

TE MĀNGAI PĀHIO

TAUĀKĪ WHAKAMAUNGA ATU

2009-2014

STATEMENT OF INTENT

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TE MĀNGAI PĀHO

STATEMENT OF INTENT

2009–2014

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

VISION & MISSION OF TE MĀNGAI PĀHO

VISION

Ahakoā kei whea,

Ahakoā āwhea,

Ahakoā pēwhea,

Kōrero Māori!

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

MISSION

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.

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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 2009 – 2014 Statement of Intent.

The new government has signalled its intention to continue active support of the Māori broadcasting sector and the role that broadcasting has to play in the revitalisation of te reo Māori and Māori culture. Te Māngai Pāho plays a key role in delivering on this commitment and will continue to pursue the revitalisation of the Māori language through funding quality programmes and seeking optimal exposure of those programmes through multiple delivery channels.

In these challenging economic times, Te Māngai Pāho looks forward to working constructively with the Minister of Māori Affairs and the Associate Minister of Māori Affairs, broadcasters, the production community individuals and agencies working in the Māori language sector, to achieve positive outcomes for the Māori language, Māori culture and Māori identity.

There is little doubt that Māori broadcasting has contributed strongly to the positive shift in New Zealand society's attitude towards Māori language and Māori culture, and that the speed of that shift has accelerated with the success of Māori Television. There are also tangible signs that progress is being made in efforts to revitalise the language; although assessing the direct contribution that broadcasting makes to that progress remains a challenge.

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.

Our processes are robust and transparent; our production community and broadcasters have demonstrated an ability to deliver large volumes of good quality cost effective programming. However, the twin challenges of audience fragmentation through technology advances and extremely difficult financial conditions will require even more creativity from our sector to ensure:

- audiences continue to grow;
- the taxpayer is receiving the best possible value for its Māori broadcasting dollar; and
- that the Māori language outcomes from that spend are both tangible and measureable.

This document details how Te Māngai Pāho will be accountable for the resources entrusted to it for its activities and statutory functions in the 2009/10 financial year.

Heoi anō, nā

Jacqui Te Kani CNZM
Te Māngai Pāho Board Chair
28 May 2009

Te Ripowai Higgins
Te Māngai Pāho Board

PART A:
STATEMENT OF INTENT
– OUTCOMES, STRATEGIES
& OBJECTIVES

About Our Agency

Te Māngai Pāho was established in 1993 under the Broadcasting Amendment Act,¹ giving life to the acknowledgement of successive governments that te reo Māori is a taonga (treasure) warranting its active protection and support.

Our statutory functions were changed by the Broadcasting Amendment Act 2008 and now read as follows:

- (1) **The primary function of [Te Māngai Pāho] is to promote Māori language and Māori culture by making funds available, on the terms and conditions that it thinks fit, for –**
 - (a) **broadcasting; and**
 - (b) **producing programmes for broadcasting; and**
 - (c) **archiving programmes.**
- (2) **[Te Māngai Pāho] may also make funds available (on the terms and conditions that it thinks fit and as far as practicable, in a manner consistent with its primary function) for –**
 - (a) **transmitting on demand; and**
 - (b) **producing content for transmitting on demand; and**
 - (c) **archiving content. [553B]**

We are, first and foremost, a Māori language sector agency in terms of why we fund and secondly a broadcasting sector agency in terms of where and which industry we fund.

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. To ensure that our actual broadcast outcomes are achieved, we currently:

- fund 21 recognised iwi radio stations to deliver eight hours of Māori language content each day;
- allocate funding directly to Māori Television for the production of in-house programmes and the acquisition of local and overseas programmes of interest to Māori audiences;
- manage a contestable pool of funding for the production of independently made Māori language programmes commissioned for television and radio, including music CDs and special broadcast events; and
- fund two service providers to archive audio and visual programme content.

Agency Structure & Governance

Te Māngai Pāho is a Crown Entity funded by Parliament through Vote: Māori Affairs and is accountable for its conduct and performance to the Minister of Māori Affairs.

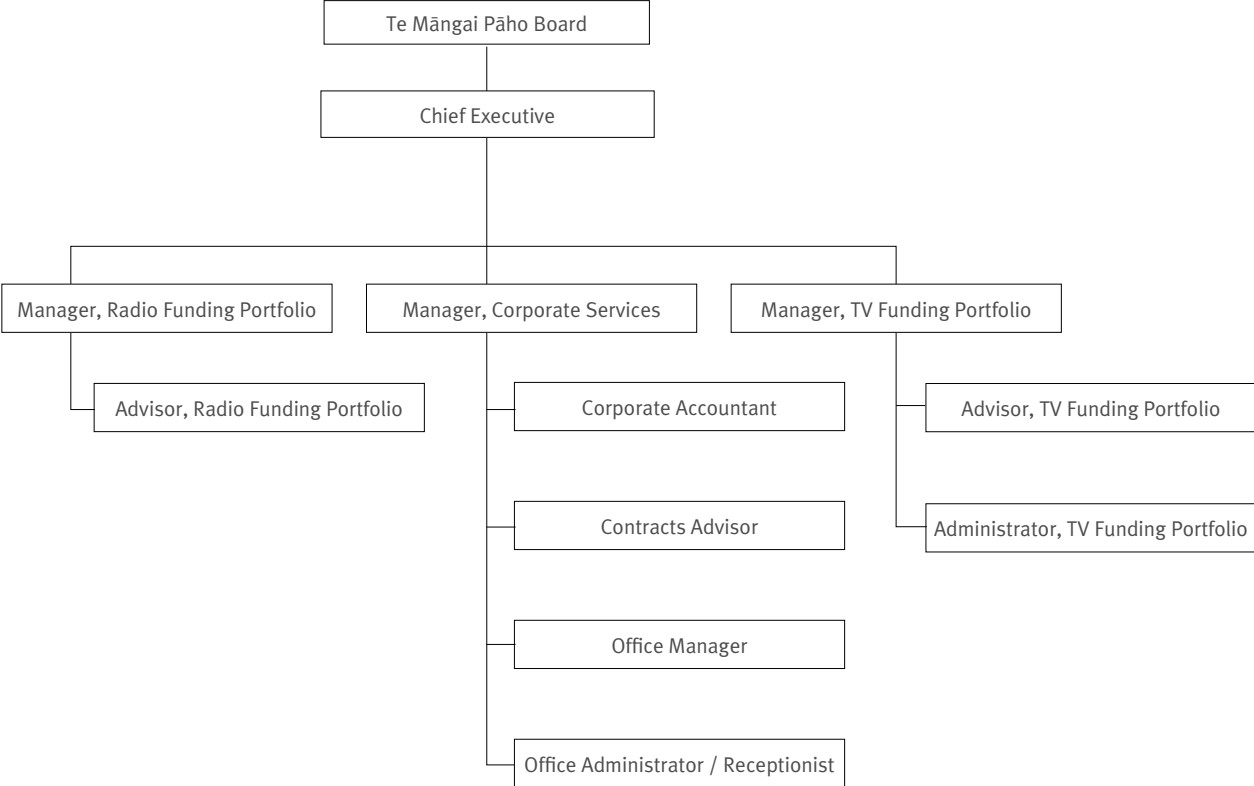
Te Māngai Pāho is governed by a Board appointed by the Minister of Māori Affairs. The Board's governance role is to:

- 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 other staff to carry out Te Māngai Pāho's operations (see diagram 1 overleaf). The core work of the agency staff is to manage over \$53 million (GST exclusive) in funding contracts between the agency and various programme makers and broadcasters.

¹ *Te Māngai Pāho is today a statutory Crown Entity under the Crown Entities Act 2004.*

Diagram 1: Our Organisational Chart



Our Key Stakeholders

Our key stakeholders are described below.

- **The Minister of Māori Affairs** who has statutory responsibility for Māori broadcasting through Vote Māori Affairs and who is also responsible for Crown entities funded from Vote Māori Affairs.
- **The Associate Minister of Māori Affairs** who has delegated responsibility for Māori broadcasting.
- **Māori Language Sector Agencies:** including Te Taura Whiri i te Reo Māori (Māori Language Commission), Te Pouaka Whakaata Māori (Māori Television) and the Ministry of Education who all contribute to the government's Māori Language Strategy and goals to 2028.
- **Radio and Television Producers and Broadcasters:** including Māori radio stations, Māori Television, TVNZ and other broadcasters and independent producers of Māori radio and television programmes and music.
- **Māori Broadcasting Industry Groups:** principally Te Whakaruruhau o Ngā Reo Irirangi Māori (the iwi radio industry body) and Ngā Aho Whakaari (the association of independent Māori television producers) who promote the aspirations, needs and concerns of iwi broadcasters and Māori language programme makers.
- **Broadcasting Sector Agencies:** including NZ On Air, the Ministry for Culture and Heritage and public service broadcasters.
- **Audiences:** including all whānau, hapū, iwi, Māori community and New Zealanders who wish to learn, maintain or strengthen their te reo Māori and tikanga Māori.

