

TE MĀNGAI PĀHO

Statement of Intent

Tauākī Whakamaunga Atu
2012-2017

*Presented to the House of Representatives
Pursuant to section 149 of the Crown Entities Act 2004*

*He mea tāpae atu ki te Whare Pāremata i raro i te wāhanga 149
o te Ture Hinonga Karauna 2004*



Te Tirohanga Whakamua Me Te Koromakinga a Te Māngai Pāho

Vision & Mission of Te Māngai Pāho

Vision (Tirohanga Whakamua)

*Ahakoā kei whea,
Ahakoā āwheā,
Ahakoā pēwheā,
Kōrero Māori!*

Māori language – everywhere, every day, in every way!

Mission (Koromakinga)

*Tuhia te hā o Te Reo Māori ki te rangi,
e kaha ai te mapu o te manawa ora,
e rekareka ai te taringa whakarongo,
e waiwai ai te karu mātakitaki.*

Bringing the joy of Māori language to all listeners and viewers.

Office Address

Level 8
Eagle Technology House
135 Victoria Street
Wellington 6011
Aotearoa – New Zealand

Postal Address

PO Box 10 004
Wellington 6143
Aotearoa – New Zealand

Telephone 04-915 0700

Facsimile 04-915 0701

Email webconnect@tmp.govt.nz

Web-site www.tmp.govt.nz

Tari

Papa 8
Whare Eagle Technology
Te Whanganui a Tara 6011
Aotearoa – New Zealand

Tuku Mēra

Pouaka Poutāpetā 10 004
Te Whanganui a Tara 6143
Aotearoa – New Zealand

Waea 04-915 0700

Waea Whakaahua 04-915 0701

Īmēra webconnect@tmp.govt.nz

Paenga-ipurangi www.tmp.govt.nz



Rārangi Kaupapa Contents

Introduction on behalf of the
Board of Te Māngai Pāho

*He kupu whakataki nā te
Poari o te Māngai Pāho*

PART A: STATEMENT OF INTENT: Outcomes, Strategies & Objectives

WĀHANGA A: TAUĀKĪ WHAKAMAUNGA ATU: Whakaputa Hua, Rautaki, Whāinga hoki

- 6 Ko Te Māngai Pāho Tēnei
- 7 About Us
- 8 Te Taiao Rautaki
- 9 Our Strategic Environment
- 16 Te Ahunga Rautaki
- 17 Our Strategic Direction
- 18 Te Poutarāwaho Whakaputa Hua
- 19 Our Outcome Framework
- 20 Te Tautoko i ngā Rautaki me ngā
Poutarāwaho a te Kāwanatanga
- 20 How we contribute to Government
Strategies and Frameworks
- 22 Kaupapahere Rautaki
- 23 Our Strategies
- 28 Te Ine Whakatutukinga
- 28 Measuring Our Performance
- 32 Te Whakaū i tō mātou
kaha whakatutuki

- 33 Ensuring Our Capability to Perform
- 34 Te Whakapānga me te Tuku Pūrongo
ki te Minita i ngā Take Māori
- 35 Consultation and Reporting to the
Minister of Māori Affairs
- 37 Te Poutarāwaho Hoko,
Toha Pūtea hoki
- 37 Purchase and Funding Framework
- 38 Kaupapa Matua mō te Tau kei Mua
– 2012/13
- 39 Priorities for the Year Ahead
– 2012/13

PART B: FORECAST SERVICE PERFORMANCE AND FINANCIAL STATEMENTS

WĀHANGA B: MATAKITENGA TAUĀKĪ RATONGA ME TE MATAKITENGA TAUĀKĪ PUTEA

- 41 Statement of Responsibility
- 42 Statement of Significant
Underlying Assumptions
- 43 Statement of Forecast
Service Performance
- 51 Forecast Financial Statements

Kupu whakataki nā te poari o Te Māngai Pāho

Introduction on behalf of the board of Te Māngai Pāho

Kaua e rangirua te hāpai o te hoe; e kore tō tātou waka e ū ki uta.

Tēnā koutou katoa

We are pleased to present Te Māngai Pāho's 2012 – 2017 Statement of Intent.

This document sets out our long term aspirations, our medium term outcomes and describes the wider environment in which Te Māngai Pāho operates. It sets out the strategies we have developed in response to this environment and how we plan to work towards our outcomes by setting out in broad terms our intended direction for the next five years.

This document details how Te Māngai Pāho will be accountable for the resources entrusted to it for its activities and statutory functions in the 2012/13 financial year.

Heoi anō, nā

E koa ana mātou ki te tāpae atu i Te Tauākī Whakamaunga Atu 2012-2017 Te Māngai Pāho.

Māna e whakamārama ō mātou wawata ā-paetawhiti, ā mātou whakaputanga hua ā-paewaenga, ā, māna hoki e whakamārama te taiao whānui e mahi nei Te Māngai Pāho ki roto. Ka whakawhārikihia ngā rautaki kua whakahiatongia e mātou hei whakautu ki tēnei taiao. Ka whakatakotohia hoki ngā mahere ka whāia, kia tutuki ai ā mātou hua me te roanga atu o ā mātou kaupapahere mō ngā tau e rima kei mua i a tātou.

Ka whakamāramahia e tēnei tuhinga te noho haepapatanga a Te Māngai Pāho mō ngā rawa kua whakawhiwhia ponotia ki a ia hei whakatutuki i āna mahi, kawenga ā-ture hoki i te tau pūtea 2012/13.

Heoi anō, nā



Prof (Ahorangi) Piri Sciascia
Chair, Te Māngai Pāho Board
Tumuaki, Te Poari o Te Māngai Pāho
24 May 2012 (24 Haratua 2012)



Dr Rawinia Higgins
Te Māngai Pāho Board
Te Poari o Te Māngai Pāho
24 May 2012 (24 Haratua 2012)

WĀHANGA A TAUĀKĪ WHAKAMAUNGA ATU

Whakaputanga Hua, Rautaki, Whāinga hoki

PART A STATEMENT OF INTENT

Outcomes, Strategies & Objectives



Ko Te Māngai Pāho Tēnei

Tikanga, Kawenga hoki

Tūturu, he whakahaere reo Māori Te Māngai Pāho, te Pokapū Toha Pūtea mō ngā Māhi Pāpāho Māori, kei roto i te rāngai pāpāho e mahi ana.

Ka hāngai tika atu tō mātou kawenga ā-ture matua, i raro i te Broadcasting Amendment Act 2008, ki te whakatairanga i te reo Māori me ngā tikanga Māori, mā te whakawātea tahua moni mai ki ngā mahi pāpāho arā, ki ngā mahi hanga hōtaka hei pāpāhotanga, tae atu ki te whakapūranga hōtaka. E whai mana ana hoki mātou ki te whakawātea tahua hei 'whakawhitiwhitinga ohorere,' ki te hanga kaupapa hoki hei whakawhitinga ohorere, tae atu ki te whakapūranga ihirangi.

E mātua tutuki ana ā mātou here ā-ture i te tohaina pūtea ki ngā hōtaka reo Māori, tikanga Māori hoki, me ngā mahi pūoro, e pāpāhotia ana ā-pouaka whakaata, ā-reo irirangi.

Take Hanganga, Whakataunga Kaupapahere hoki

He mea whakatū Te Māngai Pāho i te tau 1993 i raro i te Broadcasting Amendment Act hei whakapūmau i te whakaaetanga mai o tēnā me tēnā kāwanatanga, he taonga tūturu te reo Māori ā, e tika ana kia kaha te tiaki, kia āta tautoko anō hoki.

He Hinonga Karauna ā-Ture Te Māngai Pāho i raro i te Ture Hinonga Karauna 2004 ā, ka whakawhiwhia ai ki te pūtea mai i te Whare Pāremata mā te Pūtea: Take Māori ā, ka noho haepapa mō ana whakahaerenga me ana whakatutukinga ki te Minita i ngā Take Māori.

He mea whakahaere Te Māngai Pāho e tētahi Poari, i kopoua ai e te Minita i ngā Take Māori. E whai ake nei te kawenga whakatau kaupapahere a Te Poari:

- te whakatakoto whāinga, ahunga whānui hoki a Te Māngai Pāho;
- te whakatau kaupapahere, whakataunga hoki e pā ana ki ana tahua hōtaka;
- te whakaū kia whai kaimahi, pūnaha, rauemi hoki te pokapū nei e tutuki ai ana kawenga; me
- te whakaū kia tutuki i te pokapū āna here ā-ture, ā-aha noa hoki.

He Kaiwhakahaere Matua tō Te Māngai Pāho me te tekau kaimahi hei kawea atu i ngā mahi a Te Māngai Pāho. Ko te kaupapa matua a ngā kaimahi, ko te whakahaere kirimana toha pūtea mō te \$51 miriona, nui ake, (hāunga te Tāke Hokohoko) ki waenganui i te pokapū me te maha atu o ngā kaihanga hōtaka, kaipāpāho hoki.

About Us

Our Purpose and Functions

Te Māngai Pāho, the Māori Broadcasting Funding Agency, is a Māori language agency operating in the broadcast sector.

Our statutory function, under the Broadcasting Amendment Act 2008, is primarily to promote Māori language and Māori culture by making funds available for broadcasting, producing programmes for broadcasting, and archiving programmes. We are also able to make funds available for transmitting on demand, producing content for transmitting on demand and archiving content.

Our statutory obligations are primarily met by funding *te reo Māori* (Māori language) and *tikanga Māori* (Māori culture) programmes and music for television and radio broadcast.

Our Structure and Governance

Te Māngai Pāho was established in 1993 under the Broadcasting Amendment Act, giving life to the acknowledgement of successive governments that *te reo Māori* is a taonga warranting its active protection and support.

Te Māngai Pāho is a statutory Crown Entity under the Crown Entities Act 2004, which is funded by Parliament through Vote Māori Affairs and is accountable for its conduct and performance to the Minister of Māori Affairs.

Te Māngai Pāho is governed by a Board appointed by the Minister of Māori Affairs. The Board's governance role is to:

- set the agency's goals and overall direction;
- make policies and decisions about its programme funds;
- ensure the agency has the personnel, systems and resources to carry out its role; and
- ensure the agency complies fully with its legal and other obligations.

The Board employs a Chief Executive and ten staff to carry out Te Māngai Pāho's operations. The core work of the agency staff is to manage over \$51 million (GST exclusive) in funding contracts between the agency and various programme makers and broadcasters.

Te Taiao Rautaki

Kāwanatanga

E ū ana te kāwanatanga ki te kaupapa o te Better Public Services. Nāna i here nei ngā pokapū katoa ki te tuku ratonga e pai ake ana, e utu-tika ake ana ā, ki te rapu huarahi hoki hei whakamahi hangarau, whakaaetanga ā-ratonga mahitahi rānei, e whakaheke utu ai, e whakapakarī ratonga anō ai.

Ko tōna tikanga ake, kia rapu huarahi mātou e mārō ake ai te whakaputanga hua reo, tikanga hoki, mai i te nui o ngā hōtaka e whiwhi pūtea mai ana; me te whakapau kaha e taea ai te mahitahi a Te Māngai Pāho me ētahi atu hinonga i te rāngai reo Māori, mahi pāpāho hoki.

I te tau 2011, ka whakatūria e te Kāwanatanga tētahi rōpū motuhake hei arotake i te rautaki reo Māori a te Kāwanatanga. Ka hāngai tonu ngā mahi a Te Māngai Pāho ki te rautaki reo Māori a te Kāwanatanga o te tau 2003, kia whakahiatongia rā anōhia he rautaki hōu.

Māori

Ko te pakanga nui a te iwi Māori kia whiwhi tautoko mai mō te reo Māori ki roto i ngā mahi pāpāho te orokohanga mai o Te Māngai Pāho. Ko ā mātou kaiwhaipānga, ko ērā e kaha whaiwāhi ana ki te umanga mahi pāpāho o nāianei, tae atu ki te hunga i tohetohe kia tautoko

mai ai te Kāwanatanga i ngā mahi pāpāho ā-reo, ā-tikanga Māori hoki. Te tikanga kē, kia tū mātou hei kaitohatoa pūtea motuhake, me te whakaratarata haere hoki i a Māori mā ki ngā wawata, ki ngā rautaki e tautoko ai te reo me ngā tikanga Māori.

Aotearoa Whānui

Whaiwāhi atu ana ā mātou mahi kia whānui ake te whakaū a ngā pokapū kāwanatanga, a ngā rōpū ā-hapori, tāngata takitahi hoki, ki te whakaoratanga ake o te reo Māori. Ko tā mātou ki tēnei kaupapa whakakotahi nei, ko te arotahi Māori taketake, motuhake tonu, ki ngā mahi pāpāho, e mōhiotia ana hei rautaki whaikiko mō te whakapanonitanga ā-ahurea.

Ko te wero kē, kia hāngai, kia rite, ā mātou kaupapahere ki tō mātou taiao rautaki e pā kaha atu ai ki ō mātou ‘rōpū whāiti’, mā reira e whakarerekē waiaro ai, e whakakā mahi ai ā, mutu rawa ake, e puta ai ngā hua e hiahiatia ana; arā, ko te whakapikitanga ake o te tokomaha tāngata e kōrero Māori ana, ko te whakawhānuitanga ake o te mōhio ki ngā wāriu, ki ngā tikanga me ngā whakaaro Māori i Aotearoa nei.

Hāunga anō te whakaaetanga whānui ki te wāhi o te reo Māori me ngā tikanga Māori ki te whakapapa me te tuakiri ake o Aotearoa, e kore e tutuki te whakaoranga reo Māori ki te kore e manaakihia mai e te hapori whānui.

Te Reo Māori

Kua horapa haere te whakamahi mai o ngā tāngata o Aotearoa ki te reo Māori. Kua tohua e ngā *The Surveys of Attitudes toward the Māori Language*, e whakahaerehia ana e Te Puni Kōkiri i ia toru tau, mai i te tau 2000, he pai ngā waiaro o te Māori, o tauīwi hoki, ki te reo Māori. Hāunga anō tērā, kāore rawa e whakawhiti ana tēnei tautoko mō te reo Māori ki te whaiwāhitanga atu o te tāngata ki ngā kaupapa mahi e pā ana ki te pupuri me te whakaora reo. I te tau 2011, ka whakaputaina e te Rōpū Whakamana i te Tiriti o Waitangi ana whakakitenga e pā ana ki te kerēme WAI 262 ki roto i *Ko Aotearoa Tēnei*. Kei te ūpoko mō Te Reo Māori ka puta mai te āwangawanga kei te memeha haere ngā whakaputanga hua mai i ngā tau 30 ki muri, tae atu ki ā Te Māngai Pāho kaupapa o nāianei. E meatia ana hoki, kei te noho mōrearea tonu te reo ā, me whānui ake te tautoko mai hei whakamarumarū, hei whakaora anō i te reo.

Tērā ngā whakapae o ētahi atu pūrongo rangahau, e kīia ana, he pai ake ngā matakitenga mō te reo. Ka kīia mai rā, kāore i te pērā rawa te mōreareatanga, engari, mā te waipuke kaikōrero matatau, huri noa i ngā reanga katoa, kātahi te reo ka ora.

Our Strategic Environment

Government

The government is committed to Better Public Services. As part of this all agencies are expected to deliver better, more cost effective services, and to look for opportunities to use technology or shared services agreements to lower costs and improve services.

For us this means looking for ways to achieve better language and cultural outcomes from the range of programmes we fund; and maximising opportunities to collaborate with other entities in the Māori language and/or the broadcasting sector.

