



# Ngā Manako o Matariki 2025/26



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He mea whakaputa nā Te Māngai Pāho

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

Kua Rāhuitia ngā Mana Katoa  
Ko ngā pātai katoa me tuku ki te Kaiwhakaputa  
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Te whakaahua i te uhi: Fly My Pepeha,  
Natives On Screen Limited

Whakaahua: Treaty Talks, Tutu Productions Limited



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## 1

## He Kupu Whakataki nā te Poari o Te Māngai Pāho

E arahina ana te poari me ngā kaimahi o Te Māngai Pāho e tētahi mana kōkiri e mārāma ana, e mārō ana anō hoki: kia hāpaingia ake te reo Māori me te ao Māori, kaua mā roto noa iho i ngā kaupapa pāho Māori e kouna ana, otirā, ka whāngaihia e mātou ki te pūtea, engari mā roto anō hoki i ngā kaupapa pāpātanga rautaki ka tautokongia e mātou.

Ko tō mātou tuakiri hei hinonga reo Māori te iho o tā mātou e whai nei, kia kōkiri whakamua ai a Aotearoa ki tētahi āpōpō e māori noa ai te noho o te reo Māori i ngā mahi o ia rā. He āpōpō e kitea ai, e rangona anō ai te reo Māori, otirā, e mātua kōrerotia ai, e kaingākautia anō ai e ngā tāngata katoa o Aotearoa.

I a tātou ka rāhiri anō i a Matariki, ka huritao ai i tō mātou tau 30 ka hipa nei, ka mihia te ahunga whakamīharo o te reo Māori me te ao pāpāho Māori mai anō i te orokohanga mai o Te Māngai Pāho i te tau 1994. Hei whakamaharatanga hirahira tēnei ki ā tātou kokenga ngātahi, otirā ki te mate nui kia tohe tonu tātou mō te reo Māori. E ngākau tuwhera ana mātou ki ngā ara whai hua kei te aroaro, engari e whakaae ana he taero anō kei tua.

Ko ngā taero e pāpā ana ki ngā kawenga rongo o te wā puta noa i te rāngai pāpāho e mau tonu ana. Kua pāngia ngā pae rongo o te wā matua katoa i Aotearoa e ngā panonitanga nui i ngā marama 18 kua pahemo ake nei, mai anō i te rironga o ngā tūranga mahi, ki ngā nekehanga i te āhua e tuarīhia ai ngā rongo o te wā. Nā runga i ngā whanonga kaimātakitaki e tere huri ana, me tētahi anga arumoni e tikoki haere ana, kāore e kore he panonitanga anō kei tua.

I te tau e haere ake nei, e ngākau titikaha ana a Te Māngai Pāho ki te mahi tahi ki te rāngai kia whakahou ā-rautaki nei i te āhua e waihangatia

ai, e tuarīhia anō ai ngā kaupapa pāho Māori, kia whakamōrahingia ai ngā pāpātanga ki te reo Māori, kia tautoko anō ai i tōna tupuranga toitū. Mō te wāhi ki ngā kawenga rongo o te wā, ka whakamātāmuahia ko te auahatanga me te mahi tahi. Ka akiaki, ka tautoko hoki mātou i ngā ringa auaha Māori i ā rātou tono whai pūtea atu anō i te puna Screen Production Rebate, i ngā puna o tāwāhi anō hoki, e taea ai tā rātou waihanga kaupapa wāriu nui, pāpātanga nui anō hoki e kōkiri ana i te reo Māori.

Nā runga i te whānui o tana toro, me tōna mana whakaawe anō, kua kitea ake he kauwaka hirahira te waiata Māori, māna e whai wāhi ai ētahi kāhui apataki whānui ake ki te reo Māori. Nā Waiata Anthems i para te huarahi mō ētahi kaupapa angitu maha, nā konei i panonitia ai te ahumahi puoro me te manawa ū o ngā apataki ki te reo Māori. E kitea ana ēnei pāpātanga i ngā tohu whakanui o nā tata nei ki ngā kaiwaiata Māori, tae atu ki: te whakawhiwhinga o Anna Coddington ki te tohu Silver Scroll 2024 mō 'Kātuarehe', me ngā tohu e rua i riro i a TAWAZ i te kaupapa Aotearoa Music Awards mō 'He Aho'.

Ko tā mātou mahi hei Poari he whakapau kaha kia mātua rite a Te Māngai Pāho, kia āhei anō tāna tautoko i te rāngai pāpāho Māori kia takoha ki te reo Māori. E akiaki ana mātou i te hunga waihanga kaupapa, i ngā pae pāpāho anō, kia ū ki tētahi taiao e auaha ana, e arahina ana e ngā



Autia Haka Theatre, Mauri Media Limited

raraunga, otirā, kia ngākau titikaha ki te arotake i ngā pānga ka hua i ā rātou kaupapa. E haere tonu ana ēnei mahi, ā, ka panoni ana te taiao mahi, ka urutau hoki mātou e hāngai tonu ai ā mātou mahi ki te pae tawhiti.

I tēnei tau, ka whai mātou ki te whakapakari i tō mātou aronga e arahina ana e ngā raraunga, ka whakapaipai ake ai i Te Whakapae Hua me ētahi taputapu raraunga kē atu. Ko te whāinga kia whakaputaina ētahi mōhiotanga whaipanga mā te hunga waihanganga kaupapa pāho reo Māori, mā ngā pae e pāho ana i ngā kaupapa ki ngā apataki, mā mātou anō hoki hei kaituku pūtea. Hei tūāpapa mō tēnei aronga ko te whāinga kia totoro atu ngā kaupapa pāho ka whai pūtea i a mātou ki ngā apataki, ahakoa ki hea rātou rongorongo atu ai, me te aha, he ara whai tikanga tēnei hei whakaatu i tō mātou wāriu, hei whakapūmau hoki i tō mātou whai haumitanga e toitū ana.

He rite tonu tā mātou whakahau kia kaha ake te mahi tahi puta noa i te rāngai pāpāho Māori me te rāngai reo Māori. E tautoko ana mātou i tētahi ara mahi ngātahi hei whakatutuki i ō tātou whāinga ngātahi mō te reo Māori. Me ngātahi hoki tā tātou whai whakaaro ki te āhua e whakapaua ai ā tātou rawa kia mātua kōkiri whakamua ai ki ngā putanga e manakohia ana. Ko te mārama ki te wāhi o ā tātou haumitanga ki te whakatutukihia o te whāinga aumangea kia kotahi miriona te nui o te hunga kōrero Māori hei te tau 2040 hei tūāpapa mō te angitu ā-kāhui.

Ka kawea e Te Māngai Pāho ana mahi i raro i tētahi anga whakahaere e whāomo ana, me te aha ka oti i a mātou te toha tōtika atu i te 94% o tā mātou tahua ki te waihangatia me te whakapāhotia o ngā kaupapa pāho reo Māori e kounga ana. E aronui ana tō mātou kāhui manawanui ki te whakapiki tonu i ngā pānga o ā mātou mahi ki te reo Māori i te tau 2025/26.

I a tātou ka aro anō ki te aranga ake o Matariki, ka **whai whakaaro** tātou – ki te tau kua hori; ka **whakanui** tātou – i ngā angitutanga me ngā akoranga i puta; engari mātāmua ana, ka **arotahi anō** – ka whakamāherehere hoki e tutuki ai ō tātou whāinga mō te reo Māori. Mānawatia a Matariki mā Puanga!

E whakaatahia ana e Ngā Manako o Matariki, arā, e tā mātou Tauākī Kawatau Tutukinga 2025/26, ngā paearu tutukinga e tāpaetia ana, me ngā pārongo pūtea āmua mō te tau ka mutu hei te 30 o ngā rā o Hune 2026, e ai anō ki ngā wāhanga 149E me te 149G o te ture Crown Entities Act 2004.

E. Tarena

Dr Eruera Tarena  
Toihau  
10 o Hune 2025

J. Painiwig

Tamalene Painting  
Mema Poari  
10 o Hune 2025

## 2

## Te Taiao Whakahaere

**Mānawa maiea te putanga o Matariki**

**Mānawa maiea te ariki o te rangi**

**Mānawa maiea te Mātahi o te tau**

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

■ **Matariki Hunga Nui – Kia mahara, kia whai whakaaro, kia ako**

I tēnei Matariki, ka tū tātou, ka whai whakaaro ai ki ngā rangatira nui i riro i ngā marama tata nei. Me uaua ka kitea ētahi wāhine tokorua, he nui ake te takoha ki te reo me te ao Māori i tā Kahurangi Iritana Tāwhiwhirangi rāua ko Kahurangi Tariana Turia. Ka tino rangona te korenga o ō rāua ngākau titikaha i āiane. E kore ai tātou e tārutu haere i te āputa nui i mahue mai i a rāua, me ū tātou ki te ōhākī a Kīngi Tūheitia Pōtatau Te Wherowhero Te Tuawhitu – arā, ki te kotahitanga. Ina tū kotahi ai tātou, ka pakari noa atu tātou. Mā konei tātou whakanui ai i ērā kua riro mai anō i te aranga whakamutunga o Matariki, mā konei hoki koke whakamua tonu ai tātou.

1. Nā Ahorangi Tā Pou Temara tēnei karakia.

Ehara i te mea kāhore a Te Māngai Pāho e rongono i ngā pānga me ngā taero kei mua i te aroaro o te rāngai tūmatanui me te rāngai pāpāho. Ahakoa me uaua ka piki mārika te tahua pūtea pāpāho Māori hei te wā iti nei, e horo tonu ana te āhua e panoni haere ana te ao pāpāho, me te aha, me aro atu tātou. Ka haere tonu ā mātou mahi i runga i ngā kaupapa o te mahi tahi me te kotahitanga, kia aro pai ai ki ngā taero kei mua i te aroaro, kia kimi anō ai i ngā rongoā e nui katoa ana ngā hua ki te reo Māori.

Ahakoa kīhai i kōkirihiā ngā panonitanga ā-hanganga i matapakihia ai i te Arotakenga Pāpāho Tūmatanui me te Arotakenga Kokenga ki te Rāngai Pāpāho Māori (MMSS), ko ngā tonono mahi hou o nā tata nei nā te Minita Whanaketanga Māori e whakaatu ana, arā tonu pea ētahi ara panoni e wātea mai ana ki a mātou, ki te rāngai anō hoki. Ahakoa me uaua ka hua ake i ēnei mahi ko ētahi panonitanga ā-ture ā kō



Matariki 2024, Kahawai Productions Limited

tonu ake nei, ko te manako, mā konei pea e huri ai ngā whanonga kia kaha ake ai te mahi tahi me te whāomotanga puta noa i te rāngai pāpāho Māori me te rāngai reo Māori. E āta whai ana anō hoki te Manatū Taonga i ētahi whanaketanga anō i te ao pāpāho auraki. E whakaae ana mātou, ahakoa e āhua taratahi ana te noho atu i ngā pēhitanga ā-ōhanga e pā nei ki te rāngai pāpāho auraki, kua kaha te whāia o taua tauira e te tauira pāpāho Māori. He māramatanga ka puta i ngā akoranga kei roto, hei ārahi i tō mātou ahunga whakamua.

Ka arohia ngā akoranga kua hua ake i ngā tau, ka maharatia tonutia hoki ko ngā ōhākī a ērā kua riro. Hei hoa haere mō ō mātou whāinga taketake mō te reo Māori, mā ēnei mātāpono tātou e ārahi, i a tātou ka para i tētahi ara kia nui ake ai ngā pānga ā-kāhui ki te whakarauoratanga mai o te reo Māori.

### ■ Matariki Ahunga Nui – Kia whakaū, kia whakanui

Hei wā anō a Matariki e āhei ai tātou ki te arotake, ki te whakanui anō hoki i ngā angitutanga. I tīmata te tau 2024/25 ki te whakapāhotanga o te rangi whakanui ā-motu, o Te Rā Aro ki a Matariki, he mea whakahaere e Ngāi Tahu, ki Kā Papa Toitoi. Nā tēnei kaupapa i takahia ai he ara hōu i te whai wāhitanga atu o te rangatahi ki te pae tohunga taki karakia.

I tū anō hoki ngā Taumāhekeheke o te Ao i te tau 2024, ā, i hua ko Kahurangi Lisa Carrington te kaipara angitu katoa i te roanga o tā Aotearoa whai wāhi atu. 10 katoa ngā mētara kōura i toa i a Aotearoa i ngā taumāhekeheke, tae atu hoki ki ngā mētara kōura i toa i te kapa whutupōro takiwhitu o Ngā Mamaku rātou ko Kahurangi Lydia Ko. Mō Te Māngai Pāho, kei koni atu i te 10 miriona ngā mātahikanga o ngā kaupapa pāho i tautokona ā-pūteatia e mātou mā Rangiata Sky Sport me Tuwhakairiora Limited, ā, i whakawhiwhia hoki ki tētahi tohu rauwhero mō te Kaupapa Whakatairanga Pāhopori Pai Katoa i ngā tohu IOC Golden Rings, i Geneva.



Whakanuia, Pango Productions Limited

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koni atu i te 10 ngā waiata reo Māori i whai wāhi atu ki te Rārangi Ōkawa mō ngā Waiata Takitahi 20 Pai Katoa o Aotearoa

1.5 miriona

Hui katoa, koni atu i te 1.5 miriona ngā tāngata i mātakitaki atu i ngā rā e rima o te hui ahurei

I te rāngai puoro, koni atu i te 10 ngā waiata reo Māori i whai wāhi atu ki te Rārangi Ōkawa mō ngā Waiata Takitahi 20 Pai Katoa o Aotearoa, ā, i tāparangia te pūtea tautoko i a Oro Kura Roa e oti ai i a mātou ētahi kaiwaiata tokorua te tautoko, kia aro pū ai rāua ki ā rāua mahi puoro hei mahi ukiuki nō rāua e whakaoti ana i tētahi kohinga mahi.

Nō nā tata nei whakanuia ai te tūnga angitu mai anō o Te Matatini, he mea whakahaere nā Te Kāhui Maunga i te Pēpuere, i te tau 2025. He mea pāpāho te hui ahurei i Whakaata Māori me Te Reo Tātaki, ka mutu, he kaupapa whakanui i te reo Māori, otirā, i te ao Māori. Hui katoa, koni atu i te 1.5 miriona ngā tāngata i mātakitaki atu i ngā rā e rima o te hui ahurei, he 42.7% te pikinga nō Te Matatini 2023.<sup>2</sup>

E ai ki te tirohanga o Te Māngai Pāho, i tēnei tau kua koke tonu tātou i te ara āki i tētahi ao e nui ake ai te mahi ngātahi. Ahakoa he pōturi ake te koke i tēnā i wawatangia ai, e koke whakamua tonu ana. Ko te āhua i mahi tahi ai ngā iwi, ngā kaiwaihanga kaupapa me ngā pae pāho ki te whakapāho i ngā tangihanga tāpua, tae atu ana ki tō Kīngi Tūheitia, i whakatauiria i te pakari me te raka o te rāngai pāpāho Māori, ā, i reira kitea ai te taumata mō te mahi ngātahi. Nō nā tata nei, ka rewa te ngākau i te kitenga atu o te ngākau tuwhera o te ao pāpāho Māori ki te kōkiri i te whanaketanga o tētahi tauira e toitū ake ana mō ngā kawenga rongo o te wā Māori. He mahi tonu me oti e tutuki pai ai, heoi e rewa ana te ngākau i ngā kokenga e oti ana i tō mātou rāngai.

2. Ngā raraunga whakahaere o Te Māngai Pāho.



Matariki 2024, Richie Mills

## ■ Matariki Manako Nui – Kia arotahi anō, ka anga atu ai ki te āpōpō

Nā ngā wero kei mua i te aroaro, me māia te karawhiu e tutuki ai ō tātou whāinga mō te reo Māori. Kua kīia kētia, e panoni haere tonu ana te ao pāpāho, ka mutu, e horo haere ana te pērā. E rua tonu ngā momo wero kei mua i te aroaro o ngā pae pāpāho paeheere o te momo o mua: me uaua ka oti i a rātou te puru te ngaro haeretanga o te minenga me ngā pūtea whakatairanga ka whiwhi nei rātou. I ngā pae pāpāho nō tāwāhi e tū pakari ana, ka raru tā ngā pae o konei tere whakawhānui i ā rātou whiwhinga moni nō ngā kaupapa pāpāho tuihono, hei whakaea i ngā whiwhinga paeheere e heke haere ana. He āhuatanga tēnei nō te taiao taimaha e mahi nei te ao pāpāho Māori, ka mutu, me angitu tonu. E whakapono nei a Te Māngai Pāho, ko te aronga mahi ngātahi e kōkiritia ana e mātou te ara pai katoa e puta ai ki te ora.

Ā-rāngai nei, me ū tātou ki tētahi tauria mahi ngātahi e arahina ana e ngā raraunga. Nā runga i te āhua o te ōhanga o nāiane, te hanga nei me uaua ka nui haere ngā pūtea ka tukuna mai e te kāwanatanga mō tētahi wā. Hei āpititanga mātuatua, he pūtea kei a mātou e herea ana ki te wā, otirā, ka mōnehu hei te hiku o Hune, hei te tau 2026, ā, me mātua whakaū e tātou ngā rautaki me ngā taputapu e oti ai tētahi tono pakari kia

puritia tonutia ai aua pūtea rā. E kapi ana i tēnei ko te whakamahi i ngā raraunga e pai ai te mārama ki ā mātou apataki me ngā pāpātanga o ā mātou pūtea ki te reo Māori. Kua tīmata kē tā mātou aro ki ēnei mahi, ā, hei ngā marama 12 e haere ake nei, ka mahi tahi mātou ki te rāngai kia whakapakari ake i te tono a te rāngai pāpāho Māori kia riro mai ai ngā tahua hei te anamata, kia whakapakari ake anō i tana manawaroa, ahatia ngā panonitanga nui.

Ko te kaupapa o tēnei tau mō Matariki ko *Matariki mā Puanga*. Ahakoa hei tohu a Matariki rāua ko Puanga i te tīmatanga mai o te Tau Hou Māori, aro atu ai ētahi iwi rerekē huri noa i te motu ki ētahi whetū rerekē hei kaitohu matua i te Tau Hou. I a Aotearoa whānui ka whakamihi i te inamata, ka whakanui i te nāiane, ka aro whakamua ki tētahi āpōpō whai hua nui, hei whakamaharatanga a Matariki mā Puanga, hāunga te rerekē o ō tātou tuakiri, o ō tātou takenga mai, o ā tātou tikanga, he wā tēnei kia whakakotahi ai tātou i a tātou, kia ngātahi ai te whai whai wāhi ki ngā motuhaketanga rau e auaha nei i tēnei Aotearoa o tātou.

