

Te Māngai Pāho
Annual Report 2011
for the year ended 30 June 2011



Published by Te Māngai Pāho

PO Box 10-004, Wellington 6143, Aotearoa New Zealand

© Te Māngai Pāho 2011

All rights reserved

Enquiries should be made to the Publisher.

ISSN 1173 3233

TE MĀNGAI PĀHO

ANNUAL REPORT

For the year ended 30 June 2011

Te Māngai Pāho

The Mouthpiece of the Airwaves



The design embodies our mission

"Tuhia te hā o te reo Māori ki te rangi."

The design represents the nurturing of te reo Māori.

The three uprights are called **Piki ki te rangi**.

They represent the connections between heaven and earth.

The crescent shape at the base is **Te Māngai Pāho** – the mouthpiece which protects and nurtures.

Within the crescent mouth is **Te Purapura – te kākano i ruia mai i Rangiātea** – the seed in the form of te reo me ōna tikanga Māori.

It is this act of nurturing and promotion that is important in order for the Māori language and culture to thrive

Te Māngai Pāho Annual Report 2010/11

Presented to the House of Representatives
Pursuant to Section 44 of the Public Finance Act 1989

Vision Statement

Ahakoā kei whea,
Ahakoā āwhea,
Ahakoā pēwhea,
Kōrero Māori!

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

Mission Statement

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

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

Statutory Role

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

Contents

Vision Statement.....	2
Mission Statement	2
Statutory Role	2
Kupu whakataki a te Heamana.....	4
Chair's Introduction	5
Te Pūrongo a te Tumu Whakarae	10
Chief Executive's Report	11
2010/11 Kōrero ā-Tutuki Putanga	16
2010/11 Performance Commentary	17
Television and New Media Funding for the year ended 30 June 2011.....	19
Radio Funding for the year ended 30 June 2011.....	21
Audit Report.....	24
Statement of Responsibility	25
Financial Statements.....	26
Notes to the Financial Statements	33
Statement of Objectives & Service Performance	46
2010/11 Calendar of Events	54
Directory	56

Kupu whakataki a te Heamana

Ahakoā ngā parekura kua pā ki tō tātou iwi

Ka hoki te tini o te Hakuturi i tana tau anō

“Rere mai te maramara

Koi hopiri

Koi whetau

Torotika

E tū te maota”¹

Whakaawetia katoa ana ngā maharatanga o te tau kua hori nā runga i ngā kaupapa nui i puta ki te Waipounamu. Ahakoā he whakahaere mātou kāore i tino whai pānga, kāore i tino whakauru ki ngā āhuatanga i puta, he mea whēuaua ki te kore whai whakaaro ki te Awa o Pike me te pānga o ngā rū whenua i Ōtautahi, i roto i tētahi tirohanga whānui mō te tau 2010/11. Kua marumarū ēnei kaupapa wehi ki roto i ō tātou hinengaro. E kore e taea e tātou te pohewa i ngā taumahatanga kei runga i ngā whānau kari maina o te Tai Poutini, me te ngaronga taumaha kei runga i ngā tāngata o Ōtautahi, tae noa ki ōna manuhiri o te ao whānui. Ka tauri te tangi ki te hunga kua toro atu ki a Hinenuitepō me te mihi hoki ki ō rātou whānau me ō rātou hapori ā-rohe mō te maīatanga i puta, ahakoā tēnei parekura hinapouri.

He maha ngā wāhi i waimarie mātou ki te kite whāiro i te wairua i puta i roto i te uruparetanga ki te rū whenua tuarua i pā i te rā 22 o Huitanguru 2011.

I raru katoa a Tahu FM, te teihana iwi ā-rohe o Ōtautahi, otirā, mō te katoa o Te Waipounamu, nā runga i te rū whenua. I te mea i noho waenganui pū tō rātou whare mahi i te takiwā pakihi, i mate ngā kaimahi ki te whakatahi i te whare, me te waiho i ō rātou taputapu katoa. Ko te mea nui kāore tētahi i whara.

Na te iti o te hiko e wātea ana i roto o Ōtautahi, he mea hiranga te reo irirangi hei huarahi tauwhitiwhiti mō ngā tangata o te rohe. I ngā rā whai tata i te rū whenua, i whakarite ratonga tino nui ngā whatunga o te motu. Ahakoā i huri te kāhui Tahu FM ki te whaihanga me ngā pānga ki runga i ō rātou ake kainga, whānau hoki, i whai wā tonu rātou ki te mahi me ō rātou hoamahi i roto i te whatunga iwi, me ngā kaiwhakarato ratonga ā-rohe ki te whakatū anō i te tukupāho. I taea e rātou te rapu taputapu, kimi whare rangitahi, whakarite i tētahi teihana hou, me te hoki ki te mahi tukupāho i te waru karaka i te ata o te Rātapu, 27 o Huitanguru 2011. Ahakoā ngā taumahatanga, mīharo ana ki te tere o tēnei huringa. I whakarato pāpāho a Te Upoko o Te Ika, teihana o te takiwā o Pōneke, i runga i te aratuku a Tahu FM ki te takiwā o Ōtautahi, tae noa ki te wā i tīmata anō te tukupāho a tō rātou ake aratuku ā-rohe.

Waihoki, i āwhina a Whakaata Māori i te kaipāpāho ā-rohe, a Canterbury Television ki te hoki ki runga i te aratuku mai roto i te rua marama o te rū whenua, mā te tuku i ngā pāpāhotanga a CTV i roto i ngā hāora kore mahi i ngā ata me ngā hāora tōmua o te ahiahi.

Kia huri whakateraki ki Te Tairāwhiti, neke atu i te \$60,000 te moni i kohikohia e Radio Ngāti Porou me te rūnanga o Ngāti Porou me te tautoko mai a Tūranga FM, mō ngā āwhina rū whenua, mā tētahi kaupapa 24 hāora East Coast Radiothon. E hia kē ngā takoha i tae mai, huri noa i te motu, me te puta o ngā kaipānui reo irirangi ki te kohikohi moni i runga i ngā tiriti o Ruatōria me Tūranganui, me te huihui mai o ngā hapori o te rohe ki te tautoko.

Ki te taha ki a mātou, harikoa ana Te Māngai Pāho ki te āwhina i a Whakaata Māori me “Rise Up Christchurch - Te Kotahitanga,” he kaupapa telethon ā-ao mō ngā āwhina rū whenua i tū i te marama o Haratua i tēnei tau. Ki a mātou, ehara i te mea ko ngā moni i kohikohia anake (me te tāpua tonu) te inetanga o tōna angitu, engari, i roto anō i te manako ki te kawenga a Whakaata Māori ki te whakakotahi i ngā tāngata, e whakaatahia mai ana hoki i roto i tētahi kōrero i puta e pā ana ki te Telethon, arā,² “. . . Kua huri a Whakaata Māori hei whakaritenga aunoa mō te pouaka whakaata tūturu o Aotearoa . . . [ko ia] ko tēnei hongere tētahi huanga o tō tātou kākanorua tuku iho, ā, i ngā wa whakahirahira, ka uru te whakaaro, he iwi kotahi tātou.”

He tauira torutoru noa iho te mahi a te kāhui i awahi i a Tahu FM, me te tautoko i puta i te wā o ēnei kaupapa, pērā ki te Radiothon me te Telethon ā-ao o Te Tairāwhiti, o te urupare nui o te motu katoa, me te maha o ngā tangata me ngā whakahaere i whakarato āwhina ki te whakamāmā i te mamae o te hunga i pāwera. Nā te nui me te poka noa o te āhua o tēnei parekura, i tere te puta o ngā āwhina, ā, he mea whakaatu rā, i te here maro kei waenganui i te iwi whānui o Aotearoa. He mea whakaahuru anō hoki ki te kite i te wāhanga me kawē te ao pāpāho ki te poi poi i tētahi āhua hapori, tētahi āhua iwi kotahi.

He pokapū reo Māori Te Māngai Pāho e mahi ana ki roto i te rāngai pāpāho. I whakatūria tō mātou pokapū i runga i te here a te Karauna ki te whai wāhi ki te āta tautoko i te reo me te ahurea Māori, e whāia nei hoki e mātou mā te whakapūtea pāpāhotanga o ngā hōtaka reo Māori, ngā waiata Māori, ā, nō tēnei wā, ko ngā kaupapa mamati. E ai ki ō mātou rangahau, ko te kaha o te ao pāpāho, ko te mahi whakaoho i te whai wāhitanga o ngā tangata ki te reo me te ahurea Māori, tae noa ki te mahi whakapakari tonu i ngā pūkenga reo o te hunga matatau ki te kōrero Māori. E ngānā tonu ana mātou ki te whakahāngai i ngā mahi ki ēnei kahanga hei whakamahi i te mana o te ao pāpāho ki te kaupapa whakaoranga reo Māori.

Ko te inetanga pono o ā mātou hua, ko te papātanga roa ki runga i ngā mahi whakaora i te reo. E whai ana mātou ki te whakaako, ki te whakangahau, me te whakamōhio i roto i a mātou hōtaka. Heoi anō rā, ko te whāinga nui, ko te whakauru kia whai wāhi mai ngā kaimātakitaki ki ngā taumata e pai ana kia rātou ā, mā tēnei e kaha ake ai tā rātou rūmakitangi, tā rātou ako me te tautoko hoki i te whakaoranga o te reo.

¹ Tirohia te kupu tāpiri 1 kei te whārangi 5.

² Tirohia te kupu tāpiri 2 kei te whārangi 5.

Chair's Introduction

*Despite the misfortune that has affected us all
We are like the multitudes of the Hakuturi
restoring our dignity
“Each small chip
irrespective of size
brought together and restored
and made stronger”¹*

Any recollections of the past year seem to be completely dominated by events in the South Island. It would be difficult not to acknowledge Pike River and the impact of the Christchurch earthquakes in any overview of 2010/11, even for an organisation such as ours which was not directly affected or significantly involved. These terrible events have loomed large over our collective consciousness. We cannot imagine the loss borne by the mining families on the West Coast or the terrible toll on the people of Christchurch and its international visitors. We pay our respects to those who lost their lives and tribute to their families and their local communities for the courage shown in the face of these tragic events.

In a number of areas we were privileged to catch glimpses of the spirit shown in the response to the second earthquake which struck on 22 February 2011.

Tahu FM, the local iwi station for Christchurch and indeed for all of the South Island, was knocked out of commission by the earthquake. As their building was in the central business district, the staff were forced to evacuate and had to leave all their equipment behind. Thankfully, all escaped unharmed.

With limited power available within Christchurch, radio was an important means of communication for local people. National networks provided a vital service in the days in the immediate aftermath of the earthquake. While the Tahu FM team obviously still needed to deal with the impact on their own homes and families, they also found time to work with their colleagues in the iwi network as well as national and local service providers to resurrect transmission. They were able to source equipment, locate temporary premises, configure a new station and be back on air as from 8.00 am on Sunday 27 February 2011. In such trying circumstances this turnaround was quite remarkable. The Wellington based station Te Ūpoko o Te Ika, provided a broadcast on Tahu FM's transmitter to the Christchurch area until they resumed their own local broadcast. This provided another channel for information for the people of Christchurch.

Similarly, Māori Television assisted regional broadcaster Canterbury Television's return to air within two months of the earthquake by hosting CTV's transmissions in their morning and early afternoon off hours.

Further north on the East Coast, Radio Ngāti Porou and Te Rununga o Ngāti Porou, with support from Tūranga FM raised more than \$60,000 for earthquake relief through a 24 hour East Coast Radiothon. Pledges came in from all around the country, with announcers out collecting on the streets of Ruatōria and Gisborne and local communities rallying around in support.

For our part, Te Māngai Pāho was pleased to assist with Māori Television's "Rise Up Christchurch – Te Kotahitanga", an international telethon for earthquake relief held in May of this year. For us, the measure of its success was not only in the dollars raised (which were significant) but also in the acknowledgement of the role of Māori Television in bringing people together, as reflected in the following comment about the telethon², "...Māori Television has become the default setting for genuinely New Zealand television... [It is] this channel, a product of our bicultural heritage, that on our big occasions really makes it feel as if we are one people".

The team that rallied around Tahu FM and the support given through events such as the East Coast radiothon and international telethon are just a few examples of the huge response by the whole country, with so many people and organisations providing their help to alleviate the immediate suffering of those affected. The scale and indiscriminate nature of the tragedy triggered an outpouring of support that served to illustrate the strong bonds between all New Zealanders. It is also reassuring once again to see the part that broadcasting has to play in fostering a sense of community and of nationhood.

Te Māngai Pāho is a Māori language agency operating in the broadcasting sector. Our agency was created in recognition of the Crown's obligation to actively support Māori language and culture which we do through funding broadcasting of Māori language programming, music and, more recently, digital initiatives. Our research tells us that broadcasting's strength is in sparking the interest of audiences in Māori language and culture and also in helping to maintain the language skills of competent speakers. We will continue to play to these strengths in order to harness the power of broadcasting to the cause of Māori language revitalisation.

The true measure of our results is always going to be our long term impact on Māori language revitalisation. We seek to educate, entertain and inform with our programmes. However our over-riding goal is to engage audiences at a level they are comfortable with, that will enable them to live, learn or support Māori language revitalisation.

¹ Taken from the karakia included in the Rata narrative in Grey, George 1953. *Ngā Mahi a Ngā Tūpuna*. Wellington: Māori Purposes Fund (p.47).

² Diana Wichtel in *The Listener* 4 June 2011.

Mā te tautoko rā anō ō te hapori katoa e ora ai te reo, waihoki kua piki haere tēnei tautoko. Hei tauira ake, i te wā o te Wiki Reo Māori i tēnei tau, i nui te haumi a Progressive Enterprises, rangatira o ngā toa hokomaha e 152 e kiia nei ko Countdown, ko Woolworths me Foodtown, huri noa i te motu, mā te whakarite kōrero reo-rua i runga i ō rātou pānui/tuhinga i roto i ngā toa, ngā pānuitanga pāpāho, ngā pānui tuku ā-mēra me ngā pānui whakaahua.

Nā runga i ēnei tautoko mai, mārama te mōhio kua huri te hapori whānui ki te awahi i te reo Māori me te ahurea Māori hei tohu mā rātou o tētahi tuakiri motuhake nō Aotearoa. I whakaaturia tēnei, nā runga i te kitenga, ko a tātou kiriata nui te moni utunga, ko ērā i kaha te whakaurunga o ngā āhuatanga ahurea Māori, pērā ki a “Once Were Warriors”, ki a “Whale Rider” me “Boy” hoki.³

Ahakoia te nui o ngā taumahatanga me ngā paheketanga ōhanga i tēnei tau, ehara i te mea he kino ngā mea katoa. Ka tū whakahihī tonu mātou i runga i ō mātou kaunekenga i te wā whēuaua, e āhei nei Te Māngai Pāho ki te titiro whakamuri ki te tau kua hori me ngā whakatutukinga whakaioio.

Ahakoia ngā pēhitanga ōhanga, i ea i ētahi o ō mātou kamupene whakaaturanga ngā whakatutukinga pāpāhotanga e whakatorea ana i ngā here ā-pūtea i runga i ngā utu hanganga, me te aha, nui ake te uara o ngā mahi i puta e ai ki te pūtea i whakawhiwhia e tēnei pokapū pūtea. Ko te rerekētanga kē, ko te pūmautanga me te kaha ū o ngā tohunga toi e ngākaunui ana ki te mahi noa, haunga te whai umanga mahi. Ko ngā tauira kua kitea i runga i te papa whakaaturanga i tēnei tau, ko “Dancing in the Sky – The William Rhodes–Moorehouse VC Story”, he pakipūmeka kohara e pā ana ki tētahi kaiurungi tauārangi tuatahi o te Pakanga Tuatahi o te Ao, ko te raupapa whakaari tamariki i whiwhi i te maha o ngā tohu, a “Kaitangata Twitch”, me te haerenga tonu o te raupapa whakaari whakahirahira rawa atu, “E Tū Kahikatea”. Kua hoki mai anō hoki ētahi o ngā tino whakaaturanga e kaha mātakitakihia ana e te marea, pērā ki a “Kai Time on the Road”, a “Hunting Aotearoa”, a “It’s in the Bag” a Marae DIY” me “Hyundai Code”.

I taupuatia anō hoki mātou e te Kapu Whutupōro o te Ao me tā mātou harikoa ki te tautoko i ētahi hōtaka hiranga i mua tata i te tīmatatanga o tēnei kaupapa, pērā ki a “Beneath the Māori Moon” me te whakaaturanga “Bring Your Boots Oz! hei whakahāngai i te wairua ki ngā āhuatanga o te Kapu Whutupōro o te Ao.”

I tēnei tau, i whakamānuhia anō tētahi hōtaka Māori roa rawa atu o Aotearoa mā ngā take o te wā, kia puta ko “Marae Investigates”, e whakaatu ana i ētahi mahi kairiipoata whakatewhatewha whai pānga nui. Tē taea hoki te whakarapa i te angitu o ngā hōtaka Māori nui a TVNZ pērā ki a “Te Karere” me “Waka Huia”, e mau tonu ana ki ō rātou kaimātakitaki, tae noa ki tā rātou kite i te piki haere o te tautoko ki tō rātou momo whakaaturanga ā-tono, ā-ipurangi.

He uaua ngā rā ki mua mā te ao reo irirangi, pērā anō ki te ao pouaka whakaata, nā runga i te whakataetae a ngā taputapu pāpāho whaiaro me te heke o ngā utu pānuitanga. He nui ngā whatunga reo irirangi e whakahāngai pū ana i ō rātou pāpāhotanga ki runga i ngā pokapū tāone nui me te whakaiti i ō rātou teihana ā-rohe. Ahakoia kōore e whakaitia ngā mātātaki ka puta mā te mahi ki ēnei wāhi nei, kua ara ake he huarahi mā ngā reo irirangi Māori ki te whakakī i ēnei wāhi wātea, me te huri kia tū hei reo mā rātou ake hapori ā-takiwā, i te wā e kounu ana ētahi ake teihana i ā rātou kaimahi mai i ngā takiwā tuawhenua. Kia tae ki te mutunga o tēnei tau, kua oti katoa i te nuinga o ngā teihana te whanaketanga o tētahi rautaki whakare i te maiātanga, hei āwhina i a rātou ki te whakatutuki pai ake, i te whai wāhitanga o te hapori, tae noa ki ngā whakaputanga reo Māori.

Kua whakapuakitia te wāriu o te reo irirangi mā ngā ākongā reo Māori, i roto i te rangahau a Paul Sulzberger⁴ e mea ana, ka piki ake te ako kupu reo rua mā te whai wāhi ki te reo e whāia ana i ngā wā tōmua o te ako i te reo. Ko te whakaaro kē, ki te nui ake te rongō i tētahi reo e kōrerotia ana (ahakoia tae noa ki te wā, tē aro hoki a te ākongā) he āhuatanga aro haehae mā te whiwhinga i te reo. (tae rūrua noa ki te hunga tipu ake me te reo me ngā ākongā reo rua).

Kei te mārama anō hoki mātou ki te kaha hiahia kua puta mā ngā waiata reo Māori me te wāriu o te pūoro reo Māori hei āwhina i ngā mahi ako i te reo. Kei te tautoko tonu mātou i ngā kaiwhiwhinga waiata tae noa ki te hunga whakaongaonga hou.

Nā runga i ngā whanaketanga hangarau, e piki ana te āheitanga o te tangata takitahi ki te kōwhiri rūrua i tāna e hiahia ki te whakamahi, me te wā ka whakamahia e ia. I roto i te porihanga o ēnei rā, kei te pīrangi kē ngā tāngata ki te paheko me te ao pāpāhotanga me tā rātou pīrangi, kia puta katoa ngā hua taputapu me ngā ratonga ki a rātou i te wā hiahia ai rātou, tae noa ki te wāhi ka hiahia rātou kia puta. Me tū wātea ngā ratonga “Ahakoia ki hea, ahakoia te wā, ahakoia te Taputapu”

Ko te tikanga o ēnei whanaketanga, ka kaha ake tā mātou titiro ki ngā hōtaka me ngā huanga ka taea te tuku haere mā ngā momo taputapu whānui, pērā ki ngā waea kawē, ngā papa rorohiko, ngā pouaka whakaata pāhekoheko me te ipurangi, tae noa ki te pouaka whakaata me te reo irirangi.

