

**Te Pūrongo Ā-Tau  
A Whakaata Māori**

Annual Report of  
Māori Television Service

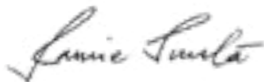
**Mō te tau i mutu i te 30 o Pipiri 2021**  
For the year ended 30 June 2021

# Ko te reo te hā, te mauri o te Māoritanga

## The Māori language is the cornerstone of Māori culture

Presented to the House of Representatives, pursuant to section 44(2) of the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003.

In accordance with the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003 and on behalf of Te Rūnanga o WM, I deliver the Annual Report on the operations of the Māori Television Service (Māori Television) for the year ended 30 June 2021.



**Jamie Tuuta**

**Toihau, Māori Television**

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# Mō Mātou

He rangatōpū te Ratonga Whakaata Māori i whakatūria i raro i te Ture o Te Aratuku Whakaata Irirangi Māori 2003, i mana tōna whakaterenga i te Poutūterangi 2004.

Hei tā te Wehenga 8(1) o te Ture Ratonga Whakaata Māori ko te mahi matua a Whakaata Māori ko: “te whai wāhi atu ki te tiaki me te whakatairanga i te reo Māori me ngā tikanga Māori mā te whakarato ki te reo Māori me te reo Ingarihi, tētahi ratonga pouaka whakaata e rite ana ki ngā utu ka whakamōhio, ka whakaako, ka whakangahau i te hunga mātaki, ka whakarangatira i te porihanga, te ahurea me te tuku ihotanga o Aotearoa New Zealand”.

Ka whakaaturia e mātou te hōtaka utu kore, te kaupapa matihiko rere noa i ngā pae rongorau ki ā mātou apataki hei mātaki i te wāhi me te wā e pai ai ahakoa te pūrere pāpāho pērā i:

- Te hongere ahutahi reorua
- Tā mātou hongere ahutahi o Te Reo, 100 ōrau kei te reo Māori
- Tētahi huinga paetukutuku – [www.maoritelevision.com](http://www.maoritelevision.com) me [www.teaomaori.news](http://www.teaomaori.news)
- Te rangona, te kitea i ngā hongere pāhopori matua pērā i te Pukamata, te Paeāhua, te Tihau
- Ētahi taupānga e rua, a MĀORI+ me Te Ao Māori News

He nui whakaharahara te wāhi ki a mātou e ea ai te whakakitenga tahi kua takoto mai ki ngā rautaki o te Maihi Karauna me te Maihi Māori, me te whāinga tahi kia whakarauroatia te reo Māori. Ka whai mātou kia haere tonu tēnei mahi ka taunaki ai i ngā rautaki nei mā te whakatupu tonu, te whakaukauka me te āwhina ki te whakapiki ake i te whakamahia o te reo Māori puta noa i te ao mā te tuku kaupapa ka whakamōhio, ka whakaako, ka whakangahau, ka whakaohoho, ka whai tikanga e whakaata ana i te tuakiri ahurei o Aotearoa New Zealand.

# About Us

The Māori Television Service is a body corporate established under the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003, and was officially launched in March 2004.

Section 8(1) of the Māori Television Service Act states that the principal function of Māori Television is: “to contribute to the protection and promotion of te reo Māori me ngā tikanga Māori through the provision, in te reo Māori and English, of a cost-effective television service that informs, educates and entertains viewers, and enriches Aotearoa New Zealand’s society, culture and heritage”.

We showcase free-to-air and digital content across multiple platforms for our audience anywhere, any time and on any device including:

- A bilingual linear channel
- Our 100 percent Māori language linear channel, Te Reo
- A suite of websites – [www.maoritelevision.com](http://www.maoritelevision.com) and [www.teaomaori.news](http://www.teaomaori.news)
- A strong presence on key social media channels such as Facebook, Instagram and Twitter
- Two apps, MĀORI+ and Te Ao Māori News

We play an essential role in realising the joint vision set out by the Maihi Karauna and the Maihi Māori strategies, and their common goal to revitalise te reo Māori. We aim to continue this role and complement these strategies by nourishing, sustaining and helping increase the use of te reo Māori throughout the world by delivering informative, educative, entertaining, inspiring and meaningful content that reflects the unique identity of Aotearoa New Zealand.

# **Tā mātou whakakitenga Our vision**

## **Kia tōnui a ngāi Māori, ko te tikanga ia:**

Māori are thriving, which means:

### **Kia tōnui te ao Māori**

Te ao Māori is thriving

### **Kia tōnui te tikanga Māori**

Tikanga Māori is thriving

### **Kia tōnui te reo Māori**

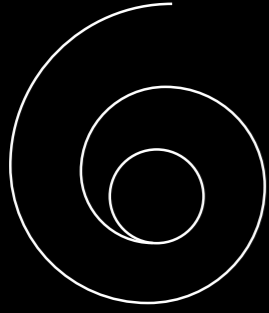
Te reo Māori is a thriving language

### **Kia uaratia te tirohanga a ngāi Māori e te katoa o Aotearoa**

Māori perspectives are valued by all New Zealanders

# Ō mātou uara

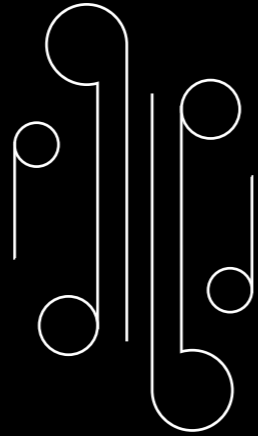
## Our values



### Kia Tika

Ka oke mātou kia tōkeke, kia tika, kia taurite te āhua o tā mātou whakaatu i ngā huihuinga, ngā uara me ngā wawata o ā mātou kaimahi, o ngā āpiti me te haporī. Ka mahi mātou i ngā wā katoa kia hāpaitia te mana, kia tūturu, kia pono.

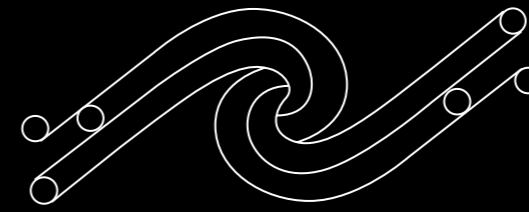
We strive to be fair, accurate and balanced in how we represent the events, values and aspirations of our kaimahi, partners and community. We always act in a way that is mana enhancing, authentic and with integrity and honesty.



### Kia Pono

Ka motuhake ā mātou kaupapa, ka Māori tūturu. Kei te whakaponohia tō mātou pai ki te pāho kōrero i runga i te whai tikanga me te tauritenga. Ka whakanuia e mātou te kanorautanga me te whakatairanga i te tirohanga kē, te whakaaro kē.

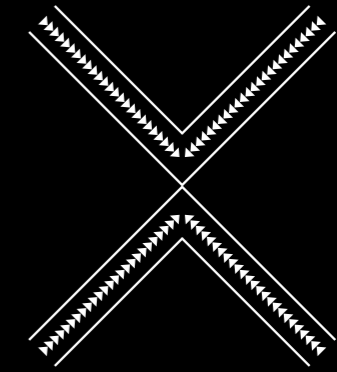
Our content is distinct and authentically Māori. We are trusted to share stories in a responsible and balanced way. We celebrate diversity and promote different perspectives and ideas.



### Kia Aroha

Ko te tangata kei te iho o ā mātou mahi katoa. E arahina ana mātou e te manaakitanga – ngā tikanga o te kauanuanu, te ngākau marae me te tauwhiro i ētahi atu – i a mātou ka oke nei kia kanohi kitea mātou i ō mātou haporī toritori. Ka whakatupuhia e mātou te hononga pakari mā roto i te wheako tahi me te mahi ngātahi e rere ai tō mātou aroha, e uaratia anō ai hoki taua aroha.

People are the centre of everything we do. We are guided by manaakitanga – the process of showing respect, generosity and care for others – as we strive to be kanohi kitea within our vibrant community. We build strong relationships through shared experiences and collaboration, sharing our love and valuing that love in return.



### Kia Māori

Pērā i ō tātou tūpuna i tohunga nei ki te ārahi, ki te hautū, ki te para huarahi hou, he mātātoa, he auaha anō ā mātou kaupapa. Ka whakamahia e mātou ō mātou pūmanawa Māori, ō mātou pūkenga ahurea me ngā hononga ki te ao ki te whakaohoho, ki te tūhono i te tangata ki te ao Māori e tōnu ai rātou. Ka kawea ake e mātou he reo hou, he tirohanga hou ka hau tōna rongō ki te motu, ki te ao, e hiakai nei ki te kōrero tūturu. Nā runga i te tū mārō ki tō mātou ahurea, ki te reo me ā tātou kōrero, ka māia mātou ki te tautuhi huarahi hou ki te whakatinana i tā mātou kaupapa mō ngā reanga o nāianei, o āpōpō atu hoki. E māia ana te āhua o tā mātou whakatau take, e mārāma ana te whakamaunga atu ki te whakatinana i tā mātou kaupapa e motuhake ai, e ahurei ai hei tā te Māori.

Like our tūpuna who were inspiring leaders, navigators and innovators, our content is adventurous and creative. We use our natural creative talents, cultural expertise and global connectivity to inspire and connect people to te ao Māori to enrich their lives. We bring a fresh voice and perspective that resonates with the country and the world, hungry for authentic storytelling. Grounded in our culture, language and stories, we bravely define innovative ways to fulfil our kaupapa for current and future generations. We are courageous in our decision-making, acting with clear intent to deliver our kaupapa in a distinct and uniquely Māori way.

# Tirohanga Whānui ā-Tau

I tīmata ake te tau 2020/21 i runga i te tūmanako i te pēhia e ngā uauatanga o ngā marama e noho mataara ana ki te COVID-19 me te roa o te motu e whakatikihia ana. He mahi nui whakaharaha i kawea ake e Whakaata Māori ki te pāho, ki te tuku pārongo me te whakaako tamariki i taua wā.

**Tae noa ki te 1 o Hōngongoi 2020, i te Taumata Mataara 1 a Aotearoa, ka mutu, mō tētahi wāhanga nui o tēnei tau, pārekareka ana te haere mataraharaha, tōna mataraharaha nei rā. Harikoa ana tō mātou tīma i tēnei, i pukumahi hoki rātou ahakoa ngā uauatanga i Tāmākīmākau.**

I tēnei tau ka tīmata te takahi i te ara o Te Whanaketanga. Tētahi whanaketanga rautaki i āta whāia e Whakaata Māori i runga i te whakaae ki te huringa o ngā hiahia o ā mātou apataki me te taiao e mahi ana mātou, me te hiahia kia noho rite mātou mō āpōpō atu. Ko te ara o te Matarau, te 'matihiko ki mua' rānei, kei te iho o tēnei. I mahi mātou ki te whakaterere ake i tā mātou koromakinga o te matihiko ki mua, i tā mātou whanake tonu i te taiwhanga kawepūrongo nāna nei i taea ai te mātaki pūrongo puta noa i ētahi pae rongorau. Ko ētahi huarahi tino nui mō mātou ko te whakapakari kaimahi, te whakawhānui i te mahi ngātahi puta noa i tō mātou rāngai me te āta whai kia waihangatia e ā mātou kaupapa me tā mātou rautaki torotoro apataki he tāpaenga ka kukume mai, ka pupuri tonu i te hunga mātaki me ētahi atu kaupapa matihiko. I roto i te tau whakahā ana tā mātou whakaterere i te Pūtahi Auaha o Mataora e whakatauirā ana i tētahi ara e hihiri ana, e raka ana mō te hanga kaupapa.

I te Reta Manakohanga 2020/21 ki a Whakaata Māori, e kimi ana ō mātou Minita tōpū kia arotahitia ētahi kaupapa e whā. Kei raro nei ēnei me te tirohanga whānui taumata tiketike mō te āhua o ā mātou uruparenga, ko ētahi atu kōrero whakamārama i ā mātou mahi me ngā tutukinga kei te roanga atu o te pūrongo nei.

**Te whakahāngai rautaki me te whakapakari tonu i ngā hononga mahi tahi whai painga ki ngā umanga o te rāngai**

Kua āta mahi tahi mātou i te roanga atu o te tau ki Te Māngai Pāho me ētahi atu umanga o te rāngai pērā i te: huawaere i te wānanga Whanake Kaimahi Pāpāho Māori; te mahi tahi ki a NZME, ki te Pacific Media Network, ki a Discovery me Iwi Media mō tētahi tonu

tōpū ki te Public Interest Journalism Fund; te hoki anō ki ngā hui whāiti mā te Kaiwhakaputa Motuhake kia hāngai ai ā mātou whakariterite me te āhua o te whaiwhai kaupapa; me te toro anō ki Te Taura Whiri i te Reo Māori me ētahi atu mātanga whakarauora reo mō te whakarite mahere hei tautoko i te āhua o tā mātou whaiwhai ake i tā mātou hōtaka mō te mahi me te rangahau.

**Te āta whai wāhi atu ki te Arotakenga o te Nekehanga Rāngai Pāpāho Māori**

Kua āta whai wāhi atu mātou ki te Arotakenga me te tāpae whakaaro ina hiahiatia, tae atu ki tētahi tāpaenga i āta wānangahia me ngā matapakinga o muri iho mō te Nekehanga Rāngai Pāpāho Māori hukihuki i roto i te tau.

**Te tuku whakaaro whai tikanga ki te arotakenga o Te Ture mō Te Reo Māori**

E rikarika ana mātou ki te tuku whakaaro whai tikanga ki te arotakenga ā-ture ina kori ake te kaupapa, ki tō mātou mōhio tērā pea hei te 2021/22 rawa tēnei. Kia kori ake, ko te rautaki whānui a Whakaata Māori ko Te Huapae, koia kei te tūāpapa o ā mātou mahi katoa. E hāngai ana tā mātou rautaki ki Te Whare o Te Reo Mauriora, e arotahi ana ki te whakarauora i te reo Māori i te taha o ngā kaimahi, ngā apataki me ngā hoa kōtui.

**Te tautuhi huarahi tonu e pā ana ki te ahumoni ukiuki**

He whakapātaritanga nui ki a Whakaata Māori ngā pēhitanga ahumoni ka hua mai i te whakarato i te iwi tūmatanui, i te kawenga ā-ture i te rāngai whakataetae arumoni. Ka haurapa tonu, ka whakatinana tonu mātou i te whakamoamoatanga taha whakahaere, ka mahi tahi ki ētahi atu ina taea. E ngākau whakahā ana mātou i te papai o ā mātou pūnaha ahumoni, noho haepapa, ahakoa te tohe tonu o ngā whakapātaritanga nei, me te kaha o te whai tonu i te arotakenga tuatahi i kore ai e kitea he kōrero horihori hiranga o tērā tau.

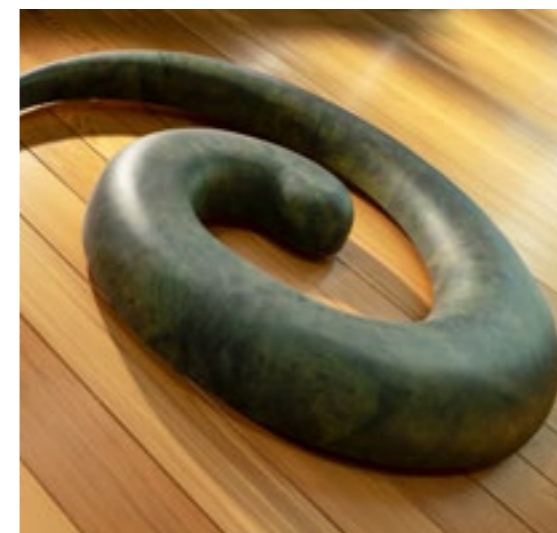
# Annual Overview

We began 2020/21 with a sense of hope having been through months on high alert due to COVID-19 and a long national lockdown. Māori Television had undertaken an important role in communicating, sharing information and educating tamariki during that time.

**As at 1 July 2020, Aotearoa was at Alert Level 1 and for much of this year we were able to enjoy relative freedoms. This was welcomed by our team who had worked so hard under difficult conditions in Auckland.**

This year we began our Te Whanaketanga journey. A strategic and intentional evolution of Māori Television acknowledging the changing needs of our audience and the environment we operate within and the need for us to remain fit-for-the-future. Our Matarau, or 'digital first' approach is central to this. We undertook to accelerate our digital first intention, building on our transformation of the newsroom that enabled content to be consumed across multiple platforms. Critical opportunities for us have been workforce development, increasing collaboration across our sector and ensuring our content and audience engagement strategy create offerings that attract and retain viewers and more digital content. During the year we proudly launched our Mataora Creative Hub which epitomises a dynamic and agile approach to content creation.

In the 2020/21 Letter of Expectations to Māori Television, our joint Ministers sought a focus on four themes. A high-level overview of how we responded is set out below, with further detail on our work and achievements described throughout this report.