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

# 3

## Te Poutarāwaho Haumitanga

Pō

40% o te pūtea

Kore

Ka whāngaihia  
ki te pūtea e ō  
mātou hoa rautaki  
0% o te pūtea

HOUTUPU

HOUROA

WHĀIA

WHIWHIA

RAWEA

### NGĀ AROTAHI MATUA



NGĀ  
KAIWAIHANGA

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



NGĀ  
KAUPAPA PĀHO

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



NGĀ MINENGA

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

# Awatea

60% o te pūtea

TE ORA

TE AO MĀRAMA

## TE WHAKAKITENGA Kia māhorahora te reo Māori!

### NGĀ UARATANGA



Te Hiranga



Ngā Tikanga



Mahi Tahī



Te Tauutuutu

### NGĀ PUTANGA

PUTANGA PAETATA/Ā-TAU

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

PUTANGA PAEWAENGA

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

PUTANGA MATUA

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

# Te Poutarāwaho Haumitanga



## NGĀ ARONGA MATUA



### Ngā Kaiwaihanga

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

#### NGĀ WHĀINGA

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

#### NGĀ INE

Te nui o ngā ara whanaketanga.  
Paearu 30



## Ngā Kaupapa Pāho

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

### NGĀ WHĀINGA

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

### NGĀ INE

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

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

**Paearu 70**

- › Te nui o ngā kaupapa pāho hou mā ngā tamariki matatau ki te reo, ka whāngaia ki te pūtea  
**Paearu 5**



## Ngā Minenga

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

### NGĀ WHĀINGA

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

### NGĀ INE

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

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

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

Kia >5% te pikinga ki te nui o ngā minenga pāhotanga tikinoa ki te puoro Māori (pāhotanga tikinoa).



Autiaia Haka Theatre, Mauri Media Limited

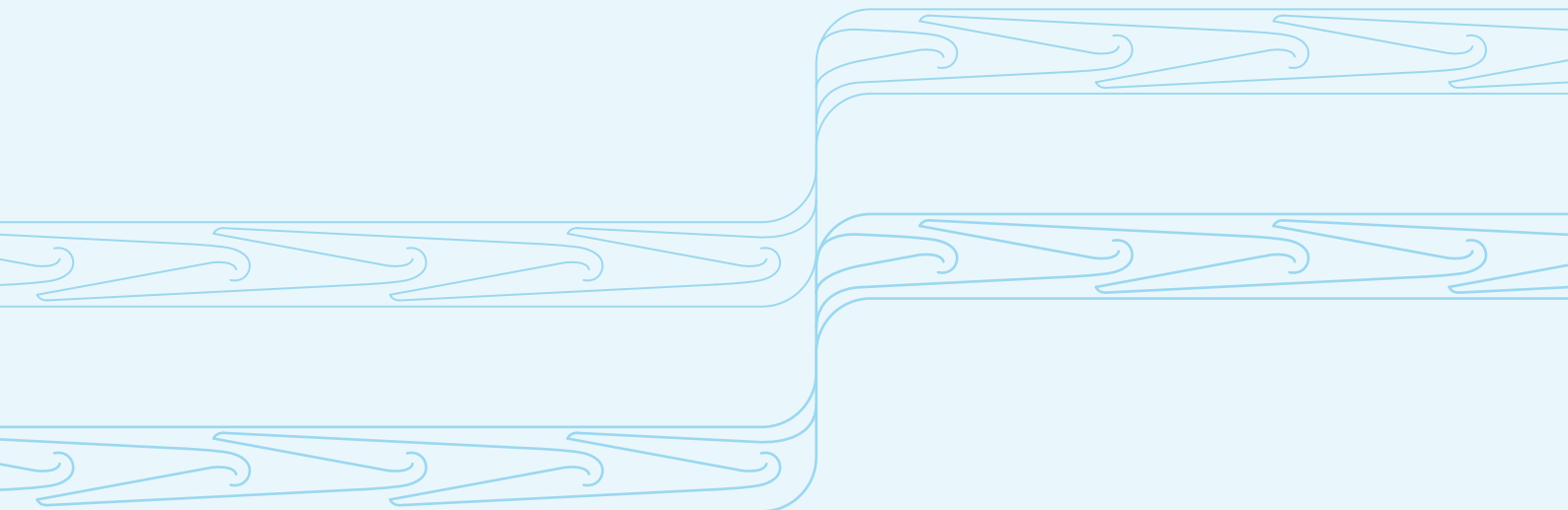
## Ngā Manako Hei Whakatutuki

4

### Te whakakitenga

I ā mātou mahi katoa, e whai nei a Te Māngai Pāho ki te taunaki i te whakakitenga ngātahi o te Maihi Karauna:

# Kia māhorahora te reo Māori!



## Te whakatutuki i ngā putanga

I te whāinga o tō mātou  
whakakitenga, anei ngā  
putanga e mātua arumia ana:

### ■ KO TE PUTANGA MATUA

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

### ■ KO TE PUTANGA PAEWAENGA

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

### ■ KO TE PUTANGA PAETATA, Ā-TAU RĀNEI

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



Radio Ngāti Porou

Kua tino rerekē te āhua o te tautoko ā-pūtea i ngā kaupapa pāho reo Māori i ngā tau 30 kua pahure ake nei. Ko ngā whanaketanga ā-hangarau, ko ngā whanonga pāpāho, ko te āhua hoki o te hangapori ka whai pānga ki te āhua e rangona ai e tātou, e ngā tāngata o Aotearoa, ngā kaupapa pāho. Kua mate a Te Māngai Pāho kia urutau ki ēnei panonitanga. I tutuki ai i a mātou tērā whāinga nā te ū ki tō mātou tino pūtake, e ai anō ki te ture – ko tā mātou he whakatairanga i te reo me te ahurea Māori mā roto mai i ngā mahi pāpāho.

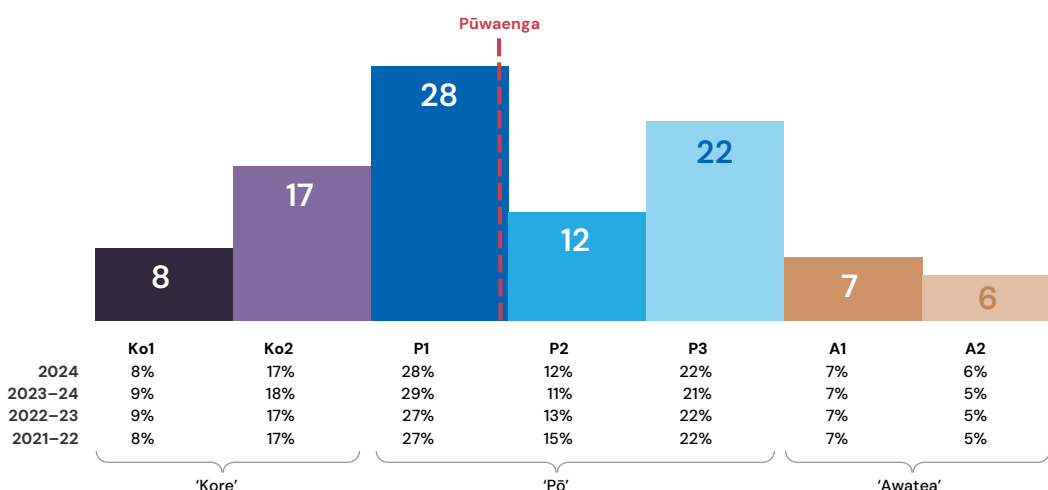
Mō te taha ki te whakarauoratia o te reo, ko te wāhi ki a mātou ko te whakapiki i te mana o te reo Māori. E kapi ana i tēnei ko te whakaaweawe i ngā tirohanga o ngāi tūmatanui ki te reo, me te uara o te reo e ai anō ki te porihanga. He wāhi hoki tō mātou ki te whakapiki i te tūoho, i te ako me te whakamahi i te reo, me ngā putunga kupu, heoi kāore i pērā rawa te nui. E mōhio ana mātou, ko ngā waiaro porihanga te wāhi nui katoa i ngā mahi whakarauora reo. Ko te kaingākauria o te reo Māori te hōkai tuatahi i te ara ki te ako me te whakamahi i a ia i ia rā. Nā konei, me mātua whakarite mātou kia hua he kaupapa pāho pārekareka hei tautoko i te huringa o aua waiaro, hei whakaaweawe hoki i te kitea, te rangona me te kōrerotia o te reo Māori.

I te tau 2016, i whakahāngaitia e mātou te tauine ZePA, he mea waihanga nā Tākuta Poia Rewi rūau ko Ahorangi Rawinia Higgins, ka whakaū ai i te tauine KoPA. Mai i taua wā, kua āta whai mātou i ngā waiaro me ngā whanonga o te taupori ki te reo Māori, mā te whakamahi i te tauine KoPA me ētahi tīpakohanga rangahau horopū nā AGB Nielsen. Ko tā te tauine he wāhi i te taupori o Aotearoa ki ngā rōpū e whitu. Kei te pito mauī o te tauine ko te hunga e arokore ana ki te reo Māori, ā, kei te pito katau ko ērā ka kaha ki te whakatairanga me te whakamahi i te reo Māori. E ai ki te whakaaro arorau, katoa te taupori kei waenga i aua pito tauaro e rua.

Ahakoia ehara i te mea kotahi te ara matua e panonitia nuitia ai ngā waiaro me ngā whanonga o te taupori, katoa ā mātou mahi e hāngai ana ki te whāinga kia neke whakatekatau te taupori i te pae o KoPA. Ko tā te kauwhata i raro iho nei e whakaatu ana, hāunga ia tētahi wā i rere ai ngā āwangawanga i te kitenga atu o te nekehanga whakatemauī o te pūwaenga mō ngā waiaro me ngā whanonga o te taupori, kua wāhi neke whakatekatau anō. He mea tāpua tēnei, ā, nāna i tupu anō ai te whakapono ki ngā mahi e mahi nei mātou. Nāna anō hoki i mōhio ai mātou, ahakoia pea he pōturi, he iti anō hoki ngā nekehanga, e whakatutukihia tonutia ana tō mātou whāinga kia neke whakatekatau ai te taupori.

## Ngā Wāwāhitanga ki te Tauine KoPA

Tauine KoPA Nielsen CMI 2025<sup>3</sup>



3. Mātāpuna: Nielsen CMI Q1 2024 – Q4 2024. Pūtake: Te taupori katoa o Aotearoa. Pūwaenga = Ko1 8% + Ko2 17% + P1 25%, ko te 3% o runga rawa rānei o P1.



Mara TK, Waiata Reo Māori Showcase 2024

Nā te tauine KoPA i whai taputapu ai mātou hei taunaki i ngā whakatau pūtea. Nāna anō mātou i whai tirohanga ai ki te whānuitanga o te taiao reo Māori, tae atu ana ki te taiao tōrangapū. Heoi anō, e whai māramatanga anō ai ki ngā mahi e taea ana e Te Māngai Pāho e tutuki ai tētahi nekehanga whakatekatau i te tauine KoPA, me whai taputapu raraunga atu anō kia mārama ake ai ki te whaihua o ā mātou whakatau pūtea.

I te tau 2023, i whakawhanakehia, i whakamātauhia hoki e mātou ko Te Whakapae Hua, he taputapu hei ine pānga. Whakamahia ai e tēnei taputapu ko ngā raraunga nō te patapatai Nielsen Consumer Media & Insights (CMI) hei ine i ngā pānga o ngā kaupapa pāho ka tautoko ā-pūteangia e mātou, ki te taupori. Hei ine i ngā pānga, ko tā Te Whakapae Hua he whakarārangi i ngā raraunga ā-hōtaka paehere, ka whakahāngai atu ai ki ngā raraunga ā-minenga i te pae KoPA. Kātahi ka tohua ia hōtaka ki tētahi kaute pānga i te 100. Ahakoa e hiamō

pai ana mātou i te pito mata o tēnei taputapu, he whakamātautanga, he whakapaipaitanga anō hoki me oti tonu, tae atu anō hoki ki te whakaūngia ōna ki wāhi kē atu e whakaputaina ana ngā kaupapa ka tautoko ā-pūteangia e mātou, i mua i te tuku kia horapa whānui.

E mārama ana mātou e taimaha ana te taiao ōhanga i tēnei wā, ā, he mea nui taioreore kia mārama ki ngā pānga o ngā whakatau haumitanga takitahi. Ko te wero nui ki a Te Māngai Pāho, ko te whakataurite i ngā hiahia e tukituki ana, o ngā pae pāho e tini haere nei, o te kāhui waihanga kaupapa pāho e tupu haere nei, o ngā rauna haumitanga e nui rawa ana te pūtea e tonoa ana i ērā e wātea ana, ki ngā pānga ka tūpono hua ake. Me whai wāhi rawa ki ngā raraunga horopū hei āwhina i ā mātou whakataunga, hei taunaki hoki i te tono kia nui ake te pūtea ka tukuna mai.

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

## ■ NGĀ ARONGA MATUA

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



### Ngā Kaiwaihanga

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



### Ngā Kaupapa Pāho

Ākina te auahatanga, te para huarahi me te kairangitanga i ngā mahi waihanga kaupapa pāho Māori.



### Ngā Minenga

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

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

Haumi ki te whakawhanaketanga o ngā pūkenga auaha Māori mā te tautoko ā-pūtea i ngā kaupapa whakawhanake e hua ai he hāpori kaiwaihanga kaupapa pāho reo Māori e pakari ana, e hua anō ai he pakihi toitū ka tautoko i tētahi rāngai pāpāho Māori e tōnui ana, e whai hua ana anō hoki.

Tautoko ā-pūtea i ngā kaupapa pāho reo Māori para huarahi mā ngāi areare, mā ngāi matatau anō hoki ki te reo Māori, mā ngā rauna pūtea tuwhera, e hua ai he kaupapa pāho Māori e whaikiko ana, e pārekareka ana anō hoki ki ngā minenga kanorau. Mā tēnei e āki kia huri ai ngā waiaro porihanga, kia pai ake ai te tirohanga ki te reo me te ahurea Māori, me te aha, ā tōna wā ka tokomaha ake te hunga e kōrero ana i te reo Māori.

Whai kia māmā ake te whai wāhi ki ngā kaupapa pāho Māori para huarahi, mā te mahi tahi ki ngā pae pāho kia noho mātāmua ai ngā kaupapa ka tautoko ā-pūteangia e mātou, kia whānui ake anō ai te toro ki ngā minenga. Mā konei e piki ai te mana o te reo Māori, me te aha, ā tōna wā ka tokomaha ake anō ngā tāngata e neke whakatekatau ana, kia pai ake ai te tirohanga ki te reo Māori.



Reo Anxiety, ATA Limited

## 5

## Te Ine Tutukinga

E ū ai te papanga ā-rautaki, e whāomo anō ai te tohanga rawa, ka whāia e Te Māngai Pāho tētahi anga, e whā ōna taumata, e 25 ōna ine, kia āta whāia ai ngā kokenga ki te whakatutukitanga o ngā putanga e arumia ana, kia hāngai anō ai ki tō mātou whakakitenga matua. E kapi ana i tēnei anga ko ēnei:

## Ine rautaki

Ko ngā pātai mō te wāwāhinga ki te tauine KoPA hei pūtake, ka āta whai ēnei ine i ngā panonitanga ki ngā waiaro me ngā whanonga ki te reo Māori, ā, ko te paearu, kia 2% te nekehanga whakatekatau o te taupori i te tau.

## Ine wāwāhinga

Ka arotakengia ngā tutukinga e ai anō ki te tapeke whiwhinga moni, e ū ai te papanga mō ngā pūtea tūmatanui.

## Ine haumitanga

E aro ana ki ngā putanga hāngai huri i ngā wāhanga pūtea matua: Kaupapa Kanorau, Puoro Māori, Reo Irirangi Māori, me te Tautoko ā-Ahumahi.

## Ine whakahaere

Ko te whakarite kia tukuna tōmuatia ngā whakataunga pūtea, kia ū anō hoki ngā hinonga ka whai pūtea ki ngā tikanga e hāngai ana.

## KoPA – Te Neke Whakatekatau

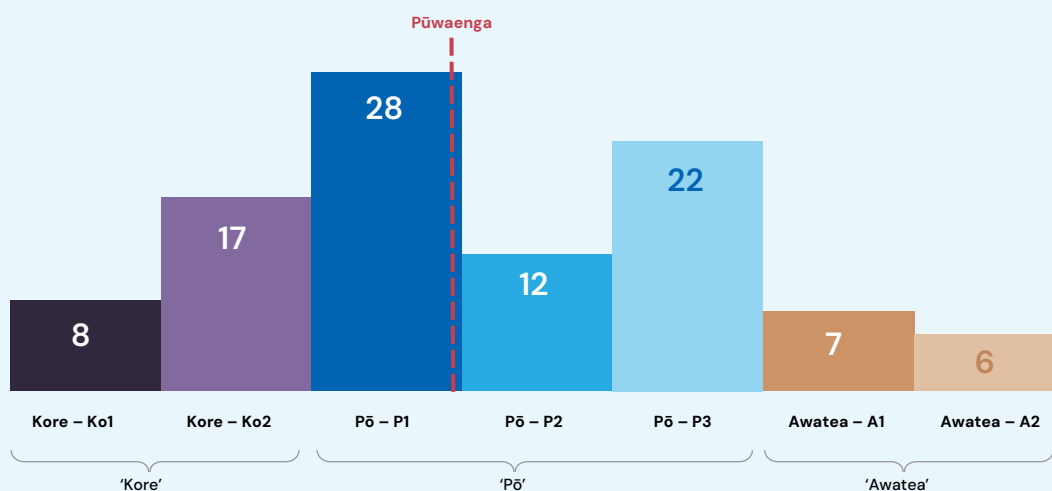
Hei toai i te whakamārama i ngā whārangi 18–19, ko tā te tauine KoPA he wāwāhi i te taupori ki te roanga o tētahi pae akoako e hāngai ana ki te reo me ngā whanonga ā-ahurea. Me mātua mahara, ko tā te tauine KoPA he ine i ngā waiaro me ngā whanonga ki te reo Māori, kua te matatau ki te reo. Ka miramirahia e te tauine te āhua e whai mana nui ake ai te reo i waenga i te porihanga mā roto mai i te neke whakatekatau o te tangata i te Kore ki te Pō ki te Awatea. E mārama ake ai te ara ka takahia i te roanga o te pae KoPA, kua āta wāhia anō te taupori e ai anō ki te whakaahua i raro nei. E rua ngā wāhi whāiti iho o te Kore, e toru o te Pō, e rua hoki o te Awatea. Ko tā mātou e whai nei kia 2% te nui o te neke whakatekatau o te pūwaenga i ia tau.