Our Operating Environment

The single most significant change in our operating environment this year is the generic issue facing New Zealand, and all New Zealanders, of extremely difficult economic times. The New Zealand, and world, economy is in recession with low or negative economic growth forecast for the coming year. The current economic climate will impact on us and our key stakeholders in ways which we have not previously envisaged.

In responding to this environment, the government has called for a renewed focus on economy, efficiency and effectiveness. We need to be able to demonstrate that we are contributing to the government's outcomes in a cost-efficient and effective way.

As well as the government's wider strategic policy objectives, our strategic direction has been set after considering major developments in the Māori language and broadcasting sector.

Some of these major trends and developments are outlined below:

Health of the Māori Language

In 2006, a nationwide survey (*Survey of the Health of the Māori Language, Te Puni Kōkiri 2007*) of almost 4,000 Māori adults aged 15 years and over found that:

- 14% of respondents could speak Māori in day-to-day conversations either 'well' or 'very well', while 47% of respondents could speak no more than a few words or phrases;
- 14% of respondents had taken part in formal Māori learning during the twelve months prior to the survey. 74% of these respondents also reported learning Māori in other ways during the year including 'listening/ watching TV/ Māori TV/radio' (48%);

- 74% of respondents had access to a Māori radio station. Nearly 52% of these respondents listened to Māori radio;
- 93% of respondents agreed that Māori television is important for preserving and fostering the Māori language and culture; and
- 67% of respondents had use of a computer with internet access.

In short:

This survey found, as did the 2001 survey, that:

- there is a core group of proficient speakers who are able to nurture the language;
- there is willingness by Māori to learn or improve their language skills; and
- there is considerable scope for Māori broadcasting to contribute to this revitalisation.

Attitudes toward the Māori Language

Te Puni Kōkiri has undertaken three *Surveys of Attitudes toward the Māori Language* in 2000, 2003 and 2006. The survey findings indicate that all New Zealanders are increasingly valuing the Māori language. In particular, the surveys' results indicate that:

- there are increasingly high levels of positive attitudes toward the language among both Māori and non-Māori;
- Māori and non-Māori are supportive of government-funded Māori language broadcasting; and
- support for the Māori language does not necessarily result in participation in language related activities.

The survey findings conclude that the challenge is to find ways to translate the positive attitudes Māori hold toward their language into actions that will contribute towards its continued revitalisation, while maintaining the positive attitudes toward the language that non-Māori hold.

Māori Programming Audience

The *Māori Programming Audience Survey Research Report* prepared for Te Māngai Pāho by TNS Conversa in February 2009 concluded that:

- Television has an important influence on Māori people's learning and maintenance of te reo Māori.
 - It is rated the second highest influence on learning for both the youth and general population (whānau is first).
 - It is rated as the second highest influence for skill maintenance (conversations/listening to others speak rate first).
 - Nearly half of the general population and over a third of youth also feel that their understanding of te reo Māori has increased due to watching or listening to Māori programming.
 - Subtitles are necessary aids for second language speakers and receptive audiences.
- Radio has less of a direct influence on people's learning and maintenance of te reo Māori, but is complementary to their television viewing behaviour.

General Programming Audience

The *Public Information and Opinion Monitor 2007* undertaken for NZ On Air by TNS found that:

- Non-Māori (64%) and Māori (83%) think NZ On Air should fund children's programmes reflecting Māori language and culture for all children.
- Non-Māori (60%) and Māori (70%) think NZ On Air should fund Māori radio and television in English.
- Non-Māori (53%) and Māori (80%) think NZ On Air should fund Māori radio and television partly in te reo Māori.
- Non-Māori (63%) and Māori (85%) think NZ On Air should fund documentaries made by Māori about Māori issues, but for general audiences.
- Non-Māori (28%) and Māori (75%) said that people in their household regularly listen to or watch Māori radio stations and TV programmes in English.
- Non-Māori (13%) and Māori (65%) said that people in their household regularly listen to or watch Māori radio stations and TV programmes in te reo Māori.
- Māori are significantly more likely to watch and listen to a wide range of programme types, in particular Māori radio in both English and te reo Māori, children's, comedy and special interest programmes, and NZ On Air funded music videos.

In short:

A good proportion of both Māori and non-Māori support government funding for Māori language and cultural programmes. These programmes are watched or listened to by primarily Māori viewers/listeners.

Māori Broadcasting Industry

- The iwi radio network is the predominant deliverer of te reo Māori programme hours for broadcast. Work has recently been completed on the upgrade of all iwi stations' broadcasting environments as well as the implementation of a new network switching system.
- Māori Television has created opportunities for te reo Māori and kaupapa Māori television programme makers. The Māori television production sector continues to evolve.
- There are still insufficient numbers of Māori language speakers with technical, production and/or presentation skills to meet broadcasting industry demands.
- The industry is prone to rapidly changing technologies, increasingly sophisticated audience demands and limited scope for securing revenue outside of government.
- Māori programme makers and broadcasters have a passion and commitment to their craft, language and culture that contributes to the sustainability of the industry, despite difficulties presented by factors above.
- There is optimism within the industry that a real niche exists in the global market for indigenous stories and storytelling.

Broadcasting and e-Media Sector

Within New Zealand and globally, the broadcasting and e-Media sector is undergoing major change. Free to air digital transmission, along with the eventual closedown of analogue broadcast transmission and possible changes to how production related intellectual property rights are held, means that television as we know it will be dramatically changed.

Already technological developments mean that broadcasting is being replaced by narrowcasting, with individuals increasingly able to choose both what they consume and when they consume it. These developments support today's time poor society where people want to interact with media and want products and services to come to them when and where they want them.

These developments 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, PDAs and the internet.

Recognising the importance of this sector in the promotion of Māori language and culture, the government has adopted the *Māori Broadcasting and e-Media Framework, Te Ao Pāpaho Māori*. This is a framework that identifies long term outcomes for Māori Broadcasting and other electronic media (e-Media). The framework is aligned to related work streams across government (for example, the Digital Strategy and the Māori Language Strategy), as well as Te Puni Kōkiri's Māori Potential approach.

Music Industry

The face of the music industry is being changed by online music download sites. The 'single' is being rejuvenated by the sale of mobile phone ring tones and ring tunes. 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.

Government Priorities

Government's driving goal is to grow the New Zealand economy in order to deliver greater prosperity, security and opportunities for all New Zealanders. For us this means ensuring we are making efficient and effective use of our resources and powers consistent with government's priorities and our empowering legislation.

Government have confirmed that they expect us to continue to play a key role in implementing *Te Rautaki Reo Māori – The Māori Language Strategy* and to *Te Ao Pāpaho Māori – The Māori broadcasting and e-Media² Framework* when determining where efforts and investments should be focused within the context of the changing digital environment.

² Te Puni Kōkiri 2007. (2007). *Te Ao Pāpaho Māori - Māori Broadcasting and e-Media Framework*

Māori

Hui Taumata 2005 recognised that the ‘Māori-ness’ or cultural dimensions of Māori are as important as developing the wealth and health of Māori.

In particular, it acknowledged that:

- for any society, knowledge is power, and that revitalisation of identity, language and culture was a strong platform for future building; and
- a strong Māori cultural base was an asset in improving outcomes for rangatahi, and that an increased sense of collective responsibility as well as increased investment in effective systems was urgently called for.

The Wider Environment

- Government-funded Māori initiatives continue to attract intensive political, media and mainstream scrutiny, particularly if projects fail. Despite this, there is broad acceptance that Māori language and Māori culture are integral to New Zealand’s national heritage and identity.
- There are renewed calls to re-instil the spirit of *public service* in Public Service Broadcasting, an ethos wholly consistent with Māori language broadcasting.

How We Will Respond to Our Operating Environment

Māori Language and Education

We will respond to the needs of Māori language speakers and learners who have various levels of expertise by funding a range of programmes in the appropriate genre targeted at a range of relevant age groups.

Māori Broadcasting Industry

We will continue to promote strengthening of the Māori broadcasting industry by facilitating training and infrastructure maintenance programmes that enhance industry capability and encouraging industry to use best practice approaches throughout their business.

The Broadcasting and e-Media Sector

We will maintain our awareness of industry developments and issues through our involvement with industry groups and other mainstream sector groups whose activities impact on the Māori broadcasting and e-Media sector and we will continue to strengthen our capability to engage with the new and converging technologies.

The increased focus of producer and consumer activity on the internet means that we will look for more opportunities to 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 and capable of being re-versioned and even re-mashed.

