

Tauākī Whakamaunga Atu

Statement of Intent

2026–2030



Te Māngai Pāho Statement of Intent 2026–2030

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

Published by

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ISSN 1173 3233

Cover image: Waiata Anthems, Hiwa Productions Limited

Inside cover: Hori on a Hikoī, Hori Gallery Limited



Rārangi Take

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He Tauākī nā Te Poari

Statement from the Board

Te Māngai Pāho is a Māori language agency operating in the media sector. At the heart of our mahi is our enduring purpose: *to inspire everyone in Aotearoa New Zealand to embrace te reo Māori as a living, shared taonga*. This commitment guides every decision we make.

This Statement of Intent, for the period July 2026 to June 2030, sets out our strategic direction that will help us achieve our remit to promote te reo Māori and Māori culture. Whether through large-scale productions, digital and social media content, iwi radio or music, every investment must contribute to a future where te reo Māori is seen, heard and valued across Aotearoa.

The government announced in Budget 2026, an additional investment of \$48 million for the wider Māori media ecosystem for the next four years. Our strategy is designed to anchor our funding direction so that it remains strong, responsive and resilient to external pressures we may face as a sector.

Our strategy is framed by three interconnected key focus areas to strengthen our priorities and provide clarity for future funding. These pillars will guide us to fund content that delivers excellence in te reo Māori, fosters innovation and connects meaningfully with audiences. Our funded content is a vehicle to deliver high-quality reo Māori to audiences in the places they consume content, and it must be our priority for funding.

Understanding our audiences is essential to achieving impact for te reo Māori. Audience behaviours shift quickly, and we must stay ahead of these changes to ensure that content reaches people where they are. The content we fund, the platforms on which it is distributed, and the audiences we aim to serve all contribute to the impact our funding has on te reo Māori. As a sector, we have a responsibility to understand these three focus areas and how they work together to successfully achieve our strategic goals.

KoPA will continue to guide our understanding of the attitudes and behaviours of the population of Aotearoa, and how our funding can influence shifts in attitudes and behaviours. Established 10 years ago, KoPA is now a mature and well understood model that underpins all that we do. While Te Māngai Pāho alone cannot shift the sentiment of the total population, our investments are a key lever and significant contributor to the goal of right-shifting the population of Aotearoa.

Looking ahead, our commitment is unwavering. We will invest with intent, collaborate with integrity and



Reikura Kahi

Waikato, Ngāti Hine, Ngāti Porou,
Te Whānau-a-Apanui, Kuki Airani
Toihau – Chair



Tamalene Painting

Ngāpuhi
Mema o te Poari – Board Member

champion innovation so that te reo Māori is seen, heard and valued within an evolving media environment. The pathway to revitalisation is long-term, but every story, every voice, and every funding investment brings us closer to a future where te reo Māori is a living, thriving language.

This Statement of Intent has been prepared in accordance with section 141 of the Crown Entities Act 2004. It sets out the four-year strategic intentions and priorities of Te Māngai Pāho, consistent with its statutory functions under section 4A of the Broadcasting Act 1989.

Signed on behalf of the Board of Te Māngai Pāho

Reikura Kahi
Chair

18 June 2026

Tamalene Painting
Board Member

18 June 2026

He Kōrero mō Mātou

About Us

Kia māhorahora te reo Māori!

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

Te Māngai Pāho (Te Reo Whakapuaki Irirangi) is an Autonomous Crown Entity established under the Broadcasting Act 1989. Our operations are governed by the Broadcasting Act 1989, the Crown Entities Act 2004, and Te Ture mō Te Reo Māori 2016.

Despite our whakapapa to the Broadcasting Act 1989, Te Māngai Pāho is a Māori language agency operating in the broadcast, digital, and online media space. The primary function of Te Māngai Pāho is to promote te reo Māori and Māori culture by making funds available for traditional broadcast platforms including iwi radio, and a range of content for digital, on-demand, social media, and music platforms. We also make funds available for other activities and initiatives that support our primary function.

For over 30 years, Te Māngai Pāho has funded Māori language content and contributed to the overall language revitalisation goals. We work directly with creators, platforms, broadcasters and other entities to support the delivery of high-quality Māori language content in the places audiences are. The rapid growth in digital technologies and changing audience behaviours require us to be agile and to respond promptly to audience trends.

Our vision, 'kia māhorahora te reo Māori' binds us to our Maihi Karauna partners and to Te Whare o te Reo Mauriora, the overarching framework within which we operate. Te Māngai Pāho funded content contributes to raising the status of te reo Māori by ensuring that it is seen, heard and valued by all of Aotearoa.

We report to the Minister for Māori Development and Te Puni Kōkiri. We work closely with our fellow reo Māori entities; Te Taura Whiri i te Reo Māori, Te Mātāwai and Whakaata Māori. We also have strategic partnerships with our colleagues in the screen sector.



Haka Life, Mako Media Limited

Te Taiao Whakahaere

Our Operating Environment

The media sector, both mainstream and Māori, is continuously evolving to respond to technological developments and changing audience behaviours. In today's media environment, audiences have easy access to more content than ever.

While this abundance of content benefits consumers, it makes it more difficult for the Māori media sector to achieve cut-through for Māori language content. The dual challenge of shifting audiences and battling algorithms is further compounded by limited funding and ever-increasing production costs. The result is a growing concern that quality reo Māori content may not reach its intended audiences.

Audience behaviours and preferences are shifting away from traditional broadcast and linear programming. Audiences today consume content across a range of platforms including digital, on-demand, social media, radio and television (linear and online). Te Māngai Pāho has always tried to adapt quickly to trends it observes, and to provide funding to where it will have the most impact for te reo Māori. This includes funding more content for digital and on-demand platforms, and seeking to better understand the audiences that are consuming content in those places.

The media landscape also continues to shift for our content creators. We must ensure we understand the intricacies of their operating environment and what support they need to successfully develop and create quality te reo Māori content. In 2025, under our Mahi

Tahi partnership with NZ On Air and the New Zealand Film Commission, we undertook research into the role of screen production in shaping the economy and culture of Aotearoa. The research revealed that screen content is not only culturally vital but also economically significant. The findings demonstrated that locally made content contributes significantly to our national identity and positions Aotearoa as a leader in indigenous storytelling and cultural authenticity on the global stage.

We will continue to use the KoPA model as a measurement of the attitudes and behaviours of the population toward te reo Māori. In 2025, after a somewhat concerning period of a leftward-trending midpoint, we reported a 5.41% right shift on the KoPA continuum. This has affirmed our long-term strategy and reassured us that while progress has been gradual, the population is moving in the right direction. While Te Māngai Pāho investments are not the sole influence on peoples' attitudes and behaviours, the strong right-shift is an encouraging indicator of positive movement. KoPA helps us ensure our investments remain aligned with audience insights, trends, and that they support a continued right-shift of the population.

Despite positive shifts for te reo Māori and a commitment to better understanding audience behaviours, constrained funding remains our single biggest challenge. The unfortunate reality is that Te Māngai Pāho funding alone is not sufficient to adequately provide for the full range of opportunities the Māori media sector offers.

Our refreshed investment strategy is sound, future-focused, backed by data and designed to deliver the most impact for te reo Māori. In 2025/26, we implemented changes to news and current affairs funding to reduce duplication and foster greater collaboration within the Māori media sector. This reflects our commitment to working differently and innovating within a fiscally constrained environment. We expect to continue this approach over the next four years as we transition the sector to a new funding model.

Te reo Māori remains our core focus in all our strategic decisions and investments. Every dollar of Te Māngai Pāho spending must have an outcome for te reo Māori and the Māori media sector. These outcomes may be achieved directly via the content we fund or indirectly through building capability, strengthening distribution, and supporting innovation that increases reach and impact. We will focus our efforts on content that is high-quality and prioritises digital-first delivery. We will also continue our efforts to right-shift the population (as measured through KoPA) and encourage te reo Māori to be seen, heard and valued everywhere, every way, every day.

Ko te Wāhi ki a Mātou i ngā Putanga ā-Rāngai

Our Contribution to Sector Outcomes

Te Māngai Pāho funding enables audiences to access and engage with te reo Māori content that reflects Māori culture, identity and lived experiences. The content we fund also contributes to the growth of te reo Māori in the Aotearoa media landscape.

Economically, Te Māngai Pāho investments and storytelling contribute to the overall success of the screen sector. Our funding supports jobs, builds capability and enables the creation, protection, and retention of mātauranga Māori and Māori intellectual property. Māori stories and storytellers play an important role in the perception of Aotearoa New Zealand globally and in fostering a sense of national identity locally.

Societal change is a collective effort. Our investments in content, creators, artists and platforms contribute to wider opportunities for te ao Māori to be showcased in Aotearoa and to the world. Initiatives such as Disney Reo Māori films and the presence of waiata reo Māori on Air New Zealand flights are primary examples of this.

Collaboration remains central to our outcomes approach. We are active contributors to Te Whare o te Reo Mauriora, working collaboratively to contribute to a shared outcomes framework which seeks to improve the overall outcomes for te reo Māori. We also work in partnership with the wider screen sector through our Mahi Tahī collaboration with NZ On Air and the New Zealand Film Commission. These partnerships enable shared learning and identifying opportunities for collective contribution towards our shared outcomes. Through collaboration, we support a more connected, innovative and resilient media sector that delivers for audiences across Aotearoa.

Te Māngai Pāho will continue to take a strategic and future-focused approach to investing in te reo Māori content. By investing in high-quality Māori language content, we are contributing to shared outcomes that strengthen the value, status and everyday use of te reo Māori in Aotearoa.



Te Whare o te Reo Mauriora
Aligning our mahi with Te Whare
o te Reo Mauriora

Shared Vision – Kia mauri ora te reo Māori!
Te reo Māori as a living language.

Audacious Goals

- › By 2040, at least 85 percent of New Zealanders will value te reo Māori as a key part of national identity.
- › By 2040, at least 1,000,000 New Zealanders will have the ability and confidence to talk about basic things in te reo Māori.
- › By 2040, at least 150,000 Māori aged fifteen and over will use te reo Māori as much as English.

Shared Commitment

Inspiring more New Zealanders to use more te reo Māori.

Where our mahi contributes

- › Work alongside Whakaata Māori to support Māori broadcasting, adapt to a digital environment, and develop the capability of Māori content creators.
- › Increase audience engagement with Māori language media content.
- › Fund te reo Māori and Māori cultural content.
- › Support content to be distributed widely so audiences can engage with it across platforms.
- › Contribute to positive shifts in attitudes and behaviours towards te reo Māori, measured by right-shifting the New Zealand population midpoint on the KoPA continuum.

Te Anga Rautaki

Our Strategic Framework

Vision

Kia māhorahora te reo Māori!

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

Purpose

To inspire everyone in Aotearoa
New Zealand to embrace te reo
Māori as a living, shared taonga.

Mission

Promoting te reo Māori and Māori
culture through our investments in Māori
language content to diverse audiences.

