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## Te Rautaki Maori

### Principles

A **Maori programme** is one that makes a conscious effort to reveal something of the past, present or future Maori world. To ensure an authentic Maori perspective for a designated Maori television programme, at least two of the three key roles of producer, director and writer/researcher must be Maori

There are several entities involved in the funding and production of Maori programmes. NZ On Air concentrates on programme funding which is complementary to other agencies.

Therefore NZ On Air's focus will be on Maori programmes mainly in English, made for the general audience which includes Maori.

NZ On Air's work in promoting the Maori language will focus on encouraging its use on mainstream channels.

### Strategic Objectives

1. To support the production of quality Maori programmes made for a general audience in prime time.
2. To support the development of Maori programmes in diverse genres
3. To have good relationships with the Maori broadcasting industry
4. To uphold the mana tangata and mana iwi of relevant funded productions

### Goals To Achieve Strategy

#### **1. Prime time focus**

- Work with broadcasters to create opportunities for prime time Maori programmes and for other programmes to include Maori content where applicable
- Support offpeak Maori programmes which clearly meet the needs of a target audience important to NZ On Air

## Supporting local content

## **2. Genre development**

- Identify gaps in the current range of Maori programmes available to audiences and seek to ensure these gaps are addressed
- Encourage broadcasters to take “risks” in commissioning Maori programming for varied areas of the schedule

## **3. Relationships with Maori industry**

- Support Maori programme makers who seek to make Maori programmes for mainstream audiences
- Encourage good relationships between all industry groups
- Support positive relationships between the industry and iwi
- Upskill key NZ On Air staff in Maori culture and philosophy

## **4. Mana**

- Ensure that all relevant productions observe tikanga Maori
- Ensure Maori language and custom is acknowledged, respected and used to the best advantage of the production.
- Assist with the provision of cultural advice or references if required
- Ensure NZ On Air retains the services of a Kaitiaki to protect the cultural integrity of the organisation in its dealings with Maori and Maori issues

## **Measures**

- Ensure funding recommendations and decisions are consistent with this Rautaki Maori by –
  - commissioning programme assessments on adequacy of tikanga or reo where necessary and
  - specifying to the NZ On Air Board actions taken to propose designation of a proposal as a Maori programme
- Report on funded Maori programmes in each NZ On Air Annual Report
- Conduct a gap analysis at least every three years to ascertain new opportunities for Maori programmes and how NZ On Air might take advantage of them