Government

We will work with the Minister of Māori Affairs and relevant government agencies and entities to ensure that together our efforts are co-ordinated and aligned with government's strategic direction, broadcasting policy, *Te Rautaki Reo Māori – The Māori Language Strategy* and *Te Ao Pāpaho Māori – The Māori broadcasting and e-Media framework*.

Māori

We will:

- 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
- 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.

Wider Environment

We will continue to promote accountability, transparency and quality in all areas of our business.

Outcomes We Will Pursue

Major Outcome

Te Māngai Pāho contributes directly and meaningfully to the revitalisation of te reo Māori (the Māori language) and tikanga Māori (Māori culture) among whānau, hapū, iwi and all New Zealanders. Accordingly, the Major Outcome we seek is:

*Kia tū noa te reo Māori, kia piki te arokā mō ngā uara,
ngā tikanga me ngā whakaaro Māori,
i roto o Aotearoa.*

Normalisation of Māori language and greater awareness of Māori values, practices and views within Aotearoa.

This outcome aligns with government’s strategic policy goals and Māori aspirations for te reo Māori. For the Major 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 key 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;
- the 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 also be supported in order that the demand for Māori programmes be adequately met and the programmes must be vibrant, diverse and of high quality.

These requirements are reflected in the Intermediate Outcomes that we will pursue and to which we will contribute. The Intermediate Outcomes are critical because they drive our short to medium-term funding policy, management and operational decisions.

Intermediate Outcomes

The Intermediate Outcomes to which Te Māngai Pāho contributes are:

- whānau, hapū, iwi, and Māori communities, maintain and strengthen their te reo Māori and tikanga Māori;
- learners of all ages and abilities are supported in their te reo Māori education, use and retention; and
- New Zealanders experience te reo Māori and tikanga Māori.

We will contribute to the Intermediate Outcomes through the four strategies detailed over the following pages.

Our Outcome Framework

VISION	Ahakoa kei whea, Ahakoa āwheā, Ahakoa pēwheā, Kōrero Māori! <i>Māori language – everywhere, every day, in every way!</i>			
MAJOR OUTCOME	<i>Kia tū noa te reo Māori, kia piki te arokā mō ngā uara, ngā tikanga me ngā whakaaro Māori, i roto o Aotearoa.</i> Normalisation of Māori language and greater awareness of Māori values, practices and views within Aotearoa.			
INTERMEDIATE OUTCOMES	Whānau, hapū, iwi, and Māori communities, maintain and strengthen their te reo Māori and tikanga Māori	Learners of all ages and abilities are supported in their te reo Māori education, use and retention	New Zealanders experience te reo Māori and tikanga Māori	
TE MĀNGAI PĀHO STRATEGIES	Investment in the protection, promotion and development of te reo Māori and tikanga Māori	Investment in programmes that are responsive to, and can reach, a large and diverse New Zealand audience	Investment in the promotion of a positive awareness of current issues that are important for Māori	Support for initiatives and programmes that encourage New Zealanders to value, or at least, understand the value of te reo Māori and tikanga Māori
TE MĀNGAI PĀHO OUTPUTS	<ul style="list-style-type: none"> • Direct funding for Māori Television • Contestable Funding for Television Programmes • Funding of Television Industry Co-ordination and Development 	<ul style="list-style-type: none"> • Operational Funding for Iwi Radio • Contestable Funding for Radio Programmes and Music • Funding for Radio Distribution System • Funding for Capacity Building and Industry Co-ordination 	<ul style="list-style-type: none"> • Funding for Contract Management • Funding for Archiving 	
TE MĀNGAI PĀHO CAPABILITY INITIATIVES	<p style="text-align: center;">Establish a Māori Language Advisory Group Establish a practical, cost effective evaluation tool Implement strategies to consolidate and enhance the expertise and people resources available to carry out all aspects of our business.</p>			

Our Strategies

Investment in the protection, promotion and development of 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 to engage audiences at a national level on matters and issues important to Māori. In both contexts, we will 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 broadcast in a manner that informs, entertains and educates people of all ages and abilities, across a diverse group of domains.

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 whole³. The current government 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 language⁴. 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.

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 to 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 and other New Zealanders through the funding of broadcasting and the production of programmes to be broadcast.

Contribution

This strategy contributes to all three of our intermediate outcomes.

How We Will Do It

We will support the aims of iwi radio and ensure sufficient targeted resourcing for Māori Television to achieve a sustainable and attractive programme schedule for their audiences. In carrying out this role, we will give particular focus to programmes and broadcasts that support the efforts of learners of the language, including students enrolled in Māori language education.

Over the next five years we will ensure that:

- we fund quality te reo Māori and tikanga Māori programmes, to be broadcast on television and radio, or other platforms that meet the criteria set out in our Funding Framework;
- we purchase core operational production and broadcast capability and te reo Māori content from iwi radio stations and purchase national programmes to be broadcast on iwi radio and on the internet; and
- audiences continue to have access to original, informative and entertaining programming that is appropriate to their age, interests and Māori language abilities.

³ *Te Manatū Taonga Ministry for Culture and Heritage. (2005). Statement of Intent 2005-2009*

⁴ *Te Puni Kōkiri 2003. Te Rautaki Reo Māori – The Māori Language Strategy*

Investment in programmes that are responsive to, and can reach, a large and diverse New Zealand audience.

What We Will Do

We will play a pivotal role in supporting windows of opportunity for Māori and for all New Zealanders to access quality te reo Māori and tikanga Māori programmes in their own homes.

Why We Will Do It

Te reo Māori and tikanga Māori can enrich our identity, society and culture. For this to occur, all New Zealanders must have opportunities to experience te reo Māori and tikanga Māori. They must also have access to Māori programmes and programme choices that are of an international standard.

Contribution

This strategy contributes to all three of our intermediate outcomes.

How We Will Do It

We will, within our statutory function, 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 continue to support the development and consolidation of the Māori screen production industry to ensure the ongoing provision of such programmes.

Over the next five years we will ensure that we:

- work actively with the iwi radio and Māori television industries to help address skill and infrastructure gaps in areas critical to the production and effective broadcast of quality Māori programmes to a wide New Zealand audience;
- establish and/or support mechanisms for managing and ensuring the quality of Māori language programme content in our funded productions;
- recognise and support meritorious productions which may be initially destined for mainstream national television;
- maximise the accessibility and utilisation of programmes in which we have invested by maintaining an up-to-date catalogue of available resources and ensuring our investment approach encourages, and allows for, the re-use of quality Māori programming;
- stay abreast of technological developments within the industry and factoring them into our investment decision-making; and
- enhance our methods of investigation and research about the appeal, accessibility and reach of Māori programmes to all New Zealanders and how this can be improved over time.

Investment in the promotion of a positive awareness of current issues that are important for Māori.

What We Will Do

We will facilitate the development of television and radio programmes that provide Māori perspectives on, and insights into, current affairs and topical issues. These may take the form of documentaries or news and current affairs programmes which are relevant for target audiences across the language learning continuum.

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 all three of our intermediate outcomes.

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 ensure that:

- we fund quality news, current affairs and documentary programmes for television and radio which reflect Māori perspectives and insights and are presented using varying degrees of Māori language content depending on the target audience;
- our annual purchase priorities provide for coverage of significant events important to Māori and of interest to all New Zealanders, including:
 - Waitangi Day;
 - Matariki celebrations;
 - National Māori sporting fixtures;
 - National Māori cultural festivals and events; and
 - National Māori language events and competitions.

Support for initiatives and programmes that encourage New Zealanders to value, or at least understand the value of te reo Māori and tikanga Māori.

What We Will Do

We will facilitate the production of television and radio programmes that attract as wide an audience as possible and present interesting and entertaining material that incorporates a Māori perspective or view on matters and issues to which the majority of New Zealanders can relate. These programmes will cater for various levels of familiarity or fluency with te reo Māori. Through our funding priorities and decisions we will 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

Some Māori and non-Māori already value te reo Māori and tikanga Māori as part of New Zealand's heritage. For New Zealand to maximise the benefits that te reo Māori and tikanga Māori 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.

Contribution

This strategy contributes to all three of our intermediate outcomes.