Outcomes

The outcomes we aim to achieve:

Long-term Outcome

- › Te reo Māori and Māori culture is embraced by all of Aotearoa.

Annual Outcomes

- › A positive right-shift in attitudes and behaviours towards te reo Māori and Māori culture on the KoPA continuum.
- › Increased engagement with Māori language content across diverse audiences.

Focus Areas



TE REO MĀORI | MĀORI LANGUAGE

**Ko te reo kia tika, ko te reo kia rere,
ko te reo kia Māori!**

Ensure a high-quality standard of
Māori language content is maintained.



NGĀ KAUPAPA PĀHO | CONTENT

Ko te reo te take!

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



NGĀ MINENGA | AUDIENCES

Kia māhorahora te reo Māori!

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

Values

The values that underpin our approach remain unchanged:

Ngā Tikanga

Tikanga Māori are fundamental to everything we do. Revitalisation of te reo Māori is the reason we exist; tikanga must underpin our decisions and interactions.

Te Mahi Tahi

We accept that our success requires collaboration. While accepting our distinctiveness as individuals, we collaborate to maximise our collective contribution.

Te Hiranga

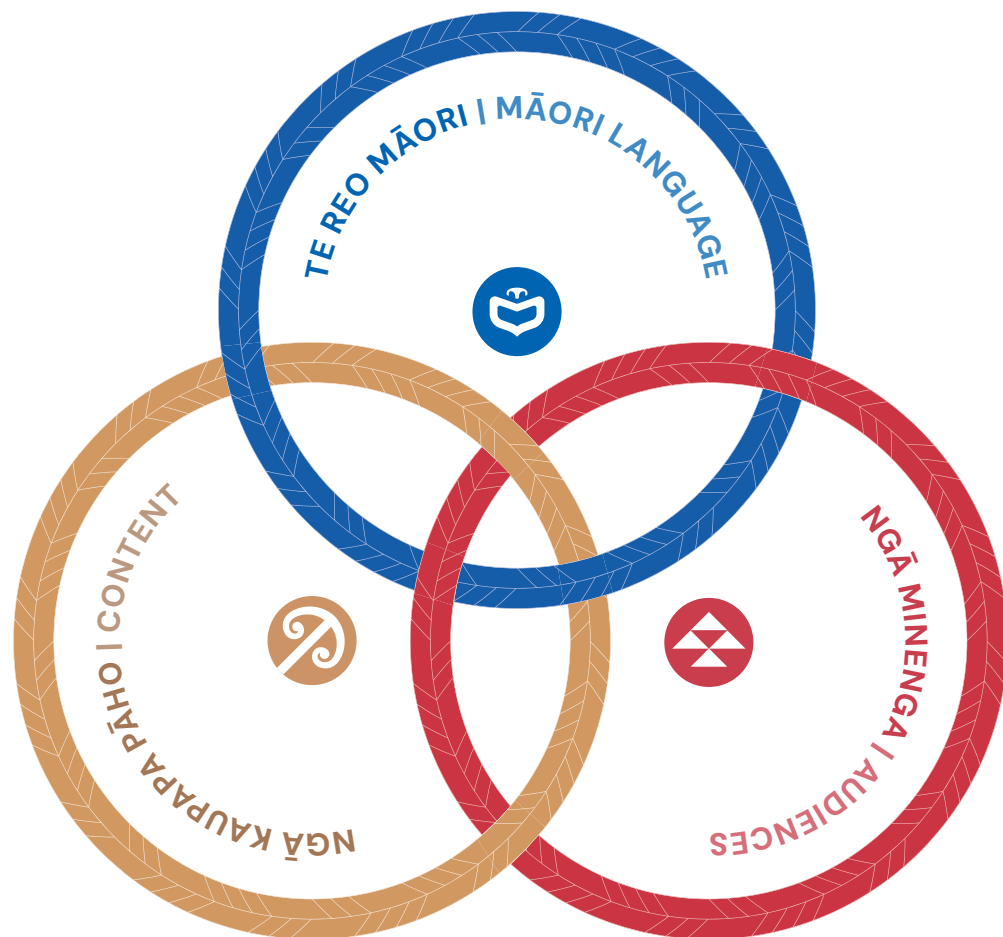
We strive for excellence in all that we do. That requires us to be creative, innovative, bold and responsible.

Te Tauutuutu

Reciprocal obligations guide our relationships. We accept the need for openness and honesty in all engagements.

Te Rautaki Haumitanga

Our Investment Strategy



Te Reo Māori – Māori Language

The **Te Reo Māori** focus area seeks to strengthen the influence, status, quality and strategic use of te reo Māori across all Te Māngai Pāho investments.

Our Investment Strategy positions te reo Māori as a living, shared taonga to be used confidently, creatively and meaningfully throughout the media landscape of Aotearoa.

We embed excellence in language delivery and prioritise initiatives that elevate the status of te reo Māori. This includes ensuring te reo Māori is available across multiple platforms, woven authentically through storytelling, and presented with integrity and care. Innovation is also an important driver of this key focus area.

We encourage creators to experiment with new narrative approaches, contemporary formats and emerging media that express te ao Māori perspectives, while keeping te reo Māori at the heart of every story. Through this, our investments aim to support everyday use, lift the quality, and contribute to the sustained growth and visibility of te reo Māori.

Te reo Māori underpins every project we fund. By maintaining a strong focus on the richness and impact of te reo Māori, we help shape compelling narratives, guide content strategies and foster a media environment where te reo Māori flourishes, is celebrated, and is shared widely.



Ngā Kaupapa Pāho – Content

Content is a vehicle to deliver high quality te reo Māori to audiences and is one of our key levers for maximising the impact of Te Māngai Pāho funding. Through cultural, informative and entertaining content, we create opportunities for audiences to engage with te reo Māori in meaningful ways every day.

Our funded content focuses on projects with more te reo Māori, spanning a broad range of genres, platforms and budget levels. This includes scripted series, non-fiction storytelling, digital-first content, tamariki and rangatahi formats, and kaupapa reflecting the diversity of te ao Māori. We also partner with NZ On Air to co-fund high quality scripted and non-fiction content for broad audiences, extending the reach and visibility of te reo Māori.

Content also includes music funding, which supports the production and promotion of waiata reo Māori singles and albums, alongside songwriting wānanga and capability-building initiatives for emerging artists. These investments help strengthen the pipeline of Māori music and expand opportunities for artists to build sustainable careers.

Across all formats, every Te Māngai Pāho investment must contribute to our mission to promote te reo Māori and Māori culture through broadcasting and digital media.



Marlon Williams, Marlon Williams Music Limited



Ngā Minenga – Audiences

Audiences are central to our investment approach, informing our priorities and ensuring that funding decisions respond to audience needs and behaviours.

Understanding who engages with our content, how they engage, and what resonates will help guide us to invest in areas that will create the greatest impact.

Our Investment Strategy focuses on audiences already on their Māori language journey. Through targeted partnerships across the screen sector, Māori media and digital platforms, we strive to extend the reach and visibility of funded content to ensure te reo Māori remains accessible, relevant and discoverable. This approach supports deeper engagement and language use among core audiences. It also extends reach to wider audiences, including those not yet on their reo journey, supporting the broader population-level objectives of the Maihi Karauna and the attitudinal shift tracked through KoPA.

Data and insights underpin this approach. We will use evidence to inform investment decisions, measure impact and identify opportunities to strengthen the Māori media ecosystem. This includes deepening our understanding of audience behaviours, barriers to access, and the best pathways for growth. Partnerships remain fundamental to delivering this key focus area.

We will work with organisations that enhance distribution, build capability and support the long-term sustainability of the sector. Through these relationships, we ensure that Māori audiences are represented, respected and well served by the content we fund.

Strategic Objectives



Te Reo Māori

Ko te reo kia tika, ko te reo kia rere,
ko te reo kia Māori!

Ensure high-quality Māori language is maintained in all content.

Elevate the status of te reo Māori by:

- › Allocating at least 85% of funding by Te Māngai Pāho to content creators for Māori language content creation.
- › Inspiring more of Aotearoa to use more te reo Māori.
- › Ensuring funded content meets quality standards.



Pūkana, Cinco Cine Film Productions Limited



Content

Ko te reo te take!

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

Invest in high quality te reo Māori content by:

- › Funding content with more te reo Māori than English.
- › Prioritising digital-first content.



HOPE



Audiences

Kia māhorahora te reo Māori!

Grow audiences and engagement with easily accessible Māori language content.

Deliver Māori language content to audiences by:

- › Understanding audience preferences and platform trends.
- › Increasing audience engagement with Māori language content.
- › Collaborating with partners so that more of Aotearoa embrace te reo Māori.



I'm Not Racist, But..., Pango Productions Limited

Our Investment Goals

Our investment goals help guide every stage of our funding process, from funding rounds, to assessments, to delivery. They are robust and transparent to ensure that applicants can confidently align their proposals to help achieve our strategic objectives.



Authentic

Our funded content centres Māori worldviews and is expressed through genuine Māori storytelling.



Discoverable

Māori language content is present, accessible and easily found wherever audiences engage with content.



Impactful

Māori language content meaningfully contributes to the use and normalisation of te reo Māori.



Ohinga, Mahi Tahi Limited



Taikura Kapa Haka, Museum of
Te Papa Tongarewa



Te Pahi: the Thief, the King, and the Thieves,
Aotearoa Media Collective Limited

Our Principles

Guided by our principles, our investment decisions will deliver positive outcomes for te reo Māori while ensuring the responsible use of public funds.



Using funding wisely: We apply robust processes to ensure funding levels are appropriate, targeted, and capable of delivering meaningful impact for the intended audiences. Projects must be feasible and economically viable as a whole.

Avoiding duplication: We invest in content and entities that add distinct value by complementing existing initiatives across genres, language levels, service delivery, audience segments, platform placement or funding across entities. This principle applies where the sector alone cannot support the initiative or where self-funding is not viable.

Mahi Tahi: We seek opportunities with our Mahi Tahi partners NZ On Air and the New Zealand Film Commission, and other Māori language entities, to maximise the impact of our investments for te reo Māori.

Innovation: We encourage innovation that is balanced with clarity and efficiency while striving for impactful outcomes for te reo Māori.

Fairness: We make sure everyone has equal access and opportunities. Our decision-making is guided by honesty, impartiality, and a commitment to equitable outcomes.

Reo strategy: Everything we do must contribute to te reo Māori. We prioritise innovative initiatives that strengthen and promote the language. Content and key personnel should align with te ao Māori and reflect genuine Māori lived experiences.

Audience strategy: We invest in content with clear evidence of audience demand. Content should demonstrate a strong understanding of its audience and a credible approach to reaching them at scale or engaging hard-to-shift audiences. We prioritise distribution across committed platforms that support audience growth and retention.

Risk: We take a transparent and accountable approach to managing risk. We invest responsibly, balancing innovation with careful stewardship of public funds. Our decisions are clear, consistent, and supported by evidence to ensure confidence in the way we operate.