In 2011 the Government set up an independent panel to review the Government's Māori language strategy. Te Māngai Pāho will continue to work with the 2003 Government's Māori language strategy until such time that a new strategy is developed.

Māori

Te Māngai Pāho was born out of the Māori people's struggle to win support for te reo Māori in broadcasting. Our principal Māori stakeholders are those who are engaged in the broadcasting industry including those who campaigned for the Government

to support Māori language and culture broadcasting. Our approach is to remain the objective funder while engaging with Māori to understand the aspirations and strategies to support Māori language and culture.

Wider New Zealand

Our work is part of a wider effort among government agencies, community groups and individuals to revitalise the Māori language. What we bring to this shared task is a unique Māori lens on broadcasting, a powerful medium for social change.

We need to ensure that our message is in sync with our strategic environment and strikes a chord with audiences in a way that changes attitudes, motivates action, and ultimately delivers the desired results: *more people speaking more Māori and a greater awareness of Māori values, practices and views within Aotearoa.*

While there is now broad acceptance that Māori language and Māori culture are integral to New Zealand's national heritage and identity, we remain aware that ongoing Māori language revitalisation efforts cannot succeed without the goodwill and support of the wider community.

Te Reo Māori **- *The Māori Language***

New Zealanders have an increased appreciation for the Māori language. *The Surveys of Attitudes toward the Māori Language* undertaken by Te Puni Kōkiri every three years since 2000 indicate that both Māori and non-Māori have positive attitudes towards Māori Language. However, support for the Māori language does not necessarily result in participation in language retention and revitalisation related activities. In 2011, the Waitangi Tribunal published their findings of the WAI 262 claim in *Ko Aotearoa Tenei*. The chapter on Te Reo Māori raised concerns that the efforts of the last 30 years, including those of Te Māngai Pāho may be retracting. It reported that te reo Māori is not safe and more needs to be done to protect and revitalise it.

Other reports claim the prospects for the Māori language have improved and while no longer endangered a critical mass of fluent speakers across all age groups is still needed.

Te Taiao Rautaki (continued)

Tērā anō, tētahi kāhui Māori i Aotearoa nei e matatau ana ki te kōrero Māori, e kaha ana hoki ki te whakatairanga i te reo. E ai ki tētahi rangahau ā-motu 2006 o te āhua 4,000 pakeke Māori, kua hipa atu i te 15 tau, he ‘āhua pai’, ‘he pai’, ‘he tino pai’ te mōhio o te 27 ōrau ki te kōrero Māori i roto i ngā paki kōrero o ia rā. I tua atu i ngā kupu, ngā kōrero ruarua nei, he kūare noa ki te reo te 49 ōrau o ngā kaiwhakahoki kōrero ā, kei waenganui kē te toenga.

Ko te hiahia o te Māori ki te ako, ki te whakapakari rānei i ō rātou pūkenga reo tētahi whakakitenga anō o te rangahau nā, me te whakawāteatanga mai o ngā mahi pāpāho ki te āwhina i te whakaoranga o te reo Māori.

Kua kitea te rerekētanga i waenganui i ngā tatauranga o te rangahau o te tau 2006 me te karanga mate i puta mai i te pūrongo *Ko Aotearoa Tēnei*. Ko te mahi nui kei mua i a rātou e mahi ana kia whakaorangia anōtia te reo Māori, ko te rapu huarahi e whakawhitihiti ai ngā waiaro pai o te Māori me ērā atu tāngata o Aotearoa ki te reo Māori, kia ea tūturu ai tana whakaoranga ake.

Umanga Mahi Pāpāho Māori

Reo Irirangi ā-Iwi

He mea nui te kōtuinga reo irirangi ā-iwi hei kaiwhakarato hāora hōtaka reo Māori ki ngā reo irirangi ā-iwi e 21 ki runga i ngā iarere kua rāhuitia motuhaketia hei whakatairanga i te reo me ngā tikanga Māori.

I te tau 20011, ka whakahōungia ngā raihana pāpāho a ngā reo irirangi ā-iwi katoa. He tikanga whakahaere tonu tēnei mā ngā kaupuri raihana ki te whakaū anō i ā rātou kaupapa matua, whāinga hoki ā, kia tātarihia hoki e tēnā, e tēnā teihana te papānga ake o ngā tikanga ā-raihana hōu ki ō rātou whakaritenga me ō rātou kaupuri raihana. Ka tohaina anōtia ai ētahi iarere hei wāhanga o te mahere ā-motu ki te whakahōu i te whakahaeretanga o ngā iarere reo irirangi.

Pouaka Whakaata

Kua roa nei Te Reo Tātaki (TVNZ) e tū ana hei kaiwhakarato hōtaka Māori whaitikanga. He hiakai tonu ētahi atu hongere auraki ki ngā hōtaka kaupapa Māori. Kua kore e kitea noatia i mua, ngā huarahi i whakatipuria ai e Te Ratonga Whakaata Māori mō te reo Māori me ngā kaihangā hōtaka reo Māori, kaupapa Māori hoki mā runga pouaka whakaata.

Kaihangā Hōtaka Māori

Kua tohua e ngā kaihangā hōtaka Māori, tae atu ki te kaupāpāho e whakaae ana kia pāpāhotia tā rātou hōtaka, te auahatanga me te whakaū ki ā rātou mahi, ki te reo, ki ngā tikanga hoki e āwhina atu ai te oranganutanga o te umanga. He wairua hihiko tō te umanga, tērā e whakauru atu ai ngā kōrero, ngā āhuatanga taketake tonu o te kōrerotanga ki roto i te mākete ā-ao. Ahakoa te whakahiato haeretanga tonu o te rāngai mahi pouaka whakaata Māori, nā te kaha whakataetae mō tētahi pūtea, e kore e nekehia, a te kāwanatanga, nā te whāiti hoki o ngā huarahi e roto whiwhinga pūtea kē ai, nā te tere whakarerekētanga o ngā mahi hangarau me ngā tono whakahihī anō a ngā rōpū whāiti, he wā whakatōpū kē te matakitenga.

Umanga Pūoro

E ai ki ngā mahi rangahau, he tautoko nui te pūoro, ki te hunga ako reo hōu. E whakaatuhia ana e ngā kōrero whakahoki mai a te hunga e kaha whai ana i ngā akoranga reo Māori, te painga o te ako i ngā kupu a ngā waiata Māori. He āhua pakupaku tonu te pūtea whakataetae a Te Māngai Pāho hei whakatairanga kaupapa pūoro. Ko te whāinga kē o tēnei tahua, kia tū hei puna waiata Māori hōu nei mō te kōtuinga reo irirangi ā-iwi me ō rātou kaiwhakarongo. Ki te whānui kē atu tōna tokomaha kaiwhakarongo, ko te painga atu anō

Our Strategic Environment (continued)

Currently, there is a core group of Māori in New Zealand who are proficient Māori language speakers who are able to nurture the language. A 2006 nationwide survey¹ of almost 4,000 Māori adults aged 15 years and over found that 27% of respondents could speak Māori in day-to-day conversations either 'fairly well', 'well' or 'very well', while 49% of respondents could speak no more than a few words or phrases, with the remainder somewhere in between.

It also found that there is willingness by Māori to learn or improve their language skills and that there is considerable scope for Māori broadcasting to contribute to the language revitalisation.

There is a gap between the results of the 2006 survey and *Ko Aotearoa Tenei's* toll of the language's death knell. The challenge for those working to revitalise te reo Māori is to find ways to translate the positive attitudes Māori and other New Zealanders hold toward the language into actions that will contribute towards its continued revitalisation.

¹ Survey of the Health of the Māori Language, Te Puni Kōkiri 2007

Māori Broadcasting Industry

Iwi Radio

The iwi radio network is a significant deliverer of te reo Māori programme hours for broadcast with 21 funded iwi radio stations broadcasting on frequencies specifically reserved for the promotion of Māori language and culture.

All iwi radio broadcasting licences came up for renewal in 2011. This presented an opportunity for licence holders to reconfirm their priorities and objectives, with individual stations having to consider the impact of the terms of the new licences on their relationship agreements with their respective licence holders. The process included the reallocation of some radio frequencies as part of a wider national re-organisation of the radio frequency bands.

Television

TVNZ has a long established history of providing iconic Māori programming. There is a modest appetite for Māori themed programming on other mainstream channels. Māori Television has created unprecedented opportunities for te reo Māori and kaupapa Māori television programme makers.

Māori Producers

Māori programme makers and in turn the broadcaster that commits to air their programme demonstrate a passion and commitment to their craft, language and culture that will contribute to the sustainability of the industry. There is optimism within the industry that a real niche exists in the global market for indigenous stories and storytelling. While the Māori television production sector might still be in a development phase, increased competition for a static government funding pool, limited scope for securing alternative revenue sources, rapidly changing technologies and increasingly sophisticated audience demands indicate a level of consolidation is likely.

Music Industry

Research shows that music can be a strong aid for those learning a new language. Feedback from those actively engaged in Māori language courses also points to the benefit of learning the lyrics of Māori language music. Te Māngai Pāho provides a relatively modest contestable fund for music. Our objective in providing this funding is to provide a source of new Māori language tracks for the iwi radio network and their listeners. If this music also finds a wider audience then this is an added bonus. There is strong demand for music from the iwi radio network however previously funded artists and independent

Te Taiao Rautaki (continued)

tērā. Tūturu, e kaha tonu ana te tonu pūoro a te kōtuinga reo irirangi ā-iwi ā, tika tonu ana te kōrero a ngā kaiwaiata kua whakawhiwhia kētia ki te tahua tautoko, me ngā kaihanga motuhake, tērā anō te hiakai o te tokomaha ake ki ngā taonga o te pūoro reo Māori.

Kia tiro whānui kē atu tātou, he riterite tonu ngā paenga tiki pūoro ā-ipurangi ki te whakapanoni i te ‘kanohi’ o te umanga pūoro. Nā te hokonga atu o ngā ‘orotangi’ me ngā ‘rangioro’ e whakaarāhia anōtia ana te ‘waiata takitahi’. I tua atu, nā te whakawhanaketanga ake o te iawhānui me te whakawhiwhitinga MP3, ka whakanuia tonuhia te whakamahi ā-mamati ki roto i te ao hokohoko ā-pūoro.

He haepapa nui tō te umanga pūoro ki te whakarato huanga kairangi, me tētahi pēke ā-ipurangi, e ngāwari nei te whakapā atu, ki reira whakapūrangahia ai.

Kaupapa ā-Mamati

He mārō, he ōhiti tonu ngā tikanga whakahere a Te Māngai Pāho e pā ana ki te toha pūtea ki ngā kaupapa ā-Mamati. I ngā tau e rua kua hipa, e rua ngā rauna whakataetae paku nei kua whakahaerehia mō ngā kaupapa pāpāho hōu ā, kei te arotakenga anōtia ngā painga i puta mai i ērā mahi. Ki a mātou ā-mohoa ake nei, e tautokohia ana e ō mātou kaihanga hōtaka tētahi hātepe

kua āta whakahiatongia. Ā, mā konā hoki e tika ake ai te whakahaere tahua ki roto i tētahi taiao hōu, whakamatuku hoki. Ko te tūmanako, nā wai rā ā, ka whakawhiwhiti rawa anō mātou ki tēnei kaupapa, engari, kia whakaatuhia rawatia mai, te kounga ā-tono me te hua o te kaupapa.

Hei ngā Tau ki Mua

E herea ana mātou:

- ki te mahitahi me ngā whakahaere ā-iwi hei kaikāwana mō ngā reo irirangi ā-iwi, hei kaitiaki hoki mō te reo me ngā rawa pāpāho i ō rātou rohe ā, kia tiakina hoki te kounga o te reo e pāpāhotia ana; ā,
- ki te whakahau kia whānui kē atu te whaiwāhitanga mai o te hapori, me te here anō, kia whaiwhakaaro ai mātou ki te whānuitanga o ngā rōpū whāiti Māori e whakarongo ana, e mātakitaki mai ana, e ai ki ngā pūkenga reo, ngā hiahia ā-hōtaka, te pakeketanga, te iratangata hoki, i a mātou ka whiriwhiri whakataunga e pā ana ki te hanga hōtaka me te pāpāhotanga mō te reo irirangi me te pouaka whakaata.

Rāngai Kaihanga Hōtaka

E pākia ana te rāngai kaihanga hōtaka i Aotearoa, i te ao whānui tonu, e ngā

panonitanga nui o te wā hurihuri nei. Ka tutuki ana ngā mahi whakapānga ā-hiko me ngā mahi pāpāho, ka whakataetaehia ngā momo tuku a ngā tūāpapa pāpāho o mua me ngā whakawhiwhinga pūtea anō.

Mā te whakawhiwhinga ā-Mamati utukore, mā te aukatinga o te whakawhiwhinga ā-whenua ā te tau 2013, tae atu ki te whakarerekētanga o ngā tikanga pupuri mana ā-mahi hanga hōtaka, ka tino rerekē ngā āhuatanga o te pouaka whakaata e mōhio nei tātou i tēnei wā.

Kua riro kē te wāhi o te kaupapa pāpāho whānui i te pāpāho whāiti. Mā konā e taea anōtia ai e te tangata te kōwhiri i tāna e hiahia ai, i te wā hoki e hiahia ai. Ka tautoko ēnei whakahiatonga i ngā āhuatanga noho o te hapori o nāianei me te hiahia anō o te tangata, ki te raweke i ngā taputapu pāpāho ā, kia ‘haere ake’ ngā taputapu me ngā ratonga ki a rātou tonu, “Kei hea noa, āhea noa, taputapu aha noa”. Ka ākina hoki te hunga hanga hōtaka o āpōpō ki te hanga kaupapa e taea ai te tohatoha atu mā ngā tūāpapa whānui pērā i te pouaka whakaata, te reo irirangi, pouaka whakaata pāhekoheko, waea kawae, ngā i-waea me te ipurangi.

E mōhio ana mātou, mā te kaha arotahi atu o te hunga hanga hōtaka me te hunga whakamahi i te ipurangi, tae atu ki ngā pāpāhotanga ā-hapori, me whakatuwhera huarahi ka taea ai te āheinga ki ngā hōtaka mā runga i te ipurangi. Kei te mōhio hoki mātou, kia

Our Strategic Environment (continued)

producers have demonstrated that a wider audience also has an appetite for well crafted Māori language music.

In the wider context, online music download sites continue to change the face of the music industry. The ‘single’ is being rejuvenated by the sale of mobile phone ring tones and ring tunes. Furthermore growth in broadband and MP3 transfer continues to increase digital activity in the music purchase world.

To succeed in the future the music industry will need to provide a high quality product and an easy access on-line bank in which to store it.

Digital Initiatives

Te Māngai Pāho continues to adopt a cautious approach to the funding of digital initiatives. In the past two years we have held two small contestable rounds for new media projects and will continue to assess the relative merits of these activities. Our experience to date indicates that a phased approach to development is supported by our producers and also provides more prudent management of funds in a new and uncharted zone. Our expectation is that as time goes on, additional resources will be diverted to this area but only on the back of quality proposals and demonstrated effectiveness.

The Future of Māori Broadcasting

There is a need to:

- work with iwi organisations as the governors of iwi radio stations and the kaitiaki of language and broadcasting assets in their rohe, in particular to maintain the quality of language being broadcast; and
- encourage increased community engagement and take into consideration the diversity of Māori audiences in terms of language skills, programming preferences, age and gender when making programme and broadcast funding decisions for radio and television.