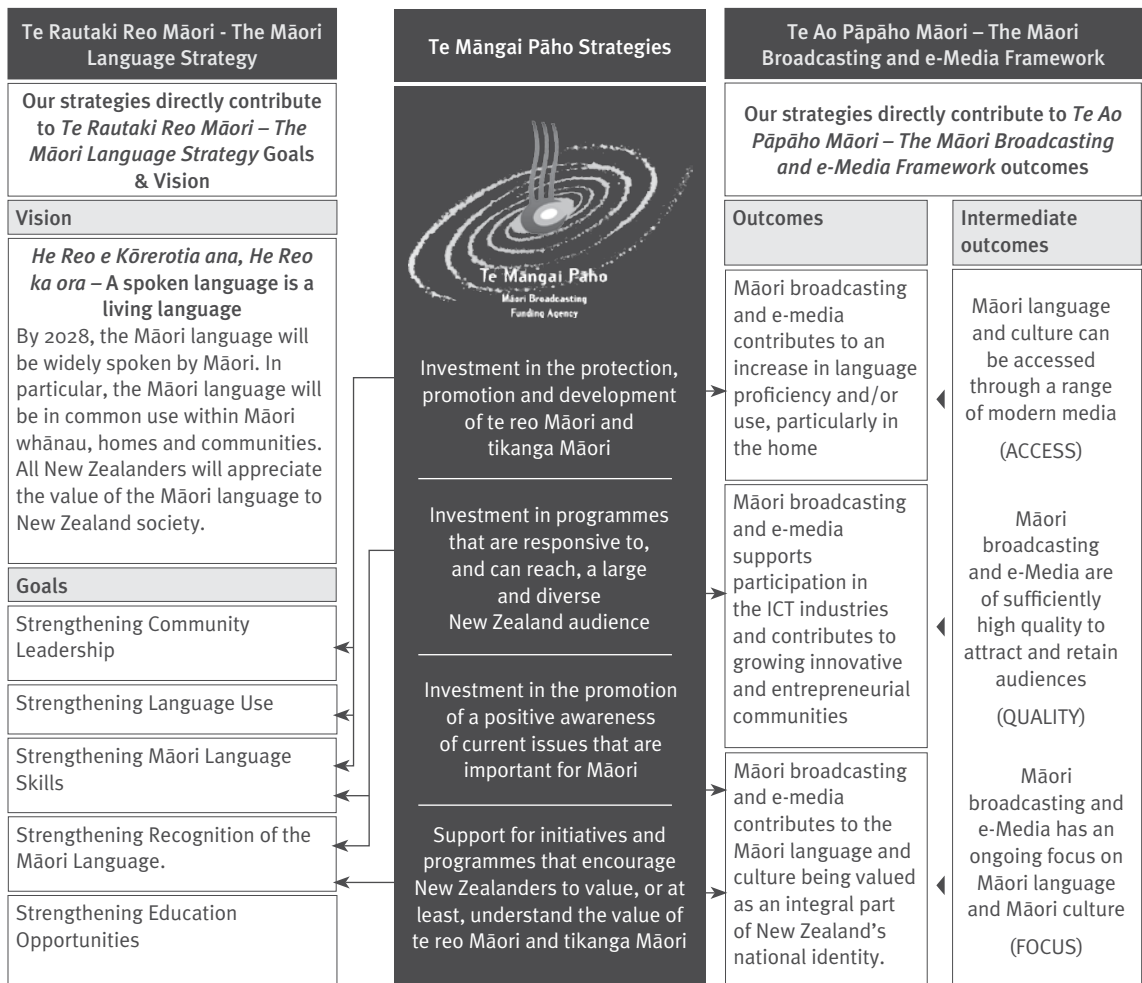
How We Will Do It

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.

Over the next five years we will ensure that:

- our annual purchase priorities include programmes that promote the value of te reo Māori and tikanga Māori;
- we work in a co-ordinated way with NZ On Air in terms of programme purchasing. In particular, we will look to ensure that our purchasing policies are aligned and complementary;
- we 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*”. In particular, we will support the production of in-house television programmes by Māori Television, such as news, sport, current affairs and light entertainment. We will also support the direct acquisition by Māori Television of local and overseas programming and, where appropriate, the re-versioning or sub-titling of those programmes into te reo Māori;
- we strengthen our relationships with other agencies, entities and groups working in the sector including Te Puni Kōkiri, Te Taura Whiri i te Reo Māori (Māori Language Commission), the Ministry of Education and the Ministry for Culture and Heritage; and
- we are responsive to information provided by our industry advisory groups eg. the Television Industry Advisory Group and the Radio Review Team.

How we contribute to Government Strategies & Frameworks



Measuring Our Performance

Outcome Measures

We have worked with entities that share a direct stake in achieving Māori language outcomes, particularly Te Puni Kōkiri, Te Taura Whiri i te Reo Māori and Māori Television to identify the scope for collaboration and rationalisation of effort around outcome measurement and evaluation.

We continue to 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 tell us how the Māori language environment that we are working in is changing. Through our relationship with Te Puni Kōkiri, Māori Television and Te Taura Whiri i te Reo Māori, we have had the opportunity to contribute to the development of these two national Māori Language Surveys which will assist us all to measure progress towards our respective and complementary Māori language outcomes.

During 2008/09 we continued to assess the evaluation approach that we have been developing and we commissioned a report on the impact of Māori language broadcasting on more Māori speaking better Māori more often in more places⁵.

The report proposed that our essential measures should focus on whether Māori speak Māori or not, whether they speak te reo Māori in the optimal environment for intergenerational language transfer, and how this is affected by Māori language broadcasting and our products and services. It also recommended that we facilitate a community-based (whānau, hapū, iwi) programme of Participative Action Research in conjunction with our production community partners, broadcasters, and Māori language professionals. During 2009/10, we hope to further develop/implement these proposals.

Major Outcome

While we further develop our evaluative approach, we will continue to determine the state of the Major Outcome by monitoring results and trends in the following set of indicators.

⁵ Denis O'Reilly, *So What? A Thinkpiece Considering the Impact of Māori Language Broadcasting on More Māori Speaking Better Māori More Often in More Places*, January 2009.

Measuring Performance

Intermediate Outcome Indicator	Most Recent Available Data	2014 Target
Whānau, hapū, iwi and Māori communities maintain and strengthen their te reo Māori & tikanga Māori		
(Data from 2006 Census)		
Number of people able to converse in te reo Māori about a lot of everyday things	131,613	135,000
(Data from 2006 Survey of the Health of the Māori Language)		
<i>% of Māori adults with a degree of proficiency who speak Māori more than half the time by domain.</i>		
• At home speaking to preschool children	30%	38%
• At home speaking to primary school children	26%	36%
• At home speaking to secondary school children	22%	25%
• At home speaking to spouse	13%	15%
• Visiting relatives, friends or neighbours	22%	25%
• Work	18%	22%
• Sports	11%	12%
• Shopping	7%	8%
• Religious activities	38%	40%
• Meeting and hui	46%	48%
• Other activities at the marae	55%	58%
• Socialising at party, nightclub or pub	14%	18%

Intermediate Outcome Indicator	Most Recent Available Data	2014 Target
Learners of all ages and abilities are supported in their Māori language education, use and retention		
<i>(Data from 2006 Survey of the Health of the Māori Language)</i>		
% of Māori who are participating in learning te reo Māori.	14%	16%
<i>(Data from 2008 Māori Programming Audience Survey)</i>		
<i>Ranking of television's influence on Māori people's learning of te reo Māori.</i>		
• Youth	2nd (behind whānau)	2nd (behind whānau)
• General Population	2nd (behind whānau)	2nd (behind whānau)
<i>Ranking of television's influence on Māori people's maintenance of te reo Māori.</i>		
• Youth	2nd (behind listening to others speak)	2nd (behind listening to others speak)
• General Population	2nd (behind conversations in te reo Māori)	2nd (behind conversations in te reo Māori)
New Zealanders experience te reo Māori and tikanga Māori		
<i>(Data from 2006 Survey of Attitudes Values and Beliefs towards the Māori Language)</i>		
<i>% of people who 'really want to be involved in things to do with the Māori culture'</i>		
• Māori	84%	85%
• Non-Māori	34%	38%
<i>(Data from 2007 NZ On Air Public Information and Opinion Monitor)</i>		
<i>% of people saying that in their household they regularly listen to or watch Māori radio stations and TV programmes in te reo Māori.</i>		
• Māori	70%	72%
• Non-Māori	16%	18%

Strategy Impact

While we further develop our evaluative approach, we will continue to measure our operational performance and strategy impact by monitoring results and trends in the following set of indicators.