**Aligned strategies and continuing to build on effective working relationships with sector agencies**

We have been actively collaborating throughout the year with Te Māngai Pāho and other sector agencies including: facilitating the Māori Media Sector Workforce Development wānanga; working with NZME, Pacific Media Network, Discovery and Iwi Media on a joint proposal to the Public Interest Journalism Fund; recommending Independent Producer workshops to align our planning and approach for content; and engaging with Te Taura Whiri i te Reo Māori and other te reo revitalisation experts on language planning to support how we approach our work and research programme.

**Active participation in the Māori Media Sector Shift Review**

We have fully participated in the Review and contributed when required, including a carefully considered submission and follow up discussions to the draft Māori Media Sector Shift proposal during the year. We acknowledge the work of the panel to move the review forward and are cautiously optimistic about the future strengthening of our sector.

**Contribute meaningfully to the review of Te Ture mō Te Reo Māori (The Māori Language Act)**

We look forward to contributing meaningfully to the legislative review when it is activated, which we understand may now be in 2021/22. In the meantime, Māori Television's overarching strategy, Te Huapae, underpins all of our work. Our strategy is aligned with Te Whare o Te Reo Mauriora and is focused on revitalisation of te reo Māori with our staff, audience and partners.

**Continue identifying opportunities regarding financial sustainability**

The financial pressures that come from performing a public service and statutory role in a commercially competitive sector are extremely challenging for Māori Television. We constantly search for, and implement, operational efficiencies, and collaborate where possible. We are proud that despite these persistent challenges our financial and accountability systems are sound.

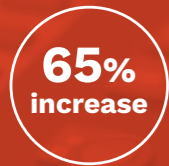
# Karapatanga ki ngā Otinga

I te 2020/21 i taea e Whakaata Māori te:



## Tohu Kawepūrongo Pai Katoa

mō Te Ao with Moana



## o te piki ake o te apataki mō te kawepūrongo

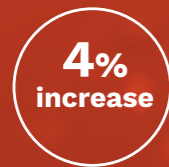


o te piki ake o te toronga apataki rere noa i ana pae matihiko\*, tae atu ki te:

35% o te piki haere o te kiriaru Paeāhua

56% o te piki haere o te kiriaru Tihau

\*He mea kaute hoki te hunga hono mā Pukamata, he tuatahitanga tēnei i te tau 2021



o te piki o te toronga apataki rere noa i ngā pae rongorau (ahutahi, tukutuku & Stuff)



Whakaterenga taupānga waea kawē reorua: **Te Ao Māori News me MĀORI+**

## Best Current Affairs Award

for Te Ao with Moana

## increase in audience for news and current affairs

in audience engagement across its digital platforms\*, including:

35% increase in Instagram followers

56% increase in Twitter followers

\*Includes Facebook engaged users for the first time in 2021

in audience engagement across multiple (linear, web & Stuff) platforms

Launch of two bilingual mobile apps: **Te Ao Māori News and MĀORI+**

Tau apataki mō te Tau i te 30 o Pipiri 2021:



Tapeke Toronga Paetukutuku (Toronga): **4.5 miriona** (2020: 7 miriona)

Total Website Visits (Sessions): **4.5 million** (2020: 7 million)



Kaitoro Ahurei (Kaiwhakamahi): **2.5 miriona** (2020: 3.6 miriona)

Unique Visitors (Users): **2.5 million** (2020: 3.6 million)



Toronga Apataki Pouaka Whakaata ā-Tau (Toharite ā-Marama): **1.2 miriona** (2020: 1.3 miriona)

Annual Television Audience Reached (Monthly Average): **1.2 million** (2020: 1.3 million)

Audience figures for the Year as at 30 June 2021:



Kaiaru Pukamata: **414,000** (2020: 345,600)

Facebook Followers: **414,000** (2020: 345,600)



Paeāhua: **47,000** (2020: 35,134)

Instagram: **47,000** (2020: 35,134)



Kaiaru Tihau: **31,500** (2020: 20,171)

Twitter Followers: **31,500** (2020: 20,171)

# Nā te Toihau



Karanga te pō  
Karanga te ao  
Huri te tau  
Nau mai te tau  
Whanake ake  
Ko te tōnui  
Ko te tōroa  
Ko te tō i te ora  
Haumi ē! Hui ē!  
Tāiki ē!

E uta, e tai, e runga, e raro, tēnā rā tātou katoa. Tēnā rā tātou i te āhuetanga o tēnei tau, i te toronga haeretanga o te mate urutā. Ka nui rā te mihi o Whakaata Māori ki a koutou katoa.

Huihuia mai ngā mate o te tau kia kotahi tā tātou tangi ki a rātou katoa. Hoki rawa mai ki te ao mārama me ngā mahi o te tau nei. He tau nui te tau, he tau taimaha te tau, he tau hua te tau. Kāti, e whai ake nei ko ngā kōrero me ngā mahi a Whakaata Māori, tēnā rā tātou katoa.

Kei te haere tonu te whakaatu a Whakaata Māori i tōna kaha i ngā marama 12 ka hori, e urutau ana ki ngā wero taha whakahaere kua pā i te COVID-19, e tupu tonu ana ōna apataki, i whakaterea hoki ētahi taupānga waea kawē reorua e rua mō te MĀORI + me Te Ao News.



Taunakitia ana e te tau ka hori te hira o te wāhi ki a Whakaata Māori e tae tūturu ai te kōrero Māori, te pārongo nui whakaharahara ki ngā kāinga me ngā hapori i te wā ki te COVID-19. Kawea ake ana ngā akoranga o mua pērā i te mate urutā o te rewharewha i te 1918 hei ārahi i tā mātou uruparenga āiane, te āhua o tā mātou whakariterite i a mātou, me te noho mataara tonu ki ngā āhuetanga ka tūpono tū mai ki te aroaro.

Ahakoia te herea o te maha atu o ā mātou mahi i whakaritea mō tēnei tau e te mate urutā, nā te arotahi me te kounga o tō mātou pae urungi, o ngā kaimahi, me te tānekaha o ō mātou hononga ki te hunga hanga kaupapa, rere noa hoki ki tō mātou rāngai, i kaha ai ngā mahi whānui i tutuki i te tau, i koke nui anō ai mātou ki ngā putanga o Te Huapae. Nā ngā whakatau rautaki, nā te whakatinanahia o tā mātou mahere kia noho ko te matihiko ki mua, kia raka, kia rite mō āpōpō atu, nā Te Whanaketanga, nā ngā kaupapa hou kia mahi ngātahi ki te whakangungu me te whanake kaimahi, hiki ana te wairua o Whakaata Māori. Kei te nui atu ā mātou mahi mā ā mātou tonu, te whakapiki ake i te mahi ngātahi me te pūrongo i ngā pākhatanga me ngā inenga e whai tikanga ana ki a mātou me ō mātou hoa haere.

# Nā te Toihau



Karanga te pō  
Karanga te ao  
Huri te tau  
Nau mai te tau  
Whanake ake  
Ko te tōnui  
Ko te tōroa  
Ko te tō i te ora  
Haumi ē! Hui ē!  
Tāiki ē!

E uta, e tai, e runga, e raro, tēnā rā tātou katoa. Tēnā rā tātou i te āhuetanga o tēnei tau, i te toronga haeretanga o te mate urutā. Ka nui rā te mihi o Whakaata Māori ki a koutou katoa.

Huihuia mai ngā mate o te tau kia kotahi tā tātou tangi ki a rātou katoa. Hoki rawa mai ki te ao mārama me ngā mahi o te tau nei. He tau nui te tau, he tau taimaha te tau, he tau hua te tau. Kāti, e whai ake nei ko ngā kōrero me ngā mahi a Whakaata Māori, tēnā rā tātou katoa.

Kei te haere tonu te whakaatu a Whakaata Māori i tōna kaha i ngā marama 12 ka hori, e urutau ana ki ngā wero taha whakahaere kua pā i te COVID-19, e tupu tonu ana ōna apataki, i whakaterea hoki ētahi taupānga waea kawē reorua e rua mō te MĀORI + me Te Ao News.



Māori Television continues to demonstrate its resilience over the last 12 months, adapting to the operational challenges of COVID-19, continuing to grow its audiences and delivering two new bilingual mobile apps, MĀORI+ and Te Ao News.

The past year has reinforced the important role Māori Television has in ensuring both a Māori narrative and critical information into homes and communities during COVID-19 conditions. Learnings from the past such as the 1918 influenza pandemic continue to inform our response now, how we plan and the need to remain prepared for what we might face. Whilst the pandemic constrained much of our planned activities this year, the focus and quality of our leadership team, staff and strength of our relationships with content creators and across our sector have contributed to an overall strong annual performance with much progress being made towards our outcomes in Te Huapae. Strategic decisions, implementation of our plan to be digital first, agile and fit for the future, Te Whanaketanga, and new initiatives to collaborate in workforce training and development have added to the positive momentum for Māori Television. We are doing more for our people, increasing collaborations and reporting on impacts and measures that matter to us and our stakeholders.



## Tirohanga ahumoni

Kua kore e taea e ngā pūtea a Whakaata Māori tētahi atu paku aha. Kei te rangi tonu ngā wawata o te Poari, engari waiho ana a Whakaata Māori kia noho tārewa tonu; tē mōhio mēnā ka hira ngā panonitanga ki tō mātou rāngai, he aha ngā tūhā ka tukua ake ki te whakatika i te ōrite kore, te tōkeke kore kua auroa e haere ana. Ko te takarepa i te paunga o te tau ko te \$1.06m, he paku iti iho i tērā i matapaetia. I mōhio tonu ka takarepa, inā rā, ka whakararuha te taha whakahaere ki te penapena tonuhia te pūtea. I te 2020/21, ka tohutohua mātou e te Poari kia arotahi ki ngā mea whai tikanga katoa e tutuki ai āna kawenga, e pai ake ai tana noho ki te ine uara – mō ō mātou apataki, e whakawhiwhia ai ki ngā pūtea e tika ana ki te whakatutuki i ā mātou mahi. Hua mai ana i te korekore o te pūtea te korekore o te āhe i o Whakaata Māori ki te pupuri me te whakatupu raukaha, te kokenga matihiko me te kaupapa auaha. I te wā i hāngai ai ngā pūtea, i āhe i Whakaata Māori ki te whakatupu tangata i te ao pāpāho – i mua, i muri anō o te kāmera me te waihanga kaupapa whakangahau, whai uara ki te whakatutuki i te wāhi ki a ia.

## Kia ahu atu ki te anamata ukiuki

E whātare mai ana te tirohanga ahumoni matatū i te pae i te whiriwhiri tuatahitia o te tautoko pēhitanga-utu mō te 2021/22. Kāore anō mātou i puta i te āwhā. E hiahiatia ana tētahi rāngai Pāpāho Māori ka whakakaha ake i ngā motika me ngā pānga o roto i Te Tiriti o Waitangi, i te reo Māori me ngā tikanga, e hāngai ana mō ngā rā ki tua, me te hāngai anō o ngā rauemi. He nui whakaharaha te tauira ahumoni whakahaere ukiuki e angitu ai te rāngai i roto i te wā, e kaha ai ki te urupare ki ngā hiahia me ngā huarahi ka panoni tonu, e whakatinana tūturuha ai ngā wawata katoa o te rāngai Pāpāho Māori āiane, haere ake nei.

## Tirohanga ki tua

I whakatūria te rāngai pāpāho Māori ki te whakarauora i te reo Māori mā te whakarato paepāho mō te kōrero Māori me te reo o ngāi Māori. E kawea ana e ngā wero ka tūtū tonu mai ki te aroaro tō mātou āhe i te tiaki tonu i ngā motika i kaha whawhaitia e ngā kaiārahi Māori kia tōkeke, kia ōrite tō tātou mana i te ao pāpāho. Me āta urungī tēnei ohaoha i waiho mai ki a tātou. Ko te tau 17 tēnei ki a Whakaata Māori me taku whakamiharo ki tōna

kunenga mai i te reo pāho hongere kotahi o mua ki tētahi whakahaere paepāho rau.

Ahakoia ngā tini wero o ngā marama 12 ka hori, kua piki ake te toronga o Whakaata Māori ki te apataki whānui, ina koa i ngā paepāho matihiko, kua piki ake te whanakehia o te reo o ngā kaimahi, kua hangaia he ara pai ake hei ine i te wāhi ki a mātou ki te whakarauora i te reo. E whakapono ana au, mā te mahere o Te Whanaketanga, ka ea tō mātou whai kia kakama ake, ki ākina e te raraunga, kia hinonga matihiko rongorau mātou ka āta taunaki i te uara e whakaratoa ana e Whakaata Māori.

I runga i te whakahau a te Poari, e mihi ana ki ngā kaitaunaki reo nā rātou nei i noho taonga ai te reo Māori, ki te hunga i kakari, i waihanga anō i te rāngai Pāpāho Māori – kia tōnui ai te reo Māori. E ngākau whakaiti ana mātou ki te whai tonu i te mahi nei, ki te noho hei kaitiaki kakama ki te tiaki me te rauhi i tēnei taonga mō ngā whakatupuranga o nāiane, o āpōpō atu, e āta tutuki ai te arotakenga o te Ao Pāpāho reo Māori, e whakawhiwhia ai ngā rauemi tika ki a Whakaata Māori kia noho ai ia hei hinonga Pāpāho reo Māori e ārahi ana i te ao me te haere tonu o tāna whakatinana i ngā hiahia o ngā whānau, ngā hapū, ngā iwi, me ō Aotearoa.

Ka nui te mihi o te ngākau ki te Rūnanga, ki te hunga mātaki mai, ki ngā hoa kōtui me te katoa o ngā kaimahi o Whakaata Māori mō ā rātou tāpaenga ki ā mātou tutukinga me ngā otinga o te 2020/21. Hei whakatepe ake ka mihi ki tō mātou Tāhuhu Rangapū, ki a Shane, mō tana whakakitenga me tana ngākau pūmau kia angitu ai a Whakaata Māori.



Jamie Tuuta

Toihau, Whakaata Māori

## Financial view

Māori Television has cut the cloth as far as it can go. The Board holds high aspirations, yet Māori Television has been in a holding pattern; not knowing if there will be significant changes to our sector and what funding might become available to address long standing inequities and unfairness. The year end deficit was \$1.06m, less than what was forecast. The deficit was anticipated as continued cost savings undermine the operations of Māori Television – our ability to retain and recruit; create what our audiences want and holding the infrastructure we need to operate digitally and in ways audiences desire. In 2020/21, our Board directed a focus on what matters most in delivering its role and to improve its position to measure value – for our audiences and to secure the funding required to achieve our role. A lack of funding has resulted in less ability for Māori Television to retain and build capability, digital advancement and content innovation. When realistic funding existed, Māori Television was able to grow people in media – in front of and behind the camera and create entertaining and valuable content to achieve its role.

## Towards a sustainable future

A more stable financial outlook is on the horizon with initial cost-pressure support for 2021/22 negotiated. We are not out of the storm yet. We need a Māori Media sector that strengthens rights and interests within Te Tiriti o Waitangi, reo Māori me ngā tikanga, is fit for the future and well resourced. A sustainable operating and financial model is essential for the sector to be successful over the longer term, have the resilience to respond to changing needs and opportunities, and give effect to the full aspirations for the Māori Media sector now and over time.

## Future outlook

The Māori broadcasting sector was created to revitalise the Māori language by providing a platform for Māori stories and voices. The challenges we continue to face affect our ability to maintain hard fought rights of Māori leaders to assert fair and equitable recognition in broadcasting. This legacy entrusted to us requires careful navigation.

Māori Television is in its 17th year and I am struck by the evolution that has been achieved from a traditional single channel broadcaster towards a multi-platform media organisation.

Despite the many challenges of the last 12 months, Māori Television has increased our overall audience reach especially across digital platforms, improved staff te reo development and created improved ways to measure our role in reo revitalisation. I am confident, that through Te Whanaketanga plan, we will realise our ambition to be a more agile, data-driven, digital multimedia entity that will reinforce the value Māori Television provides.

On behalf of the Board, I acknowledge those reo advocates who secured te reo Māori status as a taonga, and those who fought for and created our Māori Media sector – kia tōnui te reo Māori. We are humbled to continue this role as active stewards that must safeguard and protect this legacy for current and future generations ensuring the Māori Media review is finalised and Māori Television is resourced to be a world-leading reo Māori Media entity which continues to serve the interests of whānau, hapū, iwi and Aotearoa.

I sincerely thank my fellow Board Directors, our viewers and partners and all of the Māori Television staff for their contributions to our achievements and results in 2020/21. Finally, to our Tāhuhu Rangapū, Shane, for his vision and dedication for Māori Television to succeed.