Production Sector

Within New Zealand and globally, the production sector is undergoing major change. Traditional broadcasting outlets have new competitors for audiences and revenue as telecommunications and broadcasting converge.

Free to air digital transmission, along with the projected closedown of analogue broadcast transmission in 2013 and possible changes to how production related intellectual property rights are held, mean that television as we know it will change dramatically.

Broadcasting is already being replaced by narrowcasting, with individuals increasingly able to choose both what they consume and when they consume it. These developments support today’s society where people want to interact with media and want products and services to come to them “Anywhere, Anytime, on Any device”. They also mean that programme producers of the future need to create products that can be distributed via a wide range of media eg. television, radio, interactive TV, mobile phones, smartphones, and the internet.

The increased focus of producer and consumer activity on the internet, including social media, means that we need to encourage opportunities that provide access to programmes via the web. We also recognise that if we want the content that we fund to reach the widest possible audiences then we need to give greater consideration to that content being addressable, re-useable, capable of being re-versioned and even re-mashed.

Broadcasters and producers are rising to this challenge from their own resources and are utilising the programme content we fund for reuse in other platforms. This is a positive development as it leaves us free to continue to concentrate the bulk of our scarce resources on developing quality programme content.

Te Taiao Rautaki (continued)

kitea rā anō ngā hōtaka e whiwhi pūtea mai ana e ngā hunga mātakitaki a tini, a mano, me wātea tonu taua kaupapa mahi kia uia, kia whakamahia anōtia, kia whakamāoringia ā, kia hangahōungia hoki.

Kua ara ake ngā kaipāpāho me te hunga hanga hōtaka ki ēnei āhuatanga pāpāho mai i ā rātou ake rauemi ā, e whakamahia ana rātou i te ihirangi ā-hōtaka i whiwhi pūtea mai ai hei kaupapa tukuruua ki runga tūāpapa kē.

Rōpū Mātakitaki, Whakarongo hoki

Āhua whānui tonu te tautoko a te Māori me tauwiwi i Aotearoa nei kia tukuna tahua mai i te kāwanatanga e mātou hei hanga hōtaka ā-reo, ā-tikanga Māori hoki. Ki a rātou he wāriu taketake kei ngā hōtaka mō te Māori, e pā ana rānei ki te iwi Māori, hāunga anō te nuinga e kore e aro mai ki ēnei hōtaka. Kāore e kore, ko ngā iwi Māori me ngā iwi nō Te Moananui a Kīwa kē te hunga mātakitaki i ēnei momo hōtaka ā, nō rātou anō te karanga kia nui ake te ihirangi e pāpāhotia ana.

Ka tohua e te *Māori Programming Audience Survey Research Report*, he nui tonu te papānga o te pouaka whakaata ki te mōhio o te tangata, me tana pupuri ake ki te reo Māori. Neke atu i te 70 ōrau o te taupori whānui o te iwi Māori me te 40 ōrau o ngā taiohi Māori i whāki mai, āe, he kawenga nui tō te pouaka whakaata Māori hei taonga whakapakari i ō rātou pūkenga reo.

Kāore e ōrite ana te papānga hāngai o te reo irirangi ki te akoranga me te pupuri tonu i te reo Māori, heoi anō, he tautoko tonu atu ki ngā pāpāhotanga a te pouaka whakaata. Ka taea e ngā kupu hauraro te āwhina i te hunga kūare me te hunga reorua ki te whaiwāhi atu ki ngā hōtaka e hāngaitia matuatia ana ki te hunga tino matatau ki te kōrero Māori.

Tikanga Whakahaere

Whakamahia ai e mātou tētahi Poutarāwaho Hoko, Toha Pūtea hoki hei whakawhāiti i ngā momo ihirangi reo Māori, tikanga Māori hoki e hiahiatia ana mai i te hunga hanga hōtaka. Kua pōhiringia rātou ki te whakahiato tono e tutuki ai ngā rohenga kua whakaritea ā, e whiwhi tautoko mai ai i e kaituari.

Ko te tikanga o tā mātou hātepe, he tautoko hōtaka e hāngai ana ki ētahi rōpū mātakitaki e toru; ki te kāhui tino matatau, ki te hunga reorua, tae atu ki te hunga torohū. E ai ki ngā tātaritanga ā-kaimātakitaki, kia tāpirihia anōtia ngā kupu hauraro, ka tōia e ngā hōtaka nui rawa te reo, te hunga tino matatau me ngā hunga reorua tae rawa ake ki ngā kaimātakitaki torohū e rapu ihirangi Māori nei ā, he pirangi anō nō rātou kia mārāma atu ai ki te kaupapa o aua hōtaka.

Mā te aronga ki ngā hōtaka nui ake te ihirangi reo Māori, me te whakamahia hauraro hāngai, ka ea i a mātou te whakapā ki tētahi matataunga reo whānui ake, huri noa i ngā rōpū kaimātakitaki. Mā tēnei hātepe matarau e whakapau ai ā mātou rawa mā te whakawhānui haere i tō mātou toronga, nā runga i te tikanga o te utu-tika. Ko te painga atu anō hoki, ka nui ake te taunga noa o te tokomaha tāngata anō, ki te whakarongo ki te reo Māori e pāpāhotia ana.

He whakapakari anō tā mātou tikanga whakahaere i te tūāpapa i whakatakotoria e Irirangi Te Motu. Ko tō rātou haepapa matua kē, ko te whakarato tahua ā-ihirangi-whānui mō ngā hōtaka kaupapa Māori, kaupapa auraki hoki ki runga reo irirangi, pouaka whakaata hoki, mā ngā hunga whāiti kē.

Mā tō mātou aronga atu ki ngā hōtaka e pāpāhotia ai i te ‘Wā Tōnui’ ka whakanuia ō mātou haumitanga. Ki a mātou, ko te Wā Tōnui te wā pāpāho pai rawa atu e tika ana mō te hunga whāiti, tēnā i ngā hāora-whakataetae ā-arumoni e kaha whāia nei e ngā kaipāpāho auraki. Waihoki, he rerekē te Wā Tōnui ki te tamariki i tō te rangatahi Wā Tōnui ā, e whakahau ana mātou kia āta mahitahi ai ngā kaiwhiwhi pūtea me ō rātou kaipāpāho ake, mā konā e tutuki pai ai tēnei whāinga.

Our Strategic Environment (continued)

Audiences

A good proportion of both Māori and non-Māori people in New Zealand support government funding for Māori language and cultural programmes. Programmes for and/or about Māori are perceived as having inherent value, even though most people do not watch these programmes. Unsurprisingly, Māori and Pacific people are much more likely to watch these programmes and call for an increase in the quantity shown.²

The *Māori Programming Audience Survey Research Report*³ found that television has a relatively high influence on people's understanding and maintenance of te reo Māori. Over 70% of the general Māori population and 40% of Māori youth felt that Māori television plays an influential role in helping improve their language skills.

Radio had less of a direct influence on people's learning and maintenance of te reo Māori, but is complimentary to television broadcasting. Subtitles assist receptive and second language speakers to access programmes primarily aimed at fluent language speakers.

Our Approach

We use a Purchase and Funding Framework to specify the categories of Māori language and Māori cultural content we seek from producers. We invite producers to develop proposals that fall within the framework parameters and will gain a positive commitment from distributors.

Our approach is to fund programmes targeted at three different audience segments; fluent, second language learners and receptive audiences. Viewer analysis indicates that subtitled programmes with high Māori language content attract not only fluent speakers and second language learners but also draw in receptive viewers who are searching for Māori content and want to know what these programmes are about.

By prioritising higher Māori language content, along with targeted sub-titling, we are able to accommodate a wider level of language proficiency across the audience spectrum. This multi-layered approach stretches our resources by cost effectively broadening our audience reach. It also has the added benefit of making more people more accustomed to listening to Māori language on air.

Our approach builds on the base provided by New Zealand on Air, who are tasked more with providing broad-spectrum funding for Māori themed and general programming for audiences on radio and television.

We maximise our investments by placing emphasis on programmes that will be broadcast in *Prime Time*. For us, prime time is the optimum broadcast time appropriate to the target audience rather than the commercial ratings-hours favoured by mainstream broadcasters. Prime time for tamariki audiences is clearly different to that of rangatahi for instance, and we expect all successful funding applicants to work closely with their chosen broadcaster to achieve this goal.

² *Public Perception Research 2008/2009* undertaken by Premium Research for NZ on Air

³ *Māori Programming Audience Survey Research Report* undertaken by TNS Conversa for Te Māngai Pāho in 2011

Te Ahunga Rautaki

Ahakoā kei whea, ahakoā āwheā, ahakoā pēwheā, kōrero Māori!

Koinā tō mātou tirohanga whakamua.
Ko te putanga e rapuhia ana:

Kia tokomaha ake te hunga e kōrero Māori ana. Kia whānui ai te aro ki ngā hua, ki ngā tikanga me ngā tirohanga tūturu a te Māori i Aotearoa.

Mā ngā mahi pāpāho i te reo Māori, ka tautokona rawatia e mātou tēnei whakaputanga hua. Ka kaha whakaatungia e mātou te whakamahinga nui tonu o te reo Māori ki te marea o Aotearoa me te whakatauirā haere i te 'māoritanga' o te reo mā te whakatutuki hiahia ā-reo, huri noa. Māna e tautoko te whakaoranga o te reo Māori me ngā tikanga Māori ki waenganui whānau, hapū, iwi, hāpori Māori, tae atu ki ngā tāngata katoa o Aotearoa. He nui whakarahara tā mātou kawenga ki te tautoko huarahi mō te iwi Māori me tauwiwi e taea ai e rātou te āhei atu ki ngā hōtaka reo Māori, tikanga Māori hoki i ō rātou ake kāinga.

E hāngai ana te hua e hiahiatia ana e mātou ki ngā whāinga kaupapapahere rautaki a te Kāwanatanga me ngā wawata Māori e pā ana ki te reo Māori. Kia mātua tutuki ai tēnei Whakaputanga Hua:

- 'me mātāpono tuatahi' te arotahi ki te whakaara ake anō i te reo Māori ki waenganui i te iwi Māori hei whakapūmau i te orangatonutanga me te kaitiakitanga e tika ana mō te reo Māori.
- me whakarite ngā tūāpapa matua ā-pāpāhotanga reo Māori ki te iwi Māori arā, ki te kōtuinga reo irirangi Māori me Te Ratonga Whakaata Māori, kia whakaputa hua ā-kounga reo Māori, e tika ana hoki mō ngā hiahia ā-rōpū whāiti.
- me ngākau māhaki mai ērā atu kaipāpāho ā-motu nei ki te ihirangi reo Māori, tikanga Māori hoki i roto i ā rātou rārangi ā-hōtaka kia āhei atu ai ngā rōpū whāiti kē atu ki ngā hōtaka reo Māori, tikanga Māori hoki; ā
- me tautoko hoki te umanga hanga hōtaka motuhake kia ea ai te tono mō ngā hōtaka Māori, kaupapa maha, auaha, whai kounga kairangi anō.

E whakaatuhia ana ēnei whakaritenga ki roto i ngā Whataputanga Hua ā-Paewaenga e whāia ana, e whāngaihia ana e mātou. He mea whaitikanga ngā Whakaputanga Hua ā-Paewaenga nā te mea, koia tonu te kaihautū i tā mātou kaupapahere toha pūtea ā-wā poto, ā-wā mahuri, tae atu ki ngā whakataunga ā-whakahaere, ā-whakatutuki hoki. Kei ngā whārangi e whai ake nei, e horahia ana ngā Whakaputanga Hua ā-Paewaenga e rapu nei mātou, tae atu ki ā mātou rautaki.

Our Strategic Direction

Our vision is Māori language – everywhere, every day, in every way!

The outcome that we seek is:

More people speaking more Māori and a greater awareness of Māori values, practices and views within Aotearoa.

We contribute directly to this outcome by broadcasting te reo Māori. We actively expose the New Zealand public to greater use of te reo Māori, role modeling the normalisation of te reo Māori by catering to the wide range of proficiency in te reo Māori. This contributes to the revitalisation of te reo Māori and tikanga Māori among whānau, hapū, iwi, Māori communities and all New Zealanders. Our role is pivotal in supporting windows of opportunity for Māori and non- Māori to access quality te reo Māori and tikanga Māori programmes in their own homes.

Our desired outcome aligns with government’s strategic policy goals and Māori aspirations for te reo Māori. For the Outcome to be achieved:

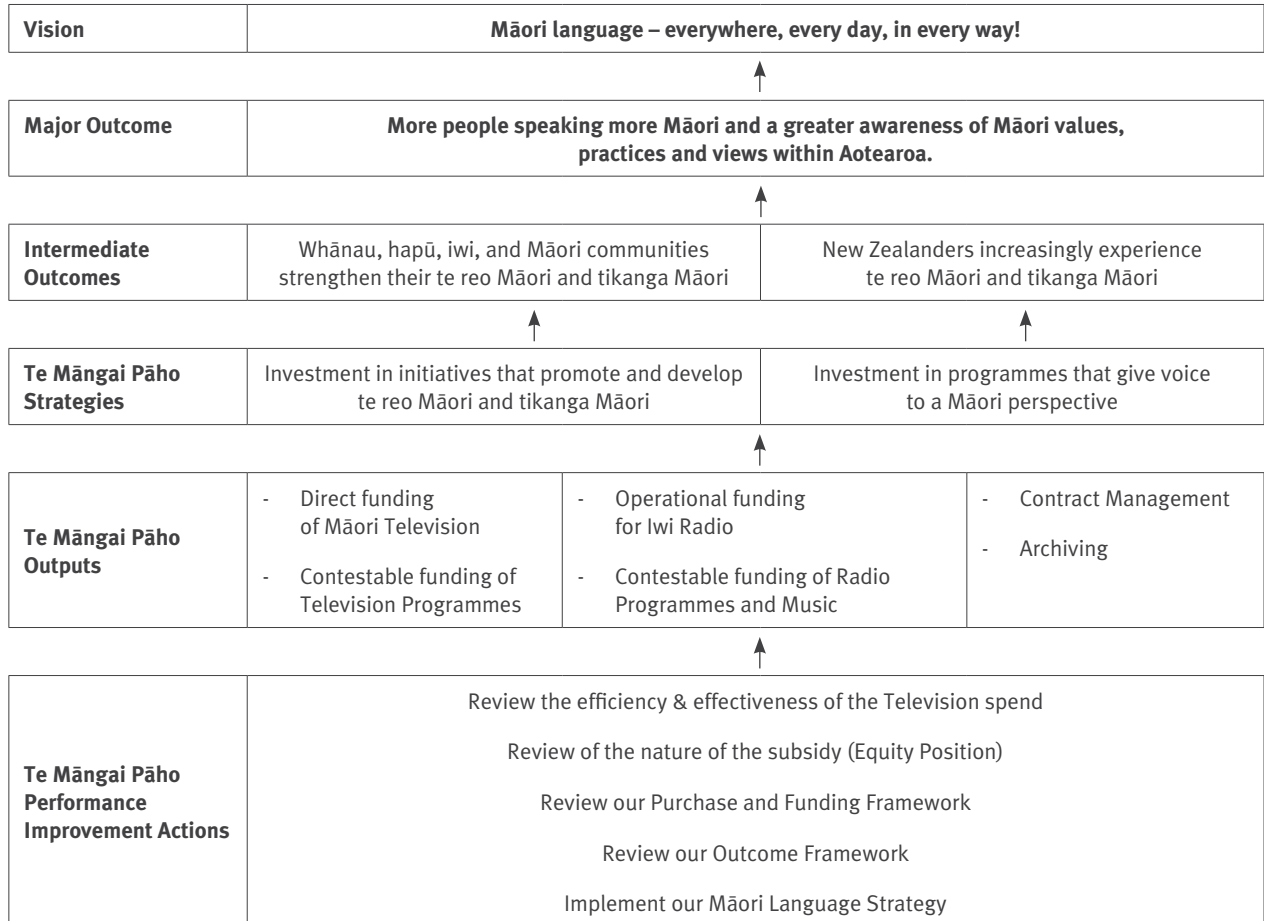
- a focus on restoring Māori language among Māori people must be a “first principle” to ensure the sustainable and proper guardianship of te reo Māori;
- the main platforms for Māori language broadcasting to Māori, namely the iwi radio network and Māori Television, must deliver quality Māori language outcomes appropriate to the needs of their audiences;
- an appropriate level of support must be provided by other national broadcasters for Māori language and cultural content within their programme schedules in order that te reo Māori and tikanga Māori programmes are accessible to wider audiences; and
- the Māori independent production industry must be supported in order to ensure that the demand for high quality, vibrant and diverse Māori programmes is adequately met.