Ki te kore te mahi ako reo e tauawahi i ngā hangarau pāpāho, kōore e kore, ka ngaro te whakaihiihi me te tūturutanga mā ngā ākongā.⁵

I a mātou e kuhu nei ki ngā mahi whakawhiwhi tahua ki ngā kaupapa mamati me ata whakaaro mātou i te huarahi pai ki te whai wāhi atu ki te ipurangi me ngā kōtuituinga pāpori hei āwhina i te mahi whakaora i te reo Māori. Kitea ai te auau o ngā rerekētanga e whakatauiratia ana e ngā kōrero e mea ana, e 38 tau rā anō te roa o te reo irirangi i mua i te ekenga ki te taumata 50 miriona ngā kaiwhakarongo, ā, 13 tau te roa o te pouaka whakaata ki te eke ki tēnei taumata, 200 miriona ngā kaiwhakamahi i tāpiria e Facebook i roto i te kotahi tau.

Kōore e taea e mātou te karo i ngā pāpāhotanga pāpori i roto i ō mātou kōwhiringa i ngā rā ki mua.⁶

³ Tirohia te kupu tāpiri 3 kei te whārangi 7.

⁴ Tirohia te kupu tāpiri 4 kei te whārangi 7.

⁵ Tirohia te kupu tāpiri 5 kei te whārangi 7.

⁶ Tirohia te kupu tāpiri 6 kei te whārangi 7.

Language revitalisation requires the support of the whole community and increasingly this support is forthcoming. For example, during Māori language week this year, Progressive Enterprises, owner of 152 Countdown, Woolworths and Foodtown supermarkets all over New Zealand, with 2.4 million customers per week, made a huge investment in Māori Language Week which included bilingual signage, advertising mailers and posters.

In return for this support the wider community has been seen to embrace Māori language and Māori culture as their badge of a distinctly New Zealand identity. This is demonstrated by the observation that our highest grossing movies have been those with exceptional levels of cultural content, for example *“Once Were Warriors”*, *“Whale Rider”* and *“Boy”*.³

While this has been a year that has seen more than its share of upheavals and economic uncertainty, the news was not all bad. We can still find reasons to be proud of our progress in difficult times and Te Māngai Pāho can look back on a year of solid achievement.

In spite of economic pressures, some of our production companies have produced broadcast outcomes that seem to defy the financial constraints under which they were made, somehow creating more value on screen than seems possible from the dollars advanced from this funding agency. The difference is made up by the passion and commitment of crafts people to whom this is more a calling than a vocation. Examples seen on our screens this year were *“Dancing in the Sky – The William Rhodes–Moorehouse VC Story”*, a moving dramatised documentary about the extraordinary story of one of New Zealand’s First World War fighter pilots, the multi-award winning children’s drama series *“Kaitangata Twitch”* and the continuation of the magnificent documentary series *“E Tu Kahikatea”*. We have also had the return of strong audience favourites such as *“Kai Time on the Road”*, *“Hunting Aotearoa”*, *“It’s in the Bag”*, *“Marae DIY”* and *“Hyundai Code”*.

We have also been buoyed by the Rugby World Cup and we have been pleased to support some excellent programming in the lead up to this event, such as *“Beneath the Māori Moon”* and, just to get us in to the spirit of things, *“Bring Your Boots Oz”*.

This year TVNZ re-launched New Zealand’s longest running Māori current affairs programme as *“Marae Investigates”* showcasing some hard-hitting investigative journalism. We also cannot overlook the success of TVNZ’s other iconic Māori programmes *Te Karere* and *Waka Huia* which have maintained their loyal viewing audience as well as finding steadily increasing support in their on-line on-demand versions.

Radio, like television, is facing difficult times, with competition from personalised media devices and declining advertising revenue. Many radio networks are centralising their broadcasts on the major metropolitan centres and retrenching their regional stations. While not underplaying the challenges of operating in these areas, there is however an opportunity for iwi radio to occupy this vacated space and become the voice of their local community as other stations withdraw personnel from the provincial areas. By the end of this year, most iwi radio stations had completed development of a capability enhancement strategy which should assist them with achieving better community engagement as well as Māori language outcomes.

The value of radio to language learners has been highlighted by the findings in research by Paul Sulzberger⁴ which suggest that second language vocabulary learning may be enhanced by exposure to the target language in the early stages of acquisition. The basic idea is that a lot of exposure to the spoken language (even at a point where the learner is unable to understand it) is a critical factor in language acquisition (both for first and second languages).

We have also noted the demand for new Māori language music and also the value of Māori music in assisting language learning. We have continued to support established music producers as well as exciting new talent.

Technological developments mean that individuals are increasingly able to choose both what they consume and when they consume it. In today’s society people want to interact with media and want products and services to come to them when and where they want them. Services need to be available *“Anywhere, Anytime, on Any Device”*.

These developments mean that we will increasingly need to look at programmes and products that can be distributed via a wide range of media eg, mobile phones, tablet devices, interactive TV and the internet, as well as television and radio.

If language learning does not fully embrace and exploit media technologies, it is likely to lose much of its interest and authenticity for learners.⁵

As we venture into funding for digital initiatives, we need to consider how best to take advantage of the internet and social networking to contribute to Māori language revitalisation. The rate of change in this area is illustrated by claims that while radio took 38 years to reach 50 million users and TV took 13 years to hit that milestone, Facebook, a leader in the social media realm, added more than 200 million users in just one year. We will not be able to ignore social media in our future options.⁶

³ *The New Zealand Film Commission Te Tumu Whakaata Taonga 2011-13 Statement of Intent.*

⁴ *Paul Sulzberger PhD thesis “Wordlikeness judgements, phototactic probability, accent repetition in auditory recognition of novel words in a foreign language” Victoria University of Wellington.*

⁵ *Muiris O Laoire “Indigenous Language Revitalisation and Globalisation” Te Kaharoa 2008.*

⁶ *“Social Media Revolution” by Erik Qualman 2010 as quoted by Greer McDonald (The Dominion Post 4 September 2010).*

Mā te mana o te mahi pāpāho me ngā kōwhiringa pāpāhotanga hou e whakarite huarahi mā mātou ki te rapu whai wāhitanga, e taea ai te hanga i te torohaki nui rawa atu mō te panoni, mā te ritenga māia rawa atu. Kōrero ai a Malcolm Gladwell i roto i tana pukapuka “The Tipping Point” mō te panoni nui ka taea mā ngā rauemi torutoru noa iho nei, mēnā e tika ana te whakamahi. E taea ai tēnei, me mōhio mātou he aha te mea e neke ai te tangata mai i te ngākau kore ki te ngākau whai wāhitanga, ā, mai i te whai wāhitanga, ko taua hiko nui, ki te noho pūmau ki te ara uaua o te ako i tētahi reo tuarua. E tohu mai ana ō mātou rangahau, he maha ngā momo take e toitoi manawa ana i te tangata ki te ako i te reo Māori. E mōhio ana mātou he āhuatanga rite, he āhuatanga anga mō ngā tangata kei te whai i tēnei pūmautanga. E whakatau ana te Pānga Tiro Whānui a Te Puni Kōkiri 2010, he pānga hanga pai tā te ao pouaka whakaata me te ao irirangi.

Pērā anō ki te tohu a te kaituhi o “The Tipping Point,” e whakaatu ana tētahi tuhi pānui⁷, kua tātou e whakapono, he uaua te mahi panoni whanonga. Otirā, he maha ngā raruraru ki te kōkiri me te whakahaere, kia pērā te rite ki tā tātou e pīrangi ana.

Me arotahi kē tātou ki ngā whanonga maro, kua ki ngā whāinga tinana kore, hei whakatutuki i te panoni tūturu. Tāpiri atu, kua tātou e hinga ki te kōrero, mā ngā mōhiohio, ka whai ko ngā mahi.

Kua tātou e pōhēhē mō te mana o te mea tīmata, (rite ana ki tā Gladwell “Tipping Point”), te mea matua mō te whakarite panoni whanonga matawaenga.

Ki a mātou, ko te wāhi uaua, ko te tautuhi i te momo mea tīmata ka mahi pai, ka puta rānei te kōwarotanga ukiuki mō te nui ake o ngā tāngata. He mea nui ki te āta haere i a tātou e whai haere ana, ā, kāore e taea te karo i te āhua, ka hanga te taiao i ngā whanonga. E tautuhi ana he kōrero i roto i te tuhi pānui, he uaua tonu ki te whai kia huri panoni te tangata mehemea kei te papare te taiao o te tangata, ngā tangata rānei o tōna taiao.

Ki a mātou, whakatōmau anō ai te hiranga o te kawenga o te ao pāpāho me tōna āheitanga ki te whakatairanga panoni pāpori noho whānui. Whakatōmau anō ai te hiranga o te whakahāngai i tē arotahi, kua anake ki te hunga e ako ana, e kōrero ana, engari, ki roto anō hoki i te hapori whānui e noho ana ngā kaikōrero reo tuarua me ngā kaikōrero reo Māori.

I a mātou e titiro whakamua ana ki te tau e heke mai nei, kāore pea he pūtea hou nā runga i te taiao ōhanga o nāiane, ki te whakaroha i a mātou mahi, ahakoa te nui o tōna hiahiatia. Otirā, me whai tō mātou arotahi ki te tītina me te whakamau i te tahuha e pupuri nei mātou. Me noho mātou ki te whakaatu, kei te whai pānga ō mātou wawaotanga me tā mātou taunaki i te mātāpono taketake ka whai kiko ngā whakatutukinga i whakaritea. Kua piki ngā tūmanako mō te reo Māori, engari, e ai ki Te Taura Whiri i te Reo Māori, me te paoro a te Rōpū Whakamana i te Tiriti, ahakoa kua kore e noho tata wharengaro, he mea whāwhai tonu te hiahia kia tū he tōpūtanga aro haehae o ngā kaikōrero, whiti noa i ngā reanga. Nō reira me whakaatu mātou, ko te ao pāpāho me ōna kōwhiringa whai raupapa hou, te huarahi pai rawa atu ki te tuku i ngā whakatutukinga e rapua ana e te kāwanatanga me te iwi Māori.

I te tau nei, i tae te nuinga o ngā mema o te Poari ki te mutunga o ā rātou wā kopounga. Tokomaha rātou kua whakapau werawera i ngā tau ki te noho pūmau me te hoatu ratonga ki Te Māngai Pāho, me te kōkiritanga o te reo Māori me te ahurea Māori mā te ao pāpāho. I kite pai anō hoki rātou i te whakahaere i te wā hanganga anō, me te wā whakatōpūtanga, me tā rātou waiho i tētahi whakahaere noho tūhauora.

Me noho whakahihī rātou ki ō rātou takoha, whakatutukinga hoki. E hiahia ana au ki te tuku i tōku maioha nui ki te heamana o mua, a Jacqui Te Kani CNZM, me ngā mema tawhito o te Poari, a Te Ripowai Higgins, rātou ko Parekawhia McLean, me Maurice Gray, te Minita.

Mate atu he tētēkura, ara ake he tētēkura. E tino koa ana ahau ki te mihi ki ngā mema hou o te Poari. Kaingākau ana taku mahi i te taha i a rātou i roto i te wā poto i noho ngātahi ai mātou, me taku whakamihī ki a rātou katoa mō ā rātou tautoko. Ka tari atu i te wā ka mahi ngātahi mātou i ngā tau e heke mai nei.

I te taha o te Poari, e hiahia ana au ki te whakamihī ki te tira whakahaere, ki ngā kaimahi o Te Māngai Pāho me ngā kaiwhaipānga katoa kei roto i te kāwanatanga me te ahumahi pāpāho. He kawenga nui tā tēnā, tā tēnā, ki te whai takoha atu ki te matakite a Te Māngai Pāho

Te reo Māori – ki ngā wāhi katoa, ia rā, ia rā, ahakoa te pēhea!

Nāku noa, nā



Ahorangi Piri Sciascia

Heamana

⁷ Tirohia te kupu tāpiri 7 kei te whārangi 9.

Chair's Introduction continued

The power of broadcasting and new media options gives us the opportunity to find a point of leverage which can create the biggest momentum for change in the most efficient manner. Malcolm Gladwell, in his book *"The Tipping Point"* talks about how a few resources correctly applied can make a big difference. In order to do this we need to know what it is that makes people move from apathy to interest and then from interest to take the really big step of committing to the hard path of learning a second language. Our research tells us that there can be a variety of reasons that motivate people to learn Māori. We know that there are some common factors and that there are some common characteristics of people making this commitment. Te Puni Kōkiri's 2010 Impact Survey confirms that both television and radio are making positive contributory impacts in this area.

In a similar way to the author of *"The Tipping Point"*, a recent business article⁷ points out that we should not believe that behaviour change is of itself fundamentally difficult. However, initiating it and directing it in the way we would like is subject to several pitfalls.

We need to focus on concrete behaviours rather than abstract goals in order to achieve real change and also we should not fall into the trap of believing that information leads to action. We should not underestimate the power of the trigger, (similar to Gladwell's "tipping point"), which is the key to making the crucial behaviour change.

For us the difficult part is identifying the type of trigger that will work or strike a note of lasting resonance for a greater number of people. It is important to take small steps not big steps as we make our way and we cannot ignore the way environment shapes behaviours. The article notes that it is hard to make people change if the person's environment or other people around them are resistant to change.

This again underlines for us the importance of the role of broadcasting and its ability to promote broad based social change. It also underlines the importance of maintaining a focus on not only those learning or speaking but also the wider community within which second language learners and Māori language speakers live.

As we look ahead to the next year, the current economic environment means that it is unlikely that there will be new money to expand our activities, much as it would be welcome. Indeed, our focus must be on securing and retaining the funding we have. We must be in a position to demonstrate that our funding interventions are having an impact and we must reinforce as a basic tenet that outcomes sought are worthwhile. The prospects for the Māori language have improved but as has been noted by Te Taura Whiri i te Reo Māori and echoed more recently by the Waitangi Tribunal, while no longer endangered, a critical mass of fluent speakers across all age groups is still urgently needed. We must therefore also show that broadcasting and its new media permutations are the best means for delivering the outcomes sought by government and by Māori.

During the year, most members of the previous Board came to the end of their appointed terms, many having given years of commitment and service to Te Māngai Pāho and the advancement of Māori language and Māori culture through broadcasting. They also successfully saw the organisation through a period of rebuilding and consolidation and leave an organisation in good heart. They can all be justly proud of their contribution and achievements. I would like to express my heartfelt appreciation to the previous Chair, Jacqui Te Kani CNZM, and former Board members Te Ripowai Higgins, Parekawhia McLean and Reverend Maurice Gray.

In the changing of the guard I am also pleased to welcome the members of the new Board. I have enjoyed working with them in our short time together and thank them all for their support. I look forward to working with them over the next few years.

On behalf of the Board, I wish to thank the management and staff of Te Māngai Pāho and all our stakeholders in government and the broadcasting industry. Each plays a vital part in contributing to the vision of Te Māngai Pāho –

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

Nāku noa, nā



Prof Piri Sciascia

Chair

⁷ David Thomason, quoted in *National Business Review* "How Marketers Persuade" 2 September 2011.

Te Pūrongo a te Tumu Whakarae

“Ko te reo te haki o te wairua tangata”¹

I a tātou e kapi nei i tēnei pūrongo, e hiahia ana au ki te whai wāhi ki te hoki mahara i runga i te angitu o te whakataetae Ipu Whutupōro o te Ao. He piki oranga ngākau, he manahau hoki i whai hua tātou, heoi anō rā, i ngā rā ahunga, i rangonā te wairua whakaongaonga, wawata hoki. Kāore i taea te karo i te moehewa o te whakataetae Ipu Whutupōro me te mātinini o ngā tohu, ngā papa pānui, me te pau katoa o te wā i ngā mahi a te hunga pāpāho.

Kāre pea he kōrero mō te hōhonutanga o ngā kare ā-roto i puta ki runga i te tangata takitahi nā tēnei kaupapa, i tua atu i te rere o ngā haki me ngā matairangi e piri ana ki ngā momo waka katoa i runga i ō tātou ara. Nā te nui rawa o te hiahia mō ngā haki motokā, i pau katoa te hoko a ētahi o ngā wāhi hoko i ēnei momo taonga hokohoko. Nā whai ano, he nui ngā wā ehara i te mea kotahi noa iho te haki i runga i te motokā, otirā, kapi katoa ana ngā wāhanga wātea o te motokā i te haki. I ētahi wā, kua kitea ngā momo haki e whakaatu mai ana i te taupatu hononga i waenganui i ngā tātou o taua waka, me te whakaatu mai, he nui tonu te tautoko i te nui ake i te tīma kotahi.

I ētahi wā, kua kitea he haki nui, kua herea ki te pokiwaka, kua whakairia rānei ki tētahi hangatanga tokotū, e kē ana i tana rere i te hau, me te rite o te waka kotahi ki tētahi whakamātakitaki e rere ana i te huarahi. Mō ētahi tangata, i whai wā rātou ki te hura hou anō i ō rātou whakapapa me te pāho i ō rātou hononga tīpuna taketake. Nā te tatarī rā anō a ngā kaitautoko o te Kapa O Pango mō te rua tekau mā whā tau, i puta he arokā hōhonu mō ngā whakataetae o mua, me te tūmanako āmaimai mō ngā pakanga i runga i te papa takaro e tū mai ana. He pānuitanga ia haki o te ngākau whakapuke o ngā tangata i tauawhi i tēnei kaupapa.

Ehara i te mea he nui ngā wā ka kumea tātou ki tētahi whakaaturanga rangapū whakawaho, me te aha, mā tētahi kaupapa pēnei rawa te nui, ki te whakatika i a tātou ki ēnei momo mahi. Ko te karere e rere ana, e whakatau ana i te whakaaro ki te whai wāhi atu o te tangata ki tēnei kaupapa, hei tangata whakauru ki te pakanga, me he karanga whakakotahi ki te taha o ngā hoa tautoko.

Ā, koinei tonu te ahuatanga o ngā haki. He hōhonu ake te tikanga, he nui te whakapapa, he nui ngā kāre-ā-roto, kua herea te tūmanako me te whakahihī ki ō tātou ake haki ā-motu, ngā tohu rānei. He nui ake te tikanga ki a tātou, i tua atu i tōna tū hei papanga i runga rākau.

Waihoki, i roto i te ao mahi e mahi nei tātou, ehara i te mea he waka tuku kōrero noa iho te reo, he huinga kupu rānei me ōna tikanga wetereo. Ko te mahi anō a te reo, ko te tuku i te whakahihī, i ngā whakapapa me ngā tikanga. Ko ia te whakatautuhi ahurei mō tētahi hunga tangata e rite ana ōna whakaaro mō te ao. Ka whai tēnā reo, tēnā reo, i tōna ake hononga ki ngā tini rautau o te whanaketanga ahurea o tētahi momo iwi, ā, he huarahi tāpua mō te whakaatu i tō tātou tūranga i roto i te ao whānui. E pono ana ko te reo te haki o te wairua tangata.

Ko tā mātou tūmahī, ko te whakaitiranga i te reo Māori, ā, mā tēnei, ka āwhina mātou i te nui ake o ngā tātou ki te kōrero, ki te ako rānei i te reo Māori, me te āwhina hoki i te motu katoa, kia mārama ki te take nui ki te penapena i te reo. Kei te mōhio te hunga kōrero ki tōna uara, ki tōna wāriu hoki. Ko te mea pai, kua nui ake ngā tātou o Aotearoa e hurī ana ki te tautoko i ngā mahi whakaora i te reo Māori.