Jamie Tuuta

Toihau, Māori Television

# Nā te Tāhuhu Rangapū



## He tau whakaharaha anō

Kotahi tau ki mua ka tuhi au mō te maharatia o te tau 2020 ko te tau i urungitia ai te waka i te mate urutā. I taua wā, i te pānga mai o te rāhui tuatahi, ko wai au ka mōhio nā te noho ki Tāmakiakaurau – ka rima ngā rāhui e wheako ai mātou. Ko wai mātou ka mōhio ka kakari tonu mātou ki te tikanga taratahi, te katia o te kura me te pakihi, me ētahi atu momo o te huaketo kino kē atu pērā i te Delta i te Hereturikōkā. Nā ngā rāhui o te COVID-19 mohoa nei i parahia ai he huarahi mō Whakaata Māori e koke ai ia, e tutuki ai ētahi o ā mātou whāinga pakihi i te ahurea hangore ake, ka hangaia he ara mahi pai ake me te mau tonu ki ēnei. Ka whai tonu mātou i tēnei huarahi me te whai whakaaro tonu ki te noho tōmua mai o te tangata, te haere tonu o ngā mahi me te whakapiki ake i ngā ratonga matihiko.

I tā mātou hui kaimahi o te paunga o te tau i te Hōngongoi 2021, ka whakakotahi mātou ki te whakanui, ki te mihi i te tīma o Whakaata Māori, ki te whakamihi me te whakawhiwhi tohu ki ngā kaimahi i ngā Tohu o Te Toa Whakaihūwaka. I te hui nei, ka puta aku mihi nui ki tō mātou tīma mō tō rātou ngākau titikaha ki tā mātou kaupapa, mō tā rātou kawē mai i tō rātou matauranga, koharatanga me tō rātou tohungatanga ki te waihanga ahureinga puta noa i te tau. Āna, te ahureingaw, mō mātou ake, mō te hunga mātaki māi, mō tā mātou kawenga hoki ki te whakarauora i te reo. Kua roa noa atu a ngāi Māori e hōpara ana, e takahi ana i te au moana, e urungi ana, e tūhohonoho ana, e ngākau auaha ana. Kei ā tātou kōrero tuku iho te kitenga, te para huarahi hou, te akoako me te urutaunga e mārama ai tātou ki te taiao hou ka hanga ara mataora pai ake. E ngākau whakahī ana au ki te kī ake kei te whakatinana tonu tō mātou tīma i tēnei, haere he rā, haere he rā.

## 2021 – he tau ki te whakariterite, te whakapai ake me te whakatinana

Kua tū māro a Te Huapae me tā mātou āta ine i tā mātou i mahi ai ki ngā putanga tōmua i whakaritea i ētahi tau ki mua. Kua noho mai nei te mahere mahi akuaku o Te Whanaketanga, ka arotahi mātou ki te hanga i ngā tūāpapa angitu e tika e rite ai mātou mō āpōpō atu:

- Te kōrero mō mātou – te whakatupu i tō mātou kaha ki te ine i te pāpātanga tūturu o ā mātou mahi me te whai i te ara taunakitanga e urutau ai, e whakahaeretia ai ngā mahi.
- Te huarahi mahi i ngā mahi – kia tukua te whakaaro kia rere, kia ngākau auaha, kia raka, ina komokomohia tā mātou i ako ai i te Covid-19. Te whakatinana i tā mātou Pūtahi Auaha (a Mataora) ki te waihanga, ki te whanake me te whakamātau ariā kaupapa hou.
- Te whakatupu i tā mātou kāhui kaimahi – te whakapiki i ngā haumitanga ki te whakangungu, ki te whanake kaihautū me te neke atu i te tūranga kawenga whāiti ki te tūranga kawenga maha kia taea ai te tautoko ētahi momo mahi whānui.
- Te whai tikanga o te mahi ngātahi – te tutuki o ngā putanga tahi ki ngā hoa kōtui.

## Te ine i tō mātou pākhatanga

I runga i te whakahaere i tā mātou whakawhiwhi mai i te tutukinga ki te putanga, i mate tā mātou kimi ara pai ake ki te kōrero mō mātou me te pūrongo i tō mātou whai uara. E takarepa ana ngā tikanga o nāianei mō te ine i te whai painga me te pānga o ā mātou kaupapa ki te akiaki haere i te panonitanga pāpori mō te wāhi ki te ine putanga reo me te toitoi manawa. Kāore mātou i whakaāheitia e te tatau tutukinga ki te whakaatu i te uara e tāpaea ana e mātou e taea ai he pūtea hou ki te whakatutuki i te wāhi ki a mātou ki te whakarauora i te reo. Kia whakatairitea mātou ki te ao pāpāho auraki me ā rātou inenga, ka kitea te rahi me te āwhata tē taea, kāore hoki mātou e tauri ki te whakataetae atu. I pai ake tā mātou hanga i tā mātou ake pae rangahau, a Kōrero, kua kainamu nei ki te 2000 ōna mema, tēnā i te tatari ki tētahi rongoā. Nā Kōrero mātou i āhei ai ki te ine i ngā nekehanga taha waiaro, taha whanonga, ngā toronga kaupapa me te tātaritanga raruanga ruarangi. Mā ēnei katoa e taea ai e mātou te whakariterite me te whakatau pai mō ā mātou rauemi ki te hanga kaupapa

# Nā te Tāhuhu Rangapū



## Another extraordinary year

A year ago I wrote that 2020 would be the year remembered for how we rode the waka through a pandemic. At that time, having just been through the initial lockdown, I had no idea that by being based in Auckland – we would have now experienced five lockdowns. I don't think we imagined that we would still be grappling with isolation measures, closed schools and businesses and more troubling strains of the virus such as Delta. COVID-19 lockdowns to date have provided an opportunity for Māori Television to advance and achieve some of our business goals in a more flexible culture and created improved ways of working that have been retained. We will continue to embrace this approach whilst balancing the need for putting our people first, business continuity and increasing digital services.

At our end of year staff hui in July 2021, we came together to celebrate, a time to acknowledge the Māori Television team and recognise and reward staff through our Te Toa Whakaihūwaka Awards. At this hui, I was able to express my sincere gratitude to our team for being committed to our kaupapa and bringing their knowledge, passion and expertise together to create magic throughout the year. Yes magic, for ourselves, for our viewers and in our reo revitalisation role. Māori have long been explorers, voyagers, navigators, connectors and innovators. We hold a history of discovery and entrepreneurship, learning and adapting in order to understand new environments and create improved ways of living. I am proud to say that our team continues to embody this each and everyday.

## 2021 – a year to plan, improve and execute

Te Huapae is now well established and we are actively measuring our performance against the priority outcomes we set a few years ago. With a firm action plan in place, Te Whanaketanga, we focused on creating the successful foundations we need to be fit for the future:

- Telling our story – growing our ability to measure the true impact of our work and taking an evidence based approach to adapt and operate.
- Ways of working – being creative, innovative and agile incorporating our learnings from Covid-19. Implementing our Creative Hub (Mataora) to create, develop and test new content concepts.
- Growing our workforce – increased investment into training, leadership development and moving away from demarcated roles to multi-functional roles that can support a wider range of activities.
- Purposeful Collaboration – achievement of mutual outcomes with partners.

## Measuring our impact

In managing our transition from outputs to outcomes, we have had to find a better way to tell our story and report our value. The current methods of measuring effectiveness and impact of our content to drive social change falls short on measuring language outcomes and motivations. Counting outputs has not enabled us to demonstrate the value we provide to unlock any new funding to achieve our role in reo revitalisation. Comparisons with mainstream media and their measurements talk to a size and scale which we cannot, and will not compete with. Rather than await a solution, we created our research panel, Kōrero, which has nearly 2000 members. Kōrero gives us the ability to measure attitudinal and behavior shifts, and content consumption and undertake robust data analytics. All of this allows us to plan and make better decisions for our resources in creating great content, improving audience experience and how we grow connections

hira, e pai ake ai te wheako ki te apataki me te āhua o tā mātou whakatupu hononga ki tā mātou apaptaki. Ka noho hoki a Kōrero hei ara uruparenga huri tonu e pai ake ai te whakarato tō mātou hapori – “mā te iwi, nā te iwi”.

I whakaterea te Home Land and Sea i te Poutūterangi 2021, ka hiahia mōhio mātou mēnā ka āwhina te whakaaturanga ki te akoako i te reo. Nā Kōrero ka mōhio mātou

- e 70% i tohu nā te mātaki i a Home Land & Sea i pai ake ai o rātou reo.
- e 70% o ērā i rangahaua e whakapono ana i piki o rātou reo i te whakaaturanga.

Koia pū te momo pāpātanga e hiahia tonu ana mātou ki te mōhio, ki te tuari. Kua whakapikihia e mātou ngā haumitanga mō Kōrero i te 2021/22. Ka kapi i ā mātou pūtea a Whakaata Māori, tērā anō pea te whakawhānui ake i tētahi whāinga whakakitenga ki Te Whare o te Reo Mauriora.

#### Ētahi Huarahi Mahi

He uruparenga a Te Whanaketanga ki te taiao panoni tonu o te ao pāpāho pērā i te urupare a ngā Māori ki te pito mata me ngā wero mai i te orokohanganga o te ao. He matihiko te ao pāpāho hou, me whai huarahi hou a Whakaata Māori e rite ai ia mō ngā hiahia ki tua. E taea ai te whakaterere me te ū ki uta, kua maheretia e Te Whanaketanga te aronga hou e tautuhia ai ngā huarahi mahi hou me te whakaaro kēhia o te takiwā e tonui ana te reo Māori. E taea ai te hanga taiao pai katoa, me piki ngā haumitanga.

Kāore tēnei i wātea ki a mātou, nō reira ka waiho ētahi o ā mātou whakapikihanga hangarau hiranga mō raurangi ka arotahi kē ai ki tērā ka taea e mātou tonu te whakatutuki me ētahi huarahi mahi tae atu ki te:

- Mataora – whakamiharo ana ētahi o ngā otinga kua puta i tā mātou pūtahi auaha, te hanga whakaaturanga hou, a 5 mins of Fame me Lucky Dip. Kua pūkenga rau ngā kaimahi ināianei ki te hanga kaupapa me te kawē i ētahi mahi maha tonu. Ka poua te pūtahi ki tā mātou taura whakahaere.
- Piki ake o ā mātou paepāho matihiko me ngā hōtaka mahi matihiko; me te tupu o te pae rangatahi, a tīma Tuku, e arahina ana tēnei takiwā e ngāi rangatahi 'māori matihiko'.

#### He tīma kaha

Kāore e hangaia ana te momo whare e minaiā ana i te oke tonu kia ora. I te mauroa o ngā here ahumoni kua mate tā mātou hiki i te kimi kaimahi kīhai i hira me te utu tāpiri mō te mahi papai. Hiranga ana ngā pūmanawa o ā mātou kaimahi ka taea nei te whakawhiti, me te aha, e kumea ana ki wāhi kē. Kia riro ētahi o ngā kaimahi o tō mātou rāngai ki rāngai kīhai i pāhekeheke, he mahi nui e kitea ai he kaimahi hou, me te kaha ake o te pēhia o tō mātou tīma tokoiti.

I tēnei tau, kua tahuri tō mātou pae urungi ki te whakahou i tā mātou anga whakatutuki mahi, a Whakamana, te tautuhi kōwhiringa whanaketanga kaimahi hei whanake, hei whakatupu raukaha me te titiro ki te whakapiki haumitanga mō te taha whakangungu me te whanaketanga. E whai ake nei

ētahi tāpuatanga mō tēnei tau:

- I pōwhiritia ā mātou pia rapu wheako i te ao pāpāho Māori tuatahi – he pia taiohi hirihiri ka kawē mai i te tirohanga hou ki tō mātou wāhi mahi. I whanaketia tētahi hōtaka pia whānui ka tautoko i tēnā me tēnā pia ki te mahi i ngā wāhanga katoa o te pakihi i roto i te tau. Ko te tūmanako ka whakawhānui tonuhia te kaupapa nei.
- Te tautoko i ngā kaimahi ki te mahi ā-matihiko kia neke anō ki te tūranga pūkenga rau ki te hanga kaupapa – te kaupapa whānui me te kawepūrongo.
- Te whakatupu i ā mātou kaiurungi – te whakapakari pūkenga taketake me te whanake hōtaka pae urungi Māori.
- Nā te COVID-19, kua mōhio mātou he aha ngā mahi ka haere pai me te hiahia kia haere tonu te whakamana me te whakaohoho i te tangata kia eke tā rātou i mahi ai ki ngā taumata. Kia titiro ki āpōpō atu, he kōwhiringa o mātou mō te taiao mariko me te noho hono tonu, me tā mātou tautuhi me pēhea te urutau ki te rāhui tonuhia a Tāmakimakaurau.

#### Te Pae Tata

He tau anō tēnei i toai nei te ngutu o Whakaata Māori kia taiao tahua tōkeke puta noa i ngā hongere o Aotearoa e whāngaihia ana e te mana whakahaere o te motu ki te tahua, kia ōrite te pūtea ā-haora mō te kaupapa. E tatari ana anō ki te ngā kōrero o te arotake i te Rāngai Pāpāho Māori i runga i te tūmanako ka whakakahāngia mātou e tiakina ai te taonga o te ao pāpāho Māori ka tautoko ai i a mātou ki te tautoko me te whakatupu i ā mātou kaimahi me te hunga motuhake e waihanganga kaupapa auaha ana.

Ko māua ko tūmanako ka titiro whakamua. Kia pai haere te ao ohanga mō Whakaata Māori, kua pai tā mātou arotahi ki ngā whakapaipai taha pakihi pae tawhiti, e tupu ai te pakihi, te auahatanga, e koni kē ai kia ukiuki ai mātou ki roto atu i te rautau 21. Mō te 2021/22 ka arotahi mātou ki te:

- Whanaketanga Kaimahi – te kaihautū Māori me te hanga rāngai pūkenga rau
- Arumoni – te mahi tahi ki ētahi atu e tupu ai te taha pakihi
- Whakapai hōtaka hiranga tonu pērā i te whakawhiti ki te Matihiko, te kaupapa hangarau me te whakahou pūnaha
- Ine pākahatanga hei waihanganga panonitanga ukiuki nahanaha, ka tohu i ngā mahi e tutuki ana i a mātou, ka whakapiki i tō mātou mana ki tō mātou hoa haere ka whakaatu i ā mātou painga ki Te Ao Māori.
- Kei aku hoamahi, tēnā koutou – e kore e taea e te kupu ngā whakamānawatanga o te ngākau, aku mihi nui ki a koutou katoa mō koutou i ngana ai kia toua tonuhia ai tō tātou ahi ki te whakarato i tō tātou hapori – he toa takitini.



Shane Taurima  
Tāhuhu Rangapū

with our audience. Kōrero also acts as a feedback loop to serve our community more effectively – “for the people, by the people”.

Home Land and Sea launched in March 2021. We wanted to understand if the show assisted with language learning. Through Kōrero, we found that

- 70% attribute improved te reo to viewership of Home Land & Sea.
- 70% surveyed believed that the show helped them improve their te reo.

This is exactly the type of impact we want to continue to understand and share. We have increased investment for Kōrero in 2021/22. Our funding covers Māori Television with the potential to expand across the Te Whare o te Reo Mauriora a visionary goal.

#### Ways of Working

Te Whanaketanga is a response to the changing landscape of broadcasting much as Māori have responded to possibilities and challenges throughout all time. The new broadcast territory is digital, ensuring Māori Television is fit for the future requires a new journey. In order to navigate and reach our destination, Te Whanaketanga maps out the new approaches required to define new ways of working and re-imagining the space where te reo Māori thrives. In order to create optimal conditions, we need increased investment.

This was not available so we had to defer some of our significant technological upgrades and focus on what could be achieved with our people and ways of working including:

- Mataora – our creative hub pilot has had some incredible results, creating new shows, 5 Minutes of Fame and Lucky Dip. Kaimahi now hold multiple skills in creating content and can perform a number of roles. The hub will be embedded into our operating model.
- Increased our digital platforms and new digital programmes; and grown our rangatahi platform, Tuku team, with younger ‘digital natives’ leading this area.

#### A strong team

Being in survival mode, does not create the whare we desire. Long term financial constraints has meant we have had to hold off on non-critical recruitment and performance payments. Our staff hold excellent and transferable skills and are being actively attracted away. And as we lose some kaimahi within our sector or to other, less uncertain sectors it can be a struggle to find new staff, which puts more pressure on our small team.

This year, our leadership team has been able to refresh our performance framework, Whakamana, identify workforce development options to develop and grow capability and oversee increased investment into training and development. Some highlights this year have been:

- We welcomed our inaugural Māori media

interns – both young and dynamic and bringing a fresh and new perspective to our workplace. A comprehensive internship programme was developed which supports each intern to work across all parts of the business over the year. We hope to keep expanding this initiative.

- Supporting kaimahi with digital ways of working and shifts towards holding increased multi-skilled roles in content creation – both general content and news.
- Growing our leaders – building fundamentals and development of a Māori leadership programme.
- With COVID-19, we have experienced what can work well and want to continue to empower and inspire people to do their best work. As we look to the future, we hold options for a virtual environment and maintaining connection, and are identifying how to adapt if Auckland continues to go into lockdown.

