

 Te Māngai Pāho

Ngā Manako o Matariki
2024/25



Wāhitau Tari
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Te Puni Kōkiri House
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Te Whanganui-a-Tara 6011
Aotearoa

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Aotearoa

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He mea whakaputa nā Te Māngai Pāho

Pouaka Poutāpeta 10 004, Te Whanganui-a-Tara 6140, Aotearoa

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Kua Rāhuihia ngā Tika Katoa

Ko ngā pātai katoa me tuku ki te Kaiwhakaputa

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Te whakaahua i te uhi: Barber Shop Sessions, Tai Huri Films Limited
Whakaahua: Origins, Scottie Douglas Productions Limited

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1

He Kupu Whakataki nā te Poari o Te Māngai Pāho

Waerea! Waerea!

Waerea ki uta. Waerea ki tai.

Waerea ki te one tapu ka horahia.

Ka haea te awa, ka wāhia te awa.

Putā ki tua, putā ki waho.

Putā ki te whenua taurikura e
karaka nei

Tēnei te moana tūātea ka turakina

Tēnei te taero ka whakatahaka

Tēnei taku waka reo ka uea,
ka waerea e!

Maiea, maiea, maiea te tipua

Maiea, maiea, maiea te tawhito

I haramai rā tōku reo i hea?

I haramai rā i a Rakinui e tū iho nei

Heke iho ki a Papa e takoto nei

Tēnei te reo mauri ora ka irihia ki
tō manawa

Tēnei te reo māhorahora ka irihia
ki tōku manawa

E Roko, whakairia ki ruka kia tina, tina!

Haumi e, hui e, tāiki e!

**'Kua tawhiti kē tō
haerenga mai, kia
kore e haere tonu.
He nui rawa ō mahi
kia kore e mahi tonu.'**

– Tā Hēmi Hēnare

Hei te tau nei ka eke a Te Māngai Pāho ki tōna tau 30. Inā noa atu te tawhiti o te haere. Inā noa atu hoki te nui o te mahi. Ahakoa te hurihaka o te hau, kua katia te tai o nanahi, ā, e kore a muri e hokia. Ahakoa kāore i a mātou te mana whakahaere o te hau, kei ō tātou rika te mana whakahaere o kā rā o te waka. Ko tō tātou waka, ka ū tonu ki tērā manako nui, kia mauri ora anō te reo, kia ūkaipō anō te reo, kia māhorahora anō te reo. Nā tēnā ka kīia:

**Ahakoa kei whea, ahakoa āwhea,
ahakoa pēwhea, kōrerotia te reo Māori!**

Ko te kāhui mumu reo kua wehe i te tirohaka kanohi, ka mihia, ka takihia, ka whakairihia, ka whetūrahia ki ruka hei tohu ārahi i a tātou, i kā waihotaka ki raro. Ahakoa te au miha, te au tuke, ka ū tonu te waka ki tōna whetū ārahi, ki tōna whetū pīataata – ko te reo te take – tū te pō, tū te ao!



Matariki 2023, Eruera Walker

Hei te tuatahi o ngā rā o Hūrae i tēnei tau 2024 eke ai a Te Māngai Pāho ki tōna tau 30. Hurō!

Kua rerekē pai te āhua e rere nei te reo Māori mai anō i te orokohanganga mai o Te Māngai Pāho. I ngā tau 30 e mahi nei a Te Māngai Pāho i āna mahi, rite tonu ana te pakari haere o te reo Māori, me te aha, kua tupu ngātahi hoki te hiakai ki ngā kaupapa pāho reo Māori e kounga pai ana.

Hoki kōmuri ana te aro, kua kitea te whakatuwheratanga o te Māori Television Service, e mōhiotia ana i āiane ko Whakaata Māori, tērā i whakanui ai i tōna tau 20 i te ihu o tēnei tau; te pūmau tonu o ngā kawenga rongo o te wā mā roto mai i ngā hōtaka reo Māori mā ngāi matatau ki te reo, pēnei i *Te Karere* me te whakawhānuitanga o ngā Pokapū Rongo o te Wā ā-Rohe; te waihangananga mai o ngā hōtaka whai tikanga nui pēnei me *The Casketeers*, e hia miriona nei ōna kaimātakitaki, me te aha, kua puta mārika ki te ao nā te pāhotanga mā Netflix; te kaupapa *Waiata Anthems* e arahina ana e Kahurangi Hinewehi Mohi, tērā i haruru ai te rāngai puoro auraki i te reo Māori, ā, me te maha noa atu. Nō nā tata nei ka rāhiritia e te motu te tuatahi rawa o ana rangi hōrorei ā-motu, ko te mātauranga Māori tōna tātū, i te aronga ōkawa ki a Matariki, he kaupapa e tautoko mārikiatia ana e Te Māngai Pāho, me te puku hoki o te uma i tēnei. Nō reira, e tika ana kia tapaina te tuhinga e whakaata nei i ā tātou

mahere, i ō tātou manako anō hoki mō te tau pūtea hou ko *Ngā Manako o Matariki*.

Nō tātou e whakanui nei i tēnei ekenga, me whai whakaaro hoki ki ngā tau 30 atu anō kei te aroaro, me ngā kokenga e manakotia ana ka oti i a tātou. He wāhi a Te Māngai Pāho nō te Maihi Karauna, me te aha, ka taunakitia ana whāinga kia māhorahora te reo Māori, otirā kia rangona, kia kōrerotia, kia maimoatia huri i Aotearoa hei te tau 2040. Ko ngā kaupapa pāho ka whāngaihia e mātou ki te pūtea e whai mārika ana kia tutuki ēnei whāinga.

He nui tonu ngā wero kei te aroaro o te rāngai pāpāho o nāiane. Kāhore anō te nui o ngā mahi waihanga kaupapa pāho kia hoki ki ngā taumata i tutuki i mua atu i te pānga mai o te mate KOWHEORI, ā, tae noa mai ki ngā rangi tata nei, i whakaponotia he nui ake te hiakai ki ngā whenua kē atu i Aotearoa hei wāhi whakaahua i ngā kaupapa waihanga nō tāwāhi. I taka a roto i te rāngai rongo o te wā i te Māehe i te rongo ka kapi a *Newshub*, ka poroa hoki he tūranga kaimahi i Te Reo Tātaki kia penapenahia ai te pūtea. E tahuri ana ngā minenga ki pae pāho kē atu e rangona ai ngā kaupapa pāho e paingia ana, ā, kua noho whakamārari noa ngā tahua pūtea, kua kore e nui haere. Heoi, kia kaua tātou e tuohu noa i ngā taimahatanga o te wā, me whakatōpū kē, ka whakaaro auaha ai, ka kimi ai i ngā ara e taea ai tā tātou tahuri ki te para huarahi hou.

Tātou e hāpai nei i te whakarauoratanga reo, me noho ki te tihī o ō tātou whakaaro ko te kawenga kia nui mārika te whiwhinga ki te reo Māori i ia tāra kotahi nō ngā pūtea tautoko. Me oti i a tātou ētahi putanga kairangi, me āta whakamārama hoki ngā hua ka puta i a tātou ki te reo Māori, ki a Aotearoa whānui anō hoki, ka mutu, me whai taunakitanga ngā whakamāramatanga. Ka noho ko tēnei hei take kōkiri matua i te tono kia nui ake ngā pūtea ki a tātou i te wā e taimaha ana te ōhanga.

Ko tā mātou mahi hei Poari he mātua whakariterite kia rite pai a Te Māngai Pāho, kia āhei anō tāna āwhina i te rāngai pāpāho Māori kia nui mārika ai tana takoha ki te reo Māori. E akiaki ana mātou i te hunga waihanga kaupapa me ngā pae pāho anō hoki kia ū ki tētahi taiao e auaha ana, e arahina ana e ngā raraunga, otirā, e ū nei te ngākau kia arotakengia ngā pānga ka hua i ngā kaupapa, ka mutu, e kore hoki e mutu te whai kia piki tonu te kounga.

Nō mai, mai tātou e mate ana kia āta whakamahia ngā rauemi kei a tātou, kei moumou, heoi, i āianeī, me whakatōpū rawa tātou e mātua hāngai ai ā tātou rautaki, e taea anō ai te inea o ngā pānga ka hua i ā tātou mahi. Mō te taha ki a Te Māngai Pāho, e hiahia ana mātou ki te āta whaiwhai i te āhua e taunakitia ai e ngā pūtea haumi ka tohaina e mātou ngā kokenga ki te whakatutukihanga o te whāinga aumangea kia kotahi miriona te nui o te hunga kōrero Māori hei te tau 2040.

I ngā tau tata nei, kua noho hei aronga matua mō Te Māngai Pāho ko te whanaketanga o tō mātou āhei ki te kohikohi, ki te tātari hoki i ngā raraunga, otirā, ki te whakarite whakatau i runga i te hinengaro kakama e ai anō ki ngā raraunga. Kua whakamahia e mātou te tauine KoPA mai i te tau 2017. Ko tāna he ine i ngā waiaro me ngā whanonga o te iwi ki te reo Māori. Nō nā tata

nei hoki whanake ai i a mātou tētahi Tauine Pāpātanga, Te Whakapae Hua, māna e taea ai tā mātou ine i ngā pānga tōtika, e mārama ake anō ai mātou ki ngā minenga e kai ana i ngā kaupapa ka whāngaihia e mātou ki te pūtea, ka mutu, he nui noa atu ngā taipitopito ka kitea. I tēnei wā, ko ngā kaupapa pāho paeheere nahe ka oti i tēnei tauine te ine. Hei te tau pūtea e tū mai nei whanake anō ai i a mātou te tauine e whai wāhi ai ko ngā raraunga tuihono anō hoki.

Kua arotahi mātou, kua noa ki te ine i te angitu o ngā kaupapa ka whāngaihia e mātou ki te pūtea e ai ki ngā momo inerahi (te nui o te minenga), engari kē, ka mutu he mea whai tikanga nui tēnei, ki te whai māramatanga ki ngā hua ka oti i a mātou mō Aotearoa te painga. He pēhea nei te pānga o ā mātou whakataunga pūtea haumi ki te reo Māori? He pātai ēnei me mātua tuku e tātou katoa mō ngā mahi e mahi nei tātou. Ka whanake tonutia ana ēnei taputapu, e ngākau titikaha nei a Te Māngai Pāho ki te mahi ngātahi ki te rāngai kia mātua whakamahia ai ēnei taputapu hei painga mō te katoa.

I a tātou e aro ana anō ki te aranga ake o Matariki, ka **whai whakaaro** tātou – ki te tau kua hori, ā, ki ngā tau 30 i eke ai tātou ki tēnei tūranga i tēnei wā; ka **whakanui** tātou – i ngā angitutanga me ngā akoranga kua oti i a tātou; ā, hei mea whai tikanga nui katoa, ka **arotahi anō** tātou – ki te whakariterite mahere mō te āpōpō e tutuki ai ō tātou whāinga mō te reo Māori. Mānawatia a Matariki!

E whakaatahia ana e Ngā Manako o Matariki, otirā, e tā mātou Tauākī Kawatautū Tutukinga 2024/25, ngā paearu tutukinga e tāpaetia ana, me ngā pārongo pūtea āmua mō te tau ka mutu hei te 30 o ngā rā o Hune 2025, e ai anō ki ngā wāhanga 149E me te 149G o te ture Crown Entities Act 2004.

Dr Eruera Tarena
Toihau

5 o Hune 2024

Tamalene Painting
Mema Poari

5 o Hune 2024



Te Pāmu Kūmara, Kura Productions Limited

2

Te Taiao Whakahaere

Mānawa maiea te putanga o Matariki
Mānawa maiea te ariki o te rangi
Mānawa maiea te Mātahi o te Tau¹

Matariki Hunga Nui

He wā a Matariki e mahara ai, e whai whakaaro ai, e ako anō ai tātou; he wā e whakapūmautia anō ai, e whakanuia anō ai o tātou hononga; otirā, he wā e arotahi anō ai tātou ki te ara ki tua.

Me mōhio noa tātou, ka pākia nuitia ngā aronga matua o te kāwanatanga i ana tahua e te hanga ngoikore o te ōhanga ā-ao ki tua, e ngā taimahatanga e mau tonu nei i te taunga mai o te mate KOWHEORI-19, otirā, e te pānga mai o ngā whiunga ā-huarere i hua i ngā panonitanga āhuarangi. Mohoa noa nei, kua ora tonu tō tātou rāngai, hāunga ngā pākinotanga nui o ēnei wero, ā, ahakoa ngā whiunga kua rangona, e hanga autaiā tonu ana tātou. E tika ana, arā tonu ngā pupūnga raru me ngā wero kua pā, heoi anō rā e raka ana tō tātou rāngai, me te aha, kua kitea he ara e puta tonu ai i aua wero ki te ora.

Kīhai i pahawa ngā panonitanga ā-hanganga nui i matapaetia ka hua i te Arotakenga Pāpāho Tūmatanui me ngā Kokenga ki te Rāngai Pāpāho Māori (MMSS). Heoi, arā tonu te kawataua kia wherawhera tonu tātou i ngā painga i whakaarohia ki aua arotakenga. He mea taunaki nā ngā panonitanga whakaohorere i *Newshub* me Te Reo Tātaki, e horo tonu ana te āhua e panoni nei te ao pāpāho. Hāunga te tū motuhake atu o te anga pāpāho Māori i ngā āhuatanga arumoni ka pā ki te anga pāpāho auraki, ka kūare kau te hunga arokore ki ngā akoranga ka hua i ngā wheako o te rāngai auraki.

E wātea mai ana tētahi ara e whakatōpū ai te rāngai pāpāho Māori, e wherawhera anō ai tātou me pēhea e tutuki ai ngā painga i whakaarohia ki te MMSS, ka mutu, mēnā rānei ka tutuki mā roto mai i ētahi panonitanga ā-whanonga tērā i tā runga tohutohu iho ki raro me pēhea, me pēhea. E ngākau titikaha ana a Te Māngai Pāho ki te mahi ngātahi ki ētahi atu, e pai ake ai te tōpūtanga pāpātanga ka hua i a tātou ki te whakarauoratanga o te reo Māori.

Matariki Ahunga Nui

He nui anō ngā angitutanga Māori hei whakanui mā tātou i te tau 2024. I tīmata anō te tau ki te pāhotanga mataora o ngā whakanui ā-motu mō Te Rā Aro ki a Matariki, mai anō i Ngongotahā. He ara hou i takahia ki tēnei huihuinga i tā ētahi tohunga wāhine whai wāhi atu hei kaikarakia. Ahatia tē taea e te kapa Ōpango te tauira o te kapa o Ngā Mamaku te whai hei whakaihuwaka i te whakatatae Ipu Whutupōro o te Ao, me whakanui tonu tātou i tō rātou angitu i tā rātou eke ki te whiringa toa o te whakatatae, me ngā takinga kōrero reo Māori i wātea mai. I te Hepetema 2023, ka whakapuarengia e Whakaata Māori tana taiwhanga pāho hou, a *Hawaikirangi*. I te Māehe 2024, nā Whakaata Māori hoki i whakamanuhiri ētahi kaiwaihanga kaupapa me ētahi kaipāpāho taketake nō ngā whenua huri i te ao, me te aha, i rewa ngā ngākau o te tōpūtanga nei i tēnei Hui Taumata WITBN, i a *Hawaikirangi*. E whakanuia anō ana te 20 tau o Whakaata Māori, he tutukihanga nui mārika hoki.