¹ *Tirohia te kupu tapiri 1 kei te whārangi 11.*

Ngā Whakatutukinga Whakaharaha

Kōrero Whānui

I te tau 2010/11 kua:

- **timataria he arotakenga o ngā mahi nā runga i te Poutarāwaho Whakapai-ake Whakatutukinga Mahi a te kāwanatanga.**

I whakarato te Poutarāwaho Whakapai-ake Whakatutukinga Mahi a te Te Komihana o ngā Tari Kāwanatanga (SSC),² i tētahi horopaki mō ō mātou whakaaro whanaketanga āheitanga i te tau 2010/11. Nā runga i tēnei, i tautuhia ētahi mahi whakapai-ake i ngā whakatutukinga mahi i hāngai ki te whakapai ake i tō mātou maiātanga me tō mātou whai-nihotanga, me te whakatutuki hoki i ō mātou herenga i raro i Ngā Whāinga Whanaketanga mō te Rangai Tumatānui³ me tō mātou herenga hei “Kaiwhakawhiwhi Mahi Pai” i raro i te ture Ngā Hinonga Karauna 2004.

Ngā Hononga ā-Waho / Whakahaerenga Pūtea, Rauemi hoki

E hāngai ana ēnei Mahi Whakapai-ake Whakatutukinga (ngā PIA) ki te whakarite kei te whiwhi mātou i te uara moni, e ai ki tō mātou whakamahī, ki tō mātou hopu me te whakarato i ngā hōtaka whakaputeahia ai e mātou.

- **He Arotakenga Maiātanga me te Whai-nihotanga o ngā whakapaunga moni Pouaka Whakaata.**

Ko te mahi a tēnei PIA, ko te tiro ki te utu whai-nihotanga o ngā whakapaunga moni, te whakaaroaro i ngā utu, te kounga me te wariu, te whakamahinga o ngā rauemi me ngā ratonga, me ngā huarahi mō te māiatanga.

I haere tonu ngā matapakanga i te tau ki waenganui i Te Reo Tātaki me Whakaata Māori, hei whakatenatena i ngā kaupāho ki te whakaaro ki ō rātou ahunga ki ngā wāhanga whakapau ai Te Māngai Pāho i te nuinga o tōna putea. E harikoa ana mātou ki te whakapūrongo i te arotakenga o tētahi pokapū utu matua, e tētahi kaupāho i roto i te tau, me te whakahoutanga o tētahi hōtaka take o te wā, e tetahi atu.

I te tau 2010/11, i whakamahia tētahi tauira hōparatanga tuatahi o ngā kōwhiringa pūtea mā te whakamahī i te \$200,000 (haunga te GST) kua tangohia mai i te whakatōpūtanga kairapu pouaka whakaata mō tētahi rauna pūtea mamati noho motuhake.

- **Whai Tohutohu, Whakatewhatewha me te Rangahau**

Ko te titiro ki ngā huarahi whakaniko i ō mātou tikanga whai tohutohu, tikanga whakatewhatewha me ngā tikanga rangahau hoki, tēnei PIA, e pā ana ki te hiahia, te māmā o te tareka atu, me te torotoronga o ngā hōtaka Māori ki ngā tātou o te motu, ā, me te ara ki te whakapai ake a tōna wā.

Ko te ngohe whai tohutohu kaiwhaipānga matua i whakamahia i tēnei tau, ko te hui rūnanga pāpāho Māori, a Ihi Rangaranga, i tū ki Rotorua i te Rāhoroi, 9 o Whiringa-ā-Nuku 2010. Nā Te Māngai Pāho i karanga tenei hui ki te taha o Ngā Aho Whakaari me Te Whakarururahu o Ngā Reo Irirangi Māori. He nui te hiahia mō tēnei kaupapa, me te aha, kotahi rau, waru tekau, ngā tangata i puta ake mō te rā.

² *Tirohia te kupu tapiri 2 kei te whārangi 11.*

³ *Tirohia te kupu tapiri 3 kei te whārangi 11.*

Chief Executive's Report

“A language is the flag of the human spirit”¹

As we sign off this annual report I would like to take the opportunity to reflect on the success of the Rugby World Cup. The result is of course a huge relief and cause for jubilation but in the lead up there was an air of excitement and expectation. There was no escaping Rugby World Cup fever with a multitude of signs, billboards and wall to wall media coverage.

Perhaps nothing says more about the depth of feeling stirred by this event on a person by person basis than the fluttering of flags and pennants attached to every type of vehicle on our roads. The demand for car flags was so huge that some outlets completely sold out of this type of merchandise. And no wonder. Often there was not just one flag but as many as could be attached to the available space on one car. From time to time there were flags showing the split allegiance of the occupants with a signal of support for more than one team.

Sometimes there was the occasional full size flag to be seen, either secured over a car bonnet or straining at an improvised mast, snapping in the slipstream, making a parade out of one vehicle heading down the road. For some people it was a chance to rediscover and broadcast their ancestral roots. For All Black supporters twenty-four years of waiting for World Cup victory created a deep awareness of past campaigns and nervous anticipation of the on-field battles to come. Each flag was a proclamation of the enthusiasm with which so many people embraced this event.

It is not often that we are moved toward such a collective outward display and it takes something momentous to galvanise us into this type of action. The message being sent was one of a stake in the ownership of this endeavour, of being a participant in the struggle and a rallying call of unity with fellow supporters.

And this is the nature of flags. There is a deeper meaning, a great deal of history, emotion, hope and pride wrapped up in our attachment to our respective national flags or emblems. It means so much more to us than just a piece of fabric on a stick. Similarly, in the field in which we operate, a language is more than just a means of communication or a particular array of words attached to a set of grammatical rules. A language also conveys pride, history and tradition. It is the unique identifier for a group of people with a shared world view. Each language provides its own connection to centuries of cultural development of a particular people and is a significant means of showing where we belong in the world. A language truly is the flag of the human spirit.

Our task is the promotion of the Māori language and, in doing so, assisting more people to speak or learn te reo Māori and helping the whole nation see why it is important that the language is preserved. Those who already speak know its value and its worth. Fortunately, more and more New Zealanders are also becoming supportive of the efforts to revitalise the Māori language.

Performance Highlights

In 2010/11 we have:

Overall

- **commenced a review of activities in light of the government's Performance Improvement Framework.**

The State Services Commission's (SSC) Performance Improvement Framework² and Government's value-for-money expectations provided the context for our capability development considerations in 2010/11. As a result we identified a number of performance improvement actions that aimed to improve our efficiency and effectiveness, while at the same time meeting our obligations in terms of the Development Goals for the State Sector³ and our 'good employer' obligations under the Crown Entities Act 2004.

External Relationships / Financial and Resource Management

These Performance Improvement Actions (PIAs) were aimed at ensuring we are obtaining value for money in terms of use, capture and distribution of the programmes we fund.

- **Efficiency & effectiveness review of the Television spend**

This PIA was to consider the cost effectiveness of our television spend, considering cost, quality and value, use of resources and services and opportunities for efficiency.

Discussions continued during the year with both TVNZ and Māori Television in order to encourage broadcasters to consider their approaches to areas where Te Māngai Pāho commits the majority of its funding. We are pleased to report one review of a major cost centre by a broadcaster during the year and the repackaging of a long standing current affairs programme by another.

In the 2010/11 year a first pilot exploration of digital funding options was made, utilising \$200,000 (GST exclusive) drawn from the television contestable pool for a separate digital funding round.

- **Consultation, Investigation and Research**

This PIA was to look at ways to enhance our methods of consultation, investigation and research about the appeal, accessibility and reach of Māori programmes to all New Zealanders and how this could be improved over time.

The major key stakeholder consultation activity undertaken this year was the Māori broadcasting summit, Ihi Rangaranga, held in Rotorua on Saturday, 9 October 2010. This was hosted by Te Māngai Pāho, in association with Ngā Aho Whakaari and Te Whakaruruhau o Ngā Reo Irirangi Māori. There was strong interest in the event with around 180 people attending for the day.

¹ Wade Davis in the CBC Massey lecture series, held at Yellowknife, Northwest Territories, Canada, entitled "The Wayfinders: Why Ancient Wisdom Matters in the Modern World": Lecture 1 "Season of the Brown Coyote" 14 October 2009.

² State Services Commission (2010). Performance Improvement Framework. Retrieved March 2010 from <http://www.ssc.govt.nz>

³ State Services Commission (2005). Development Goals for the State Services. Retrieved April 2007 from <http://www.ssc.govt.nz>

Ko te whāinga o tēnei hui, ko te whakarite ka puta he matapakinga pakari e pā ana ki ētahi take tino nui kei mua i te aroaro o te ahumahi pāpāho Māori, ki waenganui i te whānuitanga o ngā kaiwhaipānga. Ko te koronga, mā te matapakinga e:

- (a) whakamōhio i te takoha a te rāngai ki te arotakenga rāngai reo Māori; me te
- (b) āwhina i Te Māngai Pāho me te rāngai ki te whanake rautaki mō ngā whanaketanga pāpāho Māori i ngā rā e heke mai ana.

I puta ake te Minita mō ngā Take Māori, me te Minita tuarua ki tēnei hui, ā, nā Tā Wira Gardiner te kauhau matua.

I mahi ngātahi anō hoki Te Māngai Pāho, Te Puni Kokiri me Te Taura Whiri i te Reo Māori, i roto i te whanaketanga o tētahi tiro whānui pānga mā Whakaata Māori, ngā Reo Irirangi ā-Iwi, me ētehi pae tukutuku reo Māori.

- **He arotakenga o te āhua o te pūtea āwhina (tūranga tōkeke)**

Ko tā tēnei PIA, he arotake i te āhua o tā mātou mahi i runga i te whakaaro, mehemea ko te tūranga tōkeke mohoa ka whāia e mātou i ngā hōtaka, e kore rānei e whāia, te haumi pai i raro i te whakahoki ahurea nui rawa atu. Ki te taha o tēnei, ka whakaarotia anō e mātou te motuhaketanga o te kaupāpāho me te whai wāhi ki te raihana i ngā tika Aotearoa mō ake tonu atu. Kei te haere tonu ngā mahi ki tēnei wāhanga.

Aratakitanga, Ahunga me te Whakarātanga / Whanaketanga Tangata

Hāngai ana ēnei PIA ki te whakatinana rautaki whakaniko ai i te tohungatanga me te rauemi tangata e wātea ana ki te whakatutuki i ngā āhuatanga katoa o tō mātou pakihī.

- **Te whakatū rōpū kaitohutohu reo Māori**

Ko tā tēnei PIA, ko te whakatū rōpū kaitohutohu me te whakaae ki te hōtaka mahi a te rōpū mō ngā rā e heke mai ana.

Kua tīmataria ngā mahi tīmatatanga i raro i te mana o te rōpū kaitohutohu reo Māori o te Poari. I whakawhanakehia he mahere reo Māori mā Te Māngai Pāho i roto i te tau. He here tēnei kua utaina ki runga i ngā kaiwhiwhi pūtea, nā reira, mā te whai i te mahere, ka whai wā Te Māngai Pāho ki te whakaatu i tō mātou kaha ki te 'whai pono ki tā mātou e ki ana'.

Hei wāhanga o te whakatinanatanga o tēnei mahere, kua whakatūria he akoranga Reo Māori mā ngā kaimahi ukiuki.

- **Te hanga āheitanga**

Kua tautokona e mātou ngā mahere whakangungu, whanaketanga hoki a ngā kaimahi, me ngā whakangungu hāngai e rite ana ki ngā whāinga o te whakahaere.

- **Kauneki i te whanaketanga o te poutarāwaho aromatawai kounga reo Māori.**

I roto i te tau, i oti te whanaketanga o tō mātou Poutarāwaho Aromatawai Kounga Reo Māori, Te Taura Aromatawai, mā tēnei e taea ai he huarahi ki te aromatawai i te kounga me te rahi o te reo e pāpāhotia ana. E ono ngā paearu hāngai ka aromatawaia e te poutarāwaho: ko te whakahua tika, te rārangi kupu, te wetereo, te momo tangi, ngā whakaūpoko me ngā whakaōritenga rautaki. Katahi ka whakaritea ēnei ki ngā tāupe e rua o te iho reo Māori me te tūmomo hōtaka. Ka whakarite te otinga o ngā tohu tautuhi i tētahi taumata mō ngā paerewa kounga kua aromatawaia ki te taha o tētahi tongari e rima.

Ka whakamahia te Poutarāwaho i te tau 2010/11.

Pouaka Whakaata – tauwhāiti

- **I haere tonu te arotahi ki te whakanikotanga o ngā Mahere Reo Māori i ngā hanganga pāpāho i whai putea.**

I roto i te tau, i utaina he tino take i runga i te whanaketanga o ngā mahere reo Māori i roto i ngā hanganga pāpāho, kia piki ake tā mātou kite i te iho reo Māori, e noho rautaki ana tōna tū, ā, kua ko te iho mō te koretake noa iho.

Reo Irirangi – tauwhāiti

- **I haere tonu te mahi i te taha o ngā reo irirangi ā-iwi ki te whakapai ake i tō rātou putanga pāpāho.**

I kaunehia ngā mahi o te tau tuarua, i raro i te taumahii SMART Plan.

Ngā Kaupapahere Kaiwhakawhiwhi Mahi Pai

Te kua mā tahi ngā tūranga kaimahi ukiuki a Te Māngai Pāho. Ahakoa he whakahaere pakupaku noa iho mātou, e whakaatu mai ana tō mātou pūkete wāhi-mahi, ka whakawhiwhi mahi mātou ki ngā kaimahi kanorau i raro i ngā tikanga, pakeketanga, ira tangata – tāne, wahine rānei, taha matawaka. Iti noa iho te wehenga kaimahi i tēnei tau, ā, e whitu tau te roa o te noho a tā mātou tangata tau toha rite.

Aratakitanga

Nā tō mātou iti i māmā noa iho ai tā mātou whai wāhi me ō mātou kaimahi, mā tā mātou whai i ngā momo huarahi ōkawa me te ōpaki hoki ki te whakarite i tētahi ahunga tōtika, me te whakatau-whakaaetanga peke katoa.

Ka tū auau ngā hui ā-kaimahi ā, mā ēnei, ka tū he wānanga e āhei ai te tangata ki te tohatoha mōhiohio mō ngā mahi o nāiane me ngā mahi e tū mai ana, te whakaara uiui, ki te tomo āwhina rānei mai i te kāhui mahi.

Kei roto katoa ngā kaimahi i ngā whakatau whakaaetanga i ō rātou ake wāhanga, me tā rātou hanga me te whakahaere i ō rātou ake hiraunga.

Ka tonu Te Māngai Pāho kia whai ngā kaiwhiwhi pūtea i ngā mātāpono EEO, hāngai ki te Ture Pāpāho.

The purpose of the hui was to ensure there was robust discussion around a number of important issues facing the Māori broadcasting industry, amongst the widest possible range of stakeholders. The intention was for discussion to:

- (a) inform the sector's contribution to the Māori language sector review; and
- (b) assist Te Māngai Pāho and the sector to develop strategies for the future development of Māori broadcasting.

The Minister and Associate Minister of Māori Affairs attended the summit and a keynote address was delivered by Sir Wira Gardiner.

Te Māngai Pāho also collaborated with Te Puni Kōkiri, Te Taura Whiri i te Reo Māori and Māori Television in the development of an impact survey for Māori Television, iwi radio and selected Māori websites on the Māori language.

- **Review of the nature of the subsidy (Equity Position)**

This PIA was to review how we do things in terms of the whether or not the current equity position that we take in programmes is a good investment in terms of maximised cultural return. As part of this we reconsidered broadcaster exclusivity and the opportunity to licence the New Zealand rights in perpetuity. Work in this area is ongoing.

Leadership, Direction and Delivery / People Development

These PIAs were aimed at implementing strategies that would enhance the expertise and people resources we have available to carry out all aspects of our business.

- **Establish a Māori language advisory group**

This PIA was to establish an advisory group and agree to the group's future work programme.

Initial work has been undertaken under the auspices of the Board's Māori language advisory group. During the year a Māori Language Plan was developed for Te Māngai Pāho. This is a requirement we place on our funding recipients and therefore adoption of the plan provides a chance for Te Māngai Pāho to demonstrate that we can "walk the talk".

As part of the implementation of this plan, Māori language classes have been instituted for all permanent staff.

- **Capacity building**

We have supported the training and development plans of staff with targeted training that aligned with the organisation's goals.

- **Progressed the development of a Māori language quality assessment framework.**

During the year, development was completed of our Māori Language Quality Assessment Framework, Te Taura Aromatawai, which will provide a way to assess the quality and quantity of te reo being broadcast. The framework assesses six specific criteria: pronunciation, vocabulary, grammar, euphony, captions and strategic consistency. It then applies these against the two variables of Māori language content and programme genre. The resulting matrix of indicators provides a benchmark for quality standards, assessed against a five point scale.

The Framework will be rolled out in the 2011/12 year.

Television – specific

- **Continued to focus on the enhancement of Māori Language Plans in funded productions.**

During the year, continued emphasis was placed on the development of Māori language plans in productions, so that increasingly we are seeing Māori language content that is strategically placed and not just content for content's sake.

Radio – specific

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

The second year of work was progressed under the SMART Plan project.

Good Employer Policies

Te Māngai Pāho has eleven permanent staff roles. Although we are a small organisation, our workplace profile shows that we employ a diverse staff in terms of age, gender and ethnicity. Our staff turnover has been low this year and our average length of service is seven years.

Leadership

Our size made it easy for us to engage with staff and we did this using a variety of formal and informal channels to ensure a direct and inclusive decision-making approach.

Staff meetings are held regularly and these provide a forum for people to share information about current and upcoming work, raise queries or ask for co-operation from the team.

Staff are involved in decision making in their own areas and devise and manage their own solutions.

Te Māngai Pāho also requires funding recipients to follow EEO principles, in accordance with the Broadcasting Act.

Te Rapu kaimahi, ngā mahi whiriwhiri me te mahi tomokanga

Ki te taha o te kaiwhakawhiwhi mahi pai, kaha tonu Te Māngai Pāho ki te tautoko me te whakatairanga whakaōritenga whakawhiwhi mahi mō ngā tangata katoa. He wawata tā mātou kia puta katoa ngā pānui mahi ki te hunga pāpāho auraki, tae noa ki te hunga Māori, me tā mātou whakamahi kāhui whiriwhiringa e noho whārite ana te māramatanga ā-waho/ā-roto me te māramatanga taha ira tangata, me te māramatanga maiātanga reo Māori.

He hātepe tomokanga tā mātou, e whakarato ana i ngā kaimahi hou me tētahi whakamōhio matawhānui ki ngā ngā uara me ngā kaupapahere o te whakahaere

Whanaketanga Kaimahi, kakenga mahi me te wehe

Ka whakahaerehia he pūrongo titiro mahi a ngā kaimahi ia tau, ia tau, ā, ka whakatenatenahia ngā kaimahi ki te whanake i tētahi aromatawai hiahia whakangungu ā-tau ki te taha o tēnei hātepe. He whakahaere iti noa iho Te Māngai Pāho, nā reira he uaua tonu mā ngā kaimahi ki te tautuhi ara umanga ki roto i tēnei whakahaere. Ko tā matou paihere, ko tēnei, ki te hiahia ngā kaimahi ki te wehe, ka whakarite mātou ki te awahina i a rātou ki te whai umanga ake, me te wehe atu hei māngai pai nō Te Māngai Pāho. Ka whakahaerehia he uiui wehenga hei hopu whakahoki kōrero, me te tautuhi i ngā māharahara ka puta.

Te hangoretanga me te hoahoa mahi

Whakahaere ai Te Māngai Pāho i tētahi taiao ngākaunui ki te whānau. He kaupapahere tā mātou ‘Tamariki i te wāhi mahi,’ e tautoko ana i ō mātou mahinga wāhi-mahi hangore, inā rā, ka tautoko mātou i ngā kaimahi mahi i te kāinga, mahi harangotengote ai, hari whakamatuatanga ki te manaaki tamariki i te kāinga, ētahi atu porī, me te hari whakamatuatanga i ngā wā hararei o te kura.

Kua whakaurua he āheitanga torotoro mamao hei āwhina i nga kaimahi mahi i te kāinga, mahi mamao rānei, mehemea e hiahiatia ana.