#### Te Pae Tata

At Māori Television, we have had another year of crying out for an equitable funding environment across New Zealand’s state-supported channels, for parity in per-hour funded content. We also await the outcome of the Māori Media Sector review and hope for a strengthening that will both protect this taonga of Māori media and give us a chance to support and grow our kaimahi and independent Māori creatives.

Looking ahead I remain hopeful. As economic conditions improve for Māori Television, we can focus on longer term business improvements, enabling business growth and innovation, and repositioning to sustain our role into the 21st century. For 2021/22 our focus will be on:

- Workforce Development – Māori leadership and building a capable sector
- Commercialisation – working collaboratively to increase business growth
- Significant continuous improvement projects such as Digital transformation, technology initiatives and system upgrades
- Impact measurement that creates systematic sustainable change, accounts for our performance, builds greater credibility with stakeholders and sets out our contribution to Te Ao Māori.

Kei aku hoamahi, tēnā koutou – words cannot express my heartfelt thanks, I thank you all for going over and above to keep our home fires burning and serve our community – he toa takitini.



Shane Taurima  
Tāhuhu Rangapū

# Te āhua o tā mātou mahi kia pākaha ai ki te whakarauora i te reo Māori

I whakatūria a Whakaata Māori ki te whakatairanga me te tiaki i te reo Māori, e tōnui tūturu ai tō tātou reo, tō tātou ahurea mā roto i te kaupapa me te kōrero i ā tātou kōrero.

Ko Te Mātāwai te karu mātai whānui i a Whakaata Māori, rātou ko ngā Minita whai kawenga. Ko tāna he tāpae kupu ārahi mā ngā iwi me ngāi Māori ki te whakarauora i te reo Māori. E aro ana ia ki te āhua o tā mātou tautoko nekehanga i te akohia o te reo, te mātauranga, te whakamahia me te uaratia o te reo me te noho i tā te Māori noho. Kei raro nei tētahi tirohanga whānui ki ngā mahi kua whāia e Whakaata Māori ki te whakatinana i ngā nekehanga nei ki tō mātou apataki, ki ngā kaimahi me ngā hoa kōtūi.

## Apataki

I roto i te tau, ka pātāhia tō mātou apataki mā roto i a Kōrero e pēhea ana te kaha o tā rātou whakaake ki tētahi kaupapa kōrero mō Whakaata Māori. E whakaata ana ngā kōrero nei i ngā whāinga a Te Mātāwai mō ā mātou ratonga, ka mutu, e pā ana ki te āhua o te pākaha a Whakaata Māori ki te torotoro a ngāi Māori me ngāi Tauwiwi ki te reo me ngā tikanga Māori. Kua hangaia e te rangahautanga nei me tōna Pae, he paetīmata hira me tētahi rōpū tipakonga hei whakapakari, hei whanake mā mātou i ngā tau ka takoto ake. E whakaatu ana ngā uruparenga e tū kaha ana mātou, ina koa mō te wāhi ki a mātou e tōnui ai te ao Māori me tā mātou tuku ratonga ahurei e uaratia ana.

He reo rere, he reo pāho, he reo ora!

Dr Hinurewa Poutu, Tāhuhu Reo

# How we work to impact te reo Māori revitalisation

Māori Television exists to promote and protect te reo Māori, ensuring our language and culture are thriving through content and storytelling.

Te Mātāwai shares oversight of Māori Television with responsible Ministers and provides leadership on behalf of Iwi and Māori to revitalise te reo Māori. Its focus is how we support shifts in language acquisition, knowledge, use and value of the language and in being Māori. Below is an overview of how Māori Television has sought to activate these shifts during the year with our audience, staff and partners.

## Audience

During the year, we asked our audience via Kōrero how strongly they agreed with a series of statements about Māori Television. These statements reflect Te Mātāwai's goals for our services and relate to how Māori Television has had an impact on both Māori and non-Māori engagement of te reo me ngā tikanga Māori. This survey, and the Panel itself, has created an important baseline and sample group for us to build on and develop in coming years. The responses have shown we have a very strong position particularly in terms of our contribution to a thriving te ao Māori and delivering a unique and valued service.

A language that flows and broadcasts, lives!

Dr Hinurewa Poutu, Director Language and Culture

| Kōrero   | Ngāi Tauwiwi | Ngāi Māori | Tapeke |
|--|--------------|------------|--------|
| E tukua ana e Whakaata Māori he ratonga ahurei e hiahia ana, e uaratia ana e au                                      | 68.1%        | 80.9%      | 72.1%  |
| Ka āwhina a Whakaata Māori i a mātou ko taku whānau ki te toro atu me te ako i te reo Māori                          | 58.5%        | 72.3%      | 62.8%  |
| Ka āwhina a Whakaata Māori i te taha ahurea: kia uaratia, kia tōnui ai te ao Māori                                   | 74.4%        | 79.8%      | 76.1%  |
| Nā ngā kaupapa a Whakaata Māori i mārāma ake ai au ki te reo Māori   | 58.9%        | 64.9%      | 60.8%  |
| Nā ngā kaupapa a Whakaata Māori i kaha ake ai taku whakamahi i te reo Māori i ia rā                                  | 45.9%        | 60.6%      | 50.5%  |
| Nā ngā kaupapa a Whakaata Māori i rite tonu ai te whakamahi a taku whānau i te reo Māori                             | 33.8%        | 62.8%      | 42.9%  |
| Kei te whakapono au mā Whakaata Māori kē e pāho ngā kōrero a ngāi Māori, e whakatairanga anō i te reo Māori          | 72.9%        | 75.5%      | 73.8%  |
| Ka para huarahi a Whakaata Māori mō taku whānau e rumakina ai rātou ki te tikanga me te reo Māori                    | 60.4%        | 77.7%      | 65.8%  |
| Ka whakaatu mai a Whakaata Māori i ētahi āhuatanga o tō tātou ahurea taketake ake e kore e kitea i ētahi atu hongere | 72.5%        | 77.7%      | 74.1%  |
| Kei te whai hua te āwhina a Whakaata Māori kia rangona te reo o ngāi Māori i Aotearoa                                | 72.9%        | 74.5%      | 73.4%  |

Nā konei mātou i mārāma ai ki te āhua o te whakamahi a ngā whānau i ā mātou kaupapa me te pāpātanga o tēnei ki tō rātou ara ki te reo Māori - te torotoro, te akoako me te kōrero. Kua āhei mātou ki te tautuhi i te apataki e toro atu ana mātou me te āhua o tā mātou hono atu ka koromaki ai ki te nuku matau, ka ine ai i tēnei i runga i te whakamahi i te tauira o KoPA.

| Statement  | Non-Māori | Māori | Total |
|--|-----------|-------|-------|
| Māori Television delivers a unique service that I want and value   | 68.1%     | 80.9% | 72.1% |
| Māori Television helps me and my whānau engage with and learn te reo Māori                                       | 58.5%     | 72.3% | 62.8% |
| Māori Television helps the culture: te ao Māori to be valued and thriving  | 74.4%     | 79.8% | 76.1% |
| I have increased my understanding of te reo Māori through Māori Television content                               | 58.9%     | 64.9% | 60.8% |
| I have increased my day-to-day te reo Māori usage with the help of content on Māori Television                   | 45.9%     | 60.6% | 50.5% |
| My whānau is using te reo Māori more frequently thanks to Māori Television content                               | 33.8%     | 62.8% | 42.9% |
| I trust Māori Television to share Māori stories and promote te reo Māori   | 72.9%     | 75.5% | 73.8% |
| Māori Television content creates opportunities for my whānau to immerse themselves in Māori culture and language | 60.4%     | 77.7% | 65.8% |
| Māori Television shows me aspects of our indigenous culture that we simply wouldn't see on other channels        | 72.5%     | 77.7% | 74.1% |
| Māori Television is effective in helping elevate the voice of Māori in Aotearoa                                  | 72.9%     | 74.5% | 73.4% |

This provides us with an ability to understand how whānau are using our content and the impact it has on their reo Māori journey - engagement, learning and usage. It enables us to identify the audience we are engaging with and how we connect and intentionally right-shift and measure this using the KoPA model.

### Hoa kōtui

Kua hangaia e Whakaata Māori tētahi mahere reo hou kia tūturu ai te whakamahia o te reo Māori me ngā tikanga Māori puta noa i te tukanga hanga kaupapa, me pēhea anō te hanga wāhi mahi a ō mātou hoa kōtui e noho tōmua mai ai te reo Māori, e hangaia anō ai he taiao e whanake ai tō rātou whakahaere me ō rātou tīma. Ko Te Huapae kei te tūāpapa o te anga mahere reo kua whanaketia, e hāngai ana hoki ki Te Whare o te Reo Mauriora, te rautaki reo Māori o te motu. I arotahi mātou i mua ki te kaupapa me te kounga o te reo Māori anake mō tēnei tukanga.

Ko ngā pou e toru i te ara i whāia e mātou ko te Tuakiri, te Tupu (te tupu me te whanaketanga) me te Tuku (te whakamahi, te whakapuaki me te kounga). Ka toro ngā kaiwhakaputa ki tēnei ki te whanake i ā rātou mahere reo; kia āta whai ai kia hāngai ā rātou tono kaupapa ki tēnei, ka mutu, e hanga ana rātou i tētahi rautaki reo ukiuki mō tō rātou wāhi mahi.

### Kaimahi

Kua haumitia e mātou o Whakaata Māori te mahere reo hei ara atu mā te tangata takitahi ki te whai wāhi atu ki te hanga ngutu tōpū hei whakarauora i te reo. Kei te tautokohia tēnei e tētahi hōtaka tūmahī reo whānui, i hangaia ai he taiao rumaki kia whai huarahi ai ngā kaimahi ki te whakaharatau, ki te rongo me te whakahoahoa ki te reo Māori.

**E ngākau whakahī ana mātou ki te pūrongo i tēnei tau he mahere reo tā tētahi**

# 91%

**ōrau o ā mātou kaimahi, ka mutu, kua kotahi neke atu rānei ā rātou whāinga reo kua tutuki.**

I te tōmuatanga o te 2021, ka pōwhiritia e mātou tētahi rōpū kairangi i kawē mai nei i te tirohanga ahurei a te mātanga e hāngai ana ki te whakarauora i te reo Māori i tō mātou whare. I arahina te rōpū nei e Tā Timoti Kāretu, me tā rātou mahi tahi ki tō mātou Rūnanga me ngā kaimahi i roto i te rua rā i ētahi hui whāiti e aro ana ki te whakarite mahere reo, me pēhea hoki te kawē mai i tēnei momo whakaaro ki ā mātou mahi i Whakaata Māori. Tautuhi ana tētahi 98 ōrau o te hunga i whai wāhi atu i te piki o tō rātou mārama ki te whakarite mahere reo i te ao pāpāho, me pēhea anō te tautoko a Whakaata Māori i te whakarauoratanga o te reo Māori.

**Mā roto i te ao pāpāho, kei te kite te tangata i te whanaungatanga kei waenga i te tuakiri, te reo me te ahurea, he āhuatanga tūturu, e tōnuī ana**

Dr Ruakere Hond, Kaitaunaki Reo, Wānanga Whakarauora Paengahāwhā 2021



### Partners

Māori Television created a new language plan to ensure te reo Māori me ngā tikanga Māori are used throughout the content creation process and our partners create a workplace that prioritises te reo Māori and creates the conditions for their organisation and team to develop. The language plan template developed is based on Te Huapae and aligns with Te Whare o te Reo Mauriora, the national Māori language strategy. Previously we have focused solely on the content and quality of reo Māori for this process.

Our approach revolves around the three pou of Tuakiri (identity), Tupu (growth and development) and Tuku (use, expression and quality). Producers will use this to develop their language plans; ensuring content proposals are aligned and that they are creating a sustainable reo strategy for their workplace.

### Staff

At Māori Television we have invested in language planning as a way for individuals to help create a collective force of language revitalisation.

**We are proud to report this year that**

# 91%

**of our staff have their own language plans and have achieved at least one of their reo goals.**

This is supported by a comprehensive programme of reo activities, that create rumaki reo, or immersion environments, where kaimahi have the opportunity to practice, hear and socialise in te reo Māori.

Earlier in 2021, we invited an esteemed group of individuals who bring unique, expert and relevant perspectives on te reo Māori revitalisation into our whare. This group, led by Tā Timoti Kāretu, worked with our Rūnanga and kaimahi over two days and at various targeted sessions on language planning and how to bring this way of thinking to our work at Māori Television. 98 percent of those participating indicated an improvement in their understanding of language planning in broadcasting and how Māori Television can support revitalisation of te reo Māori.

**Through broadcasting, people are able to see the relationship between identity and language and culture, it is very real and thriving.**

Dr Ruakere Hond, Reo Advocate, Wānanga Whakarauora April 2021

# Ngā Kaupapa Reo Māori Tāpua

## Tāpuatangā mō te tau i mutu i te 30 o Pipiri 2021

He nui noa atu ngā whakaaturanga ka hangaia, ka whakaaturia e mātou i ngā haora mātaki nui i whakaputaina i konei tonu, tēnā i tētahi atu reo pāho i Aotearoa. Hangaia ai e mātou te hōtaka reo Māori me te hōtaka reorua rere noa i ētahi karangatanga kia ea ai ngā hiahia o te apataki, hei tautoko hoki i te whakamahia me te ako i te reo Māori mā te komokomo taumata whāinga mō ngā kaupapa reo Māori. Ko ētahi momo kaupapa ko te kawepūrongo, ko te whakangahau me te āhua o te noho, te huihuinga mō te ahurea, te hākinakina, me te kaupapa mā te tamariki.

Neke noa atu ā mātou kaupapa reo Māori i tērā i whakaritea, ko te 300 haora tērā mō tēnā me tēnā karangatanga e whai ake nei<sup>2</sup>:

### 346 hāora

o ngā kaupapa reo Māori hou, kounga tiketike, auaha hoki, puta noa i ngā paepāho tae atu ki te pouaka whakaata me te matihiko.

### 520 hāora

o te kaupapa reo Māori, kounga tiketike, auaha hoki mā te hunga tamarariki me te rangatahi, puta noa i ngā paepāho

### 461 hāora

o te kaupapa reo Māori, kounga tiketike, auaha hoki, mā te hunga ako i te reo Māori puta noa i ngā paepāho huhua

### 584 hāora

o te kaupapa kounga tiketike, auaha hoki, mā ngā apataki whānau puta noa i ngā paepāho

### 601 hāora

o te kawepūrongo kounga tiketike, auaha hoki, puta noa i ngā paepāho

<sup>1</sup> Kua whakaawhiwhitia ngā ōrau katoa ki te ōrau kotahi tata katoa

I whakaritea hoki - me te neke noa atu anō - o ā mātou ūnga mō te kaupapa ka rite ki te matatau o ā mātou apataki:

### 44%

o te kaupapa hou mā ngā apataki matatau ki te kōrero i te reo Māori (ūnga: 40%)

### 56%

o te kaupapa hou e rite ana ki te hunga he reo tuarua te reo Māori mō rātou, e ngākau tuwhera ana rānei ki te kōrero Māori (ūnga: 40%)

### 100%

**te reo Māori o te kaupapa puta noa i ngā paepāho tae atu ki te pouaka whakaata me te matihiko (ūnga: 80%)**

### 100%

o ngā kaupapa i tohua he 4 neke atu ina whakamahia te aromātaitunga kounga reo Māori a Te Taura Whiri i te Reo Māori (ūnga: 70%)

# Te Reo Māori Content Highlights

## Highlights for the year ended 30 June 2021

We create and showcase more locally produced shows during prime time than any other broadcaster in Aotearoa. We create both reo Māori and bilingual programming across many genres to meet audience needs and to support the use and acquisition of te reo Māori by incorporating targeted levels of reo Māori content. Content genres include news and current affairs, entertainment and lifestyle, cultural and sporting events, and children's programming.

We exceeded our reo Māori content targets which were set at 300 hours for each of the following categories<sup>1</sup>:

### 346 hours

**of new**, high quality and innovative te reo Māori content that is made available across all platforms including digital and linear

### 520 hours

**of high quality and innovative te reo Māori content** for tamariki and rangatahi audiences that is made available on multiple platforms

### 461 hours

of high quality and innovative te reo Māori content for te reo Māori learner audiences that is made available on multiple platforms

### 584 hours

of high quality and innovative te reo Māori content for whānau audiences that is made available on multiple platforms

### 601 hours

of high quality and innovative te reo Māori news and current affairs content that is made available on multiple platforms

We also set - and exceeded - our targets for content tailored to our audiences' language abilities, with:

### 44%

of new content **for fluent reo Māori speaking audiences** (target: 40%)

### 56%

of new content suitable **for second language learners** or receptive reo Māori-speaking audiences (target: 40%)

### 100%

**te reo Māori content across all platforms** including linear and digital (target: 80%)

### 100%

of content was **rated 4 or higher** using the Te Taura Whiri I te Reo Māori language quality assessment (target: 70%)

<sup>1</sup> All percentages rounded to the nearest one percent.

