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By email: [REDACTED]

Tēnā koe [REDACTED]

### Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 5 October 2020.

You have requested in reference to a [media release](#) by NZ On Air on 4 October 2020:

*any information, anecdotal and/or statistical, that supports the assertion that there is "a growing need" for Maori language content that serves all audiences.*

Firstly, we would like to draw your attention to NZ On Air's responsibilities under legislation. As you are aware NZ On Air operates under the [Broadcasting Act 1989](#), one of main requirements of our remit is section 36 (1)(a-ii) 'The primary functions of the Commission are to reflect and develop New Zealand identity and culture...by promoting Māori language and Māori culture'.

Also as part of our Crown obligations, the government launched the [Maihi Karauna](#) strategy in 2019 to achieve the following three objectives by 2040:

- 85% of New Zealanders (or more) will value te reo Māori as a key part of national identity.
- One million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori.
- 150,000 Māori aged 15 and over will use te reo Māori as much as English.

The Consultation document on this strategy is [publicly available](#) and shows that consistently over half the respondents surveyed were in support of the strategy.

You will find statistical evidence attached from the 2020 KoPA (ZePA) survey, produce by Te Māngai Pāho, which provides a profile of the NZ population as to their attitudes and behaviours towards Māori language and culture. The profile is a bell-shaped curve and the results show a shift to the right between 2019 and 2020 or in other words a growing level of support for Māori language and culture. This research is an extract of the preliminary results and is due to be published in the very near future. For reference and further context please refer to the [2019 research](#).

Anecdotally we have noted that public demand for Wananga and Te Reo Māori courses are increasing. Though we are unable to statistically capture this information, [according to this article](#) and this [article](#) course providers are unable to meet the increase in demand.

## Connecting and reflecting our nation

There is a growing casual use of Māori loan words within New Zealand, [this article](#) summarises research by Andrea Calude.

Below is also an extract from another article by the same New Zealand Herald Writer:

### **Māori Language Shift Opposite of International Experience**

A linguistics team at the University of Waikato says Māori language has been thriving throughout New Zealand newspapers in recent years. Senior linguistics lecturer Andrea Calude and her team investigated 10 years-worth of New Zealand newspapers.

"We've been looking at the amount and types of words for Māori that are being used in New Zealand English, and newspapers and print media." Ms Calude told TVNZ's Te Karere.

Yearly events such as Matariki and Te Wiki o Teo Reo Māori (Māori language week) are usually when the Māori language is most often applied throughout print media.

Calude says that while all languages across the world display loan word use, the dominant language infiltrates minority languages, whereas in New Zealand, Māori language has more of an influence on English which is quite unique.

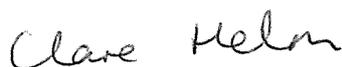
We need only point to the recent prime time documentary series *Origins* on TVNZ 1 to see an example of a quality programme featuring significant use of Te Reo as appealing to its audience. Over the series it had an average ratings of close to 300,000 (5+ Nielsen rating) and critical acclaim.

In summary we are seeing an increasing desire of New Zealanders to engage with Te Reo Māori and to become more proficient in their day to day conversations. Provision of bilingual content on free-to-air platforms assists New Zealanders to engage as casual speakers.

You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). NZ On Air proactively releases information in accordance with the Government's commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your name removed) will be published on the NZ On Air website shortly and will remain on our website for 12 months.

Thank you for your interest in our work.

Yours sincerely



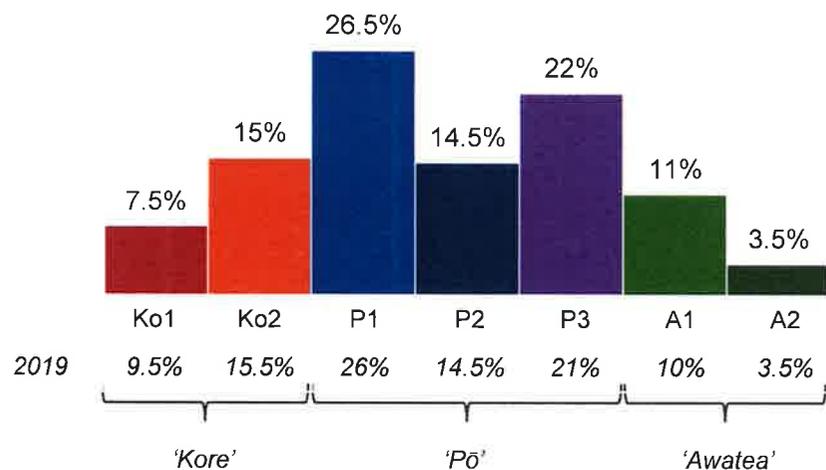
Clare Helm

**HEAD OF CORPORATE SERVICES**

**Connecting and reflecting our nation**

## The 2020 KoPA Model segmentation has a slight right hand shift away from the Kore segments and towards the Pō and Awatea segments

KoPA Model segmentation (2020)



	Kore	Pō	Awatea
2020	22.5%	63%	14.5%
2019	25%	61.5%	13.5%