1. Nā Ahorangi
Tā Pou Temara
tēnei karakia.



Kairākau, Velvet Stone Media

E ai ki te tirohanga o Te Māngai Pāho, e koa ana mātou kua koke tātou i te ara āki i tētahi ao e nui ake ai te mahi ngātahi. Ko ngā mahi ā-kāhui ka oti i te rāngai mō Matariki hei tauira mō ngā mea ka taea. Nō nā tata nei, ka koa hoki a roto i te tuwhera o ngā ngākau o te ao pāpāho Māori kia wānanga tahitia ētahi ara mō ngā kawenga rongo o te wā Māori e hanga toitū ake ana. He nui tonu ngā mahi hei mahi, engari kua rewa te ngākau i ngā kokenga kua oti i a tātou.

Matariki Manako Nui

E horo haere ana ngā panonitanga ki te ao pāpāho, whakawhiwhiwhi kōrero anō. E hinga nei ngā pae pāpāho paehera o te momo o mua i ētahi mata e rua. Tē taea tā rātou puru i te ngarohanga haere o te minenga me ngā moniwhiwhi i te whakatairanga, ka mutu, i ngā pae pāpāho kaitā nō tāwāhi e tū pakari ana, tē taea tā ngā pae o konei whakawhānui i ā rātou kaupapa pāho tuihono, i ngā moniwhiwhi whakatairanga anō hei whakaea i ngā ngarohanga. He taiao taimaha tēnei e mahi nei te ao pāpāho Māori, ka mutu, me angitu tonu. E whakapono nei a Te Māngai Pāho, ko te aronga mahi ngātahi e kōkiritia ana e mātou te ara pai katoa e puta ai ki te ora.

“He taiao taimaha tēnei e mahi nei te ao pāpāho Māori, ka mutu, me angitu tonu.”

Hei rāngai, me mārama tātou, he mea waiwai mārika te mahi ngātahi, otirā, te aronga e arahina ana e ngā raraunga. Nā runga i te āhua ā-ōhanga o te wā, te hanga nei me uaua ka nui haere ngā tahua pūtea mō tētahi wā roa tonu. Me mahi ngātahi, e ai ki tētahi aronga e arahina ana e ngā raraunga hei whakawhanake i ētahi rautaki, hei ine anō i ngā pānga ka hua i a tātou e whai mana whakaawe ai te tono kia nui ake ngā pūtea ki a tātou.

E ngākau titikaha ana mātou kia mahi tahi atu ki a Te Mātāwai, ki a Te Taura Whiri i te Reo Māori, ki a Whakaata Māori, ki a Irirangi te Motu, otirā, ki ētahi kē atu i te ao pāpāho reo Māori, i te ao pāpāho tūmatanui anō hoki, hei taunaki i te whakakitenga ngātahi o Te Whare o te Reo Mauriora – ‘Kia Mauriora te Reo’.

1972

Te Petihana
Reo Māori

1975

Te hīkoi mō te reo
Ka whakanuia tuatahitia
te Wiki o te Reo Māori

1982

Ka tū te
Kōhanga Reo

1983

Ka pāho tuatahitia
a Te Karere

1987

Te Ture Reo Māori me te tīmatanga
mai o Waka Huia ki Te Reo Tātaki.
Ka rewa te tuatahi o ngā reo irirangi
ā-iwi Māori, ko Te Ūpoko o te Ika.

1989

Te Ture Pāpāho - ka tiakina
e te kāwanatanga ētahi
aratuku whakaata, irirangi
anō, mō te reo Māori

1994

Ka tīmata te whakahaere o
Te Reo Whakapuaki Irirangi
(Te Māngai Pāho)

1999

Ka waiata a Kahurangi Hinewehi Mohi
i te ngaringari a te motu ki te reo
Māori i te Ipu Whutupōro o te Ao

Ka tīmata mai a Pūkana, nā Cinco
Cine Film Productions

2003

Ka mana te Ture
Whakaata Māori. Ka tū
a Whakaata Māori i te
tau o muri atu

2008

Ka rewa te
hongere o Te Reo



TITIRO
WHAKAMURI,

2040

Te whāinga: Kia 1 miriona te nui o te hunga kōrero i te reo Māori

2024

Ka whakanuia te 30 tau o Te Māngai Pāho

2023

Ka whakaritea e Sky he takinga kōrero reo Māori mō ngā kēmu Ōpango katoa i te Ipu Whutupōro o te Ao

2022

Te hōrorei tūmatanui tuatahi mō Matariki

Te Pāmu Kūmara – te hōtaka whakaari reo Māori tuatahi mā te tamariki

2019

Ka tīmata a *Waiata Anthems*

2018

Ka pāho tuatahitia a *Ahikāroa* – te hōtaka whakaari Māori tuatahi

Ka pāho tuatahitia a *The Casketeers*

2017

Ka tere te waka o tā Disney *Moana* Reo Māori

2016

Ka mana te Ture mō te Reo Māori

2015

Ka rewa a Kōkako

2013

Ka whanake te tauine ZePA e mōhiotia ana ko KoPA i āiane



KŌKIRI WHAKAMUA

3

Ngā Manako Hei Whakatutuki

Mā roto mai i ā mātou mahi, e whai ana a Te Māngai Pāho ki te taunaki i te Te Whare o te Reo Mauriora me te Maihi Karauna, otirā, i tō tātou whakakitenga ngātahi:

‘Kia Māhorahora te Reo’

E tutuki ai tēnei whakakitenga, ko te Putanga Matua e whāia nei e mātou ko tēnei:

“Ka kaingākauria te reo Māori me te ahurea Māori e Aotearoa whānui.”

Ko te Putanga Paewaenga e whāia nei e mātou ko tēnei:

“He nui ake te reo Māori e kōrerotia ana e ētahi tāngata tokomaha ake o Aotearoa.”

Ko te Putanga Paetata, ā-Tau rānei e whāia nei e Te Māngai Pāho ko tēnei:

“Ia tau ka 2% te nui o te neke whakatekatau o te pūwaenga i te tauine KoPA.”



Chad Chambers, Waiata Anthems, Notable Pictures Limited

Ngā Aronga Matua

E tutuki ai ēnei putanga, ka arotahi mātou ki ētahi wāhanga aronga e toru:



Ngā Kaiwaihanga

Ākina, whakawhanakehia, tautokona anō hoki ngā pūkenga auaha me ngā āheinga Māori.



Ngā Kaupapa Pāho

Ākina te auhatanga, te parahia o te ara hou me te kairangitanga i ngā mahi waihanga kaupapa pāho Māori.



Ngā Minenga

Kia nui ake ngā minenga me te manawa ū nā runga i ngā kaupapa pāho reo Māori e kounga ana, e māmā ana hoki te torohia.

E ai ki ngā tapanga e hāngai pū ana ki te whakarauoratanga reo, ko tā mātou takoha mātuatua hei taunaki i te mana o te reo Māori. Ki te reo o ia rā, koia ko ngā whakaaro o te tangata ki te reo Māori. Ka whakaatahia te **mana** o te reo Māori mā roto mai i ngā waiaro me ngā whanonga o te tangata ki te reo. E mōhio nei tātou ko ngā waiaro porihanga te tauārai nui katoa i te whai kia whakarauoratia te reo. Nā konei i noho ai ko tā mātou aronga mātuatua ko te akiaki kia tokomaha ake ngā tāngata e maimoa ana, otirā, e ako ana i te reo Māori, mā roto mai i tā mātou mātua whakarite kia whānui ai te kitea me te rangona o te reo Māori.

Nā te tauine KoPA i whai taputapu ai tātou hei ine i ngā waiaro me ngā whanonga o te tangata ki te reo Māori. Mā te whakamahinga o te tauine KoPA me ētahi tīpakohanga rangahau horopū nā Nielsen, kua wāhia e Te Māngai Pāho te taupori o Aotearoa ki ētahi rōpū e whitu. Kei te pito mauī o te tauine ko te hunga e arokore ana ki te reo Māori, ā, kei te pito katau ko ērā ka kaha ki te whakatairanga me te whakamahi i te reo Māori. E ai ki te whakaaro ararau, katoa te taupori kei waenga i aua pito tauaro e rua. Ko te kauwhata o raro nei e whakaatu ana i te āhua i wāhia ai te taupori i te roanga o te pae o KoPA.

Ko te whai kia neke whakatekatau te taupori, ā, ka inea ngā kokenga i ia tau mā te ine i te nui o te neke whakatekatau o te pūwaenga o te taupori. E whai ana mātou kia 2% te nui o te neke whakatekatau o te pūwaenga i ia tau.

Ko te kawatau hoki, katoa ngā kaupapa ka whāngaihia e mātou ki te pūtea ka taunaki i te nekehanga whakatekatau o te taupori, ahakoa kaupapa pāho mā ngāi matatau ki te reo Māori, ahakoa kaupapa pāho mā ngāi areare ki te reo, ahakoa kaupapa pēnei i te pāhotanga ā-motu mō Matariki, katoa, katoa me pā, i runga hoki i te wairua pai, ki ngā minenga kei tētahi tauranga i te pae o KopA.

Ko ngā nekehanga whakatekatau i te tauine KoPA he hua nō te mahi ngātahi, kua noa nō ngā mahi a Te Māngai Pāho, me te aha, he uaua te āta tūtohu i te angitutanga o tētahi whakahaere, o tētahi kaupapa kotahi rānei kia tūhāhā ai, kia mihia anō ai te pūtaka. He pērā anō te uaua ki a Te Māngai Pāho o te whai māramatanga ki ngā pāpātanga o tētahi whakataunga haumitanga kotahi (hei tauira, he hōtaka kotahi) ki te reo Māori. I te tau 2023/24, i whakarewaina, i whakamātauhia anō e mātou ko Te Whakapae Hua, he taputapu hei ine pāpātanga. Hei ngā tau e rua e haere ake nei, ka mahi ngātahi mātou ki ngā kaiwaihanga kaupapa, ki ngā pae pāpāho, ki te whānuitanga o te rāngai reo Māori anō hoki, ki te whakamārama, ki te whakapaipai ake anō i Te Whakapae Hua, otirā, ki te whakaae ki te āhua e whakamahia ai tēnei taputapu hei āwhina i a tātou katoa, kia pai ake ai ā tātou whakatau, otirā, kia oti ai i runga i te pūmōhio. E nui haere ana te whai tikanga o te whai māramatanga ki

ngā pāpātanga o ngā whakataunga haumitanga takitahi. Nā runga i ngā taimahatanga ā-ōhanga e pā ana, i te tini o ngā pae pāpāho, i te tokomaha haere anō o ngā kaiwaihanga kaupapa, me mātua whai ngā raraunga horopū, kua noa hei taunakitanga mō te tono kia nui ake ngā pūtea ka tukuna mai, engari, hei āwhina hoki i a tātou kia nui mārika ā tātou takoha ki te whakarauoratanga o te reo Māori.

E nui mārika ai ngā pāpātanga o ā mātou haumitanga, ko tā mātou ko te:

- › Haumi ki te whanaketanga o ngā pūkenga auaha Māori; mā te tautoko ā-putea i ngā kaupapa whakawhanake hei whakatupu i tētahi hapori waihanga kaupapa reo Māori e pakari ana, i ngā pakihi anō hoki e toitū ana, ka tautoko i tētahi rāngai pāpāho e tōnui ana, e whai hua ana anō hoki.
- › Whāngai pūtea ki ngā kaupapa pāho mā ngāi matatau, mā ngāi areare anō hoki ki te reo Māori mā ngā rauna tonu pūtea, kia hua ai ko ngā kaupapa pāho Māori e hirahira ana, e pārekareka ana anō hoki ki ngā minenga whānui, e huri ai ngā waiaro o te pāpori kia pai ake ai te titiro ki te reo Māori, otirā, kia tokomaha ake ai te hunga kōrero i te reo Māori.
- › Whakarite kia māmā ake te torohia o ngā kaupapa pāho Māori e auaha ana, mā te mahi ngātahi ki ngā pae kia noho mātāmua ā mātou kaupapa pāho, kia whakawhānui anō i ngā minenga, mā reira rā e hāpaitia ai ko te mana o te reo Māori, me te aha, ka tokomaha ake ngā tāngata e neke whakatekatau ana, kia pai ai ngā tirohanga ki te reo.



Va'a Voyagers: Conquering the Hawaiki Nui, Hi Mama Limited



Corella, Waiata Anthems, Notable Pictures Limited

4

Te Poutarāwaho Haumitanga



NGĀ AROTAHI MATUA



NGĀ KAIWAIHANGA

Ākina, whakawhanakehia,
poiipoia anō ngā pūkenga
auaha me ngā āheinga Māori



NGĀ KAUPAPA PĀHO

Ākina te auahatanga, te para
huarahi me te kairangitanga i
te waihangatanga mai o ngā
kaupapa pāho Māori



NGĀ MINENGA

Kia nui ake ngā minenga me
te manawa ū nā runga i ngā
kaupapa pāho reo Māori e kounga
ana, e māmā ana hoki te torohia

Awatea

60% o te pūtea

TE ORA

TE AO MĀRAMA

TE WHAKAKITENGA Kia māhorahora te reo Māori!

NGĀ UARATANGA



Te Hiranga



Ngā Tikanga



Mahi Tahī



Te Tauutuutu

NGĀ PUTANGA

PUTANGA PAETATA/Ā-TAU

Ia tau ka 2% te nui o te neke whakatekatau o te pūwaenga i te tauine KoPA.

PUTANGA PAEWAENGA

He tokomaha ake ngā tāngata o Aotearoa e kōrero Māori ana.

PUTANGA MATUA

Ka kaingākaitia te reo Māori me te ahurea Māori e Aotearoa whānui.

4

Te Poutarāwaho Haumitanga



NGĀ ARONGA MATUA



Ngā Kaiwaihanga

Ākina, whakawhanakehia,
poipoia anō ngā pūkenga
auaha me ngā āheinga Māori.

NGĀ WHĀINGA

- › Kia nui ake ngā ara e whanake ai ngā kaiwaihanga kaupapa pāho, tauhou mai, tautōhito mai anō hoki.
- › Ka whāngaia ngā kaupapa pāho motuhake ki te pūtea whakawhanake tōmua.
- › Kia whakawhanake i ētahi anga whakaruruhau ki te rāngai pāpāho Māori.

NGĀ INE

Te nui o ngā ara whanaketanga.

Paearu 30

- › Te nui o ngā ara ka wātea ki ngā kaiwaihanga kaupapa tautōhito.
Paearu 5
- › Te nui o ngā ara whakawhanake ka wātea ki ngā kaiwaihanga tauhou.
Paearu 10



Ngā Kaupapa Pāho

Ākina te auahatanga, te para huarahi me te kairangitanga i te waihangatanga mai o ngā kaupapa pāho reo Māori.