Ngā taiutu, āhukahukatanga me ngā tikanga mahi

Whai ai Te Māngai Pāho i ngā kaupapahere taiutu tōkeke, whakaraupapa-ira tangata ka whakamātauria, e ai ki ngā whakaritenga ā-waho o te mākete

Āraitanga inonoti me te mahi whakaweti

Kua tū he kaupapahere hei whakarato i te āraitanga me te kore whakaae ki ngā mahi whakawetiwheti, inonoti, ahakoa aha.

Kaimahi me te taiao kaiora

Noho pūmau ai Te Māngai Pāho ki te whakarato haumanutanga ā-tinana, ā-hinengaro, ā-kāre ā-roto hoki mā ngā kaimahi.

Whakatairangatia ai he wāhi mahi haumanu me te hauora hoki mā ngā whakaritenga, tae noa ki tētahi kete a te Ārai Mate Whawhati Tata, kua kī rawa i te rauemi pai mate whawhati tata, ā, ka whakatenatenatia ngā kaimahi ki te whai, ki te whakahou rānei i ō rātou whakangungu whakaora whawhati tata. E wātea katoa ana ngā whakamātautau whatu ā-tau, ngā werohanga rewharewhara, me tētahi Hōtaka Awhina Kaimahi (EAP) ki ngā kaimahi mehemea e hiahiatia ana.

Whakatenatenahia ai ngā kaimahi ki te whakauru ki ngā ngohe hauora me te korikori tinana, me te whai aroka o te whāritenga mahi / orange. I tēnei tau, i whāia he kaupapa āraitanga hāngai me te takatūtanga hei urupare ki te mate rewharewha.

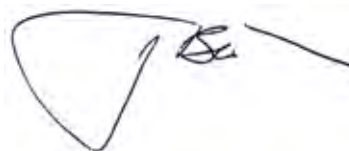
E taea ai e mātou te mahi tōtika i ā mātou mahi, me whakarongo mātou, me whai tohutohu, me te tū urupare ki ngā āhuatanga me ngā kitenga o te hunga whaihanganga me mātou. E hiahia ana au ki te tuku i aku whakamihī anō ki te hunga whai wā ki te whakauru ki ngā rōpū mahi me ngā rōpū tohutohu, te whakahoki kōrero rānei mā ētahi atu huarahi, mō tā rātou takoha nui. Ka nui te whakamaioha, ā, he wāhanga nui hoki mō te whakaata i ngā hiahia o ā mātou kaiwhaipānga, me te hunga mātakitaki, ki roto i ō mātou kaupapahere me ō mātou whakatau whakaaetanga.

E hiahia ana hoki au ki te whakamihī ki te Poari mō ō rātou aratakitanga i roto i te tau, tae noa ki ngā kaimahi mō tā rātou tautoko pono.

Whakamaumahara ai ngā kupu whakatūwhera, a Wade Davis, i te pānuitanga a Tā Hemi Hēnare ki Te Rōpū Whakamana i te Tiriti o Waitangi i roto i ngā pakanga mō te reo Māori, i a ia i kī: ‘ko te reo te mauri o te mana Māori’, nā reira me kaha tonu tātou ki te ‘whakarere i te haki’ me te tū māro i runga i tō tātou haerenga ki te whakatairanga me te whakaniko i te reo Māori. Mau katoa te whakaaro i roto i te pepeha e whai ake nei:

*Kia pai te takoto o te ihu o te waka
i runga i a Kōpū i te pō;
i te awatea ka whai i muri
i a Tama-nui-te-rā⁴*

Heoi anō, ka whai ake ko ngā kōrero mō ngā wāhanga hoko matua.



Nā John Bishara
Kaiwhakahaere Matua

⁴ Tirohia te kupu tapiri 4 kei te whārangi 15.

Recruitment, selection and induction

As a good employer, Te Māngai Pāho continued to support and promote equal employment opportunities for all people. We have an expectation that all of our vacancies are advertised in mainstream as well as Māori specific media and utilise selection panels that are balanced from an internal/external, gender and English/Māori language proficiency perspective.

We have an induction process which provides new staff with a comprehensive introduction to the organisation's values and policies.

Employee development, promotion and exit

An annual staff appraisal is undertaken and staff are encouraged to develop an annual training needs assessment as part of this process. Te Māngai Pāho is a small organisation so it is difficult for staff to always identify a career path within the organisation. Our commitment is that, if staff do decide to leave, we will have assisted them in furthering their career and they leave as a good ambassador of Te Māngai Pāho. Exit interviews are undertaken to capture feedback and identify any areas of concern.

Flexibility and work design

Te Māngai Pāho operates a family friendly environment. We have a 'Children in the Workplace' policy which complements our other flexible workplace practices, whereby we support staff working from home, working part-time, taking leave to care for sick children and other dependants and taking leave during school holidays.

Remote access capability has been installed to assist staff who need to work remotely or from home if required.

Remuneration, recognition and conditions

Te Māngai Pāho maintains equitable gender-neutral remuneration policies that are periodically tested against the market for external parity.

Harassment and bullying prevention

There are policies in place which provide for prevention and zero tolerance of bullying or harassment of any kind.

Staff and healthy environment

Te Māngai Pāho is committed to provide for the physical, psychological and emotional safety of staff.

A safe and healthy work environment is promoted by measures that include a well resourced civil defence emergency kit and staff being encouraged to take or update their first aid training. Annual eye tests, influenza vaccinations and an ongoing Employee Assistance Programme (EAP) are all available to staff if required.

Staff are encouraged to participate in health and exercise activities and to maintain awareness of work / life balance. This year, specific prevention and preparedness measures were also taken in response to the threat of influenza.

To carry out our work effectively, we need to listen, to take advice and be responsive to the views and perceptions of those who deal with us. I would like to extend once again my thanks to all those who take the time, either through participation in panels or advisory groups or providing feedback through other means, for their valuable contribution. It is much appreciated and is a crucial part of reflecting the needs of our stakeholders and audiences in our policies and decision making.

I would also like to thank the Board for their guidance during the year and also the staff for their loyal support.

The opening quote by Wade Davis reminds me of the proclamation made by the late Sir James Hēnare to the Waitangi Tribunal in the struggle for te reo Māori where he stated: 'Ko te reo te mauri o te mana Māori' (The language is the essence of mana Māori) and so we must continue to 'fly the flag' and remain steadfast on our journey to promote and enhance the Māori language. This is captured in the following quote:

*Keep the bow of the vessel carefully
on Venus during the night,
and during daylight follow
behind Tama-nui-te-rā⁴*

Comment on our key purchase areas follows.

Kia ora



John Bishara
Chief Executive

⁴ Best, Elsdon 1922. The Astronomical Knowledge of the Māori, Genuine and Empirical. *Dominion Museum Monograph No.3.* Wellington: Dominion Museum (p.13).

2010/11 Kōrero ā-Tutuki Putanga

Ngā Pāpāhotanga Pouaka Whakaata Māori

I whaikiko te Poutarāwaho Hoko me te Whakapūtea mō te whakamōhio i ngā kaipāpāho me ngā kaiwhaihangā pāpāho ki ō mātou whakaaro pūtea, ā, mā tēnei ka nui ake te āhua o te whakahaerenga o ā mātou putanga mahi i tutuki mō ngā whāinga putanga. Pakari tonu te whakahaerenga o ngā rauna pūtea, hei kume mai i ngā hōtaka whākahāiti i nga kaimātakitaki e hiahia ana mātou. Kua whakaae te nuinga o ā mātou kaiwhaipānga ki te piki o te arotahi mō ngā hōtaka nui te wāhanga reo.

Mō ngā whakawhāiti putanga tauwhaiti o te tau 2010/11, i tutuki i a mātou te inetanga whakatutukinga o te hoko i ngā haora 773, i roto i te tōpūtanga o ngā hāora mai i te Pūtea Tōtika mō Whakaata Māori (e ai ki ngā haora 760 i tērā tau, mō te wāriu kirimana ōrite). I ngā mahi tuku, i hipa noa a Whakaata Māori i tō rātou whakawhāiti whāinga mā te hanganga o ngā hāora 883.1 o ngā hōtaka whakatau a Te Māngai Pāho.

Ki te taha o te tōpūtanga pouaka whakaata kairapu, i hokona e mātou ngā hāora 678.8 ki te taha o te whāinga hāora 640, me te tutuki o ngā whakawhāiti inetanga rōpū kaimātakitaki, i roto i te whāinga 0.5%, neke atu rānei.

Otirā, ka eke tēnei ki te tapeke hāora 1,451.8 o te whakapūtea pouaka whakaata i tēnei tau, he pikinga nui ake o te tapeke whāinga whānui (34.2 ngā haora iti ake ki tērā o tau ki mua) engari, he iti ake te pūtea i wātea mai, e ai ki tērā tau.

I tutuki katoa ngā whakawhāiti putanga whakatutukitanga mō te Pāpāhotanga Pouaka Whakaata Māori.

Papahotanga Reo Irirangi Māori

Ko tētahi o ngā taumahii matua mō ngā reo irirangi i tēnei tau, ko te whakaoti i ngā mahere whakaniko āheitanga o ngā teihana ā-iwi, e mōhiotia nei ko te taumahi SMART Plan. I te tau 2009, i whakaaetia e te Minita mō ngā Take Māori tētahi taumahi hei whakanikoniko i te āheitanga o ngā teihana, i raro i te whiwhinga a ngā teihana \$50,000 (haunga te GST) ia tau, mō te rua tau, ki te whakatitaki i ngā take mahinga ki ētahi wāhanga. Kua āhei ngā teihana ki te huri ki ngā wāhanga me ngā taumahi i whakatārewahia nā te pūtea kōpiripiri.

Ko te whakahoki kōrero a ngā teihana, nā te hātepe SMART Plan i whakahau i a rātou ki te whakaaroaro i ō rātou whāinga mā te titiro ā-rautaki. Ko te wawata, ka kitea ngā hua o tēnei i ngā tau e heke mai ana.

E waru hāora ngā teihana ā-iwi 21 e pāho hōtaka reo Māori ana ia rā, ia rā, ā, 2,700 ngā hāora hōtaka reo irirangi i whai pūtea.

I tutuki katoa ngā whakawhāiti putanga mahi i tutuki mō te Putanga Pāpāhotanga Reo Irirangi Māori.

Pūoro reo Māori

Mā te whai tohutohu i te taha o ngā māngai o te reo irirangi ā-iwi me ngā māngai o te ahumahi pūoro Māori, i whakapūtea Te Māngai Pāho i ngā kōpaepae whakaemi, e rima i te tau 2010/11, me ngā kōpaepae tōtahi, e whā tekau. He rerekē tēnei ki te whakawhāiti o ngā whakaemi kōpaepae e waru, me ngā kōpaepae tōtahi tekau, i te mea, i tohu mai ngā whakahoki kōrero a te ahumahi, he pai ake ki ngā teihana ngā momo iho kei ngā kōpaepae tōtahi. Heoi anō rā, i whakapūteatia tonu ngā pūoro waiata i maheretia whānui (e 90) mō te utu rite. He mea hiranga te pūoro ki te rautaki whakaoranga reo Māori, i te mea, koinei tētahi o ngā kaupapa matua ki te whakatairanga i te reo Māori ki roto i te horopaki o nāianei.

Ngā whakahaerenga mahi tari o ngā Pāho Māori

I tēnei tau, \$53.2 miriona (hāunga te GST ki ngā moni katoa) i whakaratoa e Te Māngai Pāho ki te pūtea pouaka whakaata me te pūtea reo irirangi, e ono ngā rauna kairapu pūtea i whakahaerehia, e 210 hoki ngā kirimana i whakahaerehia. I hokona hoki e mātou ngā mōhiotia whakatauranga pouaka whakaata, me te whakarite arotakenga o ngā kaiwhiwhi pūtea, me te rangahau minenga ki te aroturuki i te pānga o ngā hōtaka whai pūtea i a mātou. I mau tonu mātou ki ngā huarahi whakawhiwhiwhi kōrero me ngā rōpū māngai ahumahi me ngā kaipāpāho, mā ngā rōpū tohutohu ahumahi, me ngā tuhinga kawerongo ki te ahumahi pouaka whakaata.

I whakarite mātou kei te hāngai ō mātou mahi whakapūrongo ki te Poari, me te arotahi mōrea.

I te tau 2010/11, i whakahaerehia he arotakenga o ngā taumahi pouaka whakaata i whakapūteatia, e kapi ana i ngā kamupene e toru.

I te tau nei, i whakaritea e Te Māngai Pāho he tiro whānui mahi whakahaere me te mana whakahaere, o ngā reo irirangi ā-iwi 21. Mai i ngā hua o te tiro whānui nei, i whiria e mātou ngā reo irirangi ā-iwi e rua hei arotake, tāpiri atu, ko tētahi arotakenga whaiwhai i tētahi atu teihana hoki. I whakahaerehia ēnei e tētahi kamupene kaikaute tūtohunga tū motuhake.

I te tau 2010/11 i whakaritea e mātou tā mātou ngohe rangahau mō tōna tau tuarima, ki roto i ngā hiahia matua a te minenga pāpāho Māori. I hāngai pū tonu te rangahau nei ki tō mātou Poutarāwaho Pūtea.

I mahi ngātahi hoki mātou i runga i te whanaketanga o te Rangahau Tiro Whānui Ki ngā Pānga, a Te Puni Kōkiri, he mea whakahaere e te Research New Zealand. I rangahaua ngā tāngata Māori 1,503, e tekau mā rima te pakeke, neke atu rānei. I kitea i te Tiro Whānui o ngā Pānga, kei te mārāma katoa te iwi Māori ki te hongere matua, me te 91% e mātakitaki ana i a Whakaata Māori i ngā marama 12 kua taha ake nei, me te aha, 63% te hunga e mātakitaki ana i ngā rangi e whitū, i mua mai i te tīmatatanga o te rangahau nei.

E whakaatu mai ana te Tiro Whānui Pānga i te hononga pai kei waenganui i te āhuatanga mātakitaki pouaka whakaata Māori, me te ako i te Reo Māori, whai ko te 78% o ngā ākonga reo Māori e mātakitaki ana i te ratonga i roto i te whitu rā whai mua i te tiro whānui. I whakaatu mai ana hoki, he hononga kei waenganui i te hunga mātakitaki pouaka whakaata Māori me ngā whakapikinga matataunga, me te kaha pupuri o te matataunga teitei. I whakaatu mai anō hoki, i tētahi hononga rite mō te hunga whakarongo ki ngā reo irirangi ā-iwi.

Ki te taha rūrua o te ratonga pouaka whakaata Māori me ngā reo irirangi ā-iwi ko ngā hua o te Tiro Whānui Pānga:

“...e whakaatu ana i te hononga ōrite ki waenganui i te kaimātakitaki pouaka whakaata Māori [me] [nui ake te whakarongo ki te reo irirangi Māori] me te whakapiki i te whakamahia o te reo, te nui ake o te ako reo nui, te whakapiki matataunga me te kaha pupuri o te matataunga. Hui katoa, e tohu ana ēnei putanga ki a Whakaata Māori [me] [ngā reo irirangi iwi] mō tōna pānga takoha pai nui tonu, ki runga i ngā mahi whakaora reo Māori”.⁵

⁵ *Tirohia te kupu tāpiri 5 kei te whārangi 17.*

2010/11 Performance Commentary

Māori Television Broadcasting

The Purchase and Funding Framework has been useful in notifying broadcasters and producers of our funding intentions and thereby providing a greater degree of control over our achievements of output targets. Funding rounds are actively managed to bring in the target audience programming we require. Our stakeholders have mostly welcomed the increased focus on higher language content programming.

For the specific output targets for 2010/11, we achieved the set performance measure of purchasing 773 hours of hours from Māori Television for Direct Funding (compared to 760 hours last year for the same contract value). In delivery Māori Television exceeded their target by producing 883.1 hours of Te Māngai Pāho attributable programming

For the contestable television pool, we purchased 678.8 hours against a target of 640 hours, with all target audience group measures being either exceeded or met within 0.5% of target.

Altogether this makes a total of 1,451.8 hours of television funded this year, ahead of the overall total target (34.2 hours less than last year's actual) but with less available funding than last year.

All other output performance targets for the Māori Television Broadcasting Output Class were met.

Māori Radio Broadcasting

One of the major projects for radio this year was the completion of the iwi station capability enhancement plan, known as the SMART Plan project. In 2009 the Minister of Māori Affairs approved a project to enhance stations' capability under which stations received \$50,000 (GST exclusive) per annum for two years to address operational issues in a number of areas. Stations have been able to attend to areas and projects previously deferred due to limited resources.

The feedback from stations is that the SMART Plan process has generally made them think about their objectives in a more strategic way. It is hoped that we will see the results of this in future years.

The 21 iwi stations broadcast eight hours of Māori language programming each day and 2,700 hours of radio programming were funded.

All other output performance targets for the Māori Radio Broadcasting Output Class were met.

Māori Language Music

In consultation with iwi radio and music industry representatives, Te Māngai Pāho funded five CD albums of Māori music in 2010/11 plus forty CD singles. This is different to the target of eight albums and ten singles as feedback from the industry indicated that radio stations preferred the variety of content provided by music singles. However, the same number of music tracks as planned overall (90) were still funded and for the same cost. Music is important in the revitalisation strategy as it is one of the keys to promoting te reo Māori in a contemporary context.

Administration of Māori Broadcasting

This year, Te Māngai Pāho allocated \$53.2 million (all figures GST exclusive) in television and radio funding, ran six contestable funding rounds and managed 210 contracts. We also purchased television ratings information and commissioned reviews of funding recipients and audience research to monitor the impact of our funded programmes. We maintained lines of communication with representative industry groups and broadcasters through industry advisory groups and also through fortnightly newsletters to the television industry.

We ensured that our reporting through to our Board was appropriate and risk focused.

In 2010/11 we carried out reviews of five funded television projects spread over three production companies.

During the year, Te Māngai Pāho commissioned a governance and controls survey of the 21 iwi stations. From the results of this survey we selected two iwi radio stations for review plus a follow up review of another station. These were conducted by a firm of independent chartered accountants.

In 2010/11 we commissioned our fifth year of research activity into the preferences of Māori broadcasting audiences. This research was aligned specifically to our Funding Framework.

We also collaborated with the development of Te Puni Kōkiri's Impact Survey, conducted by Research New Zealand. The survey covered 1,503 Māori people aged 15 years and over. The Impact Survey found that Māori are highly aware of the main channel, with 91% viewing Māori Television within the last twelve months and 63% viewing the service within seven days of the survey taking place.

The Impact Survey shows a positive relationship between viewing Māori Television and learning the Māori language, with 78% of Māori language learners having watched the service within seven days prior to the survey. It also showed that there was a relationship between Māori Television viewership and improvements in proficiency, with the maintenance of high proficiency. It also showed a similar relationship for iwi radio listenership.

For both the Māori Television Service and iwi radio, results from the Impact Survey:

"... show a consistent relationship between greater viewing of Māori Television [and] [greater listening to iwi radio] increasing language usage, greater language learning, proficiency increases and maintenance. Collectively these outcomes point towards Māori Television [and] [iwi radio] having a marked positive contributing impact on Māori language revitalisation".⁵

⁵ *Te Puni Kōkiri Fact Sheets 009-2011 Impact of Māori Television on the Māori Language and 010-2011 Impact of Iwi Radio on the Māori Language.*

Hei urupare i ngā tono a te Manatū Aorere, i manaakitia e mātou ētahi rōpū mai i te Kaunihera o ngā Iwi Taketake o Taiwan me te Kāhui Arotake Pāpāhotanga tangata taketake o Ahitereiria.

I tutuki he kōkiritanga tāpua i tēnei tau me te whakaritenga o tētahi tāpaetanga rihiti ā-paetukutuku o ngā tono pūtea, ā, me te huringa ki ngā papa hiko, hei aha ngā pūrongo ā-pepa. He mea āwhina tēnei mea, te tuku ā-hiko, i ngā mema o te Poari, kia moata ai te whiwhi i ō rātou tuhituhinga.

