

HE MAHERE WHAKAPUAKI REO (2018-2021)

TIROHANGA WHAKAMUA MAI TE RANGI KI TE WHENUA, KO TE REO TE TAKE
KOROMAKINGA KIA TŪ MĀORI, KIA WHAKAAWEAWEHIA TE AO MĀORI

Ō MĀTOU UARA REO MĀORI

Ā MĀTOU WHĀINGA REO MĀORI

NGĀ TIKANGA

Ko ngā tikanga Māori te pūtake o ā mātou mahi katoa. Otirā ko te take i puta mai ai tō mātou whakahaere ki te ao, he whai kia whakaorangia te reo Māori; kāti, me mātua noho ko ngā tikanga Māori hei tūāpapa mō ā mātou whakatau katoa, hei pou ārahi i ā tātou hīkoinga katoa i waenga i te tangata.

TE KOTAHITANGA

E whakaae ana mātou mō te mahi tahi anake ka puta he hua. Ahakoa he mea nui ki a mātou te mana motuhake o te tangata takitahi, o te whakahaere takitahi, te whānau takitahi, me te hapū, tae atu ki ngā iwi, e ū ana mātou ki te paihere i ngā kaha o te katoa.

TE HIRANGA

E whāia ana e mātou te tino o te pai i ā mātou mahi katoa. E puta ai tēnei whāinga, kia auaha, kia ihumanea te whakaaro, kia māia i ā mātou mahi katoa.

TE TAUUTUUTU

Ko ngā here tauutuutu tētahi wāhi nui o tō tātou noho whanaunga ki te tangata. E whakaae ana mātou kia tuwhera kia pono ā mātou kōrero katoa, me te tūmanako nui kia umeretia ā mātou mahi papai, kia whakatikaina hoki ngā mahi i kotiti.



WHAKATUPU MINENGA

Te whakapikinga i te tokomaha minenga

- ā-Taiohi
- ā-Māori huri noa

Te whakapikinga i te pārekātanga o te hōtaka kaupapa Māori

WHAKATUPU WHAITAKETANGA

Te whai wāhitanga mai ā-minenga rāngai

- Te whakapaunga wā
- Ngā whakawhitihitanga ā-tangata, ā-hapori
- Te whakawhānui minenga taiohi

Kua mārō te kōkiritanga ā-whaka-te-matau

WHAKATUPU RAUEMI

Te whakapikinga i te wātea o te pūtea tautoko

- Te whakapaunga ake ā-hoa mahi ki te kaupapa Māori
- Te whakawātea tahua pūtea hou

Te whakamahi rauemi e mana tonu ana

Te whakarato kaimahi Māori whai pūkenga kairangi

KA HĀNGAI PŪ Ā MĀTOU MAHI KI

TE MINENGA

Te whakapikinga i te mōhio ki ngā raraunga kia āta mārama ki ā mātou minenga kia tika ai te tuku ratonga atu

Te whakahāngaitanga o te tukunga kaupapa ki ngā awhero ā-minenga

Te whakapakaritanga o tā mātou hikoī ngātahi, whakarongo mārika ki ngā iwi

Ngā wawata, ngā hiahia me te whanonga hoki o te rangatahi

TE WAIHANGA

Te waihanga kaupapa Māori e hāngai ana, e whaitake ana hoki

Te waihanga kaupapa Māori e whaitake ana ki te taiohi

Te whakawātea i ngā kaupapa Māori kua pūrangatia

Te whakawhanake ohu matihiko mahitahi hei hanga, hei tuku tahi hoki, kaupapa Māori ihumanea

Te whakangāwari whakaritenga ā-tohatoha pūtea

TE ĀHEITANGA

Te tautoko ngā tūāpapa e whakawātea ana i ngā ārai

Te whakaū tikanga e āhei ai ngā kaupapa Māori i runga i te tini o ngā tūāpapa

Te akiaki i ngā tūāpapa e mana ana kia whaitake, kia toitū te noho hoki

TE RAUKAHA

Te tūtohu me te whakawhanake pūmanawa Māori

Te haumi pūkenga reo Māori, mātauranga hangarau hōu i te rāngai

Te rapu hononga auaha kia whakawhānui te kītetanga, kia whakapiki ngā rauemi hoki

Te whakatairanga kōtuitanga ā-rāngai hei whakamahi rauemi

Te āta arotake i te pānga me te uara haumi i te taiao

MĀORI MEDIA STRATEGY (2018-2021)

VISION FROM THE HEAVENS TO THE EARTH, THE MĀORI LANGUAGE IS OUR PURPOSE

MISSION TO BE MĀORI AND INSPIRE THE WORLD

OUR TE REO MĀORI VALUES

TIKANGA

Tikanga Māori are fundamental to everything we do. Revitalisation of te reo Māori is the reason we exist; it is essential that tikanga underpin all important decisions we make and guide all of our interactions.

COLLABORATION

We accept our success requires collaboration. While we celebrate our distinctiveness, as individuals, institutions, whānau, hapū and iwi we are committed to collaborating to maximise our collective contribution.

EXCELLENCE

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

RECIPROCITY

Reciprocal obligations guide our relationships. We accept the need for openness and honesty in all of our engagements with an expectation that we reward our successes and address our deficiencies.

