



**Te Māngai Pāho**

KO TE REO TE TAKE

# Briefing to the Incoming Minister

Whiringa-ā-rangi 2020

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## Overview

This document provides an overview of Te Māngai Pāho (TMP) and sets out your role as the Minister responsible for the organisation. It also provides key organisational and budget information. TMP will provide subsequent briefings on issues of importance to you.

### About Te Māngai Pāho: Our function and responsibilities

Te Māngai Pāho is a Crown entity responsible for the promotion of Māori language and culture by providing funding for the creation and distribution of Māori language content to diverse audiences on a variety of platforms including radio and television.

Ko te kōrero nui mō Te Māngai Pāho, he tari reo Māori mātou, ā, ko tā mātou whāinga he whakatairanga i te reo Māori me ngā tikanga Māori, kia kōrerotia, kia rangona, kia whakanuia hoki te reo.

First and foremost we are a Māori language agency. In our recent rebrand (more on that later) we seek to reinforce that view by

embracing a new catch-phrase “Ko te reo te take!” and retiring the notion of “Nā Te Māngai Pāho te pūtea tautoko”.

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### Tō Mātou Tirohanga whānui | Our vision

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Ahakoā kei whea  
Ahakoā āwhea  
Ahakoā pēwhea  
Kōrerotia te reo Māori!

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

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Established in 1994 under an amendment to the *Broadcasting Act 1989*, our primary function is to promote Māori language and culture by making funds available for the production and distribution of Māori language content for television, radio, new media platforms, and to fund Māori music recordings, the archiving of content, and other activities the Board sees fit to fund.

## Ā mātou mahi | What do we do?

We are a Māori language agency operating in the online, broadcast and music sectors. Our role is to promote Māori language and culture.

### Te Māngai Pāho:

- funds content creation for television, radio, digital media and other activities to promote Māori language and culture
- funds the broadcast operations of the iwi radio stations, the iwi radio network link system and training of iwi radio staff
- helps to support the development of Māori online, broadcast and music sectors.

Major Outcome = Tokomaha ake ngā tāngata o Aotearoa e kōrero ana i te nui ake o te reo Māori

Major Outcome = More New Zealanders speaking more te reo Māori

### Ngā tikanga tuku pūtea | Our funding

Every year we invest in Māori language and Māori cultural content, content creators, distributors and platforms, music producers and the archiving of our funded content. In 2020/21 total investments will for the first time exceed \$66.0 million.

Our focus is on promoting the development of good-quality content that can be easily repurposed for audiences on multiple platforms, to meet the increase in demand for content 'anywhere, any time, on any device'.

Te Māngai Pāho aims to ensure the content in which we invest is responsive to, and can reach, a large and diverse New Zealand audience. We target our funds to meet the viewing expectations of audiences across different levels of Māori language proficiency and participation, from those who are "receptive" to Māori language programming to those who are fluent speakers of te reo Māori.

For the 2020/21 year Te Māngai Pāho has "Right-shifted" its own focus on the KoPA continuum. First, because there is a level of confidence that we have the support and commitment of others (such as NZ On Air, TVNZ and RNZ) to provide programming aimed at audiences with a lower level of fluency; and, secondly because Te Māngai Pāho is the only agency funding te reo Māori content and has an overarching obligation to ensure that there is an adequate supply of engaging te reo Māori content for steadily growing Māori language audiences. Therefore, in the current financial year Te Māngai Pāho moved to concentrate on content that contains 30% or more te reo Māori.

Our funding at a glance 2020/21

Iwi radio	Whakaata Māori (Māori Television Service)	Mixed platform (diverse content)		Māori music	Industry support
Direct funding	Direct funding	Contestable funding \$29,000,000		Contestable funding	\$7,000,000
\$13,000,000	\$16,000,000	Fluent \$17,400,000	Receptive \$11,600,000	\$1,000,000	
\$66 Million					

## Te Māngai Pāho: advice for first 100 days

Within the first 100 days of office, we will work with you on:

- **A Collaborative Approach to Māori News**

Te Māngai Pāho has facilitated discussions with the key providers of publicly funded Māori news (Māori Television, TVNZ, RNZ and Radio Waatea) in an effort to encourage further collaboration. We expect to be able to announce more details about the proposed collaboration in late November and would welcome the opportunity to work with the Minister's office on a press release.

