, music and experiences;
  - 4.3 Māori media connects people regionally, nationally and internationally;
  - 4.4 the learning, use, critical awareness and corpus of te reo Māori are supported by quality media content;

- 4.5 the protection of Māori interests in content is balanced with appropriate access and use;

### **Curation and archiving principles**

- 5 **noted** that the following principles for curation and archiving are useful to guide the Māori media sector in its approach to the storage and use of mātauranga Māori and reflect issues that are strongly relevant to the government's response to Wai 262, as well as the National Archiving and Library Institutions (NALI) work and the review of the Copyright Act 1994:
- 5.1 future-proofing – ensuring new publicly funded content is created to be archive-ready and existing content is digitised for storage and repurposing;
  - 5.2 availability – ensuring new publicly funded content is easily available and affordable for non-commercial purposes or for whānau, hapū, iwi or Māori community imperative;
  - 5.3 mana enhancing – ensuring that archived content maintains the mana and integrity of the original material and mātauranga Māori contained within;
  - 5.4 enduring interests – acknowledging that whānau, hapū and iwi interests in material are enduring and do not expire with copyright;
  - 5.5 Kaitiakitanga – recognising the importance of kaitiaki relationships with taonga and mātauranga Māori;
  - 5.6 balancing interests – balancing the rights of intellectual property holders (e.g. creators) and whānau, hapū, iwi and community interests through contracts and licences;

### **Workforce development principles**

- 6 **noted** that the Māori media sector will need to develop a workforce development strategy, in partnership with the public media and education sectors, which should have the following guiding principles:
- 6.1 progressive – developing clear pathways from kura or school into the workforce, and for career progression;
  - 6.2 Manaakitanga – providing pastoral care and mentorship tailored to individuals to retain and grow the workforce;
  - 6.3 incentivising – so the industry provides opportunities for on-the-job learning and mentoring;
  - 6.4 agility – supporting the industry to adapt to emerging skill gaps and new technologies;
  - 6.5 flexibility – providing qualifications that recognise formal study and on-the-job training;
  - 6.6 evidence-based – using evidence and regular review to ensure the workforce development strategy remains relevant;

**High level options for the future Maori media sector**

- 7 agreed that Te Puni Kōkiri engage with the Māori media sector and wider public media sector on the following high level options for the future of the Māori media sector:
- 7.1 OPTION A: Te Kāhui Tauawhi – a hybrid model that creates a single entity with seven regional media hubs, providing the sector with both a single unified entity and a strong connection with communities and iwi;
- 7.2 OPTION B: Te Kāhui Tōpū – a centralised model that creates a single governance board for the sector, a new multimedia entity and simplified funding and accountability lines;

8  S.9(2)(f)(iv)

- 9 directed Te Puni Kōkiri to undertake financial modelling to estimate the likely costs of each option outlined in paragraph 7, in order to provide advice to Cabinet on the potential fiscal implications before the public consultation period commences;
- 10 noted that any future funding request will be considered through a future Budget process and not before;
- 11 invited the Minister for Māori Development to report back to DEV with a preferred option, including costed options for consideration, on 6 November 2019.

**Spectrum management rights**

- 12 noted that the Minister for Māori Development will be looking to broker a future discussion with Te Whakaruruhau o Ngā Reo Irirangi Māori and the iwi that hold the licence agreements for iwi radio frequencies, to discuss the optimal future positioning of iwi radio;

13  S.9(2)(g)(i)

**Complementing roles for Maori media and the broader public media sector**

- 14 noted that the Minister for Māori Development and the Minister of Broadcasting, Communications and Digital Media will work closely to align their work on Māori media and public media for greater impact in entertaining and informing the population, revitalising Māori language and culture, and telling the story of Aotearoa New Zealand;
- 15 agreed that the following principles should guide the coordination of the public media sector and Māori media sectors:
- 15.1 where possible, both sectors should partner towards achieving the audacious goals set out in the Maihi Karauna strategy;
- 15.2 there is considerable scope for the public media sector and Māori media sector to work in partnership on:
- 15.2.1 training and workforce development;
- 15.2.2 marketing and promotion;
- 15.2.3 development and sharing of content;

- 15.3 where cooperation is not possible or desirable, there should be clearly defined roles to avoid duplication and ensure effective use of public funding.

Michael Webster  
Secretary of the Cabinet

*Secretary's Note: This minute replaces MCR-19-MIN-0029. Cabinet amended paragraph 7, added new paragraphs 8 and 10, and amended paragraphs 9 and 11 (previously paragraph 13).*

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**Hard-copy distribution;**

Prime Minister

Deputy Prime Minister

Minister for Māori Development

Minister of Broadcasting, Communications and Digital Media

Released by the Minister for Māori Development