



Cabinet Economic Development Committee

Minute of Decision

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Te Ao Pāpāho ki Tua: Progressing the Māori Media Sector Shift

Portfolio Māori Development

On 11 December 2019, the Cabinet Economic Development Committee (DEV):

- 1 noted that on 2 September 2019, Cabinet:
 - 1.1 agreed to undertake targeted engagement on the following two high-level options for the future Māori media sector:
 - 1.1.1 *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;
 - 1.1.2 *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;
 - 1.2 invited the Minister for Māori Development to report back to DEV with a preferred option, including costed options for consideration;

[CAB-19-MIN-0448.01]
- 2 noted that the Minister for Māori Development prefers *Option A: Te Kāhui Tauawhi* (paragraph 1.1.1 above);
- 3 agreed in principle, subject to the further report in paragraph 8 below, that a staged approach be taken to progressing the Māori Media Sector Shift, involving:
 - 3.1 stage 1: a focus on creating an enabling environment for the future Māori media sector. The Crown provides a policy and funding environment that enables and incentivises the Māori media sector to be collaborative, agile, audience-focused, enabling of te reo revitalisation, and creating quality, engaging content;
 - 3.2 stage 2: a focus on establishing the regional elements of Te Kāhui Tauawhi to ensure the clarity of roles and responsibilities are refined;
- 4 noted that it will be important to maintain momentum towards the future state through working on the following key areas:
 - 4.1 incentivising increased collaboration;

- 4.2 shifting to quality and audience-driven content;
- 4.3 creating content that can be accessed in a range of ways (platform agnostic);
- 4.4 enhancing data and analytics to enable more informed decisions around content creation;
- 4.5 improving access to archived content and its ability to be repurposed;
- 4.6 scoping solutions for workforce development to ensure the future of the sector;
- 5 **agreed** that existing funding levels of the Māori media sector be maintained during the transition period, and that any proposed increases be subject to normal Budget processes;
- 6  9(2)(F)(IV)
- 7 **noted** that a Technical Advisory Group will be established to develop in detail the transition and implementation plan for the shift;
- 8 **noted** that the Minister for Māori Development will work with the Deputy Prime Minister and other relevant Ministers regarding the design of Te Kāhui Tauawhi, the future of Iwi radio and the Technical Advisory Group as it develops its transition and implementation plan;
- 9 **invited** the Minister for Māori Development to report back to DEV in April 2020 with an update on the Māori Media Sector Shift.

Janine Harvey
Committee Secretary

Present:

Hon Kelvin Davis
Hon Phil Twyford
Hon Dr Megan Woods (Chair)
Hon David Parker
Hon Nanaia Mahuta
Hon Iain Lees-Galloway
Hon Jenny Salesa
Hon Shane Jones
Hon Kris Faafoi
Hon Julie Anne Genter
Hon Eugenie Sage

Officials present from:

Office of the Prime Minister
Officials Committee for DEV

Hard-copy distribution:

Minister for Māori Development