Paris Olympics 2024, Tuwhakairiora Limited

## Ngā Wāwāhitanga ki te Tauine KoPA

Tauine KoPA Nielsen CMI 2025<sup>4</sup>



4. Te Tauine: Tatauhia ai te pūwaenga hei ōrautanga 50. Pūwaenga = Ko1 8% + Ko2 17% + P1 25%, ko te 3% o runga katoa rānei o P1. Mātāpuna: Nielsen CMI Q1 2024 – Q4 2024. Pūtake: Te taupori katoa o Aotearoa.

## Kore

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

## Pō

E tuwhera ana te ngākau ki te reo Māori.

## Awatea

E kaingākau ana te tangata, otirā, ka whakapau kaha ki te hāpai i te reo Māori.

Ko tā te patapatai Nielsen CMI he kohikohi i ngā raraunga hangapori, kātū noho anō hoki i ngā tāngata nō Aotearoa. Kua whakaurua atu e Te Māngai Pāho ētahi pātai, tae atu anō hoki ki ngā pātai wāwāhinga ki te tauine KoPA, ki te patapatai. E horopū ana te patapatai, inā hoki he 2,500 tāngata nō Aotearoa ka uia i ia hauwhā tau, e hua ai he tīpakonga 10,000 te nui i te tau. Kua tūhono atu a Te Māngai Pāho ki te patapatai nō mai anō i te tau 2021, me te aha, e āhei ana te āta whai i ngā nekehanga i roto i te wā, te tautohu

anō hoki i ngā ia. Ahakoa kua noho tonu ngā ine rautaki takitahi ki te pae hapa i te nuinga o te wā, ā, i pā te āwangawanga i te kitenga o te pūwaenga e neke whakatemalaui ana i ngā tau tata nei, ko ngā raraunga nō tēnei tau e tohu ana i tētahi nekehanga whakatekatau e whai tikanga ana.

E hōhonu ai te māramatanga ki ā mātou ine tutukinga, e whai ake nei ko ētahi whakamāramatanga, heoi anō, me pānui tahi ki te tūtohi i ngā whārangi 28–29.



Moana 2 Reo Māori premiere,  
Matewa Media Limited



Treaty Talks, tutu Productions Limited

# Pūwaenga KoPA

Inea ai te pūwaenga KoPA e ai anō ki ngā kohinga whakahoki ki ngā pātai e pā ana ki ngā waiaro, ngā whanonga, te āhua o te whakamahia, te tūoho, ngā awenga, me ngā tirohanga ā-pāpori ki te reo me te ahurea Māori i te patapatai CMI. Koia hei ine mātutua mō ngā kokenga ka oti i te whai kia neke whakatekatau te tau-pori. Ko ngā nekehanga i te tauine e tohu ana i tētahi panonitanga awhero i te whakaaetia me te whakamahia o te reo me ngā tikanga Māori i te pāpori o Aotearoa, ā, e whakatauiria ana i te whaihua o ā tātou whakapaunga kaha ā-kāhui.

**Ko ngā ine tutukinga e whai ake nei ka arotakengia mā ngā pātai wāwāhinga KoPA, kia whai māramatanga whai tikanga ai ki:**

## Ngā waiaro

Ka āta whai mātou i ētahi tūtohu waiaro whai tikanga e rua: ko te wāriu o te reo me te ahurea Māori e ai anō ki ngā tāngata katoa nō Aotearoa. Hāunga ia te taero taupua i hua ake i ngā piki me ngā heke o nā tata nei, ko ngā hua nō te tau 2024 e tohu ana i te hokinga ki te pae tīmatanga nō te tau 2021. Ka hāpai ēnei raraunga i ā mātou rautaki e whakaū nei i te mana o te reo Māori.

## Ngā whanonga

Ka āta whai tēnei ine i te whai wāhitanga ki ngā kaupapa reo Māori, ahurea Māori anō hoki i ngā marama 12 ka hori ake nei. E kapi ana i ngā mahi nei ko te ako, ko te whakawhiti kōrero me te whakaako i te reo Māori, tae atu ki te uru ki ngā kaupapa ahurea. Ahakoa e tau tonu ana ngā tātauranga ki te pae hapa, me oti i a mātou ētahi tātāritanga atu anō e mōhio ai mēnā rānei e whakaata ana tēnei i ngā ia whai wāhitanga motuhenga, e tohu ana rānei i ngā ngoikoretanga o te patapatai. Nā runga i te pikinga ki te hiakai ki ngā akoranga reo Māori me te manawa ū o ngā minenga ki ngā kaupapa pāho Māori, he mea nui kia whai māramatanga ki tēnei hua hāngai kore mō te taha ki ngā kaupapa hāpai e aro pū atu ana. Ka āta whāia tēnei ine mā ngā whakahoki tōpū ki te patapatai CMI, ā, ka whai wāhi mai ko ērā i kōwhiri i tētahi o ngā whakahokinga patapatai e whai ake nei:

- › I whakaako i tētahi kupu, rerenga rānei, i tētahi āhuatanga nō te ahurea Māori rānei ki tētahi
- › I whakahoahoa ki ētahi atu mā te whakamahia i te reo Māori i ngā kōrero o ia rā
- › I toha i ngā kaupapa pāho pae pāpori ki te reo Māori, mō te ahurea Māori rānei
- › I noho hei ākonga ōkawa ki tētahi kura mātauranga
- › I whai wāhi ki ētahi akoranga i tō wāhi mahi
- › I whai wāhi ki ētahi akoranga pō ā-hapori
- › I whai wāhi ki tētahi akoranga ki runga marae

## Te whakamahia

Ka inea e mātou te whakamahia o te reo mā roto mai i ngā pātai matua e rua: mō te āhei ki te uru ki tētahi whakawhitinga kōrero waiwai, me te auau o te whakamahia o te reo Māori. E tau tonu ana ngā hua ki te pae hapa, ā, e miramirahia ana te mate kia motuhake te aro atu, i runga tonu i te tūpono ka hua he rītaha i te aromatawai whaiaro. Ka āta whāia ngā tauine mō te hunga i tohu ake i te 'Ka oti i ahau te uru atu ki tētahi whakawhitinga kōrero waiwai' me te 'ka rere tonu i te roanga o te rā' hei whakahoki ki te patapatai CMI.

## Te tūoho

Ko tā tēnei ine he aro ki te tūoho o ngāi tūmatanui ki te ahurea Māori, me te mārama anō ki ngā take Māori. Nā runga i ngā awenga nui o ngā rongo o te wā, inarā i ngā taero e pā nei ki te rāngai pāpāho, me mātua mau tonu ki tēnei tauine, ka tika. Māna e whai māramatanga whai tikanga nui ai ki te whai hua o ā tātou mahi kia whakamōhioitia ngā tāngata o Aotearoa ki ngā take Māori.

## Te whakaawe

Ko tā tēnei ine he āta whai i te hiakai ki te ako me te whakapiki i te māramatanga ki te reo me te ahurea Māori. Ka tāpirihia ngā kitenga, ā, ka inea ko ngā mōhioatanga o te wā me ngā ritenga akoako. Ko te āputa i waenga i tētahi takune kua āta whakapuakina (i tētahi awenga rānei), me ngā panonitanga ā-whanonga i kitea, me rangahau tonu kia tautohua ai ngā āhuatanga ka akiaki i ngā panonitanga ki ngā whanonga o te tangata, kia piki ai te whakamahia o te reo, te mārama anō hoki ki te reo. Ko te tauine tuatahi e whakaata ana i te takune kia whakapikihia te mārama ki te reo Māori, he mea tohu e te hunga i whiriwhiri i tētahi o ngā whakahoki e whai ake nei i te patapatai CMI:

- › E mārama kē ana ahau ki te reo Māori
- › Āe, ā, e ngana ana ahau ki te whakapiki i tāku e mārama nei
- › Āe, engari ehara i te mea e ngana ana ahau ki te whakapiki i tāku e mārama nei

Ko te ine rautaki whakamutunga ka ine i te kounga me ngā pāpātanga o ngā kaupapa pāho reo Māori.

## Kaupapa pāho reo Māori e kouna ana

Ka arotakengia te kouna me ngā pāpātanga o ngā kaupapa pāho reo Māori mā ngā ine matua e rua.

Ka whāia e mātou tētahi ara kaupae-rua:

1

Ka whakaūngia tētahi pae tīmatanga mō te manawa ū o ngā minenga huri i ngā pae pāho rerekē, mā te tautohu i te hunga kua mātaki, kua whakarongo anō/rānei ki ngā kaupapa pāho reo Māori.

2

Ka tonoa ngā kaiurupare CMI kia tohu mēnā rānei kua pakari haere ō rātou āheinga ki te reo Māori me ō rātou mōhiotanga ki te ahurea Māori nā te whai wāhitanga ki ngā kaupapa pāho Māori.

Ahakoa tē taea te kī nā ngā kaupapa pāho kua tautoko ā-pūteangia e mātou anake i pērā ai, nā ēnei mōhiotanga i hua ai he tirohanga whai tikanga ki ngā pāpātanga whānui o ngā kaupapa pāho Māori. He mea āta waihangia ngā pātai wāwāhinga KoPA kua whakaurua atu e mātou e pai ai te āta whai i ngā tutukinga e ai anō ki ngā ine i te ripanga i ngā whārangi 28–29.

Ngā whakaahua mai i te taha mauī, haere whakatekatau ai: Te Kūkupa, Ngāti Hine, Te Hiku Media and Tautoko FM; Majic, Waiata Anthems, Notable Pictures Limited; Ahikāroa, Kura Productions Limited; Hōihi Riding On, Kapu Tī Productions Limited

## Ngā ine minenga

Hei ine i ngā pāpātanga o ngā pūtea tautoko ka tohaina e Te Māngai Pāho, ka āta whāia ngā ine minenga mā roto mai i ngā ine wāwāhinga me ngā ine haumitanga, ā, e aronui ana ki te tupu haeretanga o ngā minenga e manawa ū ana ki ngā kaupapa pāho kua tautokona ā-pūteangia.

Hei pūtake mō ēnei hua ko ngā tapeke raraunga CMI, e arotake nei i ngā panonitanga nō te tau kua hori i roto i ngā whakahoki e whai ake nei:

I mātaki kaupapa pāho ki Whakaata Māori ki te hongere o Te Reo rānei

I mātaki hōtaka pouaka whakaata mō te reo Māori, mō te ahurea Māori rānei i hongere kē atu, ki te reo Pākehā, ki te reo Māori rānei

I whakarongo ki ētahi puoro Māori, ki ētahi waiata Māori rānei (mā te reo irirangi, mā te ipurangi rānei)

I whakarongo ki ngā irirangi ā-iwi (mā te reo irirangi, mā te ipurangi rānei).

Ka wāwāhia anō tēnei tauine ki ētahi ine haumitanga huri i ngā wehenga pūtea e toru o ngā wehenga e whā: ko te Kaupapa Kanorau, te Puoro Māori me te Reo Irirangi Māori, me te Tautoko ā-Ahumahi, ā, ko ngā panonitanga ā-ōrau nei nō te tau kua hori kua tuhia ki ngā whārangi 30–31.



# Ngā Ine Tutukinga mō Te Māngai Pāho

## Mō te tau ka pau i te 30 o Hune 2026

### 1. Ngā Ine Pāpātanga Rautaki

| PATAPATAI INE KOPA | 2023/24             | 2024/25 |               | 2025/26 |
|--------------------|---------------------|---------|---------------|---------|
|                    | TŪTURU <sup>5</sup> | PAEARU  | WHAKATAU TATA | PAEARU  |

#### TE INE TUTUKINGA

| He neke whakatekatau ka tutuki i te taupori o Aotearoa.                                                                                   |                                         |                                           |                        |                                           |
|-------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|-------------------------------------------|------------------------|-------------------------------------------|
| Kua neke whakatekatau te pūwaenga mō te taupori o Aotearoa mō ngā waiaro me ngā whanonga ki te reo me ngā tikanga Māori i te tauine KoPA. | Kīhai i Tutuki<br>Pūwaenga = 23/29 o P1 | Ko te pūwaenga kei te taha katau o te ine | I Tutuki               | Ko te pūwaenga kei te taha katau o te ine |
| NGĀ WAIARO: E kaingākauria ana te reo me te ahurea Māori.                                                                                 |                                         |                                           |                        |                                           |
| Me kaingākau te reo Māori e ngā tāngata katoa o Aotearoa.                                                                                 | Kīhai i Tutuki<br>47%                   | 49%>=                                     | I Tutuki<br>>49%       | 49%>=                                     |
| Me kaingākau te ahurea Māori e ngā tāngata katoa o Aotearoa.                                                                              | Kīhai i Tutuki<br>52%                   | 54%>=                                     | I Tutuki<br>>54%       | 54%>=                                     |
| NGĀ WHANONGA: He nui ake te whai wāhi ki ngā mahi ki te reo me te ahurea Māori.                                                           |                                         |                                           |                        |                                           |
| Te ako, te kōrero, te whakaako i te reo Māori me te whai wāhi ki ētahi mahi ā-ahurea Māori i ngā marama 12 kua hori. <sup>6</sup>         | Kīhai i Tutuki<br>41%                   | 42%>=                                     | Kīhai i Tutuki<br><42% | 42%>=                                     |
| TE WHAKAMAHI: He tokomaha ake te hunga kōrero i te reo Māori.                                                                             |                                         |                                           |                        |                                           |
| E taea ana te whakawhitiwhiti kōrero ki te reo Māori mō ētahi tini āhuatanga o ia rā. <sup>7</sup>                                        | Kīhai i Tutuki<br>5%                    | 6%>=                                      | Kīhai i Tutuki<br><6%  | 6%>=                                      |
| Te auau o te whakamahinga o te reo Māori. <sup>8</sup>                                                                                    | Kua Pūmau<br>5%                         | 5%>=                                      | I Tutuki<br>>5%        | 5%>=                                      |

5. Mātāpuna: Nielsen CMI Q3 2023 – Q2 2024. Pūtake: Te taupori katoa o Aotearoa.

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

7. Te tauine: 'E taea ana te ū ki tētahi whakawhitinga kōrero waiwai.'

8. Te tauine: 'Ka rere tonu i te roanga o te rā.'

| PATAPATAI INE KOPA | 2023/24 | 2024/25 |                  | 2025/26 |
|--------------------|---------|---------|------------------|---------|
|                    | TŪTURU  | PAEARU  | WHAKATAU<br>TATA | PAEARU  |

TE INE TUTUKINGA

| TE TŪOHO: He nui ake te tūoho ki te ahurea Māori                                                                                                   |                       |       |                  |       |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------|------------------|-------|
| E mōhio ake ana ahau ki ngā take Māori.                                                                                                            | Kua Pūmau<br>20%      | 20%>= | I Tutuki<br>>20% | 20%>= |
| TE WHAKAAWE: He tini ake te hunga kua whakaawengia kia ako, kia mārama ake anō ai rātou ki te reo me te ahurea Māori.                              |                       |       |                  |       |
| E takune ana kia whai māramatanga atu anō ki te reo Māori. <sup>9</sup>                                                                            | I Tutuki<br>54%       | 53%>= | I Tutuki<br>>53% | 53%>= |
| E hiahia ana au kia ako tonu e pā ana ki te ahurea Māori.                                                                                          | Kīhai i Tutuki<br>35% | 37%>= | I Tutuki<br>>37% | 37%>= |
| HE KAUPAPA PĀHO REO MĀORI E KOUNGA ANA: Ngā pāpātanga o ngā hōtaka Māori – ki ngā kaimātaki me ngā kaiwhakarongo i ngā hōtaka Māori. <sup>10</sup> |                       |       |                  |       |
| Kua mātau ake ahau ki te reo Māori.                                                                                                                | I Tutuki<br>31%       | 28%>= | I Tutuki<br>>28% | 28%>= |
| Kua mātau ake ahau ki te ahurea Māori.                                                                                                             | Kua Pūmau<br>44%      | 44%>= | I Tutuki<br>>44% | 44%>= |

9. Te tauine: 'E mārama kē ana ahau ki te reo Māori; Āe, ā, e ngana ana ahau ki te whakapiki i tāku e mārama nei; Āe, engari ehara i te mea e ngana ana ahau ki te whakapiki i tāku e mārama nei' rānei.

10. Te tauine: I mātaki kaupapa pāho ki Whakaata Māori, ki te hongere o Te Reo rānei; I mātaki hōtaka pouaka whakaata mō te reo Māori, mō te ahurea Māori rānei i hongere kē atu, ki te reo Pākehā, ki te reo Māori rānei; I whakarongo rānei ki ētahi puoro Māori, ki ētahi waiata Māori rānei (reo irirangi/ipurangi); Kāhore rānei i iti iho i te whakarongotanga kotahi ki ngā irirangi ā-iwi (reo irirangi/ipurangi) i ngā marama 12 kua hori.