NGĀ WHĀINGA

- › 60%, neke atu rānei o ngā kaupapa pāho katoa ka whāngaia ki te pūtea hei kai mā te minenga matatau ki te reo
- › 25%, neke atu rānei o te tahua pūtea kaupapa pāho, hei tautoko i ngā hōtaka hou, i ngā kaiwaihanga tauhou rānei.
- › Kia nui ake ngā hōtaka hou mā te tamariki e matatau ana ki te reo.

NGĀ INE

60% o ngā kaupapa pāho i whāngaia ki te pūtea, mā ngā minenga e matatau ana ki te reo.

Te nui o ngā Kaupapa Kanorau ka whāngaia ki te pūtea.

Paerau 70

- › Te nui o ngā kaupapa hou, o ngā kaiwaihanga hou rānei i whāngaia ki te pūtea.
Paerau 25%
- › Te nui o ngā kaupapa pāho hou mā te tamariki i whāngaia ki te pūtea.
Paerau 5



Ngā Minenga

Kia nui ake ngā minenga me te manawa ū nā runga i ngā kaupapa pāho reo Māori e kounga ana, e māmā ana hoki te torohia.

NGĀ WHĀINGA

- › Kia nui ake te minenga tōpū ki ngā kaupapa pāho Māori.
- › Kia nui ake ai te manawa ū ki ngā kaupapa pāho Māori.
- › Kia 2% te neke whakatekatau o te taupori.

NGĀ INE

Te pikinga ā-ōrau ki te nui o ngā minenga mō ngā kaupapa pāho ka whāngaia e Te Māngai Pāho ki te pūtea >5%, neke atu rānei.

Kia nui ake ngā minenga ki ngā hōtaka ka whāngaihia ki te pūtea huri i te tōpūtanga o ngā pae pāho, tuihono anō hoki >5%.

Kia >5% te pikinga ki te nui o ngā minenga whakarongo ki ngā reo irirangi ā-iwi Māori huri i te tōpūtanga o ngā pae pāho, tuihono anō hoki.

Kia nui ake ngā minenga pāhotanga tikinoa ki te puoro Māori (pāhotanga tikinoa).

Paerau 15%

5

Te Ine Tutukinga

1. Ngā Ine Pāpātanga Rautaki

Te Neke Whakatekatau

Hei toai i te whakamārama i runga nei, ki te tauine KoPA, ka wāhia te taupori ki te roanga o tētahi pae akoako e hāngai ana ki te reo me ngā whanonga ā-ahurea, ka mutu, e toru ōna wāhanga matua:

Kore

Kāhore te reo Māori e whakamahia, kāhore hoki te ngākau e tuwhera ki te reo.

Pō

E tuwhera ana te ngākau ki te reo Māori.

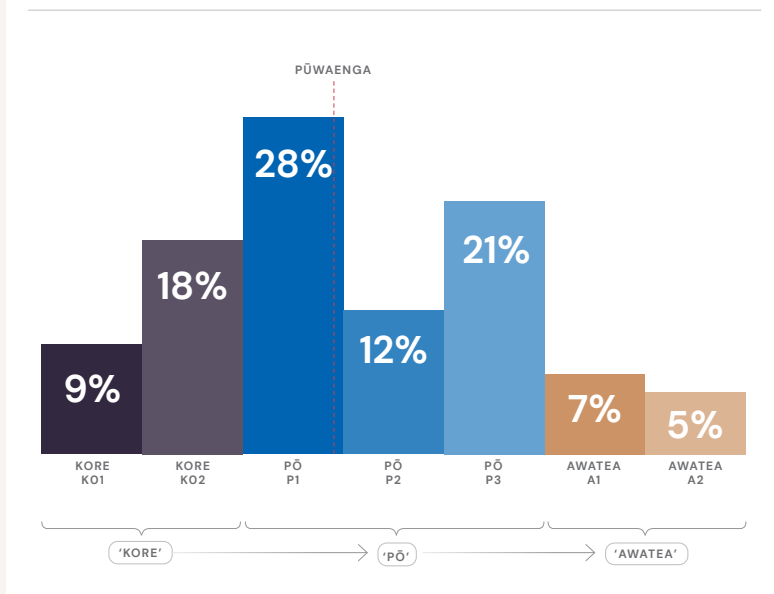
Awatea

E kaingākau ana te tangata ki te hāpai i te reo Māori.

He mea nui kia mahara ake, ko tā te tauine KoPA he ine i ngā waiaro me ngā whanonga ki te reo Māori, kua ko te matatau ki te reo. Ka āta tohua e te tauine te āhua e whai mana nui ake ai te reo i waenga i te porihanga mā roto mai i te neke whakatekatau o te tangata i te Kore ki te Pō ki te Awatea. E mārama ake ai te ara ka takahia i te roanga o te pae o KoPA, kua āta wāhia anō te taupori e ai anō ki te whakaahua mō KoPA i runga nei. E rua ngā wāhi whāiti iho o te Kore, e toru ō te Pō, e rua hoki ō te Awatea. E whai nei tātou kia 2% te nui o te neke whakatekatau o te pūwaenga i ia tau.

Ngā Wāwāhitanga ki te Tauine KoPA 2023

Tauine KoPA Nielsen CMI 2023²



2. Mātāpuna: Nielsen CMI. Pūtake: Te taupori katoa o Aotearoa, FY Q1 23 ki te Q4 2023 n = 10,003. Pūwaenga = Tauwhata 5% o te pito whakarunga o P1.

Te tuku pūtea haumi ki ngā kaupapa pāho e āki ana i te manawa ū me te neke whakatekatau

NGĀ INE PĀPĀTANGA RAUTAKI TŌPŪ	2023/24 PATAPATAI INE KOPA	2024/25 PAEARU
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He neke whakatekatau ka tutuki i te taupori o Aotearoa.

Kua neke whakatekatau te pūwaenga mō te taupori o Aotearoa mō ngā waiaro me ngā whanonga ki te reo me ngā tikanga Māori i te tauine KoPA.	Pūwaenga = 24/27 o P1	Ko te pūwaenga kei te taha katau o te ine
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Ngā Waiaro: E kaingākauria ana te reo me te ahurea Māori

Me kaingākau te reo Māori e Aotearoa whānui.	49%	49%>=
Me kaingākau te ahurea Māori e Aotearoa whānui.	54%	54%>=

Ngā Whanonga: He nui ake te whai wāhi ki ngā mahi ki te reo me te ahurea Māori

Te ako, te kōrero, te whakaako i te reo Māori me te whai wāhi ki ētahi mahi ā-ahurea Māori i ngā marama 12 kua hori.*	42%	42%>=
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Te Whakamahi: He tokomaha ake te hunga kōrero i te reo Māori

E taea ana te whakawhitiwhiti kōrero ki te reo Māori mō ētahi tini āhuatanga o ia rā.	6%	6%>=
Te auau o te whakamahinga o te reo Māori (ka rere tonu i te roanga o te rā).	5%	5%>=

Te Tūoho: He nui ake te tūoho ki te ahurea Māori

E mōhio ake ana ahau ki ngā take Māori.	20%	20%>=
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Te Whakaawe: He tini ake te hunga kua whakaawengia ki te ako kia mārama ake ai rātou ki te reo me te ahurea Māori

E mea ana ki te whai māramatanga atu anō ki te reo Māori.	53%	53%>=
E hiahia ana au kia ako tonu e pā ana ki te ahurea Māori.	37%	37%>=

NGĀ INE PĀPĀTANGA RAUTAKI A TE MĀNGAI PĀHO	2023/24 PATAPATAI INE KOPA	2024/25 PAEARU
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He Kaupapa Pāho Reo Māori e Kounga ana: ngā pāpātanga o ngā hōtaka Māori – ki ngā kaimātaki me ngā kaiwhakarongo i ngā hōtaka Māori**

Kua mātau ake ahau ki te reo Māori.	28%	28%>=
Kua mātau ake ahau ki te ahurea Māori.	44%	44%>=

*Kupu āpiti: 1) I whakaako i tētahi kupu, rerenga rānei, i tētahi āhuatanga nō te ahurea Māori rānei ki tētahi; I whakahoahoa ki ētahi atu rānei mā roto mai i te whakamahi i te reo Māori i ngā kōrero o ia rā; I toha rānei i ngā kaupapa pāho pae pāpori ki te reo Māori, mō te ahurea Māori rānei; I noho rānei hei ākonga ōkawa ki tētahi kura mātauranga; I whai wāhi rānei ki ētahi akoranga i tō wāhi mahi; I whai wāhi rānei ki ētahi akoranga pō ā-hapori; I whai wāhi rānei ki tētahi akoranga ki runga marae.

**Kupu āpiti: 2) Te hunga mātaki, whakarongo anō ki ngā hōtaka Māori = I mātaki kaupapa pāho ki Whakaata Māori, ki te hongere o Te Reo rānei; i kite rānei i te reo Māori, i mātaki rānei i ētahi hōtaka i hongere kē, ki te reo Pākehā, ki te reo Māori rānei; I whakarongo rānei ki ētahi puoro, ki ētahi waiata Māori rānei, ki ētahi reo irirangi ā-iwi Māori rānei i ngā marama 12 kua hori.

2. Te Āhua e Inea ai ngā Tutukinga me ngā Paearu Pūrongo mō te Paunga o te Tau

TE INE TUTUKINGA	2023/24		2024/25
	PAAREWA Ā-TAHUA WHAKAMUTUNGA	WHAKATAU TATA	PAAREWA Ā-TAHUA
Katoa ngā kirimana tuku pūtea tautoko a Te Māngai Pāho mō te waihanga kaupapa pāho Māori, mō te tohatoha kaupapa pāho, mō kaupapa kē atu hoki hei whakatairanga i te reo me te ahurea Māori ka taunaki i ngā whāinga o te Maihi Karauna.	100%	100%	100%
Ka tukuna he pūtea tautoko ki ngā kiritoru mō te tohatoha kaupapa pāho Māori me kaupapa kē atu hoki hei whakatairanga i te reo me te ahurea Māori.	94%	94%	94%
He pikinga ā-ōrau ki te nui o ngā minenga mō ngā kaupapa pāho ka whāngaihia e Te Māngai Pāho ki te pūtea.	5% piki ake rānei	<5%	5% piki ake rānei
Ka kore e iti iho i te 90% te ekenga kounga ka oti i ngā kaupapa pāho reo Māori ka whai pūtea i a Te Māngai Pāho, e ai ki te Poutarāwaho Arotake i te Reo Māori.	I tutuki	I tutuki	Ka tutuki

Te Pūrongo mō te Paunga o te Tau

Ka whakarārangi ngā mōhihio tutukinga mō tēnei wāwāhinga e Te Māngai Pāho ki tana Pūrongo ā-Tau.



Hongi to Hāngi, Great Southern Television Limited

3. Ngā Ine Tututuringa ā-Haumitanga

	2022/23 TŪTURU	2023/24 WHAKATAU TATA	2024/25 MATAPAE
HE KAUPAPA KANORAU			
Kaupapa Pāho			
O ngā kaupapa pāho ka whāngaihia e Te Māngai Pāho ki te pūtea, e 60% neke atu rānei mā ngāi matatau ki te reo (kāhore e iti iho i te 70% te nui o te kiko reo Māori).	I Tutuki 69%	I Tutuki 60%	Ka Tutuki 60%
Te nui o ngā hōtaka, kaupapa rānei ka whāngaihia ki te pūtea hei kaupapa kanorau. ³	I Tutuki 80	I Tutuki 70	Ka Tutuki 70 ⁴
Te Minenga			
Kia nui ake ngā minenga ki ngā hōtaka ka whāngaihia ki te pūtea huri i te tōpūtanga o ngā pae pāho, tuihono anō hoki. ⁵	Kīhai i Tutuki (-2%)	>5%	>5%
NGĀ REO IRIRANGI MĀORI			
Te Minenga			
Kia >5% te pikinga ki te nui o ngā minenga whakarongo ki ngā reo irirangi ā-iwi Māori huri i te tōpūtanga o ngā pae pāho, tuihono anō hoki.	Kīhai i Tutuki +1%	Kīhai i Tutuki +2%	Ka Tutuki >5%
TE PUORO MĀORI			
Ngā Kaiwaihanga			
Kia whai kaiwhakaruruhau te hunga kaitito.	I Tutuki 15	I Tutuki 15	Kua whakakorea ⁶
Kaupapa Pāho			
Te nui o ngā pāhotanga waiata reo Māori i te reo irirangi.	Kīhai i Tutuki 511,020	Kīhai i Tutuki 600,000	600,000
Te Minenga			
Kia nui ake ngā minenga pae tūhono ki te puoro Māori (pāhotanga tikinoa). ⁷	Kīhai i Tutuki -6.23%	I Tutuki 15%	Ka Tutuki 10%
TE TAUTOKO Ā-AHUMAHI MŌ TE REO ME TE AHUREA MĀORI			
Te nui o ngā kaupapa kē atu i whāngaihia ki te pūtea.	I Tutuki 43	I Tutuki 20	50
Te nui o ngā kaupapa whakawhanake. ⁸	Kīhai i inea i te tau 22/23	Kīhai i inea i te tau 23/24	30 ⁹

3. E kapi ana i te ine ko te nui o ngā kaupapa pāho hou, me ngā kaupapa pāho mā te tamariki i whāngaihia ki te pūtea.

4. Tirohia te whārangi 19 mō ngā ine.

5. E kapi ana i te ine ko te hiatotanga o ngā kaimātakitaki i ngā kaupapa pāho paehe, tononoa, tuihono anō hoki; me te wā toharite e mātakina ana ngā kaupapa pāho tēnā i te wā toharite nō ngā tau e rua kua hōri.

6. Kua whakakorea te ine e hāngai ana ki ngā kaitito hou e aro kē ai ki ētahi ara whakawhanake whānui ake hei whai mā ngāi puoro Māori.

7. Ko te paearu ko te pikinga ā-ōrau mai anō i te nui i tutuki i te tau o mua, ā, ka heke haere ka pakari ana te māketete.

8. He ine whāiti ēnei i whakaritea kia aro ai ki ētahi āhutanga motuhake, tae atu ana ki: te nui haere o te pūtea mō te whakawhanake kaupapa, te puoro Māori, ngā wānanga, te taetae ki ngā hui ahurei me ngā māketete, me ngā kaupapa hei tautoko i te whanaketanga whaiaro o ngā kaiwaihanga kaupapa. Tirohia te whārangi 18 mō ngā ine.