Measuring Performance

Strategy Impact Indicator	Most Recent Available Data	2014 Target
Investment in the protection, promotion and development of te reo Māori and tikanga Māori		
<i>(Data from 2008 Māori Programming Audience Survey)</i>		
<i>% of Māori people who watch Māori Television at least once a week.</i>		
• Youth	54%	60%
• General Population	90%	90%
<i>% of Māori people who listen to iwi radio at least once a week.</i>		
• Youth	27%	28%
• General Population	54%	55%
<i>% of Māori people who have a 'good' understanding of te reo Māori or are fluent.</i>		
• Youth	13%	19%
• General Population	22%	28%
Investment in the promotion of a positive awareness of current issues that are important to Māori		
<i>(Data from 2008 Māori Programming Audience Survey)</i>		
<i>% of Māori people who have more opportunity to learn about Māori culture.</i>		
• Youth	74%	80%
• General Population	91%	94%
<i>% of Māori people who are better informed on Māori issues.</i>		
• Youth	56%	60%
• General Population	87%	88%

Strategy Impact Indicator	Most Recent Available Data	2014 Target
Investment in programmes that are responsive to, and can reach, a large and diverse New Zealand audience		
<i>(Data from 2007 NZ On Air Public Information and Opinion Monitor)</i>		
<i>% of people saying that in their household they regularly listen to Māori radio stations or watch Māori TV programmes in English.</i>		
• Māori	74%	75%
• Non-Māori	24%	25%
<i>% of people saying that in their household they regularly listen to Māori radio stations or watch Māori TV programmes in te reo Māori.</i>		
• Māori	70%	72%
• Non-Māori	16%	18%
Support for initiatives and programmes that encourage New Zealanders to value, or at least, understand the value of te reo Māori and tikanga Māori		
<i>(Data from 2006 Survey of Attitudes Values and Beliefs towards the Māori Language)</i>		
<i>% of people who think it is important that the government should encourage the use of te reo Māori in everyday situations.</i>		
• Māori	81%	82%
• Non-Māori	59%	61%
<i>% of people who have a lot of respect for people who can speak Māori fluently.</i>		
• Māori	93%	94%
• Non-Māori	81%	84%
<i>% of people who go to kapa haka or Māori culture concerts.</i>		
• Māori	42%	44%
• Non-Māori	8%	10%

Ensuring Our Capability to Perform

During 2008/09 we reviewed our 2008/13 Capability Development initiatives in light of the new Government's Value-for-Money expectations. This review confirmed that the focus of our initiatives is on improving our efficiency and effectiveness and as such we expect the initiatives to deliver Value-for-Money, as well as meet our obligations in terms of the Development Goals for the State Sector⁶ and our 'good employer' obligations under the Crown Entities Act 2004.

Our current initiatives are aimed at:

- establishing a Māori language advisory group and ensuring we are able to better assess the quality and quantity of Māori language in funded programmes;
- undertaking **practical, cost effective evaluations** of our broadcasting interventions, by piloting an evaluation tool based on our evaluation approach;
- ensuring our **Purchase and Funding Framework** continues to be informed by and aligned with our Outcomes Framework;

- making greater use of **research and analysis** to confirm that we are doing the right things in the right way;
- reviewing our technological capability and continuing to work in accordance with our Information Systems Strategic Plan (ISSP) to follow an **integrated modular approach to IT capability enhancement**;
- reviewing communication processes to promote better two way communication with all stakeholders and continuing our collaboration with other agencies; and
- supporting the training and development plans of staff with targeted training that aligns with the organisation's goals.

Workplace Profile

Our workplace profile below shows that, although relatively small, we continue to employ a diverse staff.

Te Māngai Pāho – Workplace Profile

Role	Total Workers	Gender				Ethnicity				With a self identified disability	Age			
		Male		Female		Māori		Non-Māori			under 20	21 to 40	41 to 60	over 60
		Full Time	Part Time	Full Time	Part Time	Full Time	Part Time	Full Time	Part Time					
Management	4	4	0	0	0	3	0	1	0	0	0	4	0	
Professionals / Technical	5	0	0	4	1	3	0	1	1	0	0	4	1	0
Support Services	2	0	0	2	0	1	0	1	0	0	0	1	1	0
Total	11	4	0	6	1	7	0	3	1	0	0	5	6	0

⁶ State Services Commission (2005). *Development Goals for the State Services*. Wellington. Retrieved April 2007 from <http://www.ssc.govt.nz>.

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 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;
- reporting quarterly against the performance measures established in both the Statement of Intent and the Output Plan;
- financial information showing actual revenue and expenditure against budget for the quarter and year to date, and 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.

Key Funding Areas for the Next Five Years

Our Purchase and Funding Framework (the Funding Framework) sets out our programming requirements. It specifies the categories of Māori language and Māori cultural content we seek from producers of Māori music, radio and television programming. Within the parameters set, Māori programme producers are invited to develop proposals that respond to those requirements and which will gain a positive commitment from radio and television broadcasters.

Viewer-ship analysis has shown that programmes targeted at fluent speakers and second language learners also attract a very large number of receptive audiences. By making funding available at the top end of the intervention triangle we can actually reach across the spectrum by making targeted use of sub-titling. This approach has the added benefit of increasing the normalisation of listening to full Māori language.

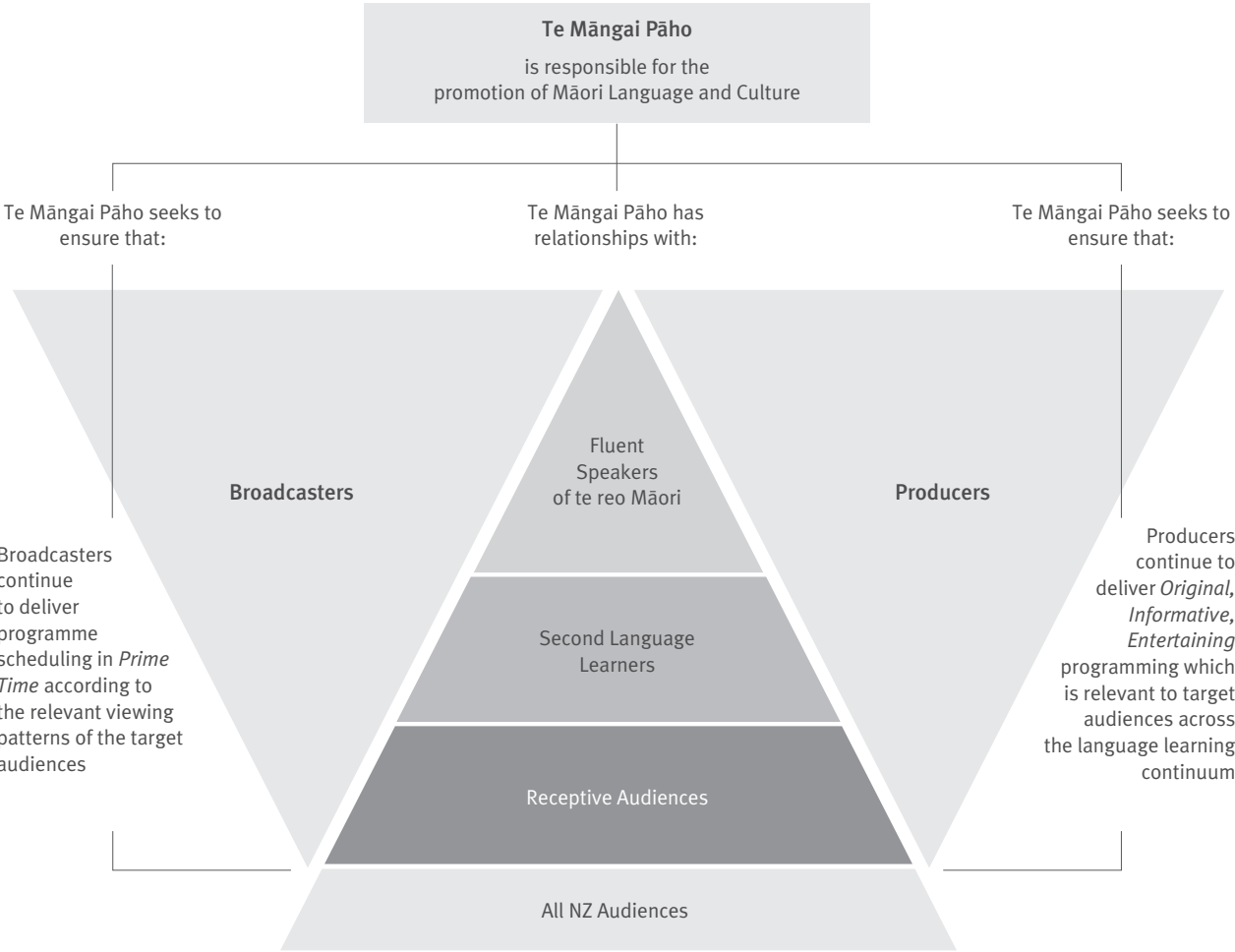
Through consultation with broadcasters and the production community, we have determined that the optimal way to structure the television funding rounds is to hold three funding rounds each year.

Our approach continues to build upon the base provided by our colleagues at NZ On Air who are tasked more with providing broad-spectrum funding for Māori themed and general programming for audiences on radio and television.