Production readiness: We invest in projects with a clear and credible pathway to production. Proposals should demonstrate delivery confidence, financial certainty, and readiness to proceed. We prioritise projects that can be delivered in a timely way, supporting a strong and continuous flow of content.

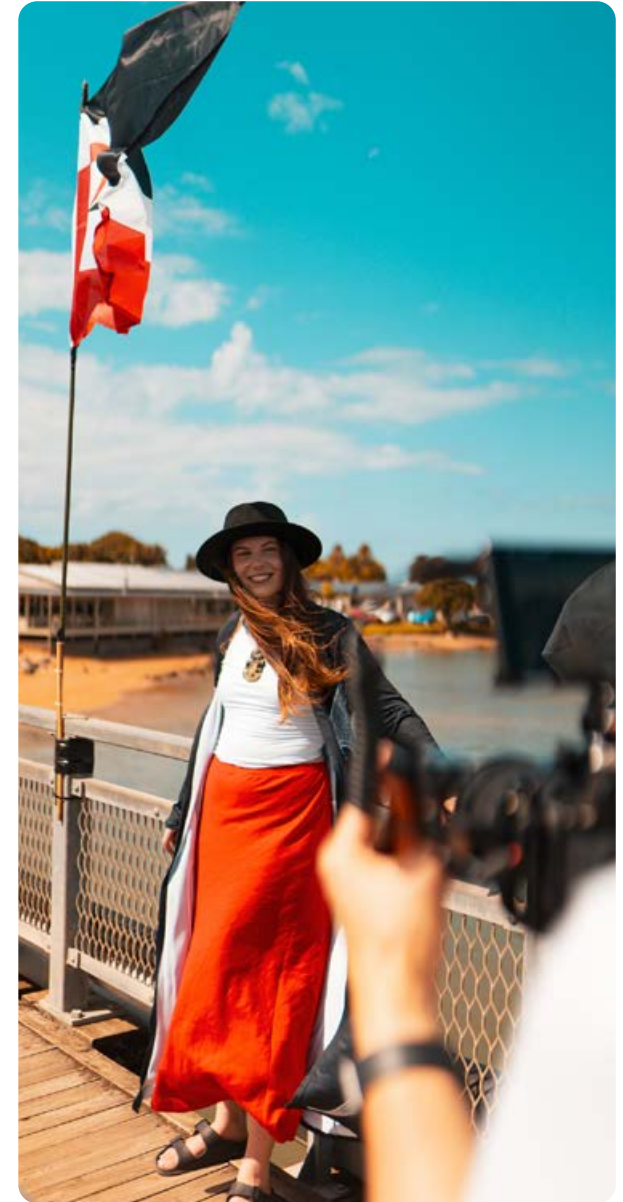
Te Ine Pāpātanga

Measuring our Impact

Our performance measures are a foundation for understanding trends and evaluating the impact of our investments in Māori language content. We will retain these for continuity and to track progress over time. At the same time, our operating environment has radically changed. Platforms continue to evolve, audience behaviours are constantly changing, and reaching audiences in authentic and impactful ways requires us to adapt and re-define how we measure success.

Over the next four years, we will use the additional Budget 2026 investment to support quality reo Māori content to be produced and shared on platforms where audiences are consuming content. We will also strengthen our outcomes focus by integrating Content, Audiences and Te Reo Māori into a cohesive measurement framework that more clearly shows how our funding decisions contribute to long-term outcomes for audiences and the wider te reo Māori ecosystem. This approach will ensure Māori language content is **Authentic, Discoverable and Impactful**, and provide a clearer line of sight between our individual investment decisions and the population level shifts we seek to contribute to.

Our strategy prioritises reo-centric, digital-first and audience-focused content that is present, accessible and easy to find wherever people engage with media. Investment decisions will continue to be guided by evidence, including insights from KoPA and targeted audience strategies, to ensure our mahi contributes meaningfully to the normalisation and everyday use of te reo Māori. We will also work closely with partners across the ecosystem to strengthen distribution pathways, enhance platform presence, and ensure Māori language content remains visible, valued and widely accessible to all New Zealanders.



Pūkākā, Blackout Media Limited



Te Reo Māori

Ko te reo kia tika, kia rere, kia Māori!

Measure

90% of Te Māngai Pāho funded Māori language content achieves a “Very Good” quality standard under the Māori Language Evaluation Framework.

Te reo Māori is the foundation of our mandate and is at the heart of every investment decision. We seek to maintain language integrity and sustain a strong supply of high-quality reo Māori content. We will support everyday confidence in te reo Māori while transitioning to a model where the content we fund contains more Māori than English.

We will ensure that te reo Māori is readily accessible within mainstream and digital environments; continue to support high impact levers such as waiata reo Māori; and invest in tamariki focused formats that foster early language acquisition. Te reo Māori expertise, quality assurance and independent evaluations, as set out in our Statement of Performance Expectations, will be core contributors to our approach.

Reflecting the central role of te reo Māori in our mandate, the Te Reo Māori focus area replaces the previous ‘Creators’ focus area. As te reo Māori underpins all aspects of our mahi, from supporting creators and funding content to reaching audiences, it is introduced as the primary focus area against which we measure and report progress towards revitalising te reo Māori.



All Gear No Idea Korowhā, Mahi Tahī Limited



Content

Ko te reo te take!

Measure

Increase the percentage of funding allocated to content containing more te reo Māori than English.

We will invest in high-quality Māori language content that supports normalisation across broadcast, digital and social media environments. Our approach will continue to prioritise reo-rich and digital-first formats, while sustaining strong pipelines for targeted audiences, and leveraging co-funding opportunities to extend reach and strengthen sector capability.

This approach will be applied proportionately across genres and audience segments, recognising their differing roles in supporting progression along the reo journey. For example, content created for audiences in the early stages of their reo journey may adopt different language approaches to support broader reach and long-term reo outcomes.

Te reo Māori content will be assessed on the quality of language plans, including anticipated language levels, target audiences, and distribution approaches, as well as the capacity to deliver content to a high standard.

All our investments in content will align with our investment goals:

- › **Authentic:** Content centres Māori worldviews, reflects genuine Māori storytelling, and upholds language integrity through clear reo plans and quality assurance mechanisms.
- › **Discoverable:** Māori language content is present, accessible and promoted across the platform's audiences, and the funded content will be supported by strong distribution commitments and platform partnerships.
- › **Impactful:** Content contributes to the use and normalisation of te reo Māori, informed by audience insight and KoPA to guide investment toward formats and language levels that influence attitudes and behaviours



Tūranga FM



Audiences

Kia māhorahora te reo Māori!

Measures

5% increase in overall engagement with Te Māngai Pāho funded Māori language content across all platforms.

2% increase in audience listenership with Māori Music (radio/streaming).

Audience growth, engagement quality and visibility remain central to our Investment Strategy. As discovery and consumption patterns continue to evolve, the distribution strategies of content creators must remain responsive and evidence-led so Māori language content reaches audiences in ways that are meaningful and relevant.

We will continue to measure audience reach across funded screen, radio, digital and music platforms. We will also enhance our capacity to measure and evaluate discoverability, engagement, and impact of the content we fund, to better understand the value and effectiveness across the diverse environments in which it is experienced. These measures will be included in our Statement of Performance Expectations, allowing us to adapt to shifting audience behaviours and preferences, while maintaining long-term strategic consistency.

Our focus is on ensuring Māori language content remains discoverable, impactful and authentically Māori – recognising that visibility, engagement and audience confidence all contribute to the wider normalisation of te reo Māori.



Origins, Scottie Douglas Productions Limited

KoPA – Right-Shifting Aotearoa

Measure

2% annual shift in the population of Aotearoa across the KoPA continuum (Kore > Pō > Awatea)

KoPA remains the strategic anchor of our outcomes framework, providing a robust way to track population-level movement across attitudes, behaviours and language use. It will continue to guide how we make investment decisions and support distribution and audience strategies.

We will continue to report annually on movement in the KoPA segmentation model, along with key indicators that demonstrate how our investments contribute to a right-shift over time. Operating targets and detailed year-specific measures will continue to be set out in the Statement of Performance Expectations, with trend analysis provided each year through the Annual Report.

KoPA ensures our investments remain explicitly focused on increasing the number of people who value, use and embrace te reo Māori, supporting sustained, societal-level outcomes over the long term.



Mānawatia a Matariki: Celebrate Matariki, Ata Limited

Te Pakari me ngā Āheinga ā-Whakahaere

Organisational Health and Capability

Our Commitment to te reo Māori

Te Māngai Pāho is committed to the revitalisation of te reo Māori and to maintaining high standards across all Māori language content we fund and support. As one of the few dedicated funders of Māori language projects, we prioritise initiatives that strengthen everyday use, increase access to high-quality Māori language content, and authentically reflect te ao Māori. We demonstrate this commitment internally by supporting staff in their professional and personal reo development. This includes a reo allowance, access to reo classes and kura reo, and fostering a workplace culture where the everyday use of te reo Māori is encouraged and normalised. Our internal rōpū, Te Pae Reo, provides guidance on our organisational commitments and helps ensure our internal practice aligns with our external aspirations.

Our Commitment to Te Tiriti o Waitangi

As a Māori language Crown entity, Te Māngai Pāho recognises Te Tiriti o Waitangi as the foundation of our purpose and the partnership that guides our mahi. We acknowledge the mana motuhake of Māori and are committed to advancing te reo Māori me ōna tikanga through all aspects of our work. Our approach ensures Māori have the opportunities, resources, and authority to shape the future of the Māori media and Māori language sectors. Through our strategies, funding decisions, and organisational culture, we strive to give practical effect to Te Tiriti and uphold its intent in a way that strengthens Māori voices and benefits all of Aotearoa New Zealand.

Our Commitment to Equity and Representation

Te Māngai Pāho is committed to equity, representation, and an inclusive workplace where everyone feels valued. We embrace and celebrate Aotearoa's diverse and multicultural society, fostering connection at every opportunity. Our remuneration practices are gender-neutral and grounded in job sizing and market data to ensure fair and equitable pay. We do not tolerate harassment or discrimination of any kind and strive to build a workplace where all kaimahi can thrive.



Ka Ora Tonu, Tutu Productions Limited

Our Operating Context

Te Māngai Pāho is a small but nimble organisation by design, with multi-skilled and resilient kaimahi focused on delivering impact for te reo Māori and Māori culture. Our adaptable approach enables us to respond quickly and effectively while keeping language and cultural outcomes at the centre of everything we do.

Being a Good Employer

We provide a safe, respectful workplace and equal opportunity for all kaimahi. We actively address gender, Māori and ethnic pay gaps, grow te reo Māori capability across governance and leadership, and support flexible ways of working.

Managing Risk

We use a clear risk framework, with regular reporting to our Audit and Risk Committee and Board. Our business continuity and incident responses are maintained and tested so we can continue service during events such as natural disasters or pandemics.