- **Regional News Initiatives**

As part of the Budget 2020 COVID-19 relief initiatives, TMP was allocated \$3.5 million to provide for a greater regional voice in the national news landscape. TMP has conducted a procurement process and is in the final stages of contracting four regional collectives of iwi radio stations to provide contributions to a central Māori news hub that all publishers will have access to. This is due to be announced in mid to late November and we would welcome Ministerial involvement in the announcement.

- **Annual Report**

Our Annual Report 2019/20 is due to be tabled in Parliament in late December 2020. This will be provided to you for review and approval before tabling.

- **Planning**

As Minister, you provide us with a *Letter of Expectations* for the new financial year. Ideally, we will receive this early in the planning cycle for the 2021/22 financial year.

- **TMP Website Relaunch**

Te Māngai Pāho recently undertook a branding refresh, which includes the creation of an interactive, showcase platform on our website that will help promote the content we invest in. This will be live early in the New Year, and we would welcome the opportunity to work with the Minister's office on a press release, announcing the website with the promotion platform.

- **Data Sovereignty and Indigenous Intellectual Property Rights**

Data sovereignty and the intellectual property rights of indigenous cultures has become a hot subject. Both these kaupapa have the potential to impact on the way TMP goes about its business and our collective approach to archived content. While we aren't confident there will be universal agreement on all matters TMP believes it is important that the views of all parties are thoroughly canvassed. Early in the New Year, TMP proposes facilitating/hosting a wānanga for this purpose. We will keep the Minister advised of progress on this important kaupapa and the Minister may wish to consider opening the forum.

- **Māori Media Sector Shift (MMSS)**

TMP is already working to progress some of the aspirations of the MMSS. We have been focusing on opportunities for greater collaboration. It will be good to get a sense of what the Minister sees as the key focus areas in this space.

- **Sector Funding**

The progress of Te Ao Pāpāho ki Tua – Māori Media Sector Shift (MMSS) stalled the sector's aspirations for a much-needed boost to funding. While some of the \$280 million of COVID relief for the Arts, Culture, Media and Screen sectors is also "accessible" to Māori, there has been no meaningful reduction in the funding divide that exists between mainstream and Māori. This remains an issue of high priority for the sector, and TMP will continue to raise this with you as Minister.

## Our relationship with you

Te Māngai Pāho is an Autonomous Crown Entity as per *the Crown Entities Act 2004*. In practice this means that while we are independent, we must have regard to government policy when directed by the responsible Minister

As the Minister responsible for Te Māngai Pāho, your roles and responsibilities are to:

- oversee and manage the Crown’s interests in, and relationships with, Te Māngai Pāho
- make sure an effective board is in place to govern the Crown entity through the appointment, reappointment, and removal of board members
- participate in setting the strategic direction and annual performance expectations of Te Māngai Pāho
- review Te Māngai Pāho performance and results
- manage risks on behalf of the Crown.

As Minister responsible, you are accountable to Parliament for ensuring Te Māngai Pāho carries out its functions properly and efficiently. To do this, you must consider the performance, capability, risks, assets, and liabilities of the whole organisation.

Some decision-making under TMP’s functions is undertaken independently of Ministerial control or oversight, such as content funding decisions which are made by the Board. However, TMP remains accountable to Ministers for the overall functioning of agency responsibilities.

### Meeting Frequency

Te Māngai Pāho has been meeting with the Minister on an “as required” basis and would welcome continuing this arrangement if amenable to you. Te Māngai Pāho provides quarterly reports on key issues, financial and service performance and will respond promptly to requests for briefings or other information as necessary.

### Legislation

The organisation is known in statute as Te Reo Whakapuaki Irirangi, operating as Te Māngai Pāho. We were established under the *Broadcasting Amendment Act 1993* with some functions amended under *Te Ture mo te reo Māori 2016*, and we are a Autonomous Crown Entity under the *Crown Entities Act 2004*.

## Governance

The Board of Te Māngai Pāho has the primary responsibility for the entity's performance. It makes decisions about the operation of Te Māngai Pāho and ensures our functions are performed efficiently and effectively.

The legislation stipulates the Board of Te Māngai Pāho shall comprise up to five members, of which three must be appointed from nominations made to you by Te Mātāwai. The Board is responsible for setting the agency's goals and overall direction; making policies and decisions about its content funding; ensuring the agency has the personnel, systems and resources to carry out its role; and ensuring that it complies fully with its legal and other obligations.