OUR TE REO MĀORI GOALS

GROW AUDIENCE

GROW TE REO MĀORI AUDIENCES

Increase in audience numbers

- Youth
- Māori worldwide

Increase consumption of Māori content

GROW RELEVANCE

GROW RELEVANCE OF TE REO MĀORI

Growing engagement across target audience segments

- Time spent consuming Māori content
- Social media engagement, comments and reactions
- Growing youth audiences

Increased visibility of right-shifting on ZePA continuum

GROW RESOURCES

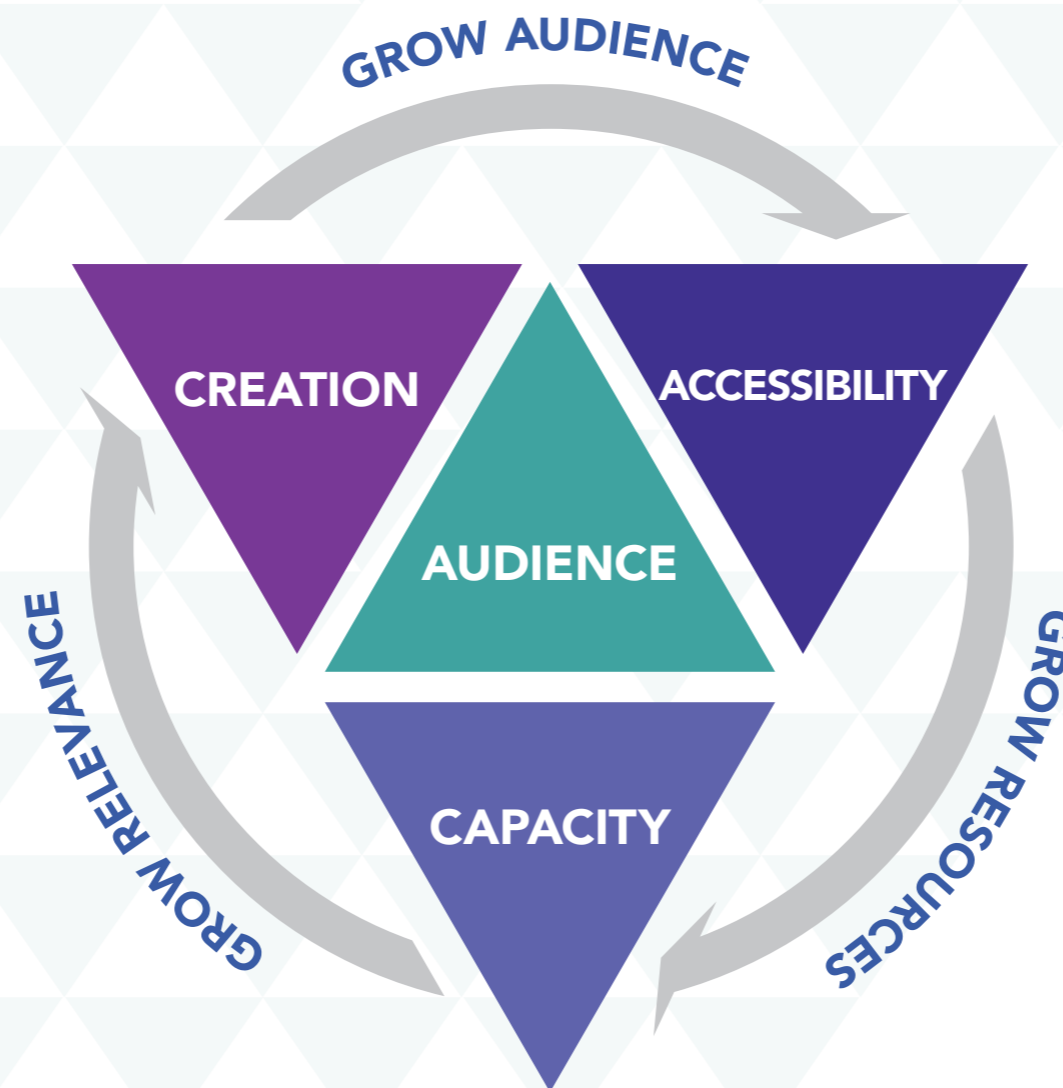
GROW RESOURCES AVAILABLE TO TE REO MĀORI

Funding availability increases

- Increase spend by partners on Māori content
- New funding sources available

Best utilisation of existing resources

Increased availability of skilled Māori workforce



OUR ACTIONS WILL FOCUS ON

AUDIENCE

Growing our data intelligence so we better understand and serve our audiences

Matching Māori content delivery to serve diverse audience needs

Improving our engagement with and responsiveness to iwi

The wants, needs and behaviours of youth, given our demographic

CREATION

Creating Māori content which is engaging and relevant

Creating Māori content relevant to youth audiences

Unlocking archived Māori content

Building collaborative digital communities to co-create and co-deliver innovative Māori content

Developing flexible funding arrangements

ACCESSIBILITY

Supporting platforms/portals that remove barriers to access

Ensuring Māori content is accessible across a range of platforms.

Supporting our existing platforms to be relevant and viable

CAPACITY

Attracting and nurturing Māori talent

Investing in te reo Māori and the new technical skills required in the sector

Seeking innovative partnerships to grow exposure and resources

Promoting cross-sector collaboration for best use of resources

Monitoring the impact / value of investment in Māori media