Waiata Anthems, Hiwa Productions Limited

Strong Management Controls

We apply sound governance and maintain up to date policies, delegations and procedures. Our financial and non-financial control environment enables timely decisions, safeguards public money, and supports accountable delivery.

Managing Technology

Technology underpins how we grant, monitor and report. We modernise and secure our platforms, improve data quality, and ensure our tools are reliable, accessible and fit for purpose for kaimahi, applicants and partners.

Effectiveness and Efficiency

We continually improve how we work by simplifying processes, aligning resources to outcomes, and using evidence to lift performance. Our planning and reporting cycles keep us focused on delivering value for money and results for audiences.

How we track progress

Annual measures for organisational health and capability are set out in our Statement of Performance Expectations.





Te Māngai Pāho



Tauākī Whakamaunga Atu 2026–2030



Te Tauākī Whakamaunga Atu a Te Māngai Pāho, 2026–2030

He mea tāpae ki te Whare Rūnanga o Pāremata e ai anō ki te whiti 149 o te Crown Entities Act 2004

He mea whakaputa nā

Te Māngai Pāho
Pouaka Poutāpeta 10 004
Te Whanganui-a-Tara 6140
Aotearoa
www.tmp.govt.nz

Te Tari Matua

Papa 7
Te Iho
1 Bowen Street
Te Whanganui-a-Tara 6011
Aotearoa

Te Tari ki Tāmaki Makaurau

A1/One Beresford Square,
Newton, Tāmaki Makaurau 1010,
Aotearoa

Waea: +64 4 9150700

Īmēra: info@tmp.govt.nz

Pae tukutuku: www.tmp.govt.nz

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Pūmau ana ngā mana katoa

Ko ngā pātai katoa me tuku ki te kaiwhakaputa

ISSN 1173 3233

Whakaahua i te uhi: Waiata Anthems, Hiwa Productions Limited

Whakaahua: Hori on a Hikoi, Hori Gallery Limited



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He Tauākī nā Te Poari

He hinonga reo Māori a Te Māngai Pāho i te rāngai pāpāho. Kei te iho o ā mātou mahi ko tō mātou kaupapa tūroa: *kia whakakipakipangia ngā tāngata katoa i Aotearoa kia kaingākauatia te reo Māori hei reo ora, hei taonga mā te katoa*. E ārahi ana tēnei kaupapa i ā mātou whakatau katoa.

Ko tā tēnei Tauākī Whakamaunga Atu, mō te wā atu i te Hūrae 2026 ki te Hune 2030, he whakatakoto i te ahunga rautaki ka tautoko i tā mātou whakatutuki i te wāhi ki a mātou, arā, kia whakatairangatia te reo me te ahurea Māori. Ahakoa kaupapa waihanga kaitā, ahakoa kaupapa pāho matihiko, pāhopori rānei, ahakoa reo irirangi ā-iwi, ahakoa puoro rānei, katoa ngā haumitanga me hāpai rawa i tētahi āpōpō e kitea ai, e rangona ai, e uaratia ai hoki te reo Māori huri noa i Aotearoa.

I whakapāhotia e te kāwanatanga i Te Tahua 2026 ko tētahi haumitanga āpiti, e \$48 miriona tāra te nui, ki te pūnaha hauropi pāpāho Māori whānui, mō ngā tau e whā e haere ake nei. He mea waihanga tā mātou rautaki hei whakangita i tā mātou ahunga pūtea, kia pakari tonu ai, kia raka tonu ai, kia aumangea tonu ai ahakoa ngā pēhinga mōwaho ka tūpono pā ki te rāngai.

Hei anga mō tā mātou rautaki ko ētahi aronga matua e toru e tūhonohono ana. Ko tā ēnei he whakapakari i ā mātou kaupapa mātāmua, he whakamārama ake hoki i te taha ki ngā tohanga pūtea o anamata. Ka ārahi ēnei pou i a mātou kia whāngaia ki te pūtea ko ngā kaupapa pāho e kounga nui ana te reo Māori, e tautoko ana i ngā aronga para huarahi, e whai kiko ana anō hoki te hono atu ki ngā minenga. Ko ngā kaupapa pāho ka whāngaia e mātou ki te pūtea hei kauwaka e whai wāhi ai ngā

minenga ki te kounga o te reo Māori i ngā wāhi e toro ai rātou ki ngā kaupapa pāho, ā, me noho mātāmua tēnei i ā mātou tohanga pūtea.

Me mātua whai māramatanga ki ā mātou minenga e hua ai he pāpātanga ki te reo Māori. Ka horo te panoni o ngā whanonga minenga, ā, me noho tō mātou ihu ki mua atu i ēnei panonitanga, kia mātua toro atu ai ngā kaupapa pāho ki ngā minenga, ahakoa kei hea. Ko ngā kaupapa pāho ka whāngaia e mātou ki te pūtea, ko ngā pae tuari i aua kaupapa, ko ngā minenga hoki e arohia ana e mātou, katoa, katoa e whai wāhi ana ki ngā pāpātanga o ā mātou tohanga pūtea ki te reo Māori. Ā-rāngai nei, nō mātou te haepapa ngātahi kia whai māramatanga ki ēnei aronga matua e toru, otirā ki te āhua e haere tahi ai ēnei, kia tutuki ai ō mātou whāinga rautaki.

Mā KoPA tonu e ārahi tā mātou e mārāma nei ki ngā waiaro me ngā whanonga o te taupori o Aotearoa, tae atu ki te āhua e taea ai e ā mātou pūtea te whakaaweawe ngā nekehanga ā-waiaro, ā-whanonga hoki. He mea waihanga 10 tau ki muri nei, ko KoPA tētahi tauira e pakari ana, e mārāma pai ana hoki, e noho nei hei tūāpapa mō ā mātou mahi katoa. Ahakoa e kore e oti i a Te Māngai Pāho i tana kotahi te huri ngā whakaaro o te taupori whānui, ko ā mātou haumitanga tētahi wāhanga matua e whai wāhi nui ana ki te whakatutukihia o te whāinga kia neke whakatekatau te taupori o Aotearoa.



Reikura Kahi

Waikato, Ngāti Hine, Ngāti Porou,
Te Whānau-a-Apanui, Kuki Airani
Toihau



Tamalene Painting

Ngāpuhi
Mema o te Poari

Anga whakamua ana te titiro, e pūmau tonu ana tō mātou ngākau titikaha. Ka whai take ā mātou haumitanga, ka mahi tahi mātou i runga i te ngākau pono, ka whakatairanga hoki mātou i te wairua para huarahi, kia kitea ai, kia rangona ai, kia uaratia ai hoki te reo Māori i tētahi taiao pāpāho e hurihuri nei. Ko te ara ki te pae o reo ora, he roa, engari mā ia pūrākau, mā ia reo, mā ia haumitanga pūtea e tata atu ai tātou ki tētahi āpōpō e ora mārika ana, e tōnui mārika ana hoki te reo Māori.

He mea whakarite tēnei Tauākī Whakamaunga Atu e ai anō ki te wāhanga 141 o te Crown Entities Act 2004. E takoto mai ana i konei ko ngā whāinga rautaki me ngā aronga matua o Te Māngai Pāho, e hāngai ana ki ana kawenga ā-ture i raro i te wāhanga 4A o te Broadcasting Act 1989.

He mea waitohu hei māngai mō Te Poari o Te Māngai Pāho

Reikura Kahi
Toihau

18 o Hune 2026

Tamalene Painting
Mema Poari

18 o Hune 2026

He Kōrero mō Mātou

Kia māhorahora te reo Māori!

Ko te reo Māori – i ngā wāhi katoa, i ngā kaupapa katoa, mā te katoa, i ngā wā katoa!

He Hinonga Karauna Motuhake a Te Māngai Pāho (Te Reo Whakapuaki Irirangi), he mea whakatū i raro i te Broadcasting Act 1989. He mea ārahi ā mātou whakahaere e te Broadcasting Act 1989, te Crown Entities Act 2004, me Te Ture mō Te Reo Māori 2016.

Hāunga ō mātou hononga whakapapa ki te Broadcasting Act 1989, he hinonga reo Māori a Te Māngai Pāho i te taiao pāpāho, matihiko mai, ā–ipurangi mai anō hoki. Ko te mahi matua a Te Māngai Pāho ko te whakatairanga i te reo me te ahurea Māori mā te tuku pūtea ki ngā pae pāpāho tūroa, tae ana ki ngā reo irirangi ā–iwi, otirā, ki ētahi kaupapa pāho anō mō pae kē, matihiko mai, tononoa mai, pāhopori mai, puoro mai anō hoki. Ka whakawātea hoki mātou i ētahi pūtea ki kaupapa kē atu e tautoko ana i tā mātou mahi matua.

Kua koni atu i te 30 tau a Te Māngai Pāho e tuku pūtea ana ki ngā kaupapa pāho reo Māori, e hāpai ana hoki i ngā whāinga whakarauora reo whānui. Mahi tahi ai

mātou ki ngā kaiwaihanga kaupapa pāho, ki ngā pae, ki ngā kaupāpāho, ki hinonga kē atu hoki kia tautoko i te tukuhanga o ngā kaupapa pāho reo Māori e kouna ana, ki ngā wāhi kei reira rā ngā minenga. Nā te horo o te tupu o ngā hangarau matihiko me te huringa o ngā whanonga minenga, me raka mātou, me wawe hoki te aro ki ngā ia minenga.

Ko tō mātou whakakitenga, arā, 'kia māhorahora te reo Māori', e here nei i a mātou ki ō mātou hoa kōtui i raro i te Maihi Karauna, ki Te Whare o te Reo Mauriora hoki, arā, ko te anga matua mō ā mātou mahi. Ko ngā kaupapa pāho ka whāngaia e Te Māngai Pāho ki te pūtea e hāpai ake ana i te mana o te reo Māori, mā te āta whakarite kia kitea ai, kia rangona ai, kia uaratia ai anō hoki te reo e ngā tāngata katoa o Aotearoa.

Kei raro mātou i te maru o te Minita Whanaketanga Māori me Te Puni Kōkiri. Mahi tahi ai mātou ki ērā atu hinonga reo Māori, ki a Te Taura Whiri i te Reo Māori, ki a Te Mātāwai, ki a Whakaata Māori anō hoki. Arā hoki ngā kōtuitanga rautaki ki ō mātou hoa i te rāngai whakaata.



Haka Life, Mako Media Limited

Te Taiao Whakahaere

He rite tonu te whanake o te rāngai pāpāho, auraki mai, Māori mai hoki, hei urupare atu ki ngā whanaketanga ā-hangarau me ngā whanonga minenga e huri nei. I te taiao pāpāho o te wā nei, ko ngā kaupapa pāho nui katoa e wātea mārika ana ki ngā minenga.