These requirements are reflected in the Intermediate Outcomes that we pursue and to which we contribute. The Intermediate Outcomes are critical because they drive our short to medium-term funding policy, management and operational decisions. The Intermediate Outcomes we seek, and the strategies we use to contribute to them, are detailed over the following pages.

Te Poutarāwaho Whakaputa Hua

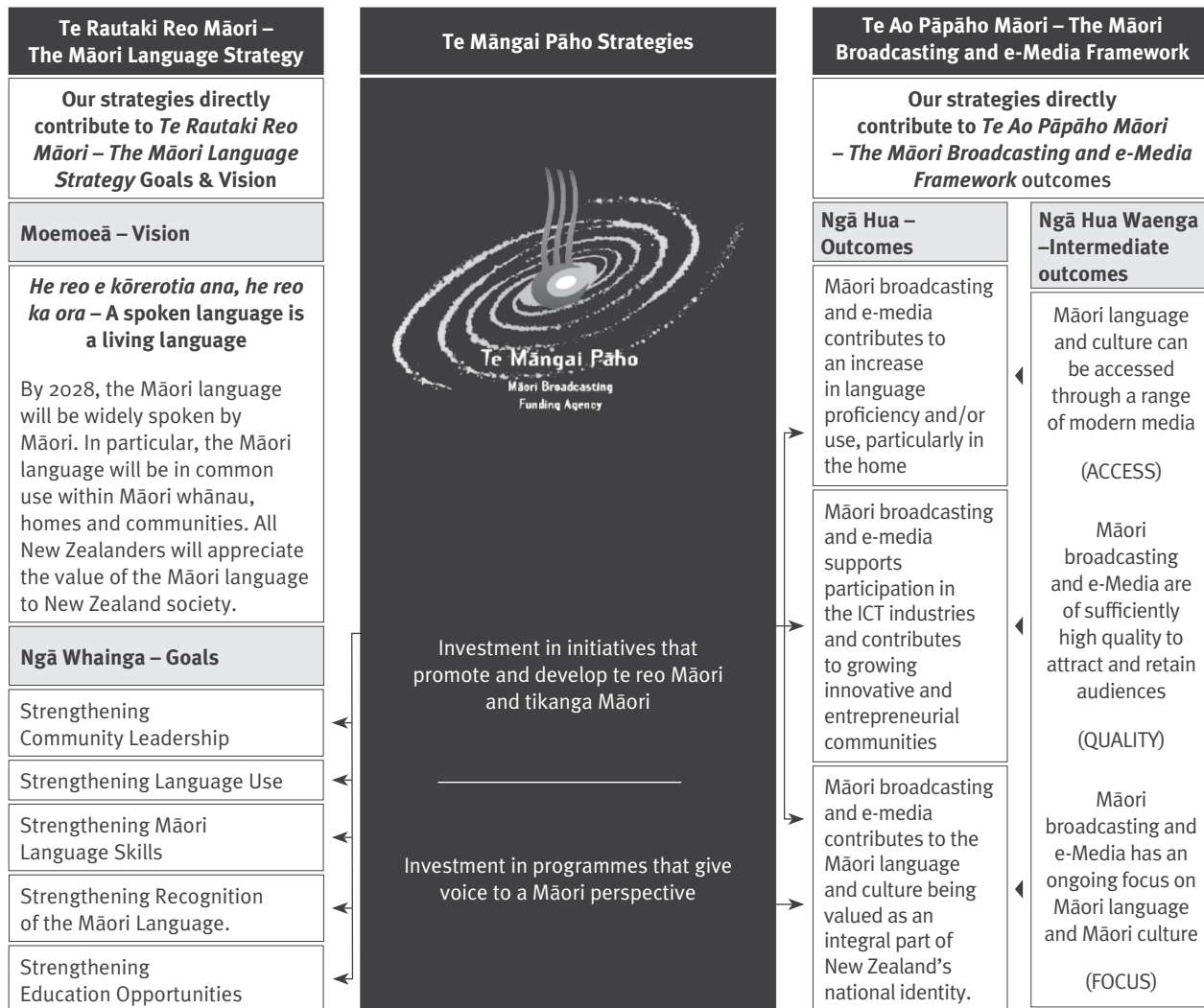
| | | | |
|---------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| Tirohanga Whakamua | <i>Ahakoā kei whea, Ahakoā āwheā, Ahakoā pēwheā, Kōrero Māori!</i> | | |
| Whakaputa nga Hua Matua | <i>Kia tokomaha ake te hunga e kōrero Māori ana. Kia whānui ai te aro ki ngā wāriū, ki ngā tikanga me ngā tirohanga tūturu a te Māori i Aotearoa.</i> | | |
| Whakaputa nga Hua Paewaenga | Ka whakapakarihia e te whānau, hapū, iwi me ngā hapori Māori ō rātou ake reo Māori me ngā tikanga Māori | Ka tokomaha ake ngā iwi o Aotearoa e whaiwāhi atu ana ki te reo Māori me ngā tikanga Māori | |
| Rautaki a Te Māngai Pāho | Te haumitanga ki ngā kaupapa e whakatairanga ana, e whakahiato ana i te reo Māori me ngā tikanga Māori | Te haumitanga ki ngā hōtaka e puta ai te whakaaro Māori | |
| Whakaputa nga a Te Māngai Pāho | <ul style="list-style-type: none"> - Te toha pūtea hāngai ki Te Ratonga Whakaata Māori - Te toha pūtea whakataetae mō ngā hōtaka pouaka whakaata | <ul style="list-style-type: none"> - Te toha pūtea whakahaere mō te kōtuinga reo irirangi Māori - Te toha pūtea mō ngā hōtaka reo irirangi me ngā mahi pūoro | <ul style="list-style-type: none"> - Whakahaeretanga Kirimana - Mahi Pūranga |
| Kaupapa Mahi hei Whakapakari i ngā Whakatutuki nga a Te Māngai Pāho | <p>Te arotake i te kaha me te tikanga o te whakapaunga Pouaka Whakaata</p> <p>Te arotake i ngā āhuatanga o te pūtea tāpiri (Equity Position)</p> <p>Te arotake i tā mātou Poutarāwaho Hoko, Toha Pūtea hoki</p> <p>Te arotake i tā mātou Poutarāwaho Whakaputa Hua</p> <p>Te Whakatinana i tā mātou Rautaki Reo Māori</p> | | |

Our Outcome Framework



Te Tautoko i ngā Rautaki me ngā Poutarāwaho a te Kawanatanga

How we contribute to Government Strategies & Frameworks





Kaupapahere Rautaki

Te haumitanga ki ngā kaupapa e whakatairanga nei, e whakahiato nei i te reo Māori me ngā tikanga Māori

Tā mātou hei whakatutuki

Ka mahitahi Te Māngai Pāho me ngā reo irirangi ā-iwi ki te whakatairanga, ki te whakanui anō i te tuakiri ā-hapū, ā-iwi i te rohe tonu, me te whakahau i Te Ratonga Whakaata Māori me ērā atu kaipāpāho, kaihangā hōtaka rānei kia ū, kia rite te whakapānga atu ki ngā rōpū whāiti ā-motu mō ngā kaupapa me ngā take nui a te iwi Māori. Ka haere tonu ā mātou kaupapa mahitahi me ngā kaihangā pūoro tae atu ki ngā kaiwhakarato mahi pūranga kua kirimanahia. Huri noa, e ū ana mātou ki te tautoko hōtaka:

- e whai kounga reo Māori ana e taea ai hoki te ine, e whakaatu ana rānei i ngā āhuatanga Māori e whai tikanga ana; ā,
- e hangaia ana, e tuarīhia ana mā runga tūāpapa maha, e aronui mai ai te tini o te tangata, ki te whakamārama, ki te whakangahau, ki te whakaako i te tangata, ahakoa te pakeketanga, mōhio tangata hoki.

Mā roto i ā mātou kaupapa matua ā-toha pūtea me aua whakataunga, ka ākina atu e mātou te hunga hanga hōtaka,

kaipāpāho anō, ki te whai haere i tēnei huarahi. Ā, kia nui tonu ngā momo hōtaka ka taea e ia te hanga, huia katoatia, ko ngā pakipūmeka, ngā rongu kōrero, ngā take o te wā, mahi whakaari me ngā hōtaka mā te tamariki.

Ka whakaū mātou ki te mahitahi me ērā atu pokapū, hinonga karauna rānei i te rāngai ki te whakahiato mōhio tangata kotahi ki te wāriu o, me te tikanga whakahaere ki, te whakatairanga i te reo Māori me ngā tikanga Māori ki ngā tāngata katoa o Aotearoa.

Te Take

Kua whakaaehia noatia e ngā kāwanatanga nō mai rā anō, te hua o ngā tikanga ahurea me ngā taonga tuku iho ki te tangata, ki te hapori whānui ake, ā, ki te motu tonu. E whakaae ana te Karauna, he taonga te reo Māori i whaimanahia ai e te Tiriti o Waitangi. Nō reira tōna whakaū ki te tautoko i te whakaoranga ake o te reo Māori. Whakaae ana hoki te Karauna ki te mahi nui e pikauria nei e te whānau, e te hapū, e te iwi, e ngā hapori Māori e pā ana ki te whakapūmautanga ā-paetawhiti, ki te tiakitanga, ki te whakamahi hoki i te reo Māori me ngā tikanga Māori.

Kua tau kē ngā whakaaro o ētahi o te hunga Māori, tauīwi hoki e ngākau nui atu ana ki te reo me ngā tikanga Māori hei taonga tuku iho nō Aotearoa. Ki te hiahia ngā tāngata o Aotearoa kia whakanuia rawatia ngā painga ake o

te reo Māori me ngā tikanga Māori ki Aotearoa nei, ki tāwāhi hoki, hei tuakiri taketake ā, ki te kore te tokomaha o tauīwi e huri whakaaro mai ai kia whakaaehia atu, kia tautokona hoki te kaupapa o te kākanoruatanga, kei raro tātou e putu ana. Ko te mōhio tonu ki te wāriu o te reo Māori me ngā tikanga Māori, te tīmatanga o te aro mai me te tautoko mai.

Tērā tētahi rautaki hei whakapakari i te reo Māori me ngā tikanga Māori hoki e mea ana, kia kitea, kia rangona hoki i te maha ake o ngā kāinga, wāhi hoki i Aotearoa. Mā ngā mahi pāpāho a te reo irirangi me te pouaka whakaata, tae atu ki te ipurangi, ka whakauru ai, ā-take utu-tika, te reo Māori me ngā tikanga Māori ki ngā tāngata katoa o Aotearoa.

Ko te tikanga kē, kua riro mā te Te Māngai Pāho te here ki te whakaputa kaupapa e ora anō ai te reo Māori me ngā tikanga Māori ki waenganui i te whānau, i te hapū, i te iwi, tae atu ki ngā hapori Māori me ērā atu tāngata o Aotearoa, mā te toha putea me te hanga hōtaka taketake, whai mātauranga, whai ngahautanga hoki, hei mahi pāpāho.

Te wāhi ki a mātou

E hāngai tika atu ana tēnei rautaki ki ā mātou whakaputanga hua ā-paewaenga e rua nei me te aronga nui ki te tautoko i te whānau, i te hapū, i te iwi me ngā hapori Māori ki te whakapakari i tō rātou mōhio ki te reo Māori me ngā tikanga Māori.

Our Strategies

Investment in initiatives that promote and develop te reo Māori and tikanga Māori

What We Will Do

We will work together with iwi radio, to promote and celebrate hapū and iwi identity at a local level, and with Māori Television and other broadcasters/ programme producers to engage audiences at a national level on matters and issues important to Māori. We will also work with music producers and contracted archive providers. In all contexts, we endeavour to ensure that programmes:

- comprise a substantive measure of quality te reo Māori and/ or convey relevant aspects of tikanga Māori; and
- are produced and distributed across multiple platforms in a manner that attracts as wide an audience as possible, informing, entertaining and educating people of all ages and abilities.

Through our funding priorities and decisions we encourage programme makers and broadcasters to take this approach with as many genre as possible, including documentaries, news, current affairs, drama and children's programmes.

We will also work collaboratively with other agencies and entities in the sector to develop a shared understanding of the value of, and approach to, the promotion of te reo Māori and tikanga Māori to all New Zealanders.

Why We Will Do It

Successive governments have recognised the value of culture and heritage for individuals, wider communities and for the country as a whole.⁴ The Crown recognises that the Māori language is a taonga guaranteed to Māori by the Treaty of Waitangi and is committed to supporting the revitalisation of the Māori language.⁵ It also appreciates that whānau, hapū, iwi, and Māori communities play an important role in the long term sustenance, ownership and use of te reo Māori and tikanga Māori.

Some Māori and non-Māori already value Māori language and culture as part of New Zealand's heritage. For New Zealand to maximise the benefits that Māori language and Māori culture can make nationally and internationally as our nation's point of difference, there is a need for more New Zealanders to make an attitudinal shift toward accepting and supporting bi-culturalism. The first step toward such acceptance and support is an increased understanding of the value of te reo Māori and tikanga Māori.

One way to strengthen te reo Māori and tikanga Māori is by enabling it to be seen and heard in more homes and places in New Zealand. Radio and television broadcasting, and increasingly the internet, provide cost effective ways of taking te reo Māori and tikanga Māori to all New Zealanders.

As a result, Te Māngai Pāho is tasked with contributing directly and meaningfully to the revitalisation of te reo Māori and tikanga Māori among whānau, hapū, iwi, Māori communities and other New Zealanders through the funding of broadcasting and the production of original, informative and entertaining programmes to be broadcast.

Contribution

This strategy contributes to both our intermediate outcomes, with a particular emphasis on helping whānau, hapū, iwi, and Māori communities to strengthen their te reo Māori and tikanga Māori.

⁴ Te Manatū Taonga Ministry for Culture and Heritage. (2005). Statement of Intent 2005-2009

⁵ Te Puni Kōkiri 2003. (2003). Te Rautaki Reo Māori - The Māori Language Strategy

Kaupapahere Rautaki (continued)

Ka pēhea te whakatutukinga

Ka tautoko mātou i ngā mahi hanga hōtaka Māori a ngā kaipāpāho ā-iwi, ngā kaipāpāho Māori, kaipāpāho auraki hoki ā-motu nei kia taea e ngā tāngata o Aotearoa te āheinga huri noa, ki ngā hōtaka whai kounga Māori. Ka tautokona hoki te whakahiatonga me te whakatōpūtanga o te umanga hanga kiriata Māori hei whakapūmau i te wāhi ki ērā momo hōtaka. Ka āwhina ā-pūtea mātou i ngā hōtaka e whakatairanga ana, e whakamārama ana, e piki ake ai te aronui me te whakamihi ki ngā painga e riro mai ai i ngā tāngata katoa o Aotearoa mai i te reo Māori me ngā tikanga Māori.