	2022/23 TŪTURU	2023/24 WHAKATAU TATA	2024/25 MATAPAE
NGĀ UTU MŌ NGĀ KAUPAPA PĀHO REO MĀORI			
Te Utu Tapeke mō ngā Kaupapa Pāho Kanorau	\$58.9 m	\$38.1 m	\$43.2 m
Te Utu Tapeke mō ngā Reo Irirangi Māori ⁹	\$17.4 m	\$16.2 m	\$13.2 m
Te Utu Tapeke mō te Puoro Māori	\$1.3 m	\$1.5m	\$1.2 m
Te Utu Tapeke mō te Tautoko ā-Ahumahi	\$7.6 m	\$14.2m	\$5.0 m
Te Utu Tapeke mō ngā Kaupapa Pāho Reo Māori me te Whakatairanga	\$85.2 m	\$70.0m	\$62.6 m

4. Ngā Ine Tututukinga ā-Whakahaere

	2022/23 TŪTURU	2023/24 WHAKATAU TATA	2024/25 MATAPAE
NGĀ INE TUTUKINGA MŌ NGĀ WHAKAPAUNGA PŪTEA WHAKAHAERE			
Te ōrau o ngā whakatau pūtea ka tukuna ki ngā kaitono i roto i te 24 hāora whai muri i te hui Poari	I Tutuki 100%	I Tutuki 100%	Ka Tutuki 100%
Ka arotakehia motuhaketia te hunga whiwhi pūtea hei whakaū i te hāngai, te tōtōpū me te tika o ngā utu ka pūrongohia	Kīhai i Tutuki I tīmata ngā arotakenga engari kāhore i oti ¹⁰	I Tutuki E 2 ngā kirimana pae pāho, e 3 ngā kirimana kaupapa pāho, 1 hoki te kirimana whakatupu raukaha	Ka Tutuki E 2 ngā kirimana pae pāho, e 3 ngā kirimana kaupapa pāho, 1 hoki te kirimana tautoko ā-ahumahi ¹¹
Te Utu Tapeke mō ngā Whakapaunga Pūtea Whakahaere	\$3.8 m	\$4.2 m	\$4.1 m

9. Ka kapi te utu tapeke mō ngā Reo Irirangi Māori i ngā utu whakahaere mō ngā teihana rua tekau mā tahi. Ka tautokona ngā kaupapa raukaha me ngā kaupapa whakawhanake i te puna Utu mō te Tautoko ā-Ahumahi, ā, ka tautokona ngā kaupapa kawepūrongo i te puna Kaupapa Pāho Kanorau.

10. I whakaūngia ngā kirimana arotake ki tētahi pakihi kaikaute whai mana tūtohunga, engari kāhore te katoa i oti pai i mua i te paunga o te tau. Ka whakaotihia ngā arotakenga i te tau 2023/24.

11. He tapanga hou mō tēnei momo tohanga pūtea.



Māoriland Film Festival, Māoriland Charitable Trust

6

Te Arotake i te Pakari me ngā Āheinga ā-Whakahaere

TE ARONGA	TE INE TUTUKINGA	TE PAETOHU TUTUKINGA
He Kaitukumahi Pai	Ngā Wehenga Kaimahi ā-Tau	10% iti iho rānei [2022/23: 6%]
	Ka aukatingia te whakatoī, te whakaweti me te whakahāwea	Ka tutuki [2022/23: Kua tutuki]
	Kua whakaurua atu ngā mātāpono o ngā Ara Whiwhinga Mahi Tautika ki ngā tuhinga me ngā ritenga katoa e hāngai ana	Ka tutuki [2022/23: Kua tutuki]
Te Whakahaere Tūrarū	Kāhore he whakatau tuku pūtea i huripokina i runga i tētahi kotititanga i tohua i ngā ritenga ā-ture, ngā aratohu, ngā kaupapahere rānei a Te Māngai Pāho	Ka tutuki [2022/23: Kua tutuki]
Te Whakahaere Hangarau	Ka whakatinana i te Taupuni Raraunga, ka whakawātea ai ki ētahi atu hinonga i te rāngai	Ka tutuki [2022/23: Kua tutuki]
Te Taiao Here ā-Whakahaere	Pae Arotake ā-Tau	Me eke ki te pae "Tino Pai" [2022/23: "Tino Pai"]
Ngā Pūnaha me ngā Here Mōhiohio ā-Pūtea	Pae Arotake ā-Tau	Me eke ki te pae "Tino Pai" [2022/23: "Tino Pai"]
Ngā Mōhiohio Tutukinga ā- Ratonga, ngā Pūnaha me ngā Here Whai Pānga	Pae Arotake ā-Tau	Me eke ki te pae "Tino Pai" [2022/23: "Pai"]
Te Whai Hua me te Whāomo	Ka tohaina tētahi 94%, nui ake rānei, o te wāwāhinga/tahua ki ngā kiritoru hei tautoko i te waihanga me te tohaina o ngā kaupapa pāho reo Māori	Kia kua e heke iho i te 95% [2022/23: 95.7%]



Matariki 2023, Eruera Walker

7

He Tauākī Pūtea Āmua

Te Tauākī Āmua mō ngā Whiwhinga me ngā Whakapaunga Whānui

Mō te tau ka pau ā te 30 o Hune 2025

	2022/23 TŪTURU \$M	2023/24 WHAKATAU TATA TŪTURU \$M	2024/25 MATAPAE \$M
KO NGĀ WHIWHINGA MONI			
Ngā whiwhinga moni i te Karauna	85.3	66.2	65.4
Whiwhinga kē	1.0	6.5	1.3
Te tapeke whiwhinga moni	86.3	72.7	66.7
WHAKAPAUNGA MONI			
Kaupapa Kanorau	58.9	38.1	43.2
Reo Irirangi Māori	17.4	16.2	13.2
Puoro Māori	1.3	1.5	1.2
Tautoko ā-Ahumahi	7.6	14.2	5.0
Te tapeke whakapaunga moni	85.2	70.0	62.6
WHAKAPAUNGA MONI Ā-WHAKAHAERE			
Te tapeke whakapaunga moni ā- whakahaere	3.8	4.2	4.1
Te tapeke whakapaunga moni	89.0	74.2	66.7
TUWHENE/(TAKAREPA)	(2.7)	(1.5)	0.0
NGĀ WHIWHINGA ME NGĀ WHAKAPAUNGA MONI WHĀNUI KĒ	0.0	0.0	0.0
TE TAPEKE O NGĀ WHIWHINGA ME NGĀ WHAKAPAUNGA MONI WHĀNUI	(2.7)	(1.5)	0.0

Ko ngā kaupapahere kaute e āpitihiā nei hei wāhanga nō tēnei tauākī pūtea.

Kua takoto anō ngā tau tūturu mō te tau 2022/2023 me ngā tau whakatau tata mō te tau 2023/2024 kia hāngai ai ki te hōputu pūrongo mō ngā tau Matapae mō te tau 2024/25.

Te Tauākī mō ngā Panonitanga Āmua ki ngā Tūtanga Tūmatanui

Mō te tau ka pau ā te 30 o Hune 2025

	2023/24 TŪNGA WHAKATAU TATA 30 O HUNE 2024 \$M	2024/25 TŪNGA MATAPAE 30 O HUNE 2025 \$M
TE TAPEKE I TE 1 O HŪRAE	2.6	1.1
Tapeke moni whiwhi me ngā whakapaunga moni whānui mō te tau	(1.5)	0.0
TE TAPEKE I TE 30 O HUNE	1.1	1.1

Ko ngā kaupapahere kaute e āpitihia nei hei wāhanga nō tēnei tauākī pūtea.

Te Tauaki mō te Tūnga Pūtea Matapae hei te 30 o Hune 2024, me te Tūnga Pūtea Āmua hei te 30 o Hune 2025

	2023/24 TŪNGA WHAKATAU TATA 30 O HUNE 2024 \$M	2024/25 TŪNGA MATAPAE 30 O HUNE 2025 \$M
TŪTANGA TŪMATANUI I TE 30 O HUNE	1.1	1.1
E tohua ana ki:		
NGĀ RAWA		
Ngā rawa wātea		
Ngā moni ukauka me ōna ritenga	0.3	0.4
Ngā haumitanga	16.7	18.9
Te hunga noho nama me ērā atu nama mai	0.7	0.7
Te tapeke o ngā rawa wātea	17.7	20.0
Ngā rawa whai here		
Ngā whare, ngā rawa pūmau, me ngā taputapu	0.1	0.1
Ngā rawa kiko kore	0.4	0.3
Te tapeke o ngā rawa whai here	0.5	0.4
TE TAPEKE RAWA	18.2	20.4
NGĀ TAUNAHATANGA		
Te hunga e noho nama atu nei te hinonga me ngā nama kē	0.3	0.3
Whakawhiwhinga kaimahi	0.2	0.2
Ngā whakaritenga whāngai pūtea	16.6	18.8
Te tapeke taunahatanga o te wā	17.1	19.3
TE TAPEKE TAUNAHATANGA	17.1	19.3
NGĀ HUA MORE	1.1	1.1

Ko ngā kaupapahere kaute e āpitihia nei hei wāhanga nō tēnei tauākī pūtea.

Tauākī Kapewhiti Āmua

Mō te tau ka pau ā te 30 o Hune

	2023/24 WHAKATAU TATA \$M	2024/25 MATAPAE \$M
Te kapewhiti i ngā mahi whakahaere		
He moni i ahu mai i –		
Ngā homaitanga a te Karauna	66.2	65.4
Te huamoni whiwhi	1.8	1.2
Whiwhinga moni kē	4.7	0.1
	72.7	66.7
He moni i whakapaua ki –		
Ngā utu kaimahi	(2.1)	(2.1)
Ngā utu kaiwhakarato	(2.1)	(1.9)
Ngā utu ki ngā kaipāho me ngā kaiwaihanga hōtaka	(68.4)	(62.6)
	(72.6)	(66.6)
Te Kapewhiti more i ngā mahi whakahaere	0.1	0.1
Te Kapewhiti more i ngā mahi whakahaere		
He moni i ahu mai i –		
ngā haumitanga	19.2	18.7
He moni i whakapaua ki –		
Ngā haumitanga	(43.4)	(18.4)
Te hoko whare, rawa pūmau, taputapu hoki	(0.0)	(0.0)
Hoko rawa kiko kore	(0.1)	(0.4)
Kapewhiti more i ngā mahi haumi	(24.3)	(0.1)
Kapewhiti more i ngā mahi whakahaere pūtea	0.0	0.0
Pikinga more/(hekenga more) o ngā ukauka me ōna ritenga e puritia ana	(24.2)	0.0
Tāpiri ki te tapeke moni ukauka me ōna ritenga i te tīmatanga o te tau	24.5	0.3
Te tapeke whakakapinga o te moni ukauka me ōna ritenga	0.3	0.3

Ko ngā kaupapahere kaute e āpithia nei hei wāhanga nō tēnei tauākī pūtea.

Te Whakatauritenga o te Kapewhiti More i ngā Mahi Whakahaere ki te Tapeke o ngā Whiwhinga me ngā Whakapaunga Moni Whānui

Mō te tau ka pau ā te 30 o Hune 2024

	2023/24 WHAKATAU TATA TŪTURU \$M	2024/25 MATAPAE \$M
Te tapeke o ngā whiwhinga me ngā whakapaunga whānui	(1.5)	0.0
Tāpiri / (Tango) i ngā whakapaunga ehara i te ukauka / (whiwhinga):		
Te Hekenga Wāriu	0.1	0.1
Te Whakaurupā	0.1	0.1
Te tapeke o ngā mea ehara i te ukauka	0.2	0.2
Tāpiri / (Tango) i ngā nekehanga i ngā pūrawa wātea:		
(Pikinga) / hekenga i ngā nama mai/utungā tōmua	7.8	(0.1)
(Pikinga) / hekenga i ngā nama me utu me ngā taunahatanga pūtea	(6.4)	0.0
Ngā nekehanga more i ngā āhuatanga pūrawa wātea	1.4	(0.1)
Te kapewhiti more i ngā mahi whakahaere	0.1	0.1

Ko ngā kaupapahere kaute e āpitihia nei hei wāhanga nō tēnei tauākī pūtea.

8

He Tauākī Kaupapahere Kaute

HE TAUĀKĪ KAUPAPAHERE KAUTE MŌ TE TAU KA PAU Ā TE 30 O HUNE 2025

TE HINONGA TUKU PŪRONGO

He Hinonga Karauna a Te Māngai Pāho, e ai anō ki te tautuhinga i te Ture Hinonga Karauna 2004, ā, ko Aotearoa te wāhi e tū nei ia, e rere anō ana āna mahi. Ko ngā ture hāngai e tohutohu ana i ngā whakahaere a Te Māngai Pāho, ko te Ture Pāho 1989, ko te Ture Hinonga Karauna 2004, me Te Ture mō Te Reo Māori 2016. Ko te Karauna o Aotearoa te matua o Te Māngai Pāho.

Ko te mahi mātāmua a Te Māngai Pāho ko te whakatairanga i te reo me te ahurea Māori mā te whakawātea i te pūtea ki ngā kaupapa pāhotanga, ki te waihanganatanga o ngā hōtaka ka pāhotia, me te whakarite puringa hōtaka.

Hei mahi tuarua, ka āhei tā Te Māngai Pāho whakawātea i te pūtea ki ngā pāhotanga tononoa, ki te waihanganatanga o ngā kaupapa kia pāho tononoatia, ki te whakarite puringa kaupapa, ki mahi kē atu anō hoki hei whakatairanga i te reo me te ahurea Māori.

I tana kōkiri i ēnei mahi e toru, he wā ōna ka kōrerorero tahi a Te Māngai Pāho ki ngā kanohi o ētahi rōpū whaipānga Māori, ngā kaipāho, me ētahi atu, e ai ki Te Māngai Pāho, ka oti i a rātou te āwhina i te taha ki te whanaketanga o ngā kaupapahere ā-pūtea.

Nā Te Māngai Pāho tonu a ia anō i tautapa hei hinonga painga tūmatanui (PBE) mō te wāhi ki ngā mahi pūrongorongo pūtea, ā, kāore e whai kia hoki mai he hua moni ki a ia i āna mahi.

TE TŪĀPAPA WHAKARITE

He mea whakarite ngā tauākī pūtea i runga i te whakaaro he whakahaere tūmau tēnei, ā, kua taurite te āhua o te whakahāngai i ngā kaupapahere kaute i te takanga haeretanga o te tau.

Tauākī mō te ū ki ngā tikanga

He mea whakarite ngā tauākī pūtea nei i runga anō i ngā herenga o te Ture Hinonga Karauna 2004, tae atu ana ki te herenga kia ū ki ngā tikanga mahi kaute e whakaaetia whānuitia ana i Aotearoa (NZ GAAP).

He mea whakarite ngā tauākī pūtea i runga i te ū ki te Upane 1 o ngā paerewa mahi kaute PBE, ā, e ū ana anō hoki ki ngā paerewa PBE.

Te momo moni e whakaaturia ana me te whakaawhiwhi

Ko te tāra o Aotearoa te momo moni e whakaaturia ana ki ngā tauākī pūtea, ā, he mea whakaawhiwhi ngā wāriu katoa ki te miriona tāra e tūtata katoa ana (\$m).