E whakaatu mai ana ngā hua ā-putea mō te tau 2010/11, he iti ake te tapeke whakapaunga moni ki tērā i whakaritea, me te iti ake ki tērā tau.

I āhua piki ngā whakapaunga moni mō te pūtea whakahaere Pouaka Whakaata ā, i tū ki \$40.9 miriona, heoi anō rā, he iti ake ki tērā tau. I whai ngā whakapaunga pūtea Reo Irirangi i te pūtea whakahaere \$12.3 miriona, he ekenga taumata rite ki tērā tau.

\$2.5 miriona te whakapaunga mahi tari, he iti ake ki te pūtea whakahaere \$3.1 miriona, he paku iti ake ki tērā tau. Ki te taha o tēnei, i raro te utu pūranga \$0.196 miriona mā te \$0.204 miriona i raro i te pūtea whakahaere, tērā ka whakamahia hei pūtea mō ngā mahi pūranga i ngā rā e heke mai ana.

Iti ake i te 5% te whakapaunga mahi tari tūturu (haunga te pūranga) o te tapeke whakapaunga moni.

I te mutunga o te tau, i tū ngā rāhuitanga moni i tohua mō ngā taumahi ki mua, me ngā pūtea, ki te \$2.7 miriona.

I whakatauhia ngā taumahatanga mahi mā te whakamahi kaimahi ā-kirimana me ngā kaimahi rangitahi, e ai ki ngā hiahia. I tū tino pūmau ō mātou kaimahi me te maha o ngā taumahi me ngā mātātaki i roto i te tau, ki te whakarite kei te mahi tonu ō mātou pūnaha me ngā hātepe ki tōna pai.

I roto i te tau kua whakauru Te Māngai Pāho ki ngā hui māherehere me te ruruku tautokorua me te rāngai pikitia me ngā wānanga ā-pokapū a te rāngai reo Māori, tae noa ki tētahi takawaenga hāngai me ngā pokapū whaipānga ōrite, tae noa ki Te Taura Whiri i te Reo Māori, a Whakaata Māori, Te Whakaruhau o Ngā Reo Irirangi Māori, Ngā Aho Whakaari, Te Reo Tataki, a Irirangi te Motu, te Tumu Whakaata Taonga, Te Manatū Taonga, Te Tāhūhū o te Mātauranga, Te Puna Mātauranga o Aotearoa, me Te Puni Kōkiri.

In response to requests from the Ministry of Foreign Affairs, we hosted delegations from Taiwan's Council of Indigenous Peoples and the Australian Indigenous Broadcasting Review Team.

A significant advance was made this year with provision for web based receipt submission of funding proposals and a switch to electronic board papers rather than paper based reports. Electronic distribution of Board papers assists Board members receiving their documentation in a timely fashion.

Financial results for 2010/11 show that total expenditure is less than budget and less than last year.

Television funding expenditure was slightly ahead of budget, at \$40.9 million but less than last year and Radio funding expenditure was on budget at \$12.3 million and at a similar level to the previous year.

Administrative expenditure was \$2.5 million, which was less than the budget of \$3.1 million and slightly less than the previous year. Of this, the archiving cost of \$0.196 million was \$0.204 million under budget, which will be used to fund future archiving activity.

Actual administrative expenditure (excluding archiving) made up less than 5% of total expenditure.

At the end of the year reserves earmarked for future projects and funding stood at \$2.7 million.

Peak workloads were addressed by the use of contract and temporary staff as required. With a number of projects and challenges during the year our staff have remained very committed to ensuring that our systems and processes have continued to function as seamlessly as possible.

During the year Te Māngai Pāho has participated in joint planning and co-ordination meetings with screen sector and Māori language sector inter-agency forums, as well as direct liaison with agencies with which we share a common interest, including Te Taura Whiri i te Reo Māori, Māori Television, Te Whakaruhau o Ngā Reo Irirangi Māori, Ngā Aho Whakaari, TVNZ, New Zealand On Air, the Film Commission, Ministry for Culture and Heritage, Ministry of Education, National Library and Te Puni Kōkiri.

Television and New Media Funding

For the year ended 30 June 2011

Māori Television

Direct Funding	\$16,220,000
Sub-Total Māori Television	\$16,220,000

Contestable Television Programme Funding

Programme	Producer	Genre	BC	Episodes X Duration	Funding
Fluent Speakers					
Miharo, series 6	Tūmanako Productions Ltd	Tamariki	MTS	50 x 26 min eps	\$1,311,883
Pūkoro, series 5	Kura Productions Ltd	Tamariki	MTS	50 x 26 min eps	\$1,045,390
Maumahara, series 3	Raukatauri Productions Ltd	Documentary	MTS	13 x 26 min eps	\$299,102
Whakatauki	Raukatauri Productions Ltd	Documentary	MTS	13 x 26 min eps	\$299,052
Pukana 2011	Cinco Cine Productions Ltd	Tamariki	MTS	144 x 26 min eps	\$2,768,829
Waka Huia 2010-2011	TVNZ	Archival Doco	TVNZ	19 x 59 min eps	\$985,044
Waka Huia 2011	TVNZ	Archival Doco	TVNZ	44 x 29 & 3 x 59 min eps	\$1,586,712
Kōwhao Rau, series 2	Kura Productions Ltd	Documentary	MTS	13 x 52 min eps	\$258,655
Te Karere 2011	TVNZ	News	TVNZ	262 x 22:30 min eps	\$2,250,000
40th Ahurei a Tūhoe	Te Wai Potiki Productions Ltd	Documentary	MTS	1 x 52 min ep	\$80,000
Total Fluent Speakers					\$10,884,667
Second Language Learners					
Kai Time on the Road, series 9	Maui Productions Ltd	Cooking Show	MTS	26 x 26 min eps	\$609,727
Marae DIY, series 8	ScreenTime Ltd	Lifestyle	MTS	7 x 52 min eps	\$650,000
Bring your Boots, Oz	Notable Pictures Ltd	Sports	MTS	13 x 26 min eps	\$351,489
Waiata Māori Awards 2010	Arts & Entertainment Productions Ltd	Entertainment	MTS	1 x 78 min & 1 x 90 min eps	\$100,000
Marae Investigates 2010-2011	TVNZ	Current Affairs	TVNZ	40 x 29 min eps	\$1,493,920
Kia Ora Molweni	George Andrews Productions Ltd	Documentary	MTS	6 x 26 min eps	\$260,000
Tangaroa with Pio, series 7	AKA Productions Ltd	Fishing Show	MTS	26 x 26 min eps	\$693,000
Te Matatini 2011	Māori Television	Special Broadcast	MTS	36 hour package	\$391,232
Ngā Pirihimana Hou	Adrenalin Ltd	Documentary	MTS	13 x 26 min eps	\$360,300
Kōtahi te Wairua - ANZAC Day 2011	Māori Television	Special Broadcast	MTS	1 x 17 hour broadcast	\$400,000
2011 Waiata Māori Awards	Arts & Entertainment Productions Ltd	Entertainment	MTS	1 x 78 min & 1 x 90 min eps	\$103,915
Bring Your Boots OZ, series 2 World Cup Edition	Notable Pictures Ltd	Sports	MTS	13 x 26 min eps	\$353,536
Mind Your Language	Black Inc Media Ltd	Game Show	TVNZ	24 x 22.30 min eps	\$404,602
Maara Kai, series 3	White Gloves TV Productions Ltd	Gardening	MTS	13 x 26 min eps	\$345,345
Whatukura-Mareikura series 5	Maui Productions Ltd	Panel	MTS	50 x 26 min eps	\$416,264
Tōku Reo, series 5	Kura Productions Ltd	Language Acquisition	MTS	50 x 26 min eps	\$745,860
Mana Ma Mau!	ButoBase Ltd	Sports	MTS	40 x 26 min eps	\$660,005
Total Second Language Learners					\$8,339,195

Programme	Producer	Genre	BC	Episodes X Duration	Funding
Receptive Audiences					
Hunting Aotearoa, series 7	Hikoi NZ Ltd	Sports	MTS	30 x 26 min eps	\$864,509
Toku Reo, series 4	Kura Productions Ltd	Educational	MTS	50 x 26 min eps	\$678,580
Songs From The Inside	AWA Films Ltd	Documentary	MTS	13 x 26 min eps	\$260,000
Tatai Hono, series 7	Brave Star Films NZ Ltd	Documentary	MTS	13 x 26 min eps	\$379,773
I Know A Sheila Like That, series 2	Velvet Stone Productions Ltd	Documentary	MTS	13 x 26 min eps	\$377,000
Unsung Heroes of Māori Music, series 2	Crown Music Ltd	Documentary	MTS	13 x 26 min eps	\$399,880
It's In The Bag, series 3	Blue Bach Productions Ltd	Game Show	MTS	14 x 26 min eps	\$677,143
Hyundai CODE 2011	TOA TV Ltd	Sports	MTS	35 x 52 min eps	\$970,323
Welcome To My Interesting World	Whenua Films Ltd	Documentary	MTS	1 x 26 min ep	\$30,904
The Fit Club	Kahawai Productions Ltd	Health	MTS	13 x 26 min eps	\$219,797
POV (Point of View)	Faultline Films Ltd	Issue based Talk Show	TV3	26 x 22 min eps	\$418,798
Total Receptive Audiences					\$5,276,707
New Media Digital					
Learn to Speak Māori	Adrenalin Ltd				\$20,000
com-DigitalMāori.com	TangataWhenua.com				\$30,000
Ipurākau	Remote Ltd				\$20,000
Milly and Molly Qbooks	Kiwa Media Ltd				\$120,000
Total New Media Digital					\$190,000
Sub-Total Contestable Television Programme Funding					\$24,690,569
Industry Relations	Ngā Aho Whakaari		n/a		\$60,000
TOTAL TELEVISION FUNDING					\$40,970,569

Radio Funding

For the year ended 30 June 2011

Operational Funding

Contract Name	Radio Station	Māori Language Broadcast Hours	Amount
Operational	UMA Broadcasting Ltd (trading as Radio Waatea)	2,920	\$384,100
Operational	Te Reo Irirangi o Tainui (trading as Radio Tainui)	2,920	\$384,100
Operational	Te Reo o Irirangi o Te Mānuka Tūtahi Trust (trading as Sun FM)	2,920	\$384,100
Operational	Te Reo Irirangi o Whanganui Inc. (trading as Awa FM)	2,920	\$384,100
Operational	Ngāti Hine Health Trust (trading as Ngāti Hine FM)	2,920	\$384,100
Operational	Ngāi Tahu Communications Ltd (trading as Tahu FM)	2,920	\$384,100
Operational	Te Reo Irirangi o Taranaki Charitable Trust (trading as Te Korimako o Taranaki 94.8 FM)	2,920	\$384,100
Operational	Atiawa Toa FM Ltd (trading as Atiawa Toa FM)	2,920	\$384,100
Operational	Te Reo Irirangi o Te Hiku o Te Ika Inc. (trading as Te Hiku o Te Ika)	2,920	\$384,100
Operational	Radio Ngāti Porou Charitable Trust (trading as Radio Ngāti Porou)	2,920	\$384,100
Operational	Moana Communications (trading as Moana AM)	2,920	\$384,100
Operational	Te Reo Irirangi o Te Arawa Trust (trading as Te Arawa FM)	2,920	\$384,100
Operational	Te Reo Irirangi o Te Ūpoko o Te Ika Trust (trading as Te Ūpoko o Te Ika)	2,920	\$384,100
Operational	Kia Ora FM Inc. (trading as Kia Ora FM 89.8)	2,920	\$384,100
Operational	Te Reo o Ngāti Kahungunu Inc. (trading as Radio Kahungunu)	2,920	\$384,100
Operational	Te Reo Irirangi o Tūranganui a Kiwa Ltd (trading as Tūranga FM)	2,920	\$384,100
Operational	Tūwharetoa FM Charitable Trust (trading as Tūwharetoa 97.2 FM)	2,920	\$384,100
Operational	Te Reo Irirangi o Ngāti Raukawa (trading as Raukawa FM)	2,920	\$384,100
Operational	Te Whare Āwhina o Te Iwi Community Trust (trading as Tautoko FM)	2,920	\$384,100
Operational	Te Reo Irirangi o Pare Hauraki (trading as Ngā Iwi FM)	2,920	\$384,100
Operational	Te Reo Irirangi o Maniapoto (trading as Maniapoto FM)	2,920	\$384,100
Sub-Total Operational Funding		61,320	\$8,066,100

Operational Enhancement Project

Contract Name	Radio Station	Amount
Operational Enhancement Project	UMA Broadcasting Ltd (trading as Radio Waatea)	\$50,000
Operational Enhancement Project	Te Reo Irirangi o Tainui (trading as Radio Tainui)	\$50,000
Operational Enhancement Project	Te Reo o Irirangi o Te Mānuka Tūtahi Trust (trading as Sun FM)	\$50,000
Operational Enhancement Project	Te Reo Irirangi o Whanganui Inc. (trading as Awa FM)	\$50,000
Operational Enhancement Project	Ngāti Hine Health Trust (trading as Ngāti Hine FM)	\$50,000
Operational Enhancement Project	Ngāi Tahu Communications Ltd (trading as Tahu FM)	\$50,000
Operational Enhancement Project	Te Reo Irirangi o Taranaki Charitable Trust (trading as Te Korimako o Taranaki 94.8 FM)	\$50,000
Operational Enhancement Project	Atiawa Toa FM Ltd (trading as Atiawa Toa FM)	\$50,000
Operational Enhancement Project	Te Reo Irirangi o Te Hiku o Te Ika Inc. (trading as Te Hiku o Te Ika)	\$50,000
Operational Enhancement Project	Radio Ngāti Porou Charitable Trust (trading as Radio Ngāti Porou)	\$50,000
Operational Enhancement Project	Moana Communications (trading as Moana AM)	\$50,000
Operational Enhancement Project	Te Reo Irirangi o Te Arawa Trust (trading as Te Arawa FM)	\$50,000
Operational Enhancement Project	Te Reo Irirangi o Te Ūpoko o Te Ika Trust (trading as Te Ūpoko o Te Ika)	\$50,000
Operational Enhancement Project	Kia Ora FM Inc. (trading as Kia Ora FM 89.8)	\$50,000
Operational Enhancement Project	Te Reo o Ngāti Kahungunu Inc. (trading as Radio Kahungunu)	\$50,000
Operational Enhancement Project	Te Reo Irirangi o Tūranganui a Kiwa Ltd (trading as Tūranga FM)	\$50,000
Operational Enhancement Project	Tūwharetoa FM Charitable Trust (trading as Tūwharetoa 97.2 FM)	\$50,000
Operational Enhancement Project	Te Reo Irirangi o Ngāti Raukawa (trading as Raukawa FM)	\$50,000
Operational Enhancement Project	Te Whare Āwhina o Te Iwi Community Trust (trading as Tautoko FM)	\$50,000
Operational Enhancement Project	Te Reo Irirangi o Pare Hauraki (trading as Ngā Iwi FM)	\$50,000
Operational Enhancement Project	Te Reo Irirangi o Maniapoto (trading as Maniapoto FM)	\$50,000
Sub-Total Operational Enhancement Funding		\$1,050,000

Other Contracts**(includes Distribution Services, Administration Funding, APRA Fees and Capacity Building)**

Contract Name	Provider	Amount
Administration Funding	Te Whakaruruhau o Ngā Reo Irirangi Māori	\$70,000
Recording Distribution Licence Fee (21 Iwi Radio Stations)	PPNZ Music Licensing Limited (PPNZ)	\$72,595
APRA Annual Fee (21 Iwi Radio Stations)	Australasian Performing Right Association (APRA)	\$72,595
Capacity Building	The New Zealand Radio Training School	\$234,360
Distribution Services - Punga.net II (Service Support)	Starnet 2000 Ltd	\$955,424
Sub-Total Other Contracts		\$1,404,974

Radio Programmes

Programme	Provider	Duration (Broadcast Hours)	Amount
National News Service Radio Programme (News, Current Affairs and Documentaries)	UMA Broadcasting Ltd (trading as Radio Waatea)	1058.66	\$1,104,000
National Midnight to Dawn Radio Programme (Tai Pari, Tai Timu)	Moana Communications (trading as Moana AM)	1560	\$100,000
Sub-Total Annual Radio Programmes		2,619	\$1,204,000

Outside Broadcast Radio Programmes

Programme	Provider	Duration (Broadcast Hours)	Amount
2010 National Ngā Manu Kōrero Competition	Ngāi Tahu Communications Ltd (trading as Tahu FM)	19	\$6,000
Te Matatini o Te Rā 2011	Radio Ngāti Porou Charitable Trust (trading as Radio Ngāti Porou)	41	\$15,000
Te Matatini o Te Rā 2011 (additional)	Radio Ngāti Porou Charitable Trust (trading as Radio Ngāti Porou)	-	\$10,054
NZ Silver Ferns vs. Jamaica Netball Test 2010	Te Reo o Ngāti Kahungunu Inc. (trading as Radio Kahungunu)	2	\$1,500
Waitangi Day 2011 Commemoration	Te Whare Āwhina o Te Iwi Community Trust (trading as Tautoko FM)	22	\$5,000
Te Hui Ahurei o Tūhoe 2011	Te Reo o Irirangi o Te Mānuka Tūtahi Trust (trading as Sun FM)	45	\$6,540
2011 Tai Tokerau Regional Ngā Manu Kōrero Competition	Te Whare Āwhina o Te Iwi Community Trust (trading as Tautoko FM)	19	\$3,500
2010 Tainui Primary Schools Kapa Haka Competition	Te Reo Irirangi o Maniapoto (trading as Maniapoto FM)	9	\$1,000
2011 Tainui Secondary Schools Kapa Haka Competition	Te Reo Irirangi o Maniapoto (trading as Maniapoto FM)	8	\$2,000
Maniapoto Primary Schools Kapa Haka Festival 2010	Te Reo Irirangi o Maniapoto (trading as Maniapoto FM)	4.5	\$1,000
2010 Tamaki Makaurau Regional Kapa Haka Competition	UMA Broadcasting Ltd (trading as Radio Waatea)	6	\$5,000
2010 National Secondary Schools Kapa Haka Competition	Te Reo Irirangi o Te Arawa Trust (trading as Te Arawa FM)	18	\$6,000
2011 Te Arawa Secondary Schools Kapa Haka Competition	Te Reo Irirangi o Te Arawa Trust (trading as Te Arawa FM)	10	\$2,000
Rātana 25th Celebrations 2011	Te Reo Irirangi o Whanganui Inc. (trading as Awa FM)	27	\$5,000
2010 National Māori Sports Awards	UMA Broadcasting Ltd (trading as Radio Waatea)	6	\$3,000
Waiata Māori Music Awards 2010	Te Reo o Ngāti Kahungunu Inc. (trading as Radio Kahungunu)	6	\$2,000
Hakarongo Mai - Te Matatini 2011	Te Matatini Society Incorporated	36	\$15,000
Sub-Total Outside Broadcast Radio Programmes		279	\$89,595

Radio Funding continued

Music Album/Compilations and Singles

Album Name	Producer	Artist	Amount
Haati – He Ao Ataahua Tipuna Intended	Māui Made Puoro	THC – The Haati Coastie	\$50,000
Aio	Control Freak Music Limited	Maitreya	\$50,000
Te Rito	Minaaka Limited	Kirsten Te Rito	\$50,000
Te Kawa Tuarua	Minaaka Limited	Iwi	\$50,000
Mana-Aki	E & R Productions (NZ) Limited	Ruia	\$50,000
3 tracks from the album titled, Rangatahi Tū Rangatira (Vol 2)	Patangaroa Entertainment Limited	Various Artists	\$15,000
2 tracks from the album titled, Rihi	Te Reo Irirangi o Whanganui Inc. (trading as Awa FM)	Rihi Ponga	\$10,000
4 tracks from the album titled, Taku Tuahine Taku Tungāne	Awekura Productions Limited	Ahorangi and Herea Winitana	\$20,000
Kia Manawa Mai	Kog Mastering Limited	Emmiline Henry	\$5,000
Whetu	Kog Mastering Limited	Emmiline Henry	\$5,000
Anei Ngā Taniwha	Kog Mastering Limited	J Geek and the Geeks	\$5,000
I Love Hangi	Kog Mastering Limited	J Geek and the Geeks	\$5,000
Piri	Kog Mastering Limited	J Geek and the Geeks	\$5,000
5 tracks from the album titled, Manawa	Mauri Order Limited	Matiu Te Huki and My Golden Soul	\$25,000
Kei Warewaretia Au	Kia Kaha Productions Limited	Te Manu	\$5,000
Kei Te Pono Nei Koe	Kia Kaha Productions Limited	Te Manu	\$5,000
Upper Hutt Posse	Kia Kaha Productions Limited	Ranga Wairua	\$5,000
5 tracks from the album titled, Pao	Minaaka Limited	Pao	\$25,000
5 tracks from the album titled, Tenei Au	Te Kura Kaupapa Māori o Ruamata	Te Whanau o Te Kura Kaupapa Māori o Ruamata	\$25,000
5 tracks from the album titled, Tipi Haere Te Reo (Vol 2)	Tipi Haere Te Reo Limited	Various Artists	\$25,000
3 tracks from the album titled, Miharo Rawa – Te Kohikohinga Waiata Māori	Fresh Alliance Entertainment Limited	Various Artists	\$15,000
Sub-Total Music Albums/Compilations			\$450,000
TOTAL RADIO FUNDING			\$12,264,669

Audit Report

To the readers of the financial statements and statement of service performance of Te Reo Whakapuaki Irirangi for the year ended 30 June 2011

The Auditor-General is the auditor of Te Reo Whakapuaki Irirangi (known as Te Māngai Pāho). The Auditor-General has appointed me, J. R. Smail, using the staff and resources of Audit New Zealand, to carry out the audit of the financial statements and statement of service performance of Te Māngai Pāho on her behalf.