I a mātou e whakatinana ana i ēnei kawenga, ka arotahi atu mātou ki ngā hōtaka me ngā mahi pāpāho e tautokohia ana e te hapori, e āwhina atu ana hoki i ngā mahi a ngā ākongā o te reo, tae atu ki ngā tauira i roto i te pūnaha mātauranga reo Māori.

I roto i ngā tau e rima kei mua ka whakaū mātou:

- ki te arotake putuputu i tā mātou Poutarāwaho Hoko, Toha Pūtea hoki kia tautokona tonutia e ia tā mātou rautaki;
- ki te āwhina ā-pūtea ngā hōtaka kairangi e pā ana ki te reo Māori me ngā tikanga Māori e tuaringia ai ki runga tūāpapa maha, e pāpāhotia ai hoki ki

runga pouaka whakaata, reo irirangi tonu, e whakatutuki ana i ngā paearu kua whakaritea i tā mātou Poutarāwaho Hoko, Toha Pūtea hoki;

- ki te hoko huanga ā-whakahaere taketake me te kaha pāpāho tae atu ki te irirangi reo Māori mai i ngā reo irirangi ā-iwi me te hoko hōtaka ā-motu hei tohatoha haere;
- ki te whakawhānuu ake i te āheinga ki, me te whakamahinga o, ngā hōtaka kua whiwhi haumitanga, mā te pono o ā mātou tikanga whakahaere ā-haumitanga kia taea ai te whakamahi anō i aua hōtaka Māori whai kōunga;
- ki te mahitahi me Irirangi Te Motu (NZ On Air) ki te whakarite tikanga e pā ana ki te hoko hōtaka. Waihoki, ka rapu huarahi mātou kia ōrite ai, kia tautokona ngātahitia ai hoki ā mātou kaupapahere ake, e pā ana ki te hoko;
- ki te āta mahitahi me Te Ratonga Whakaata Māori nōna te whāinga ā-paetawhiti “kia whakanuia te whakamihi whānuu, kia manaakihia tonuhia te reo me ngā tikanga Māori;
- ki te āta mahitahi hoki me ētahi atu pokapū pērā i Te Puni Kōkiri, Te Taura Whiri i te Reo Māori, Te Tāhuhu o te Mātauranga, Te Manatū Taonga me Te Tumu Whakaata Taonga; ā,
- ki te whakapā atu, ki te whakautu hoki ki ngā pārongo kua tukuna mai e ō mātou rōpū tohutohu mai i te umanga arā, mai i Te Rōpū Tohutohu o te Umanga Pouaka Whakaata tae atu ki te kōtuinga reo irirangi ā-iwi, mā te uepu whakahaere o Te Whakaruruhau o ngā Reo Irirangi Māori.

Our Strategies (continued)

How We Will Do It

We will support the Māori programming efforts of iwi broadcasters, Māori and mainstream national broadcasters so that New Zealanders can enjoy universal access to quality Māori programming. We will also support the development and consolidation of the Māori screen production industry to ensure the ongoing provision of such programmes. We will fund programmes that promote, explain and/or raise awareness and appreciation of the benefits that New Zealand as a whole gains from te reo Māori and tikanga Māori.

In carrying out this role, we will give particular focus to programmes and broadcasts that have community support and support the efforts of learners of the language, including students enrolled in Māori language education.

Over the next five years we will:

- regularly review our Purchase and Funding Framework to ensure that it continues to support our strategy;
- fund quality te reo Māori and tikanga Māori programmes, to be distributed on multiple platforms and broadcast on television and radio, that meet the criteria set out in our Purchase and Funding Framework;

- purchase core operational production and broadcast capability and te reo Māori content from iwi radio stations and purchase national programmes for distribution;
- maximise the accessibility and utilisation of programmes in which we have invested by ensuring our investment approach encourages, and allows for, the re-use of quality Māori programming;
- work in a co-ordinated way with Irirangi Te Motu (NZ On Air) in terms of programme purchasing. In particular, we will look to ensure that our respective purchasing policies are aligned and complementary;
- work closely with Māori Television who have a specific long-term objective to “Significantly contribute to te reo and tikanga Māori being increasingly valued and embraced”;
- work collaboratively with other agencies including Te Puni Kōkiri, Te Taura Whiri i te Reo Māori (The Māori Language Commission), Te Tāhuhu o Te Mātauranga (the Ministry of Education), Te Manatū Taonga (the Ministry for Culture and Heritage), and Te Tumu Whakaata Taonga (the New Zealand Film Commission); and
- consult with, and respond to information provided by, our industry advisory groups e.g. the Television Industry Advisory Group and with iwi radio via the executive team of Te Whakaruruhau o Ngā Reo Irirangi Māori.

Kaupapahere Rautaki (continued)

Te haumitanga ki ngā hōtaka e puta ai te whakaaro Māori

Tā mātou hei whakatutuki

Ka whakahaerehia e mātou te whakahiatonga o ngā hōtaka e whakaatu ana i ngā whakaaro me ngā tirohanga Māori e pā ana ki ngā kaupapa o te wā me ngā take whaikiko.

Te Take

Kua horapa haere ngā āhuatanga ahurea maha i Aotearoa. Kia āio ai te nohotahi me te mahitahi, he mea nui kia whai māramatanga tēnā rōpū me tēnā rōpū, kia whakamihia hoki ngā whakaaro o ētahi atu. Ko te whakarato hōtaka e wherawhera nei, e whakamārama atu nei i ngā whakaaro me ngā tirohanga Māori, tētahi huarahi e whānui ake ai te mōhio me te whakamihia o ngā tāngata o Aotearoa ki ngā whakaaro Māori. Ko te painga atu o aua hōtaka, ko te whakapakari ake i ngā hononga a te Māori tētahi ki tētahi.

Te wāhi ki a mātou

Ka tautokona ruruatia e tēnei rautaki ā mātou whakaputanga hua ā-paewaenga tae atu ki te whakahau kia whānui ake te whaiwāhitanga o ngā tāngata katoa o Aotearoa ki te reo Māori me ngā tikanga Māori.

Ka pēhea te whakatutukinga

Ka whakatairangahia e mātou te aronga nui ki ngā take Māori o te wā mā te toha pūtea ki ngā pakipūmeka, ki ngā tautohetohe, ki ngā hōtaka e pā ana ki ngā rongokōrero me ngā take o te wā e whakaatu ana i ngā kaupapa o nāianei, ngā whakaaro rerekē o te Māori me ngā horopaki ā-hītori. Kātahi ka whakaaturia e mātou mā te whakamahi i ngā paerewa rerekē o te ihirangi reo Māori e ai ki te paerewa matatau o te rōpū whāiti.

I roto i ngā rima tau kei mua, ka toha pūtea tonu mātou ki ngā hōtaka whai kounga mā runga tūāpapa maha, ko ērā e whakaatu ana i ngā momo whakaaro, tirohanga hoki o te Māori; he mea whai ihirangi reo Māori e hāngai tika ana ki tēnā rōpū whāiti, ki tēnā rōpū whāiti.

Our Strategies (continued)

Investment in programmes that give voice to a Māori perspective

What We Will Do

We will facilitate the development of programmes that provide Māori perspectives on, and insights into, current affairs and topical issues.

Why We Will Do It

New Zealand is increasingly multi-cultural. In order to live and work together in harmony it is important that all groups within New Zealand understand and appreciate the perspectives of others. One way to increase New Zealanders' understanding and appreciation of Māori viewpoints is to provide programmes that explore and explain Māori perspectives and insights. Such programmes have the added benefit of developing stronger Māori to Māori connections.

Contribution

This strategy contributes to both of our intermediate outcomes, with a particular emphasis on all New Zealanders increasingly experiencing te reo Māori and tikanga Māori.

How We Will Do It

We will promote awareness of current Māori issues by funding documentaries, debates, news and current affairs programmes that traverse current issues, diverse Māori view points and historical contexts and present them using different levels of Māori language content depending on the fluency level of the target audience.

Over the next five years we will fund quality programmes for multiple platforms that reflect Māori perspectives and insights and are presented using varying degrees of Māori language content depending on the target audience.

Te Ine Whakatutukinga

Te Aroturuki Whakaputa Hua

Mahitahi ai mātou me ngā whakahaere e whaipānga hāngai ana hoki ki te whakatutuki whakaputanga hua reo Māori hei whakamāramatanga i ngā kaupapa e pā ana ki te ine me te aroturuki whakaputanga hua.

Whakamahia ai e mātou ētahi rangahau ahopou ā-motu mō te reo Māori pērā i te *Survey of the Health of*

the Māori Language and the *Survey of the Attitudes, Values and Beliefs towards the Māori Language* hei ine i te kauneketanga whakamua ki ā mātou ake whakaputanga reo Māori tauutuutu, mehemea e tau tika ana te papānga o ā mātou mahinga tahi, ki tērā e hiahiaatia ana.

Ka tono hoki mātou i te Māori Programming Audience Survey Research ā-tau ki te tuku pārongo anō e pā ana ki

ō mātou rōpū whāiti ka tahi, ka rua ki te ine i te papānga o ngā mahi pāpāho e ai ki ō rātou whakaaro, ki ō rātou mōhio hoki ki te reo me ngā tikanga Māori.

Measuring Our Performance

Outcome Measures

We work collaboratively with entities that share a direct stake in achieving Māori language outcomes to rationalise effort around outcome measurement and evaluation.

We utilise longitudinal nationwide Māori language surveys such as the *Survey of the Health of the Māori Language* and

the Survey of the Attitudes, Values and Beliefs towards the Māori Language to measure progress towards our respective and complementary Māori language outcomes and to see if our collective efforts are having the impact we seek.

We also commission annual Māori Programming Audience Survey Research to provide further information about our audiences and to quantify the

impact broadcasting has on their perspectives and te reo and tikanga Māori understanding.

Measuring Our Performance (continued)

Whakaputanga Hua Matua

Whakaritea ai e mātou te āhua o te whakaputanga hua matua mā te aroturuki huanga, mā te aroturuki ia hoki nā runga i ngā momo āhuatanga e whai ake nei.

Major Outcome

We determine the state of the major outcome by monitoring results and trends in the following set of indicators.

Measuring Performance

| Intermediate Outcome Indicator | 2010 Māori Programming Audience Survey | 2011 Māori Programming Audience Survey | 2013 Target | 2017 Target |
|----------------------------------------------------------------------------------------------|----------------------------------------|----------------------------------------|-------------|-------------|
| Whānau, hapū, iwi, and Māori communities, strengthen their te reo & tikanga Māori | | | | |
| % of New Zealanders have a 'good' understanding of te reo Māori or are fluent. | | | | |
| ▲ Youth Māori | 17% | 11% | 12% | 15% |
| ▲ General Population of Māori | 32% | 34% | 36% | 37% |
| ▲ All New Zealanders | 6% | 4% | 4% | 5% |
| % of New Zealanders have a 'good' understanding of Māori Culture or are well versed. | | | | |
| ▲ Youth Māori | 43% | 42% | 45% | 50% |
| ▲ General Population of Māori | 68% | 65% | 68% | 70% |
| ▲ All New Zealanders | 22% | 15% | 17% | 20% |
| New Zealanders increasingly experience te reo Māori and tikanga Māori | | | | |
| % of New Zealanders have more opportunity to learn about Māori Culture. | | | | |
| ▲ Youth Māori | 71% | 72% | 74% | 75% |
| ▲ General Population of Māori | 91% | 93% | 93% | 94% |
| ▲ All New Zealanders | 83% | 88% | 89% | 90% |

Measuring Our Performance (continued)

Papānga Rautaki

Inea ai tā mātou whakatutukinga whakahaere me te papānga rautaki mā te aroturuki i ngā huanga me ngā ia nā runga i ngā āhuatanga e whai ake nei.

Strategy Impact

We measure our operational performance and strategy impact by monitoring results and trends in the following set of indicators.

Measuring Performance

| Strategy Impact Indicator | 2010 Māori Programming Audience Survey | 2011 Māori Programming Audience Survey | 2013 Target | 2017 Target |
|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|----------------------------------------|-------------|-------------|
| <i>Investment in initiatives that promote and develop te reo Māori and tikanga Māori</i> | | | | |
| % of New Zealanders who indicate their understanding of te reo Māori has increased from watching or listening to Māori Programming. | | | | |
| ▲ Youth Māori | 22% | 15% | 18% | 20% |
| ▲ General Population of Māori | 40% | 36% | 38% | 40% |
| ▲ All New Zealanders | 14% | 8% | 9% | 10% |
| % of New Zealanders who indicate their understanding of Māori Culture has increased as a result of watching or listening to Māori Programming. | | | | |
| ▲ Youth Māori | 29% | 22% | 25% | 27% |
| ▲ General Population of Māori | 48% | 48% | 49% | 50% |
| ▲ All New Zealanders | 25% | 17% | 18% | 20% |
| % of New Zealanders watch Māori Television at least once a week. | | | | |
| ▲ Youth Māori | 47% | 39% | 41% | 43% |
| ▲ General Population of Māori | 85% | 87% | 85% | 87% |
| ▲ All New Zealanders | 47% | 32% | 38% | 45% |
| % of New Zealanders listen to iwi radio 3 or 4 times a week. | | | | |
| ▲ Youth Māori | 53% | 27% | 39% | 40% |
| ▲ General Population of Māori | 47% | 41% | 45% | 50% |
| ▲ All New Zealanders | 21% | 5% | 14% | 15% |
| <i>Investment in programme that give voice to a Māori perspective</i> | | | | |
| % of New Zealanders are better informed on Māori issues. | | | | |
| ▲ Youth Māori | 52% | 50% | 52% | 55% |
| ▲ General Population of Māori | 83% | 87% | 84% | 85% |
| ▲ All New Zealanders | 57% | 54% | 59% | 60% |

Note that there is some volatility in the annual survey results from year to year however over time it is our intention to also report multi year trends.



Te Whakaū i tō mātou kaha whakatutuki

He pokapū āhua paku nei mātou
– 11 noa iho ngā kaimahi. Heoi anō, he
tuakiri kanomaha tō te wāhimahi, nā:

- te 9 kaimahi wā kikī me
te 2 kaimahi wā poto
- te 4 tāne me te 7 wāhine
- te 8 tāngata Māori me
te 3 tāngata tauwi; me
- te whānuitanga o te pakeketanga

Ko ngā āhuatanga whakahaere o Te
Māngai Pāho, me kī, ko taua whakahau
tonu a te Kāwanatanga – kia pai ake te
tuku ratonga tūmatanui ki ngā tāngata o
Aotearoa ahakoa ngā here ā-pūtea, me
te Mahere Performance Improvement
Framework – te horopaki mō ō mātou
whakataunga ā-whakahiato kaha.

Kei raro e rārangiā ana ō mātou
kaupapa whakapakari whakatutukinga.
Mā ēnei mahi e whakapai ake ai tō
mātou kaha, tika hoki me te whakaea
anō i ō mātou here i raro i ngā tikanga
o Whāinga Development Goals for the
State Sector tae atu ki ō mātou here
hei ‘kaiwhiwhi mahi pai’ i raro i te Ture
Hinonga Karauna 2004.