The Board of Te Māngai Pāho is responsible to you as their responsible Minister, and a constructive and professional relationship between yourself, the Board, and the entity is a major enabler of improved board and entity performance.

A "no surprises" relationship is critical for you, as the responsible Minister, and Board chair to achieve sustained good performance. This means you can expect the Board to:

- be aware of any possible implications of their decisions and actions for wider government policy issues

- advise the responsible Minister of issues that may be discussed in the public arena or that may require a Ministerial response, preferably ahead of time or otherwise as soon as possible
- inform the Minister in advance of any major strategic initiative.

Te Māngai Pāho currently has a full complement of five Board members. Two are appointed directly by you, the Minister for Māori Development, and three are appointed by you from nominations provided by Te Mātāwai. It is the Minister's responsibility to appoint the Chair and Deputy Chair. There are currently no appointments pending. ***Details of all Board members are set out in Annex 1.***

## Operational

Te Māngai Pāho has a full kaimahi complement of 14, including the Chief Executive who is appointed by the Board. ***Details of all kaimahi are set out in Annex 2.***

## Key contacts

The following table provides key initial contacts related to your responsibilities as Minister:

	Contact	Role and contact details	Area
	Dr Eruera Prendergast-Tarena		Board matters, including but not limited to the agency's goals and overall direction.
	Larry Parr	Chief Executive E: <a href="mailto:larry@tmp.govt.nz">larry@tmp.govt.nz</a> M: 021 290 0183	Responsible for the overall organisational leadership of Te Māngai Pāho ensuring the effective management of the agency and its operations.
	Thomas Hood	Manager, Corporate Services E: <a href="mailto:thomas@tmp.govt.nz">thomas@tmp.govt.nz</a> M: 021 386 728	Ministerial servicing, finance and reporting, human resources, communications, risk and assurance, health and safety.

## The role of Te Māngai Pāho

Te Māngai Pāho is an Autonomous Crown Entity under the Crown Entities Act 2004, funded by Parliament through Vote Māori Development and governed by a five member Board that is accountable to the Minister for Māori Development.

*‘Ahakoa kei whea, Ahakoa āwhea, Ahakoa pēwhea, Kōrero Māori’.* The enduring vision of Te Māngai Pāho, ‘Māori language – everywhere, every day, in every way!’ reflects and supports the Maihi Karauna vision ‘Kia māhorahora te Reo’. To support this vision we seek to inspire more people to speak more te reo Māori and to increase the awareness of Māori values and practices within Aotearoa New Zealand.

We focus on ensuring te reo Māori is valued by exposing whānau, hapū, iwi, Māori communities and all New Zealanders to quality te reo Māori and tikanga Māori content.

Our approach focuses our attention on three key areas:

- Te Minenga (Audience): Grow audiences and engagement with quality accessible Māori content.
- Te Waihanga (Creation): Encourage creativity, innovation and excellence in Māori content and music.

- Te Raukaha (Capacity): Strengthen the ability of the Māori media sector to contribute to revitalisation of te reo Māori.

Our key functions fall broadly within four areas:

- Funding diverse content for television and digital media
- Funding content on the iwi radio network
- Funding Māori music and music videos
- Funding industry support.

Priority areas for Māori media sector

- Māori Media Sector Shift
- Maihi Karauna Implementation
- Review of Te Ture mō Te Reo Māori 2016 (Māori Language Act 2016)

## Hunga whaipānga | Stakeholders

<b>Government</b>	<b>Industry</b>	<b>Other</b>
Minister for Māori Development	Te Mātāwai	Tertiary Providers
Minister of Finance	Broadcasters (including Māori Television,	Reo Māori Advocates
Te Puni Kōkiri	TVNZ, Media Works, Radio New Zealand)	Broadcasting Standards Authority
Te Taura Whiri i te Reo Māori	Independent Producers	Australasian Performing Right Association Limited (APRA)
Māori Television	Independent Content Creators	Recorded Music New Zealand Limited (RMNZ)
NZ On Air	Ngā Aho Whakaari	
Ministry for Culture and Heritage	Te Whakaruruhau o Ngā Reo Irirangi Māori Inc	
Ministry of Education	and the Iwi Radio Network	
New Zealand Film Commission	Māori Musicians	
Department of Internal Affairs		
Ngā Taonga Sound and Vision		
Stats NZ		
Te Kawa Mataaho Public Service Commission		

