

Te Ao Pāpāho ki Tua | Māori Media Sector Shift

Summary of Key Findings

Iwi Radio Broadcasters and Licence Holders Engagements on High Level Options September 2019

Seven regional hui were held in Auckland, Gisborne, Hamilton, Kerikeri, Rotorua, Whāngarei and Wellington with:

- 18 of the 21 Crown-funded iwi radio licence holders
- 15 of the 29 iwi radio licence holders
- 4 of the 7 independent iwi radio stations

The following reflects their feedback...

Te Tiriti o Wāterangi

- The Crown must uphold its Treaty obligations
 - The Crown is accountable to its citizens
 - Iwi radio are accountable to their people
- Need to identify clear roles and responsibilities between iwi and the Crown
- Need to ensure mana motuhake and tino rangatiratanga
- Relevant resources and content must be available to support all te reo Māori users – from beginners to fluent speakers
- Intergenerational transmission of te reo Māori is important
- Need to engage with kura kaupapa to develop strategies and pathways for rangatahi to enter the media sector
- Local platforms will support te reo Māori revitalisation

Iwi Radio

- Iwi radio want to lead the sector and be future focused. This will require:
 - adequate funding to provide content on digital platforms
 - telling local stories and connecting with local communities
 - the retention of their distinct identities and local focus
- Iwi radio currently retain captive audiences in cars during commuting hours
- Many iwi radio provide content on a digital platform and have established media hubs
- Iwi have their own aspirations and different views on success
- Some iwi are investing in iwi radio but want financial support

Telling New Zealand Stories

- Showcasing local and iwi content is at the heart of iwi radio. It is a way for people to connect (including those audiences overseas) with kaupapa-a-rohe
- Audiences want to hear stories about themselves, their whānau, kura, pānui male and other community events
- Some iwi radio focus on producing language programmes that help support their audiences to correctly pronounce te reo
- Being able to measure Māori audience views is important to understand community needs. Some iwi radio have measurement systems, while others support the idea of establishing new insights, monitoring and data analytic functions within the sector

Protecting and Accessing Content

- Accessing and repurposing content can be challenging
- Some iwi radio are managing their own archives but require funding to support this function
- A major issue identified is how Ngā Taonga Sound & Vision protects Māori content, and the processes required to digitise and access it
- Another issue is the high cost to access TVNZ content
- One option is to rewrite the protocols that protect Māori content
- Other options include leveraging historical Treaty settlement arrangements through letters of commitment, and internships designed to build the capacity and capability to archive taonga

Collaborative and Agile

- Some iwi radio are collaborating and are willing to share their learnings and skills across the sector
- Iwi radio are wary of forced collaboration but acknowledge that the shift could ensure a more systematic approach
- Contestable funding and competition will inhibit collaboration, although competition can breed innovation
- Retaining independence to represent local communities is important

Platform Agnostic

- Most iwi radio produce content across a range of platforms including podcasts, Facebook, YouTube and Spotify.
- Technology comes with challenges such as the lack of digital connectivity, and the limited knowledge of using technology especially amongst kaumātua
- Audiences want free platforms. Trends suggest as the cost of data decreases, the online audiences increase
- There is still a place for linear-based transmission
- Funding is required to support iwi radio to utilise digital platforms

Creative and Capable Workforce

- Most iwi radio face challenges with employee retention and workforce development
- Funding is required to enable remuneration to be set at levels that attract and retain the people they need – whereas a lot of employees work for the “love of the kaupapa” which is unsustainable
- Some iwi are actively involved in building the broadcasting capability of rangatahi, through holiday programmes and partnerships with tertiary education providers
- Some iwi radio stations need a dedicated resource to complete funding applications. The current application process is cumbersome and time consuming, especially if the application was unsuccessful

Sector Aligned

- Iwi radio prefer that government agencies co-ordinate their engagement approach
- Iwi radio questioned the distribution of funding between government agencies and the Māori media sector to achieve outcomes
- Iwi radio had varied views on the role and support of relevant Crown entities
- Some iwi radio have relationships with public media organisations like Radio New Zealand and NZ on Air

Well-Resourced and Efficient

- A major barrier to iwi radio achieving their aspirations and goals is the inadequate and inequitable resourcing between the Māori media sector and the public media sector
- A shift to digital will require adequate funding to attract and retain a workforce with the relevant skills and competencies
- A key theme was “funding for content not for hours of te reo Māori”