We have audited:

- the financial statements of Te Māngai Pāho on pages 26 to 45, that comprise the statement of financial position as at 30 June 2011, the statement of comprehensive income, statement of movements in public equity and statement of cash flows for the year ended on that date and notes to the financial statements that include accounting policies and other explanatory information; and
- the statement of service performance of Te Māngai Pāho on pages 46 to 53.

Opinion

In our opinion:

- the financial statements of Te Māngai Pāho on pages 26 to 45:
 - comply with generally accepted accounting practice in New Zealand; and
 - fairly reflect:
 - the financial position of Te Māngai Pāho as at 30 June 2011; and
 - the financial performance and cash flows of Te Māngai Pāho for the year ended on that date.
- the statement of service performance of Te Māngai Pāho on pages 46 to 53:
 - complies with generally accepted accounting practice in New Zealand; and
 - fairly reflects, for each class of outputs for the year ended 30 June 2011:
 - the service performance compared with the forecasts in the statement of forecast service performance for the financial year; and
 - actual revenue and output expenses compared with the forecasts in the statement of forecast service performance at the start of the financial year.

Our audit was completed on 28 October 2011. This is the date at which our opinion is expressed.

The basis of our opinion is explained below. In addition, we outline the responsibilities of the Board and our responsibilities, and we explain our independence.

Basis of Opinion

We carried out our audit in accordance with the Auditor-General's Auditing Standards, which incorporate the International Standards on Auditing (New Zealand). Those standards require that we comply with ethical requirements and plan and carry out our audit to obtain reasonable assurance about whether the financial statements and statement of service performance are free from material misstatement.

Material misstatements are differences or omissions of amounts and disclosures that would affect a reader's overall understanding of the financial statements and statement of service performance. If we had found material misstatements that were not corrected, we would have referred to them in our opinion.

An audit involves carrying out procedures to obtain audit evidence about the amounts and disclosures in the financial statements and statement of service performance. The procedures selected depend on our judgement, including our assessment of risks of material misstatement of the financial statements and statement of service performance, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to Te Māngai Pāho in preparation of the financial statements and statement of service performance that fairly reflect the matters to which they relate. We consider internal control in order to design audit procedures that are appropriate in the circumstances but not for the purpose of expressing an opinion on the effectiveness of the internal controls of Te Māngai Pāho.

An audit also involves evaluating:

- the appropriateness of accounting policies used and whether they have been consistently applied;
- the reasonableness of the significant accounting estimates and judgements made by the Board;
- the adequacy of all disclosures in the financial statements and statement of service performance; and
- the overall presentation of the financial statements and statement of service performance.

We did not examine every transaction, nor do we guarantee complete accuracy of the financial statements and statement of service performance. We have obtained all the information and explanations we have required and we believe we have obtained sufficient and appropriate audit evidence to provide a basis for our audit opinion.

Responsibilities of the Board

The Board is responsible for preparing the financial statements and a statement of service performance that:

- comply with generally accepted accounting practice in New Zealand;
- fairly reflect the financial position, financial performance and cash flows of Te Māngai Pāho; and
- fairly reflect its service performance.

The Board is also responsible for such internal control as is determined necessary to enable the preparation of financial statements and a statement of service performance that are free from material misstatement, whether due to fraud or error.

The Board's responsibilities arise from the Crown Entities Act 2004.

Responsibilities of the Auditor

We are responsible for expressing an independent opinion on the financial statements and statement of service performance and reporting that opinion to you based on our audit. Our responsibility arises from section 15 of the Public Audit Act 2001 and the Crown Entities Act 2004.

Independence

When carrying out the audit, we followed the independence requirements of the Auditor-General, which incorporate the independence requirements of the New Zealand Institute of Chartered Accountants.

Other than the audit, we have no relationship with or interests in Te Māngai Pāho.



J.R. Smail
Audit New Zealand
On behalf of the Auditor-General
Wellington, New Zealand

Matters relating to the electronic presentation of the audited financial statements

This audit report relates to the financial statements of Te Reo Whakapuaki (known as Te Māngai Pāho) for the year ended 30 June 2011 included on the website of Te Māngai Pāho. The Board is responsible for the maintenance and integrity of the website of Te Māngai Pāho. We have not been engaged to report on the integrity of the website of Te Māngai Pāho. We accept no responsibility for any changes that may have occurred to the financial statements since they were initially presented on the website.

The audit report refers only to the financial statements named above. It does not provide an opinion on any other information which may have been hyperlinked to or from the financial statements. If readers of this report are concerned with the inherent risks arising from electronic data communication they should refer to the published hard copy of the audited financial statements as well as the related audit report dated 28 October 2011 to confirm the information included in the audited financial statements presented on this website.

Legislation in New Zealand governing the preparation and dissemination of financial information may differ from legislation in other jurisdictions.

Statement of Responsibility

In terms of the Crown Entities Act 2004, the Board is responsible for the preparation of Te Māngai Pāho's financial statements and statement of service performance, and for the judgements made in them.

The Board of Te Māngai Pāho has the responsibility for establishing, and has established, a system of internal control designed to provide reasonable assurance as to the integrity and reliability of financial reporting.

In the Board's opinion, these financial statements and the statement of service performance fairly reflect the financial position and operations of Te Māngai Pāho for the year ended 30 June 2011.

Signed on behalf of the Board



Prof Piri Sciascia
Chair
28 October 2011



Dr Rawinia Higgins
Board Member
28 October 2011

Statement of Accounting Policies

For the year ended 30 June 2011

Reporting Entity

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

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

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

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

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

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

The financial statements of Te Māngai Pāho are for the year ended 30 June 2011. The financial statements were approved by the Board on 28 October 2011.

Basis of preparation

1. Statement of Compliance

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

2. Measurement Base

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

3. Functional and Presentation Currency

The financial statements are presented in New Zealand dollars and all values are rounded to the nearest thousand dollars (\$'000). The functional currency of Te Māngai Pāho is New Zealand dollars.

4. Judgements and estimations

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

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

Key assumptions and estimates are:

- Broadcasters and producers will fulfil their legal obligation within the timeframe as per the contract;
- Te Māngai Pāho assesses property, plant and equipment's useful lives and residual value by considering a number of factors such as the physical condition of the asset, expected period of use of the asset by Te Māngai Pāho, and expected disposal proceeds from the future sale of the asset. Te Māngai Pāho has not made significant changes to past assumptions concerning useful lives and residual values.

Critical judgements

Management has exercised no critical judgements in applying the accounting policies for the year ended 30 June 2011.

5. Standards, amendments and interpretations issued to be adopted

Te Māngai Pāho did not adopt any issued standards, amendments or interpretations for the year ended 30 June 2011.

6. Standards, amendments, and interpretations issued that are not yet effective and have not been early adopted

Standards, amendments, and interpretations issued but not yet effective that have not been early adopted, and which are relevant to Te Māngai Pāho, are:

- NZ IAS 24 *Related Party Disclosures (Revised 2009)* replaces NZ IAS 24 *Related Party Disclosures (Issued 2004)* and is effective for reporting periods commencing on or after 1 January 2011. The revised standard:
 - i) Removes the previous disclosure concessions applied by Te Māngai Pāho for arms-length transactions between Te Māngai Pāho and entities controlled or significantly influenced by the Crown. The effect of the revised

standard is that more information is required to be disclosed about transactions between Te Māngai Pāho and entities controlled or significantly influenced by the Crown.

- ii) Provides clarity on the disclosure of related party transactions with Ministers of the Crown. Further, with the exception of the Minister of Māori Affairs, Te Māngai Pāho will be provided with an exemption from certain disclosure requirements relating to transactions with other Ministers of the Crown. The clarification could result in additional disclosures should there be any related party transactions with Ministers of the Crown.
- iii) Clarifies that related party transactions include commitments with related parties.

Te Māngai Pāho expects it will adopt the revised standard for the year ending 30 June 2012.

- NZ IFRS 9 *Financial Instruments* will eventually replace NZ IAS 39 *Financial Instruments: Recognition and Measurement*. NZ IAS 39 is being replaced through the following 3 main phases: Phase 1 Classification and Measurement, Phase 2 Impairment Methodology, and Phase 3 Hedge Accounting. Phase 1 on the classification and measurement of financial assets has been completed and has been published in the new financial instrument standard NZ IFRS 9. NZ IFRS 9 uses a single approach to determine whether a financial asset is measured at amortised cost or fair value, replacing the many different rules in NZ IAS 39. The approach in NZ IFRS 9 is based on how an entity manages its financial instruments (its business model) and the contractual cash flow characteristics of the financial assets. The new standard also requires a single impairment method to be used, replacing the many different impairment methods in NZ IAS 39.

The new standard is required to be adopted for the year ending 30 June 2014. Te Māngai Pāho has not yet assessed the effect of the new standard and expects it will not be early adopted.

Accounting Policies

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

1. Budget figures

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

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

2. Revenue

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

Revenue from the Crown

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

3. Treatment of the Allocation of Funds

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

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

4. Taxation

A. Income Tax

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

B. Goods and Services Tax

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

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

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

Commitments and contingencies are disclosed exclusive of GST.

C. Fringe Benefit Tax

Fringe Benefit Tax is payable on all fringe benefits.

5. Debtors and other receivables

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

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

6. Investments

Bank deposits

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

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

7. Property, plant and equipment

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

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

Additions

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

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

Disposals

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

Subsequent costs

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

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

8. Depreciation

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

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

9. Intangible assets

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

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

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

Staff training costs are recognised as an expense when incurred.

Amortisation

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

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

Acquired computer software	3 years.....	33%
Developed computer software	4 years	25%

10. Impairment of non-financial assets

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

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

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

11. Creditors and other payables

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

12. Financial Instruments

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

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

Cash and cash equivalents includes cash on hand, held at call at banks which Te Māngai Pāho invests with as part of its day-to-day cash management and other short-term highly liquid investments with original maturities of three months or less.

13. Employee benefits

Short-term benefits

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

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

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

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

Superannuation schemes

Defined contribution schemes

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

14. Operating Leases

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

15. Provisions

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

16. Commitments

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

17. Statement of Cash Flows

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

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

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

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

18. Comparative Figures

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

19. Output Cost Statements

The Output Cost Statements, as reported in the Statement of Objectives and Service Performance, report the total funding allocations made for the radio and television outputs for the year ended 30 June 2011. They also report the costs of administrative activities undertaken by Te Māngai Pāho.

20. Changes in Accounting Policies

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

Statement of Comprehensive Income

For the year ended 30 June 2011

2010 Actual \$000		Notes	2011 Actual \$000	2011 Budget \$000
	Revenue			
53,804	Crown revenue	1	53,484	53,484
961	Interest revenue		1,071	1,416
292	Other revenue	2	83	0
55,057	Total revenue		54,638	54,900
	Expenditure			
2,553	Administrative	4	2,496	3,147
	Funding			
41,457	- Television	5	40,970	40,840
12,322	- Radio	6	12,265	12,262
56,332	Total expenditure		55,731	56,249
(1,275)	Net surplus (deficit) for the year		(1,093)	(1,349)
0	Other Comprehensive Income		0	0
(1,275)	Total Comprehensive Income for the year		(1,093)	(1,349)

Statement of Movements in Public Equity

For the year ended 30 June 2011

2010 Actual \$000		2011 Actual \$000	2011 Budget \$000
5,058	Public Equity brought forward as at 1 July	3,783	3,300
(1,275)	Net surplus / (deficit) for the year	(1,093)	(1,349)
(1,275)	Total Comprehensive income for the year	(1,093)	(1,349)
3,783	Total Public Equity as at 30 June	2,690	1,951

The Statement of Accounting Policies and Notes to the Financial Statements form an integral part of, and should be read in conjunction with, these Financial Statements.

Statement of Financial Position

As at 30 June 2011

2010 Actual \$000		Notes	2011 Actual \$000	2011 Budget \$000
3,783	PUBLIC EQUITY		2,690	1,951
	Represented by:			
	ASSETS			
	Current assets			
6,794	Cash and cash equivalents	7	4,469	8,394
12,000	Investments	8	14,000	10,000
251	Debtors and other receivables	9	297	0
19,045	Total current assets		18,766	18,394
	Non-current assets			
382	Property, plant and equipment	10	288	400
5	Intangible assets	11	1	200
387	Total non-current assets		289	600
19,432	Total assets		19,055	18,994
	LIABILITIES			
	Current liabilities			
527	Creditors and other payables	12	244	100
100	Employee entitlements	13	100	100
15,022	Funding provisions	14	16,021	16,843
15,649	Total current liabilities		16,365	17,043
15,649	Total liabilities		16,365	17,043
3,783	NET ASSETS		2,690	1,951

The Statement of Accounting Policies and Notes to the Financial Statements form an integral part of, and should be read in conjunction with, these Financial Statements.

Statement of Cash Flows

For the year ended 30 June 2011

2010 Actual \$000		Notes	2011 Actual \$000	2011 Budget \$000
CASH FLOWS FROM OPERATING ACTIVITIES				
Cash was provided from:				
38,672	Crown funding		53,484	53,500
831	Interest received		1,034	1,300
52	Other revenues for services provided		102	0
39,555			54,620	54,800
Cash was applied to:				
950	Payments to employees		1,121	1,100
1,350	Payments to suppliers		1,430	2,000
43,011	Funding expenditure - television		39,221	39,900
11,473	Funding expenditure - radio		13,015	12,000
(72)	GST (net)		140	100
56,712			54,927	55,100
(17,157)	Net cash flow from operating activities	15	(307)	(300)
CASH FLOWS FROM INVESTING ACTIVITIES				
Cash was provided from:				
15	Receipts from sale of property, plant and equipment		1	0
0	Investment		0	2,000
Cash was applied to:				
47	Purchase of fixed assets		19	0
0	Purchase of intangible assets		0	100
7,000	Investment		2,000	0
(7,032)	Net cash flow from investing activities		(2,018)	1,900
CASH FLOWS FROM FINANCING ACTIVITIES				
Cash was applied to:				
0	Capital contribution		0	0
0	Net cash flow from financing activities		0	0
(24,189)	Net increase / (decrease) in cash and cash equivalents		(2,325)	1,600
30,983	Plus opening cash and cash equivalents		6,794	6,794
6,794	Cash and cash equivalents at the end of the year		4,469	8,394

The Statement of Accounting Policies and Notes to the Financial Statements form an integral part of, and should be read in conjunction with, these Financial Statements.

Notes to the Financial Statements

For the year ended 30 June 2011

Content	Note
Crown Revenue	1
Other Revenue	2
Personnel Costs	3
Administrative Expenditure	4
Funding Expenditure-Television	5
Funding Expenditure-Radio	6
Cash & Cash Equivalents	7
Investments	8
Debtors and Other Receivables	9
Property, Plant and Equipment	10
Intangible Assets	11
Creditors and Other Payables	12
Employee Entitlements	13
Funding Provisions	14
Reconciliation of Net Surplus to Net Cash Flow From Operating Activities	15
Financial Instruments	16
Related Party Transactions and Key Management Personnel Compensation	17
Remuneration of Board Members	18
Remuneration of Employees	19
Post Balance Date Events	20
Categories of Financial Assets and Liabilities	21
Capital Commitments and Operating Leases	22
Contingencies	23
Capital Management	24
Explanation of Significant Variances Against Budget	25

Notes to the Financial Statements

For the year ended 30 June 2011

	2011 Actual \$000	2010 Actual \$000
1 CROWN REVENUE		
Total Crown Revenue	53,484	53,804

The decrease in Crown revenue relates to the lower level of funding for the archiving of television and radio programmes.

	2011 Actual \$000	2010 Actual \$000
2 OTHER REVENUE		
Previous funding commitments withdrawn or cancelled	74	256
Income from programme sales	9	36
Total Other Revenue	83	292

The level of funding reversals is variable, depending on the amount of funding unspent or not taken up by third parties, each for different reasons acceptable to Te Māngai Pāho.

	2011 Actual \$000	2010 Actual \$000
3 PERSONNEL COSTS		
Salary and wages	1,064	1,050
Employer contributions to defined contribution plans	9	12
Increased/(decrease) in employee entitlements (note 13)	0	(24)
Other Personnel cost	48	35
Total personnel costs	1,121	1,073

	2011 Actual \$000	2010 Actual \$000
4 ADMINISTRATIVE EXPENDITURE		
OVERHEADS		
Personnel costs	1,121	1,073
Office overheads	177	193
Depreciation	112	111
Amortisation	4	6
<i>Fees to auditor:</i>		
Audit fees for financial statement audit	39	37
Audit fees for NZ IFRS transition	0	0
Fees for assurance and related services	98	66
Operating lease expense	146	146
Finance lease charges (Interest)	0	0
Impairment of receivables (note 9)	0	0
Net loss on sale of property, plant and equipment	0	4
Impairment of property, plant and equipment	0	2
Professional services and consultants fees	89	132
Board and sub-committee costs - fees	32	36
(refer also note 18) - travel and accommodation	25	37
	1,843	1,843
CONSULTATION		
Hui	55	40
Liaison	96	93
	151	133
DEVELOPMENT		
Monitoring/surveys	149	161
Professional assessors	21	39
Publications and reports	32	30
Promotions	104	42
Archiving	196	305
	502	577
Total Administrative Expenditure	2,496	2,553

Notes to the Financial Statements continued

	2011 Actual \$000	2010 Actual \$000
5 FUNDING EXPENDITURE - TELEVISION		
Māori Television Service Direct Funding	16,220	16,120
Other programmes	24,690	25,277
Ngā Aho Whakaari	60	60
Total Funding Expenditure - Television	40,970	41,457

	2011 Actual \$000	2010 Actual \$000
6 FUNDING EXPENDITURE - RADIO		
Iwi station operational funding	9,116	9,116
Radio distribution network-Punga.net II	956	955
Programmes	1,294	1,291
APRA/PPNZ Fees	145	218
Music compact discs	450	450
Te Whakaruruhau o Ngā Reo Irirangi Māori	70	70
Capacity Building	234	222
Total Funding - Radio	12,265	12,322

	Effective interest rate	Total \$000	Maturities 3 months or less \$000
7 CASH AND CASH EQUIVALENTS			
2011			
Cash and cash equivalents			
-Current account	1.40%	133	133
-Call account	2.50%	4,336	4,339
-Short term deposits		0	0
Total Cash and Cash Equivalents 2011		4,469	4,472
2010			
Cash and cash equivalents			
-Current account	1.00%	89	89
-Call account	2.75%	1,705	1,705
-Short term deposits	4.50%	5,000	5,000
Total Cash and Cash Equivalents 2010		6,794	6,794

Term deposits are made for varying periods of up to and including three months depending on the immediate cash requirements of Te Māngai Pāho and earn interest at the respective short term deposit rates.