## Annexes: Organisational Information

### Annex 1: Te Māngai Pāho Board as at Whiringa-ā-rangi 2020

Dr Eruera Prendergast-Tarena

*Ngai Tahu, Ngāti Porou, Te Whānau-ā-Apanui*

#### **Chair**

Eruera joined the Board of Te Māngai Pāho in 2014 and was appointed Chair in November 2016. Eruera brings a strong background in te reo, tikanga and language revitalisation to the Board, as well as extensive strategic management skills and academic leadership. Eruera is Executive Director for Tokona te Raki: Māori Futures Collective, a centre for indigenous social innovation based in Otautahi/Christchurch. He has worked across multiple divisions of Te Rūnanga o Ngāi Tahu and has extensive experience facilitating collaborative partnerships, cross-disciplinary teams and projects. A graduate of Te Panekiretanga Centre for Excellence in te reo Māori, Eruera studied Māori oral traditions for his master's degree and received the Fullbright / Ngā Pae o te Māramatanga Scholar Award in 2013. He was a First Nations Future Fellow at Stanford University in 2011 and was awarded his PhD in 2015 for his study of indigenous organisations, their design and how they balance culture and commerce. Eruera has recently received a NEXT Foundation Fellowship to develop an indigenous innovation framework. Most important, Eruera is the father of four tamariki raised in te reo who are his driving force in language revitalisation efforts and his reality check on how younger generations engage with te reo content and how they choose to express themselves and their culture through te reo.

Paraone Gloyne

*Ngāti Raukawa*

#### **Deputy Chair**

Paraone Gloyne is a Māori language advocate, teacher, composer, mentor, innovator, and broadcaster, with a focus on language, custom, ceremonial calling, oratory and traditional songs. He has taught for more than 10 years at the national Kura Reo, and tutors at Te Whare Kōrero o Raukawa. Mr Gloyne is a former student, advocate, and support tutor of Te Panekiretanga o te reo Māori (the Institute of Excellence in the Māori language), and works as the Pou Tikanga and Pou Reo Matua at Te Wānanga o Aotearoa campus in Te Awamutu, facilitating the internal Māori language strategy Reo Ora. He was instrumental in the creation of Mahuru Māori, and is the announcer and programmer of Taringa, a bilingual podcast of Te Wānanga o Aotearoa. Mr Gloyne is currently the Chairperson of the Tainui Waka Cultural Trust, delegate for Tainui to the National Committee of Te Matatini, member of the executive committee of Te Ara Wai: Te Whare Taonga Hou o Waipā. He is also the chairperson of the Te Taumatua of Mōtai Tangata Rau, and the Marae Committee of O-Tāwhao and is currently the organisers of the executive group of Te Ahu o Te Reo ki Tainui.

Vanessa Clark

*Waikato-Tainui, Ngāti Tīpa, Ngāti Tahinga, Ngāti Āmaru*

**Member**

Ms Clark has over 20 years of business and management experience in the ICT sector internationally (Hong Kong, London, Sydney, San Francisco) and locally. She has a rich and diverse background – from New Zealand local government to 11 years in Silicon Valley with the multinational Cisco Systems Inc, and the launch of an IT start-up in Hong Kong and London. She is actively supporting Māori with innovative ICT solutions and start-up businesses. In May 2020 she joined The University of Waikato in a Māori engagement role to develop external relationships and support researchers to engage effectively with iwi and hapū, Māori communities and organisations, and strengthen research alignment with Vision Mātauranga. Ms Clark was appointed to the Board of Te Māngai Pāho in December 2015. Her varied roles are built around her passions for technology, education and Māori economic development.

Kim Ngarimu

*Te Aitanga ā Mate, Ngāti Porou*

**Member**

Kim Ngarimu joined the Board of Te Māngai Pāho Board in December 2016. Kim is a director of Tāua Limited, a consulting company specialising in public policy and public management. She has had nearly 30 years' experience working with, or within, government, including as Deputy Secretary Policy with Te Puni Kōkiri, Acting Chief Executive of the Ministry of Women's Affairs and Acting Director of the Waitangi Tribunal. Kim holds a number of other board roles, including as

a member of the Medical Council of New Zealand, the Waitangi Tribunal, and she is Chair of Hauora Tairāwhiti DHB and Deputy Chair of Te Pūkenga the New Zealand Institute of Skills and Technology.