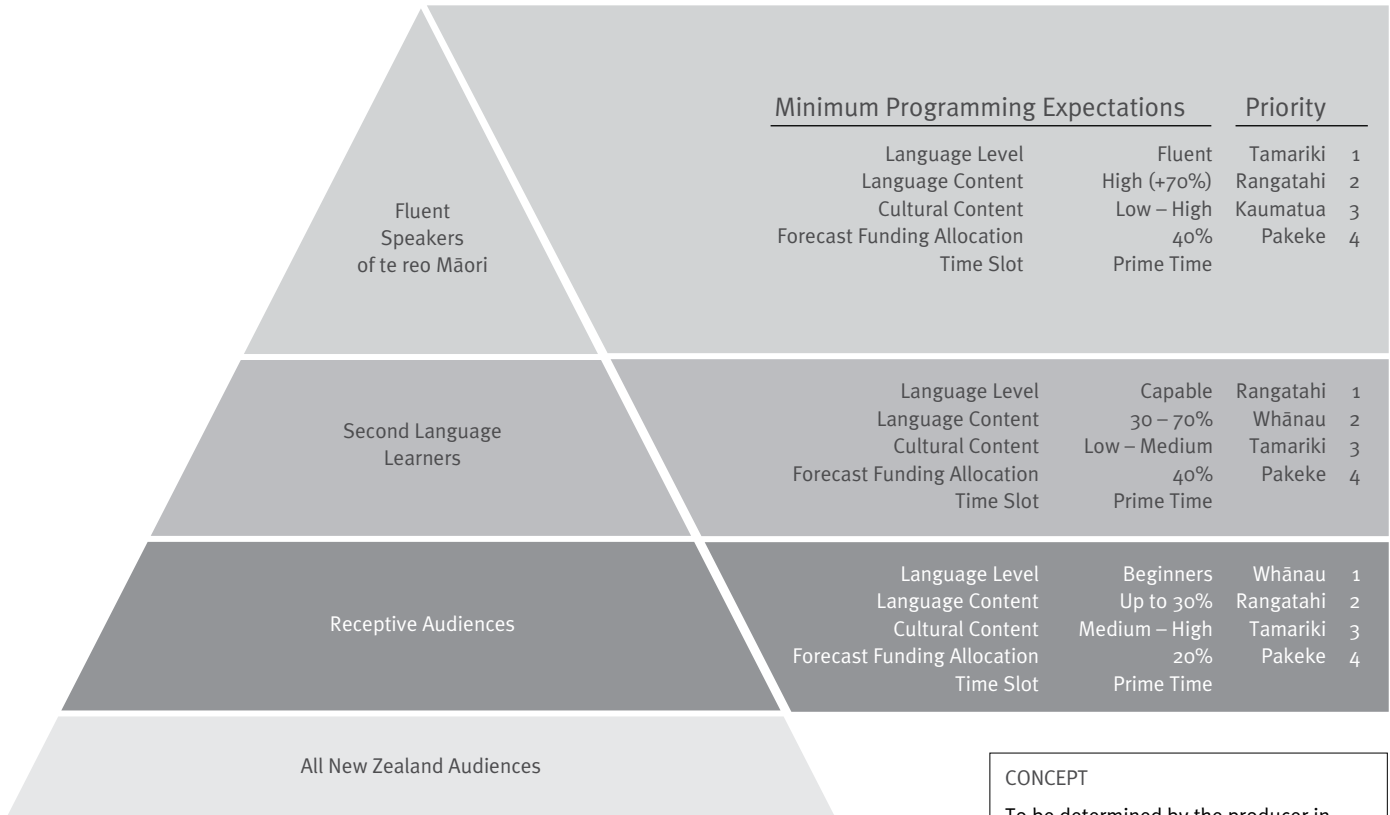
We will also continue to maximise our investments by placing emphasis on supporting programmes that will be broadcast in *Prime Time* which in terms of Māori broadcasting relates not to the commercial ratings-hours favoured by mainstream broadcasters, but instead is entirely contextual. *Prime Time* to us reflects the optimum broadcast time appropriate to the target audience. *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.

A copy of the Funding Framework follows.

Te Māngai Pāho Purchase and Funding Framework: Relationship Matrix



Te Māngai Pāho Purchase and Funding Framework: Programming Expectations



Priorities for the Year Ahead – 2009/10

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 34 to 45 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 2009/10 are:

Overall

- To strengthen our ongoing engagement with sector interest groups.
- To develop an approach for archiving in line with the Broadcasting Amendment Act (No 2) 2007.
- To pilot an evaluation tool based on our evaluation approach, which will allow us to undertake practical, cost effective evaluations of our broadcasting interventions.

Television – specific

- To strengthen and refine our ability to measure the effectiveness of our broadcasting interventions on revitalisation of te reo Māori.
- Review the cost effectiveness of the Television spend.

Radio – specific

- To work with iwi radio stations to better leverage their broadcasting output.

PART B:
FORECAST 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 2010, 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 2010

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 2010 that are being laid before the House of Representatives under section 9 of the Public Finance Act 1989.



Jacqui Te Kani CNZM
Te Māngai Pāho Board Chair
28 May 2009



Te Ripowai Higgins
Te Māngai Pāho Board

Statement of Significant Underlying Assumptions

The forecast financial statements on pages 35 to 56 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 S142(i) (c) and (e) of the Crown Entities Act 2004.

Statement of Forecast Service Performance

Te Māngai Pāho receives operational funding through Vote: Māori Affairs. The description of the output classes through which Te Māngai Pāho receives operational funding follows:

Non-Departmental Output Class 04 – 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.

Performance measures for this class of outputs will be included in the following documents:

- Te Māngai Pāho's 2009-14 Statement of Intent; and
- The 2009/10 Output Plan.

Outputs will be provided within the appropriated sum of \$40.3 million (exclusive of GST) and reserves of \$0.9 million (exclusive of GST), a total of \$41.2 million (exclusive of GST).

Te Māngai Pāho will deliver three outputs through this output class. A description, the cost and performance measures for these outputs are described below.

Output 1 – Direct Funding for Māori Television

Description	Performance Measures				
<p>Direct funding of Māori Television is for:</p> <ul style="list-style-type: none"> the production of in-house television programmes by Māori Television, (e.g. news, sport, current affairs and light entertainment); direct acquisition by Māori Television of local and overseas programming and reversioning or sub-titling of selected programmes into te reo Māori. 	<p>Quantity of Television Programmes to be purchased according to specific audience groups</p> <ul style="list-style-type: none"> Fund Television Programmes by purchasing the following hours according to target audience group: 				
	Target Audience Group	2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual	Te Reo Māori Content*
	Fluent Māori Language Speakers	464	420	182	Over 70%
	Second Language Learners	53	100	164	Between 30-70%
	Receptive Audiences	243	200	315.5	Up to 30%
	Total Programme Hours	760	720	661.5	
	Quantity and Quality of Māori Language				
			2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual
			Achieved	*	*
	* Estimated Actual for 2008/09 and Actual for 2007/08 for equivalent measures is "Achieved"				
		2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual	
Cost (exclusive of GST)		\$16.1m	\$16.1m	\$16.1m	

Output 2 – Contestable Funding for Television Programmes

Description	Performance Measures				
A contestable funding pool for programmes which promote Māori language and Māori culture.	Quantity of Broadcast Time Purchased				
	<ul style="list-style-type: none"> Fund television programming by purchasing the following hours according to target audience group: 				
	Target Audience Group	2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual	Te Reo Māori Content*
	Fluent Māori Language Speakers	250	345	250.5	Over 70%
	Second Language Learners	250	220.5	195.0	Between 30-70%
	Receptive Audiences	125	126.5	210.5	Up to 30%
	Total Programme Hours	625	692	656.0	
	* Estimated Actual for 2008/09 and Actual for 2007/08 is "Achieved" for these measures.				
	Quantity and Quality of Māori Language				
		2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual	
	<ul style="list-style-type: none"> Report to Producers on the findings of the assessments of Māori language quality and the proportion of Māori language content of each production funded and on the extent to which forecast standards of language quantity and quality have been met. 	Achieved	*	*	
* Estimated Actual for 2008/09 and Actual for 2007/08 for equivalent measures is "Achieved"					
	2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual		
Cost (exclusive of GST)		\$25.0m	\$26.5m	\$25.5m	

Output 3 – Funding of Television Industry Co-ordination and Development

Description	Performance Measures			
Ngā Aho Whakaari will be funded to facilitate the two-way flow of information between Te Māngai Pāho and the Māori television industry.	Industry Co-ordination and Development			
	<ul style="list-style-type: none"> Facilitate the effective two-way flow of information between Te Māngai Pāho and Ngā Aho Whakaari to the satisfaction of industry representatives as confirmed by an annual survey. Forecast performance is "Achieved". Estimated Actual for 2008/09 and Actual for 2007/08 for equivalent measure is "Achieved". 			
		2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual
Cost (exclusive of GST)	\$0.1m	\$0.1m	\$0.1m	

Summary for Non-Departmental Output Class 04

Output	Description	Cost \$m (exclusive of GST)		
		2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual
1	Direct Funding for Māori Television	\$16.1	\$16.1	\$16.1
2	Contestable Funding for Television Programmes	\$25.0	\$26.5	\$25.5
3	Funding for Ngā Aho Whakaari	\$0.1	\$0.1	\$0.1
Total Cost for Non-Departmental Output Class 04		\$41.2m	\$42.7m	\$41.7m

Non-Departmental Output Class 03 - 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.