# Te Huapae

Ko Te Huapae tā mātou mahere mō te angitu. Kua whakaritea e ia tā mātou whakakitenga mō te ao e hiahia kite ana mātou, te wāhi ki a mātou e hangaia ai te ao nei. Kei Te Huapae te ahunga hou e neke ai i te arotahi ki te tutukinga ki te whakatinana putanga. He tikanga hou tēnei kia pai ake te ine me te arotake i te whaihua o ā mātou mahi, i ngā putanga ka tutuki, me te wāhi ki a mātou hei whakatutuki i ngā putanga ki te taha o ō mātou hoa kōtui.



I timata tā mātou whai ki te whanake i Te Huapae i te 2018, i a mātou ka whanake i te tauira tuatahi o tētahi Anga Putanga. I te 2019 ka whakawhānuihia e mātou te anga nei ki te tārai i tā mātou whakakitenga me te ariā panonitanga, me te tautuhi paetohu, tikanga hei ine i ā mātou putanga – ka puta ko Te Huapae. I te 2020, ka whakamahinetia ngā paetohu, ka hangaia ko Kōrero, ka whanaketia tētahi papatohu raraunga hei whaiwhai haere i tā mātou koke ki tō mātou whakakitenga. I te 2021, ahakoa ngā pēhitanga a te COVID-19 ka ngana mātou ki te whakatinana me te whakatutuki mahi ki ā mātou inenga.

Ko te inenga o te angitu o tā mātou koke ki te whakakitenga nei kei te angitu me ngā whakaaro o te hunga e whai wāhi atu ana ki a Whakaata Māori – ā mātou Kaimahi, ō mātou Hoa Kōtui, me tā mātou Apataki:

- **Mō tā mātou Apataki:** Ka tāpaea e mātou te kaupapa ngahau, e rite ana ka tūohono i ā mātou apataki ki te ao me te tikanga Māori, ka whakaohoho, ka tautoko i a rātou ki te ako me te whakamahī i te reo
- **Mō ā mātou Kaimahi:** Kei te hangaia e mātou tētahi whakahaere kaupapa Māori e tōnui ana, e kauanuanutia ana e whakaāhei ana i a rātou ki te whatu i ō rātou hononga ki te reo me te ao Māori
- **Mō ō mātou Hoa Kōtui:** Ka whakaāhei mātou i ō mātou hoa kōtui i raro i Te Whare o te Reo Mauriora kia kaha ake tā rātou whai painga, ka whakatutuki ai i ā rātou ake rautaki ki te whakarauora i te reo me ngā tikanga Māori

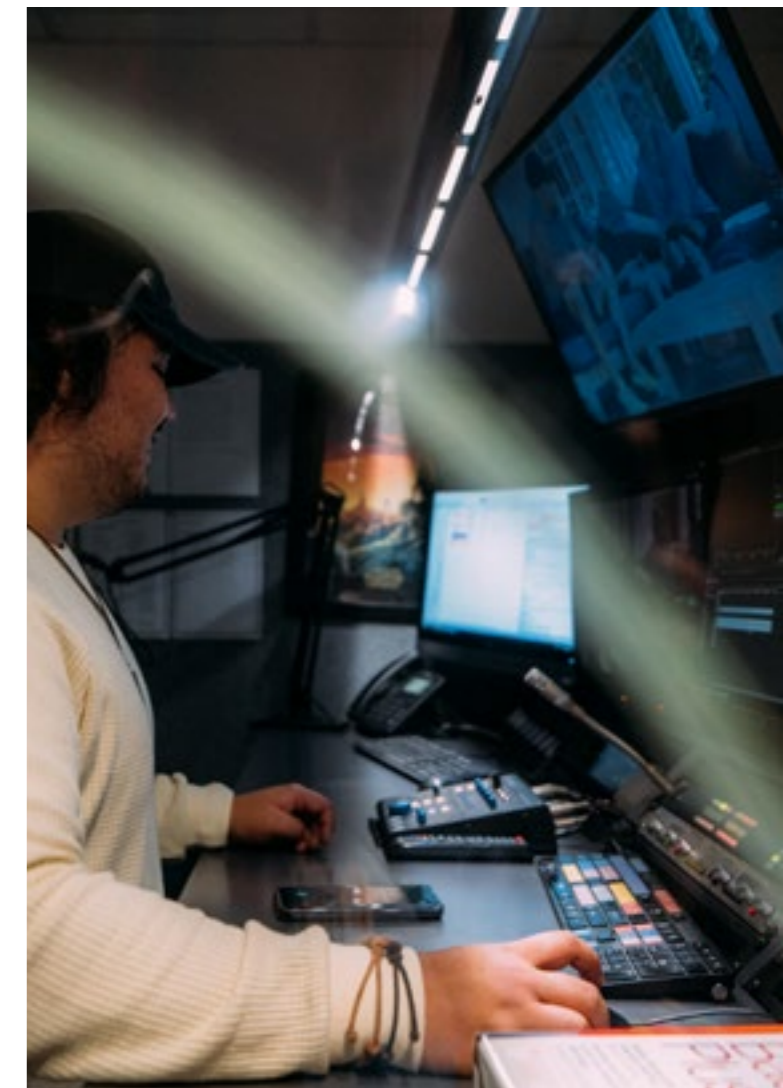
# Our Results

Te Huapae is our plan for success. It sets out our vision for the world we want to see, how we contribute to creating this world. Te Huapae has shifted us from focusing on outputs to achieving outcomes, adopting an improved way to measure and evaluate our impact, the direct outcomes we achieve and our contribution to outcomes we share with our partners.

We began our journey to developing Te Huapae in 2018, when we developed a first draft of a new Outcomes Framework. In 2019 we built on this framework to craft our vision and theory of change, and identify indicators and methods to measure our outcomes – this gave us Te Huapae. In 2020, we refined our indicators, created Kōrero and developed a data dashboard to track our progress towards our vision. In 2021, despite obvious pressures from COVID-19 we made a real push to implement and achieve against our measures.

Measurement of our success in working towards this vision is based on the success and views of those who contribute to Māori Television – our Staff, our Partners, and our Audience:

- **For our Audience:** We provide entertaining and relevant content that connects our audiences with te ao and tikanga Māori, and inspires and supports them to learn and use te reo.
- **For our Staff:** We are building a thriving, respected kaupapa Māori organisation that enables our people to build their own connection to te reo and te ao Māori
- **For our Partners:** We enable our partners under Te Whare o te Reo Mauriora to be more effective and achieve their own strategies to revitalise te reo me ngā tikanga Māori



# Putanga ki ngā Kaimahi

Ko tō mātou whakakitenga ko te tōnuitanga o ngā Māori, mā roto i ō rātou hononga ki te ao Māori, ki te reo Māori me ngā tikanga Māori, kia uaratia hoki e Aotearoa nui tonu te tirohanga Māori.

Kei te whakatinanahia e mātou tonu te whakakitenga nei, nō mātou tonu ngā takahanga tuatahi. Ko te tikanga o tēnei kei te waihanga, kei te ngākau pūmau mātou kia tōnui, kia kauanuanutia tō mātou whakahaere kaupapa Māori e whakatupu ana i te raukaha me te uara o te rāngai, ka kukume mai, ka pupuri tonu i te tangata hira. Ka mahia tēnei mā te whakaāhehi i ā mātou ake kaimahi ki te ako i te reo Māori ka whatu ai i ō rātou ake hononga ki te ao Māori.

## Ka inea ā mātou putanga ki ngā kaimahi i runga i te pātai i ētahi pātai e toru:

1. Kei te puāwai anō te reo Māori hei reo kōrero matua mō ngā kaimahi i ia rā?
2. Kei te tutuki anō i ngā kaimahi ā rātou ake whāinga mō te reo Māori?
3. He wāhi anō a Whakaata Māori e hiahia mahi ai te tangata hira?

Ka tautoko mātou i ā mātou kaimahi ki te whakawhānui i tō rātou mārama, matatau, me tā rātou whakamahi i te reo i roto i te whakahaere mā roto i te Mahere Reo Takitahi. Kua uru atu anō te tautoko kaimahi ki te whakarite mahere reo takitahi e takoto mai ai he whāinga nā rātou tonu i whakarite mō te ako me te whakapakari i tā rātou whakamahi i te reo.

I te tau ka hori ka inea e mātou te whakamahia o te reo Māori i ia rā ki tētahi rangahau kaimahi (Haratua-Pipiri 2021) i whakaatu i te piki ake o te kōrero i ia rā. Kua takahi whakamua ngā kaimahi ki te whakarite i ā rātou ake mahere reo Māori me te whakatutuki anō i ngā whāinga, ka tautokohia e te hui whanaketanga ā-tokorua, arā, te hui Whakamana i waenga i te pou whakahaere me te kaimahi, e te hui peka noa atu me te wānanga ki te tīma Reo. Āpiti atu ki ngā akoranga reo e haere tonu ana i ia wiki e rite ana mō ngā taumata reo katoa, kua whakatakina e mātou te ara rumaki ōpaki pērā i te noho tahi ki te 'Kapu TI' e whakakotahi ai ngā kaimahi ki te paramanawa, te tākaro kēmu me te kōrero ki te reo Māori.

I whakahaeretia anō e mātou tētahi Wānanga Whakarauora Reo i waenga Paengawhāwhā 2021 mō tō mātou whakahaere. He huihuinga ahurei tēnei ki te tautoko kaimahi me te Rūnanga ki te whakawhānui mōhioranga me te mārama ki te wāhi ki te mahere reo mō te whakarauora i te reo. I āhua 60 te hunga i tae ake i roto i ngā rā e rua ki ngā huinga ā-rōpū me ngā huinga iti. Nā Tā Timoti Kāretu i whakatuwhera te wānanga, ka arahina ngā huinga whāiti e ētahi mātanga ki te kaupapa me ngā tohunga whakarauora reo pērā i a Tākura Ruakere Hond rātou ko Ahorangi Rawinia Higgins, ko Charisma Rangipunga, ko Stacey Morrison, ko Louise Whaanga.

I rangahaua te hunga i tae ake, ka mutu, e

# 98%

ōrau neke atu (puta i ētahi takiwā e rima)

i whakaponu kua whānui ake tō rātou mōhiō me te kaha o tō rātou whītikiria ki te tautoko i a Whakaata Māori ki te whakarauora i te reo Māori.



# Staff Outcomes

Our vision is that Māori are thriving, through their connection to te ao Māori, te reo Māori and tikanga Māori, and that all New Zealanders value Māori perspectives.

We are walking the talk with this vision, taking the first steps ourselves. This means we create and sustain a thriving, respected kaupapa Māori organisation that builds the capacity and value of the sector, and that attracts and retains great people. We do this by enabling our own staff to learn te reo Māori and build their own connection to te ao Māori.

We measure our outcomes for staff by asking three questions:

1. Is te reo Māori flourishing as a primary language of day to day use amongst staff?
2. Are staff meeting their own te reo Māori language goals?
3. Is Māori Television a place where great people want to work?

We support our staff to build the understanding, proficiency and use of te reo within the organisation through Individual Language Planning. This has included supporting staff to set up individual language plans that include self-set goals for learning and improving their use of te reo.

In the past year we have measured everyday use of te reo Māori through a staff survey (May-June 2021) which showed an increase in daily use. Kaimahi have powered forward on setting their own Māori language plans and achieving goals, supported by one-on-one Whakamana development hui between managers and kaimahi, drop-in sessions and wānanga with the Reo team. In addition to ongoing weekly reo lessons catering to all levels, we introduced informal immersion opportunities such as a weekly 'Kapu TI' sessions where kaimahi come together to have morning tea, play games and kōrero in te reo Māori.

We also hosted a Wānanga Whakarauora Reo in mid-April 2021 for our organisation. This was a unique event to support staff and the Rūnanga to build knowledge and understand the role of language planning in reo revitalisation. There were around 60 attendees over the two days to all-group and small group sessions. Tā Timoti Kāretu opened the wānanga and sessions were led by subject experts and powerhouses of reo revitalisation including Dr Ruakere Hond, Professor Rawinia Higgins, Charisma Rangipunga, Stacey Morrison and Louise Whaanga.

Participants were surveyed and a minimum of

# 98%

(across five areas) felt their knowledge had improved

and they were better equipped to support Māori Television to revitalise te reo Māori.



Kei raro nei ngā putanga tōmua e toru a Whakaata Māori mā ngā kaimahi me te āhua o tā mātou koke i tēnei tau. He putanga tūāwaenga ēnei (3-5 tau), ka mutu, kei te koke tonu ngā mahi.

| Putanga Tōmua   | Kokenga i te 2020/21   | Otinga i te 31 o Hōngongoi 2021   |
|---|--|---|
| <b>1.1 E puāwai ana te reo Māori hei reo whakawhiti whakaaro matua mō ngā kaimahi i ia rā</b> | I whakahaeretia te rangahau kaimahi i te Hōngongoi-Hereturikōkā 2021.  | Neke atu i te 90% o ngā kaimahi kei te whakamahi i te reo Māori i ia rā i te mahi – kua paku piki ake i te tau o mua atu (89%).   |
| <b>1.2 E tutuki ana i ngā kaimahi ā rātou whāinga reo Māori</b>                               | I roto i tēnei tau, ka whanaketia e ngā kaimahi ā rātou mahere reo, ka tīmata te whai i ā rātou whāinga. I whai mātou kia whakaritea he mahere reo e tētahi 80% o ngā kaimahi i mua i te paunga o te hauwhā tuarua (e 83% i oti) ka mahi ai ki te whakatutuki i ētahi whāinga 1-3 i te haurua tuarua o te tau. | He mahere reo tā tētahi 80% o ngā kaimahi me ā rātou ake whāinga (80%). Kua tutuki i tētahi 80% o ngā kaimahi te whāinga kotahi neke atu rānei, e rua kua tutuki i tētahi 70%, e toru neke atu kua tutuki i tētahi 60%. |
| <b>1.3 He wāhi a Whakaata Māori e hiahia mahi ai te tangata hira</b>                          | I koke ngā matapakanga Whakamana 1-1 ki tētahi pou whakahaere tae atu ki te whanake kaimahi me ngā whāinga reo; i tū tā mātou whakataetae reo Māori tari ki te tari, a Karawhiua; whakaritea ana te Kapu Tī – he wā auau ōpaki kua tāpuia mā ngā kaimahi e rere ai ko te reo Māori anake.                      | I te toronga ki ngā kaimahi katoa e 3.6 o roto i te 5 i tohu “he wāhi a Whakaata Māori e hiahia mahi ai te tangata hira   |

Below are Māori Television’s three priority outcomes for kaimahi and the progress we have made this year. These are medium-term outcomes (3-5 years) and work is still in progress.

| Priority Outcomes  | Priority Outcomes Progress made in 2020/21  | Results as at 30 June 2021   |
|--|---|--|
| <b>1.1 Te reo Māori flourishes as a primary language of day to day use amongst staff</b> | Staff survey carried out during July-August 2021  | Over 90% of kaimahi use te reo Māori every day at work – a slight increase on the previous year (89%).   |
| <b>1.2 Staff meet their te reo Māori language goals</b>                                  | During this year, staff developed their language plans and began working on their goals. We aimed for 80% of staff to have a reo Māori plan in place by the end of the second quarter (83% achieved) and be working towards achieving 1-3 goals in the second half of the year. | 91% of staff have a reo Māori plan including their own goals. (Target: 80%)<br>91% of staff have achieved at least one goal, (Target: 80%) 70% have achieved two goals (Target: 70%) and 62% have achieved at least three goals. (Target: 60%) |
| <b>1.3 Māori Television is a place where great people want to work</b>                   | Progressed Whakamana 1-1 discussions with a manager including staff development and reo Māori goals; held our inter-department reo Māori competition – Karawhiua; set up Kapu Tī – regular, informal time set aside for kaimahi to kōrero purely in te reo Māori.               | Total Staff Engagement score 3.6 out of 5  |



# Putanga Hoa Kōtuiti

Mahi ai mātou ki te taha o ō mātou hoa kōtuiti o roto i Te Whare o te Reo Mauriora ki te whakarauora tahi i te reo me ngā tikanga Māori.

Ka tautoko, ka whakaāhehi mātou i ō mātou hoa ki te whakatutuki i ā rātou ake rautaki whakarauora mā te hanga taiao pai e puāwai ai te reo me ngā tikanga Māori, mā te tuku kaupapa hihiri, ngahau, whakaohoho ka tūhono apataki ki te ao Māori me te reo Māori, ka hāpai i te reo o ngāi Māori ki roto o Aotearoa.

