

Irirangi Te Motu
NZ On Air



Te Pae Tata - Rautaki Māori

2024/25



Origins 2

Scottie Douglas
Productions

TVNZ 1

Te Pae Tata – Rautaki Māori

Tē tōia, tē haumatia

(Nothing can be achieved without a plan, workforce and way of doing things)

Te Pae Tata is a comprehensive commitment to Māori content creators and audiences that covers not only funding but, for the first time, all operational aspects of Irirangi Te Motu | NZ On Air.

This integrated approach provides the foundation on which we will build and grow our role in promoting Māori culture and language. Our first step will be to research and establish measurement frameworks which will allow for evidence-based growth built on alignment and collaboration with other funding agencies and commissioning platforms. This major step forward will also provide greater accountability and improved strategies feeding into enhanced outcomes for Māori creators and audiences. The information we gather over the coming year will be used as the basis for the first of what will become an annual review of this Rautaki, to ensure we are delivering on our commitments and progress is being made.

Irirangi Te Motu | NZ On Air is empowered in this mahi by:

- Our governing legislation, The Broadcasting Act¹
- The Government's Māori Progressive Procurement policy²
- Our commitment as a Crown agency to Te Tiriti o Waitangi



TŌ MĀTOU TAKOHANGA

Our Te Tiriti o Waitangi Commitment

As an Autonomous Crown Entity, we acknowledge Te Tiriti o Waitangi as foundational to our identity as a country and the relationship with Māori at its heart. We acknowledge Māori right to tino rangatiratanga and will seek to integrate into our mahi the following principles of Te Tiriti o Waitangi:

MANA TAURITE – EQUITY

Equitable outcomes for Māori creatives and audiences

WHAKAMARUMARUTIA – ACTIVE PROTECTION

Encouragement of te Reo Māori and Tikanga Māori both within the agency and in funded content

KŌWHIRINGA – OPTIONS

The right of choice for Māori to engage with te ao Māori and te ao Pākehā

MAHI TAHI – PARTNERSHIP

Partnership with Māori stakeholders and Iwi to ensure mutually beneficial outcomes for all audiences

New Zealanders connected through our stories and songs

Te Pae Tata aims to:

- Increase outcomes for Māori audiences, content creators
- Measure and report annually on these outcomes
- Develop a te reo Māori plan to be reviewed annually
- Ensure Māori are represented and supported within the organisation
- Develop meaningful engagement with Māori agencies, creators, iwi, communities and audiences

This document should be read alongside NZ On Air's [Te Ipukarea](#).

The following goals and actions are braided throughout all parts of our organisation.

Section 1 – Funding

This includes funding for Scripted and Non-Fiction content across various mediums, including video, radio, podcasts and interactive content. This content is distributed across multiple platforms, including digital platforms, radio and television. This section also includes our mahi in research and data, development and training, and distribution and discoverability.

Three key objectives of our Māori funding strategy:

1. Grow representation of Māori language and culture in funded **content**
2. Grow the reach and engagement of funded content with Māori **audiences**
3. Grow the capability and capacity of Māori **creators**

GOAL 1: Grow representation of Māori language and culture in funded content by creating a measurement framework and strengthening our partnerships.

ACTIONS

Design and implement a framework that categorises, and provides a means to report on, NZ On Air funded content in relation to its contribution to promoting Māori language and culture.

Collaborate with Te Māngai Pāho and publish a long-term strategy for an annual co-fund.

Work with commissioning platforms to better understand their Māori content strategies and improve alignment with NZ On Air goals.

Work to mitigate issues that may have inhibited Māori production.

GOAL 2: Understand the media consumption and preferences of Māori audiences and strengthen the reach of funded content through partnership and promotion.

ACTIONS

Undertake and publish Māori audience research to establish benchmarks in FY24-25 and impact measures from FY25-26 onwards of local content viewership among Māori audiences.

Include Māori audiences within the targeting brief for all NZ On Air Tier 1 paid media campaigns.

Work with commissioning platforms to better understand their Māori audience strategies and improve alignment with NZ On Air goals.

New Zealanders connected through our stories and songs

GOAL 3: Strengthen the capability and capacity of Māori creators.

ACTIONS

Analyse the current state of the Māori content creation workforce associated with NZ On Air funded content to inform growth strategy.

Publicly report our FY24/25 results against the current 8% government progressive procurement policy for Māori-owned businesses and set a new stretch target for FY25/26.

Work alongside industry and government partners to uplift Māori capability in the screen sector.

Section 2 – Music

This includes funding for New Music Singles, New Music Projects, specific rounds such as Waiata Takitahi and promotion.

GOAL 4: Establish an evidence base to determine the support needed to lift Māori outcomes in music and implement strategy.

ACTIONS

Conduct a review with the wider Māori Music Community about strategies required to support and uplift Māori artists and musicians.

Use the recommendations of this review to develop specific strategies to nurture the Māori music sector and Māori audiences.

GOAL 5: Maximise opportunities to grow music outcomes for Māori.

ACTION

Continue to support the Waiata Takitahi co-fund with Te Māngai Pāho, ensuring the fund keeps pace with developments across other funding streams.

Section 3 – Organisation

These goals and actions are additional to other organisational goals and measures as set out in documents such as our Statement of Performance Expectations.

GOAL 6: Ensure Māori are represented and supported within the organisation.
ACTIONS
Report on current baseline of Māori representation across the organisation (governance and staffing levels).
Review staff policies and procedures (including recruitment) to ensure Māori staff are encouraged into the organisation and supported within it. Review policies to ensure the organisation is culturally safe for staff.

GOAL 7: Develop and publish a Māori language plan that supports the revitalisation of te reo Māori.
ACTIONS
Develop a Māori language plan which acknowledges the status of Te Reo Māori as an official language and promotes te reo Māori both within funded content and within our communications and processes.
Build staff capacity and capability, documenting our commitment to the continued support for te reo Māori classes and Te Tiriti training for staff.

GOAL 8: Partner and engage with Māori content creation sectors and te ao Māori.
ACTIONS
Develop a strategy that builds active engagement with Māori industry and government partners to ensure we are delivering the best outcomes to the Māori content creation sector.
Develop an engagement strategy that builds pathways with Māori across a number of levels, including sector groups, Iwi, communities and audiences.

First published: June 2024