Ahakoa ka whai hua pea te apataki i te tini o ngā kaupapa pāho, mā konei hoki ka taimaha ake te wāhi ki te rāngai pāpāho Māori e puta ai te ihu o te kaupapa pāho reo Māori hei kai mā te minenga. Ko te wero matarua o ngā minenga e huri haere ana, me te tohe ki ngā hātepe pāhopori, e uaua ake ana i te iti o te pūtea me te nui haere o ngā utu waihanga. Nā konei, e tupu ana te māharahara, e kore pea ngā kaupapa pāho reo Māori he nui te kounga, e toro ki ngā minenga e āta arohia ana.

Ko ngā whanonga me ngā hiahia o ngā minenga e huri atu ana i ngā pāhotanga pouaka whakaata me ngā hōtaka paehere. Toro ai ngā minenga, o ēnei rā ki ngā kaupapa pāho i ētahi pae pāho maha, matihiko mai, tononoa mai, pāhopori mai, reo irirangi mai, pouaka whakaata (paehere me te ipurangi) mai anō. He rite tonu tā Te Māngai Pāho whai kia wawe te urutau ki ngā ia ka kitea, kia tuku pūtea hoki ki ngā wāhi e nui katoa ai ngā pāpātanga ki te reo Māori. E kapi ana i tēnei ko te whakapiki i te nui o ngā kaupapa pāho ka whāngaia ki te pūtea mō ngā pae matihiko, tononoa hoki, ko te whai hoki kia mārama ake ai ki te āhua o ngā minenga e toro ana ki ngā kaupapa pāho i aua wāhi rā.

E huri tonu ana hoki te taiao pāpāho e mahi nei ngā kaiwaihanga kaupapa pāho. Me mātua mārama mātou ki ngā āhuatanga matatini o te taiao e mahi nei rātou, otirā ki ngā momo taunakitanga e matea ana e oti pai ai i a rātou te waihanga kaupapa pāho reo Māori e kounga ana. I te tau 2025, i raro i tā mātou kōtuitanga Mahi Tahī

ki a Irirangi Te Motu me Te Tumu Whakaata Taonga, i rangahau mātou i te wāhi ki ngā mahi waihanga whakaata i te auahatanga mai o te ōhanga me te ahurea o Aotearoa. Ko tā te rangahau i whakaatu mai ai, ko ngā kaupapa pāho whakaata e waiwai ana ā-ahurea nei, e tāpua ana hoki ā-ōhanga nei. Ko tā ngā kitenga e whakaata ana, he pānga nui tō te kaupapa pāho ka waihangahia mai i Aotearoa nei ki tō tātou tuakiri ā-motu, ka mutu, nāna i noho ai ko Aotearoa hei pou ārahi ki te ao whānui i ngā mahi whakapuaki pūrākau iwi taketake, me te whakaaturia o te ahurea i runga i te tika me te pono.

Ka whakamahi tonu mātou i te tauine KoPA hei ine i ngā waiaro me ngā whanonga o te taupori ki te reo Māori. I te tau 2025, whai muri mai i tētahi wā i rere ai ngā āwangawanga i te nekehanga whakatemau i te pūwaenga, ko te 5.41% te nekehanga whakatekatau i te pae KoPA i pūrongo ai e mātou. Nā konei i whakaūngia ai tā mātou rautaki wāroa, ā, e whakapono ana mātou, ahakoa kua āta koke, e tika tonu ana te ahunga o te iwi. Ahakoa ehara i te mea ko ngā haumitanga anake a Te Māngai Pāho e whakaaweawe nei i ngā waiaro me ngā whanonga o te iwi, ko te pakari o te nekehanga whakatekatau tētahi tohu pai e angitu ana ngā nekehanga. Ko tā KoPA he āwhina i a mātou kia hāngai tonu ai ā mātou haumitanga ki ngā mōhiotanga ki ngā minenga, ki ngā ia, otirā, kia tautoko tonu aua haumitanga i te neke whakatekatau tonu o te taupori.

Hāunga ngā nekehanga whakatekatau mō te reo Māori, me te ngākau titikaha kia nui ake te māramatanga ki ngā whanonga minenga, ko te iti o te pūtea tonu te taero nui katoa kei te aroaro. Ka aroha hoki, engari i te mutunga iho, e kore e oti i te tahua a Te Māngai Pāho anake te whānuitanga o ngā āheinga i te rāngai pāpāho Māori te tautoko.

Ko tā mātou rautaki haumitanga hou, he pakari, e aro ana ki te anamata, e taunakitia ana e te raraunga, kua waihangatia hoki kia hua ai ngā pāpātanga nui katoa e taea ana mō te reo Māori te painga. I te tau 2025/26, i whakaūngia e mātou ētahi panonitanga ki te tahua mō ngā rongo o te wā, kia iti iho ai ngā pūruatanga, kia ākina ai hoki te mahi tahi i roto i te rāngai pāpāho Māori. E whakaata ana tēnei i te ngākau titikaha ki te whai i huarahi kē atu, ki te para huarahi anō hoki i tētahi taiao e ārikarika nei ngā pūtea. Ko te whakapono ka whāia tonutia tēnei ara hei ngā tau e whā e heke mai nei i a mātou e āta whakawhiti ana i te rāngai ki tētahi anga tuku pūtea hou.

Ko te reo Māori tonu te aronga matua i ā mātou whakataunga rautaki me ā mātou haumitanga katoa. Me hua rawa he pāpātanga ki te reo Māori me te rāngai pāpāho Māori i ia tāra ka whakapaua e Te Māngai Pāho. Ko ngā pāpātanga nei ka hua tōtika pea i ngā kaupapa pāho ka whāngaia e mātou ki te pūtea, ka puta rānei hei hua nō te whakatupu āheinga, te whakapakari tuaritanga, te tautoko rānei i ngā mahi para huarahi e nui ake ai te toronga me ngā pāpātanga. Ko ā mātou mahi ka aro hāngai atu ki ngā kaupapa pāho e kounga nui ana, e whakamātāmua ana hoki i te tukuhanga matihiko. Ka ngana tonu hoki mātou ki te neke whakatekatau i te taupori (he mea ine mā KoPA), ki te akiaki hoki kia kitea, kia rangona, kia uaratia hoki te reo Māori i ngā wāhi katoa, i ngā kaupapa katoa, i ngā wā katoa.

Ko te Wāhi ki a Mātou i ngā Putanga ā-Rāngai

Mā ngā pūtea a Te Māngai Pāho e whai wāhi ai ngā minenga ki ngā kaupapa pāho reo Māori e whakaata ana i te ahurea, i te tuakiri, i ngā wheako Māori anō hoki. Ko ngā kaupapa pāho ka whāngaia e mātou ki te pūtea ka tautoko hoki i te whanaketanga o te reo Māori i te taiao pāpāho o Aotearoa.

Ā-ōhanga nei, ko ngā haumitanga me ngā whakapuakitanga kōrero a Te Māngai Pāho e tautoko ana i te angitu whānui o te rāngai whakaata. Ko ā mātou pūtea e tautoko ana i ngā tūranga mahi, e whakatupu ana i ngā āheinga, ā, māna e taea ai te waihanga, te tiaki, me te mau ki te mātauranga Māori me ngā whakairohanga hinengaro Māori. He wāhi nui tō ngā pūrākau me ngā kaiwhakapuaki kōrero Māori i te āhua e arohia ai a Aotearoa i te ao whānui, i te āhua hoki o te tuakiri ā-motu.

Ko te panonitanga ā-pāpori ka hua i te mahi tahi. Ko ā mātou haumitanga ki ngā kaupapa pāho, ki ngā kaiwaihanga, ki ngā ringapuoro, ki ngā pae pāho anō hoki, ka whakawhānui ake i ngā ara e whakatairangatia ai te ao Māori i Aotearoa, i te ao whānui anō hoki. Ko ngā kaupapa pēnei i ngā kiriata Disney Reo Māori, me te whai wāhitanga atu o ngā waiata reo Māori ki ngā rerenga a Ara Raurangi ētahi tauira matua.

Ko te mahi tahi hei iho mō te āhua e aro ai mātou ki ngā putanga. Ka whakapau kaha mātou hei hāpai i Te Whare o te Reo Mauriora, ka mahi tahi ki te tautoko i tētahi anga putanga ngātahi e whai nei kia pai ake ngā putanga whānui ki te reo Māori. Ka mahi tahi hoki mātou ki te whānuitanga o te rāngai whakaata mā tā mātou whakaritenga Mahi Tahi ki a Irirangi Te Motu me Te Tumu Whakaata Taonga. Mā ēnei whakaritenga mahi tahi e ako tahi ai, e kitea ai hoki he ara e tautoko ā-kāhui ai mātou i ngā putanga ngātahi. Mā te mahi tahi, ka poipoia tētahi rāngai pāpāho e pakari ake ana ngā hononga, e kaha ake ana te wairua para huarahi, e aumangea ake ana hoki, otirā, e whakaputa kaupapa ana mā ngā minenga huri noa i Aotearoa.

Ka haere tonu tā Te Māngai Pāho aro ā-rautaki nei, ā-anamata nei anō hoki ki ana mahi haumi ki ngā kaupapa pāho reo Māori. Mā te haumi ki ngā kaupapa pāho reo Māori e kounga ana, ka tautoko mātou i ngā putanga ngātahi e whakapakari nei i te wāriu, i te mana, i te whakamahia hoki o te reo Māori i ia rā i Aotearoa.



Te Whare o te Reo Mauriora

Te whakahāngai i ā mātou mahi ki
Te Whare o te Reo Mauriora

Te Whakakitenga Ngātahi – Kia mauri ora te reo Māori!
Te reo Māori as a living language.

Ngā Whāinga Rongomaio

- › I mua i te tau 2040, kia 85 ōrau (kia nui atu rānei) o ngā tāngata o Aotearoa e kaingākau ana ki te reo Māori hei wāhanga matua mō te tuakiritanga ā-motu.
- › I mua i te tau 2040, kia kotahi miriona te tokomaha o Aotearoa (kia nui atu rānei) e mōhio ana, e māia ana hoki ki te kōrero Māori ki tētahi taumata kāore i raro iho mai i te tūāpapa.
- › I mua i te tau 2040, ka pēnei tonu te kaha o te 150,000 tāngata Māori kua 15 tau te pakeke, kua pakeke ake rānei, ki te whakamahi i te reo Māori i tō rātou kaha ki te whakamahi i te reo Pākehā.

Te Takohanga Ngātahi

Kia nui ake ngā tāngata o Aotearoa kua whakakipakipangia kia kaha ake te whakamahia o te reo Māori.

Ko te wāhi ki ā mātou mahi

- › Ko te mahi tahi ki a Whakaata Māori kia hāpai i te taha ki te pāpāho Māori, kia urutau ki tētahi taiao matihiko, kia whakatupu hoki i ngā āheinga o ngā kaiwaihanga kaupapa pāho Māori. Ko te whakapiki i te toronga mai a ngā minenga ki ngā kaupapa pāho reo Māori.
- › Ko te tautoko ā-pūtea i ngā kaupapa pāho reo Māori, ahurea Māori hoki.
- › Ko te hāpai kia whānui te tuarīhia o ngā kaupapa pāho e taea ai tā ngā minenga toro atu mā ngā pae maha.
- › Ko te whakapai ake i ngā waiaro me ngā whanonga ki te reo Māori, he mea ine mā te neke whakatekatau i te pūwaenga mō te taupori o Aotearoa i te tauine KoPA.