TE WHAKARĀPOPOTOTANGA O NGĀ KAUPAPAHERE KAUTE MATUA

Ngā Whiwhinga Moni

Ko ngā kaupapahere kaute motuhake e hāngai pū ana ki ngā whiwhinga mātuatua e whakamāramatia ana i raro iho nei:

Ngā Whiwhinga i te Karauna

Ko te nuinga o ngā whiwhinga moni o Te Māngai Pāho ka ahu mai i te Karauna, ā, e herea ana te whakamahinga o ēnei whiwhinga moni ki ngā mahi e tutuki ai i a Te Māngai Pāho ngā whāinga kua āta tohua i te ture nāna i hua mai ai a Te Māngai Pāho, me ngā mea e whakaaetia ana mō i raro i ngā wāwāhinga pūtea a te Karauna. Ko tā Te Māngai Pāho, kāhore he here i runga i ngā moni, me te aha ka kīia tonutia atu he whiwhinga moni i te wā ka whakatauria e tika ana kia riro i a ia. Ko te wāriu tika o ngā moni whiwhi i te Karauna kua whakataua iho e taurite ana ki ngā rahinga i tohua rā i ngā whakaritenga tuku pūtea.

Whiwhinga huamoni

E tohua ana te whiwhinga huamoni mā te whakamahi i te tikanga huamoni whai pānga.

Te Tohutanga o te Tohanga Pūtea

Ka kīia te tohanga pūtea ki ngā kaupapa pāhotanga he whakapaunga i te tau ahumoni e tukua ai te tohanga, mēnā i mua i te whakapaunga o te tau ahumoni, kua whakaaetia te kaupapa e te Poari, ā, kua waitohungia te kirimana tuku pūtea e ngā taha e rua. Nā reira, e kapi ana i ngā whakapaunga ko ngā pūtea kua whakatauria kia tohaina, engari kāhore anō kia āta utua atu i te mutunga tau. Ko ngā pūtea kāhore anō i utua atu ka tuhia hei taunahatanga pūtea i te tauākī taunahatanga ahumoni. Ka whakahaere tēnei taunahatanga i te utu haeretanga o ngā kaitono e ai anō ki te wātaka tukunga e tautohutia ana i te kirimana waihanga.

Kia oti ngā utunga katoa e ai anō ki te wātaka tukunga, kāhore he here kia whakahokia ētahi pūtea, hāunga i ngā wā kāore e hiahiatia ana te katoa o te utunga whakamutunga i te otinga o te kaupapa.

Ngā rīhi whakahaere

Ko te rīhi whakahaere ko te rīhi e kore nei e whakawhitia atu ngā tūraru me ngā hua katoa e hāngai ana ki te pupuri rawa ki te kairīhi. Ko ngā utu rīhi i raro i tā Te Māngai Pāho rīhi whakahaere mō tana tari ka tohua hei whakapaunga e ai anō ki te tikanga rārangi torotika mō te roanga o te wā o te rīhi.

Ngā moni ukauka me ōna ritenga

E kapi ana i te moni ukauka me ōna ritenga ko ngā ukauka e puritia ana, ngā puritanga moni kei te pēke, me ngā moni haumi wā poto, e toru marama, poto iho rānei te roa e eke ai te haumitanga.

Nama kia utua mai

E tohua ana ngā nama kia utua mai o te wā i te uara hāngai, hāunga i ngā whakaritenga mō te waimaero.

Ka kīia kua waimaero tētahi nama mēnā e kitea ana he taunakitanga e kore e oti i Te Māngai Pāho te kohikohi ngā utu katoa e tika ana. Ko te rahi o te waimaerotanga ko te rerekētanga o te rahi o te nama o te wā, me te uara o tēnei wā o ngā rahinga i tōna tikanga ka kohia.

Ngā haumitanga

Ngā puritanga pēke wā pūmau

I te tīmatanga, ka inea ngā haumitanga ki ngā puritanga pēke wā pūmau e ai anō ki te rahi ka haumitia. I muri i te kīnga tuatahi, ka inea ngā puritanga pēke e ai anō ki te utu whakaurupā mā te whakamahi i te tikanga huamoni whai pānga, hāunga ētahi whakaritenga mō te waimaero.

Ngā whare, ngā rawa pūmau, me ngā taputapu

E rima ngā kātū rawa i raro i ngā whare, ngā rawa pūmau, me ngā taputapu. Koia ēnei, ko ngā taputapu tari, ko ngā taonga me ngā whakarawe, ko ngā taputapu rorohiko, ko ngā whakapaipai whare rīhi me ngā motokā. Kua inea ēnei kātū rawa katoa e ai anō ki te utu, ka tango atu ko te tapeke hekenga wāriu me ngā ngaromanga waimaero.

Ngā Tāpiritanga

Ka kīia te utu o te whare, te rawa pūmau, te taputapu rānei hei rawa, ka nui ana te tūpono ko ngā painga ōhanga āmua, ko te pitomata ratonga rānei mō taua mea ka tau ki a Te Māngai Pāho, ā, ka taea hoki te āta ine i te utu o taua mea. I te nuinga o te wā, ko te whare, ko te rawa pūmau, ko te taputapu rānei ka whakaaturia e ai anō ki te utu i te hokotanga mai. Ki te riro mai he rawa me te korenga o te whakawhitinga pūtea, ka whakaaturia tuatahitia ki tōna wāriu tika i te riotanga mai. Ko ngā utu ka pā whai muri i te hokotanga tuatahi, ka kīia he rawa ka nui ana te tūpono ko ngā painga ōhanga āmua, ko te pitomata ratonga rānei mō taua mea ka tau ki a Te Māngai Pāho, ā, ka taea hoki te āta ine i te utu o taua mea. Ko ngā utu whakahaere o ia rā mō te whare, te rawa pūmau, me te taputapu ka tuhia hei whakapaunga tuwhene, takarepa rānei, ka pā ana.

Ngā Hokotanga Atu

Ko ngā pikinga me ngā hekenga nā ngā hokotanga atu ka whakatauria mā te whakatairite i ngā whiwhinga moni ki te wāriu o te wā o te rawa. Ko ngā pikinga me ngā hekenga moni nā ngā hokotanga ka tuhia hei tapeke more tuwhene, takarepa rānei.

Te Hekenga Wāriu

He mea tātaitai te hekenga wāriu e ai anō ki te tikanga rārangi torotika mō ngā whare, ngā rawa pūmau me ngā taputapu katoa, e ai anō

ki tētahi pāpātanga, e tohaina ai te utu o tēnā, o tēnā i te roanga o ngā tau e matapaetia ana ka toiora ngā rawa, kia noho wāriu kore ai. E rārangi iho nei ko ngā whakatauta tata mō ngā tau e toiora ana ngā kātū rawa matua mō te whare, te rawa pūmau me te taputapu, me ngā pāpātanga whakaheke wāriu e hāngai ana ki tēnā, ki tēnā:

Ngā Taputapu Tari	5 tau	20%
Ngā Taonga me Ngā Whakarawe	9 ki te 10 tau	11%
Ngā Taputapu Rorohiko	3 tau	33%
Ngā Whakapaipai Whare Rīhi	4 to 6 tau	17–25%
Motokā	5 tau	20%

Ka whakaheke te wāriu o ngā whakapaipai whare rīhi e ai anō ki te roanga o te wā o te rīhi kāore anō kia mōnehu, ki te wā rānei e toe ana o tērā e matapaetia ana ka toiora aua whakapaipai, ā, ko te mea poto katoa ka whāia.

Te waimaero whare, rawa pūmau, me te taputapu

Ko ngā whare, ngā rawa pūmau, ngā taputapu me ngā rawa kiko kore e puritia ana e ai anō ki te utu hoko, ā, ko tōna oranga toiora e herea ana, ka tirohia mō te tūpono kua waimaero ka puta ana he āhuetanga, ka rerekē rānei tētahi mea, me te aha e tohua ana kāhore pea e taea te utu kawē te whakahoki mai. Ko te ngarohanga waimaero ka tuhia e ai anō ki te nui o te tuwhene o te wāriu kawē, tēnā i te nui e taea ana te whakahoki mai. Ko te rahinga toiora ko te mea rahi katoa o te wāriu tika o tētahi hua, hāunga ngā utu hokonga, me te wāriu whakamahinga. Ko te wāriu whakamahinga ko te wāriu o nāianei o te pitomata ratonga e toe ana o tētahi rawa. E tautuhitia ana mā te whakamahi i tētahi tikanga e hāngai ana ki te utu whakakapinga i muri i te hekenga wāriu.

Mēnā e nui ake ana te wāriu kawē o tētahi rawa i te rahi ka taea te whakahoki mai, ka kīia te rawa kua waimaero, ā, ko te wāriu kawē ka whakaheke ki tērā e taea ana te whakahoki mai. Ko te tapeke ngaromanga waimaero ka tuhia i te tuwhene, i te takarepa rānei. Ko te takahuritanga o tētahi ngaromanga waimaero ka tuhia i te tuwhene, i te takarepa rānei.

Ko ngā matapae me ngā whakaaro kaute waiwai

Ka arotakehia ngā oranga toiora me ngā wāriu e toe ana ki ngā whare, ngā rawa pūmau me ngā taputapu i ia rā whakataurite. Ka pēnei ana, he tini ngā āhuetanga ka whakaarohia, tae atu ki te hanga o te rawa, te wā e matapaetia ana ka whakamahia te rawa e Te Māngai Pāho me ngā whiwhinga e whakapaetia ana ka hokona atu ana te rawa ā tōna wā.

Kāhore a Te Māngai Pāho i panoni i ō mua whakaaro mō ngā oranga toiora me ngā wāriu e toe ana.

Rawa kiko kore

Te hoko me te whakawhanake pūmanawa rorohiko

Ko ngā raihana pūmanawa rorohiko kua oti te hoko mai ka tuhia hei hua e ai anō ki te nui o te whakapaunga kia riro mai ai, kia whakamahia anō ai te pūmanawa rorohiko rā.

Ko ngā utu e hāngai pū ana ki te whakawhanaketanga pūmanawa rorohiko hei whakamahi i roto tonu i te whakahaere ka tuhia hei rawa kiko kore. E kapi ana i ngā utu hāngai ko te whakawhanake pūmanawa rorohiko, ko ngā utu kaimahi me tētahi wāhi o ngā utu tukupū e hāngai ana.

Ka tuhia ngā utu whakangungu kaimahi hei whakapaunga ka ara ake ana.

Ka tuhia ngā utu tiaki pūmanawa rorohiko hei whakapaunga ka ara ake ana.

Ko ngā utu e hāngai ana ki te whakawhanaketia me te whakapaipaitia o te pae tukutuku a Te Māngai Pāho ka tuhia hei whakapaunga ka ara ake ana.

Te Whakaurupā

Ka whakaurupātia te wāriu kawē o tētahi rawa kiko kore, ko tōna oranga toiora e herea ana, e ai anō ki te tikanga rārangi torotika i te roanga o tōna toiora. Ka tīmata te whakaurupā i te rā e wātea ai te hua hei whakamahi, ā, ka mutu hei te rā e kore ai e whakaingoatia taua hua. Ka tuhia te utu whakaurupā mō ia tau pūtea i te tuwhene, i te takarepa rānei.

Kua pēnei te āhua o te matapae i te oranga toiora me ngā pāpātanga whakaurupā o ngā momo rawa kiko kore matua:

Ngā pūmanawa rorohiko i hokona	3 tau	33%
Ngā pūmanawa rorohiko i whakawhanaketia	4 tau	25%

Te waimaero o ngā rawa kiko kore

Tirohia te kaupapahere mō te waimaero ā-whare, ā-rawa pūmau, ā-taputapu hoki. E hāngai ana anō hoki taua mahi rā ki ngā rawa kiko kore kua waimaero.

Ko ngā matapae me ngā whakaaro kaute waiwai

Ka kīia ngā oranga toiora o ngā pūmanawa rorohiko he tōkeke e ai anō ki te whai hua me te whakamahia o taua pūmanawa rorohiko, ā, kāhore hoki he tohu e mea ana ka nui te rerekē o te wā whakamahi i te pūmanawa rorohiko.

Ko ngā nama hei utu

Ko ngā nama wā poto hei utu ka tuhia e ai anō ki te rahi e tika ana kia utua.

Whakawhiwhinga kaimahi

Whakawhiwhinga kaimahi wā poto

Ko ngā whiwhinga kaimahi e tika ana ka ea i roto i te tekau mā rua marama i muri i te wā e oti ai i te kaimahi te mahi e hāngai ana, ka inea e ai anō ki ngā whakawhiwhinga tōpū, i ngā pāpātanga utu o tērā wā. E kapi ana i tēnei ko ngā utu ā-tau, ko ngā utu ā-wiki i tōpūtia tae noa atu ki te rā whakataurite, ngā hararei i haupūtia engari kāhore anō i whakapaua i te rā whakataurite, me ngā rā māuiui.

E tuhia ana he taunahatanga me tētahi whakapaunga mō ngā utu tāpiri mēnā he herenga kirimana ka pā, ina mōhiotia rānei he āhuatanga tuku iho ērā mahi i roto i ngā tau e ara ake ai he herenga, ā, ka taea hoki te āta whakatau tata i te rahi o te herenga.

Ngā moni tāpui

Ka tuhia he tāpuitanga mō ngā whakapaunga o raurangi tē mōhiotia ai te rahinga, te rā rānei, mēnā he here e mōhiotia ana (ahakoa ā-ture, ā-oati rānei) nā tētahi āhuatanga i pā i mua, me te mōhio he tūpono nui ka hiahia taua moni rā hei whakaea i te herenga, ā, ka taea hoki te āta whakatau tata i te rahi o te herenga.

Utu Tāke Moniwhiwhi

Kāhore he taunahatanga tāke moniwhiwhi e hua ake mō te wāhi ki āna whakahaere katoa. E wātea ana a Te Māngai Pāho i ngā here mō te utu take moniwhiwhi i raro i te wāhanga 53O o te Ture Pāho 1989.

Tāke Hokohoko

He mea whakarite ngā tāuākī pūtea kia kaua e whakaurua atu te GST, hāunga ngā nama mai me ngā nama me utu – ko ērā e tuhia ana me te utu GST kua āpitihia atu. Mēnā kāhore e taea te kōhi mai i te GST hei tāke tāuru, ka tuhia hei wāhi nō te rawa, nō te whakapaunga rānei e hāngai ana.

Ko te tapeke more o te GST ka taea te kōhi mai, me utu atu rānei ki Te Tari Tāke, ka tuhia hei wāhanga nō ngā nama me utu mai, nō ngā nama me utu atu rānei i te tauākī tūnga pūtea.

Ko te tapeke GST more ka riro mai i Te Tari Tāke, ka utua atu rānei, tae atu ki te GST e hāngai ana ki ngā haumitanga, ki ngā mahi whakahaere pūtea rānei, ka kīia he kapewhiti whakahaere i roto i te tauākī kapewhiti. Ko ngā whakaūnga me ngā tūponotanga ka tuhia, hāunga i te utu GST.

Ngā Tau Tahua

I takea mai ngā tau tahua i te tauākī kawatau tutukinga i whakaaetia e te Poari i te tīmatanga o te tau pūtea. He mea whakarite ngā tau tahua e ai anō ki NZ GAAP, mā te whai i ngā kaupapahere kaute e hāngai ana ki ērā i whakaaetia e te Poari i te whakaritenga mai o ēnei tauākī pūtea.