**Ka inea e mātou ā mātou putanga mā ō mātou hoa kōtuiti mā te pātai i ētahi pātai e toru:**

1. Kei te kanohi kitea anō a Whakaata Māori e mahi ana i te hāpori me ngā huihuinga?
2. Ka hiahia mahi tahi mai anō ngā whakahaere hoa kōtuiti ki a mātou?
3. Kei te āhehi ake ō mātou hoa kōtuiti ki te kaupapa mō te reo me ngā tikanga Māori hei tautoko i te ako me te whakarauora i te reo i ā mātou mahi?

| Putanga Tōmua  | Kokenga i te 2020/21  | Otinga  |
|--|---|---|
| <p><b>2.1 Kei te kanohi kitea a Whakaata Māori e mahi ana i te hāpori me ngā huihuinga</b></p>   | <p>I whakatūria te Pūtahi Auaha o Mataora me te whakamātauria, te whakatinanahia o ētahi tūranga, ētahi pūmanawa hou i ētahi o ngā huihuinga kanohi kitea.</p> <p>I āta whai wāhi atu ki ngā huihuinga pērā i ngā kapa haka ā-rohe, te huritau 110 o te Kapa-o-Pango Māori, te Waka Ama ā-Motu, te ANZAC me ngā whakamaharatanga ki te Rā o Waitangi.</p> | <p>I kanohi kitea a Whakaata Māori i ētahi huihuinga ahurei e 23. Neke atu tēnei i tā mātou whāinga o te 20, ka mutu, i tutuki ahakoa te herea e ngā rāhui taumata Mataara o te COVID-19.</p>   |
| <p><b>2.2 Ka hiahia mahi tahi mai ngā whakahaere Hoa Kōtuiti ki a mātou</b></p> <p>Kia mōhio mai: He putanga tūā-waenga tēnei (3-5 tau) nō reira kei te koke tonu te mahi, heoi, ka whāia tonuhia te rangahau ki te whakatū raraunga paetīmata</p>   | <p>Rangahautanga o Āpiti (Hereturikōkā 2021)</p> <p>Te whakatakoto tonu pāpāho tahi ki a Pacific Media Network, ki a Discovery me NZME mō te tauira kairipoata o Te Rito i eke nei ki te rārangi poto o te Public Interest Journalism Fund.</p>   | <p>I mahi kōtuiti a Whakaata Māori ki a Ngāti Awa ki te hanga i tētahi kaupapa pāpāho motuhake mō te huritau tuatahi o Whakaari hei pāho ki ngā apataki e tahi o te ao, i pāhotia e ētahi reo pāho e 60 o te ao.</p> <p>I whakaroahia ā mātou whakaaetanga kawepūrongo ki tētahi MOU kōtuitinga hou ki a NZME.</p> <p>I mahi tahi mātou ki Te Puni Kōkiri ki te manaaki i ētahi o ā rātou pia kimi wheako tokorua i te Kohitātea 2021.</p> <p>I waitohua tētahi whakaaetanga kōtuitinga rautaki ki Te Matatini me Aotearoa Kapa Haka.</p> |
| <p><b>2.3 Kei te āhehi ake ō mātou hoa kōtuiti ki te kaupapa mō te reo me ngā tikanga Māori hei tautoko i te ako me ngā mahi whakarauora</b></p> <p>Kia mōhio mai: He putanga tūā-waenga tēnei, (3-5 tau) kei te haere tonu te mahi, heoi, ka whakahaere tonuhia te rangahau kia takoto ai he raraunga paetīmata</p> | <p>Rangahautanga Āpiti (Hereturikōkā 2021)</p> <p>Kei te haere tahi tonu ā mātou tāpaenga ki ngā pārongo tūmatanui mō te kaupapa o te COVID-19 ki a Stuff me te Pacific Media Network</p>   | <p>Kei te haere tonu tā mātou tautoko i ā tātou tamariki i ngā rāhui o te COVID, i mahi tahi mātou ki Te Tāhuhu o te Mātauranga me ētahi Kaiwhakaputa Motuhake i te terenga tuarua o Mauri Reo, Mauri Ora.</p> <p>I kite a Whakaata Māori i te nui o te hiahia o te hunga mātaki i a ia mō te kōrero e pā ana ki te Pōtitanga Whānui 2020 ka whakawāteatia ēnei kōrero ki te whatunga irirangi ā-iwi.</p>   |

# Partner Outcomes

We work alongside our partners in Te Whare o te Reo Mauriora to collectively revitalise te reo me ngā tikanga Māori.

We support and enable our partners to achieve their own revitalisation strategies by creating an enabling environment for te reo me ngā tikanga Māori to flourish, and providing engaging, entertaining and inspiring content that connects audiences to te ao Māori and te reo Māori, and elevates the voice of Māori in Aotearoa.

**We measure our outcomes for our partners by asking three questions:**

1. Is Māori Television seen as active in the community and at events?
2. Do partner organisations want to work with us?
3. Do partners have greater access to te reo me ngā tikanga Māori content to support learning and revitalisation, because of our work?

| Priority Outcomes   | Progress made in 2020/21   | Results   |
|---|--|---|
| <p><b>2.1 Māori Television is seen and is active in the community and at events</b></p>   | <p>Mataora Creative Hub established and new roles and skills were tested and applied at some of the kanohi kitea events.</p> <p>Active participation at events including regional kapa haka, the 110th anniversary of the Māori All Blacks, Waka Ama Nationals, ANZAC and Waitangi Day commemorations.</p> | <p>Māori Television were kanohi kitea at 23 significant events. This exceeded our goal of 20 and was possible despite the ongoing effects of COVID-19 Alert level restrictions.</p>   |
| <p><b>2.2 Partner organisations want to work with us</b></p> <p>Note: This a medium-term outcome (3-5 years) and work is still in progress, however we will progress with the survey to establish baseline data</p>   | <p>Āpiti survey (August 2021)</p> <p>Joint media application with Pacific Media Network, Discovery and NZME, for Te Rito journalism cadetship, shortlisted for Public Interest Journalism Fund.</p>  | <p>Māori Television partnered with Ngāti Awa to provide a Whakaari one-year anniversary special broadcast to unprecedented worldwide audience, shared by 60 international broadcasters.</p> <p>We extended our news agreements with a new partnership MOU with NZME.</p> <p>We worked with Te Puni Kōkiri in hosting two of their interns in January 2021.</p> <p>A strategic partnership agreement was signed with Te Matatini and Aotearoa Kapa Haka.</p> |
| <p><b>2.3 Partners have greater access to te reo Māori me ngā tikanga Māori content to support learning and revitalisation</b></p> <p>Note: This a medium-term outcome (3-5 years) and work is still in progress, however we will progress with the survey to establish baseline data</p> | <p>Āpiti survey (August 2021)</p> <p>Ongoing contributions to COVID-19 public information campaign in partnership with Stuff and Pacific Media Network</p>   | <p>Continuing the call to support our tamariki during COVID lockdowns, we worked with the Ministry of Education and Independent Producers on series two of Mauri Reo, Mauri Ora.</p> <p>Māori Television saw great interest from its viewers for content on the 2020 General Election and this content was made available to the iwi radio network.</p>   |

# Putanga Apataki

Ko tō mātou apataki tō mātou orange: i takea mai mātou i te kōkiritanga auroa a ngāi Māori kia rauhitia te reo me ngā tikanga Māori. E tū ahurei ana mātou: ki tētahi taha, e tū whakahī ana mātou i runga i te ohaoha tuku iho, te kupu tuku iho kia rauhitia te reo Māori; ki tētahi taha, kei te hiahia noho mārama mātou ki ngā hiahia o tō mātou apataki me te āhua o te huri o tēnei.



**Ka whakaheia e mātou te hunga kōrero Māori whānui, ka whai hoki kia toro ki te whānuitanga atu o ngā apataki nei mā te:**

- ahi kia tahuri mai te reanga e piki ake ana ki ā mātou kaupapa me ā mātou pāhotanga – te mokopuna, te tamariki, te rangatahi me tō rātou whānau – e hira ana hoki rātou ki te whakarauratanga o te reo.
- Tautoko i a ngāi Māori me ngāi Tauwiwi kia whai wāhi ake, kia ako i te reo me ngā tikanga Māori mā te tūhono i a rātou ki te ao Māori i runga i te whakangahau, te whakaohoho me te whakahikaka i a rātou ki te ako tonu.
- Hāpai i ngā kōrero me te tirohanga a ngāi Māori kia rangona ai, kia uaratia rātou e te katoa o Aotearoa.
- Whakarato kaupapa e hāngai ana ki te hunga kua timata te hikoi i tō rātou ara ki te reo Māori tae atu ki te hunga ko te reo Māori tō rātou reo ūkaipō, ki ngā whānau e whakatipu ana i ā rātou tamariki ki te reo, e tuku ana i ā rātou tamariki ki te kōhanga ki te kura rānei.

## Te āhua o te ine, he aha ka inea

Haere he tau ka whakahaere motuhaketia tētahi rangahau inerahi kia mārama ai ngā whakaaro o tō mātou apataki me te āhua o tā mātou whai i ngā Whāinga o Te Huapae me ā mātou paearu pūrongorongo kua whakamanahia kei te Pānui Whāinga. I tino pai ngā kōrero i hoki mai i tā mātou rangahau hou katoa o Pipiri/Hōngongoi 2021 ki ngā pātai matua e whā (ko ngā otinga ki ngā putanga apataki katoa kei ngā whāranga e whai ake nei).

| Pātai ki te apataki  | % o te hunga e whakaae ana ki te kōrero (n=301)  |
|--|--|
| Kei te tuku anō mātou i te kaupapa e hiahia ana ngā apataki?                                 | E tukua ana e Whakaata Māori tētahi ratonga ahurei e hiahiatia ana, e uaratia ana e au: <b>Māori 81%, te katoa atu 72%</b>   |
| Kei te āwhina anō mātou i ngā apataki me ngā whānau ki te toro atu me te ako i te reo Māori? | E āwhina ana a Whakaata Māori i a mātou ko taku whānau ki te toro atu me te ako i te reo: <b>Māori 72%, te katoa atu 63%</b> |
| Kei te āwhina anō mātou ki te hāpai i te reo o ngāi Māori i roto o Aotearoa?                 | E whai hua ana te āwhina a Whakaata Māori ki te hāpai i te reo o ngāi Māori ki Aotearoa: <b>Māori 74%, te katoa atu 73%</b>  |
| Kei te āwhina anō mātou kia uaratia, kia tōnui te ao Māori?                                  | E āwhina ana a Whakaata Māori i te ahurea – i te uaratia me te tōnuitanga o te ao Māori: <b>Māori 80%, te katoa atu 76%</b>  |

# Audience Outcomes

Our audience is everything: we were founded through a long campaign by Māori to protect te reo and tikanga Māori. We are in a unique position: on the one hand, we stand in a proud legacy and history of protecting te reo Māori; and on the other, we want to understand what our audiences need and how this is changing.

**We cater to the full spectrum of reo Māori speakers and aim to engage this wide range of audiences by:**

- Working to engage the next generation in our content and broadcasting – mokopuna, tamariki, rangatahi and their whānau – because they are critical to language revitalisation.
- Supporting Māori and non-Māori to engage with and learn te reo me ngā tikanga Māori by connecting them to te ao Māori in a way that entertains, inspires and excites them to learn more.
- Elevating the stories and perspectives of Māori so that they are heard and valued by all New Zealanders.
- Providing content relevant to those who are just beginning their reo Māori journey to those who may speak te reo Māori as their first language, whānau raising their children in te reo, and sending their tamariki to kōhanga or kura.



## How and what we measure

Each year we undergo independent quantitative surveys to understand our audience views and how we are tracking across Te Huapae Goals and our mandated reporting criteria outlined in the Statement of Intent. Our most recent survey, in June/July 2021 returned highly positive results against our four key questions (with results against all audience outcomes provided on the following pages).

| Audience question   | % of people who agree with the statement (n=301)  |
|---|---|
| Are we delivering something that audiences want?                        | Māori Television delivers a unique service that I want and value: <b>Māori 81%, all people 72%</b>                |
| Are we helping audiences and whānau engage with and learn te reo Māori? | Māori Television helps me and my whānau engage with and learn te reo: <b>Māori 72%, all people 63%</b>            |
| Are we helping to elevate the voice of Māori in Aotearoa?               | Māori Television is effective in helping elevate the voice of Māori in Aotearoa: <b>Māori 74%, all people 73%</b> |
| Are we helping te ao Māori to be valued and thriving?                   | Māori Television helps the culture – te ao Māori to be valued and thriving: <b>Māori 80%, all people 76%</b>      |

| Putanga Tōmua  | Kokenga i te 2020/21  | Otinga  |
|--|---|---|
| <b>Kei te tuku anō mātou i te kaupapa e hiahia ana ngā apataki?</b>                              |   |   |
| <b>3.1 E uaratia ana e ngā apataki te waitohu o Whakaata Māori</b>                               | Pae rangahau apataki o Kōrero i whakaterea i te tōmuritanga o te 2020.<br>Rangahau Hauora Waitohu i whakahaeretia (Haratua 2021)<br>Rangahau o Te Huapae (Hōngongoi 2021) | Neke atu i te 1,900 ngā mema i hainatia atu e Kōrero, e ono ngā rangahautanga i kawea ake.<br>Ko te ngākau pai o te hunga mātaki i a mātou ki te tūtohu i tō mātou ratonga ko te <b>26% mō te Māori me te 5% mō te katoa atu</b> (Tapeke Whakatairanga More).   |
| <b>3.2 E āhei atu ana ngā apataki ki ngā kaupapa a Whakaata Māori rere i ētahi paepāho rau</b>   | Rangahau Hauora Waitohu i whakahaeretia (Haratua 2021)<br>Rangahau o Te Huapae (Hōngongoi 2021)   | E 2004 ngā haora kaupapa reo Māori kounga tiketike, auaha i whakawāteatia rere i ngā paepāho katoa tae atu ki te matihiko me te pouaka whakaata. (2000 hāora)<br>E mōhio ana tētahi 83% o ngāi Māori me tētahi 83% o ngā kaimātaki katoa mō ā mātou hongere.<br><b>100% te whakaaturanga amiorangi puta noa i Aotearoa – ari whānui.</b>  |
| <b>3.3 Pārekareka ana, ngāhau ana, hāngai ana ā mātou whakaaturanga</b>                          | Rangahau Hauora Waitohu i whakahaeretia (Haratua 2021)<br>Pae Kōrero i rangahau i te Hōngongoi 2021<br>Rangahau o Te Huapae (Hōngongoi 2021)                              | E whakaae ana tētahi 85% o te hunga mātaki Māori me tētahi 77% o te katoa atu ki te kōrero e pārekareka ana, e ngāhau ana, e hāngai ana ā mātou kaupapa.<br>Kei raro iho ngā tapeke nei i ērā o tērā tau i te pāho rautia o te kaupapa nā te pākahatia o te kaupapa hou e te COVID.<br>I kaha tonu te paingia i ōna anō wā, pērā i te 16% o te piki o te karu mātaki i tā mātou pāho i te Pōtitanga Whānui 2020 in whakatairitea ki te Pōtitanga o te 2017. |
| <b>3.4 E whakapono ana ngā apataki Māori ki a Whakaata Māori, ānō nei nō rātou te whakahaere</b> | Rangahau o Te Huapae (Hōngongoi 2021)   | <b>Ko tētahi 79% o ngāi Māori me tētahi 71% o te hunga mātaki katoa kei te whakaae ki te kōrero e whakapono ana rātou ki a Whakaata Māori, ānō nei nō rātou te whakahaere</b>   |

#### Kei te āwhina anō mātou i ngā apataki me ngā whānau ki te toro atu me te ako i te reo Māori?

|   |                                       |   |
|---|---------------------------------------|---|
| <b>3.5 Ka ako tonu a ngāi Māori me ngāi Tauwiwi mō te ao Māori</b>                              | Rangahau o Te Huapae (Hōngongoi 2021) | E whakaae ana tētahi 83% o ngāi Māori me tētahi 68% o te hunga mātaki katoa e whakaāhei ana a Whakaata Māori i a rātou kia ako tonu mō te ao Māori.           |
| <b>3.6 E whakaoho, e whakaāheitia ana a ngāi Māori me ngāi Tauwiwi ki te ako i te reo Māori</b> | Rangahau o Te Huapae (Hōngongoi 2021) | E whakaae ana tētahi 80% o ngāi Māori me tētahi 66% o te hunga mātaki katoa e whakaoho, e whakaāheitia ana rātou e tō mātou ratonga ki te ako i te reo Māori. |
| <b>3.7 Kei te nui atu te uaratia e ngāi Tauwiwi te kōrero me te tirohanga Māori</b>             | Rangahau o Te Huapae (Hōngongoi 2021) | E whakaae ana tētahi 89% o ngāi Māori me tētahi 77% o te hunga mātaki katoa nā tō mātou ratonga i nui atu ai tā rātou uara i te kōrero me te tirohanga Māori. |

| Priority Outcomes   | Progress made in 2020/21  | Results   |
|---|---|---|
| <b>3.1 Audiences value the Māori Television brand</b>                             | Audience research panel, Kōrero, launched in late 2020.<br>Brand Health Survey conducted (May 2021)<br>Te Huapae survey (July 2021) | Kōrero signed up over 1,900 members and deployed six surveys.<br>Our viewers' willingness to recommend our service is - <b>and 26% for Māori and 5% for all people</b> (Net Promotor Score).  |
| <b>3.2 Audiences can access Māori Television content across diverse platforms</b> | Brand Health Survey conducted (May 2021)<br>Te Huapae survey (July 2021)  | 2004 hours of high quality and innovative reo Māori content was made available across all platforms including digital and linear. (Target: a minimum of 2000 hours)<br><b>83% of Māori and 83% of all viewers</b> have an awareness of our channels.<br><b>100% satellite coverage across Aotearoa – standard definition.</b>   |
| <b>3.3 Our content is engaging, entertaining and relevant</b>                     | Brand health survey conducted (May 2021)<br>Kōrero Panel surveyed July 2021<br>Te Huapae survey (July 2021)                         | <b>85% of Māori viewers and 77% of all viewers</b> and agree with the statement that our content is engaging, entertaining and relevant.<br>These figures are lower than last year which we attribute to airing of repeat content due to COVID impact on new productions.<br>There was high interest at different times, including a 16% increase in viewership of our coverage of the 2020 General Election compared to the 2017 Election. |
| <b>3.4 Māori audiences trust and feel ownership of Māori Television</b>           | Te Huapae survey (July 2021)  | <b>79% of Māori and 71% of all viewers</b> and view agree with the statement that they trust and have a sense of ownership of Māori Television  |