Te Rautaki Haumitanga



Te Reo Māori

I raro i te aronga matua o **Te Reo Māori**, ko te whai kia whakapakaringia te awenga, te mana, te kounga, me te whakamahinga rautaki o te reo Māori huri noa i ngā haumitanga katoa a Te Māngai Pāho.

I tā mātou Rautaki Haumitanga, ko te reo Māori hei reo ora, hei taonga hoki mā te katoa, otirā, kia māia, kia auaha, kia whai tikanga hoki te whakamahia ōna puta noa i te taiao pāpāho o Aotearoa.

Me kounga ka tika te reo ka whakapuakina, ka mutu, ka noho mātāmua ko ngā kaupapa e hāpai ake ana i te mana o te reo Māori. E kapi ana i tēnei ko te whakarite kia wātea te reo Māori i ngā tini pae pāho, kia houtupu te tuia atu ki ngā pūrākau, kia whakapuakina hoki i runga i te pono me te whakaaro nui. Ko ngā mahi para huarahi hoki tētahi wāhanga nui o tēnei aronga matua.

Ka ākina ngā kaiwaihanga kia whakamātauahia ētahi ara whakapuaki kōrero hou, ētahi hanga hou, ētahi momo pāpāho hou anō e whakapuaki ana i ngā tirohanga o te ao Māori, engari e mau tonu nei ki te reo Māori hei iho. Mā te pēnei, e whai ana ā mātou haumitanga ki te tautoko i te whakamahinga o te reo Māori i te ia rā, ki te whakapiki i te kounga, ki te tautoko hoki i te tupuranga toitū me te kitea ōna.

Ko te reo Māori hei tūāpapa mō ngā kaupapa katoa ka whāngaia e mātou ki te pūtea. Mā te aro mārika ki te rangatira me ngā pāpātanga o te reo Māori, ka hāpaitia te auahatanga mai o ētahi kōrero pārekareka, ka arahina ngā rautaki kaupapa pāho, ka poipoia hoki tētahi taiao pāpāho e tōnui ai, e whakanuia ai, e horapa whānui ai hoki te reo Māori.





Ngā Kaupapa Pāho

Ko **Ngā Kaupapa Pāho** hei kauwaka e tukuna ai te reo kouna ki ngā minenga, ā, koinei hoki tētahi o ngā hanga matua hei whakamōrahi i ngā pāpātanga o ngā pūtea a Te Māngai Pāho. Mā ngā kaupapa pāho ahurea, whakatupu māramatanga, whakangahau hoki, ka whakaritea he ara e whai wāhi ai ngā minenga ki te reo Māori i ia rā, ā, e whai tikanga ai hoki te pērā.

Ko ngā kaupapa pāho ka whāngaia e mātou ki te pūtea, ko ērā e nui ake ana te reo Māori, ā, nō ngā momo, ngā pae, me ngā pae tahua whānui. E kapi ana i tēnei ko ngā terenga kua tuhia, ko ngā kōrero pono, ko ngā kaupapa e mātāmua ana te pāho matihiko, ko ngā kaupapa mā te tamariki me te rangatahi, ko ngā kaupapa hoki e whakaata ana i te kanorautanga o te ao Māori. Ka mahi tahi hoki mātou ki a Irirangi Te Motu, kia whāngaia ngātahitia ki te pūtea ko ētahi kaupapa pāho kouna kua āta tuhia, ko ētahi kaupapa pāho pono hoki mā ētahi minenga whānui, kia whānui ake ai te toro me te kitea o te reo Māori.

E kapi ana hoki i ngā kaupapa pāho ko ngā pūtea puoro, e tautoko ana i te waihangatia me te whakatairangatia o ngā waiata takitahi me ngā kōpae reo Māori, tae atu hoki ki ētahi wānanga tito waiata me ētahi kaupapa whakatupu āheinga mō ngā ringapuoro e maea ake ana. Ko tā ēnei haumitanga he āwhina ki te whakapakari i te whanaketanga o ngā puoro Māori, he whakawhānui hoki i ngā huarahi e taea ai e ngā ringapuoro te aro pū ki ngā mahi nei hei umanga toitū.

Huri i ngā momo katoa, ko ngā haumitanga katoa a Te Māngai Pāho me mātua tautoko i tō mātou whāinga mātāmua kia whakatairangatia te reo me te ahurea Māori, mā ētahi pae kanorau, tae atu ki te pāpāho me ngā kaupapa pāho matihiko.



Marlon Williams, Marlon Williams Music Limited



Ngā Minenga

Ko **Ngā Minenga** kei te iho o tā mātou ahunga haumi, otirā e ārahi ana i ā mātou aronga matua, e whakaū ana hoki i te hāngai o ā mātou whakataunga pūtea ki ngā hiahia me ngā whanonga o ngā minenga.

Ko te mōhio ki te hunga ka whai wāhi ki ā mātou kaupapa pāho, ko te māranga hoki ki te āhua o te whai wāhi mai me ngā kaupapa e pārekareka ana ki a rātou, hei ārahi i a mātou ki te haumi atu ki ngā wāhi e hua ai ngā pāpātanga nui katoa.

Ko tā mātou Rautaki Haumitanga e aro ana ki ngā minenga kua tīmata kē te takahi i te ara o te reo Māori. Mā roto mai i ngā whakaritenga kōtui puta noa i te rāngai whakaata, te rāngai pāpāho Māori me ngā pae matihiko, e whai nei mātou kia whānui ake te toro me te kitea o ngā kaupapa pāho ka whāngaia ki te pūtea, kia wātea tonu ai, kia hāngai tonu ai, kia tūhuratia tonutia ai hoki te reo Māori. Mā te pēnei, ka kaha ake te manawa ū me te whakamahia o te reo i waenga i ngā minenga matua. Māna e whānui ake anō ai te toro ki ētahi minenga whānui ake, tae atu ki ērā kāore anō kia tīmata te takahi i te ara o te reo Māori, me te aha, ka tautokona ngā whāinga ā-taupori whānui o te Maihi Karauna, me te nekehanga waiaro ka inea mā KoPA.

Ko ngā raraunga me ngā kitenga hei tūāpapa mō tēnei ahunga. Ka whakamahia ngā taunakitanga hei āwhina i ngā whakatau haumitanga, hei ine i ngā pāpātanga, hei tautuhi hoki i ngā ara hei whakapakari i te pūnaha hauropi pāpāho Māori. E kapi ana i tēnei ko te whai māramatanga hōhonu ki ngā whanonga minenga, ki ngā tauārai ki te whai wāhitanga, ki ngā huarahi whakawhanake pai katoa anō hoki. E noho mātuatua tonu ana ngā hononga kōtui ki te whakatutukihanga o tēnei aronga matua.

Ka mahi tahi mātou ki ngā whakahaere ka whakapakari i te tuaritanga, ka whakatupu āheinga, ka tautoko hoki i te toitūtanga o te rāngai. Mā ēnei whanaungatanga e whakaatahia ai, e whakautehia ai, e pai anō ai te arohia o ngā minenga Māori e ngā kaupapa ka whāngaia e mātou ki te pūtea.

Ngā Whāinga Rautaki



Te Reo Māori

Ko te reo kia tika, ko te reo kia rere,
ko te reo kia Māori!

Kia kouna te reo Māori i ngā kaupapa pāho katoa.

Kia hāpai i te mana o te reo Māori mā te:

- › Tuku i te 85%, neke atu rānei, o ngā pūtea a Te Māngai Pāho ki ngā kaiwhaihanga kaupapa pāho mō ngā kaupapa pāho reo Māori.
- › Whakakipakipa i a Aotearoa whānui kia kaha ake te whakamahia o te reo Māori.
- › Whai kia tutuki ngā paearu kouna i ngā kaupapa pāho ka whāngaia ki te pūtea.



Pūkana, Cinco Cine Film Productions Limited



Ngā Kaupapa Pāho

Ko te reo te take!

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

Kia haumi ki ngā kaupapa pāho reo Māori e kouna ana mā te:

- › Tautoko ā-pūtea i ngā kaupapa pāho e nui ake ana te reo Māori i te reo Pākehā.
- › Whakamātāmua i ngā kaupapa pāho e noho mātāmua nei te taha matihiko.



HOPE



Ngā Minenga

Kia māhorahora te reo Māori!

Kia tupu ngā minenga me te manawa ū mā te whakarite kaupapa pāho reo Māori e māmā ana te torohia.

Kia tukuna ngā kaupapa pāho reo Māori ki ngā minenga mā te:

- › Whai maramatanga ki ngā hiahia o ngā minenga me ngā ia ā-pae.
- › Whakakaha i te toro a ngā minenga ki ngā kaupapa pāho reo Māori.
- › Mahi tahi ki ngā hoa kōtui kia nui ake ai ngā tāngata o Aotearoa e kaingākau ana ki te reo Māori.



I'm Not Racist, But..., Pango Productions Limited

Ō Mātou Whāinga Haumitanga

Ka ārahi ō mātou whāinga haumitanga i ia wāhanga o tā mātou tukanga tuku pūtea, mai i ngā rauna tuku pūtea, ki te aromatawai, ki te whakatutukinga. He tōtōpū, he puata hoki e taea ai e ngā kaitono ā rātou tonono te whakahāngai i runga i te mōhio, kia tautoko i te whakatutukihia o ō mātou whāinga rautaki.



He houtupu

Hei iho mō ngā kaupapa pāho ka whāngaia e mātou ki te pūtea ko ngā tirohanga Māori, he mea whakatinana mā te whakapuaki kōrero Māori i runga i te ngākau pono.



E taea ana te tūhura

E kitea ana, e wātea ana, e māmā ana hoki te torohia o ngā kaupapa pāho reo Māori i ngā wāhi katoa e toro atu ai ngā minenga ki ngā kaupapa pāho.



Ka whai pāpātanga

E whai tikanga ana tā ngā kaupapa pāho reo Māori tautoko i te whakamahia me te māori o te noho o te reo Māori.



Ohinga, Mahi Tahi Limited



Taikura Kapa Haka, Museum of Te Papa Tongarewa



Te Pahi: the Thief, the King, and the Thieves, Aotearoa Media Collective Limited

Ō Mātou Mātāpono

He mea ārahi e ō mātou mātāpono, he hua pai ka puta ki te reo Māori i ā mātou whakatau haumitanga, ka mutu, ka tautika te whakamahia o ngā pūtea tūmatanui.



Kia tautika te whakamahi pūtea: Ka whāia ētahi tukanga tōtōpū kia tika ai te nui o te pūtea ka tukuna, kia hāngai ai, kia hua ai hoki he pāpātanga whai tikanga ki ngā minenga e arohia ana. Me whai hua ngā kaupapa, me tika hoki te taha ki ngā utu.