	30 June 2011 Actual \$000	30 June 2010 Actual \$000
8 INVESTMENTS		
Term deposits	14,000	12,000
Total Investments	14,000	12,000

The carrying value of term deposits approximates their fair value. The maturity dates and weighted average effective interest rates for term deposits are as follows:

	30 June 2011 Actual \$000	30 June 2010 Actual \$000
Term deposits with maturities of 4-6 months	14,000	12,000
Weighted average effective interest rate	4.40%	4.37%

Two term deposit investments of \$5m each at 30 June 2011 are invested at fixed rates of 4.54% for 170 days and 4.75% for 183 days. A term deposit investment of \$4m at 30 June 2011 is invested at a fixed rate of 3.77% for 241 days.

As these deposits are at a fixed interest rate and measured at amortised cost an increase or decrease in interest rates during the period would not impact the measurement of the investments and hence there would be no impact on the surplus/deficit or equity.

	30 June 2011 Actual \$000	30 June 2010 Actual \$000
9 DEBTORS AND OTHER RECEIVABLES		
Accrued interest receivable	269	232
Prepayments	28	0
Sundry debtors	0	19
Total Debtors and other Receivables	297	251

As at 30 June 2011 and 2010, all overdue receivables have been assessed for impairment and appropriate provisions applied, as detailed below:

	Gross	30 June 2011 Impairment	Net	Gross	30 June 2010 Impairment	Net
Not past due	297	0	297	236	0	236
Past due 1-30 days	0	0	0	0	0	0
Past due 31-60 days	0	0	0	0	0	0
Past due 61-90 days	0	0	0	0	0	0
Past due 91 days	0	0	0	15	0	15
Total	297	0	297	251	0	251

The carrying value of debtors and other receivables approximates their fair value. It is expected that the amount of debtors and other receivables will be fully recovered.

10 PROPERTY, PLANT AND EQUIPMENT

Movements for each class of property, plant and equipment are as follows:

	Office equipment \$000	Furniture and fittings \$000	Computer equipment \$000	Leasehold improvements \$000	Motor vehicle \$000	Total \$000
Cost or valuation						
Balance at 1 July 2009	78	101	120	335	36	670
Additions	1	0	4	1	41	47
Disposals	(15)	(3)	(6)	0	(36)	(60)
Balance at 30 June 2010	64	98	118	336	41	657
Balance at 1 July 2010	64	98	118	336	41	657
Additions	0	0	19	0	0	19
Disposals	0	0	(1)	0	0	(1)
Balance at 30 June 2011	64	98	136	336	41	675
Accumulated depreciation and impairment losses						
Balance at 1 July 2009	50	32	45	60	16	203
Depreciation expense	7	9	30	57	8	111
Eliminate on disposal	(14)	(3)	(5)	0	(19)	(41)
Impairment losses	0	0	0	0	2	2
Balance at 30 June 2010	43	38	70	117	7	275
Balance at 1 July 2010	43	38	70	117	7	275
Depreciation expense	7	8	33	56	8	112
Eliminate on disposal	0	0	0	0	0	0
Impairment losses	0	0	0	0	0	0
Balance at 30 June 2011	50	46	103	173	15	387
Carrying amounts						
At 1 July 2009	28	69	75	275	20	467
At 30 June and 1 July 2010	21	60	48	219	34	382
At 30 June 2011	14	52	33	163	26	288

	Acquired software \$000	Total \$000
11 INTANGIBLE ASSETS		
Cost		
Balance at 1 July 2009	53	53
Additions	1	1
Disposals	(14)	(14)
Balance at 30 June 2010	40	40
Balance at 1 July 2010	40	40
Additions	0	0
Disposals	0	0
Balance at 30 June 2011	40	40
Accumulated amortisation and impairment losses		
Balance at 1 July 2009	43	43
Amortisation expense	6	6
Disposals	(14)	(14)
Impairment losses	0	0
Balance at 30 June 2010	35	35
Balance at 1 July 2010	35	35
Amortisation expense	4	4
Disposals	0	0
Impairment losses	0	0
Balance at 30 June 2011	39	39
Carrying amounts		
At 1 July 2009	10	10
At 30 June and 1 July 2010	5	5
At 30 June 2011	1	1

	30 June 2011 Actual \$000	30 June 2010 Actual \$000
12 CREDITORS AND OTHER PAYABLES		
Trade creditors	69	153
Accruals	118	177
GST Payable	57	197
Total Creditors and other Payables	244	527

	30 June 2011 Actual \$000	30 June 2010 Actual \$000
13 EMPLOYEE ENTITLEMENTS		
Current employee entitlements are represented by:		
Accrued salaries and wages	11	8
Annual leave	89	92
Sick leave	0	0
Total employee entitlements	100	100

14 FUNDING PROVISIONS

At the time projects are approved by the Board of Te Māngai Pāho and notification is made to the applicant funding expenditure is charged against the current year's income and recorded as a liability. The liability is reduced as the applicant is paid according to the drawdown schedule specified in the funding contract.

	30 June 2011 Actual \$000	30 June 2010 Actual \$000
TELEVISION	14,359	12,610
RADIO	1,662	2,412
Total Funding Provisions	16,021	15,022

Movements for each class of provision are as follows:

2011	Television \$000	Radio \$000	Total \$000
Balance at 1 July 2010	12,610	2,412	15,022
Additional provisions made	41,011	12,269	53,280
Amounts used	(39,161)	(13,004)	(52,165)
Unused amounts reversed	(101)	(15)	(116)
Balance at 30 June 2011	14,359	1,662	16,021

2010	Television \$000	Radio \$000	Total \$000
Balance at 1 July 2009	14,418	1,565	15,983
Additional provisions made	41,457	12,322	53,779
Amounts used	(43,011)	(11,473)	(54,484)
Unused amounts reversed	(254)	(2)	(256)
Balance at 30 June 2010	12,610	2,412	15,022

	2011 Actual \$000	2010 Actual \$000
15 RECONCILIATION OF NET SURPLUS TO NET CASH FLOW FROM OPERATING ACTIVITIES		
Net surplus	(1,093)	(1,275)
<i>Add/(Less) non- cash expenditure/(income)</i>		
Depreciation	112	113
Amortisation	4	6
Total non-cash items	(977)	(1,156)
<i>Add/(Less) items classified as investing or financing activities:</i>		
(Gains)/losses on disposal of property, plant and equipment	0	4
Total items classified as investing or financing activities	0	4
<i>Add/(Less) movements in working capital items</i>		
(Increase) /decrease in accrued interest	(37)	(130)
(Increase) /decrease in accounts receivable	19	21
(Increase) /decrease in prepayments	(28)	0
Increase / (decrease) in accounts payable	(143)	(14,983)
Increase / (decrease) in funding provisions	999	(961)
Increase / (decrease) in GST payable	(140)	72
Increase / (decrease) in employee entitlements	0	(24)
Net movements in working capital items	670	(16,005)
Net Cash Flow from Operating Activities	(307)	(17,157)

16 FINANCIAL INSTRUMENTS

Te Māngai Pāho's activities expose it to a variety of financial instrument risks, including market risk, credit risk and liquidity risk. Te Māngai Pāho has a series of policies to manage the risks associated with financial instruments and seeks to minimise exposure from financial instruments. These policies do not allow any transactions that are speculative in nature to be entered into.

Market risk

The only market risk that Te Māngai Pāho is subject to is interest rate risk. Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. As term deposits are at fixed rates, and therefore do not fluctuate, the market risk Te Māngai Pāho is exposed to does not impact its reported financial performance and/or equity.

Te Māngai Pāho's interest rate risk is limited to interest on term investments. The interest rate and maturities of the term investments are disclosed in notes 7 and 8.

Sensitivity analysis

As at 30 June 2011, if the floating interest rate on call deposits had been 100 basis points higher or lower, with all other variables held constant, the surplus/deficit for the year would have been \$43,392 (2010: \$17,055) higher or lower.

Fair values

All financial instruments are recognised in the statement of financial position and are stated at carrying amounts. Given their short term nature, the carrying amounts are considered a reasonable approximation of their fair values. There has been no change from the previous period in Te Māngai Pāho's exposure to risks, how they arise or in Te Māngai Pāho's objectives, policies and processes for managing the risk and the methods used to measure the risks.

Credit risk

Credit risk represents the risk that a counterparty will default on its contractual obligations to Te Māngai Pāho. Financial instruments which subject Te Māngai Pāho to credit risk consist of bank balances, bank term deposits, trade and other receivables. The maximum exposure to credit risk at the reporting date is the carrying amount of those instruments as detailed in notes 7-9.

There is limited credit risk for Te Māngai Pāho because most of the financial assets are Te Māngai Pāho's cash and cash equivalents. These are deposits with registered banks in New Zealand with specified Standard and Poor's credit ratings of AA- or above. Te Māngai Pāho's investment policy limits the amount of credit exposure to any one institution. Te Māngai Pāho does not require collateral or security to support financial instruments. There is no significant concentration of credit risk pertaining to accounts receivable.

Liquidity risk

Liquidity risk represents Te Māngai Pāho's ability to meet its contractual obligations associated with financial liabilities. Te Māngai Pāho evaluates its liquidity requirements on an on-going basis by preparing monthly budget analyses which are used to coordinate the timing of investment maturity with payments due. Te Māngai Pāho's creditors are mainly those reported as funding provisions and creditors and other payables. Funding provisions are settled when the contractual obligations are fulfilled by the contracted producers or broadcasters. Te Māngai Pāho aims to pay trade creditors within normal commercial terms, that is, by the 20th of the month if not earlier. Employee entitlements comprise obligations for employee accumulated leave. This obligation is extinguished when leave is taken. In meeting its liquidity requirements Te Māngai Pāho maintains a target level of investments that must mature within specified timeframes to meet its ongoing payment obligations.

The table below analyses Te Māngai Pāho's financial liabilities into relevant maturity groupings based on the remaining period from the statement of financial position date to the contractual maturity date. The amounts disclosed are the contractual undiscounted cash flow amounts.

	Less than 6 months	Between 6 months and 1 year	Between 1 and 5 years
2011			
Creditors and other payables (note 12)	244	0	0
2010			
Creditors and other payables (note 12)	527	0	0

Notes to the Financial Statements continued

Te Māngai Pāho has funding provisions of \$16.021m at 30 June 2011. It is expected that these will be paid by 30 June 2012. Most of these payments will be made on the achievement of milestones or activities whose timing is not specified rather than on contractual dates.

17 RELATED PARTY TRANSACTIONS

Te Māngai Pāho is a wholly owned entity of the Crown. All transactions entered into with other Government Departments, Crown Entities and State Owned Enterprises are conducted at arm's length on normal business terms.

Where those parties are acting in the course of their normal dealings with Te Māngai Pāho, related party disclosures have not been made for transactions, as NZ IFRS provides an exemption. Public entities subject to common control or significant influence by the Crown are not required to make disclosures in respect of transactions between related parties which occur within a normal supplier or client/recipient relationship on terms and conditions no more or less favourable than those which it is reasonable to expect the entity would have adopted if dealing with that entity at arm's length in the same circumstances. Therefore, in accordance with NZ IFRS, such transactions are not disclosed in these financial statements.

Te Māngai Pāho employed a family member of one of the staff as a temporary contractor at terms no more favourable than available to others in the current financial year. The following transactions were carried out with related parties other than those described above. All transactions have been entered into on an arm's length basis. The aggregate value of transactions and outstanding balances relating to key management personnel and entities over which they have control or significant influence were as follows:

Transaction	Transaction value year ended 30 June		Balance outstanding year ended 30 June			
	2011 \$000	2010 \$000	2011 \$000	2010 \$000		
Parekawhia McLean		Mauriora ki te Ao/Living Universe Ltd	0	0	0	10

There are no related party purchases made in the current financial year. No provision has been required, nor any expense recognised, for impairment of receivables from related parties (2010 \$nil).

KEY MANAGEMENT PERSONNEL COMPENSATION

	2011 Actual \$000	2010 Actual \$000
Salary and other short term employee benefits comprise:		
-Remuneration of Board members	32	36
-Remuneration of senior management team	595	572
Post-employment benefits	0	0
Other long-term benefits	0	0
Termination benefits	0	0
Total key management personnel compensation	627	608

Key management personnel include all board members, the Chief Executive, and the senior management team.

18 REMUNERATION OF BOARD MEMBERS

The Board of Te Māngai Pāho received the following fees for the year ended 30 June 2011.

		2011 Actual \$000	2010 Actual \$000
Jacqueline Te Kani (Chair)	to December 2010	5	9
Te Ripowai Higgins	to December 2010	6	9
Parekawhia McLean	to December 2010	3	9
Rev Maurice Manawaroa Gray	to December 2010	1	2
Gina Rangi		5	7
Piri Sciascia (Chair)	from December 2010	4	0
Gabrielle Huria	from December 2010	2	0
Taria Tahana	from December 2010	3	0
Toni Waho	from December 2010	3	0
Total Board Fees		32	36

19 REMUNERATION OF EMPLOYEES

In 2011 four employees received remuneration and other benefits in excess of \$100,000. Their remuneration band is as follows:

Remuneration Band	Number Of Employees 2011	Number Of Employees 2010
\$100,001-\$110,000	1	0
\$110,001-\$120,000	0	1
\$130,001-\$140,000	1	1
\$140,001-\$150,000	0	1
\$150,001-\$160,000	1	0
\$170,001-\$180,000	0	1*
\$190,001-\$200,000	1*	0
Total employees	4	4

* Chief Executive's total remuneration.

20 POST BALANCE DATE EVENTS

No significant events have occurred since balance date which will have any material effect upon the financial statements for the year ended 30 June 2011 (2010-Nil).

21 CATEGORIES OF FINANCIAL ASSETS AND LIABILITIES

The carrying amounts of financial assets and liabilities in each of the NZ IAS 39 categories are as follows:

	2011 Actual \$000	2010 Actual \$000
<i>Loans and receivables</i>		
Cash and cash equivalents	4,469	6,794
Debtors and other receivables	297	251
Investments-term deposits	14,000	12,000
Total loans and receivables	18,766	19,045
<i>Financial liabilities measured at amortised cost</i>		
Creditors and other payables	244	527
Funding provisions	16,021	15,022
Total financial liabilities measured at amortised cost	16,265	15,549

Notes to the Financial Statements continued

	2011 Actual \$000	2010 Actual \$000
22 Capital commitments and operating leases		
Capital commitments approved and contracted	0	0
Non-cancellable operating lease commitments payable:		
Not later than 1 year	142	142
Later than 1 year and not later than 5 years	213	355
Later than 5 years	0	0
	355	497

These commitments relate to the lease for Te Māngai Pāho premises in Wellington and one lease for the photocopier. The premises lease term is six years. Final expiry date is 31 December 2019 if right of renewal is exercised. The lease for the photocopier expired in the 2010 financial year.

Other non-cancellable contracts:

Not later than 1 year	25,980	10,610
Later than 1 year and not later than 5 years	0	955
Later than 5 years	0	0
	25,980	11,565

At balance date Te Māngai Pāho had entered into non-cancellable contracts for funding and the provision of services. Commitments relate to the iwi radio stations' operational funding, radio programme funding, direct funding to Māori Television and Ngā Aho Whakaari funding.

Total commitments	\$26,335	\$12,062
--------------------------	-----------------	-----------------

23 CONTINGENCIES

Contingent liabilities

There are no contingent liabilities at balance date. (2010 \$nil)

Contingent assets

Te Māngai Pāho has no contingent assets. (2010 \$nil)

24 Capital management

Te Māngai Pāho's capital is its equity, which comprises accumulated funds and other reserves. Equity is represented by net assets.

Te Māngai Pāho is subject to the financial management and accountability provisions of the Crown Entities Act 2004, which impose restrictions in relation to borrowings, acquisition of securities, issuing guarantees and indemnities and the use of derivatives.

Te Māngai Pāho manages its equity as a by-product of prudently managing revenues, expenses, assets, liabilities, investments, and general financial dealings, to ensure it effectively achieves its objectives and purpose, whilst remaining a going concern.

25 Explanation of significant variances against budget

Explanations for significant variations from Te Māngai Pāho's budgeted figures in the Statement of Intent are as follows:

Statement of comprehensive income

Total comprehensive income for the year was less than the budgeted deficit by \$0.256 million.

Total revenue was under budget by \$0.262 million, mainly due to interest revenue being \$0.345 million less than budgeted, as a result of interest rates being lower than anticipated.

Total expenditure was under budget by \$0.518 million.

Administrative expenditure was under budget by \$0.651 million, with the main cost savings as explained below:

Professional services and consultants fees were under budget by \$0.117 million, due to the deferment of evaluation projects.

Board and sub-committee costs were under budget by \$0.079 million, largely due to the allowance for an increase in board fees not being required.

Consultation hui costs were under budget by \$0.066 million, due to tight cost controls being applied.

Monitoring/surveys were under budget by \$0.057 million, due to survey and language quality costs being less than anticipated.

Archiving costs were under budget by \$0.204 million, due to the timing of project costs.

The variance in administrative expenditure was partly offset by funding expenditure being over budget by \$0.133 million. An extra \$0.1 million was granted to Māori Television towards the "Rise Up Christchurch - Te Kotahitanga" telethon.

Statement of movements in public equity

Total public equity as at 30 June was more than budgeted by \$0.739 million, due to the budgeted opening balance being \$0.483 million less than actual and to the variances in the statement of comprehensive income, explained above.

Statement of financial position

Total assets were higher than budgeted by \$0.061 million. Current assets were higher than budgeted by \$0.372 million, due to higher than anticipated cash balances and outstanding debtors at year end. Non-current assets were \$0.311 million less than budgeted, mainly due to new software not being required as yet.

Total liabilities were less than budgeted, by \$0.678 million. Funding provisions were lower than budgeted, by \$0.822 million, as production payments were made more quickly than anticipated. This was partially offset by creditors being \$0.144 million more than expected.

Statement of cash flows

Cash and cash equivalents were \$3.925 million less than budgeted, due mainly to the purchase of longer term investments.

Statement of Objectives & Service Performance

For the year ended 30 June 2011

Cost of Services

Te Māngai Pāho has three output classes and all revenue and expenses incurred are the totals as disclosed in the financial statements on page 30.

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

Output Class	Performance Standard	2010/11	2009/10
		Actual Performance	Actual Performance
	\$000	\$000	\$000
Māori Television Broadcasting			
Revenue	40,332	40,332	40,332
Reserves	508	638	1,125
Total Output Class Cost	40,840	40,970	41,457
Māori Radio Broadcasting			
Revenue	11,344	11,344	11,344
Reserves	918	921	978
Total Output Class Cost	12,262	12,265	12,322
Administration of Māori Broadcasting			
Revenue	1,808	1,808	2,128
Reserves	1,339	688	425
Total Output Class Cost	3,147	2,496	2,553
Total Crown Revenue	53,484	53,484	53,804
Total Reserves	2,765	2,247	2,528
Total Expenditure as per Statement of Comprehensive Income	56,249	55,731	56,332

NON DEPARTMENTAL OUTPUT CLASS: MĀORI TELEVISION BROADCASTING

Te Māngai Pāho's Māori Television Broadcasting output for this output class is:

Māori Television

This output requires Te Māngai Pāho to:

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

OUTPUT 1 – DIRECT FUNDING FOR MĀORI TELEVISION

Direct funding of Māori Television is for:

- the production of in-house television programmes by Māori Television, (e.g. news, sport, current affairs and light entertainment).

PERFORMANCE MEASURES

The quantity of Television Programmes purchased according to specific audience groups through direct funding of Māori Television in 2010/11 is shown below.