Performance measures for this class of outputs will be included in the following documents:

- Te Māngai Pāho's 2009-14 Statement of Intent; and
- The 2009/10 Output Plan.

Outputs will be provided within the appropriated sum of \$11.3 million (exclusive of GST) and reserves of \$1.0 million (exclusive of GST), a total of \$12.3 million (exclusive of GST).

Te Māngai Pāho will deliver four outputs through this output class. A description, the cost and performance measures for these outputs are described below.

Output 1 – Operational Funding for Iwi Radio

Description	Performance Measures			
Operational funding to the 21 recognised iwi stations to broadcast programmes.	Māori language content of secured broadcast time and Quality and Quantity of Māori language			
	<ul style="list-style-type: none"> Fund radio stations to broadcast 18 hours per day including a minimum of 8 hours of te reo Māori. 			
				Annual Māori Language Broadcast Hours within the Broadcast Window
	Target Audience Group	2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual
	Fluent Māori Language Speakers	61,320	61,320	61,320
	Second Language Learners	*	*	*
	Receptive Audiences	*	*	*
	Total Programme Hours	61,320	61,320	61,320
	<p><i>* Note that operational funding from this Output provides for a large proportion of the iwi stations' daily broadcast schedule. Stations will provide programming targeted for Second Language Learners and Receptive Audiences to the extent deemed appropriate by each station.</i></p>			
	Quantity and Quality of Māori Language			
			2009/10 Forecast	
			2008/09 Estimated Actual	
			2007/08 Actual	
<ul style="list-style-type: none"> Report six monthly to iwi radio stations on the findings of the assessments of Māori language quality and the proportion of Māori language content and on the extent to which forecast standards of language quantity and quality have been met. 				
<p><i>* Estimated Actual for 2008/09 and Actual for 2007/08 for equivalent measures is "Achieved".</i></p>				
			2009/10 Forecast	
			2008/09 Estimated Actual	
			2007/08 Actual	
Cost (exclusive of GST)	\$9.4m	\$8.1m	\$8.1m	

Output 2 – Contestable Funding for Radio Programmes and Music

Description	Performance Measures				
A contestable funding pool for programmes and music which promotes Māori language and Māori culture.	<i>Quantity of radio programming and music targeting specific audience groups for national broadcast</i>				
	<ul style="list-style-type: none"> Fund programmes for target audience groups for national broadcast: 				
				Annual Hours Sought within the Broadcast Window	
	Target Audience Group	2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual	
	Fluent Speakers	1,200	1,265	1,410	
	Second Language Learners	-	-	-	
	Receptive Audiences	-	-	-	
Total Programme Hours	1,200	1,265	1,410		
<ul style="list-style-type: none"> Fund music CD albums. music CD singles. 	9	9	6		
	-	-	10		

Output 2 – Contestable Funding for Radio Programmes and Music (Continued)

	<ul style="list-style-type: none"> Fund programmes with te reo Māori content for uptake by iwi stations outside the 18 hour broadcast window: 		
	Annual Hours Sought outside the Broadcast Window		
Target Audience Group	2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual
Second Language Learners	1,560	1,560	1,560
Total Programme Hours	1,560	1,560	1,560
<i>Quantity and Quality of Māori Language</i>			
	2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual
<ul style="list-style-type: none"> Report to the producers and broadcasters at six monthly intervals on the findings of the assessments of Māori language quality and the proportion of Māori language content and on the extent to which forecast standards of language quantity and quality have been met. 	Achieved	*	*
* Estimated Actual for 2008/09 and Actual for 2007/08 for equivalent measures is "Achieved".			
	2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual
Cost (exclusive of GST)	\$1.7m	\$1.9m	\$1.7m

Output 3 – Funding for Radio Distribution System

Description	Performance Measures			
Funding for management of the radio distribution system, Punga.Netz enabling iwi radio stations to send and receive programmes from each other and from independent programme makers.	<i>Distribution Service</i>			
	<ul style="list-style-type: none"> Report to the service provider on a six monthly basis on the quality of the Punga.Netz service provided based on feedback from the iwi radio stations. (New Measure – Forecast Performance "Achieved"). 			
		2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual
	Cost (exclusive of GST)	\$0.9m	\$0.9m	\$1.7m

Output 4 – Funding for Capacity Building and Industry Co-ordination

Description	Performance Measures			
Funding for contracts for Radio Industry Capacity Building and funding for Te Whakaruruhau o Ngā Reo Irirangi Māori to facilitate the two-way flow of information between Te Māngai Pāho and the iwi radio industry.	<i>Capacity Building and Industry Co-ordination</i>			
	<ul style="list-style-type: none"> Report to Te Whakaruruhau o Ngā Reo Irirangi Māori representatives on the management of the Radio Industry Capability Building programme and the extent to which forecast measures of quantity and quality have been met. (New Measure – Forecast Performance "Achieved"). Fund Te Whakaruruhau o Ngā Reo Irirangi Māori to facilitate the effective two way flow of information between the iwi radio industry and Te Māngai Pāho to the satisfaction of industry representatives as confirmed by an annual survey. (New Measure – Forecast Performance "Achieved"). 			
		2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual
	Cost (exclusive of GST)	\$0.3m	\$0.3m	\$0.3m

Summary for Non-Departmental Output Class 03

Output	Description	Cost \$m (exclusive of GST)		
		2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual
1	Operational Funding for Iwi Radio	\$9.4	8.1	8.1
2	Contestable Funding for Radio Programmes and Music	\$1.7	1.9	1.7
3	Funding for Radio Distribution System	\$0.9	0.9	1.7
4	Funding for Capacity Building and Industry Co-ordination	\$0.3	0.3	0.3
Total Cost for Non-Departmental Output Class 03		\$12.3m	\$11.2m	\$11.8m

Non-Departmental Output Class 01 – 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 2009-14 Statement of Intent; and
- deliver the outputs in the 2009/10 Output Plan.

Performance measures for this class of outputs will be included in the following documents:

- Te Māngai Pāho's 2009-14 Statement of Intent, and
- The 2009/10 Output Plan.

Outputs will be provided within the appropriated sum of \$2.1 million (exclusive of GST) and reserves of \$1.1 million, a total of \$3.2 million (exclusive of GST).

Te Māngai Pāho will deliver two outputs through this output class. A description, the cost and performance measures of these outputs are as follows.

Output 1 – Funding for Contract Management

Description	Performance Measures			
Funding for the administrative activities of Te Māngai Pāho including meeting accountability requirements, consultation obligations and the provision of contract management services.	Contract Management			
	<ul style="list-style-type: none"> • Make purchase decisions regarding funding applicants in accordance with Te Māngai Pāho's statutory requirements, guidelines and policies. (Forecast Performance "Achieved". Estimated Actual for 2008/09 and Actual for 2007/08 for equivalent measure is "Achieved"). • Report on consultation with representatives of Māori interests, broadcasters and others, being in each case persons or representatives who can, in the opinion of Te Māngai Pāho, assist in the development of Te Māngai Pāho's funding policies. (New Measure – Forecast Performance "Achieved"). • Fund two workshops in 2009/10 to promote understanding of Te Māngai Pāho's funding requirements and improve the quality of proposals received. (New Measure – Forecast Performance "Achieved"). • Manage contracts for: 			
	Contract Type	2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual
	Television	135	125	165
	Radio	85	85	81
	Total	220	210	246
		2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual
	<ul style="list-style-type: none"> • Release audience survey information including audience responses to television and radio programmes funded by Te Māngai Pāho. In particular showing the ranking of television's influence on Māori people's learning of te reo Māori for general and youth audiences (* New Measure) 	2nd (behind whānau)	*	*
	2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual	
Cost (exclusive of GST)	\$2.7m	*	*	

Output 2 – Funding for Archiving

Description	Performance Measures			
Funding for archiving of broadcast programmes.	Archiving <ul style="list-style-type: none"> Fund two contracts for the archiving and preservation of radio and television programming. (New Measure – Forecast Performance "Achieved"). Report on the independent assessment of the service delivery of archiving providers. (New Measure – Forecast Performance "Achieved"). 			
		2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual
	Cost (exclusive of GST)	\$0.5m	*	*

Summary for Non-Departmental Output Class 01

Output	Description	Cost \$m (exclusive of GST)		
		2009/10 Forecast	2008/09 Estimated Actual	2007/08 Actual
1	Funding for Contract Management Services	\$2.7	*	*
2	Funding for Archiving	\$0.5	*	*
Total Cost for Non-Departmental Output Class 01		\$3.2m	*	*

* Note: In the previous two years, Te Māngai Pāho has reported this as one output class with one output, Administration of Broadcasting Funding. In 2008/09 the Estimated Actual for this output class is \$3.2 million (including the first year of funding for Archiving of \$0.5 million). The actual for 2007/08 was \$2.4 million.