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

|  | 2023/24 | 2024/25                         |                  | 2025/26            |
|--|---------|---------------------------------|------------------|--------------------|
|  | TŪTURU  | PAEREWA Ā-TAHUA<br>WHAKAMUTUNGA | WHAKATAU<br>TATA | PAEREWA<br>Ā-TAHUA |

TE INE TUTUKINGA

|                                                                                                                                                                                                                                          |                                     |      |                       |      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|------|-----------------------|------|
| Katoa ngā kirimana tuku pūtea tautoko a Te Māngai Pāho mō te waihanga kaupapa pāho Māori, mō te tohatoha kaupapa pāho, mō kaupapa kē atu hoki hei whakatairanga i te reo me te ahurea Māori ka taunaki i ngā whāinga o te Maihi Karauna. | I Tutuki<br>100%                    | 100% | I Tutuki<br>100%      | 100% |
| Ka tukuna he pūtea tautoko ki ngā kiritoru mō te tohatoha kaupapa pāho Māori me kaupapa kē atu hoki hei whakatairanga i te reo me te ahurea Māori.                                                                                       | I Tutuki<br>94.5%                   | 94%  | I Tutuki<br>94%       | 94%  |
| He pikinga ā-ōrau ki te nui o ngā minenga mō ngā kaupapa pāho ka whāngaihia e Te Māngai Pāho ki te pūtea. <sup>11</sup>                                                                                                                  | Kīhai i Tutuki<br>-5% <sup>12</sup> | >5%  | Kīhai i Tutuki<br><5% | >5%  |
| Ka kore e iti iho i te 90% te ekenga kounga ka oti i ngā kaupapa pāho reo Māori ka whai pūtea i a Te Māngai Pāho, e ai ki te Poutarāwaho Arotake i te Reo Māori.                                                                         | I Tutuki<br>92%                     | >90% | I Tutuki<br>>90%      | >90% |

Te Pūrongo mō te Paunga o te Tau

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

11. Ko ngā tataua mō ngā minenga e hāngai ana ki te hunga mātakitaki, whakarongo anō hoki ki ngā hōtaka Māori, i pēnei hoki te urupare = I mātaki kaupapa pāho ki Whakaata Māori ki te hongere o Te Reo rānei; I mātaki hōtaka pouaka whakaata rānei mō te reo Māori, mō te ahurea Māori rānei i hongere kē atu, ki te reo Pākehā, ki te reo Māori rānei; I whakarongo rānei ki ētahi puoro, ki ētahi waiata Māori rānei (reo irirangi/ipurangi); Kāhore rānei e iti iho i te whakarongotanga kotahi ki ngā irirangi ā-iwi (reo irirangi/ipurangi) i ngā marama 12 kua hori.

12. Ko ngā hua e hāngai ana ki te rerekētanga ā-ōrau nei i waenga i te tokomaha o ngā kaimātakitaki, kaiwhakarongo rānei i ngā hōtaka Māori i pūrongotia i tēnei tau, tēnā i te tau kua hori. Mātāpuna: Ko te whakatairitenga o te Nielsen CMI Q3 2023 – Q2 2024 ki te Nielsen CMI Q3 2022 – Q2 2023. Pūtake: Te taupori Whānui Māori o Aotearoa. Ngā hua mō te tau 2024: Pouaka whakaata, Tuihono me ngā Pāhotanga Hou 53% (2023: 53%), Reo Irirangi Māori 23% (2023: 27%), me te Puoro Māori 50% (2023: 51%)

3. Investment Performance Measures

| TE INE TUTUKINGA | 2023/24 | 2024/25 |               | 2025/26 |
|------------------|---------|---------|---------------|---------|
|                  | TŪTURU  | PAEARU  | WHAKATAU TATA | PAEARU  |

Ngā Kaupapa Kanorau

■ KAUPAPA PĀHO

|                                                                                                                                                                       |                       |      |                        |                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|------|------------------------|------------------|
| O ngā kaupapa pāho ka whāngaihia e Te Māngai Pāho ki te pūtea, e 60% neke atu rānei mā ngāi matatau ki te reo (kāhore e iti iho i te 70% te nui o te kiko reo Māori). | Kīhai i Tutuki<br>44% | >60% | Kīhai i Tutuki<br><60% | >60%             |
| Te nui o ngā hōtaka, kaupapa rānei ka whāngaihia ki te pūtea hei kaupapa kanorau.                                                                                     | I Tutuki<br>73        | 70   | I Tutuki<br>>70        | 70 <sup>13</sup> |

■ NGĀ MINENGA

|                                                                                                                                     |                                    |     |                       |     |
|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-----|-----------------------|-----|
| Kia nui ake ngā minenga ki ngā hōtaka ka whāngaihia ki te pūtea huri i te tōpūtanga o ngā pae pāho, tuihono anō hoki. <sup>14</sup> | Kīhai i Tutuki<br>0% <sup>15</sup> | >5% | Kīhai i Tutuki<br><5% | >5% |
|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|-----|-----------------------|-----|

Ngā Reo Irirangi Māori

■ NGĀ MINENGA

|                                                                                                                                                           |                                     |     |                       |     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----------------------|-----|
| Kia >5% te pikinga ki te nui o ngā minenga whakarongo ki ngā reo irirangi ā-iwi Māori huri i te tōpūtanga o ngā pae pāho, tuihono anō hoki. <sup>16</sup> | Kīhai i Tutuki<br>-4% <sup>17</sup> | >5% | Kīhai i Tutuki<br><5% | >5% |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-----|-----------------------|-----|

Te Puoro Māori

■ KAUPAPA PĀHO

|                                                            |                           |         |                            |         |
|------------------------------------------------------------|---------------------------|---------|----------------------------|---------|
| Te nui o ngā pāhotanga waiata reo Māori i te reo irirangi. | Kīhai i Tutuki<br>516,427 | 600,000 | Kīhai i Tutuki<br><600,000 | 600,000 |
|------------------------------------------------------------|---------------------------|---------|----------------------------|---------|

■ NGĀ MINENGA

|                                                                                          |                          |      |                        |     |
|------------------------------------------------------------------------------------------|--------------------------|------|------------------------|-----|
| Kia nui ake ngā minenga pae tuihono ki te puoro Māori (pāhotanga tikinoa). <sup>18</sup> | Kīhai i Tutuki<br>+2.72% | >10% | Kīhai i Tutuki<br><10% | >5% |
|------------------------------------------------------------------------------------------|--------------------------|------|------------------------|-----|

Te Tautoko ā-Ahumahi

■ NGĀ KAIWAIHANGA

|                                                  |                               |    |                       |    |
|--------------------------------------------------|-------------------------------|----|-----------------------|----|
| Te nui o ngā kaupapa ka whāngaihia ki te pūtea.  | I Tutuki<br>56                | 50 | I Tutuki<br>50>       | 50 |
| Te nui o ngā āheinga whakawhanake. <sup>19</sup> | Kīhai i inea i te tau 2023/24 | 30 | Kīhai i Tutuki<br><30 | 30 |

13. E kapi ana i tēnei tauine ko te nui o ngā kaupapa pāho mā te tamariki ka whai pūtea. Tirohia te ine huinga iti i te whārangi 13.

14. Te tauine: I mātaki kaupapa pāho ki Whakaata Māori, ki te hongere o Te Reo rānei; i mātaki rānei i ngā hōtaka mō te reo Māori, mō te ahurea Māori rānei ki hongere kē, ki te reo Pākehā, ki te reo Māori rānei, ka mutu, kāhore i iti iho i te mātakihanganga kotahi i ngā marama 12 kua hori, tēnā i te tau o mua atu.

15. Mātāpuna: Ko te whakatairitenga o te Nielsen CMI Q3 2023 – Q2 2024 ki te Q3 2022 – Q2 2023. Pūtake: Te taupori Whānui Māori o Aotearoa. Ngā hua mō te tau 2024: Pouaka whakaata, Tuihono me ngā Pāhotanga Hou 53% (2023: 53%).

16. Te tauine: 'Kāhore i iti iho i te whakarongotanga kotahi ki ngā reo irirangi ā-iwi (mā te reo irirangi, mā te ipurangi rānei) i ngā marama 12 kua hori', tēnā i te tau o mua atu.

17. Mātāpuna: Ko te whakatairitenga o te Nielsen CMI Q3 2023 – Q2 2024 ki te Q3 2022 – Q2 2023. Pūtake: Te taupori Whānui Māori o Aotearoa. Ngā hua mō te tau 2024: Reo Irirangi Māori 23% (2023: 27%).

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

19. He ine huinga iti tēnei e whai ana kia nui ake ngā āheinga whakawhanake e wātea ana ki te rāngai, tae atu ana ki: te whakapiki i te nui o te pūtea mō te waihanga kaupapa, te puoro Māori, ngā kaupapa awheawhe, te taetae atu ki ngā hui ahurei me ngā mākete, me ngā kaupapa tautoko i te whanaketanga whaiaro o ngā kaiwaihanga kaupapa. O ngā kaupapa e 50 kei raro i te maru o te Tautoko ā-Ahumahi, e 30 e aro pū ana ki te tautoko i ngā kaupapa whakawhanake.

| Ngā Utu mō ngā Kaupapa Pāho Reo Māori                           |                   |                             |                   |
|-----------------------------------------------------------------|-------------------|-----------------------------|-------------------|
| TE INE TUTUKINGA                                                | 2023/24<br>TŪTURU | 2024/25<br>WHAKATAU<br>TATA | 2025/26<br>PAEARU |
| Te Utu Tapeke mō ngā Kaupapa Pāho Kanorau                       | \$44.9m           | \$48.0 m                    | \$44.4 m          |
| Te Utu Tapeke mō ngā Reo Irirangi Māori                         | \$16.5m           | \$13.2 m                    | \$13.2 m          |
| Te Utu Tapeke mō te Puoro Māori                                 | \$1.1m            | \$1.2 m                     | \$0.8 m           |
| Te Utu Tapeke mō te Tautoko ā-Ahumahi                           | \$6.3m            | \$5.0 m                     | \$5.0 m           |
| Te Utu Tapeke mō ngā Kaupapa Pāho Reo Māori me te Whakatairanga | \$68.8m           | \$67.4 m                    | \$63.4 m          |

4. Ngā Ine Tutukinga ā-Whakahaere

| Ngā Ine Tutukinga mō ngā Whakapaunga Pūtea Whakahaere                                                                 |                                                                             |                                                                                                            |                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
| TE INE TUTUKINGA                                                                                                      | 2023/24<br>TŪTURU                                                           | 2024/25<br>WHAKATAU TATA                                                                                   | 2025/26<br>TARGET                                                                              |
| Te ōrau o ngā whakatau pūtea ka tukuna ki ngā kaitono i roto i te 24 hāora whai muri i te hui Poari.                  | I Tutuki<br>100%                                                            | I Tutuki<br>100%                                                                                           | 100%                                                                                           |
| Ka arotakehia motuhaketia te hunga whiwhi pūtea hei whakaū i te hāngai, te tōtōpū me te tika o ngā utu ka pūrongohia. | Kīhai i Tutuki<br>I tīmata ngā arotakenga engari kāhore i oti <sup>20</sup> | I Tutuki<br>E 2 ngā kirimana pae pāho, e 3 ngā kirimana kaupapa pāho, 1 hoki te kirimana whakatupu raukaha | E 2 ngā kirimana pae pāho, e 3 ngā kirimana kaupapa pāho, 1 hoki te kirimana tautoko ā-ahumahi |
| Te Utu Tapeke mō ngā Whakapaunga Pūtea Whakahaere                                                                     | \$3.8 m                                                                     | \$4.1 m                                                                                                    | \$4.1 m                                                                                        |

20. I whakaūngia ngā kirimana arotake ki tētahi pakihi kaikaute whai mana tūtohunga, engari kāhore te katoa i oti pai i mua i te paunga o te tau. I whakaotihia ngā arotakenga i te ihu o te tau 2024/25.



6

Te Arotake i te Pakari me  
ngā Āheinga ā-Whakahaere

| TE ARONGA                                                                           | TE INE TUTUKINGA                                                                                                                                                      | 2023/24<br>TŪTURU     | 2024/25<br>WHAKATAU<br>TATA | 2025/26<br>PAEARU                  |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-----------------------------|------------------------------------|
| He Kaitukumahi<br>Pai                                                               | Ngā wehenga kaimahi ā-tau                                                                                                                                             | Kīhai i Tutuki<br>29% | I Tutuki                    | 10% iti iho<br>rānei               |
|                                                                                     | Ka aukatingia te whakatoī, te<br>whakaweti me te whakahāwea                                                                                                           | I Tutuki              | I Tutuki                    | Ka Tutuki                          |
|                                                                                     | Kua whakaurua atu ngā mātāpono o<br>ngā Ara Whiwhinga Mahi Tautika ki<br>ngā tuhinga me ngā ritenga katoa e<br>hāngai ana                                             | I Tutuki              | I Tutuki                    | Ka Tutuki                          |
| Te whakahaere<br>Tūraru                                                             | Kāhore he whakatau tuku pūtea i<br>huripokina i runga i tētahi kotititanga<br>i tohua i ngā ritenga ā-ture, ngā<br>aratohu, ngā kaupapahere rānei a<br>Te Māngai Pāho | I Tutuki              | I Tutuki                    | Ka Tutuki                          |
| Te Taiao Here<br>ā-Whakahaere                                                       | Pae arotake ā-tau                                                                                                                                                     | I Tutuki              | I Tutuki                    | Me eke ki te<br>pae “Tino Pai”     |
| Ngā Pūnaha<br>me ngā Here<br>Mōhiohio<br>ā-Pūtea                                    | Pae arotake ā-tau                                                                                                                                                     | I Tutuki              | I Tutuki                    | Me eke ki te<br>pae “Tino Pai”     |
| Ngā Mōhiohio<br>Tutukinga ā-<br>Ratonga, ngā<br>Pūnaha me<br>ngā Here Whai<br>Pānga | Pae arotake ā-tau                                                                                                                                                     | Kīhai i Tutuki        | Kīhai i Tutuki              | Me eke ki te<br>pae “Tino Pai”     |
| Te Whai Hua me<br>te Whāomo                                                         | Ka tohaina te 94%, nui ake rānei, o<br>te wāwāhinga/tahua ki ngā kiritoru<br>hei tautoko i te waihangatia me te<br>tohaina o ngā kaupapa pāho reo<br>Māori            | 94.5%                 | I Tutuki                    | Kia kaua e<br>heke iho i te<br>94% |



Let's Talk About Ai,  
Arataua Media Limited

7

He Tauākī Pūtea Āmua

Te Tauākī Āmua mō ngā Whiwhinga me ngā Whakapaunga Whānui  
Mō te tau ka pau ā te 30 o Hune 2026

|                                                          | 2023/24<br>TŪTURU<br>\$M | 2024/25<br>WHAKATAU<br>TATA TŪTURU<br>\$M | 2025/26<br>MATAPAE<br>\$M |
|----------------------------------------------------------|--------------------------|-------------------------------------------|---------------------------|
| KO NGĀ WHIWHINGA MONI                                    |                          |                                           |                           |
| Ngā whiwhinga moni i te Karauna                          | 66.3                     | 65.4                                      | 66.2                      |
| Whiwhinga kē                                             | 6.3                      | 2.7                                       | 1.3                       |
| Te tapeke whiwhinga moni                                 | 72.6                     | 68.1                                      | 67.5                      |
| WHAKAPAUNGA MONI                                         |                          |                                           |                           |
| Kaupapa Kanorau                                          | 42.9                     | 48.0                                      | 44.4                      |
| Reo Irirangi Māori                                       | 16.5                     | 13.2                                      | 13.2                      |
| Puoro Māori                                              | 1.1                      | 1.2                                       | 0.8                       |
| Tautoko ā-Ahumahi                                        | 6.3                      | 5.0                                       | 5.0                       |
| Te tapeke whakapaunga moni                               | 66.8                     | 67.4                                      | 63.4                      |
| WHAKAPAUNGA MONI Ā-WHAKAHAERE                            |                          |                                           |                           |
| Te tapeke whakapaunga moni ā-whakahaere                  | 3.9                      | 4.1                                       | 4.1                       |
| Te tapeke whakapaunga moni                               | 70.7                     | 71.5                                      | 67.5                      |
| TUWHENE MORE/(TAKAREPA)                                  |                          |                                           |                           |
| NGĀ WHIWHINGA ME NGĀ WHAKAPAUNGA MONI WHĀNUI KĒ          | 0.0                      | 0.0                                       | 0.0                       |
| TE TAPEKE O NGĀ WHIWHINGA ME NGĀ WHAKAPAUNGA MONI WHĀNUI | 1.9                      | (3.4)                                     | 0.0                       |

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

Kua takoto anō ngā tau Tūturu mō te tau 2023/2024 me ngā tau Whakatau Tata mō te tau 2024/2025 kia hāngai ai ki te hōputu pūrongo mō ngā tau Matapae mō te tau 2025/26.