#### Are we helping audiences and whānau engage with and learn te reo Māori?

|  |                              |  |
|--|------------------------------|--|
| <b>3.5 Māori and non-Māori learn more about te ao Māori</b>                          | Te Huapae survey (July 2021) | <b>83% of Māori and 68% of all viewers</b> agree that Māori Television enables them to learn more about te ao Māori.<br>Note: This a medium-term outcome (3-5 years) and work is still in progress, however we have carried out survey to establish baseline data            |
| <b>3.6 Māori and non-Māori are inspired and enabled to learn te reo Māori</b>        | Te Huapae survey (July 2021) | <b>80% of Māori and 66% of all viewers</b> agree that our service inspires and enables them to learn te reo Māori.<br>Note: This a medium-term outcome (3-5 years) and work is still in progress, however we have carried out survey to establish baseline data              |
| <b>3.7 Non-Māori audiences have greater value for Māori stories and perspectives</b> | Te Huapae survey (July 2021) | <b>89% of Māori and 77% of all viewers</b> agree they have greater value for Māori stories and perspectives due to our service.<br>Note: This a medium-term outcome (3-5 years) and work is still in progress, however we have carried out survey to establish baseline data |

**Kei te āwhina anō mātou ki te hāpai i te reo o ngāi Māori ki roto o Aotearoa?**

|  |  |  |
|--|--|--|
| <p><b>3.8 Kia kaha ake te rongō a ngā apataki Māori nō Te Ao Māori rātou</b></p> <p>Kia mōhio mai: He putanga tūā-waenga tēnei, (3-5 tau) kei te haere tonu te mahi, heoi, kua whakahaeretia te rangahau kia takoto ai he raraunga paetimata</p> | <p>Rangahau o Te Huapae (Hōngongoi 2021)</p> | <p><b>E whakaae ana tētahi 85% o ngāi Māori me tētahi 77% o te hunga mātaki katoa nā Whakaata Māori i kaha ake ai te rongō nō Te Ao Māori rātou.</b></p> |
|--|--|--|

**Kei te āwhina anō mātou kia uaratia, kia tōnui te ao Māori?**

|  |  |  |
|--|--|--|
| <p><b>3.9 Kia uaratia te reo me te tikanga Māori hei wāhanga o te tuakiri o Aotearoa</b></p> <p>Kia mōhio mai: He putanga pae tawhiti tēnei, (5+tau) kei te koke tonu te mahi, heoi, kua whakahaeretia te rangahau kia takoto ai he raraunga paetimata</p>                           | <p>Rangahau o Te Huapae (Hōngongoi 2021)</p> | <p><b>E whakaae ana tētahi 90% o ngāi Māori me tētahi 82% o te hunga mātaki katoa e hira ana te wāhi ki tō mātou ratonga me ā mātou kaupapa ki te tuakiri o te motu.</b></p> |
| <p><b>3.10 Kia mārama ake ngā apataki ki te reo Māori i tā rātou mātakitaki i a Whakaata Māori</b></p> <p>Kia mōhio mai: He putanga pae tawhiti tēnei, (5+tau) kei te koke tonu te mahi, heoi, kua whakahaeretia te rangahau kia takoto ai he raraunga paetimata</p>                 | <p>Rangahau o Te Huapae (Hōngongoi 2021)</p> | <p><b>E whakaae ana tētahi 70% o ngāi Māori me tētahi 59% o te hunga mātaki katoa kei te mārama ake rātou ki te reo Māori i tā rātou mātaki i a Whakaata Māori.</b></p>      |
| <p><b>3.11 Kia rongō te whānau Māori e tautokohia ana rātou ki te whakatupu i ā rātou tamariki ki te reo Māori</b></p> <p>Kia mōhio mai: He putanga pae tawhiti tēnei, (5+tau) kei te koke tonu te mahi, heoi, kua whakahaeretia te rangahau kia takoto ai he raraunga paetimata</p> | <p>Rangahau o Te Huapae (Hōngongoi 2021)</p> | <p><b>E rongō ana tētahi 83% o te hunga Māori i rangahaua kei te tautokohia rātou e Whakaata Māori ki te whakatupu i ā rātou tamariki ki te reo Māori.</b></p>               |

Puna: Rangahautanga o Te Huapae Pipiri/Hōngongoi 2021. Pūtake Rangahau n = i whakautu i te pātai (301)

**Are we helping to elevate the voice of Māori in Aotearoa?**

|   |                                     |   |
|---|-------------------------------------|---|
| <p><b>3.8 Māori audiences feel a greater sense of belonging in Te Ao Māori</b></p> <p>Note: This a medium-term outcome (3-5 years) and work is still in progress, however we have carried out survey to establish baseline data</p> | <p>Te Huapae survey (July 2021)</p> | <p><b>85% of Māori and 77% of all viewers agree Māori Television creates a greater sense of belonging in Te Ao Māori.</b></p> |
|---|-------------------------------------|---|

**Are we helping audiences and whānau engage with and learn te reo Māori?**

|   |                                     |  |
|---|-------------------------------------|--|
| <p><b>3.9 Te Reo me ngā tikanga Māori is valued as a part of New Zealand's identity</b></p> <p>Note: This a long-term outcome (5+ years) and work is still in progress, however we have carried out survey to establish baseline data</p>                 | <p>Te Huapae survey (July 2021)</p> | <p><b>90% of Māori and 82% of all viewers agree that our service and content are an important part of our national identity.</b></p>             |
| <p><b>3.10 Audiences increase their understanding of te reo Māori through watching Māori Television</b></p> <p>Note: This a long-term outcome (5+ years) and work is still in progress, however we have carried out survey to establish baseline data</p> | <p>Te Huapae survey (July 2021)</p> | <p><b>70% of Māori and 59% of all viewers agree that their understanding of te reo Māori has improved through watching Māori Television.</b></p> |
| <p><b>3.11 Māori whānau feel supported in raising their tamariki in te reo Māori</b></p> <p>Note: This a long-term outcome (5+ years) and work is still in progress, however we have carried out survey to establish baseline data</p>                    | <p>Te Huapae survey (July 2021)</p> | <p><b>83% of Māori surveyed feel supported by Māori Television in raising their tamariki in te reo Māori.</b></p>                                |

Source: Te Huapae Survey June/July 2021. Survey Base n = answered question (301)



# Ā mātou apataki me ngā kaupapa i mātaki rātou

I haere tonu tā mātou whai huarahi auaha i tēnei tau kia piki ai te uaratia o Whakaata Māori me te āhua o tā mātou āwhina i te hunga mātaki kia hono ki te ao Māori e whakamanahia ai rātou ki te whakamahi i te reo Māori.

E rua ngā āhuatanga hira o tēnei tau i tautoko i te mahi nei: ko te Pūtahi Auaha o Mataora mō te hanga kaupapa kawē kē 'o waho atu i te pouaka', me te whakaterenga o tā mātou pae rangahau o Kōrero. He huarahi whanake kaimahi papai te Pūtahi, he pae hikaka mō te ngākau auaha, nā Kōrero hoki kua pai tā mātou hono tōtika ki ō mātou apataki mō ētahi rangahautanga tauwhāiti me te uruparenga whai kiko.

I whakaterenga a Kōrero ā-tuihono i te tōmūritanga o 2020, ko tōna whāinga ko te kimi kia 2,000 te hunga rēhita mai i te tau kotahi. Taka rawa ki te paunga o Pipiri 2021 1,900 ngā mema o Kōrero ko tētahi e 82 ōrau he Māori, kua whakahaeretia ētahi kaupapa whakatairanga e toru me ētahi rangahautanga e ono. Kei te āwhina te hononga tōtika nei ki tō mātou apataki ki te whakapiki i tō mātou mārama ki tō mātou apataki me te whakangata i ō rātou hiahia. Hei tauira, i te Pipiri i whakahaeretia e mātou he mahi rangahau mō te whakaaturanga hou, a Home, Land and Sea me te āhua o tāna whakatutuki i ngā take tōmua o Te Huapae ki te pae o Kōrero. E 72 ōrau (o te hunga urupare e 267) he Māori me te teitei ake o tō rātou taumata matata ki te reo i te apataki whānui tonu, me te hiahia o te katoa ki te whakapiki i tō rātou pai ki te kōrero ki te reo Māori. I ngāta ngā hiahia i te whakaaturanga ki tētahi taumata tiketike tonu, i pai ki te katoa o te hunga urupare te noho mai o te kupu hauraro, ka mutu, ko te 90 ōrau o te hunga urupare i whakapono i āwhina te whakaaturanga i a rātou ki te whakapiki i ō rātou reo. Hei tā te hunga mātaki, urupare ki a Home, Land and Sea kei mua noa atu te 'mātaki hōtaka i te pouaka whakaata' i ngā tūmahī āwhina i te whakawhiti kōrero ki te reo Māori. E kore e taea tēnei taumata karapatanga ki te hunga mātahi i wāhi kē, nō reira ka whanake tonuhia a Kōrero.

**Kei te arotahi tonu ā mātou kaupapa tōmua ki te toro atu, te whakangahau me te noho hāngai ki ā mātou rōpū apataki me ngā karangatanga matua:**

- Tamariki me te Mokopuna
- Rangatahi
- Hunga ako i te reo
- Hunga matatau
- Whānau whakamahi i te reo Māori
- Kanohi Kitea
- Te Kawepūrongo

## Tamariki me te mokopuna

Mai anō mātou i whai ai ki te whakaako me te whakangahau i ā mātou kaupapa mā te tamariki. Ka noho hira tonu tēnei mō ngā whānau whakatupu i ā rātou tamariki ki te reo Māori me ngā tamariki e kuraina ana ki te reo Māori.

### Tāmaki Kapa Haka Kura Tuatahi 2021

I te kore e tū o Te Matatini hei te 2022 rawa, ko ngā whakataetae kapa haka ā-rohe te aronga nui, ina koa te wana o te tū a ā tātou tamariki. I manaakitia e te Kāreti o Kia Aroha o Tāmaki ētahi kura e 22 ki te whakataetae mō te tū a tētahi kapa o roto i te ono kia haere ki te Mana Kuratahi mō ngā Kapa Haka kura tuatahi o te Motu. I pāho mataorahia e Whakaata Māori te whakataetae ki te hongere o Te Reo me te paetukutuku a Whakaata Māori. Kātahi mātou ka mahi tahi ki ngā hoa whakaputa takamuri ki te whakanao anō i te kaupapa kia pai ai ki āpataki kē i tā mātou paetukutuku, tae atu ki ngā puni iwa mineti o te tū a tēnā me tēnā kura.

**He mano te hunga mātakitaki i te whakataetae i te 13 o Haratua. Ko te toronga tononoa e**

# 64,762

## Pūkana

Kawea mai ana e Pūkana, te whakaaturanga mā te tamariki Māori kua whakawhiwhia ki te tohu te pārekareka nui me te ngahau ki ngā apataki tamariki huri noa i Aotearoa. E whakaputaina ana e te whare whakaputa Māori rangatira, e Cinco Cine Film Productions, me te rongonui o te terenga ki te whakaatu i te pūmanawa e maea ake ana, ki te kōkiri i te reo Māori kounga ki te mata whakaata me te whakatairanga i te tirohanga Māori. E hira ana te wāhi ki a ia ki te tautoko i te whakarauorata o te reo Māori, ka mutu, kua auroa tōna ngākau titikaha ki te rangatahi me tō rātou angitu.

## Pūrākau

He terenga pakiwaituhi tāoreore a Pūrākau mā te tamariki e arotahi ana ki te Pūrākau me te Pakiwaitara Māori. E whakakanohitia ana a Pūrākau e te whetū hurunga, e Kahumako Rameka, he hanga pohewa mō te tirohanga me te taonga Māori tūturu o te hau kāinga. I hangaia e Mahi Tahi Media, e whakaatu ana i te putanga reo kounga tiketike me te hira o tēnei ki tāna toro angitu ki te whānau me te iwi.

# Our Audiences and what they watched

We continued to innovate this year to increase how audiences value Māori Television and how we help viewers connect with te ao Māori and feel empowered to use te reo Māori.

Two significant developments this year supported this work: the Mataora Creative Hub for dynamic, 'outside the box' content creation, and our launching of the Kōrero research panel. The Hub is a great staff development opportunity and exciting platform for creativity, and Kōrero means we can now connect straight to our viewers for specific surveys and meaningful feedback.

Kōrero was launched online in late 2020 with a goal of recruiting 2,000 registrations in a year. As at end June 2021 we had 1,900 Kōrero members of which 82 percent are Māori, we have held three marketing campaigns and six surveys. This direct connection to our audience is helping improve how we understand and cater to our audience. For example, in June we ran a survey regarding new show, Home, Land and Sea and how it helps meet our Te Huapae priorities with our Kōrero panel. 72 percent (of 267 respondents) were Māori and had a higher level of te reo than general audience and all wanted to learn or improve their ability to speak te reo Māori. There was a high level of satisfaction with the show, all respondents valued that there were subtitles and 90 percent of respondents believed the show helped them improve their reo. Home, Land and Sea viewers and survey respondents rated 'watching programmes on television' highest in terms of activities that help ability to have conversations in Māori. We cannot get this level of insight into Māori viewership from anywhere else and will continue to develop Kōrero.

**Our content priorities remain focused on engaging, entertaining and being relevant for our key audience groups and categories:**

- Tamariki and Mokopuna
- Rangatahi
- Language learners
- Fluent speakers
- Whānau using te reo Māori
- Kanohi Kitea
- Te Kawepūrongo

## Tamariki and mokopuna

We have always taken an educate and entertain approach to our content for tamariki. This continues to be important for whānau raising tamariki in te reo Māori and tamariki in Māori-medium educational settings.

### Tāmaki Kapa Haka Kura Tuatahi 2021

With no Te Matatini until 2022, all eyes were on regional kapa haka competitions and especially the passionate performances of our tamariki. Kia Aroha College in Tāmaki hosted 22 kura that competed for one of the six spots that move on to Te Mana Kuratahi Kapa Haka Nationals. Māori Television livestreamed the showcase on Te Reo channel and the Māori Television website. We then worked with post-production partners to repackage the content to appeal to different audiences via our website, including nine-minute episodes of each school performance.

**Thousands tuned in for the competition on 13 May with on demand**

**views reaching**

# 64,762

## Pūkana

Award-winning children's Māori language show Pūkana brings a high dose of fun and entertainment to tamariki audiences around Aotearoa. Produced by Māori production powerhouse, Cinco Cine Film Productions, the series has a reputation for platforming emerging talent, championing quality reo Māori on screen and promoting Māori worldviews. It plays an important role in supporting the revitalisation of te reo Māori and has a long standing commitment to young people and their success.

## Pūrākau

Pūrākau is a children's animated series focused on Māori Myths and Legends. Anchored by rising star Kahumako Rameka, Pūrākau is an imaginative creation of localised and authentic Māori perspectives and taonga. Created by Mahi Tahi Media it showcases high quality language outcomes which is important for its successful engagement with whānau and iwi.

## Rangatahi

Ka tautoko mātou i te kaupapa 'nā te rangatahi mā te rangatahi' i runga i te whakaaro ka pārekareka ki te katoa. Kei te neke tonu ā mātou apataki taiohi i te mātaki pouaka whakaata me te tahuri ki ā mātou pae o te Pukamata, te Paeāhua me ētahi atu pae matihiko.