Forecast Financial Statements

Statement of Accounting Policies

For the year ended 30 June 2010

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 2010. The forecast financial statements were approved by the Board in May 2009.

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 Entity Act. 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:

- Te Māngai Pāho’s Crown Appropriation will not change materially from that forecast and will be received on time;
- Broadcasters and producers will fulfil their legal obligations within the timeframe as per the contract;
- 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 except for the useful life of Leasehold Improvement changed to six years to align with the lease term of the premises.

Critical judgements

Management has exercised the following critical judgements in applying the accounting policies for the year ended 30 June 2010:

Provision of Television & Radio production funding

Judgement is required to determine whether conditions set out in the letter informing the producer that the funding has been approved would result in a valid expectation in the mind of the producer that, at the date of the letter, they will obtain the funding.

Leases classification

Determining whether a lease agreement is a finance or an operating lease requires judgement as to whether the agreement transfers substantially all the risks and rewards of ownership to Te Māngai Pāho.

Judgement is required on various aspects that include, but are not limited to, the fair value of the leased asset, the economic life of the leased asset, whether or not to include renewal options in the lease term and determining an appropriate discount rate to calculate the present value of the minimum lease payments.

Classification as a finance lease means the asset is recognised in the statement of financial position as property, plant and equipment, whereas for an operating lease no such asset is recognised.

Te Māngai Pāho has exercised its judgement on the appropriate classification of equipment leases and, has determined the current lease arrangements are operating leases.

5. Standards, amendments and interpretations issued to be adopted

NZ IAS 1 *Presentation of Financial Statements (revised 2007)* replaces NZ IAS 1 *Presentation of Financial Statements (issued 2004)* and is effective for reporting periods beginning on or after 1 January 2009. The revised standard requires information in financial statements to be aggregated on the basis of shared characteristics and introduces a statement of comprehensive income. The statement of comprehensive income will enable readers to analyse changes in equity resulting from non-owner changes separately from transactions with the Crown in its capacity as “owner”. The revised standard gives Te Māngai Pāho the option of presenting items of income and expense and components of other comprehensive income either in a single statement of comprehensive income with subtotals, or in two separate statements (a separate income statement followed by a statement of comprehensive income). Te Māngai Pāho intends to adopt this standard for the year ending 30 June 2010, and will prepare a single statement of comprehensive income.

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 and in preparing an opening NZ IFRS statement of financial position as at 1 July 2007 for the purposes of the transition to NZ IFRS.

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

Subject to the following conditions, the allocation of funds to broadcasting projects is treated as expenditure in the year the allocation is made.

Prior to the end of the financial year, the project must have received Board approval and the funding applicant must have received notice of approval in writing. In addition, funding allocations that are date sensitive will be expensed in the financial period to which they relate.

The resulting liability is reduced as the applicant is paid according to the drawdown schedule specified in the production contract.

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.

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 comprehensive income 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. 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.

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.

7. 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%
Motor Vehicle.....	20%

8. 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 the 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%

9. 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.

10. 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.

11. 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.

12. 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.

13. 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.

14. 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.

15. 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.

16. 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.

17. Comparative Figures

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

18. 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 2010. They also report the costs of administrative activities undertaken by Te Māngai Pāho.

19. 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, other than those required by the adoption of NZ IFRS.

Statement of Prospective Comprehensive Income

For the five years ending 30 June 2014

	2009 Estimated Actual	2010 Forecast	2011 Forecast	2012 and out years Forecast
	\$m	\$m	\$m	\$m
REVENUE				
Crown Appropriation	53.2	53.8	53.5	52.9
Other Revenue	0.1	0	0	0
Interest received	1.9	0.7	1.5	1.8
Total Revenue	55.2	54.5	55.0	54.7
FUNDING EXPENDITURE				
Television	42.7	41.2	40.8	40.8
Radio	11.2	12.3	12.2	11.0
Total funding expenditure	53.9	53.5	53.0	51.8
OPERATING EXPENDITURE				
Administration	3.2	3.2	2.9	2.9
Total operating expenditure	3.2	3.2	2.9	2.9
Total expenditure	57.1	56.7	55.9	54.7
NET SURPLUS / (DEFICIT) FOR THE YEAR	(1.9)	(2.2)	(0.9)	0
OTHER COMPREHENSIVE INCOME	0	0	0	0
TOTAL COMPREHENSIVE INCOME FOR THE YEAR	(1.9)	(2.2)	(0.9)	0

The accompanying accounting policies form part of these financial statements.

Statement of Prospective Movements in Public Equity

For the year ending 30 June 2010

	2009 Estimated Position 30 June 2009 \$m	2010 Forecast Position 30 June 2010 \$m
Public Equity at 1 July	6.5	4.6
Add surplus/(deficit) for the year	(1.9)	(2.2)
Total comprehensive income	(1.9)	(2.2)
PUBLIC EQUITY 30 JUNE	4.6	2.4

The accompanying accounting policies form part of these financial statements.

Statement of Estimated Financial Position As at 30 June 2009, and Prospective Financial Position As at 30 June 2010

	2009 Estimated Position 30 June 2009 \$m	2010 Forecast Position 30 June 2010 \$m
PUBLIC EQUITY		
Opening equity 1 July	6.5	4.6
Add surplus/(deficit)	(1.9)	(2.2)
PUBLIC EQUITY 30 JUNE	4.6	2.4
Represented by:		
ASSETS		
Current Assets		
Cash and Cash Equivalent	21.7	20.1
Debtors and Other Receivables	0.1	0.0
Total Current Assets	21.8	20.1
Non-Current Assets		
Property, Plant and Equipment	0.4	0.3
Intangible Assets	0.1	0.2
Total Non-Current Assets	0.5	0.5
TOTAL ASSETS	22.3	20.6
LIABILITIES		
Current Liabilities		
Creditors and Other Payables	0.1	0.1
Employee Entitlements	0.1	0.1
Funding Provisions	17.5	18.0
Total Current Liabilities	17.7	18.2
TOTAL LIABILITIES	17.7	18.2
NET ASSETS	4.6	2.4

The accompanying accounting policies form part of these financial statements.

Statement of Prospective Cash Flows

For the year ending 30 June 2010

	2009 Estimated Actual \$m	2010 Forecast \$m
Cash Flows from Operating Activities		
Cash provided from –		
Crown Funding	53.2	53.8
Interest received	1.8	0.7
Other revenues for services provided	0.1	0.0
	55.1	54.5
Cash applied to –		
Payments to employees	1.1	1.1
Payments to suppliers	1.9	2.0
Payments to broadcasters and programme producers	55.1	52.8
GST (net)	0.1	0.1
	58.2	56.0
Net Cash Flow from Operating Activities	(3.1)	(1.5)
Cash Flow from Investing Activities		
Cash applied to-		
Purchase of Property, Plant and Equipment	(0.1)	0
Purchase of Intangible Assets	0	(0.1)
Net Cash Flow from Investing Activities	(0.1)	(0.1)
Net Cash Flow from Financing Activities	0	0
Net increase/(decrease) in cash and cash equivalents	(3.2)	(1.6)
Plus cash and cash equivalents at the beginning of the year	24.9	21.7
Cash and cash equivalents at the end of the year	21.7	20.1

The accompanying accounting policies form part of these financial statements.

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

For the year ending 30 June 2010

	2009 Estimated Actual \$m	2010 Forecast \$m
Net Surplus/(Deficit)	(1.9)	(2.2)
Add/(less) non-cash expenditure / (income)		
Depreciation	0.1	0.1
Total non-cash items	(1.8)	(2.1)
Add/(less) movements in working capital items:		
(Increase) / decrease in accounts receivable/prepayments	0.0	0.1
Increase / (decrease) in accounts payable and funding liabilities	(1.3)	0.5
Net movements in working capital items	(1.3)	0.6
Net Cash Flow from Operating Activities	(3.1)	(1.5)

The accompanying accounting policies form part of these financial statements.

TE MĀNGAI PĀHO

STATEMENT OF INTENT

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