Te Tauākī mō ngā Panonitanga Āmua ki ngā Tūtanga Tūmatanui  
Mō te tau ka pau ā te 30 o Hune 2026

|                                                           | 2024/25<br>TŪNGA WHAKATAU TATA<br>30 O HUNE 2025<br>\$M | 2025/26<br>TŪNGA MATAPAE<br>30 O HUNE 2026<br>\$M |
|-----------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------|
| TE TAPEKE I TE 1 O HŪRAE                                  | 4.5                                                     | 1.1                                               |
| Tapeke whiwhinga me ngā whakapaunga moni whānui mō te tau | (3.4)                                                   | (0.0)                                             |
| TE TAPEKE I TE 30 O HUNE                                  | 1.1                                                     | 1.1                                               |

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

Te Tauākī mō te Tūnga Pūtea Matapae hei te 30 o Hune 2025,  
me te Tūnga Pūtea Āmua hei te 30 o Hune 2026

|                                                        | 2024/25<br>TŪNGA WHAKATAU TATA<br>30 O HUNE 2025<br>\$M | 2025/26<br>TŪNGA MATAPAE<br>30 O HUNE 2026<br>\$M |
|--------------------------------------------------------|---------------------------------------------------------|---------------------------------------------------|
| TŪTANGA TŪMATANUI I TE 30 O HUNE                       | 1.1                                                     | 1.1                                               |
| E tohua ana ki:                                        |                                                         |                                                   |
| NGĀ RAWA                                               |                                                         |                                                   |
| Ngā rawa wātea                                         |                                                         |                                                   |
| Ngā moni ukauka me ōna ritenga                         | 0.4                                                     | 0.4                                               |
| Ngā haumitanga                                         | 18.9                                                    | 18.9                                              |
| Te hunga noho nama me ērā atu nama mai                 | 0.7                                                     | 0.7                                               |
| Te tapeke o ngā rawa wātea                             | 20.0                                                    | 20.0                                              |
| Ngā rawa whai here                                     |                                                         |                                                   |
| Ngā whare, ngā rawa pūmau, me ngā taputapu             | 0.1                                                     | 0.1                                               |
| Ngā rawa kiko kore                                     | 0.3                                                     | 0.3                                               |
| Te tapeke o ngā rawa whai here                         | 0.4                                                     | 0.4                                               |
| TE TAPEKE RAWA                                         | 20.4                                                    | 20.4                                              |
| NGĀ TAUNAHATANGA                                       |                                                         |                                                   |
| Te hunga e noho nama atu nei te hinonga me ngā nama kē | 0.3                                                     | 0.3                                               |
| Whakawhiwhinga kaimahi                                 | 0.2                                                     | 0.2                                               |
| Ngā whakaritenga whāngai pūtea                         | 18.8                                                    | 18.8                                              |
| Te tapeke taunahatanga o te wā                         | 19.3                                                    | 19.3                                              |
| TE TAPEKE TAUNAHATANGA                                 | 19.3                                                    | 19.3                                              |
| NGĀ HUA MORE                                           | 1.1                                                     | 1.1                                               |

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

Tauākī Kapewhiti Āmua  
Mō te tau ka pau ā te 30 o Hune 2026

|                                                                                     | 2024/25<br>WHAKATAU TATA<br>\$M | 2025/26<br>MATAPAE<br>\$M |
|-------------------------------------------------------------------------------------|---------------------------------|---------------------------|
| <b>Te kapewhiti i ngā mahi whakahaere</b>                                           |                                 |                           |
| He moni i ahu mai i –                                                               |                                 |                           |
| Ngā homaitanga a te Karauna                                                         | 65.4                            | 66.2                      |
| Te huamoni whiwhi                                                                   | 1.9                             | 1.2                       |
| Whiwhinga moni kē                                                                   | 0.8                             | 0.1                       |
|                                                                                     | <b>68.1</b>                     | <b>67.5</b>               |
| He moni i whakapaua ki –                                                            |                                 |                           |
| Ngā utu ki ngā kaimahi                                                              | (2.1)                           | (2.1)                     |
| Ngā utu ki ngā kaiwhakarato                                                         | (1.9)                           | (1.9)                     |
| Ngā utu ki ngā kaipāho me ngā kaiwaihanga hōtaka                                    | (64.0)                          | (63.4)                    |
|                                                                                     | <b>(68.0)</b>                   | <b>(67.4)</b>             |
| <b>Te kapewhiti more i ngā mahi whakahaere</b>                                      | <b>0.1</b>                      | <b>0.1</b>                |
| <b>Te kapewhiti i ngā mahi haumi</b>                                                |                                 |                           |
| He moni i ahu mai i –                                                               |                                 |                           |
| Ngā haumitanga                                                                      | 18.7                            | 18.7                      |
| He moni i whakapaua ki –                                                            |                                 |                           |
| Ngā haumitanga                                                                      | (18.4)                          | (18.4)                    |
| Te hoko whare, rawa pūmau, taputapu hoki                                            | (0.0)                           | (0.0)                     |
| Te hoko rawa kiko kore                                                              | (0.4)                           | (0.4)                     |
| <b>Te kapewhiti more i ngā mahi haumi</b>                                           | <b>(0.1)</b>                    | <b>(0.1)</b>              |
| <b>Kapewhiti more i ngā mahi whakahaere pūtea</b>                                   | <b>0.0</b>                      | <b>0.0</b>                |
| Pikinga more/(hekenga) o ngā ukauka me ōna ritenga e puritia ana                    | 0.0                             | 0.0                       |
| Tāpiri ki te tapeke moni ukauka me ōna ritenga i te tīmatanga o te tau              | 0.4                             | 0.4                       |
| <b>Te tapeke whakakapinga o te moni ukauka me ōna ritenga i te mutunga o te tau</b> | <b>0.4</b>                      | <b>0.4</b>                |

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

Te Whakatauritenga o te Kapewhiti More i ngā Mahi Whakahaere  
ki te Tapeke o ngā Whiwhinga me ngā Whakapaunga Moni Whānui  
Mō te tau ka pau ā te 30 o Hune 2026

|                                                                     | 2024/25<br>WHAKATAU TATA<br>\$M | 2025/26<br>MATAPAE<br>\$M |
|---------------------------------------------------------------------|---------------------------------|---------------------------|
| <b>Te tapeke o ngā whiwhinga me ngā whakapaunga whānui</b>          | <b>0.0</b>                      | <b>0.0</b>                |
| Tāpiri / (Tango) i ngā whakapaunga ehara i te ukauka / (whiwhinga): |                                 |                           |
| Te Hekenga Wāriu                                                    | 0.1                             | 0.1                       |
| Te Whakaurupā                                                       | 0.1                             | 0.1                       |
| <b>Te tapeke o ngā mea ehara i te ukauka</b>                        | <b>0.2</b>                      | <b>0.2</b>                |
| Tāpiri / (Tango) i ngā nekehanga i ngā pūrawa wātea:                |                                 |                           |
| (Pikinga) / hekenga i ngā nama mai/utunga tōmua                     | (0.1)                           | (0.1)                     |
| Pikinga / (hekenga) i ngā nama me utu me ngā taunahatanga pūtea     | (0.0)                           | (0.0)                     |
| <b>Ngā nekehanga more i ngā āhuatanga pūrawa wātea</b>              | <b>(0.1)</b>                    | <b>(0.1)</b>              |
| <b>Te kapewhiti more i ngā mahi whakahaere</b>                      | <b>0.1</b>                      | <b>0.1</b>                |

Ko ngā kaupapahere kaute e āpitihia nei hei wāhanga nō ēnei tauāki pūtea.

## 8

# He Tauākī Kaupapahere Kaute

## Mō te tau ka pau ā te 30 o Hune 2026

### ■ Te Hinonga Tuku Pūrongo

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

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

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

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

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

### ■ Te Tūāpapa Whakarite

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

#### Tauākī mō te ū ki ngā tikanga

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

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

### Te momo moni e whakaaturia ana me te whakaawhiwhi

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

### ■ Te Whakarāpopototanga o Ngā Kaupapahere Kaute Matua

#### Ngā Whiwhinga Moni

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

#### Ngā Whiwhinga i te Karauna

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

#### Whiwhinga huamoni

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

#### Te Tohutanga o te Tohanga Pūtea

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

ai anō ki te wātaka tukunga e tautohutia ana i te kirimana waihanga.

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

### Ngā rīhi whakahaere

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

### Ngā moni ukauka me ōna ritenga

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

### Nama kia utua mai

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

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

### Ngā haumitanga

#### Ngā puritanga pēke wā pūmau

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

#### Ngā whare, ngā rawa pūmau, me ngā taputapu

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

### Ngā Tāpiritanga

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

### Ngā Hokotanga Atu

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

### Te Hekenga Wāriu

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

|                             |                |        |
|-----------------------------|----------------|--------|
| Ngā Taputapu Tari           | 5 tau          | 20%    |
| Ngā Taonga me Ngā Whakarawe | 9 ki te 10 tau | 11%    |
| Ngā Taputapu Rorohiko       | 2.5 tau        | 40%    |
| Ngā Whakapaipai Whare Rīhi  | 4 ki te 6 tau  | 17–25% |
| Motokā                      | 5 tau          | 20%    |

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

### Te waimaero whare, rawa pūmau, me te taputapu

Ko ngā whare, ngā rawa pūmau, ngā taputapu me ngā rawa kiko kore e puritia ana e ai anō ki te utu hoko, ā, ko tōna oranga toiora e herea ana, ka tirohia mō te tūpono kua waimaero ka puta ana he āhuatanga, he rerekētanga rānei e tohu ana kāhore pea e taea te utu kawē te whakahoki mai. Ko te

ngarohanga waimaero ka tuhia e ai anō ki te nui o te tuwhene o te wāriu kawē, tēnā i te nui e taea ana te whakahoki mai. Ko te rahinga toiora ko te mea rahi katoa o te wāriu tika o tētahi hua, hāunga ngā utu hokonga, me te wāriu whakamahinga. Ko te wāriu whakamahinga ko te wāriu o nāianei o te pitomata ratonga e toe ana o tētahi rawa. E tautuhitia ana mā te whakamahi i tētahi tikanga e hāngai ana ki te utu whakakapinga i muri i te hekenga wāriu.

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

### Ko ngā matapae me ngā whakaaro kaute waiwai

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

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

### Rawa kiko kore

#### Te hoko me te whakawhanake pūmanawa rorohiko

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

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

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

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

Ko ngā utu e hāngai ana ki te whakawhanake me te whakapaipai i te pae tukutuku a Te Māngai Pāho ka tuhia hei whakapaunga ka ara ake ana.

### Te Whakaurupā

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

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

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

### Te waimaero o ngā rawa kiko kore

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

### Ko ngā matapae me ngā whakaaro kaute waiwai

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

### Ko ngā nama hei utu

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

### Whakawhiwhinga kaimahi

#### Whakawhiwhinga kaimahi wā poto

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

Ka tuhia ngā taunahatanga me ngā whakapaunga mō ngā utu tāpiri mēnā he herenga kirimana ka pā, ina mōhiotia rānei he mahi i roto i ngā tau i ara ake ai he herenga, ā, ka taea hoki te āta whakatau tata te rahi o te herenga.

### Ngā moni tāpui

Ka tuhia he tāpuitanga mō ngā whakapaunga o raurangi tē mōhiotia ai te rahinga, te rā rānei, mēnā he here e mōhiotia ana (ahakoa ā-ture, ā-oati rānei)

nā tētahi āhuetanga i pā i mua, me te mōhio he tūpono nui ka hiahiatia taua moni rā hei whakaea i te herenga, ā, ka taea hoki te āta whakatau tata te rahi o te herenga.

### Utu Tāke Moni Whiwhi

Kāhore e pā he taunahatanga tāke moni whiwhi mō te wāhi ki ngā whakahaere katoa. E wātea ana a Te Māngai Pāho i ngā here mō te utu tāke moni whiwhi i raro i te wāhanga 530 o te Broadcasting Act 1989.

### Tāke Hokohoko

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

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

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

### Ngā Tau Tahua

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

### Ngā Whakaūnga

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

### Ngā Tauākī Whakapaunga ā-Whakaputanga

Ko tā ngā Tauākī Whakapaunga ā-Whakaputanga, i pūrongo rā i te Tauākī Tutukinga, he pūrongo i te tapeke tohanga pūtea mō ngā putanga Kaupapa Pāho Kanorau, Puoro

Māori, Reo Irirangi Māori me te Tautoko ā-Ahumahi hoki mō te tau ka pau ā te 30 o Hune 2026. Ka pūrongoitia anō hoki ko ngā whakapaunga ki ngā mahi whakahaere e kawea nei e Te Māngai Pāho.

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

### Ētahi matapae me ētahi whakaaro kaute waiwai

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

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

Ko ngā matapae me ngā whakaaro matua e mea ana:

- › Ka tutuki i ngā kaupāho me ngā kaiwaihanga ō rātou herenga ā-ture i roto i te wā kua tohua e ai anō ki te kirimana.
- › Ka arotakehia e Te Māngai Pāho ngā oranga toiora me te wāriu e toe ana o ngā whare, ngā rawa pūmau me ngā taputapu mā te whai whakaaro ki ngā tini āhuetanga pēnei i te hanga o te rawa, te wā e matapaetia ana ka whakamahia te rawa e Te Māngai Pāho, me ngā whiwhinga e whakapaetia ana ka hokona atu ana te rawa ā tōna wā.
- › Kāhore a Te Māngai Pāho i panoni i ō mua whakaaro mō ngā oranga toiora me ngā wāriu e toe ana.

### Ko ngā whakataunga waiwai mō te whai i ngā kaupapahere kaute

Kīhai ngā kaiwhakahaere i whakaū i ētahi whakatau waiwai i te whaitanga o ngā kaupapahere mō te tau ka pau ā te 30 o Hune 2026.



Te Māngai Pāho









# Ngā Manako o Matariki 2025/26

Statement of Performance Expectations 2025/26



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## 1

# He Kupu Whakataki nā te Poari o Te Māngai Pāho

## Introduction from the Board of Te Māngai Pāho

Our board and kaimahi at Te Māngai Pāho are driven by a clear and unwavering mandate: to champion te reo Māori and te ao Māori, not only through the quality Māori content we fund, but also through the strategic impact initiatives we support.

Our identity as a Māori language agency is central to our mission – helping drive Aotearoa towards a future where te reo Māori is seamlessly integrated into daily life. We want to see a future where te reo Māori is not only seen and heard but actively spoken and valued by all New Zealanders.

As we once again welcome Matariki and reflect on what was our 30th year, we recognise the remarkable evolution of te reo Māori and the changes to the Māori media landscape since Te Māngai Pāho opened its doors in 1994. This reflection is both a powerful reminder of our collective progress and the need for us to continue fighting for te reo Māori. We embrace the opportunities ahead but also acknowledge that there are challenges on the horizon.

The challenges facing news and current affairs across the whole media sector continue. Significant changes, from job losses to shifts in news dissemination, have impacted all major news platforms in Aotearoa within the last 18 months. Rapidly evolving audience behaviours and an increasingly tenuous commercial model suggests further transformation is inevitable.

In the year ahead, Te Māngai Pāho is committed to working with our sector to strategically re-shape the production and distribution of Māori content to both maximise the impact for te reo Māori and support sustainable growth. In the news and current affairs space, we will prioritise innovation and collaboration. We will encourage and support Māori creatives in their bids to access additional funding from the Screen Production Rebate and offshore sources, enabling them to produce high value, impactful projects that advance te reo Māori.

The reach and influence of Māori music has proven to be a powerful vehicle for introducing te reo Māori to wider audiences. *Waiata Anthems* paved the way for a string of successful initiatives, transforming both the music industry and audience engagement with te reo Māori. This impact is evidenced in recent accolades for Māori musicians including Anna Coddington's 2024 Silver Scroll Award win for '*Kātuarehe*' and TAWAZ's double win at the Aotearoa Music Awards for '*He Aho*.'

As a Board, we strive to ensure Te Māngai Pāho is ready and able to support the Māori media sector to contribute towards te reo Māori.



We encourage our content creators and platforms to embrace data-led, innovative approaches and to commit to evaluating the impact of their initiatives. This work is ongoing, and, as the landscape changes, we will adapt to ensure we are still working with te pae tawhiti in mind.

This year, we will focus on strengthening our approach to data, refining Te Whakapae Hua and other data tools. The aim is to develop valuable insights for the creators of Māori language content, the platforms that deliver content to audiences, and us as funders. Underpinned by a focus on ensuring our funded content reaches audiences wherever they consume it, this approach will be an essential driver in demonstrating our value and securing sustainable investment.

We have consistently advocated for greater collaboration across both the Māori media and Māori language sectors. We support a unified approach to achieve our collective aspirations for te reo Māori. Together, we must also carefully consider where we put our resources to ensure we are successfully working towards our intended outcomes. Understanding how our respective investments will contribute to the audacious goal of one million speakers by 2040 is fundamental to our collective success.

Lastly, Te Māngai Pāho operates with a highly efficient administrative framework, enabling us to allocate 94% of our total appropriation directly to the creation and delivery of quality te reo Māori content. Our committed team is focused on continuing to maximise our impact on te reo Māori in the 2025/26 year.

As we once again contemplate the arrival of Matariki, we take time to **reflect** – on the year that has been; to **celebrate** – the successes and learnings we have made; but more importantly, to **refocus** – and plan to realise our goals for te reo Māori. Mānawatia a Matariki mā Puanga!

Ngā Manako o Matariki, our 2025/26 Statement of Performance Expectations, reflects our proposed performance targets and forecast financial information for the year ending 30 June 2026 in accordance with sections 149E and 149G of the Crown Entities Act 2004.

*E. Tarena*

Dr Eruera Tarena  
Chair  
10 June 2025

*J. Paini*

Tamalene Paini  
Board Member  
10 June 2025

## 2

## Te Taiao Whakahaere

### Our Operating Environment

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

Celebrate the rising of Matariki  
 Celebrate the rising of the lord of the sky  
 Celebrate the rising of the New Year<sup>1</sup>

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

#### ■ Matariki Hunga Nui – Remember, reflect and learn

This Matariki, we pause to reflect on the profound loss of incredible leadership in recent months. It is difficult to think of two women who have contributed more to te reo Māori and te ao Māori than Dame Iritana Tāwhiwhirangi and Dame Tariana Turia. Their remarkable and unwavering commitment will be sorely missed. To ensure that the void they leave behind does not cause us to stumble, we will need to embrace the ōhākī of Kīngi Tūheitia Pōtatau Te Wherowhero Te Tuawhito – the principle of kotahitanga. Together we are so much stronger. This is how we honour those who have passed since the last time Matariki rose and ensure we continue moving forward.

Te Māngai Pāho is not exempt from the impacts and challenges facing the public and media sectors. While a significant boost in Māori media funding is unlikely in the near term, the media landscape continues to evolve at an ever-increasing speed and demands our attention. We will continue our work in the spirit of mahi tahi and kotahitanga to navigate the challenges ahead and find solutions that best serve te reo Māori.

While the proposed structural changes contemplated by the Public Media Review and the Māori Media Sector Shift (MMSS) Review did not proceed, the Minister for Māori Development's recent commissioning of further work signals transformational opportunities for us and the sector. Although this work is unlikely to produce any legislative changes in the

<sup>1</sup> This karakia is attributed to Professor Sir Pou Temara.



Matariki 2024, Kahawai Productions Limited

immediate future, the hope is that it will be a catalyst for behavioural shifts that will foster stronger collaboration and efficiency across the Māori media and Māori language sectors. The Ministry for Culture and Heritage is also actively pursuing further developments in the mainstream media landscapes. We acknowledge that the Māori media model, while largely isolated from the commercial pressures impacting mainstream media, has drawn heavily on that model. We can gain insights from the underlying lessons to inform our future direction.

We will draw upon the lessons learned over the years, while remembering the legacies of those who have left us. Together, with our enduring goals for te reo Māori, these principles will guide us as we navigate a pathway to improve our collective impact on the revitalisation of te reo Māori.

### ■ Matariki Ahunga Nui – Reaffirm and celebrate

Matariki once again provides us the opportunity to take stock and celebrate our successes. The 2024/25 year began with the broadcast of the national celebration of Te Rā Aro ki a Matariki hosted by Ngāi Tahu at Kā Papa Toitoi. This occasion broke new ground with rangatahi joining the ranks of tohunga delivering karakia.

2024 was also an Olympic year, and Dame Lisa Carrington became the most successful Olympian in our history. Aotearoa won a total of 10 gold medals at the games including gold for the Black Fern Sevens and Dame Lydia Ko. For Te Māngai Pāho, our funded content through Sky Sport and Tuwhakairiora Limited gained over 10 million views and won a bronze award for the Best Social Media Campaign at the IOC Golden Rings Awards in Geneva.