Kia karo i te pūruatanga: Ka haumi mātou ki ngā kaupapa pāho me ngā hinonga ka whakatupu i te wāriu mā te kīnaki i ngā kaupapa kua hua kē huri i ngā momo, i ngā taumata reo, i ngā ratonga tuku, i ngā wāhanga minenga, i ngā whakaritenga ā-pae, i ngā tukuhanga pūtea rānei puta noa i ngā hinonga. Ka hāngai tēnei mātāpono i ngā wā e kore e oti i te rāngai te kaupapa te tautoko i tana kotahi, e kore rānei te kaupapa e oti pai ki te kore e whai pūtea tautoko i Te Māngai Pāho.

Mahi Tahi: Ka whāia he ara ki ō mātou hoa kōtui Mahi Tahi, ki a Irirangi Te Motu, Te Tumu Whakaata Taonga, me hinonga reo Māori kē atu, hei whakamōrahi i ngā pāpātanga o ā mātou haumitanga ki te reo Māori.

Te para huarahi: Ka ākina e mātou te wairua para huarahi e noho taurite nei ki te mārāmatanga me te whāmotanga, otirā, ka whai kia hua ko ētahi putanga whai tikanga ki te reo Māori.

Ko te tautika: Ka mātua whakarite mātou kia tautika ai te whai wāhitanga mai me ngā ara e tūpono hua ai te katoa. Arahina ai ā mātou whakatau e te ngākau pono, te tautikatanga, me te ngākau titikaha ki ngā putanga tautika.

Te rautaki reo: Katoa ā mātou mahi me hāpai i te reo Māori. Ka whakamātāmuhia ko ngā kaupapa para huarahi ka whakapakari, ka whakatairanga hoki i te reo. Me hāngai ngā kaupapa pāho me ngā kaimahi matua ki te ao Māori, me whakaata hoki ngā wheako Māori tūturu.

Te rautaki minenga: Ka haumi mātou ki ngā kaupapa pāho e mārāma nei te kitea o te hiahia e te minenga. Me whakaata ngā kaupapa pāho i te mārāma ki te minenga, me whai tukanga horopū hoki kia whānui ai te toro atu ki a rātou, kia whakarata ai rānei i ngā minenga me uaua rātou ka nekehia. Ka whakamātāmuhia te tuaritanga mā ngā pae e tautoko ana i te taha ki te whakatupu i ngā minenga, ki te pupuri hoki i a rātou.

Ngā tūraru: He puata, he papanga hoki te āhua e arohia ai ngā tūraru. Ka matatika ā mātou mahi haumi, ka whakatauritea hoki te wairua para huarahi me te āta tiaki i ngā pūtea tūmatanui. Ko ā mātou whakatau e mārāma ana, e hāngai ana, e whai taunakitanga ana anō hoki kia ū ai te whakaponi ki te āhua o tā mātou whakahaere i a mātou.

Te rite o ngā kaupapa: Ka haumi mātou ki ngā kaupapa e mārāma ana, e horopū ana hoki te ara waihanga. Me whakatauiria ngā tono i te whakaponi ki te ara waihanga, i te mārāma o te taha ki te pūtea, me te rite ki te koke whakamua. Ka whakamātāmuhia ngā kaupapa ka oti i te wā e tika ana, e pakari ai te putaputa mai o ngā kaupapa pāho.

Te Ine Pāpātanga

Ko ā mātou ine tutukinga hei tūāpapa
kia mārama ai ki ngā ia, kia arotakehia
ai hoki ngā pāpātanga o ā mātou
haumitanga ki ngā kaupapa pāho reo
Māori. Ka ū tonu mātou ki ēnei ine kia
ea ai te auroatanga, kia pai ai hoki te
whai i ngā kokenga i te takanga o te wā.
Heoi anō, kua huri mārika tō mātou taiao
whakahaere. E huri tonu ana ngā pae
pāho, he rite tonu te panoni haere o ngā
whanonga minenga, ā, e pono ai, e whai
tikanga ai hoki tā mātou toro ki ngā
minenga, me mātua urutau, ka mutu, me
tautuhi anō te āhua e inea ai te angitu.

Hei ngā tau e whā e haere ake nei, ka whakamahia ngā pūtea āpiti i hua i Te Tahua 2026 hei hāpai i te waihangahia o ngā kaupapa pāho reo Māori e kouna ana, i te tuarihia hoki o aua kaupapa rā i ngā pae e kainga ana ngā kaupapa e ngā minenga. Ka whakapakaritia hoki tō mātou aronga ā-putanga mā te whakakotahi i Ngā Kaupapa Pāho, Ngā Minenga me Te Reo Māori ki tētahi anga ine tūhonohono e mārāma ake ai te wāhi o ā mātou whakatau pūtea ki ngā putanga wāroa mō ngā minenga, otirā, mō te pūnaha hauropi reo Māori whānui. Mā te pēnei e Houtupu ai, e **Kitea** ai, e **Whai Pāpātanga** ai hoki ngā kaupapa pāho reo Māori, māna hoki e mārāma ake ai te ara atu i ā mātou whakatau haumitanga takitahi ki ngā nekehanga ā-taupori e whai nei mātou kia tautokona.

Ka whakamātāhua tēnei rautaki i ngā kaupapa pāho e noho nei te reo hei iho, e mātāhua nei te taha matihiko, e arohia nuitia nei ngā minenga, ka mutu, e kitea ana, e wātea ana, e māmā ana hoki te whai wāhi atu i ngā wāhi e toro atu ai ngā minenga ki ngā kaupapa pāho. Ka arahina tonutia ngā whakatau haumitanga e ngā taunakitanga, tae ana ki ngā mōhiotanga i ahu mai i KoPA me ngā rautaki minenga hāngai, e whai tikanga ai tā ā mātou mahi tautoko i te māori o te noho o te reo, me te whakamahia o te reo Māori i ia rā. Ka mahi tahi hoki mātou ki ngā hoa kōtui puta noa i te pūnaha hauropi kia whakapakari ake i ngā ara tuari, kia pai ake ai te whai tūrangā i ngā pae pāho, otirā, kia kitea tonutia ai, kia uara tonutia ai, kia wātea tonu ai hoki ngā kaupapa pāho reo Māori ki ngā tāngata katoa o Aotearoa.



Pūkākā, Blackout Media Limited



Te Reo Māori

Ko te reo kia tika, kia rere, kia Māori!

Te Ine

E 90% o ngā kaupapa pāho reo Māori ka whāngaia ki te pūtea e Te Māngai Pāho ka eke ki te pae kounga “Tino Pai” i te Anga Arotake Reo Māori.

Ko te reo Māori tonu te pūtake o te mana kei a mātou, ā, ko ia tonu te iho o ia whakatau haumitanga. E whai nei mātou kia ū ki te hāponotanga reo, kia kaha hoki te whakaputahia o ngā kaupapa pāho reo Māori he nui te kounga. Ka tautoko mātou i te māiatanga ki te reo Māori i te ia rā, i a mātou e āta whakawhiti ana ki tētahi anga e nui ake ai te reo Māori i te reo Pākehā i ngā kaupapa pāho ka whāngaia e mātou ki te pūtea.

Ka mātua whakarite mātou kia wātea pai ngā kaupapa reo Māori i ngā taiao auraki, matihiko hoki; ka tautoko tonu mātou i ngā kaupapa ka nui nei ngā pāpātanga, pēnei i ngā waiata reo Māori; ka haumi anō hoki mātou ki ngā kaupapa e aronui ana ki te tamariki, e poi poi ana hoki i tā te nohinohi ako i te reo. Ko ngā pūkenga reo Māori, ko ngā mahi whakaū i te kounga, ko ngā arotakenga motuhake anō hoki, e rārangi mai ana i te Tauākī Kawatau Tutukinga, ka whai wāhi nui ki ā mātou mahi.

Hei whakaata i te wāhi nui o te reo Māori ki te mana kei a mātou, ko te aronga o Te Reo Māori hei whakakapi i te aronga o mua i kīia rā ko ‘Ngā Kaiwaihanga’. I te mea ko te reo Māori hei tūāpapa mō ā mātou mahi katoa, mai i te hāpai i ngā kaiwaihanga me te tautoko ā-pūtea i ngā kaupapa pāho, ki te toro ki ngā minenga, ka noho ko ia hei aronga matua e inehia ai, e pūrongotia ai hoki ngā kauneketanga ki te whakarauoratanga o te reo Māori.



All Gear No Idea Korowhā, Mahi Tahī Limited



Ngā Kaupapa Pāho

Ko te reo te take!

Te Ine

Ko te whakapiki i te ōrautanga o ngā pūtea ka tukuna ki ngā kaupapa pāho e nui ake ana te reo Māori i te reo Pākehā.

Ka haumi mātou ki ngā kaupapa pāho reo Māori he nui te kounga, e tautoko ana i te māori o te noho o te reo puta noa i ngā taiao pāpāho, matihiko, pāhopori anō hoki. Ka whakamātāmuhia tonutia ko ngā hanga e haumako ana ā-reo nei, me ērā e mātāmua ana te noho o te taha matihiko, ka whai hoki kia pakari tonu ngā ara mō ngā minenga ka āta arohia, ka whakamahia hoki ngā ara tuku pūtea ngātahi kia whānui ake ai te toronga, kia pakari ake ai hoki ngā āheinga i te rāngai.

Ka whakaūngia ōwehetia tēnei ahunga ki ngā momo kaupapa me ngā wāhanga minenga, i runga hoki i te mārama ki te wāhi rerekē o tēnā, o tēnā ki te haerenga reo. Hei tauira, ka rerekē pea ngā rautaki reo ka whāia e ngā kaupapa pāho ka waihangahia mā ngā minenga kātahi nei ka tīmata ki te takahi i te ara o te reo, hei tautoko i te taha ki te toronga whānui me ngā putanga wāroa mō te reo.

Ko ngā kaupapa pāho reo Māori ka arotakehia e ai anō ki te kounga o ngā mahere reo, tae ana hoki ki ngā taumata reo e matapaetia ana, ngā minenga e arohia ana me ngā ara tuari, otirā, ki te āheinga ki te whakaputa i te kaupapa pāho he nui te kounga.

Ko ā mātou haumitanga katoa ki ngā kaupapa pāho ka hāngai ki ō mātou whāinga haumitanga:

- › **Kia houtupu:** Hei iho mō ngā kaupapa pāho ko ngā tirohanga Māori, ka whakapuakingia ngā kōrero Māori i runga i te ngākau pono, ka tiakina hoki te mana o te reo mā roto mai i ngā mahere reo e mārāma ana me ngā tukanga hei whakaū i te kounga.
- › **Kia kitea:** E kitea ana, e wātea ana kia torohia, e whakatairangatia ana hoki ngā kaupapa pāho reo Māori ki ngā minenga huri i te pae, ka tautokona hoki ngā kaupapa pāho ka whāngaia ki te pūtea e ētahi whakaritenga tuari pakari me ētahi whakaritenga kōtui ā-pae.
- › **Kia whai pāpātanga:** Ka hāpai ngā kaupapa pāho i te whakamahia me te māori o te noho o te reo Māori, he mea ārahi e ngā mōhiotanga ki ngā minenga me KoPA kia aro ai ngā haumitanga ki ngā momo me ngā taumata reo ka whakaaweawe i ngā waiaro me ngā whanonga.



