

He Mahere Whakapuaki Reo

(2018 – 2021)

A NEW STRATEGY FOR THE MĀORI MEDIA SECTOR

*“Mai te rangi ki te whenua,
ko te reo te take”*

*“From the heavens to the earth,
the Māori language is our purpose”*



He Mihi

E hika mā,

Ko te kupu tuatahi ki a Ihoa, nānā nei ngā mea katoa i hanga. Tēnā tātou i ō tātou tini mate kei runga i ngā marae maha puta noa. Haruru tapuwae ki runga i te marae ka ea, ka ea, ka ea. Otirā hoki mai ki a tātou te kanohi ora, tēnā tātou katoa.

Firstly, I would like to acknowledge Te Māngai Pāho for their foresight in establishing Te Pae Tawhiti. In this digital age where voluminous amounts of content is consumed through multiple platforms, collaboration in Māori media is essential. Mā tōu rourou, mā tōku rourou ka ora ai te iwi.

A cross sector forum of key stakeholders such as those assembled as Te Pae Tawhiti is the most effective means of guiding the implementation of He Mahere Whakapuaki Reo (2018-2021) (Māori Media strategy) to ensure we improve our contribution to Māori language revitalisation. I would like to thank all of the stakeholder organisations for committing to this concept.

Personally, I'm excited by the opportunity to be part of a forward thinking collaboration of industry peers who are committed to supporting Māori aspirations around our language and culture.

Nāku noa

Bailey Mackey

Chair
Te Pae Tawhiti

Te Pae Tawhiti members

Bailey Mackey (Chair)

Independent Producer
Pango Productions Ltd
TV/SCREEN

Quinton Hita

Independent Producer
Kura Productions Ltd
TV/SCREEN, DIGITAL AND NEW MEDIA

Vicki Makutu

Independent Producer/Rangatahi
Blackout Media Ltd
TV SCREEN/DIGITAL AND NEW MEDIA

Sonny Ngatai

Independent Producer/Rangatahi
Blackout Media Ltd
TV SCREEN/DIGITAL AND NEW MEDIA

Cilla Ruha

Independent Music Manager
MUSIC

Christina Asher

Ngā Aho Whakaari
TV/SCREEN

Rawiri Waru

Te Whakaruruhau o Ngā Reo
Irirangi Māori
RADIO

Keith Ikin

Māori Television
BROADCASTER

Kevin Kenrick

TVNZ
BROADCASTER

Jane Wrightson

NZ On Air
FUNDING

Paul Thompson

RNZ
BROADCASTER

Annabelle Sheehan

New Zealand Film Commission
FUNDING

Larry Parr ONZM

Te Māngai Pāho
FUNDING