Ngā Whakaūnga

Ko ngā utu wāheke ka whakapuakina hei whakaūnga ka hua ake ana he herenga ā-kirimana, mehemea he tika te kī he herenga ēnei kāore anō kia ea. Ko ngā whakaūnga e hāngai ana ki ngā kirimana whakawhiwhi mahi kāhore e whakapuakina.

Ngā Tauākī Whakapaunga ā-Whakaputanga

Ko tā ngā Tauākī Whakapaunga ā-Whakaputanga, i pūrongo rā i te Tauākī Tutukinga, he pūrongo i te tapeke tohanga pūtea mō ngā putanga reo irirangi, pouaka whakaata hoki mō te tau ka pau ā te 30 o Hune 2024. Ka pūrongo rā anō hoki ko ngā whakapaunga ki ngā mahi whakahaere e kawea nei e Te Māngai Pāho.

Kāhore he panonitanga ki te tikanga toha whakapaunga nō mai anō i te rā o te arotakenga tauākī pūtea whakamutunga.

Ētahi matapae, me ētahi whakaaro kaute waiwai

I te whakaritenga mai o ēnei tauākī pūtea, kua takoto i a Te Māngai Pāho ētahi matapae me ētahi whakaaro mō te anamata. Ka rerekē pea ngā putanga tūturu i ēnei matapae, i ēnei whakaaro anō hoki. I takea mai ngā matapae me ngā whakaaro nei i ō mua wheako me ētahi atu āhuratanga, tae atu ki ngā kaupapa o te wāheke e whakapaetia ana e tika ana e ai anō ki ngā āhuratanga o te wā.

Ka haere tonu ngā mahi arotake i ngā matapae me ngā whakaaro. Ko ngā whakahoutanga ki ngā matapae ā-kaute ka whakaūngia i te wā e whakahoungia ai ngā matapae mēnā ko taua wāhanga anake ka pāngia e ngā whakahoutanga, ka whakaūngia rānei i te wā o te whakahoutanga, me ngā wā e heke tonu mai ana mēnā ka pā te whakahoutanga ki te nāiane, ki te anamata anō hoki.

Ko ngā matapae me ngā whakaaro matua e mea ana:

Ka tutuki i ngā kaipāho me ngā kaiwaihanga ō rātou herenga ā-ture i roto i te wā kua tohua e ai anō ki te kirimana;

Ka arotakehia e Te Māngai Pāho ngā oranga toiora me te wāriu e toe ana o ngā whare, ngā rawa pūmau me ngā taputapu mā te whai whakaaro ki ngā tini āhuratanga pēnei i te hanga o te rawa, te wā e matapaetia ana ka whakamahia te rawa e Te Māngai Pāho, me ngā whiwhinga e whakapaetia ana ka hokona atu ana te rawa ā tōna wā. Kāhore a Te Māngai Pāho i panoni i ō mua whakaaro mō ngā oranga toiora me ngā wāriu e toe ana.

Ko ngā whakataunga waiwai mō te whai i ngā kaupapahere kaute

Kīhai ngā kaiwhakahaere i whakaū i ētahi whakatau waiwai i te whaitanga o ngā kaupapahere mō te tau ka pau ā te 30 o Hune 2025.




Stan Walker, Purapura Whetū, TVNZ Limited





Ngā Manako o Matariki Statement of Performance Expectations 2024/25





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1

He Kupu Whakataki nā te Poari o Te Māngai Pāho

Introduction from the Board of Te Māngai Pāho

Waerea! Waerea!
Waerea ki uta. Waerea ki tai.
Waerea ki te one tapu ka horahia.
Ka haea te awa, ka wāhia te awa.
Putā ki tua, putā ki waho.
Putā ki te whenua taurikura e
karaka nei
Tēnei te moana tūātea ka turakina
Tēnei te taero ka whakatahaka
Tēnei taku waka reo ka uea,
ka waerea e!
Maiea, maiea, maiea te tipua
Maiea, maiea, maiea te tawhito
I haramai rā tōku reo i hea?
I haramai rā i a Rakinui e tū iho nei
Heke iho ki a Papa e takoto nei
Tēnei te reo mauri ora ka irihia ki
tō manawa
Tēnei te reo māhorahora ka irihia
ki tōku manawa
E Roko, whakairia ki ruka kia tina, tina!
Haumi e, hui e, tāiki e!

**‘Kua tawhiti kē tō
haerenga mai, kia
kore e haere tonu.
He nui rawa ō mahi
kia kore e mahi tonu.’**

– Tā Hēmi Hēnare

Hei te tau nei ka eke a Te Māngai Pāho ki tōna tau 30. Inā noa atu te tawhiti o te haere. Inā noa atu hoki te nui o te mahi. Ahakoa te hurihaka o te hau, kua katia te tai o nanahi, ā, e kore a muri e hokia. Ahakoa kāore i a mātou te mana whakahaere o te hau, kei ō tātou rika te mana whakahaere o kā rā o te waka. Ko tō tātou waka, ka ū tonu ki tērā manako nui, kia mauri ora anō te reo, kia ūkaipō anō te reo, kia māhorahora anō te reo. Nā tēnā ka kīia:

***Ahakoa kei whea, ahakoa āwhea,
ahakoa pēwhea, kōrerotia te reo Māori!***

Ko te kāhui mumu reo kua wehe i te tirohaka kanohi, ka mihia, ka takihia, ka whakairihia, ka whetūrahia ki ruka hei tohu ārahi i a tātou, i kā waihotaka ki raro. Ahakoa te au miha, te au tuke, ka ū tonu te waka ki tōna whetū ārahi, ki tōna whetū pīataata – ko te reo te take – tū te pō, tū te ao!



Matariki 2023, Eruera Walker

This year, from the 1st July 2024, marks 30 years that Te Māngai Pāho has been operating. Hurō!

The Māori language landscape has changed significantly since Te Māngai Pāho opened its doors. In the 30 years we have been operating, te reo Māori has continuously grown and the demand for quality reo Māori content has grown with it.

Looking back, we have seen the opening of the Māori Television Service, now Whakaata Māori, which earlier this year celebrated its 20th anniversary; the continuation of news and current affairs through fluent shows such as *Te Karere* and the expansion of the regional news hubs; the creation of pivotal shows such as *The Casketeers* which has amassed millions of viewers and gone international on Netflix; the *Waiata Anthems* movement led by Kahurangi Hinewehi Mohi which catapulted te reo Māori into the mainstream music scene, and so much more. Most recently, the nation welcomed its first mātauranga Māori public holiday by officially recognising Matariki, something that Te Māngai Pāho is very proud to support. It is logical that the document that conveys our plans and aspirations for the new financial year should be entitled *Ngā Manako o Matariki*.

As we celebrate this milestone we must also consider the next 30 years and the progress we hope to make. Te Māngai Pāho is part of the Maihi Karauna and contributes to its goals that by 2040, Aotearoa will be a country where te reo Māori is heard, spoken and valued everywhere. The content we fund actively seeks to achieve these goals.

The current media sector has its challenges set before it. Production activity has not regained pre-COVID levels, and, until recently it seemed that Aotearoa had lost ground to other locations in the battle for offshore productions. Sadly, in March 2024 the news and current affairs sector was rocked with the closure of *Newshub* and re-trenching at TVNZ. Audiences are turning elsewhere to consume their preferred content and funding has stagnated. However, we cannot succumb to the pressures and instead need to come together, think creatively, and seek out the opportunities that offer the ability to pivot and innovate.

For us in the language revitalisation movement, the obligation to maximise the return to te reo Māori from every dollar of funding needs to be at the forefront of our thinking. We need to deliver excellent outcomes and articulate in an evidence-based manner the value we create for te reo Māori

and Aotearoa whānui. This will be the key driver of any case for more funding in a challenging economy.

Our role as a Board is to ensure Te Māngai Pāho is ready and able to help the Māori media sector to maximise its contribution to te reo Māori. We encourage our content creators and platforms to embrace an innovative, data-led environment, where there is a commitment to evaluating the impact of initiatives and a quest for continuous improvement.

There has always been a need for us to use the resources we have smartly, however, now more than ever, we need to collaborate to ensure our strategies are aligned and that the impact of our respective efforts are measurable. For Te Māngai Pāho, we want to track how the pūtea we invest supports progress towards the audacious goal of one million speakers by 2040.

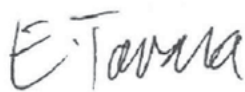
In recent years, a priority for Te Māngai Pāho has been developing our capacity to collect, analyse and make smart decisions with data. We have been using the KoPA model since 2017. It measures the population's attitudes and behaviours towards te reo Māori. We also recently developed an impact model, Te Whakapae Hua, which allows us to gauge the direct impact and understand the audiences for the content we fund in greater detail. At this stage, the model can only

measure our linear content. In the coming financial year we will further develop the model to include online data.

Our focus has been to not only measure the success of the initiatives we fund in simple quantitative terms (audience numbers), but more importantly, trying to better understand the value of what we do for Aotearoa. What impact do our investment decisions have for te reo Māori? We will need to ask this of ourselves in all the work we do. As we develop these tools further, Te Māngai Pāho is committed to working collaboratively with the sector to ensure that these tools are deployed in a way that is beneficial to everyone.

As we once again contemplate the arrival of Matariki, we take time to **reflect** – on the year that has been, and the 30 years it's taken for us to get to this point; to **celebrate** – the success and learning we have made; and most importantly, to **refocus** – to make plans for the future and realise our goals for te reo Māori. Mānawatia a Matariki!

Ngā Manako o Matariki, our 2024/25 Statement of Performance Expectations, reflects our proposed performance targets and forecast financial information for the year ending 30 June 2025 in accordance with sections 149E and 149G of the Crown Entities Act 2004.



Dr Eruera Tarena
Chair

5 June 2024



Tamalene Painting
Board Member

5 June 2024



Te Pāmu Kūmara, Kura Productions Limited

2

Te Taiao Whakahaere

Our Operating Environment

*Mānawa maiea te putanga o Matariki
Mānawa maiea te ariki o te rangi
Mānawa maiea te Mātahi o te Tau*

*Celebrate the rising of Matariki
Celebrate the rising of the lord of the sky
Celebrate the rising of the New Year¹*

Matariki Hunga Nui

Matariki is a time for us to remember, reflect and learn; to reaffirm and celebrate our bonds; and, to refocus our attention on the path ahead.

We need to accept that a gloomy global economic outlook, a lingering COVID-19 hangover and the impact of climate change related weather events will continue to be key influences on the government's budget priorities. Thus far, our sector has survived the worst of these challenges and although not unscathed, has emerged in a reasonable state. There have been disruptions and challenges but our sector is agile, and has been able to navigate those challenges.

The major structural changes that were expected to emerge from the Public Media Review and the Māori Media Sector Shift (MMSS) did not proceed. But the expectation is that we will continue to explore the benefits contemplated by those reviews. As evidenced by the dramatic changes at *Newshub* and TVNZ, the media landscape continues to evolve at a rapid pace. Although the Māori media model is somewhat isolated from the commercial realities of the mainstream media model, it would be very naïve not to heed the underlying lessons of the mainstream experience.

There is an opportunity for the Māori media sector to collaborate and explore how the benefits contemplated by the MMSS might be achieved through a change in behaviours rather than a top-down instruction. Te Māngai Pāho is committed to collaborating with others, to improve our collective impact on revitalisation of te reo Māori.

Matariki Ahunga Nui

Once again there is much Māori success for us to celebrate in 2024. The year kicked off with the live broadcast of the national celebration of Te Rā Aro ki a Matariki from Ngongotahā. This occasion in itself broke new ground with tohunga wāhine contributing as kaikarakia. While the All Blacks could not emulate the Black Ferns and win the Rugby World Cup, we should still celebrate their success in reaching the final of the World Cup and the te reo Māori commentary that was made available. In September 2023, Whakaata Māori launched their new studio facility, *Hawaikirangi*. In March 2024, Whakaata Māori hosted indigenous content creators and broadcasters from around the world and *Hawaikirangi*, the WITBN Conference, gave renewed life to the collective. They also celebrate 20 years since establishment which is a significant achievement.

¹ This karakia is attributed to Professor Sir Pou Temara.



Kairākau, Velvet Stone Media

From a Te Māngai Pāho perspective, we are pleased that we have made some progress in fostering a more collaborative landscape. The sector's collective contribution to Matariki is an example of what is possible. More recently, the willingness of Māori media to openly wānanga about more sustainable pathways for Māori news and current affairs is refreshing. There is more work to be done but we are encouraged by the progress we have made.

Matariki Manako Nui

The media and communications landscape continues to evolve with ever-changing speed. Traditional linear platforms are losing the battle on two fronts. They are failing to stem the loss of audiences and advertising dollars and in the face of stiff competition from the offshore mega-platforms, cannot build their online offerings and advertising revenue to compensate for the losses. It's a challenging landscape within which Māori media must operate and succeed. Te Māngai Pāho believes that the collaborative approach we have championed represents the best opportunity for success.

“It’s a challenging landscape within which Māori media must operate and succeed.”

As a sector, we need to recognise that a collaborative, data-led approach is essential. The current economic climate suggests that increases in funding will be unlikely for some time. A collaborative, data-led approach to developing strategies and measuring our impact will be required to establish a compelling case for increased funding.

We are committed to working with Te Mātāwai, Te Taura Whiri i te Reo Māori, Whakaata Māori, NZ On Air and others in both the Māori language and public media space to support the shared vision of Te Whare o te Reo Mauriora – ‘Kia Mauriora te Reo’.

1972

The Māori Language Petition

1975

Land march
Māori Language Week is first celebrated

1982

Kōhanga Reo is established

1983

Te Karere is first broadcast

1987

Māori Language Act and TVNZ's *Waka Huia* begins
First Iwi radio station *Te Ūpoko o te Ika* launched

1989

Broadcasting Act – govt reserves television and radio airwaves for te reo Māori

1994

Te Reo Whakapuaki *Irirangi* (Te Māngai Pāho) is in operation

1999

Dame Hinewehi Mohi sings the national anthem in te reo Māori at the Rugby World Cup

Pūkana by Cinco Cine Productions first created

2003

Māori Television Act was passed. Whakaata Māori was established the following year

2008

Te Reo channel is launched



Te Māngai Pāho

TITIRO WHAKAMURI,

2040

Goal for 1 million te reo speakers

2024

Te Māngai Pāho celebrates 30 years

2023

Sky includes Māori commentary for All Blacks games at Rugby World Cup

2022

First Matariki public holiday
Te Pāmu Kūmara – first children’s te reo Māori drama

2019

Waiata Anthems established

2018

Ahikāroa premieres – first Māori drama
The Casketees premieres

2017

Disney’s *Moana* Reo Māori

2016

Ture mō te Reo Māori passes

2015

Kōkako launched

2013

ZePA (now KoPA) is developed



KŌKIRI WHAKAMUA

A brief timeline of the history of te reo Māori on screen

3

Ngā Manako Hei Whakatutuki

What We Want to Achieve

With our work, Te Māngai Pāho aims to support Te Whare o te Reo Mauriora and the Maihi Karauna and our collective vision:

‘Kia Māhorahora te Reo’

Māori language – everywhere, every way, for everyone, every day!