High Level Models

- In general, there was little support for either model and varied views on the one governance board option
- Iwi radio want:
 - to retain te reo mana motuhake and iwi mana motuhake
 - to front foot the media shift and be in control
 - more clarity on how the models will work
 - a Māori framework to develop the models
 - to create their own model
- Centralised model – the general view is that it is too similar to the current model, although sharing back office functions could be beneficial
- Hybrid model – enhancing and sharing iwi content is a potential benefit of this model. Ngāti Whātua support the hybrid model, while others suggested a hybrid of the two models

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Summary of key findings

Individual Entities and Organisations engagements on High Level Options and written submissions September – October 2019

Individual engagements were held with Te Mātāwai, Te Māngai Pāho, Te Tauroa Whirihihi te reo Māori, Māori Television, Ngā Aho Whakaari, and Independent Producers

Written submissions were received from Te Māngai Pāho, Māori Television, Ngā Aho Whakaari, and Independent Producers

The following reflects their feedback...

- Accountability to the Crown and Māori**
 - Regardless of the model, there must be accountability to Māori and the Crown to ensure Te Tiriti o Waitangi duties and obligations relating to te reo Māori me ōna tikanga are upheld
 - Any changes to the role of Te Mātāwai should be discussed directly with the Minister for Māori Development, separate from the Māori Media Sector Shift engagements

Te Reo Māori Revitalisation

- Māori media sector to focus on producing high quality te reo Māori content for communities, rather than audience participation
- Māori media sector to focus on both Māhi Karauna and Māhi Māori
- Te Tauroa Whirihihi te Reo Māori is responsible for promoting te reo Māori as a Aotearoa-New Zealand goal. Therefore it has a responsibility across both the Māori media and public media sectors

Iwi Radio

- Iwi radio are often focused on the day-to-day, meaning missed opportunities for innovation
- Iwi radio is focused on retaining te reo Māori. One view is that they need to extend on simply "talking amongst themselves" so that their voice is heard in other for a
- Strengthen iwi radio to retain vital connections with whānau, hapū, iwi and hapori.

Telling New Zealand Stories

- Focus on the quality of te reo Māori content over quantity
- Ensure te reo Māori content comes from Māori perspectives, and is not simply a transference of Pākehā ideas into te reo Māori
- Audiences are engaging in drama and kapa haka
- Regional stories are important to capture
- Data analytics are important in understanding audience needs and ensuring the resulting content is relevant
- Measures need to be flexible

Protecting and Accessing Content

- There is tension between protecting and accessing content. Some believe the content belongs to the whānau involved, while others think it publicly funded so should be available to the public – unless the content is sensitive

Collaborative and Agile

- Support a collaborative approach across the Māori media sector including involvement in making big bold decisions
- Māori should determine how Māori content is shared and broadcast across the public media sector

Well-Resourced and Efficient

- Provide funding to support experiential learning and encourage innovation within and across the sector
- Ensure the sector is well-resourced to enable it to meet its goals
- Ensure parity with public media sector

Platform Agnostic

- Need a multimedia entity that supports both linear/traditional models and digital models

Creative and Capable Workforce

- Workforce development and retention is a challenge across the sector
- Capability funding needs to be an integral part of the Māori media sector system and funded accordingly

Sector Alignment

- Important to ensure Māori representation is included in overseeing the sector
- Currently, some Māori media sector entities are working with the public media sector

High Level Models

- Crown-Māori partnership to be explicit in the narrative and diagrams of the models
- Legislation should not be too prescriptive as it will become a constraint
- The role of Te Whare o te Reo Māori Ora needs to be clear
- The difference between the two models are fairly superficial
- Regardless of the model, te reo Māori will always have an important role in macro language planning
- Te reo Māori needs to be at the core of the Māori Media Sector Shift – "platforms are just a mechanism"
- Use a kaupapa Māori focused model to develop the future models
- Centralised back office functions can be a catalyst for change
- A view that a new entity is required – not necessarily a new whare, but renovations
- The core function of the new entity is to support the wider Māori media ecosystem
- Support for a single governance board
- Some support for the creation of a single Māori multimedia entity
- Concern about the lack of separation between funder and funded in the proposed multi-media entity
- Acknowledge the merit in combining the functions of the Māori Television Service and Te Māngai Pāho
- The multimedia entity will support the iwi radio network in any form
- One view of developing a producer led Māori on-demand / streaming service

Implementation / transition

- Decisions and timeframes will provide much needed clarity and certainty to the sector
- Providing stability during the transition period is important
- Establish a well-resourced and dedicated working party to further develop the functions of the proposed MME
- Funding to meet the transition stage must be met