Tamalene Painting

*Ngāpuhi*

**Member**

Tamalene brings more than 30 years of television and film production experience and knowledge to her role of Te Māngai Pāho Board Member. Throughout her extensive career, she has collaborated with other Māori producers and industry organisations to prioritise capacity building, advocate for Māori working in the screen industry, and create opportunities for authentic Māori programming and storytelling. Part of that process was lobbying for a dedicated Māori channel. Tamalene is Chair of the Committee of Management responsible for managing and growing the assets of her Hokianga based hapū and is part of the taumata at Te Herenga Waka O Orewa, a community-based marae in Silverdale.

*Note: Ms Painting was appointed for an initial period of one year given the proximity to the General Election 2020. The appointment will need to be reviewed by the Minister and reconfirmed early next year.*

## Annex 2: Te Māngai Pāho Kaimahi as at Whiringa-ā-rangi 2020

Larry Parr ONZM

*Ngāti Raukawa, Muaūpoko*

**Kaihautū (Chief Executive)**

Email: [larry@tmp.govt.nz](mailto:larry@tmp.govt.nz)

Born in the Whanganui town of Raetihi, Larry Parr is of Ngāti Raukawa and Muaūpoko descent. After attending St. Stephen's School (Tīpene), Bombay, South Auckland he went to the University of Auckland, graduating with a law degree in 1975. He has an extensive background in film and television production and played a role in several of New Zealand's early film successes. He has dedicated a significant amount of his career to developing Māori involvement in the film industry.

Before joining Te Māngai Pāho, Larry was General Manager of Programming at Māori Television. In October 2008, Larry left Māori Television to become Manager of Television Funding at Te Māngai Pāho. He was appointed Kaihautū of Te Māngai Pāho in 2016.

Cherie Mangu  
*Ngāti Porou, Te Aitanga-ā-mate*  
**Ringa Āwhina a te Kaihautū**  
**(Executive Assistant to Chief Executive)**  
Email: [cherie@tmp.govt.nz](mailto:cherie@tmp.govt.nz)

Blake Ihimaera  
*Ngāpuhi, Te Rarawa, Ngāi Tahu*  
**Pou Arahi Hōtaka (Head of Content)**  
Email: [blake@tmp.govt.nz](mailto:blake@tmp.govt.nz)

Nadia Marsh  
*Ngāti Raukawa, Ngāti Maniapoto, Te Rarawa*  
**Kaiārahi Puoro (Music Coordinator)**  
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Ngamako Toroa Pomana  
*Ngai Tāmanuhiri, Ngati Porou*  
**Kaitohutohu Pūtea Hōtaka (Funding Advisor)**  
Email: [ngamako@tmp.govt.nz](mailto:ngamako@tmp.govt.nz)

Lynne Kruse Parr  
*Pasifika and European*  
**Kaitohutohu Matua – Hōtaka (Senior Advisor – Content)**  
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Ruth Katene  
*Ngā Rauru, Ngāti Ruanui*  
**Kaitohutohu Matua – Hōtaka (Senior Advisor – Content)**  
Email: [ruth@tmp.govt.nz](mailto:ruth@tmp.govt.nz)

Sonny Ngatai  
*Ngāti Rangiwewehi, Ngaiterangi, Ngāi Tahu*  
**Kaitohutohu Pae Pāpori (Digital Media and Social Media Advisor)**  
Email: [sonny@tmp.govt.nz](mailto:sonny@tmp.govt.nz)

Ruiha Anderson  
*Ngāti Hako, Ngāti Maniapoto, Ngāti Whakaue, Ngāti Ranginui*  
**Kaitohutohu Matua – Pūnaha Pūtea (System Specialist)**  
Email: [ruiha@tmp.govt.nz](mailto:ruiha@tmp.govt.nz)

Carl Goldsmith  
*Ngāti Porou, Te Aitanga-a-Māhaki, Ngāti Kahungunu, Rangitāne, Ngāti Apa*  
**Kaitohutohu Matua – Hōtaka (Senior Advisor – Content)**  
Email: [carl@tmp.govt.nz](mailto:carl@tmp.govt.nz)

Rochelle Powers  
*Ngāti Maniapoto, Ngāti Kahungunu*  
**Kaitohutohu Hōtaka (Content Advisor)**  
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Thomas Hood  
**Kaiwhakahaere, Ratonga Rangapū (Manager, Corporate Services)**  
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Dr Soha Ahmed, PhD  
**Kaitohutohu Raraunga (Data Advisor)**  
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Madelon Grant  
**Kaikaute (Corporate Accountant)**  
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