Hononga ā-Waho/ Whakahaeretanga ā-Pūtea, ā-Rawa hoki

Ka arotakengia ō mātou poutarāwaho,
whakapaunga whiwhinga hoki o nāiane
mā konā e kite tūturu ai, me he tūāpapa
mārō tonu ā, ka whakahoki hua e ai
ki te whakamahi, te tuari haere me te
papānga o ngā hōtaka whiwhi pūtea mai,
tae atu ki ngā putanga e rapuhia ana e
mātou. Ka whaiwāhi mai ēnei take ki
te arotakenga:

- te kaha me te tika o te
whakapaunga whiwhinga
a te Pouaka Whakaata
- te āhua o te ututāpiri
(Equity Position);
- te Poutarāwaho Hoko,
Toha Pūtea hoki; me
- te Poutarāwaho Whakaputa Hua

Kaiarahitanga, Ahunga me te Tuku Ratonga/ Whakahiato Tāngata

Ka haere tonu te whakatinanatanga o
tā mātou Rautaki Reo Māori ake me
ngā kaupapa whakapakari kaha. Mā
ēnei kaupapa e whakanikoniko ai te
mātangatanga me ngā rawa ā-tangata e
wātea ana hei kawatu i ngā āhuatanga
katoa o tō mātou pakihī.

Ensuring Our Capability to Perform

We are a relatively small organisation with just 11 staff. Even so we have a diverse workplace profile, made up of:

- 9 full-time and 2 part time staff;
- 4 male and 7 female;
- 8 Māori and 3 non-Māori; and
- a wide age range.

Our organisational make-up, the Government priority - delivery of better public services to New Zealanders within tight financial constraints, and SSC's Performance Improvement Framework⁶ provide the context for our future capability development considerations.

Our performance improvement actions are listed below. We expect them to improve our efficiency and effectiveness, while at the same time meeting our obligations in terms of the Development Goals for the State Sector⁷ and our 'good employer' obligations under the Crown Entities Act 2004.

External Relationships / Financial and Resource Management

We will review our current frameworks and spend to ensure they are evidence-based and deliver value for money in terms of use, capture, distribution and impact of the programmes we fund and the outcomes we seek. Areas for review include the:

- efficiency & effectiveness of the Television spend;
- nature of the subsidy (Equity Position);
- Purchase and Funding Framework; and
- Outcome Framework.

Leadership, Direction and Delivery / People Development

We will continue to implement our internal Māori Language Strategy and capacity building initiatives. These initiatives will enhance the expertise and people resources we have available to carry out all aspects of our business.

⁶ State Services Commission (2010). Performance Improvement Framework. Retrieved March 2010 from <http://www.ssc.govt.nz>

⁷ State Services Commission (2005). Development Goals for the State Services. Retrieved April 2007 from <http://www.ssc.govt.nz>

Te Whakapānga me te Tuku Pūrongo ki te Minita i ngā Take Māori

I raro i te wāhanga 141(1)(g) o te Ture Hinonga Karauna 2004, kārekau he take whāiti i roto i tēnei Tauākī Whakamaunga Atu, hei whakapātanga, hei whakatūpatō rānei i te Minita i mua i te tuku whakataunga.

Heoi anō, ka whāia e Te Māngai Pāho te tikanga e whai ake nei:

Kia Mataara Tonu!

Mā Te Māngai Pāho e whakaū kia whakatūpatohia te Minita i mua (mēnā ka taea) mō:

- ngā take e whakaarohia ana ka whakaarohia ake te ohoreretanga nō waho, ka whakaputaina rānei he mōrearea nohopuku ki te Kāwanatanga; me
- ngā mōrearea, ngā take rānei e memeha ai te tūranga o te Minita.

Ka haere tonu te whakawhiwhiti pārongo a Te Māngai Pāho ki te Minita me Te Puni Kōkiri mā ngā hui kua āta whakaritea ai me te Minita. Ka tū anō ngā hui ki waenganui a ngā pou whakarae o Te Māngai Pāho me Te Puni Kōkiri, tae atu ki ngā hui auau ki waenganui i ngā kapa whakahaere me ngā kaimahi a ngā rōpū e rua nei.

Te Tuku Pūrongo

Kua whakarāpopotohia ki raro nei, ngā kaupapa e tuku pūrongo atu ai Te Māngai Pāho ki te Minita me te auautanga hoki o taua tuku pūrongo.

Pūrongo ā-Tau – e ai ki ngā whakaritenga o te Ture Hinonga Karauna 2004 me te Ture Pūtea Tūmatanui 1989;

- Pūrongo ā-Hauwhā – i raro i ngā pārongo whakatutukinga, pūtea hoki i whakaritea ai i te Tauākī Whakamaunga Atu me te Mahere Putanga; tae atu ki te matakitenga mōhoa e pā ana ki te whakawhiwhinga whakahaere kaupapa me te whakapaunga mō te tau pūtea i roto i te pūrongo hauwhā tuatoru; ā,
- Whakahaeretanga Mōrearea – ka tuku kōrero whakamārama ki te Minita rāua ko te Minita Tautoko ka ara ake ana he take.

Consultation and Reporting to the Minister of Māori Affairs

In accordance with section 141(1)(g) of the Crown Entities Act 2004, there are no specific matters contained in this Statement of Intent on which Te Māngai Pāho intends to consult or notify the Minister before making a decision.

However, Te Māngai Pāho will adopt the following approach:

No Surprises

Te Māngai Pāho will ensure that the Minister is adequately warned in advance, (where possible), about:

- issues likely to attract external attention, or represent potential risk to the Government; and
- key risks or matters that may have a bearing on the role of the Minister.

Te Māngai Pāho will actively keep both the Minister and Te Puni Kōkiri informed through regular scheduled meetings with the Minister as well as meetings between the chief executives of Te Māngai Pāho and Te Puni Kōkiri and regular meetings between management and staff from both organisations.

Reporting

The matters on which Te Māngai Pāho will report to the Minister and the frequency of reporting are summarised below:

- Annual Report – as per the Crown Entities Act 2004 and the Public Finance Act 1989 requirements;
- Quarterly reporting against the performance and financial information established in both the Statement of Intent and the Output Plan; including providing an updated forecast of operating revenue and expenditure for the financial year in the third quarterly report; and
- Risk management – briefing papers to the Minister and Associate Minister as issues arise.

Kaupapa Matua mō ngā Tau e Rima kei Mua

Kei roto i tā mātou Poutarāwaho Hoko, Toha Pūtea hoki ō mātou hiahia ā-hōtaka e whakatakotohia ana. Whakawhāitihia ana e ia ngā momo ihirangi reo Māori, tikanga Māori hoki e rapuhia ana e mātou mai i ngā kaihanga hōtaka. E whakahau ana mātou kia whakahiato

tono mai i taua hunga e ai ki ngā whakaritenga o te poutarāwaho e riro mai ai te whakaaetanga o ngā kaituari.

E whai ake ana tētahi tārua o te Poutarāwaho Hoko, Toha Pūtea hoki.

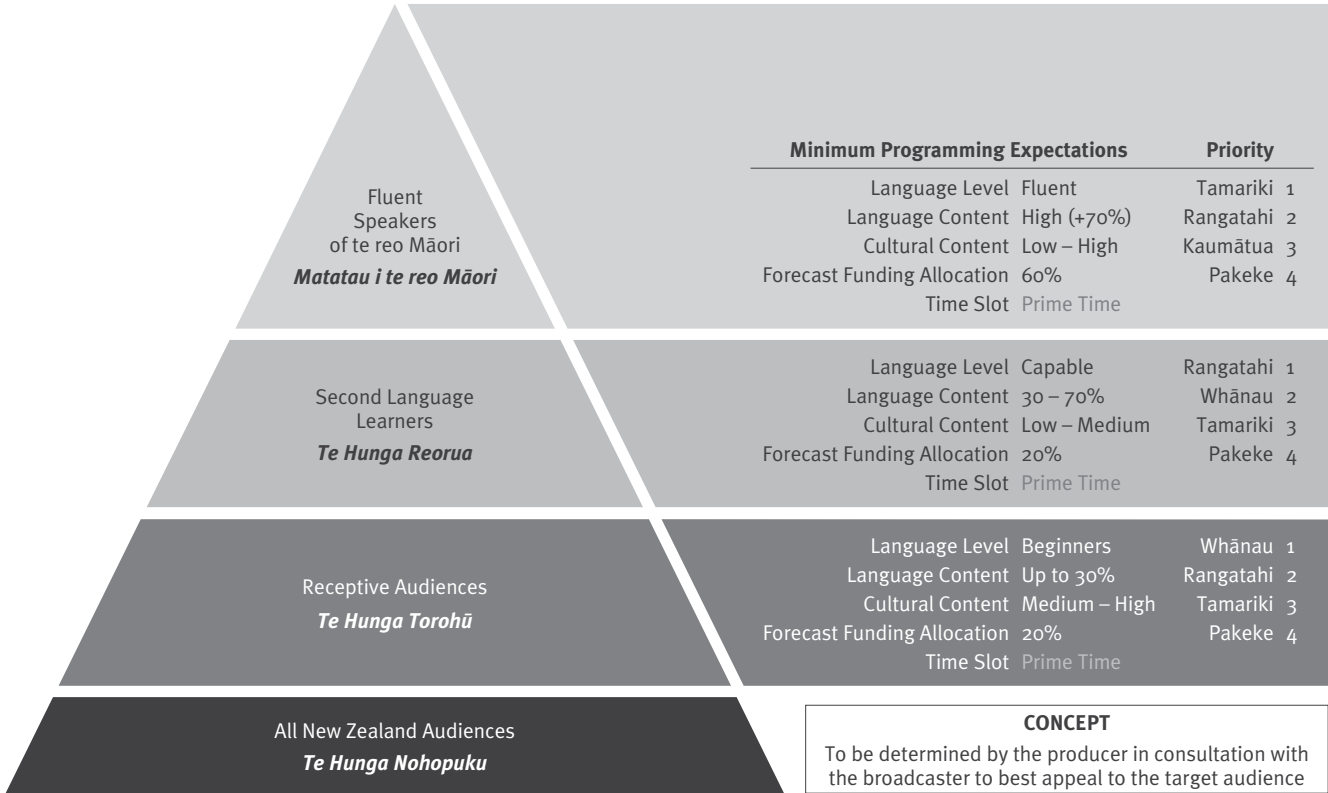
Key Funding Areas for the Next Five Years

Our Purchase and Funding Framework sets out our programming requirements. It specifies the categories of Māori language and Māori cultural content we seek from producers. We invite producers to develop proposals that fall within the framework parameters that

will gain a positive commitment from distributors.

A copy of the Purchase and Funding Framework follows.

Te Poutarāwaho Hoko, Toha Pūtea ā Te Māngai Pāho: Ngā tūmanako ā-Hotaka Te Māngai Pāho Purchase and Funding Framework: Programming Expectations



Kaupapa Matua mō te Tau kei Mua – 2012/13

Ko te tau heke te tau tuatahi e hāngai pū atu ai tēnei Whakamaunga Atu.

Kei te Wāhanga B o tēnei tuhinga (tirohia ngā whārangi 43-50 o tā mātou Tauākī Matakiteanga Whakatutuki Ratonga). I tua atu, e whāia ake ana ko ngā kaupapa mahi me ngā kōkiritanga matua e whakahaerehia nei e Te Māngai Pāho i tēnei tau 2012/13.

Anei rā:

Whānui tonu

- Kia hāngai tonu te arotahi ki ngā kaupapa reo Māori whai kounga e whiwhi pūtea mai ana

Pouaka Whakaata – whāiti

- Kia haere tonu te whakahiato kaupapa e whakapakari ai te kounga o te whakapaunga tahua ā-pouaka whakaata

Reo Irirangi - whāiti

- Kia arotake tonuhia ngā whāinga a ngā teihana me te arotuki ā-whakaputanga hua reo, te whakapātanga ā-hapori tae atu ki te whakahaere pūtea.
-

Priorities for the Year Ahead – 2012/13

The coming year will be the first in the period to which this Statement of Intent relates.

Details of the specific outputs that we plan to deliver are provided in Part B of this document (see pages 43 to 50 for our Statement of Forecast Service Performance). In addition, we want to provide readers with some sense of the more significant projects and initiatives we will undertake this year.

The significant projects and initiatives we will undertake in 2012/13 follow.

Overall

- Increased focus on Māori language quality in funded initiatives.

Television – specific

- Continued development of initiatives to improve the quality of the television spend.

Radio – specific

- Increased monitoring of stations' targets and measurements for Māori language outcomes, community engagement and financial performance.
-

WĀHANGA B

**MATAKITENGA TAUĀKĪ RATONGA ME
TE MATAKITENGA TAUĀKĪ PUTEA**

PART B

**FORECAST SERVICE PERFORMANCE
AND FINANCIAL STATEMENTS**

Statement of Responsibility

Te Māngai Pāho's forecast financial statements have been prepared in accordance with sections 139 and 141 of the Crown Entities Act 2004 and are consistent with generally accepted accounting practice.

The Board and management of Te Māngai Pāho are responsible for the preparation of the Statement of Intent and the forecast financial statements contained in this report.

The financial performance forecasts to be achieved by Te Māngai Pāho for the year ending 30 June 2013, specified in the Statement of Forecast Service Performance, are agreed with the Board of Te Māngai Pāho and its Responsible Minister.

The performance for each class of outputs forecast to be achieved by Te Māngai Pāho for the year ending 30 June 2013 is as specified in a separate output plan also agreed between the Board of Te Māngai Pāho and the Responsible Minister.

We certify that the information contained in this report is consistent with the appropriations contained in the Estimates for the year ending 30 June 2013 that are being laid before the House of Representatives under section 9 of the Public Finance Act 1989.



Prof Piri Sciascia
Te Māngai Pāho Board Chair
24 May 2012



Dr Rawinia Higgins
Te Māngai Pāho Board
24 May 2012

Statement of Significant Underlying Assumptions

The forecast financial statements on pages 43 to 63 have been completed on the basis of existing Government policies and after consultation by the Board and management of Te Māngai Pāho with the Minister of Māori Affairs. The forecast financial statements have been prepared on the basis of assumptions as to future events that the Board and management of Te Māngai Pāho reasonably expect to occur, associated with the actions they reasonably expect to take, as at the date the information was prepared.

These statements have been prepared also in the context of the budgetary process.

It is not intended that this published material will be updated.

The main assumptions are that:

- Te Māngai Pāho is a going concern;
- the broadcasting landscape in which Te Māngai Pāho operates will remain substantially the same as the previous year;
- Te Māngai Pāho will continue to fund the types of broadcasting activities currently funded; and
- the scale of Te Māngai Pāho's activities will remain substantially the same.

Other Measures and Standards and Additional Information

There are no other relevant performance measures or standards or additional information which needs to be disclosed as required by s 142(i) (c) and (e) of the Crown Entities Act 2004.

Statement of Forecast Service Performance

Performance measures for all outputs will be included in the following documents:

- Te Māngai Pāho's 2012-17 Statement of Intent; and
- The 2012/13 Output Plan.

Cost of Services

Te Māngai Pāho has three output classes and forecast total revenue and expenses are as disclosed in the forecast financial statements on page 57.