Fund Television Programmes by purchasing the following hours according to target audience group:

Performance Indicator	Performance Standard	20010/11		2009/10		
		Actual Performance	Actual Performance	Actual Performance	Actual Performance	
<i>Target Audience Group</i>	<i>Programme Hours Target</i>	<i>Te Reo Māori Content</i>	<i>Actual Hours Purchased</i>	<i>Te Reo Māori Content</i>	<i>Actual Hours Purchased</i>	<i>Te Reo Māori Content</i>
Fluent Māori Language Speakers (Over 70% Māori Language Content)	470	Achieved	470	Achieved	464	Achieved
Second Language Learners (Between 30 – 70% Māori Language Content)	0	Achieved	0	Achieved	49	Achieved
Receptive Audiences (Up to 30% Māori Language Content)	303	Achieved	303	Achieved	247	Achieved
Total Programme Hours	773		773		760	

Note In delivery, Māori Television produced more programme hours than target. Te Māngai Pāho's funded share of 2010/11 production was 883.1 hours of which an extra 98.2 hours came from the Fluent Māori language category.

OUTPUT 2 – CONTESTABLE TELEVISION PROGRAMME FUNDING

A contestable funding pool for programmes which promote Māori language and Māori culture.

PERFORMANCE MEASURES

The quantity of Television Programmes to be purchased according to target audience groups through contestable funding in 2010/11 is shown below.

Fund Television Programmes by purchasing the following hours according to target audience group:

Performance Indicator	Performance Standard	20010/11		2009/10		
		Actual Performance	Actual Performance	Actual Performance	Actual Performance	
<i>Target Audience Group</i>	<i>Programme Hours Target</i>	<i>Te Reo Māori Content</i>	<i>Actual Hours Purchased</i>	<i>Te Reo Māori Content</i>	<i>Actual Hours Purchased</i>	<i>Te Reo Māori Content</i>
Fluent Māori Language Speakers (Over 70% Māori Language Content)	288	Achieved	328.0	Achieved	350.5	Achieved
Second Language Learners (Between 30 – 70% Māori Language Content)	224	Achieved	222.8	Achieved	251.0	Achieved
Receptive Audiences (Up to 30% Māori Language Content)	128	Achieved	128.0	Achieved	124.5	Achieved
Total Programme Hours	640		678.8		726.0	

Statement of Objectives & Service Performance continued

Note The average cost of programmes purchased was lower than budgeted. This enabled Te Māngai Pāho to purchase a higher number of hours than originally planned.

Although the actual cost per hour was less than budgeted, the cost was higher than last year which, combined with \$487,000 less funding available in 2010/11, meant that fewer hours could be purchased through the contestable pool than the previous year.

Te Māngai Pāho's Māori language quantity targets are:

Performance Indicator	Performance Standard	2010/11	2009/10
		Actual Performance	Actual Performance
Quantity of Māori Language in Direct and Contestably funded programming.	At least 90% of funded programmes reviewed are assessed as meeting the required Māori language content according to target audience group.	Achieved	Actual for 2009/10 for equivalent measure is "Achieved"

Te Māngai Pāho's Māori language quality targets are:

Performance Indicator	Performance Standard	2010/11	2009/10
		Actual Performance	Actual Performance
Quality of Māori Language Content in Direct and Contestably funded programming.	At least 90% of funded programmes reviewed are assessed as meeting the specified Māori language criteria as appropriate to the target audience group.	Achieved	Actual for 2009/10 for equivalent measure is "Achieved"

Note Quality and quantity are assessed on an ongoing basis according to the stage of production. A sample of programmes nearing completion in the current year were reviewed by a registered Māori language consultant. These included programmes funded from the period 1 June 2008 to 30 June 2010. These were reviewed in order to confirm that the language quality was at a minimum of 'good', meaning the quality is marked by good pronunciation, a competent range of vocabulary and grammatical structures and some idiomatic sayings which enable the speaker to use the language, although errors occur, in specific settings. Fluent speaking talent is an added bonus. Where issues were identified these were communicated to the broadcaster.

Summary for Non Departmental Output Class

Māori Television Broadcasting

Performance Indicator	Performance Standard	2010/11	2009/10
		Actual Performance	Actual Performance
Output 1 – Direct Funding for Māori Television Service	16,100	16,220	16,120
Total Cost Output 1	16,100	16,220	16,120
Output 2 – Contestable Television Programme Funding	24,700	24,750	25,277
Total Cost Output 2	24,700	24,750	25,277
Output 3 – TV Industry Co-ordination	(Included under Output 2 in 2010/11)	(Included under Output 2 in 2010/11)	60
Total for Non Departmental Output Class (GST exclusive)	40,800	40,970	41,457

Note The actual expenditure is more than the target amount principally due to funding of additional contestable programming from Te Māngai Pāho reserves.
The actual expenditure is less than the prior year actual due to the funding of a major project last year.

NON DEPARTMENTAL OUTPUT CLASS: MĀORI RADIO BROADCASTING

Te Māngai Pāho's Māori Radio Broadcasting output for this output class is:

Māori Radio Broadcasting

This output requires Te Māngai Pāho to:

- promote Māori language and Māori culture through radio broadcasting;
- promote capability in the Māori radio broadcasting sector;
- support the operational costs of iwi radio stations; and
- purchase programmes to be broadcast on radio.

OUTPUT 1 – OPERATIONAL FUNDING FOR IWI RADIO

Operational funding to iwi stations to broadcast programmes.

PERFORMANCE MEASURES

Māori language content of secured broadcast time

Fund 21 iwi stations broadcast at least 8 hours of Māori language each day within an 18 hour broadcast window.

Performance Indicator	Performance Standard	2010/11		2009/10		
		Actual Performance	Actual Performance	Actual Performance	Actual Performance	
<i>Target Audience Group</i>	<i>Hours Target</i>	<i>Te Reo Māori Content</i>	<i>Actual Hours Purchased</i>	<i>Te Reo Māori Content</i>	<i>Actual Hours Purchased</i>	<i>Te Reo Māori Content</i>
Fluent Māori Language Speakers (Over 70% Māori Language Content)	61,320	Achieved	61,320	Achieved	61,320	Achieved

Service Provider Contracts – Quality of Service Delivery

Performance Indicator	Performance Standard	2010/11		2009/10	
		Actual Performance	Actual Performance	Actual Performance	Actual Performance
Quality of delivery under Service Provider Contracts.	For each contract, 90% of iwi stations rank provider service as “satisfactory” or better in a six monthly survey.	90%			New Measure in 2010/11.

Note Iwi radio stations rate provider service according to a five point scale.

OUTPUT 2 – CONTESTABLE FUNDING FOR RADIO PROGRAMMES AND MUSIC

A contestable funding pool for programmes and music which promote Māori language and Māori culture.

PERFORMANCE MEASURES

Quantity of radio programming and music targeting specific audience groups for national broadcast.

Fund programmes for target audience groups for national broadcast within the 18 Hour Broadcast Window:

Performance Indicator	Performance Standard	2010/11		2009/10		
		Actual Performance		Actual Performance		
<i>Target Audience Group</i>	<i>Hours Target</i>	<i>Te Reo Māori Content</i>	<i>Actual Hours Purchased</i>	<i>Te Reo Māori Content</i>	<i>Actual Hours Purchased</i>	<i>Te Reo Māori Content</i>
Second Language Learners (Between 30 – 70% Māori Language Content)	1,140	Achieved	1,140	Achieved	1,200	Achieved

Note Operational funding (Output 1 above) provides for a large proportion of the iwi stations' daily broadcast schedule. Stations will provide programming targeted for second language learners and receptive audience groups to the extent deemed appropriate by each station.

Contestable radio programme hours are less than last year due to a reduction in national news hours purchased.

Music

Performance Indicator	Performance Standard	2010/11		2009/10	
		Actual Performance		Actual Performance	
Quantity of music CD albums, CD singles to be purchased in 2010/11.	2010/11 Planned Number	2010/11 Actual Number	2010/11 Actual Number	2009/10 Actual Number	2009/10 Actual Number
	Music CDs				
	8 CD albums		5 CD Albums		10 CD albums
	10 CD Singles		40 CD Singles		–

Note A decision was made to put more emphasis on singles rather than albums, to reflect industry feedback. The total funding and number of tracks purchased (90) is the same as was originally budgeted.

In 2009/10, eight albums each with ten music tracks were funded, plus two CDs with five music tracks each.

Midnight to dawn Te Reo Māori content

Te Māngai Pāho will make available through the Punga.net system a midnight to dawn programme with reo Māori content for uptake by the 21 iwi stations outside the broadcast window.

Fund programmes for target audience groups for national broadcast Outside the 18 Hour Broadcast Window:

Performance Indicator	Performance Standard	2010/11		2009/10		
		Actual Performance		Actual Performance		
<i>Target Audience Group</i>	<i>Hours Target</i>	<i>Te Reo Māori Content</i>	<i>Actual Hours Purchased</i>	<i>Te Reo Māori Content</i>	<i>Actual Hours Purchased</i>	<i>Te Reo Māori Content</i>
Second Language Learners (Between 30 – 70% Māori Language Content)	1,560	Achieved	1,560	Achieved	1,560	Achieved

Te Māngai Pāho's Māori language quantity targets are:

Performance Indicator	Performance Standard	2010/11	2009/10
		Actual Performance	Actual Performance
Quantity of Māori Language in Direct and Contestably funded programming.	At least 90% of funded programmes reviewed are assessed as meeting the required Māori language content according to target audience group.	Achieved	Actual for 2009/10 for equivalent measure is "Achieved"

Te Māngai Pāho's Māori language quality targets are:

Performance Indicator	Performance Standard	2010/11	2009/10
		Actual Performance	Actual Performance
Quality of Māori Language Content in Direct and Contestably funded programming.	At least 90% of funded programmes reviewed are assessed as meeting the specified Māori language criteria as appropriate to the target audience group.	Achieved	Actual for 2009/10 for equivalent measure is "Achieved"

Note The majority of broadcasts selected met the required quantity and quality levels. Where issues were identified these were communicated to the iwi station concerned.

The majority of programmes and music selected met the required quantity and quality levels. Where issues were identified these were communicated to the producer.

Summary for Non Departmental Output Class Māori Radio Broadcasting

Performance Indicator	Performance Standard	2010/11	2009/10
		Actual Performance	Actual Performance
	\$000	\$000	\$000
Output 1 – Operational Funding for Iwi Radio			
Operational Funding	9,400	9,331	9,334
Funding for centrally managed Iwi radio service provider contracts	1,200	1,190	(Included under Outputs 3 and 4 in 2009/10)
Total Cost Output 1	10,600	10,521	9,334
Output 2 – Contestable Funding for Radio Programme and Music	1,700	1,744	1,741
Total cost Output 2	1,700	1,744	1,741
Output 3 – Funding for Radio Distribution System	(Included under Output 1 in 2010/11)	(Included under Output 1 in 2010/11)	955
Output 4 – Funding for Capacity Building and Industry Co-ordination	(Included under Output 1 in 2010/11)	(Included under Output 1 in 2010/11)	292
Total for Non Departmental Output Class (GST exclusive)	12,300	12,265	12,322

NON DEPARTMENTAL OUTPUT CLASS: ADMINISTRATION OF MAORI BROADCASTING

Te Māngai Pāho's Administration of Māori Broadcasting output for this output class is:

Administration of Māori Broadcasting

This output is to fund the administration activities so that Te Māngai Pāho can:

- Meet its statutory functions, including the management and disbursement of funds to promote Māori language and Māori culture;
- Pursue the outcomes in the 2010-15 Statement of Intent; and
- Deliver the outputs in the 2010/11 Output Plan.

OUTPUT 1 – FUNDING FOR CONTRACT MANAGEMENT

Funding for the administrative activities of Te Māngai Pāho including meeting accountability requirements, consultation obligations and the provision of contract management services.

PERFORMANCE MEASURES

Contract Management

Te Māngai Pāho's Performance Measures for Contract Management are:

Performance Indicator	Performance Standard	2010/11	2009/10
		Actual Performance	Actual Performance
Funding for contract management as a proportion of Total Expenditure	Less than 5%	Achieved	Actual for 2009/10 for equivalent measure is "Achieved"
Percentage of Purchase Decisions made in accordance with Te Māngai Pāho's statutory requirements, guidelines and policies	100%	Achieved	Achieved
Audience survey information confirms that over 60% of the General Māori population report that watching Māori television programming helps them maintain their skill in te reo Māori	Over 60%	Achieved	New measure in 2010/11
Funding Recipients Reviewed	5	3 Radio Stations 5 Contracts for TV (between 3 TV Funding Recipients)	New measure in 2010/11
Percentage of reviews with final recommendations fully accepted by funding recipient	80%	100%	New measure in 2010/11

OUTPUT 2 – FUNDING FOR ARCHIVING

Radio and Television Archiving

PERFORMANCE MEASURES

Funding for archiving of broadcast programmes.

Performance Indicator	Performance Standard	2010/11	2009/10
		Actual Performance	Actual Performance
Hours of Television Archiving	1,410	Achieved	New measure in 2010/11
Hours of Radio Archiving	900	Not Achieved	New measure in 2010/11
Quality of Archiving Practice	Independent assessment of service delivery confirms that archiving in the period has been in accordance with good practice	Achieved	New measure in 2010/11

Summary for Non Departmental Output Class

Administration of Māori Broadcasting

Performance Indicator	Performance Standard	2010/11	2009/10
		Actual Performance	Actual Performance
	\$000	\$000	\$000
Output 1 Funding for Contract Management	2,700	2,300	2,248
Total Cost Output 1	2,700	2,300	2,248
Output 2			
Funding for Archiving	400	196	305
Total Cost Output 2	400	196	305
Total for Non Departmental Output Class (GST exclusive)	3,100	2,496	2,553

Note Output 1 Funding for Contract Management is \$0.400 million less than budget due to reprioritisation of internal capability projects intended to be funded from Te Māngai Pāho reserves in 2010/11.

Output 2 Funding for Archiving is \$0.204 million less than budget. The remaining unspent archiving funding will be carried forward to cover anticipated out-year funding shortfalls for future archiving activity.

2010/11 Calendar of Events

July 2010

Kai Time on the Road



Professional chef Pete Peeti explores the traditional foods and flavours of Aotearoa.

Maara Kai



Maara Kai teaches audiences how to grow and make their own produce and was the first programme broadcast in New Zealand's three official languages - te reo Māori, English and New Zealand Sign Language.

August 2010

Turanga FM



Turanga FM entices feedback from listeners during Māori Language Week.

Māori Language Week



September 2010

Boy



In September, Taika Waititi's film "Boy" became the highest grossing New Zealand film of all time.

411



411 screening on Māori Television is a showcase of innovation, technology, science and design.

October 2010

Ihi Rangaranga



On 9 October 2010 around 180 people gathered in Rotorua for the Māori Broadcasting Summit, Ihi Rangaranga.

Marae Investigates



On October 10 TVNZ relaunched Marae as Marae Investigates, replacing NZ's longest running Māori current affairs programme, which began in 1992.

November 2010

Marae DIY



Marae DIY celebrates its 50th makeover

Te Reo Mauriora



TMP presented to Te Paepae Motuhake.



Ngaruawahia turned out in force to help celebrate Radio Tainui's 21st birthday

December 2010

Pukana



Santa makes an appearance at Pukana in the Park.

Waiata Māori Music Awards

Maisey Rika (right) – Best Māori Female Solo Artist, Best Māori Pop Album, Best Māori Song, Best Māori Songwriter.



Toni Huata performing at the Waiata Māori Music Awards 2010.

January 2011

Bring your Boots, Oz



Glen Osborne in *Bring your Boots, Oz* (above).

Mind your Language



Mind your Language is a game show on TV2 that tests the Māori language skills of contestants. The show is also available on demand via the internet.

April 2011

ANZAC Day



Dancing in the Sky

For ANZAC Day, Māori Television screened *'Dancing in th Sky'*, the story of William Rhodes-Moorhouse, a British World War I hero, with a secret Māori bloodline, who was the first airman to receive a Victoria Cross.



Māori Television marked ANZAC DAY 2011 with a day of dedicated coverage.

February 2011

Te Matatini



Te Tairāwhiti hosts Te Matatini National Kapa Haka Festival 2011.

Radio Ngāti Porou



Ruatoria Māori Wardens joined Radio Ngāti Porou and Te Rununga o Ngāti Porou to collect for a 24 hour Radiothon for those affected by the Christchurch earthquake (above).

May 2011

Telethon



Te Māngai Pāho was proud to support the Rise up Christchurch Global Telethon.

Miharo



Miharo is a programme designed to educate Māori speaking children in an entertaining way, with content specifically aligned with school curriculum areas.

March 2011

Hunting Aotearoa



Māori Television screens the only show for hunting and fishing enthusiasts.

Tūranga FM



Gisborne's iwi radio station DJs Walter Walsh and Raa Walker mark St Patrick's Day (above).

June 2011

Toku Reo



Toku Reo is a Māori language learning programme supported by the Toku Reo website.

Electronic Proposals – a major change in the funding process, as Te Māngai Pāho moves to electronic proposals.

TMP Broadcasting Achievement

TV accumulated broadcasting hours: 18,585 hours
Radio accumulated broadcasting hours: 720,807 hours

It's in the Bag



Pio Terei and Stacey Morrison revive an old favourite on Māori Television (above).

Directory

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

Postal Address PO Box 10 004, Wellington 6143

Telephone 04-915 0700 **Facsimile** 04-915 0701

Email webconnect@tmp.govt.nz

Website www.tmp.govt.nz

AUDITOR Audit New Zealand
on behalf of the Auditor-General

BANKER Westpac

SOLICITORS Simpson Grierson
MinterEllisonRuddWatts

BOARD MEMBERS	PROF PIRI SCIASCIA Chair	GABRIELLE HURIA
	TARIA TAHANA	TONI WAHO
	GINA RANGI	
STAFF	JOHN BISHARA Chief Executive	LARRY PARR Manager, Television Funding Portfolio
	THOMAS HOOD Manager, Corporate Services	LYNNE PARR Advisor, Television Funding Portfolio
	KAY DAVIS Corporate Accountant	CAYTION WINEERA Administrator, Television Funding Portfolio (Maternity leave)
	MABEL MAKOMBORE Contracts Advisor	YVETTE WAIKARI Administrator, Television Funding Portfolio (Acting)
	RUTH KATENE Board Secretary / Office Co-ordinator	CARL GOLDSMITH Manager, Radio Funding Portfolio
	CHLOE GUDGEON Office Administrator / Receptionist (Part time)	ROCHELLE POWERS Advisor, Radio Funding Portfolio

MĀORI
TELEVISION
ma ratou ma imirou ma koirou ma tairou


89fm
Te Arawa
communications


9
FM

AWAFM
whanganui iwi radio
Whanganui 100FM Ruapehu 91 Taumarunui 93.5

Waatea
603 AM
Urban Maori Radio


radiotainui
95.4FM
te reo ihirangi o tainui

96.9 94.9
Atiawa Toa FM

NGATI HINE FM
The Rhythm of the Hills
99.6  99.1 

tahu 


TUWHARETOA FM
TE MALINGA-TE MOANA-TE WAHATA
97.6  91.6  95.1 


TE REO WHAREO O WHAKAHEHE
1990-1994

TEHIKU
97.1 fm

KIAORA FM 89.8
POUTOKOMANAWA O RANGITAANE

MOANA 
Division of Maori Communications

90.6  95.7
RAUKAWA FM

91.7FM - 95.7FM - 98.1FM

TARANAKI F.M.




94.8 FM
TE KORIMAKO O TARANAKI

TE WAI O TE REO
90.8
92.8

TAITOKO FM
TE WAI O TE REO

Te Reo Iritangi Maori
o Te Upoko o Te Ika 1161AM

92.2  99.5
"The Voice Of Maoraki"
TE REO IHIRANGI O PARE HAURAKI


TE TAITOHI REO
YOUR MINDS YOUR HEARTS

Office Address

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

Postal Address

PO Box 10 004
Wellington 6143
Aotearoa – New Zealand

Telephone – 04-915 0700
Facsimile – 04-915 0701

Email – webconnect@tmp.govt.nz
Website – www.tmp.govt.nz