Whakanuia, Pango Productions Limited

10

More than 10 waiata reo Māori featured on the Official Top 20 Aotearoa Singles charts

1.5 million

More than 1.5 million people tuned in across the five-day festival

In the music industry, more than 10 waiata reo Māori featured on the Official Top 20 Aotearoa Singles charts and we doubled our funding for Oro Kura Roa so that we could fund two artists to focus on their music full-time while completing a body of work.

Most recently, we celebrated the return of another successful Te Matatini festival hosted by Te Kāhui Maunga in February 2025. The festival was broadcast on both Whakaata Māori and TVNZ and was a celebration of te reo Māori and te ao Māori. Overall, more than 1.5 million people tuned in across the five-day festival, a 42.7% increase from Te Matatini 2023.<sup>2</sup>

2. Te Māngai Pāho admin data.

From a Te Māngai Pāho perspective, this year we continued to make progress in fostering a more collaborative landscape. While progress is slower than we would like, we are moving in a positive direction. The way in which iwi, content creators and platforms worked together to deliver coverage of significant tangi including that of Kīngi Tūheitia showed the strength and agility of the Māori media sector and set the standard for collaboration. More recently, it was encouraging to see the willingness of Māori media to take the lead in developing a more sustainable model for Māori news and current affairs. There is more work to be done, but we are encouraged by the forward progress our sector is making.



Matariki 2024, Richie Mills

### ■ Matariki Manako Nui – Refocus and look to the future

The challenges we face require bold actions to meet our goals for te reo Māori. As already noted, the media and communications landscape continues to evolve with ever-increasing speed. Traditional linear platforms continue to face challenges on two fronts: they are struggling to stem the loss of both audiences and advertising dollars. Stiff competition from the international platforms impedes their ability to quickly generate revenue from their online offerings to compensate for the declining linear revenue. This is part of the challenging landscape within which Māori media must also operate and succeed. Te Māngai Pāho believes that the collaborative approach we have championed represents the best opportunity for success.

As a sector, we need to embrace a collaborative, data-led model. The current economic climate strongly suggests that increases in government funding are unlikely for the foreseeable future. More importantly, we have time-limited funding that is due to expire at the end of June 2026 and it is vital that we have in place the

strategies and tools to present a compelling case for retaining that funding. This includes using data to help build a strong understanding of our audiences and the impact our funding has on te reo Māori. We have already started this work and over the next 12 months, we will work with the sector to strengthen the Māori media case for future funding and build its capacity to withstand dramatic change.

This year's theme for Matariki is *Matariki mā Puanga*. While both Matariki and Puanga signify the start of the Māori New Year, different iwi across the motu look to the different stars as their main marker for the New Year. As Aotearoa whānui acknowledges our past, celebrates our present and looks forward to a bright and prosperous future, *Matariki mā Puanga* is a reminder that regardless of our different backgrounds, origins, and practices, this is a time to come together and share the many unique elements that shape us as Aotearoa.

Te Māngai Pāho is committed to working with Te Mātāwai, Te Taura Whiri i te Reo Māori, Whakaata Māori, Irirangi Te Motu, the NZ Film Commission and others in both the Māori language and public media space to support the shared vision of Te Whare o te Reo Mauriora – 'Kia Mauriora te Reo'.

## 3

# Te Poutarāwaho Haumitanga

## Our Investment Framework

Pō

Passive  
40% funding

Kore

Funded by our other  
strategic partners  
0% funding

HOUTUPU

HOUROA

WHĀIA

WHIWHIA

RAWEA

### NGĀ AROTAHI MATUA KEY FOCUS AREAS



NGĀ  
KAIWAIHANGA  
Creators

Ākina, whakawhanakehia,  
poipoia anō ngā pūkenga  
auaha me ngā āheinga Māori  
Encourage, develop and  
nurture Māori creative talent  
and capability.



NGĀ  
KAUPAPA PĀHO  
Content

Ākina te auahatanga, te para  
huarahi me te kairangitanga i  
te waihangatanga mai o ngā  
kaupapa pāho Māori  
Encourage creativity, innovation  
and excellence in the production  
of Māori content.



NGĀ MINENGA  
Audiences

Kia nui ake ngā minenga me te  
manawa ū nā runga i ngā kaupapa  
pāho reo Māori e kounga ana, e  
māmā ana hoki te torohia  
Grow audiences and engagement  
with high quality easily accessible  
Māori language content.

# Awatea

Active  
60% funding

TE ORA

TE AO MĀRAMA

## TE WHAKAKITENGA OUR VISION Kia māhorahora te reo Māori!

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

### NGĀ UARATANGA OUR VALUES



**Te Hiranga**  
Excellence



**Ngā Tikanga**  
Motivation



**Mahi Tahī**  
Collaboration



**Te Tauutuutu**  
Reciprocity

### NGĀ PUTANGA OUR OUTCOMES

**PUTANGA PAETATA/Ā-TAU**  
Short Term /  
Annual Outcome

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

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

**PUTANGA PAEWAENGA**  
Intermediate  
Outcome

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

More New Zealanders speaking te reo Māori.

**PUTANGA MATUA**  
Major Outcome

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

Māori language and culture is embraced by all New Zealanders.

# Te Poutarāwaho Haumitanga

## Our Investment Framework



### KEY FOCUS AREAS



#### Ngā Kaiwaihanga Creators

Encourage, develop and support Māori creative talent and capability.

##### GOALS

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

##### MEASURES

Number of development opportunities.  
Target 30



## Ngā Kaupapa Pāho Content

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

### GOALS

- › At least 60% of all funded content is for Fluent te reo Māori audiences.
- › Increase the number of new Fluent programmes for Tamariki.

### MEASURES

60% of funded content initiatives are for Fluent audiences.

Number of initiatives funded for Diverse Content.  
**Target 70**

- › Number of new Fluent content ideas funded for Tamariki.  
**Target 5**



## Ngā Minenga Audiences

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

### GOALS

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

### MEASURES

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

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

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

Increase streaming audiences for te reo Māori music (streaming) by >5%.



Autiaia Haka Theatre, Mauri Media Limited

# Ngā Manako Hei Whakatutuki

## What We Want to Achieve

4

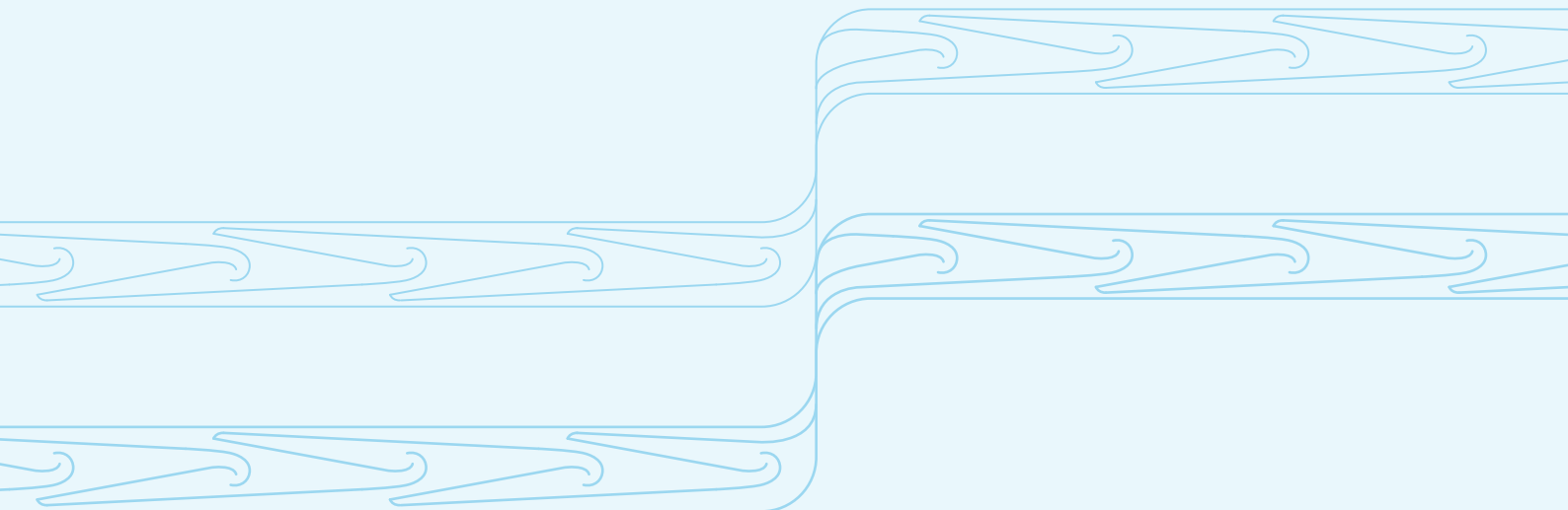
### Our vision

In all our work, Te Māngai Pāho strives to support the collective vision of the Maihi Karauna:

# Kia māhorahora te reo Māori!

—

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



## Achieving our outcomes

In pursuit of our vision, the outcomes we strive for are:

### ■ MAJOR OUTCOME

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

Māori language and culture is embraced by all New Zealanders.

### ■ INTERMEDIATE OUTCOME

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

More New Zealanders speaking more te reo Māori.

### ■ SHORT TERM OR ANNUAL OUTCOME

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

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



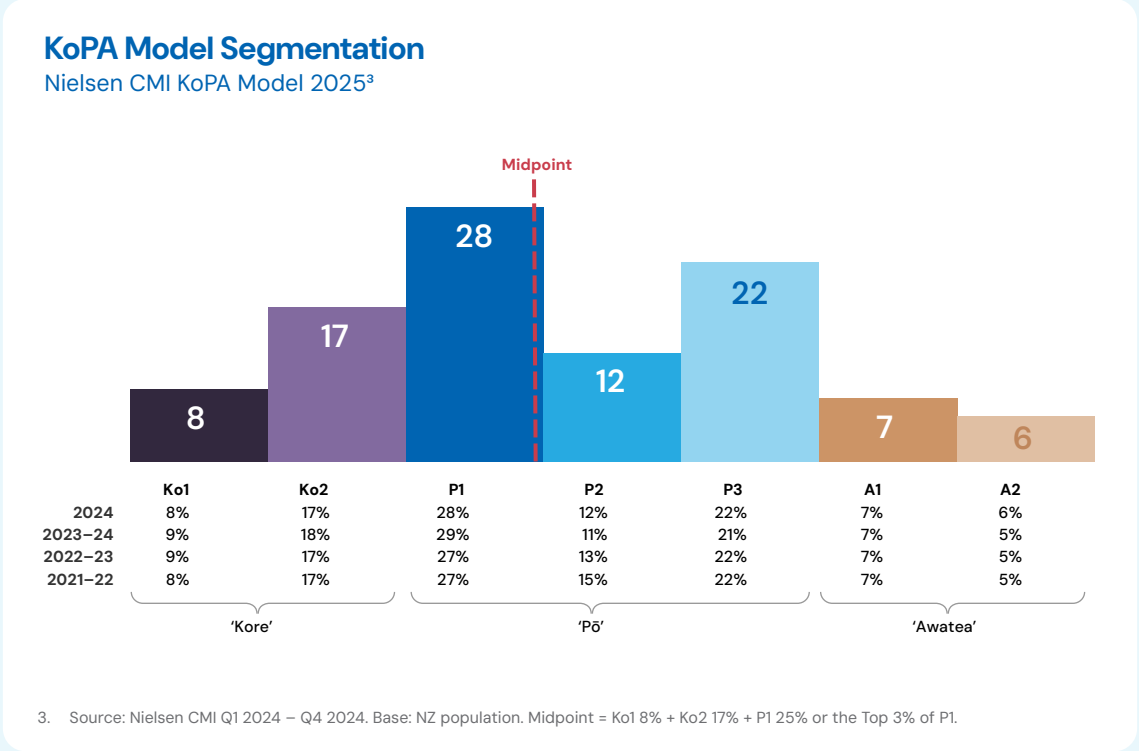
Radio Ngāti Porou

What it means to fund Māori language content has changed significantly in our 30 year history. Evolutions in our technology, media habits and social demographic are all contributing factors to the way in which we, as New Zealanders, consume media. Te Māngai Pāho has had to adapt to these changes. The way in which we have achieved that is to stay true to our legislative purpose – we promote Māori language and culture through broadcasting.

For language revitalisation efforts, we contribute to improving the status of te reo Māori. This includes influencing public perceptions and societal value placed upon te reo Māori. We also contribute to critical awareness, language acquisition, use, and corpus, but in a much smaller way. We know that societal attitudes are the key to achieving language revitalisation. To value te reo Māori is the first step to learning and using it every day. For us, this means that we need to ensure there is entertaining content available to help shift those attitudes and encourage te reo Māori to be seen, heard and spoken.

In 2016, we adapted the theoretical ZePA model developed by Dr Poia Rewi and Professor Rawinia Higgins, and implemented the KoPA model. Since then, we have tracked the population's attitudes and behaviours towards te reo Māori using the KoPA model and robust sampling provided by AGB Nielsen. The model segments the population of Aotearoa into seven groups. At the left end of a continuum are those who have no interest in te reo Māori, while at the right end of that continuum are active promoters and users of te reo Māori. Logically, the entire population sits somewhere between those two extremes.

While there is no one key lever that can drastically shift people's attitudes and behaviours, everything we do is with the aim of right-shifting the population along the KoPA continuum. As illustrated in the diagram below, after a concerning period of time where we observed a left-shift in the population's midpoint of attitudes and behaviours, we have finally seen a small **positive right-shift**. This is significant and restores our confidence in the work we do. It also reassures us that while this work may be slow and incremental, we are achieving our goal of right-shifting the population.





Mara TK, Waiata Reo Māori Showcase 2024

KoPA provides us with a tool which not only helps us with funding decisions but also provides a snapshot of the wider te reo Māori eco-system, including the political environment. However, to further understand what actions we as Te Māngai Pāho can make to contribute to a right-shift on the KoPA model, we also need additional data tools to better understand the effectiveness of our funding decisions.

In 2023, we developed and trialled Te Whakapae Hua, an impact model measurement tool. This tool uses data from the Nielsen Consumer Media & Insights (CMI) survey to measure the impact that the content we fund has on the population. To assess impact, Te Whakapae Hua catalogues linear programme data and aligns it with audience data along the KoPA continuum.

Each programme then receives an impact score out of 100. While we are excited by the potential of this tool, further testing and refinement are required, along with its expansion to other areas where our funded content is released before it can be widely shared.

We realise that we are in a constrained economic environment and that understanding the impact of individual investment decisions is more critical than ever. The challenge for Te Māngai Pāho is trying to balance the competing demands of a growing number of platforms, more content creators, over-subscribed funding rounds with the potential for impact. Having access to robust data is crucial in informing our decisions and substantiating our case for increased funding.

# Investment in content that grows engagement and promotes right-shift

## ■ KEY FOCUS AREAS

To achieve our outcomes we will focus on three key areas:



### Ngā Kaiwaihanga Creators

Encourage, develop and support Māori creative talent and capability.



### Ngā Kaupapa Pāho Content

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



### Ngā Minenga Audiences

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

To maximise the impact of our investments, we will take the following steps:

Invest in the development of Māori creative talent by funding development opportunities to build a strong community of Māori language content creators and sustainable businesses that will support a thriving and impactful Māori media sector.

Fund innovative, receptive and fluent Māori language content, through contestable funding rounds to produce rich and engaging Māori content for a broad range of audiences. This will help shift societal attitudes towards a more positive view of Māori language and culture and ultimately lead to more people speaking te reo Māori.

Make innovative Māori content more accessible by collaborating with platforms to prioritise our funded content and expand audience reach. This will raise the status of te reo Māori which will ultimately lead to an increase in the number of people right-shifting towards positive views of te reo Māori.



Reo Anxiety, ATA Limited

## 5

## Te Ine Tutukinga Measuring Our Performance

To ensure strategic accountability and efficient resource allocation, Te Māngai Pāho employs a four-tiered framework of 25 measures to track our progress towards achieving our target outcomes and align with our core vision. This framework includes:

### Strategic measures

Grounded in the KoPA model segmentation questions, these measures track shifts in attitudes and behaviours towards te reo Māori, with a target of a 2% annual population right-shift.

### Appropriation measures

Provides a clear assessment of performance against total funding received, ensuring accountability for public funds.

### Investment measures

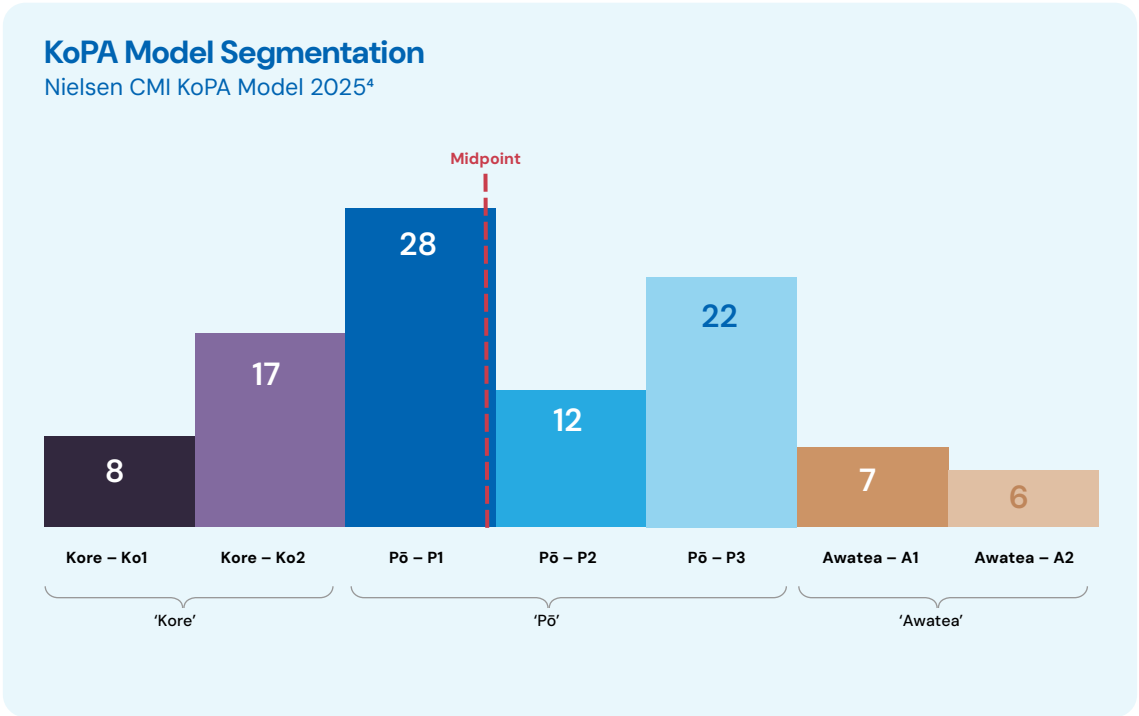
Focused on achieving targeted outcomes across our key funding categories: Diverse Content, Māori Music, Māori Radio and Industry Support.