Details of actual and forecast appropriations and expenditure by Output Class and total actual and forecast expenditure are set out below:

| Output Class | 2011/12 Estimated Actual \$m | 2012/13 Forecast |
|-------------------------------------------------------------|------------------------------------|---------------------|
| Māori Television Broadcasting | | |
| Revenue | | |
| Appropriation | 40.3 | 40.3 |
| Other | 0.2 | 0 |
| Total Revenue | 40.5 | 40.3 |
| Total Expenditure | 40.8 | 40.5 |
| Movement in Reserves | (0.3) | (0.2) |
| Māori Radio Broadcasting | | |
| Revenue | | |
| Appropriation | 11.4 | 10.8 |
| Total Revenue | 11.4 | 10.8 |
| Total Expenditure | 11.8 | 11.1 |
| Movement in Reserves | (0.4) | (0.3) |
| Administration of Māori Broadcasting | | |
| Revenue | | |
| Appropriation | 1.8 | 1.8 |
| Interest Received | 0.9 | 1.1 |
| Total Revenue | 2.7 | 2.9 |
| Total Expenditure | 2.5 | 2.6 |
| Movement in Reserves (excl Interest) | (0.7) | (0.8) |
| Net Movement in Reserves | 0.2 | 0.3 |
| Total Appropriations | 53.5 | 52.9 |
| Total Other Revenue | 0.2 | 0 |
| Total Interest Received | 0.9 | 1.1 |
| TOTAL REVENUE | 54.6 | 54.0 |
| TOTAL EXPENDITURE | 55.1 | 54.2 |
| Net Movement in Reserves | (0.5) | (0.2) |
| as per Statement of Prospective Comprehensive Income | | |

Statement of Forecast Service Performance (continued)

Māori Television Broadcasting

The Minister of Māori Affairs will purchase this class of outputs from Te Māngai Pāho to:

- promote Māori television broadcasting;
- promote capability in the Māori television broadcasting and production sector; and
- purchase programmes to be broadcast on television.

Outputs will be provided within the appropriated sum of \$40.3 million (exclusive of GST) and reserves of \$0.2 million (exclusive of GST), a total of \$40.5 million (exclusive of GST).

| | 2010/11 Actual | 2011/12 Estimated Actual | 2012/13 Forecast |
|--|-------------------|--------------------------------|---------------------|
|--|-------------------|--------------------------------|---------------------|

Quantity and Quality of Māori Language

The following quantity and quality measures apply to all outputs in this output class based on samples of at least 90% of funded programmes.

Quantity

Samples of funded programmes are assessed as meeting the required Māori language content according to target audience group.*

| | | |
|----------------------------------|------|------|
| Revised Measure in 2011/12 | >90% | >90% |
|----------------------------------|------|------|

Quality

Samples of funded programmes reviewed and are assessed as meeting a quality standard of 4 or above on a 5 point scale based on our Māori Language Evaluation Framework.

| | | |
|----------------------------------|------|------|
| Revised Measure in 2011/12 | >90% | >90% |
|----------------------------------|------|------|

(Quality is assessed on up to six (as applicable) quality aspects each on a five point scale where 5 is Excellent and 1 is Poor).

* Te Māngai Pāho funds programmes with a range of Māori language content appropriate to three different target audience groups, as follows:

| | |
|---------------------------|-----------------------------------|
| -Fluent | 70 to 100% Māori language content |
| -Second language learners | 30 to 70% |
| -Receptive | up to 30% |

**Statement of Forecast Service Performance
Māori Television Broadcasting (continued)**

| | 2010/11 Actual | 2011/12 Estimated Actual | 2012/13 Forecast |
|-------------------------------------------------------------------------------------------------------|--------------------|--------------------------------|---------------------|
| Output 1 | | | |
| Direct Funding for Māori Television | Hours | Hours | Hours |
| Target Audience Group | | | |
| Fluent Māori language speakers (Over 70% Māori language content) | 470 | 687 | 717 |
| Second language learners (between 30 – 70% Māori language content) | 0 | 0 | 0 |
| Receptive Audiences (up to 30% Māori language content) | 303 | 252.5 | 270 |
| Total Hours | 773 Hours | 939.5 Hours | 987 Hours |
| Total Cost Output 1 | \$16.2m | \$16.1m | \$16.1 m |
| | | | |
| | 2010/11 Actual | 2011/12 Estimated Actual | 2012/13 Forecast |
| Output 2 | | | |
| Contestable Television Programme Funding | | | |
| Target Audience Group | | | |
| Fluent Māori Language Speakers (Over 70% Māori Language Content) | 328.0 | 386.0 | 390 |
| Second language Learners (Between 30 – 70% Māori Language Content) | 222.8 | 189.0 | 130 |
| Receptive Audiences (Up to 30% Māori Language Content) | 128.0 | 140.5 | 130 |
| Total Hours | 678.8 Hours | 715.5 Hours | 650 Hours |
| Total Cost Output 2 | \$24.7m | \$24.7m | \$24.4m |
| Total Cost for Non Departmental Output Class Māori Television Broadcasting (GST Exclusive) | \$40.9m | \$40.8m | \$40.5m |

Statement of Forecast Service Performance

Māori Radio Broadcasting

The Minister of Māori Affairs will purchase this class of outputs from Te Māngai Pāho to:

- promote Māori radio broadcasting;
 - promote capability in the Māori radio broadcasting sector;
 - support the operational costs of iwi radio stations; and
 - purchase programmes to be broadcast on radio.
- Outputs will be provided within the appropriated sum of \$10.8 million (exclusive of GST) and reserves of \$0.3 million (exclusive of GST), a total of \$11.1 million (exclusive of GST).

| | 2010/11 Actual | 2011/12 Estimated Actual | 2012/13 Forecast |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|--------------------------------|---------------------|
| Quantity and Quality of Māori Language | | | |
| <i>The following quantity and quality measures apply to all outputs in this output class based on samples of at least 90% of funded programmes.</i> | | | |
| <i>Quantity</i> | | | |
| Samples of funded programmes are assessed as meeting the required Māori language content according to target audience group.* | Revised Measure in 2011/12 | >90% | >90% |
| <i>Quality</i> | | | |
| Samples of funded programmes reviewed and are assessed as meeting a quality standard of 4 on a 5 point scale based on our Māori Language Evaluation Framework. | Revised Measure in 2011/12 | >90% | >90% |
| (Quality is assessed on six quality aspects each on a five point scale where 5 is Excellent and 1 is Poor). | | | |

* Te Māngai Pāho funds programmes with a range of Māori language content appropriate to three different target audience groups, as follows:

- Fluent 70 to 100% Māori language content
- Second language learners 30 to 70%
- Receptive up to 30%

Statement of Forecast Service Performance
Māori Radio Broadcasting (continued)

| | 2010/11 Actual | 2011/12 Estimated Actual | 2012/13 Forecast |
|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|--------------------------------|---------------------|
| Output 1 | | | |
| Operational Funding for Iwi Radio | | | |
| <i>Operational Funding for iwi stations</i> | | | |
| Target Audience Group: Fluent Māori Language Speakers (Over 70% Māori Language Content) | 21 | 21 | 21 |
| The number of iwi radio stations that broadcast at least eight hours Māori language each day within an 18 hour broadcast window. | (Actual for equivalent measure) | | |
| Cost | \$9.3m | \$8.9m | \$8.1m |
| <i>Funding for centrally managed Iwi Radio service provider contracts</i> | | | |
| For each contract, the percentage of Iwi stations that rank provider service as “satisfactory” or better in a six monthly survey. | >90% | >90% | >90% |
| Cost | \$1.2m | \$1.2m | \$1.3m |
| Output 1 Cost | \$10.5m | \$10.1m | \$9.4m |

**Statement of Forecast Service Performance
Māori Radio Broadcasting (continued)**

| | 2010/11 Actual | 2011/12 Estimated Actual | 2012/13 Forecast |
|--------------------------------------------------------------------------------------------------|------------------------------------------|------------------------------------------|--------------------------|
| Output 2 | | | |
| Contestable Funding for Radio Programmes and Music | | | |
| <i>Radio Programmes Within the 18 Hour Broadcast Window</i> | | | |
| Target Audience Group: Fluent Māori Language Speakers (Over 70% Māori Language Content) | 1,140 Hours New Measure in 2012/13 | 1,140 Hours New Measure in 2012/13 | 860 Hours 8,852 Files |
| Digital Media File Uploads | | | |
| <i>Music</i> | | | |
| Number of Music CD Albums | 5 | - | - |
| Number of Music CD Singles | 40 | - | - |
| Number of Music Tracks | -* | 93 | 90 |
| <i>Radio Programmes Outside the 18 Hour Broadcast Window</i> | | | |
| Programmes | 1,560 Hours | 1,560 Hours | 1,560 Hours |
| Target Audience Group: Fluent Māori Language Speakers (Over 70% Māori Language Content) | | | |
| Output 2 Cost | \$1.7m | \$1.7m | \$1.7m |
| Total Cost for Non Departmental Output Class Māori Radio Broadcasting (GST Exclusive) | \$12.2 m | \$11.8m | \$11.1 m |

* The actual number of music tracks produced in 2010/11 is the same as the target for 2012/13. The target was changed in 2011/12 to allow a greater mix of singles and EPs.

Statement of Forecast Service Performance (continued)

Administration of Māori Broadcasting

The Minister of Māori Affairs will purchase this class of outputs from Te Māngai Pāho so that Te Māngai Pāho can:

- meet its statutory functions, including the management and disbursement of funds to promote Māori language and Māori culture;
 - pursue the outcomes in the 2012-17 Statement of Intent; and
 - deliver the outputs in the 2012/13 Output Plan.
- Outputs will be provided within the appropriated sum of \$1.8 million (exclusive of GST) and reserves of \$0.8 million, a total of \$2.6 million (exclusive of GST).

| | 2010/11 Actual | 2011/12 Estimated Actual | 2012/13 Forecast |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|--------------------------------|---------------------|
| Output 1 | | | |
| Funding for Contract Management | | | |
| Funding for contract management as a proportion of Total Expenditure | Revised Measure in 2011/12. Actual for equivalent measure is <5% | <5% | <5% |
| No purchase decisions are overturned as a result of an identified departure from Te Māngai Pāho's statutory requirements, guidelines and policies. | Revised Measure in 2011/12. Actual for equivalent measure is "Achieved" | Achieved | Achieved |
| Number of funding Recipients selected for review by a contracted chartered accountancy firm engaged to substantiate costs reported to Te Māngai Pāho for selected productions and ensure that such costs are appropriate, complete and correct. | New Measure in 2010/11 | 5 | 5 |
| Percentage of completed reviews with final recommendations fully accepted by funding recipient | 100% | >90% | >90% |
| Total Cost Output 1 | \$2.3m | \$2.2m | \$2.3m |

Statement of Forecast Service Performance
Administration of Māori Broadcasting (continued)

| | 2010/11 Actual | 2011/12 Estimated Actual | 2012/13 Forecast |
|----------------------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------|---------------------|
| Output 2 | | | |
| Radio and Television Archiving | | | |
| Hours of Television Archiving | 1,410 | 610 | 610 |
| Hours of Radio Archiving | Not Achieved | Not Achieved | 900 |
| Independent Assessment of service delivery confirms that archiving in the period has been in accordance with good practice | Achieved | Achieved | Achieved |
| Output Cost Output 2 | \$0.2m | \$0.3m | \$0.3m |
| Total Cost for Non Departmental Output Class Administration of Māori Broadcasting (GST Exclusive) | \$2.5m | \$2.5m | \$2.6m |

Forecast Financial Statements Statement of Accounting Policies

For the year ending 30 June 2013

Reporting Entity

These are the financial statements of Te Māngai Pāho, a Crown Entity established under the Broadcasting Act 1989.

These financial statements have been prepared in accordance with Section 41 of the Public Finance Act 1989 and the Crown Entities Act 2004.

The primary function of Te Māngai Pāho is to promote the Māori language and Māori culture by making funds available for broadcasting, the production of programmes to be broadcast and archiving programmes.

As a secondary function Te Māngai Pāho may also make funds available for transmitting on demand, producing content for transmitting on demand and archiving content.

In the exercise of these functions Te Māngai Pāho will consult from time to time with representatives of Māori interests, broadcasters and others who, in the opinion of Te Māngai Pāho, can assist in the development of funding policies.

Te Māngai Pāho has designated itself as a public benefit entity for the purposes of New Zealand Equivalents to International Financial Reporting Standards (“NZ IFRS”).

The forecast financial statements of Te Māngai Pāho are for the year ending 30 June 2013. The financial statements were approved by the Board in May 2012.

Basis of preparation

1. *Statement of Compliance*

These financial statements have been prepared in accordance with New Zealand generally accepted accounting practice (NZ GAAP) as required by Crown Entities Act 2004. They comply with New Zealand equivalents to IFRS (NZ IFRS) and other applicable Financial Reporting Standards, as appropriate for public benefit entities.

2. *Measurement Base*

The accounting principles recognised as appropriate for the measurement and the measurement base adopted is that of historical cost unless otherwise stated.

3. *Functional and Presentation Currency*

The financial statements are presented in New Zealand dollars and all values are rounded to the nearest million dollars (\$m). The functional currency of Te Māngai Pāho is New Zealand dollars.

4. *Judgements and estimations*

The preparation of financial statements in conformity with NZ IFRS requires judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances. Subsequent actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimates are revised if the revision affects only that period, or in the period of the revision and future periods if the revision affects both current and future periods.

Key assumptions and estimates are:

- Broadcasters and producers will fulfil their legal obligation within the timeframe as per the contract;

Statement of Accounting Policies (continued)

- Te Māngai Pāho assesses property, plant and equipment's useful lives and residual value by considering a number of factors such as the physical condition of the asset, expected period of use of the asset by Te Māngai Pāho, and expected disposal proceeds from the future sale of the asset. Te Māngai Pāho has not made significant changes to past assumptions concerning useful lives and residual values.

Critical judgements

Management has exercised no critical judgements in applying the accounting policies for the year ending 30 June 2013.

Accounting Policies

The following accounting policies which materially affect the measurement of financial performance and financial position have been applied consistently to all periods presented in these financial statements.

1. Budget figures

The budget figures are those approved by the Board at the beginning of the financial year.

The budget figures have been prepared in accordance with generally accepted accounting practice and are consistent with the accounting policies adopted by the Board for the preparation of the financial statements.

2. Revenue

Revenue is measured at the fair value of consideration received or receivable.

Revenue from the Crown

Te Māngai Pāho is primarily funded through revenue received from the Crown, which is restricted in its use for the purpose of Te Māngai Pāho meeting its objectives as specified in the Statement of Intent. Revenue from the Crown is recognised as revenue when earned and is reported in the financial period to which it relates.

3. Treatment of the Allocation of Funds

The allocation of funds to broadcasting projects is treated as expenditure in the financial year the allocation is made:

- Provided that prior to the end of the financial year, the project has received Board approval and the funding applicant must have received notice of approval in writing. Expenditure therefore includes funds allocated but not paid out at the year end. The funds not paid out are recorded as funding liabilities in the balance sheet. This liability is reduced as the applicant is paid according to the drawdown schedule specified in the production contract.
- And except where the funding allocations are acknowledged by the Board applying to future accounting periods, in which case the expenditure will be recorded in the financial period to which it relates. Allocations approved by the Board prior to 30 June that relate to a future financial period are treated as operating commitments at balance date.

4. Taxation

A. Income Tax

No income tax liability is incurred in respect of any operations. Te Māngai Pāho is exempt from income tax in accordance with section 53 O of the Broadcasting Amendment Act 1993.