Tūranga FM



Ngā Minenga

Kia māhorahora te reo Māori!

Te Ine

Kia 5% te pikinga ki te whānuitanga o te whai wāhi ki ngā kaupapa pāho reo Māori ka whāngaia ki te pūtea e Te Māngai Pāho, puta noa i ngā pae katoa.

Kia 2% te pikinga ki ngā kaiwhakarongo ki te Puoro Māori (reo irirangi/pāho tikinoa).

Ko te whakatupu minenga, ko te manawa ū, ko te kounga, ko te mārama hoki o te kitea hei iho tonu mō tā mātou Rautaki Haumitanga. Ka huri tonu ana te āhua e tūhuratia ai, e kainga anō ai te kaupapa pāho, me hāngai hoki ngā rautaki tuari a ngā kaiwaihanga kaupapa, me whai taunakitanga hoki e whai tikanga ai, e hāngai ai hoki te āhua e tau atu ai ngā kaupapa pāho reo Māori ki te aroaro o ngā minenga.

Ka inehia tonutia e mātou te toronga minenga puta noa i ngā pae whakaata, reo irirangi, matihiko, puoro hoki ka whāngaia ki te pūtea. Ka whakapakari hoki mātou i te mātou āheinga ki te ine me te arotake i te tūhuratanga, te whai wāhitanga me ngā pāpātanga o ngā kaupapa pāho ka whāngaia e mātou ki te pūtea, e mārama ake ai ki te wāriu me te whai hua puta noa i ngā taiao kanorau e wheakotia ai aua kaupapa rā. Ka whai wāhi atu ngā ine nei ki tā mātou Tauāki Kawatau Tutukinga, e taea ai tā mātou urutau ki ngā whanonga me ngā hiahia o ngā minenga e hurihuri nei, me te ū tonu ki te ahunga rautaki wāroa e pūmau ana.

Ko tā mātou e aronui nei ko te whai kia tūhuratia tonutia, kia whai pāpātanga tonu, kia houtupu tonu anō hoki ngā kaupapa pāho reo Māori – e mārama ana mātou, ko te kitea o ngā kaupapa, ko te whai wāhitanga, ko te māia hoki o ngā minenga, katoa, katoa ka whai wāhi atu ki te māori o te noho o te reo Māori.



Origins, Scottie Douglas Productions Limited

KoPA – Kia Neke Whakatekatau a Aotearoa

Te Ine

**Kia 2% te nekehanga o te taupori
o Aotearoa i te tauine KoPA
(Kore > Pō > Awatea) i te tau.**

Ka noho tonu ko KoPA hei puna
rautaki i tā mātou anga putanga,
hei ara tōtōpū ki te whai i ngā
nekehanga i te pae taupori
mō te taha ki ngā waiaro, ngā
whanonga me te whakamahinga o
te reo. Māna tonu e ārahi ā mātou
whakatau haumitanga, māna hoki
e tautoko te tuaritanga me ngā
rautaki minenga.

Ka pūrongo tonutia ngā nekehanga i ngā
wāwāhinga ki te tauine KoPA i ia tau, tae
atu hoki ki ngā tūtohu matua e whakaata
ana i te wāhi o ā mātou haumitanga ki te
nekehanga whakatekatau i te takanga o te
wā. Ka whakarārangihia tonutia ngā paearu
whakahaere me ngā ine ki te Tauākī Kawatau
Tutukinga, ā, ko ngā arotakenga ia ka takoto ki
te Pūrongo ā-Tau.

Mā KoPA e ū tonu ai ā mātou haumitanga ki te
whakapiki i te tokomaha tāngata e uara ana, e
whakamahi ana, e kaingākau ana hoki ki te reo
Māori, me te aha, ka tautokona ētahi putanga
ā-pāpori e hūrokuroku ana i te wāroa.



Mānawatia a Matariki: Celebrate Matariki, Ata Limited

Te Pakari me ngā Āheinga ā-Whakahaere

Te ngākau titikaha ki te reo Māori

E ngākau titikaha ana a Te Māngai Pāho ki te whakarauoratanga o te reo Māori, me te ū ki te kairangitanga huri i ngā kaupapa pāho reo Māori katoa ka tautokona, ka whāngaia hoki e mātou ki te pūtea. I te mea ko mātou tētahi o te tokoiti ka tautoko ā-pūtea i ngā kaupapa reo Māori, ka whakamātāmuhia ngā kaupapa ka whakapakari i te whakamahia o te reo i te ia rā, ka whakawhānui i te whai wāhitanga ki ngā kaupapa pāho reo Māori e kouna ana, ka houtupu hoki te whakaata i te ao Māori. Whakatinanahia ai tēnei takohanga i roto tonu i tō mātou whare mā te tautoko i ngā kaimahi i ā rātou mahi whakapakari i ngā āheinga reo ā-mahi nei, ā-whaiaro nei anō hoki. E kapi ana i tēnei ko tētahi tahua reo, ko te whai wāhitanga ki ngā akoranga reo me ngā kura reo, ko te poipoi hoki i tētahi ahurea mahi e ākina ai te whakamahia o te reo, e māori anō ai te noho o te reo. Ko tā tō mātou rōpū rārōto, ko tā Te Pae Reo, he ārahi i te taha ki ā mātou takohanga ā-whakahaere, he āta whai hoki kia hāngai ā mātou mahi rārōto ki ngā manako mōwaho.

Te ngākau titikaha ki Te Tiriti o Waitangi

Hei hinonga Karauna reo Māori, e whakaae ana a Te Māngai Pāho ko Te Tiriti o Waitangi te tūāpapa o tō mātou kaupapa me te kōtuitanga e ārahi ana i ā mātou mahi. E whakaae ana mātou ki te mana motuhake o te Māori, ā, e ngākau titikaha ana ki te hāpai ake i te reo Māori me ōna tikanga i ngā wāhanga katoa o ā mātou mahi. Ko tā mātou e whai nei, kia whai āheinga, kia whai rauemi, kia whai mana anō hoki te Māori ki te auaha i te āpōpō o te rāngai pāpāho Māori me te rāngai reo Māori. Mā roto mai i ā mātou rautaki, ā mātou whakataunga pūtea, me tō mātou ahurea ā-whakahaere, e whai ana mātou ki te whakamana i Te Tiriti, me te ū ki tāna i whai ai, kia kaha ake ai te rangona o ngā reo Māori, kia whai hua anō ai a Aotearoa whānui.

Te ngākau titikaha ki te Mana Taurite me te Whakaahuahanga

E ngākau titikaha ana a Te Māngai Pāho ki te mana taurite, te whakaahuahanga, me te whakarite i tētahi taiao mahi e uaratia ai te katoa. Ka rāhiritia, ka whakanuia hoki te kanorautanga o Aotearoa hei pāpori kākano maha, me te aha, ka poipoia ngā hononga i ngā wā katoa e taea ana. He irakore ā mātou tukanga utu, ka mutu, e hāngai ana ki te nui o te mahi me ngā raraunga ā-māketi e tautika ai, e taurite ai hoki ngā utu mahi. Kāore rawa e whakaaetia te whakatiwheta, te whakatoihara rānei, ahakoa te momo, ka mutu, ka whai ki te whakarite i tētahi wāhi mahi e angitu ai ngā kaimahi katoa.



Ka Ora Tonu, Tutu Productions Limited

Te Horopaki Whakahaere

He whakahaere iti a Te Māngai Pāho, heoi anō, e raka ana, nā runga tonu i tōna waihangatanga mai. Ko ngā kaimahi he pūkenga rau, he manawaroa hoki, ā, e aronui ana ki ngā pāpātanga mō te reo me te ahurea Māori. Nā te urutau o ā mātou mahi, ka wawe, ka whai hua hoki ā mātou urupare, heoi ka noho tonu ko ngā putanga ā-reo, ā-ahurea hoki hei iho mō ā mātou mahi katoa.

He kaituku mahi pai

Kua whakaritea he wāhi mahi e haumarua ana, e rangona nei te whakaute, e taurite ai hoki ngā ara e tūpono whai hua ai ngā kaimahi katoa. Ka āta aro mātou ki te whakatika i ngā āputa utu e hāngai ana ki te ia, ki te Māori, ki te mātāwaka anō, ka whakapakaringia ngā āheinga reo Māori puta noa i ngā mahi hautū, whakahaere hoki, ā, ka tautokona ngā whakaritenga mahi pīngore.

Te Aro ki te Tūraru

Whakamahia ai e mātou tētahi anga tūraru e mārama ana, ā, he rite tonu te pūrongo atu ki te Komiti Arotake me te Tūraru, ki te Poari anō. Ka arohia, ka whakamātauria hoki ā mātou urupare mō te taha ki te kōkiri tonu i ngā mahi, me ngā take ka puta, e haere tonu ai ā mātou mahi ki te pā mai he āhuatanga pēnei i te aituā māori, i te mate urutā rānei.



Waiata Anthems, Hiwa Productions Limited

He Tukanga Whakahaere Pakari

E pakari ana te taha ki te hautūtanga, ā, ko ngā kaupapa here, ngā tautapatanga, me ngā hātepe e hāngai ana ki te nāiane. I te āhua o tā mātou taiao whakahaere ahumoni, ahumoni-kore hoki, ka wawe ngā whakatau, ka tiakina ngā pūtea tūmatanui, ka hāpaingia hoki te noho papanga i ngā mahi.

Te Whakahaere Hangarau

Ko te hangarau hei tūāpapa mō te tuku pūtea, te aroturuki me te pūrongo. Ka whakahoungia, ka whakamaruhia hoki ngā pae, ka whakapikihia te kōunga o ngā raraunga, ka whai hoki mātou kia horopū, kia wātea, kia tika hoki ngā taputapu mō ngā kaimahi, ngā kaitono me ngā hoa kōtui.

Te Whai Hua me te Whāomotanga

He rite tonu tā mātou whakapai ake i te āhua o ā mātou mahi mā te whakamāmā i ngā tukanga, te whakahāngai i ngā rauemi ki ngā putanga, me te whakamahi taunakitanga kia pai ake ai ngā tutukinga. Mā ngā mahi whakamahere me ngā hurihanga pūrongo e ū ai te aro ki te whakaputa i ngā hua wāriu nui katoa ka oti i te pūtea ka whakapaua, e whai hua anō ai ngā minenga.

Te whai i te kokenga

E rārangi mai ana ngā ine ā-tau mō te pakari me ngā āheinga ā-whakahaere i tā mātou Tauākī Kawatau Tutukinga.





Te Māngai Pāho