### Operational measures

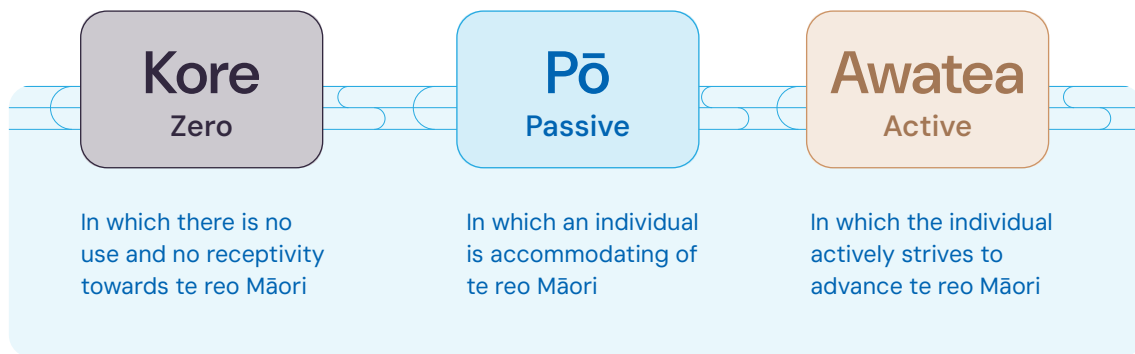
Ensuring proactive release of funding decisions and compliance of funded entities.

KoPA – Right-Shifting

As explained in pages 18–19, the KoPA model segments the population along a language and cultural-behaviour learning continuum. It is important to remember that the KoPA model measures attitudes and behaviours toward te reo Māori and not fluency. The model highlights how right-shifting the position of an individual from Kore (Zero) to Pō (Passive) to Awatea (Active) can strengthen the position of the language within society. To provide a richer understanding of the KoPA journey, the population has been further segmented as shown in the illustration below. There are two subsets of Kore, three of Pō, and two of Awatea. Our aim is to right-shift the midpoint by 2% each year.



4. Measurement scale: The midpoint is calculated as the 50th percentile. Midpoint = Ko1 8% + Ko2 17% + P1 25% or the Top 3% of P1.  
Source: Nielsen CMI Q1 2024 – Q4 2024. Base: NZ population.



The Nielsen CMI survey gathers demographic and lifestyle data from New Zealanders. Te Māngai Pāho has inserted a number of questions including KoPA segmentation questions into the survey. The survey is robust, surveying 2,500 New Zealanders every quarter giving an annual sample of 10,000. Te Māngai Pāho has subscribed to the survey since 2021, and therefore, has the ability to track progress over time and identify trends. While individual

strategic measures have remained largely within the margin of error, and a concerning leftward trend in the midpoint emerged in recent years, this year's data signals a significant positive right-shift.

To ensure a comprehensive understanding of our strategic performance metrics, the following explanations are provided and should be read in conjunction with the table on page 28–29.



Moana 2 Reo Māori premiere,  
Matewa Media Limited



Treaty Talks, tutu Productions Limited

# KoPA midpoint

The KoPA midpoint is measured by the collective responses to questions on attitudes, behaviours, use, awareness, influence and societal perspectives regarding Māori language and culture in the CMI survey. It serves as a crucial barometer for our progress in right-shifting the population. Movement on the KoPA scale signals a promising change in the growing acceptance and integration of te reo Māori and tikanga Māori within New Zealand society, demonstrating the effectiveness of our collective efforts.

The following strategic performance measures are evaluated through the KoPA segmentation questions, providing critical insights into:

## Attitudes

We monitor two pivotal attitudinal indicators: the perceived value of te reo Māori and Māori culture among all New Zealanders. While recent fluctuations presented a temporary challenge, the 2024 results indicate a return to our 2021 baseline. This data informs our strategies to reinforce the significance of te reo Māori.

## Behaviours

This measure tracks participation in Māori language and culture activities over the past 12 months. Activities include learning, conversing and teaching te reo Māori, as well as cultural engagement. While results are within the margin of error, we must conduct further analysis to determine if this reflects genuine participation trends or survey limitations. Given the observed increase in the demand for te reo Māori courses and Māori content engagement, and Māori content engagement, understanding this discrepancy is crucial for targeted interventions. This measure is tracked by cumulative responses to the CMI survey and includes those who selected any of the following survey responses:

- › Taught a word, phrase, or aspect of Māori culture to someone
- › Shared with others by using te reo in daily conversation
- › Shared social media content in te reo or about Māori culture
- › Formally studied at an educational institution
- › Participated in classes through your workplace
- › Participated in community evening classes
- › Participated in a marae based course.

## Use

We assess language use through two key questions: the ability to hold a basic conversation and the frequency of te reo Māori use. Results are within the margin of error, highlighting the need for nuanced interpretation due to the potential for self-assessment biases. The two measures are tracked respectively by those who selected 'Able to hold a basic conversation' and 'Ongoing throughout the day' in response to the CMI survey.

## Awareness

This measure gauges public awareness of Māori culture and understanding of Māori issues. Given the significant influence of news and current affairs, especially amid media sector challenges, maintaining this measure is paramount. It provides valuable insights into the effectiveness of our efforts to inform New Zealanders about Māori issues.

## Influence

This measure tracks the drive to learn and deepen understanding of te reo Māori and culture. Results are cumulative and assess both existing knowledge and active learning habits. The gap between expressed intent (or influence) and actual behavioural change warrants further investigation to identify the motivating factors that can shift people's behaviours and increase their use and understanding of te reo Māori. The first measure reflects the intention to improve one's understanding of te reo Māori, as indicated by those who selected one of the following responses to the CMI survey:

- › I already have a sound understanding of te reo Māori
- › Yes, and currently doing something to improve understanding
- › Yes, but not doing anything to improve understanding.

The final strategic measure assesses the quality and impact of Māori language content.

## Quality Māori language content

This evaluates the quality and impact of Māori language content across two key measures.

We employ a two-step approach:

1

A baseline of audience engagement across various platforms is established by identifying those who have watched and/or listened to Māori content.

2

CMI respondents are asked to indicate whether their te reo Māori ability and knowledge of Māori culture have improved as a result of consuming Māori content.

Although we cannot attribute this solely to our funded content, these insights offer a valuable perspective on the broader impact of Māori content. The KoPA segmentation questions we have included are specifically designed to track our performance against the measures outlined in the table on page 28–29.

Images left to right: Te Kūkupa, Ngāti Hine, Te Hiku Media and Tautoko FM; Majic, Waiata Anthems, Notable Pictures Limited; Ahikāroa, Kura Productions Limited; Hōiho Riding On, Kapu Ti Productions Limited

## Audience measures

To assess the impact of Te Māngai Pāho funding, audience metrics are tracked as part of both appropriation and investment measures, focusing on growth in audiences engaging with funded content.

These results are based on cumulative CMI survey data, which evaluates changes from the previous year in the following responses:

**Viewed content on Whakaata Māori or the Te Reo channel**

**Viewed te reo Māori or Māori culture TV programmes on other channels, in either English or te reo Māori**

**Listened to Māori music or songs (radio or online)**

**Listened to iwi radio (radio or online).**

This measurement is further segmented into investment measures across three of our four funding categories: Diverse Content, Māori Music and Māori Radio, Industry Support, with the percentage changes on the previous year reported on pages 30–31.



# Te Māngai Pāho Performance Measures

## For the year ending 30 June 2026

### 1. Strategic Impact Measures

| KOPA MEASUREMENT SURVEY                                                                                                                                                         | 2023/24                                | 2024/25                                 |                      | 2025/26                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|-----------------------------------------|----------------------|-----------------------------------------|
|                                                                                                                                                                                 | ACTUAL <sup>5</sup>                    | TARGET                                  | ESTIMATED ACTUAL     | TARGET                                  |
| PERFORMANCE MEASURE                                                                                                                                                             |                                        |                                         |                      |                                         |
| Right-shift has occurred in the New Zealand population.                                                                                                                         |                                        |                                         |                      |                                         |
| The midpoint for the New Zealand population in terms of attitudes and behaviours towards te reo Māori and tikanga Māori has shifted to the right on the KoPA measurement scale. | Not Achieved<br>Midpoint = 23/29 of P1 | Midpoint is to the right of the measure | Achieved             | Midpoint is to the right of the measure |
| ATTITUDES: Māori language and culture is valued.                                                                                                                                |                                        |                                         |                      |                                         |
| Te reo Māori should be valued by all New Zealanders.                                                                                                                            | Not Achieved<br>47%                    | 49%>=                                   | Achieved<br>>49%     | 49%>=                                   |
| Māori culture should be valued by all New Zealanders.                                                                                                                           | Not Achieved<br>52%                    | 54%>=                                   | Achieved<br>>54%     | 54%>=                                   |
| BEHAVIOURS: More participation in Māori language and culture activities.                                                                                                        |                                        |                                         |                      |                                         |
| Learning, conversing, teaching te reo Māori and participation in Māori culture activities in the last 12 months. <sup>6</sup>                                                   | Not Achieved<br>41%                    | 42%>=                                   | Not Achieved<br><42% | 42%>=                                   |
| USE: More people speak te reo Māori.                                                                                                                                            |                                        |                                         |                      |                                         |
| Able to have a conversation about a lot of everyday things in te reo Māori. <sup>7</sup>                                                                                        | Not Achieved<br>5%                     | 6%>=                                    | Not Achieved<br><6%  | 6%>=                                    |
| Frequency of using te reo Māori. <sup>8</sup>                                                                                                                                   | Maintained<br>5%                       | 5%>=                                    | Achieved<br>>5%      | 5%>=                                    |

5. Source: Nielsen CMI Q3 2023 – Q2 2024. Base: NZ population.

6. Measurement scale: 'Taught a word, phrase, or aspect of Māori culture to someone or Shared with others by using te reo in daily conversation or Shared social media content in te reo or about Māori culture or Formally studied at an educational institution or Participated in classes through your workplace or Participated in community evening classes or Participated in a marae based course'.

7. Measurement scale: 'Able to hold a basic conversation'.

8. Measurement scale: 'Ongoing throughout the day'.

| KOPA MEASUREMENT SURVEY | 2023/24 | 2024/25 |                  | 2025/26 |
|-------------------------|---------|---------|------------------|---------|
|                         | ACTUAL  | TARGET  | ESTIMATED ACTUAL | TARGET  |

## PERFORMANCE MEASURE

**AWARENESS: More awareness of Māori culture.**

|                                       |                   |       |                  |       |
|---------------------------------------|-------------------|-------|------------------|-------|
| I am better informed on Māori issues. | Maintained<br>20% | 20%>= | Achieved<br>>20% | 20%>= |
|---------------------------------------|-------------------|-------|------------------|-------|

**INFLUENCE: More people inspired to learn and improve their understanding of te reo Māori and culture.**

|                                                                     |                 |       |                  |       |
|---------------------------------------------------------------------|-----------------|-------|------------------|-------|
| Intention to improve my understanding of te reo Māori. <sup>9</sup> | Achieved<br>54% | 53%>= | Achieved<br>>53% | 53%>= |
|---------------------------------------------------------------------|-----------------|-------|------------------|-------|

|                                                 |                     |       |                  |       |
|-------------------------------------------------|---------------------|-------|------------------|-------|
| I would like to learn more about Māori culture. | Not Achieved<br>35% | 37%>= | Achieved<br>>37% | 37%>= |
|-------------------------------------------------|---------------------|-------|------------------|-------|

**QUALITY MĀORI LANGUAGE CONTENT: Impact of Māori programming among viewers and listeners of Māori programming.<sup>10</sup>**

|                                       |                 |       |                  |       |
|---------------------------------------|-----------------|-------|------------------|-------|
| My te reo Māori ability has improved. | Achieved<br>31% | 28%>= | Achieved<br>>28% | 28%>= |
|---------------------------------------|-----------------|-------|------------------|-------|

|                                             |                   |       |                  |       |
|---------------------------------------------|-------------------|-------|------------------|-------|
| My knowledge of Māori culture has improved. | Maintained<br>44% | 44%>= | Achieved<br>>44% | 44%>= |
|---------------------------------------------|-------------------|-------|------------------|-------|

9. Measurement scale: 'I already have a sound understanding of te reo Māori or Yes, and currently doing something to improve understanding or Yes, but not doing anything to improve understanding'.

10. Measurement scale: Viewed content on Whakaata Māori or Te Reo channel or Viewed te reo Māori or Māori culture TV programmes on other channels in English or te reo or Listened to Māori music or songs (radio/online) or Listened to a iwi radio (radio/online) at least once in the last 12 months.

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

|  | 2023/24 | 2024/25                 |                  | 2025/26         |
|--|---------|-------------------------|------------------|-----------------|
|  | ACTUAL  | FINAL BUDGETED STANDARD | ESTIMATED ACTUAL | BUDGET STANDARD |

PERFORMANCE MEASURE

|                                                                                                                                                                                          |                                   |      |                     |      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|------|---------------------|------|
| All Te Māngai Pāho funding contracts for Māori content creation, content distribution and other activities to promote Māori language and culture support the goals of the Maihi Karauna. | Achieved<br>100%                  | 100% | Achieved<br>100%    | 100% |
| Funding is distributed to third parties for Māori content distribution and other activities to promote Māori language and culture.                                                       | Achieved<br>94.5%                 | 94%  | Achieved<br>94%     | 94%  |
| Percentage increase in audiences for Te Māngai Pāho funded content. <sup>11</sup>                                                                                                        | Not Achieved<br>-5% <sup>12</sup> | >5%  | Not Achieved<br><5% | >5%  |
| Māori language content funded by Te Māngai Pāho achieves a quality standard of at least 90% on the Māori Language Evaluation Framework.                                                  | Achieved<br>92%                   | >90% | Achieved<br>>90%    | >90% |

End of Year Reporting

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

11. Audiences numbers are based on the viewers and listeners of Māori programming that answered = Viewed content on Whakaata Māori or Te Reo channel or Viewed te reo Māori or Māori culture TV programmes on other channels in English or te reo Māori or Listened to Māori music or songs (radio/online) or Listened to a iwi radio (radio/online) at least once in the last 12 months.

12. Results are based on the percentage difference in viewers and listeners of Māori programming reported this year compared to last year. Source: Nielsen CMI Q3 2023 – Q2 2024 compared with Nielsen CMI Q3 2022 – Q2 2023. Base: Māori General population. 2024 Results: TV, Digital and New Media 53% (2023: 53%), Māori Radio 23% (2023: 27%) and Māori Music 50% (2023: 51%).

### 3. Investment Performance Measures

| PERFORMANCE MEASURE | 2023/24 | 2024/25 |                  | 2025/26 |
|---------------------|---------|---------|------------------|---------|
|                     | ACTUAL  | TARGET  | ESTIMATED ACTUAL | TARGET  |

| Diverse Content                                                                                                        |                                  |      |                      |                  |
|------------------------------------------------------------------------------------------------------------------------|----------------------------------|------|----------------------|------------------|
| ■ CONTENT                                                                                                              |                                  |      |                      |                  |
| At least 60% of content funded by Te Māngai Pāho is Fluent category content (a minimum of 70% Māori language content). | Not Achieved<br>44%              | >60% | Not Achieved<br><60% | >60%             |
| Number of programmes or projects funded for Diverse Content.                                                           | Achieved<br>73                   | 70   | Achieved<br>>70      | 70 <sup>13</sup> |
| ■ AUDIENCES                                                                                                            |                                  |      |                      |                  |
| Increase audiences for funded programmes across combined broadcast and digital platforms. <sup>14</sup>                | Not Achieved<br>0% <sup>15</sup> | >5%  | Not Achieved<br><5%  | >5%              |

| Māori Radio                                                                                               |                                   |     |                     |     |
|-----------------------------------------------------------------------------------------------------------|-----------------------------------|-----|---------------------|-----|
| ■ AUDIENCES                                                                                               |                                   |     |                     |     |
| Increase iwi radio listenership across the combined broadcast and digital platforms by >5%. <sup>16</sup> | Not Achieved<br>-4% <sup>17</sup> | >5% | Not Achieved<br><5% | >5% |

| Māori Music                                                                 |                         |         |                          |         |
|-----------------------------------------------------------------------------|-------------------------|---------|--------------------------|---------|
| ■ CONTENT                                                                   |                         |         |                          |         |
| Number of te reo Māori music spins on radio.                                | Not Achieved<br>516,427 | 600,000 | Not Achieved<br><600,000 | 600,000 |
| ■ AUDIENCES                                                                 |                         |         |                          |         |
| Increase online audiences for te reo Māori music (streaming). <sup>18</sup> | Not Achieved<br>+2.72%  | >10%    | Not Achieved<br><10%     | >5%     |

| Industry Support                                   |                            |    |                     |    |
|----------------------------------------------------|----------------------------|----|---------------------|----|
| ■ CREATORS                                         |                            |    |                     |    |
| Number of initiatives funded.                      | Achieved<br>56             | 50 | Achieved<br>50>     | 50 |
| Number of development opportunities. <sup>19</sup> | Not measured<br>in 2023/24 | 30 | Not Achieved<br><30 | 30 |

13. Measure includes the number of funded content ideas for Tamariki. Refer to subset measure on page 13.

14. Measurement scale: 'Viewed content on Whakaata Māori or Te Reo channel or Viewed te reo Māori or Māori culture TV programmes on other channels in English or te reo Māori at least once in the last 12 months' compared to the previous year.

15. Source: Nielsen CMI Q3 2023 – Q2 2024 compared with Q3 2022 – Q2 2023. Base: Māori General population. 2024 Results: TV, Digital and New Media 53% (2023: 53%).