Statement of Accounting Policies (continued)

B. Goods and Services Tax

The financial statements have been prepared on a GST exclusive basis, except for payables and receivables, which are recorded on a GST inclusive basis.

The net amount of GST recoverable from, or payable to, the Inland Revenue Department (IRD) is included as part of receivables or payables in the statement of financial position.

The statement of cash flows has been prepared on a net GST basis. That is, cash receipts and payments are presented exclusive of GST. A net GST presentation has been chosen to be consistent with the presentation of the statement of financial performance and statement of financial position. The net GST paid to, or received from the IRD, including the GST relating to investing and financing activities, is classified as an operating cash flow in the statement of cash flows.

Commitments and contingencies are disclosed exclusive of GST.

C. Fringe Benefit Tax

Fringe Benefit Tax is payable on all fringe benefits.

5. Debtors and other receivables

Debtors and other receivables are initially measured at fair value and subsequently measured at amortised cost using the effective interest method, less any provision for impairment.

A provision for impairment of receivables is established when there is objective evidence that Te Māngai Pāho will not be able to collect all amounts due according to the original terms of receivables. The amount of the provision is the difference between the asset's carrying amount and the present value of estimated future cash flows, discounted using the effective interest method.

6. Investments

Bank deposits

Investments in bank deposits are measured at fair value plus transaction costs.

For bank deposits, impairment is established when there is objective evidence that we will not be able to collect amounts due according to the original terms of the deposit. Significant financial difficulties of the bank, probability that the bank will enter into bankruptcy, and default in payment are all considered indicators that the deposit is impaired.

7. Property, plant and equipment

Property, plant and equipment consists of office equipment, furniture and fittings, computer equipment, leasehold improvement, and motor vehicles.

Property, plant and equipment is shown at cost less accumulated depreciation and impairment loss.

Additions

The cost of an item of property, plant and equipment is recognised as an asset if, and only if, it is probable that future economic benefits or service potential associated with the item will flow to Te Māngai Pāho and the cost of the item can be measured reliably.

In most instances, an item of property, plant and equipment is recognised at its cost. Where an asset is acquired at no cost, or for a nominal cost, it is recognised at fair value as at the date of acquisition.

Disposals

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount of the asset. Gains and losses on disposals are included in the statement of financial performance.

Statement of Accounting Policies (continued)

Subsequent costs

Costs incurred subsequent to initial acquisition are capitalised only when it is probable that future economic benefits or service potential associated with the item will flow to Te Māngai Pāho and the cost of the item can be measured reliably.

The residual value and useful life of an asset is reviewed, and adjusted if applicable, at each financial year end.

8. Depreciation

Depreciation is provided on a straight-line basis on all property, plant and equipment, at a rate which will write off the cost of the assets over their useful lives, with no residual value. The depreciation rates of major classes of assets have been estimated as follows:

| | |
|------------------------|--------|
| Office Equipment | 20% |
| Furniture & fittings | 5-15% |
| Computer Equipment | 33% |
| Leasehold Improvements | 17-50% |
| Motor Vehicle | 20% |

9. Intangible assets

Computer software that is not integral to the operation of the hardware is recorded as an intangible asset on the basis of the costs incurred to acquire and bring to use the specific software.

Costs associated with maintaining computer software are recognised as an expense when incurred.

Costs that are directly associated with the development of software for internal use by Te Māngai Pāho, are recognised as an intangible asset. Direct costs include the software development, employee costs and an appropriate portion of relevant overheads.

Staff training costs are recognised as an expense when incurred.

Amortisation

The carrying value of an intangible asset with a finite life is amortised on a straight-line basis over its useful life. Amortisation begins when the asset is available for use and ceases at the date that the asset is derecognised. The amortisation charge for each period is recognised in statement of financial performance.

The useful lives and associated amortisation rates of major classes of intangible assets have been estimated as follows:

| | |
|-----------------------------|-----|
| Acquired computer software | |
| 3 years | 33% |
| Developed computer software | |
| 4 years | 25% |

10. Impairment of non-financial assets

Property, plant and equipment and intangible assets that have a finite useful life are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less costs to sell and value in use.

Value in use is depreciated replacement cost for an asset where the future economic benefits or service potential of the asset are not primarily dependent on the asset's ability to generate net cash inflows and where Te Māngai Pāho would, if deprived of the asset, replace its remaining future economic benefits or service potential.

If an asset's carrying amount exceeds its recoverable amount, the asset is impaired and the carrying amount is written down to the recoverable amount.

11. Creditors and other payables

Creditors and other payables are initially measured at fair value and subsequently measured at amortised cost using the effective interest method.

Statement of Accounting Policies (continued)

12. Financial Instruments

Te Māngai Pāho is party to financial instruments as part of its normal operations. These are non-derivative financial instruments including bank accounts, short term deposits, accounts receivable and accounts payable. All financial instruments are recognised in the statement of financial position and all revenue and expenditure in relation to the financial instruments are recognised in the statement of financial performance.

A financial instrument is recognised if Te Māngai Pāho becomes a party to the contractual provisions of the instrument. Financial assets are derecognised if Te Māngai Pāho's contractual rights to the cash flows from the financial assets expire or if Te Māngai Pāho transfers the financial assets to another party without retaining control or substantially all risk and rewards of the asset. Regular way purchases and sales of financial assets are accounted for at trade date, i.e., the date that Te Māngai Pāho commits itself to purchase or sell the assets. Financial liabilities are derecognised if Te Māngai Pāho's obligations specified in the contract expire or are discharged or cancelled.

Cash and cash equivalents includes cash on hand, held at call with banks

which Te Māngai Pāho invests as part of its day-to-day cash management and other short-term highly liquid investments with original maturities of three months or less.

13. Employee benefits

Short-term benefits

Employee benefits that Te Māngai Pāho expects to be settled within 12 months of balance date are measured at undiscounted nominal values based on accrued entitlements at current rates of pay.

These include salaries and wages accrued up to balance date, annual leave earned to, but not yet taken at balance date, and sick leave.

Te Māngai Pāho recognises a liability for sick leave to the extent that absences in the coming year are expected to be greater than the sick leave entitlements earned in the coming year. The amount is calculated based on the unused sick leave entitlement that can be carried forward at balance date, to the extent that Te Māngai Pāho anticipates it will be used by staff to cover those future absences.

Te Māngai Pāho recognises a liability and an expense for bonuses where contractually obliged or where there is a past practice that has created a constructive obligation.

Superannuation schemes

Defined contribution schemes

Obligations for contributions to KiwiSaver are accounted for as defined contribution superannuation scheme and are recognised as an expense in the statement of financial performance as incurred.

14. Operating Leases

Operating lease payments, where the lessor effectively retains substantially all the risks and benefits of ownership of the leased items, are charged as expenses on a straight-line basis over the lease terms in the statement of financial performance.

15. Provisions

Te Māngai Pāho recognises a provision for future expenditure of uncertain amount or timing when there is a present obligation (either legal or constructive) as a result of a past event, it is probable that expenditures will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation. Provisions are not recognised for future operating losses.

Statement of Accounting Policies (continued)

16. Commitments

Future payments are disclosed as commitments at the point when a contractual obligation arises, to the extent that they are equally unperformed obligations. Commitments relating to employment contracts are not disclosed.

17. Statement of Cashflows

Cash means cash balances on hand, held in bank accounts, demand deposits and other highly liquid investments in which Te Māngai Pāho invests as part of its day-to-day cash management.

Operating activities include all activities other than investing and financing activities. The cash inflows include all receipts from the sale of goods and services and other sources of revenue that support the operating activities of Te Māngai Pāho. Cash outflows include payments made to employees, suppliers and for taxes.

Investing activities are those activities relating to the acquisition and disposal of non-current assets.

Financing activities comprise those activities relating to changes in the equity of Te Māngai Pāho.

18. Comparative Figures

To ensure consistency with the current year's presentation, comparative figures have been restated where appropriate.

19. Output Cost Statements

The Output Cost Statements, as reported in the Statement of Objectives and Service Performance, report the total funding allocations made for the radio and television outputs for the year ending 30 June 2013. They also report the costs of administrative activities undertaken by Te Māngai Pāho.

20. Changes in Accounting Policies

There have been no changes in accounting policies since the date of the last audited financial statements prepared under NZ GAAP.

21. Related Parties

Te Māngai Pāho transacts with other government agencies on an arm's length basis. Any transaction not conducted at arm's length, or falling within the requirements of NZ IAS 24, will be disclosed in the financial statements in the annual report.

Statement of Prospective Comprehensive Income

For the five years ending 30 June 2017

| | 2012 Estimated Actual | 2013 Forecast | 2014 and out years Forecast |
|------------------------------------------------|-----------------------------|------------------|--------------------------------------|
| | \$m | \$m | \$m |
| REVENUE | | | |
| Crown Appropriation | 53.5 | 52.9 | 52.9 |
| Other Revenue | 0.2 | 0 | 0 |
| Interest received | 0.9 | 1.1 | 1.2 |
| Total revenue | 54.6 | 54.0 | 54.1 |
| FUNDING EXPENDITURE | | | |
| Television | 40.8 | 40.5 | 40.5 |
| Radio | 11.8 | 11.1 | 11.0 |
| Total funding expenditure | 52.6 | 51.6 | 51.5 |
| OPERATING EXPENDITURE | | | |
| Administration and consultation | 2.5 | 2.6 | 2.6 |
| Total operating expenditure | 2.5 | 2.6 | 2.6 |
| Total expenditure | 55.1 | 54.2 | 54.1 |
| NET SURPLUS FOR THE YEAR | (0.5) | (0.2) | 0.0 |
| OTHER COMPREHENSIVE INCOME | | | |
| | 0 | 0 | 0 |
| TOTAL COMPREHENSIVE INCOME FOR THE YEAR | (0.5) | (0.2) | 0.0 |

The accompanying accounting policies form part of these financial statements.

Statement of Prospective Movements in Public Equity

For the year ending 30 June 2013

| | 2012 Estimated Position 30 June 2012 \$m | 2013 Forecast Position 30 June 2013 \$m |
|------------------------------------------|------------------------------------------------------|-----------------------------------------------------|
| Public Equity brought forward at 1 July | 2.7 | 2.2 |
| Add surplus / (deficit) for the year | (0.5) | (0.2) |
| Total comprehensive income | (0.5) | (0.2) |
| Total Public Equity as at 30 June | 2.2 | 2.0 |

The accompanying accounting policies form part of these financial statements.

Statement of Estimated Financial Position As at 30 June 2012, and Prospective Financial Position As at 30 June 2013

| | 2012 Estimated Position 30 June 2012 \$m | 2013 Forecast Position 30 June 2013 \$m |
|---------------------------------|------------------------------------------------------|-----------------------------------------------------|
| PUBLIC EQUITY | | |
| Opening equity 1 July | 2.7 | 2.2 |
| Add surplus / (deficit) | (0.5) | (0.2) |
| PUBLIC EQUITY 30 JUNE | 2.2 | 2.0 |
| Represented by: | | |
| ASSETS | | |
| Current Assets | | |
| Cash and Cash Equivalents | 6.0 | 4.7 |
| Investments | 9.0 | 9.8 |
| Debtors and Other Receivables | 0.2 | 0.2 |
| Total Current Assets | 15.2 | 14.7 |
| Non-Current Assets | | |
| Property, Plant and Equipment | 0.3 | 0.4 |
| Intangible Assets | 0.0 | 0.1 |
| Total Non-Current Assets | 0.3 | 0.5 |
| TOTAL ASSETS | 15.5 | 15.2 |

The accompanying accounting policies form part of these financial statements.

Statement of Estimated Financial Position As at 30 June 2012, and Prospective Financial Position As at 30 June 2013 (continued)

| | 2012 Estimated Position 30 June 2012 \$m | 2013 Forecast Position 30 June 2013 \$m |
|----------------------------------|-----------------------------------------------------------------|----------------------------------------------------------------|
| LIABILITIES | | |
| Current Liabilities | | |
| Creditors and Other Payables | 0.4 | 0.3 |
| Employee Entitlements | 0.1 | 0.1 |
| Funding Provisions | 12.8 | 12.8 |
| Total Current Liabilities | 13.3 | 13.2 |
| TOTAL LIABILITIES | 13.3 | 13.2 |
| NET ASSETS | 2.2 | 2.0 |

The accompanying accounting policies form part of these financial statements.

Statement of Prospective Cash Flows

For the year ending 30 June 2013

| | 2012 Estimated Actual \$m | 2013 Forecast \$m |
|--------------------------------------------------|------------------------------------|-------------------------|
| Cash Flows from Operating Activities | | |
| Cash provided from – | | |
| Receipts from Crown | 53.5 | 52.9 |
| Interest received | 0.9 | 1.1 |
| Receipts from other revenue | 0.2 | 0.0 |
| | 54.6 | 54.0 |
| Cash applied to – | | |
| Payments to employees | (1.1) | (1.0) |
| Payments to suppliers | (1.3) | (1.8) |
| Payments to broadcasters and programme producers | (55.6) | (51.4) |
| Net Cash Flows from Operating Activities | (58.0) | (54.2) |
| Cash Flows from Investing Activities | (3.4) | (0.2) |
| Cash provided from | | |
| Receipts from investments | 5.0 | 0.0 |
| | 5.0 | 0.0 |
| Cash applied to – | | |
| Acquisition of Investments | (0.0) | (1.0) |
| Purchase of Property, Plant and Equipment | (0.1) | (0.1) |
| Purchase of Intangible Assets | (0.0) | (0.0) |
| | (0.1) | (1.1) |
| Net Cash Flow from Investing Activities | 4.9 | (1.1) |

The accompanying accounting policies form part of these financial statements.

Statement of Prospective Cash Flows For the year ending 30 June 2013 (continued)

| | 2012 Estimated Actual \$m | 2013 Forecast \$m |
|----------------------------------------------------------------------------|----------------------------------------------|----------------------------------|
| Net Cash Flow from Financing Activities | 0 | 0 |
| Net increase/(decrease) in cash held and cash equivalents | 1.5 | (1.3) |
| Plus Opening cash and cash equivalents at the beginning of the year | 4.5 | 6.0 |
| Closing cash and cash equivalents at the end of the year | 6.0 | 4.7 |

The accompanying accounting policies form part of these financial statements.

Reconciliation of Net Cash Flows from Operating Activities to Net Surplus in the Forecast Statement of Comprehensive Income

For the year ending 30 June 2013

| | 2012 Estimated Actual \$m | 2013 Forecast \$m |
|-------------------------------------------------------------------|------------------------------------|-------------------------|
| Net Surplus / (Deficit) | (0.5) | (0.2) |
| Add / Less non-cash expenditure / (income): | | |
| Depreciation | 0.1 | 0.1 |
| Total non-cash items | (0.4) | (0.1) |
| Add/Less movements in working capital items: | | |
| (Increase) / decrease in accounts receivable/prepayments | 0.1 | 0.0 |
| Increase / (decrease) in accounts payable and funding liabilities | (3.1) | (0.1) |
| Net movements in working capital items | (3.0) | (0.1) |
| Net Cash Flows from Operating Activities | (3.4) | (0.2) |

The accompanying accounting policies form part of these financial statements.



Office Address Level 8, Eagle Technology House, 135 Victoria Street, Wellington 6011, Aotearoa – New Zealand
Postal Address PO Box 10 004, Wellington 6143, Aotearoa – New Zealand
Telephone – 04-915 0700 *Facsimile* – 04-915 0701 *Email* – webconnect@tmp.govt.nz *Website* – www.tmp.govt.nz