To achieve this vision
the Major Outcome we
work towards is:

“Ka kaingākauria te reo Māori me te
ahurea Māori e Aotearoa whānui.”

Māori language and culture is embraced
by all New Zealanders.

The Intermediate
Outcome we seek is:

“He nui ake te reo Māori e kōrerotia ana e ētahi
tāngata tokomaha ake o Aotearoa.”

More New Zealanders speaking more te reo Māori.

The Short Term or
Annual Outcome
Te Māngai Pāho
seeks is:

“Ia tau ka 2% te nui o te neke whakatekatau
o te pūwaenga i te tauine KoPA.”

An annual 2% shift to the right of the midpoint
on the KoPA model.



Chad Chambers, Waiata Anthems, Notable Pictures Limited

Key Focus Areas

To achieve these outcomes we focus on three areas:



Ngā Kaiwaihanga – Creators

Encourage, develop and support Māori creative talent and capability.



Ngā Kaupapa Pāho – Content

Encourage creativity, innovation and excellence in the production of Māori content.



Ngā Minenga – Audiences

Grow audiences and engagement with high quality easily accessible Māori language content.

In language revitalisation terms our primary contribution is to the status of te reo Māori. In lay terms that is what people think of te reo Māori. The **status** of te reo Māori is reflected in people's attitudes and behaviours towards the language. We know that societal attitudes are the biggest impediment to language revitalisation. Therefore, our primary focus is on encouraging more people to value and learn te reo Māori by ensuring Māori language is widely seen and heard.

The KoPA model provides us with a tool to measure people's attitudes and behaviours towards te reo Māori. Using the KoPA model and robust sampling provided by Nielsen, Te Māngai Pāho has segmented the population of Aotearoa into seven groups. At the left end of the model are those who have no interest in te reo Māori, while at the right end of the model are active promoters and champions of te reo Māori. Logically the whole population sits somewhere between those two extremes. The diagram below shows how the population is segmented along the KoPA continuum.

The goal is to right-shift the population and we measure our progress each year by measuring how far the mid-point of the population has moved. Our aim is move the mid-point 2% to the right each year.

We expect that all our funded initiatives contribute to right-shifting the population, whether it be fluent te reo Māori content, receptive Māori content, or initiatives such as the Matariki national broadcast, it should all have a positive impact on audiences somewhere along the KoPA continuum.

Achieving a right-shift within the KoPA model is a result of collective efforts, not just those of Te Māngai Pāho and therefore it is a challenge to isolate and attribute the success of any one entity or initiative. An equally challenging task for Te Māngai Pāho is trying to understand the impact of our individual investment decisions (an individual programme for example) on te reo Māori. In 2023/24, we introduced and trialled Te Whakapae Hua, a tool to measure impact. Over the next two years we will work with content creators, platforms, and the wider te reo Māori eco-system to share and refine Te Whakapae Hua and agree how we will deploy this tool to help us all make better and more informed decisions. Understanding the impact of individual investment decisions is becoming increasingly important.

With a constrained economic environment, a proliferation of platforms, and a growing number of content creators, robust data is vital to not only help make the case for increased funding, but also, to help us maximise our contributions to the revitalisation of te reo Māori.

In order to maximise the impact of our investments we will:

- › Invest in the development of Māori creative talent by funding development opportunities to build a strong community of Māori language content creators and sustainable businesses, that will further support a thriving and impactful Māori media sector.
- › Fund innovative receptive and fluent Māori language content, via contestable funding rounds, to produce rich and engaging Māori content for broad audiences in order to shift societal attitudes towards a more positive view of te reo Māori, and ultimately lead to more people speaking more te reo Māori.
- › Make innovative Māori content more accessible, by collaborating with platforms to prioritise our content and expand audiences thereby raising the status of te reo Māori which will ultimately lead to an increase in the number of people right-shifting towards positive views of te reo Māori.



Va'a Voyagers: Conquering the Hawaiki Nui, Hi Mama Limited



Corella, Waiaata Anthems, Notable Pictures Limited

4

Te Poutarāwaho Haumitanga

Our Investment Framework



NGĀ AROTAHI MATUA KEY FOCUS AREAS


NGĀ
KAIWAIHANGA
Creators

Ākina, whakawhanakehia, poipoia anō ngā pūkenga auaha me ngā āheinga Māori

Encourage, develop and nurture Māori creative talent and capability


NGĀ
KAUPAPA PĀHO
Content

Ākina te auahatanga, te para huarahi me te kairangitanga i te waihangatanga mai o ngā kaupapa pāho Māori

Encourage creativity, innovation and excellence in the production of Māori content


NGĀ MINENGA
Audiences

Kia nui ake ngā minenga me te manawa ū nā runga i ngā kaupapa pāho reo Māori e kounga ana, e māmā ana hoki te torohia

Grow audiences and engagement with high quality easily accessible Māori language content.

Awatea

Active
60% funding

TE ORA

TE AO MĀRAMA

TE WHAKAKITENGA OUR VISION Kia māhorahora te reo Māori!

Māori language – everywhere, every way, for everyone, every day!

NGĀ UARATANGA OUR VALUES



Te Hiranga
Excellence



Ngā Tikanga
Motivation



Mahi Tahī
Collaboration



Te Tauutuutu
Reciprocity

NGĀ PUTANGA OUR OUTCOMES

PUTANGA PAETATA/Ā-TAU
Short Term /
Annual Outcome

la tau ka 2% te nui o te neke whakatekatau o te pūwaenga i te tauine KoPA.

An annual 2% shift to the right of the midpoint on the KoPA model.

PUTANGA PAEWAENGA
Intermediate
Outcome

He tokomaha ake ngā tāngata o Aotearoa e kōrero Māori ana.

More New Zealanders speaking te reo Māori.

PUTANGA MATUA
Major Outcome

Ka kaingākauria te reo Māori me te ahurea Māori e Aotearoa whānui.

Māori language and culture is embraced by all New Zealanders.

4

Te Poutarāwaho Haumitanga

Our Investment Framework



KEY FOCUS AREAS



Ngā Kaiwaihanga Creators

Encourage, develop and support Māori creative talent and capability.

GOALS

- › Increase the opportunities for both new and established content creators to grow.
- › Provide advanced development funding for unique content ideas.
- › Develop mentorship models with the Māori media sector.

MEASURES

Number of development opportunities.

Target 30

- › Number of opportunities provided to experienced content creators.
Target 5
- › Number of development opportunities provided to new content creators.
Target 10



Ngā Kaupapa Pāho Content

Encourage creativity, innovation and excellence in the production of Māori language content.

GOALS

- › At least 60% of all funded content is for fluent te reo Māori audiences.
- › At least 25% of content funding is for new programme ideas or new producers.
- › Increase the number of new Fluent programmes for Tamariki.

MEASURES

60% of funded content initiatives are for Fluent audiences.

Number of initiatives funded for Diverse Content.
Target 70

- › Number of new ideas or content creators funded.
Target 25%
- › Number of new Fluent content ideas funded for Tamariki.
Target 5



Ngā Minenga Audiences

Grow audiences and engagement with high quality easily accessible Māori language content.

GOALS

- › Increase the cumulative audience for Māori content.
- › Increase engagement with Māori content.
- › Right-shift the population by 2%.

MEASURES

Percentage increase in audiences for Te Māngai Pāho funded content by >5% or more.

Increase audiences for funded programmes across combined broadcast and digital platforms >5%.

Increase iwi radio listenership across the combined broadcast and digital platforms by >5%.

Increase streaming audiences for te reo Māori music (streaming).

Target 15%

5

Te Ine Tutukinga

Measuring Our Performance

1. Strategy Impact Measures

KoPA – Right-Shifting

As explained above the KoPA model segments the population along a language and cultural behaviour learning continuum comprised of three major states or zones:

Kore
(Zero)

In which there is no use and no receptivity towards te reo Māori.

Pō
(Passive)

In which an individual is accommodating of te reo Māori.

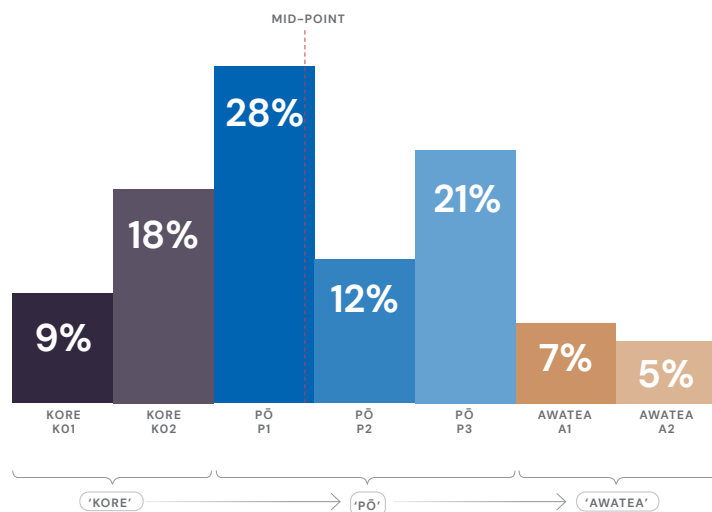
Awatea
(Active)

In which the individual actively strives to advance te reo Māori.

It is important to remember that the KoPA model measures attitudes and behaviours toward te reo Māori and not fluency. The model highlights how right-shifting the position of an individual from Kore (Zero) to Pō (Passive) to Awatea (Active) can strengthen the position of the language within society. To provide a richer understanding of the KoPA journey, the population has been further segmented as shown in the KoPA diagram. There are two subsets of Kore, three of Pō and two of Awatea. Our aim is to right-shift the midpoint by 2% each year.

KoPA Model Segmentation (2023)

Nielsen CMI KoPA Model 2023²



2. Source: Nielsen CMI. Base: Total NZ population, FY Q1 23 to Q4 2023 n = 10,003. Midpoint = 5% points of the top end of P1.

Investment in content that grows engagement and promotes right-shift

COLLECTIVE STRATEGY IMPACT MEASURES	2023/24 KOPA MEASUREMENT SURVEY	2024/25 TARGET
-------------------------------------	--	----------------

Right-shift has occurred in the New Zealand population

The midpoint for the New Zealand population in terms of attitudes and behaviours towards te reo Māori and tikanga Māori has shifted to the right on the KoPA measurement scale.	Midpoint = 24/27 of P1	Midpoint is to the right of the measure
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Attitudes: Māori language and culture valued

Te reo Māori should be valued by all New Zealanders.	49%	49%>=
Māori culture should be valued by all New Zealanders.	54%	54%>=

Behaviours: More participation in Māori language and culture activities

Learning, conversing, teaching te reo Māori and participating in Māori culture activities in the last 12 months.*	42%	42%>=
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Use: More people speak te reo Māori

Able to have a conversation about a lot of everyday things in te reo Māori.	6%	6%>=
Frequency of using te reo Māori (ongoing throughout the day).	5%	5%>=

Awareness: More awareness of Māori culture

I am better informed on Māori issues.	20%	20%>=
---------------------------------------	-----	-------

Influence: More people inspired to learn and improve their understanding of te reo Māori and culture

Intention to improve my understanding of te reo Māori.	53%	53%>=
I would like to learn more about Māori culture.	37%	37%>=

TE MĀNGAI PĀHO STRATEGY IMPACT MEASURES	2023/24 KOPA MEASUREMENT SURVEY	2024/25 TARGET
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Quality Māori language content: impact of Māori programming – among viewers and listeners of Māori programming**

My te reo Māori ability has improved.	28%	28%>=
My knowledge of Māori culture has improved.	44%	44%>=

*Note: 1) Taught a word, phrase, or aspect of Māori culture to someone or shared with others by using te reo in daily conversation or shared social media content in te reo or about Māori culture or formally studied at an educational institution or participated in classes through your workplace or participated in community evening classes or participated in a marae based course.

**Note: 2) Viewers and listeners of Māori programming = viewed content on Whakaata Māori or Te Reo channel or viewed te reo Māori or programmes on other channels in English or te reo Māori or listened to Māori music or songs or iwi radio in at least the last 12 months.

2. How Performance Will be Assessed and End of Year Reporting Requirements

ASSESSMENT OF PERFORMANCE	2023/24		2024/25
	FINAL BUDGETED STANDARD	ESTIMATED ACTUAL	BUDGET STANDARD
All Te Māngai Pāho funding contracts for Māori content creation, content distribution and other activities to promote Māori language and culture support the goals of the Maihi Karauna.	100%	100%	100%
Funding is distributed to third parties for Māori content distribution and other activities to promote Māori language and culture.	94%	94%	94%
Percentage increase in audiences for Te Māngai Pāho funded content.	5% or more	<5%	5% or more
Māori language content funded by Te Māngai Pāho achieves a quality standard of at least 90% on the Māori Language Evaluation Framework.	Achieved	Achieved	Achieve

End of Year Reporting

Performance information for this appropriation will be provided by Te Māngai Pāho in its Annual Report.



Hongi to Hāngī, Great Southern Television Limited

3. Investment Performance Measures

	2022/23 ACTUAL	2023/24 ESTIMATED ACTUAL	2024/25 FORECAST
DIVERSE CONTENT			
Content			
At least 60% of content funded by Te Māngai Pāho is Fluent category content (a minimum of 70% Māori language content).	Achieved 69%	Achieved 60%	Achieve 60%
Number of programmes or projects funded for diverse content. ³	Achieved 80	Achieved 70	Achieve 70 ⁴
Audience			
Increase audiences for funded programmes across combined broadcast and digital platforms. ⁵	Not Achieved (-2%)	>5%	>5%
MĀORI RADIO			
Audience			
Increase Māori radio listenership across the combined broadcast and digital platforms by >5%.	Not Achieved +1%	Not Achieved +2%	Achieve >5%
MĀORI MUSIC			
Creators			
Mentorships of composers.	Achieved 15	Achieved 15	Discontinued ⁶
Content			
Number of te reo Māori music spins on radio.	Not Achieved 511,020	Not Achieved 600,000	600,000
Audience			
Increase online audiences for te reo Māori music (streaming). ⁷	Not Achieved -6.23%	Achieved 15%	Achieve 10%
INDUSTRY SUPPORT OF MĀORI LANGUAGE AND CULTURE			
Number of initiatives funded.	Achieved 43	Achieved 20	50
Number of development opportunities. ⁸	Not measured in 22/23	Not measured in 23/24	30 ⁸

3. Measure includes the number of new content ideas and number of content ideas for Tamariki funded.

4. Refer to measures on page 19.

5. Measure includes aggregate of linear, on demand and online viewership of Māori content; and average time spent viewing Māori content against average of the last two years.

6. The New Composers measure has been discontinued to focus on a broader range of development opportunities for Māori musicians.

7. Target is percentage increase on the previous year achievement and will decrease as the market reaches maturity.

8. These are subset measures created to focus on specific value add items including: increased funding for content development, Māori music, workshops, festivals and market attendance, and initiatives to support the personal development of content creators. Refer to measures on page 18.