16. Measurement scale: 'Listened to iwi radio (radio/online) at least once in the last 12 months' compared to the previous year.

17. Source: Nielsen CMI Q3 2023 – Q2 2024 compared with Q3 2022 – Q2 2023. Base: Māori General population. 2024 Results: Māori Radio 23% (2023: 27%).

18. Target is a percentage increase on the previous year's achievement and will decrease as the market reaches maturity.

19. This is a subset measure to focus on creating more development opportunities for the sector including: increased funding for content development, Māori music, workshops, festivals and market attendance, and initiatives to support the personal development of content creators. Thirty of the 50 initiatives under Industry Support are targeted at supporting development initiatives.

## Costs for Māori Language Content

| PERFORMANCE MEASURE                                       | 2023/24<br>ACTUAL | 2024/25<br>ESTIMATED<br>ACTUAL | 2025/26<br>TARGET |
|-----------------------------------------------------------|-------------------|--------------------------------|-------------------|
| Total Cost of Diverse Content                             | \$44.9m           | \$48.0 m                       | \$44.4 m          |
| Total Cost of Māori Radio                                 | \$16.5m           | \$13.2 m                       | \$13.2 m          |
| Total Cost of Māori Music                                 | \$1.1m            | \$1.2 m                        | \$0.8 m           |
| Total Cost of Industry Support                            | \$6.3m            | \$5.0 m                        | \$5.0 m           |
| <b>Total Cost of Māori Language Content and Promotion</b> | <b>\$68.8m</b>    | <b>\$67.4 m</b>                | <b>\$63.4 m</b>   |

## 4. Operational Performance Measures

### Performance Measures for Operational Expenditure

| PERFORMANCE MEASURE                                                                                            | 2023/24<br>ACTUAL                                                 | 2024/25<br>ESTIMATED<br>ACTUAL                                                  | 2025/26<br>TARGET                                               |
|----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|---------------------------------------------------------------------------------|-----------------------------------------------------------------|
| Percentage of funding decisions notified to applicants within 24 hours of Board meeting.                       | Achieved<br>100%                                                  | Achieved<br>100%                                                                | 100%                                                            |
| Funding recipients independently reviewed to ensure that reported costs are appropriate, complete and correct. | Not Achieved<br>Reviews initiated but not completed <sup>20</sup> | Achieved<br>2 platform and 3 content contracts and 1 capacity building contract | 2 platform, 3 content contracts and 1 industry support contract |
| <b>Total Operating Expenditure</b>                                                                             | <b>\$3.8 m</b>                                                    | <b>\$4.1 m</b>                                                                  | <b>\$4.1 m</b>                                                  |

20. Reviews were contracted with a chartered accountancy firm but all could not be completed by year end. The reviews were completed in early 2024/25.



## 6

## Te Arotake i te Pakari me ngā Āheinga ā-Whakahaere

### Assessing Organisational Health and Capability

| FOCUS AREA                                                                 | PERFORMANCE MEASURE                                                                                                                                | 2023/24<br>ACTUAL   | 2024/25<br>ESTIMATED<br>ACTUAL | 2025/26<br>TARGET             |
|----------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------------------------------|-------------------------------|
| <b>Good Employer</b>                                                       | Annual staff turnover                                                                                                                              | Not Achieved<br>29% | Achieved                       | 10% or less                   |
|                                                                            | Zero tolerance of harassment, bullying and discrimination                                                                                          | Achieved            | Achieved                       | Achieve                       |
|                                                                            | Equal Employment Opportunity principles included in all relevant documents and practices                                                           | Achieved            | Achieved                       | Achieve                       |
| <b>Managing Risk</b>                                                       | No funding commitments are overturned as a result of an identified departure from Te Māngai Pāho's statutory requirements, guidelines and policies | Achieved            | Achieved                       | Achieve                       |
| <b>Management Control Environment</b>                                      | Annual audit rating                                                                                                                                | Achieved            | Achieved                       | Achieve<br>"Very Good" rating |
| <b>Financial Information Systems and Controls</b>                          | Annual audit rating                                                                                                                                | Achieved            | Achieved                       | Achieve<br>"Very Good" rating |
| <b>Service Performance Information and Associated Systems and Controls</b> | Annual audit rating                                                                                                                                | Not Achieved        | Not Achieved                   | Achieve<br>"Very Good" rating |
| <b>Effectiveness and Efficiency</b>                                        | At least 94% of the appropriation/ funding is distributed to third parties to fund the production and distribution of Māori language content       | 94.5%               | Achieved                       | At least 94%                  |



Let's Talk About Ai,  
Arataua Media Limited

## 7

# He Tauākī Pūtea Āmua

## Prospective Financial Statements

### Statement of Prospective Comprehensive Revenue and Expense

For the year ending 30 June 2026

|                                                | 2023/24<br>ACTUAL<br>\$M | 2024/25<br>ESTIMATED<br>ACTUAL<br>\$M | 2025/26<br>FORECAST<br>\$M |
|------------------------------------------------|--------------------------|---------------------------------------|----------------------------|
| <b>REVENUE</b>                                 |                          |                                       |                            |
| Funding from the Crown                         | 66.3                     | 65.4                                  | 66.2                       |
| Other revenue                                  | 6.3                      | 2.7                                   | 1.3                        |
| <b>Total revenue</b>                           | <b>72.6</b>              | <b>68.1</b>                           | <b>67.5</b>                |
| <b>FUNDING EXPENDITURE</b>                     |                          |                                       |                            |
| Diverse Content                                | 42.9                     | 48.0                                  | 44.4                       |
| Māori Radio                                    | 16.5                     | 13.2                                  | 13.2                       |
| Māori Music                                    | 1.1                      | 1.2                                   | 0.8                        |
| Industry Support                               | 6.3                      | 5.0                                   | 5.0                        |
| <b>Total funding expenditure</b>               | <b>66.8</b>              | <b>67.4</b>                           | <b>63.4</b>                |
| <b>OPERATING EXPENDITURE</b>                   |                          |                                       |                            |
| <b>Total operating expenditure</b>             | <b>3.9</b>               | <b>4.1</b>                            | <b>4.1</b>                 |
| <b>Total expenditure</b>                       | <b>70.7</b>              | <b>71.5</b>                           | <b>67.5</b>                |
| <b>NET SURPLUS/(DEFICIT)</b>                   | <b>1.9</b>               | <b>(3.4)</b>                          | <b>0.0</b>                 |
| OTHER COMPREHENSIVE REVENUE AND EXPENSE        | 0.0                      | 0.0                                   | 0.0                        |
| <b>TOTAL COMPREHENSIVE REVENUE AND EXPENSE</b> | <b>1.9</b>               | <b>(3.4)</b>                          | <b>0.0</b>                 |

The accompanying accounting policies form part of these financial statements.

Actual figures for 2023/24 and Estimated Actual figures for 2024/25 are restated to conform to the reporting format for the Forecast figures for 2025/26.

## Statement of Prospective Changes in Public Equity

For the year ending 30 June 2026

|                                                      | 2024/25<br>ESTIMATED POSITION<br>30 JUNE 2025<br>\$M | 2025/26<br>FORECAST POSITION<br>30 JUNE 2026<br>\$M |
|------------------------------------------------------|------------------------------------------------------|-----------------------------------------------------|
| <b>BALANCE at 1 July</b>                             | <b>4.5</b>                                           | <b>1.1</b>                                          |
| Total comprehensive revenue and expense for the year | (3.4)                                                | (0.0)                                               |
| <b>BALANCE AT 30 June</b>                            | <b>1.1</b>                                           | <b>1.1</b>                                          |

The accompanying accounting policies form part of these financial statements.

## Statement of Estimated Financial Position as at 30 June 2025, and Prospective Financial Position as at 30 June 2026

|                                  | 2024/25<br>ESTIMATED POSITION<br>30 JUNE 2025<br>\$M | 2025/26<br>FORECAST POSITION<br>30 JUNE 2026<br>\$M |
|----------------------------------|------------------------------------------------------|-----------------------------------------------------|
| <b>PUBLIC EQUITY 30 JUNE</b>     | <b>1.1</b>                                           | <b>1.1</b>                                          |
| Represented by:                  |                                                      |                                                     |
| <b>ASSETS</b>                    |                                                      |                                                     |
| <b>Current assets</b>            |                                                      |                                                     |
| Cash and cash equivalents        | 0.4                                                  | 0.4                                                 |
| Investments                      | 18.9                                                 | 18.9                                                |
| Debtors and other receivables    | 0.7                                                  | 0.7                                                 |
| <b>Total current assets</b>      | <b>20.0</b>                                          | <b>20.0</b>                                         |
| <b>Non-current assets</b>        |                                                      |                                                     |
| Property, plant and equipment    | 0.1                                                  | 0.1                                                 |
| Intangible assets                | 0.3                                                  | 0.3                                                 |
| <b>Total non-current assets</b>  | <b>0.4</b>                                           | <b>0.4</b>                                          |
| <b>TOTAL ASSETS</b>              | <b>20.4</b>                                          | <b>20.4</b>                                         |
| <b>LIABILITIES</b>               |                                                      |                                                     |
| Creditors and other payables     | 0.3                                                  | 0.3                                                 |
| Employee entitlements            | 0.2                                                  | 0.2                                                 |
| Funding provisions               | 18.8                                                 | 18.8                                                |
| <b>Total current liabilities</b> | <b>19.3</b>                                          | <b>19.3</b>                                         |
| <b>TOTAL LIABILITIES</b>         | <b>19.3</b>                                          | <b>19.3</b>                                         |
| <b>NET ASSETS</b>                | <b>1.1</b>                                           | <b>1.1</b>                                          |

The accompanying accounting policies form part of these financial statements.

## Statement of Prospective Cash Flows

For the year ending 30 June 2026

|                                                                     | 2024/25<br>ESTIMATED<br>ACTUAL<br>\$M | 2025/26<br>FORECAST<br>\$M |
|---------------------------------------------------------------------|---------------------------------------|----------------------------|
| <b>Cash flows from operating activities</b>                         |                                       |                            |
| Cash provided from –                                                |                                       |                            |
| Receipts from the Crown                                             | 65.4                                  | 66.2                       |
| Interest received                                                   | 1.9                                   | 1.2                        |
| Receipts from other revenue                                         | 0.8                                   | 0.1                        |
|                                                                     | <b>68.1</b>                           | <b>67.5</b>                |
| Cash applied to –                                                   |                                       |                            |
| Payments to employees                                               | (2.1)                                 | (2.1)                      |
| Payments to suppliers                                               | (1.9)                                 | (1.9)                      |
| Payments to broadcasters and programme producers                    | (64.0)                                | (63.4)                     |
|                                                                     | <b>(68.0)</b>                         | <b>(67.4)</b>              |
| <b>Net cash flows from operating activities</b>                     | <b>0.1</b>                            | <b>0.1</b>                 |
| <b>Cash flows from investing activities</b>                         |                                       |                            |
| Cash provided from –                                                |                                       |                            |
| Receipts from investments                                           | 18.7                                  | 18.7                       |
| Cash applied to –                                                   |                                       |                            |
| Acquisition of investments                                          | (18.4)                                | (18.4)                     |
| Purchase of property, plant and equipment                           | (0.0)                                 | (0.0)                      |
| Purchase of intangible assets                                       | (0.4)                                 | (0.4)                      |
| <b>Net cash flow from investing activities</b>                      | <b>(0.1)</b>                          | <b>(0.1)</b>               |
| <b>Net cash flow from financing activities</b>                      | <b>0.0</b>                            | <b>0.0</b>                 |
| Net increase/(decrease) in cash held and cash equivalents           | 0.0                                   | 0.0                        |
| Plus opening cash and cash equivalents at the beginning of the year | 0.4                                   | 0.4                        |
| <b>Closing cash and cash equivalents at the end of the year</b>     | <b>0.4</b>                            | <b>0.4</b>                 |

The accompanying accounting policies form part of these financial statements.

**Reconciliation of Net Cash Flows from Operating Activities to  
Total Comprehensive Revenue and Expense**  
For the year ending 30 June 2026

|                                                                   | 2024/25<br>ESTIMATED<br>ACTUAL<br>\$M | 2025/26<br>FORECAST<br>\$M |
|-------------------------------------------------------------------|---------------------------------------|----------------------------|
| <b>Total comprehensive revenue and expense</b>                    | <b>0.0</b>                            | <b>0.0</b>                 |
| Add / (Less) non-cash expenditure / (income):                     |                                       |                            |
| Depreciation                                                      | 0.1                                   | 0.1                        |
| Amortisation                                                      | 0.1                                   | 0.1                        |
| <b>Total non-cash items</b>                                       | <b>0.2</b>                            | <b>0.2</b>                 |
| Add / (Less) movements in working capital items:                  |                                       |                            |
| (Increase) / decrease in accounts receivable/prepayments          | (0.1)                                 | (0.1)                      |
| Increase / (decrease) in accounts payable and funding liabilities | (0.0)                                 | (0.0)                      |
| <b>Net movements in working capital items</b>                     | <b>(0.1)</b>                          | <b>(0.1)</b>               |
| <b>Net cash flows from operating activities</b>                   | <b>0.1</b>                            | <b>0.1</b>                 |

The accompanying accounting policies form part of these financial statements.

## 8

# He Tauākī Kaupapahere Kaute

## Statement of Accounting Policies

### For the year ending 30 June 2026

#### ■ Reporting Entity

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

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

As a secondary function Te Māngai Pāho may also make funds available for transmitting on demand, producing content for transmitting on demand and archiving content and other activities to promote the Māori language and culture.

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

Te Māngai Pāho has designated itself as a public benefit entity (PBE) for financial reporting purposes and does not operate to make a financial return.

#### ■ Basis of Preparation

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

#### Statement of compliance

The financial statements have been prepared in accordance with the requirements of the Crown Entities Act 2004 which includes the

requirement to comply with generally accepted accounting practice in New Zealand (NZ GAAP). The financial statements have been prepared in accordance with Tier 1 PBE accounting standards and comply with PBE standards.

#### Presentation currency and rounding

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

#### ■ Summary of Significant Accounting Policies

##### Revenue

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

##### Revenue from the Crown

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

##### Interest revenue

Interest revenue is recognised using the effective interest method.

##### Treatment of the Allocation of Funds

The allocation of funds to broadcasting projects is recognised as expenditure in the financial year the allocation is made provided that, prior to the end of the financial year, the project has received Board approval and both parties have signed the funding contract. Expenditure therefore includes funds allocated but not paid out at the year end. The funds not paid out are

recorded as funding liabilities in the statement of financial liability. This liability is reduced as the applicant is paid according to the drawdown schedule specified in the production contract.

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

### Operating leases

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

### Cash and cash equivalents

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

### Receivables

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

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

### Investments

#### Bank term deposits

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

### Property, plant and equipment

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

### Additions

The cost of an item of property, plant and equipment is recognised as an asset only when it is probable that future economic benefits or service potential associated with the item will flow to Te Māngai Pāho and the cost of the item can be measured reliably. In most instances an item of property, plant and equipment is initially recognised at its cost. Where an asset is acquired through a non-exchange transaction it is recognised at its fair value as at the date of acquisition. Costs incurred after initial acquisition are capitalised only when it is probable that future economic benefits or service potential associated with the item will flow to Te Māngai Pāho and the cost of the item can be measured reliably. The costs of day-to-day servicing of property, plant and equipment are expensed in the surplus or deficit as they are incurred.

### Disposals

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount of the asset. Gains and losses on disposals are reported net in the surplus or deficit.

### Depreciation

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

|                        |               |        |
|------------------------|---------------|--------|
| Office Equipment       | 5 years       | 20%    |
| Furniture & Fittings   | 9 to 10 years | 11%    |
| Computer Equipment     | 2.5 years     | 40%    |
| Leasehold Improvements | 4 to 6 years  | 17–25% |
| Motor Vehicle          | 5 years       | 20%    |

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

### Impairment of property, plant and equipment

Property, plant and equipment and intangible assets held at cost that have a finite useful life are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable.

An impairment loss is recognised for the amount by which the carrying amount of the asset exceeds its recoverable amount. The recoverable service amount is the higher of an asset's fair value, less costs to sell, and value in use. Value in use is the present value of an asset's remaining service potential. It is determined using an approach based on depreciated replacement cost.

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

### Critical accounting estimates and assumptions

The useful lives and residual values of property, plant and equipment are reviewed at each balance date. In doing this, a number of factors are considered, including the physical condition of the asset, the expected period of use of the asset by Te Māngai Pāho and expected disposal proceeds from the future sale of the asset.

Te Māngai Pāho has not made changes to past assumptions concerning useful lives and residual values.

### Intangible assets

#### Software acquisition and development

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

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

Staff training costs are recognised as an expense when incurred.

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

Costs associated with development and maintenance of the website of Te Māngai Pāho are recognised as an expense when incurred.

### Amortisation

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

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

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

### Impairment of Intangible assets

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

### Critical accounting estimates and assumptions

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

### Payables

Short term payables are recorded at the amount payable.

### Employee entitlements

#### Short-term employee entitlements

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

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

### Provisions

A provision is recognised for future expenditure of an uncertain amount or timing when there is a present obligation (either legal or constructive)

as a result of a past event, it is probable that expenditure will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation.

### Income Tax

No income tax liability is incurred in respect of any operations. Te Māngai Pāho is exempt from income tax in accordance with section 530 of the Broadcasting Act 1989.

### Goods and Services Tax

The financial statements have been prepared on a GST exclusive basis, except for receivables and payables, which are recorded on a GST inclusive basis. Where GST is not recoverable as input tax, it is recognised as part of the related asset or expense.

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

The net GST received from or paid to Inland Revenue, including the GST relating to investing and financing activities, is classified as an operating cash flow in the statement of cash flows. Commitments and contingencies are disclosed exclusive of GST.

### Budget Figures

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

### Commitments

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

### Output Cost Statements

The Output Cost Statements, as reported in the Statement of Performance, report the total funding allocations made for the Diverse Content, Māori Music, Māori Radio and

Industry Support outputs for the year ending 30 June 2026. They also report the costs of administrative activities undertaken by Te Māngai Pāho.

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

### Critical accounting estimates and assumptions

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

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

Key estimates and assumptions are:

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

### Critical judgements in applying accounting policies

Management has exercised no critical judgements in applying the accounting policies for the year ending 30 June 2026.



Te Māngai Pāho



