

PROGRESSING THE MĀORI MEDIA SECTOR SHIFT

FREQUENTLY ASKED QUESTIONS

What is the Government's vision for the future Māori media sector?

- The future Māori media sector will be audience-focused, enabling of te reo revitalisation, and creating quality, engaging content that is informed by data analytics.
- It will also be developing and growing skill, knowledge and capability to meet current and future needs, and negotiating and enabling access and content sharing arrangements with other entities.

How long will the Māori Media Sector Shift take?

- The transition process is expected to take two to three years.
- The Government has agreed that the shift will be undertaken in two stages comprising:
 - **Stage One**, which will focus on creating an enabling environment for the future Māori media sector through the provision of a policy and funding environment that enables and incentivises the sector to be collaborative, agile, audience-focused, enabling of te reo revitalisation, and creating quality, engaging content
 - **Stage Two**, which will focus on the organisational and structural elements of Te Kāhui Tauawhi to ensure the clarity of roles and responsibilities are refined.

How much will the Māori Media Sector Shift cost?

- There will be costs associated with the establishment of a new Māori multimedia entity and the regional media hubs. Further work will be undertaken to determine these costs.

What other models were considered?

- Te Kāhui Tōpū, which is similar to Te Kāhui Tauawhi but without regional hubs, was also considered.
- Te Kāhui Tauawhi has clear advantages over Te Kāhui Tōpū. It has a combination of a central entity and a strong regional focus through its regional hubs, a more natural focus on supporting reo-ā-iwi and can better support the achievement of all three 2040 goals sought in the Maihi Karauna strategy.

How will Iwi radio be supported under the new model?

- Te Kāhui Tauawhi will focus on enabling the production and distribution of authentic and engaging local content, including by Iwi radio. It will also have functions that support Iwi radio.
- The Māori Media Sector Shift offers a broader opportunity to work with Iwi radio to incentivise collaboration, contribute towards local content and skills training, and share professional and governance expertise.

Is Te Kāhui Tauawhi the confirmed name of the new entity?

- Te Kāhui Tauawhi is the name of the preferred option for the future Māori media sector. The new Māori multimedia entity has yet to be named.