	2022/23 ACTUAL	2023/24 ESTIMATED ACTUAL	2024/25 FORECAST
COSTS FOR MĀORI LANGUAGE CONTENT			
Total Cost of Diverse Content	\$58.9 m	\$38.1 m	\$43.2 m
Total Cost of Māori Radio ⁹	\$17.4 m	\$16.2 m	\$13.2 m
Total Cost of Māori Music	\$1.3 m	\$1.5m	\$1.2 m
Total Cost of Industry Support	\$7.6 m	\$14.2m	\$5.0 m
Total Cost of Māori Language Content and Promotion	\$85.2 m	\$70.0m	\$62.6 m

4. Operational Performance Measures

	2022/23 ACTUAL	2023/24 ESTIMATED ACTUAL	2024/25 FORECAST
PERFORMANCE MEASURES FOR OPERATIONAL EXPENDITURE			
Percentage of funding decisions notified to applicants within 24 hours of Board meeting.	Achieved 100%	Achieved 100%	Achieve 100%
Funding recipients independently reviewed to ensure that reported costs are appropriate, complete and correct.	Not Achieved Reviews initiated but not completed ¹⁰	Achieved 2 platform and 3 content contracts and 1 capacity building contract	Achieve 2 platform, 3 content contracts and 1 industry support contract ¹¹
Total Operating Expenditure	\$3.8 m	\$4.2 m	\$4.1 m

9. The total cost of Māori Radio only covers the operational expenses for the 21 radio stations. Capacity and development initiatives are funded through Industry Support and content and news and current affairs are funded through Diverse Content.

10. Reviews were contracted with a chartered accountancy firm and were completed in 2023/24.

11. Update in our terminology of funding category.



Māoriland Film Festival, Māoriland Charitable Trust

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Te Arotake i te Pakari me ngā Āheinga ā-Whakahaere

Assessing Organisational Health and Capability

FOCUS AREA	PERFORMANCE MEASURE	PERFORMANCE INDICATOR
Good Employer	Annual staff turnover	10% or less [2022/23: 6%]
	Zero tolerance of harassment bullying and discrimination	Achieve [2022/23: Achieved]
	Equal Employment Opportunity principles included in all relevant documents and practices	Achieve [2022/23: Achieved]
Managing Risk	No funding commitments are overturned as a result of an identified departure from Te Māngai Pāho's statutory requirements, guidelines and policies	Achieve [2022/23: Achieved]
Managing Technology	Implement data warehouse facility and make available to other sector entities	Achieve [2022/23: Achieved]
Management Control Environment	Annual audit rating	Achieve "Very Good" rating [2022/23: "Very Good"]
Financial Information Systems and Controls	Annual audit rating	Achieve "Very Good" rating [2022/23: "Very Good"]
Service Performance Information and Associated Systems and Controls	Annual audit rating	Achieve "Very Good" Rating [2022/23: "Good"]
Effectiveness and Efficiency	At least 95% of the appropriation/funding is distributed to third parties to fund the production and distribution of Māori language content	At least 95% [2022/23: 95.7%]



Matariki 2023, Eruera Walker

7

He Tauākī Pūtea Āmua

Prospective Financial Statements

Statement of Prospective Comprehensive Revenue and Expense

For the year ending 30 June 2025

	2022/23 ACTUAL \$M	2023/24 ESTIMATED ACTUAL \$M	2024/25 FORECAST \$M
REVENUE			
Funding from the Crown	85.3	66.2	65.4
Other revenue	1.0	6.5	1.3
Total revenue	86.3	72.7	66.7
FUNDING EXPENDITURE			
Diverse Content	58.9	38.1	43.2
Māori Radio	17.4	16.2	13.2
Māori Music	1.3	1.5	1.2
Industry Support	7.6	14.2	5.0
Total funding expenditure	85.2	70.0	62.6
OPERATING EXPENDITURE			
Total operating expenditure	3.8	4.2	4.1
Total expenditure	89.0	74.2	66.7
NET SURPLUS/(DEFICIT)	(2.7)	(1.5)	0.0
OTHER COMPREHENSIVE REVENUE AND EXPENSE	0.0	0.0	0.0
TOTAL COMPREHENSIVE REVENUE AND EXPENSE	(2.7)	(1.5)	0.0

The accompanying accounting policies form part of these financial statements.

Actual figures for 2022/23 and Estimated Actual figures for 2023/24 are restated to conform to the reporting format for the Forecast figures for 2024/25.

Statement of Prospective Changes In Public Equity

For the year ending 30 June 2025

	2023/24 ESTIMATED POSITION 30 JUNE 2024 \$M	2024/25 FORECAST POSITION 30 JUNE 2025 \$M
BALANCE at 1 July	2.6	1.1
Total comprehensive revenue and expense for the year	(1.5)	0.0
BALANCE AT 30 June	1.1	1.1

The accompanying accounting policies form part of these financial statements.

Statement of Estimated Financial Position as at 30 June 2024, and Prospective Financial Position as at 30 June 2025

	2023/24 ESTIMATED POSITION 30 JUNE 2024 \$M	2024/25 FORECAST POSITION 30 JUNE 2025 \$M
PUBLIC EQUITY 30 JUNE	1.1	1.1
Represented by:		
ASSETS		
Current assets		
Cash and cash equivalents	0.3	0.4
Investments	16.7	18.9
Debtors and other receivables	0.7	0.7
Total current assets	17.7	20.0
Non-current assets		
Property, plant and equipment	0.1	0.1
Intangible assets	0.4	0.3
Total non-current assets	0.5	0.4
TOTAL ASSETS	18.2	20.4
LIABILITIES		
Creditors and other payables	0.3	0.3
Employee entitlements	0.2	0.2
Funding provisions	16.6	18.8
Total current liabilities	17.1	19.3
TOTAL LIABILITIES	17.1	19.3
NET ASSETS	1.1	1.1

The accompanying accounting policies form part of these financial statements.

Statement of Prospective Cash Flows

For the year ending 30 June

	2023/24 ESTIMATED ACTUAL \$M	2024/25 FORECAST \$M
Cash flows from operating activities		
Cash provided from –		
Receipts from the Crown	66.2	65.4
Interest received	1.8	1.2
Receipts from other revenue	4.7	0.1
	72.7	66.7
Cash applied to –		
Payments to employees	(2.1)	(2.1)
Payments to suppliers	(2.1)	(1.9)
Payments to broadcasters and programme producers	(68.4)	(62.6)
	(72.6)	(66.6)
Net cash flows from operating activities	0.1	0.1
Cash flows from investing activities		
Cash provided from –		
Receipts from investments	19.2	18.7
Cash applied to –		
Acquisition of investments	(43.4)	(18.4)
Purchase of property, plant and equipment	(0.0)	(0.0)
Purchase of intangible assets	(0.1)	(0.4)
Net cash flow from investing activities	(24.3)	(0.1)
Net cash flow from financing activities	0.0	0.0
Net increase/(decrease) in cash held and cash equivalents	(24.2)	0.0
Plus opening cash and cash equivalents at the beginning of the year	24.5	0.3
Closing cash and cash equivalents at the end of the year	0.3	0.3

The accompanying accounting policies form part of these financial statements.

Reconciliation of Net Cash Flows from Operating Activities to Total Comprehensive Revenue and Expense

For the year ending 30 June 2024

	2023/24 ESTIMATED ACTUAL \$M	2024/25 FORECAST \$M
Total comprehensive revenue and expense	(1.5)	0.0
Add / (Less) non-cash expenditure / (income):		
Depreciation	0.1	0.1
Amortisation	0.1	0.1
Total non-cash items	0.2	0.2
Add / (Less) movements in working capital items:		
(Increase) / decrease in accounts receivable/prepayments	7.8	(0.1)
Increase / (decrease) in accounts payable and funding liabilities	(6.4)	0.0
Net movements in working capital items	1.4	(0.1)
Net cash flows from operating activities	0.1	0.1

The accompanying accounting policies form part of these financial statements.

He Tauākī Kaupapahere Kaute

Statement of Accounting Policies
For the year ending 30 June 2025

STATEMENT OF ACCOUNTING POLICIES FOR THE YEAR ENDING 30 JUNE 2025

REPORTING ENTITY

Te Māngai Pāho is a Crown Entity as defined by the Crown Entities Act 2004 and is domiciled and operates in New Zealand. The relevant legislation governing Te Māngai Pāho's operations includes the Broadcasting Act 1989, the Crown Entities Act 2004 and Te Ture mō Te Reo Māori 2016. Te Māngai Pāho's ultimate parent is the New Zealand Crown.

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 and other activities to promote the Māori language and culture.

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 (PBE) for financial reporting purposes and does not operate to make a financial return.

BASIS OF PREPARATION

The financial statements have been prepared on a going concern basis and the accounting policies have been applied consistently throughout the period.

Statement of compliance

The financial statements have been prepared in accordance with the requirements of the Crown Entities Act 2004 which includes the requirement to comply with generally accepted accounting practice in New Zealand (NZ GAAP).

The financial statements have been prepared in accordance with Tier 1 PBE accounting standards and comply with PBE standards.

Presentation currency and rounding

The financial statements are presented in New Zealand dollars and all values are rounded to the nearest million dollars (\$m).

SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Revenue

The specific accounting policies for significant revenue items are explained below:

Revenue from the Crown

Te Māngai Pāho is primarily funded from the Crown and this funding is restricted in its use for the purpose of Te Māngai Pāho

meeting the objectives specified in its founding legislation and the scope of the relevant Crown appropriations. Te Māngai Pāho considers there are no conditions attached to the funding and it is recognised as revenue at the point of entitlement. The fair value of revenue from the Crown has been determined to be equivalent to the amounts due in the funding arrangements.

Interest revenue

Interest revenue is recognised using the effective interest method.

Treatment of the Allocation of Funds

The allocation of funds to broadcasting projects is recognised 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 both parties have signed the funding contract. 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 statement of financial liability. This liability is reduced as the applicant is paid according to the drawdown schedule specified in the production contract.

Once payments have been made according to the drawdown schedule there is no obligation to return any funding unless the total amount of the final payment is not required on completion of the project.

Operating leases

An operating lease is a lease that does not transfer substantially all the risks and rewards incidental to ownership of an asset to the lessee. Lease payments under Te Māngai Pāho's operating lease for its premises are recognised as an expense on a straight-line basis over the lease term.

Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks and other short-term highly liquid investments with original maturities of three months or less.

Receivables

Short-term receivables are recorded at their face value, less any provision for impairment.

A receivable is considered impaired when there is evidence that Te Māngai Pāho will not be able to collect all amounts due. The amount of the impairment is the difference between the carrying amount of the receivable and the present value of the amounts expected to be collected.

Investments

Bank term deposits

Investments in bank term deposits are initially measured at the amount invested. After initial recognition, investments in bank deposits are measured at amortised cost using the effective interest method, less any provision for impairment.

Property, plant and equipment

Property, plant and equipment consists of five asset classes. These are office equipment, furniture and fittings, computer equipment, leasehold improvements and motor vehicles. All these asset classes are measured at cost less accumulated depreciation and impairment losses.

Additions

The cost of an item of property, plant and equipment is recognised as an asset 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. In most instances an item of property, plant and equipment is initially recognised at its cost. Where an asset is acquired through a non-exchange transaction it is recognised at its fair value as at the date of acquisition. Costs incurred after 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 costs of day-to-day servicing of property, plant and equipment are expensed in the surplus or deficit as they are incurred.

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 reported net in the surplus or deficit.

Depreciation

Depreciation is provided on a straight-line basis on all property, plant and equipment, at rates that will write off the cost of the assets to their estimated residual values over their useful lives. The useful lives and associated depreciation rates of major classes of property, plant and equipment have been estimated as follows:

Office Equipment	5 years	20%
Furniture & Fittings	9 to 10 years	11%
Computer Equipment	3 years	33%
Leasehold Improvements	4 to 6 years	17–25%
Motor Vehicle	5 years	20%

Leasehold improvements are depreciated over the unexpired period of the lease, or the estimated remaining useful lives of the improvements, whichever is the shorter.

Impairment of property, plant and equipment

Property, plant and equipment and intangible assets held at cost 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 carrying amount of the asset exceeds its recoverable amount. The recoverable service amount is the higher of an asset's fair value, less costs to sell, and value in use. Value in use is the present value of an asset's remaining service potential. It is determined using an approach based on depreciated replacement cost.

If an asset's carrying amount exceeds its recoverable amount the asset is regarded as impaired and the carrying amount is written down to the recoverable amount. The total impairment loss is recognised in the surplus or deficit. The reversal of an impairment loss is recognised in the surplus or deficit.

Critical accounting estimates and assumptions

The useful lives and residual values of property, plant and equipment are reviewed at each balance date. In doing this, a number of factors are considered, including the physical condition of the asset, the 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 changes to past assumptions concerning useful lives and residual values.

Intangible assets

Software acquisition and development

Acquired computer software licences are capitalised on the basis of the costs incurred to acquire and bring to use the specific software.

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

Staff training costs are recognised as an expense when incurred.

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

Costs associated with development and maintenance of the website of Te Māngai Pāho 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 financial year is recognised in the surplus or deficit.

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%

Impairment of Intangible assets

Refer to the policy for impairment of property, plant and equipment. The same approach applies to the impairment of intangible assets.

Critical accounting estimates and assumptions

The useful lives of the software are considered reasonable based on the current performance and use of the software and there are currently no indicators that the period of use of the software will be materially different.

Payables

Short term payables are recorded at the amount payable.

Employee entitlements

Short-term employee entitlements

Employee benefits that are due to be settled within twelve months after the end of the period in which the employee provides the related service are measured based on accrued entitlements at current rates of pay. These include salaries and wages accrued up to balance date, annual leave earned but not yet taken at balance date, and sick leave.

A liability and an expense are recognised for bonuses where there is a contractual obligation, or where there is a past practice that has created a constructive obligation, and a reliable estimate of the obligation can be made.

Provisions

A provision is recognised for future expenditure of an 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 expenditure will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation.

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 53O of the Broadcasting Act 1989.

Goods and Services Tax

The financial statements have been prepared on a GST exclusive basis, except for receivables and payables, which are recorded on a GST inclusive basis. Where GST is not recoverable as

input tax, it is recognised as part of the related asset or expense.

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

The net GST received from or paid to Inland Revenue, 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.

Budget Figures

The budget figures are derived from the statement of performance expectations as approved by the Board at the beginning of the financial year. The budget figures have been prepared in accordance with NZ GAAP, using accounting policies that are consistent with those adopted by the Board in preparing these financial statements.

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.

Output Cost Statements

The Output Cost Statements, as reported in the Statement of Performance, report the total funding allocations made for the radio and television outputs for the year ending 30 June 2025. They also report the costs of administrative activities undertaken by Te Māngai Pāho.

There have been no changes to the cost allocation methodology since the date of the last audited financial statements.

Critical accounting estimates and assumptions

In preparing these financial statements, Te Māngai Pāho has made estimates and assumptions concerning the future. Subsequent actual results may differ from these estimates and assumptions. The estimates and assumptions are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The estimates and 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 estimates and assumptions are:

Broadcasters and producers will fulfil their legal obligation 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.

Critical judgements in applying accounting policies

Management has exercised no critical judgements in applying the accounting policies for the year ending 30 June 2025.



Stan Walker, Purapura Whetū, TVNZ Limited