### Ahikāroa

I whakaterā te pekanga tuatoru o te terenga reorua e kaingākauria ana, a Ahikāroa, i te 24 o Pipiri 2020. I mahia te hōtaka mā te rangatahi, ka whai haere i ētahi hoa tokotoru; a Smooch rātou ko Geo, ko Hemi e noho ana ki Tāmaki Makaurau, i whakatupuhia ki te kura kaupapa. E whakamihia ana te terenga mō te huatau o te rere o te kōrero i waenga i te reo Māori me te reo Ingarahi, ka mutu, e whakaatu ana te terenga nei i te matarau o te noho tūturu a te rangatahi ki te ao Māori me ngā piki, ngā heke o te noho ki te ao hou.

E arahina ana a Ahikāroa e Kura Productions, me te hira ōna ki te whakapiki i te kohinga whakaari kua āta tuhia mā Whakaata Māori, ki te whakawhānui i te kaupapa Māori i te mata whakaata, me te nui o tāna i takoha ai ki te tupu o te rāngai pāpāho Māori. Ko Ahikāroa tētahi o ngā whakaaturanga a Whakaata Māori e tino kaingākauria ana, i waho atu o ngā kaupapa haka, mō ngā tau e toru ka taha, ko ia anō te whakaaturanga tononoa i kaha katoa te mātakihi i tēnei tau. E 478,143 te mātaki ātaahia o Ahikāroa i tēnei tau, 120,600 te hunga i mātaki ki te pouaka whakaata, i noho ai ko tā mātou whakaaturanga tuawhā i kaingākauria o te tau.

### Rage Against the Rangatahi

I te terenga māia nei, ka noho tūru wera ngā rangatahi o ngā rohe ka whakautu i ngā momo pātai katoa e kore tētahi atu e māia ki te pātai ki a rātou. He kaupapa atamai, he kakama, ko tā te terenga he whakamiramira i te rere māori noa o te reo Māori i ngā haerenga a te rangatahi me tā rātou whakawhiti whakaaro i tō rātou ao i runga i te tirohanga Māori motuhake. E whakaputaina ana e Te Noni Limited, me te autai tonu o Rage against the Rangatahi i tōna karangatanga, i mātakihia e tētahi 117,500 ki te pouaka whakaata me tētahi 9,060 ā-ataata nei.

### TUKU

Ko TUKU tā mātou hongere pāpori rangatahi e arahina ana e tētahi tīma kaiwhakaputa, e te kiriawe pāhopori, te rangatahi matihiko Māori. Ka taea noatia a TUKU ki te paeāhua me tana whakaatu kaupapa e arahina ana e te rangatahi i runga i te tirohanga Māori. Ka rere ngā kaupapa i ētahi momo karangatanga pērā i te pukuhohe, te whakangahau, te āhua o te noho me te kiwhaiaro e whakaohoho ana i te rangatahi Māori. Kua neke atu i te 6,000 ngā kaiaru o TUKU.

## Te Hunga Ako i te Reo

### Tukua kia rere

He kaupapa poto a Tukua kia rere i whakaputaina hei wāhanga o Mahuru Māori mā te hunga ako i te reo. E whakamiramira ana te terenga i ngā ara ki te reo i whāia e ētahi momo tāngata o Aotearoa whānui, Māori mai, Tauīwi mai, kia kite ai ētahi o te hunga ako i ētahi āhuatanga e rite ana ki tā rātou whai i tō rātou ake ara ki te reo. Ka kōrero te tangata mō te take i tahuri ai rātou ki te ako i te reo Māori, ngā wero, me te āhua o tā rātou kake i ērā.

### Reo Āwhina

He ngahau te titiro a Reo Āwhina ki ngā mamaetanga me ngā mānukanuka o te ako i te reo me te whakamā kei tūpono hē. He rahi ngā hapa e rite ana te puta i te tangata e ako ana, e kōrero ana i te reo Māori. Ka whakaatuhia e Reo Āwhina aua hapa mā roto i a Wai, te Kaitohutohu i runga i te ngakau ngahau kia ahurei ai te wheako ako. **I toro atu te whakaaturanga ki te apataki e 33,600.**

## Hunga matatau

### Mura o te Ahi

He terenga tautohetohe whakangahau a Mura o te Ahi e whakakanohitia ana e Tāmaki Waaka, e whakaatu ana i te mātātahi kōrero Māori e kōrero ana mō ētahi kaupapa whānui tonu i runga i te ngākau manahau. Rere ana te whakatara, te kōrero paki, te kōrero tinihanga māori noa me te wairua atamai, katoa ki te reo Māori. **I toro atu te whakaaturanga ki tētahi 100,600 me te whakawhānuihia e te 5,637 i mātaki ā-ataata.**



### Ki Tua

Ki Tua is a fluent reo Māori podcast presented by Te Rāwhitiroa Bosch who spoke to reo movement leaders and ground-level influencers about what makes them tick and what continues to motivate them in their work. A total of 26 half-hour episodes were produced this year which provide a platform for reo advocates to discuss and contemplate the issues that affect Māori in te reo Māori.

## Rangatahi

We support content through a 'by rangatahi for rangatahi' approach on the basis that it can be enjoyed by everyone. Our younger audiences have continued to draw away from linear viewing and surge towards our Facebook, Instagram and other digital spaces.

### Ahikāroa

The third season of the popular bilingual series, Ahikāroa, launched on 24 June 2020. Made for rangatahi, the programme follows a trio of friends; Smooch, Geo and Hemi living their lives in Auckland and kura kaupapa raised. Praised for the effortless flow between te reo Māori and English, this realistic drama series showcases the multi-faceted reality of rangatahi steeped in te ao Māori navigating modern life.

Led by Kura Productions, Ahikāroa has been an important step in increasing the slate of scripted drama for Māori Television, diversifying Māori content on screen, and has significantly contributed to the growth of the Māori media sector. Ahikāroa has been one of the top performing shows for Māori Television, outside of haka content, for the last three years, including the most on-demand viewed show this year. There were 478,143 video views of Ahikāroa this year and 120,600 viewers reached via linear television, making it our fourth most popular show of the year.



## Rage Against the Rangatahi

In this bold series, rangatahi from the regions take the hot seat and answer all the questions no one has dared to ask them. Witty and racy, the series highlights the normalisation of te reo Māori in the lives of rangatahi and the distinct Māori lens through which they share their worldviews. Produced by Te Noni Limited, Rage against the Rangatahi performed strongly in its genre, reaching 117,500 viewers via linear television and 9,060 video views.

### TUKU

TUKU is our rangatahi social channel that is led by a production team of young content producers, social media influencers and digital natives. TUKU is only available on Instagram and showcases youth-led content through a Māori lens. Content spans various genres including comedy, entertainment, lifestyle and profiles inspiring rangatahi Māori. TUKU now has over 6,000 followers.

## Language Learners

### Tukua kia rere

Tukua kia rere was short-form content produced as part of Mahuru Māori to cater to language learners. The series highlights the language journeys of a diverse range of people in Aotearoa both Māori and non-Māori so that a range of learners can hopefully find some familiarity as they are on their own reo journey. People share the moments that led them to start learning te reo Māori, the challenges, and how they've overcome them.

### Reo Āwhina

Reo Āwhina takes a light hearted view of the suffering and anxiety of being a language learner and the embarrassment to make mistakes. There are many common mistakes people make when learning and speaking te reo Māori. Reo Āwhina exposes those mistakes through antagonist, Wai, the Director with lots of humour to create a unique learning experience. **The show reached a linear audience of 33,600.**

## Fluent speakers

### Mura o te Ahi

Mura o te Ahi is an entertaining debate series featuring young speakers of te reo Māori covering a range of topics in a light-hearted form. There is banter and jokes, natural Māori humour and wit entirely in te reo Māori, hosted by Tāmaki Waaka. **The show reached a linear audience of 100,600 and extended by 5,637 video views.**

### Ki Tua

Ki Tua is a fluent reo Māori podcast presented by Te Rāwhitiroa Bosch who spoke to reo movement leaders and ground-level influencers about what makes them tick and what continues to motivate them in their work. A total of 26 half-hour episodes were produced this year which provide a platform for reo advocates to discuss and contemplate the issues that affect Māori in te reo Māori.

### Whānau whakamahi i te reo Māori

E whai ana ā mātou hōtaka Māori o ngā haora mātaki nui ki te tautoko i te whakarauoratanga o te reo mā te arotahi ki ngā whānau i whakatupu ana i ā rātou tamariki ki te reo Māori. Ka haumitia e mātou ētahi momo kaupapa whānui ka rata atu ngā whānau katoa. I te wā ki te COVID-19, i ngana mātou ki te tuku atu i te kaupapa whakangahau ki ngā kāinga o ā mātou apataki, ko tētahi tokomaha tonu e kimi tānga manawa ana.

#### 5 Minutes of Fame



I te Haratua o tēnei tau, ka whakaterea e mātou he kaupapa hou katoa i ngā haora mātaki nui i waenganui o te wiki, ka tīmata ki te 5 Minutes of Fame. He whakaaturanga ahurei kimi reo waiata tēnei i whakataetae ai tētahi tokorua (o te tokowaru) tētahi ki tētahi i ngā whiringa puta noa i ētahi karangatanga e whā, me te whai kia toa rātou e whiwhi ai i ngā pūtea. Haere ana te karangatanga mō te rangatahi, te wahine, te tāne me te rōpū, ka arahina ngā kaiwhakataetae e te kaiako reo waiata, e te reo waiata, te kaitito waiata, a Bella Kalolo. Whakamiharo ana ngā pūmanawa whānui o te hunga i kitea i ia wiki me te poipoia o te whakaaturanga e te ngutu tāngata ki ngā pae pāhopori. Ka arotakea te whakaaturanga e Spinoff me te kite iho i “tūturu te kaingākauria” o 5 Minutes of Fame.<sup>2</sup> **Whakaae ana te hunga mātaki, me te aha, 160,000 i mātaki ki te pouaka whakaata me te mātaki ataatahia e tētahi atu 26,534 i roto i te tau.**

#### Lucky Dip

Ko tētahi atu whakaaturanga i whakaterea i tēnei tau ko Lucky Dip. Ko te kaupapa tino ngahau nei i whakakanohitia e te tangata ātahu, te tangata kahu taiea, e Luke Bird. Ka hono atu ko Marcia Hopa, me tā rāua ārahi i ngā kaiwhakataetae i ētahi wero ki te tango mataono mai i te mihini Lucky Dip kia mōhio ai mēnā i whiwhi paraihe hauwarea noa, te paraihe ukauka rānei ki te \$2,000.

#### I eke ki te

# 47,300

**te hunga mātaki i a Lucky Dip mā te pouaka Whakaata.**

<sup>2</sup> <https://thespinoff.co.nz/tv/03-06-2021/ka-nui-te-harikoa-two-delightful-maori-tv-shows-more-people-should-watch/>



Lucky Dip

### Whānau using te reo Māori

Our prime-time Māori content aims to support language revitalisation by focusing on whānau raising their children in te reo Māori. We invest in a range of genres to appeal to all whānau. During COVID-19, we have particularly tried to bring entertainment content into the homes of our audiences, many of whom have needed some light relief.

#### 5 Minutes of Fame



In May this year, we launched brand new content in peak mid-week viewing times beginning with 5 Minutes of Fame. This is a unique talent show that saw two (of eight) vocalists compete against each other in heats across four categories in a bid to win the overall title and prize pool. The categories were rangatahi, wahine, tāne and group, and contestants were mentored during the competition by vocal coach and singer-songwriter, Bella Kalolo. The incredible range of talent witnessed each week was outstanding and the show has been a popular talking point on social media. The Spinoff reviewed the show and found 5 Minutes of Fame had “genuine wow factor”.<sup>2</sup> **Viewers agreed with 160,000 tuning in via linear television and a further 26,534 by video views during the year.**

#### Lucky Dip

Another original show released this year was Lucky Dip. This fun-filled game show was presented by the charismatic and sartorially savvy, Luke Bird. He was joined by Marcia Hopa and together they steered contestants through challenges and to draw cubes from the Lucky Dip machine to find out if they won a booby prize or cash prizes up to \$2,000.

#### A total of

# 47,300

**viewers tuned in to watch Luck Dip via linear television.**

<sup>2</sup> <https://thespinoff.co.nz/tv/03-06-2021/ka-nui-te-harikoa-two-delightful-maori-tv-shows-more-people-should-watch/>



### Pio Terei Tonight 2

I whakaatuhia te Pekanga Tuarua o Pio Terei Tonight i roto i te tau, e 74 ōrau te piki ake o te hunga toro atu i tērā o te Pekanga Tuatahi. I peke te wā toharite i whakapaua ki te mātaki mō ngāi Māori e rima tau neke au te pakeke atu i te 21 mineti i te Pekanga Tuatahi kia neke atu i te 36 mineti i te Pekanga Tuarua. I āwhina te hono atu a Pio ki a Nix Adams hei kanohi mō te whakaaturanga ki te kukume apataki whānui mai me te whai pānga tonu mō te āhua ki te torotoro kaimātaki.



**Ko Pio Terei Tonight te whakaaturanga #1 mā Whakaata Māori i te 2020/21**

**ko tāna toronga tōpū: e 366,442**

### Home, Land and Sea

He terenga hou a Home, Land and Sea i tukua i tēnei tau e whakanui ana i te angitu o ngāi Māori i ngā mahi ahuwhenua. Haere tahi ana te ahu whakamua me te mātāpono i te kōrerotanga a ngā whānau mō tā rātou whakataurite i ngā mea e rua, i kitea ai he ara ngangahau, whakamanawa ki tua. I hangaia e Jack Media, ka mutu, he kōrero hira tā te terenga nei ki te parapara o ngāi Māori me te wāhi ahurei ki a ia i te mata o tō tātou whenua.

Tekau mā rua ngā puni o Home, land and Sea i hangaia i toroa ki te pouaka whakaata e tētahi 127,900 me te mātaki ataata tuihonotia e te 17,307. Ka pātaihia e mātou tā mātou pae rangahau o Kōrero mō te whakaaturanga hou nei, ka mutu, i tino paingia te whakaaturanga, i ngākau whakahī anō ki ngā whānau Māori i whakaaturia, me te aha, e 90% (o te hunga urupare e 267) i whakapono he āwhina tonu i te kaupapa nei ki te whakapiki i ō rātou reo Māori.

### Hurō Pēpi

I te pakipūmeka mataara nei, ka whāia haerehia ētahi mātua kātahi anō ka whai tamariki i tō rātou ara ki te hanga kāinga matatau ki te reo Māori hei whakatupu i tā rāua pēpi hou. Ko tētahi wāhanga he titiro ki tā rāua noho, ko tētahi he kōrero aroha, ka mutu, kāore he tiroiro o ngā taiohi purotu nei mō ngā āhuatanga e aroha nuitia ana e rāua: ko tō rāua whānau me tō rāua ahurea. I whakaputaina te terenga nei e Mauri Media, he kaupapa whakaohoho e kai whēnako ai te ngākau, he ahu whakamua, whakamuri i te ū o ngā mātua nei ki te kauawhi i te reo Māori āiane, ake, ake. **E 43,900 te hunga mātaki i te whakaaturanga nei ki te pouaka whakaata e 5,000 ki te ataata.**

### Pio Terei Tonight 2

Season Two of the popular Pio Terei Tonight screened during the year and we recorded a 74 percent increase in viewer engagement on Season One. Average time spent viewing for Māori aged 5+ jumped from 21 minutes in Season One to over 36 minutes for Season Two. Pio's teaming up with Nix Adams to present the show has helped to attract a wider audience and continued to have an impact in relation to viewer engagement.

**Pio Terei Tonight was the #1 show for Māori Television in 2020/21**

**with a combined reach of 366,442**

### Home, Land and Sea

Home, Land and Sea is a new series released this year celebrating Māori success in farming enterprise. Progress meets principles as whānau share how they've balanced the two forces and found a path to an ambitious and optimistic future. Made by Jack Media, the series makes an important statement about Māori ingenuity and the unique role Māori play in the fabric of our land.

Twelve episodes of Home, land and Sea were created which had a total linear reach of 127,900 and 17,307 online video views. We asked our Kōrero research panel about the new show and there was a high level of satisfaction with the show, pride in the Māori whānau depicted and 90% (of 267 respondents) believed the programme helped them improve their reo Māori.

### Hurō Pēpi

In this observational documentary, we followed first-time parents on their journey to create a fluent Māori home to raise their new-born pēpi. Part real life, part love story, these youthful and charming individuals put everything on the line for the things they love most: their whānau and their culture. Produced by Mauri Media, the series is both inspirational and nostalgic, progressive and regressive as these parents make a firm choice to embrace te reo Māori now and forever. **43,900 viewers were reached via linear television for this show followed by over 5,000 video views.**



Pio Terei Tonight 2

### Hari with the Māori Sidesteps

Kawea mai ana e ngā Māori Sidesteps ō rātou tuakiri māia, rawahanga ki te mata whakaata i te terenga pukuhohe kohinga poto nei e whakaranua ai te hitori ki te pukuhohe, ngā iwi waenga o Aotearoa ki a ngāi Māori. Whakapātarihia ai ngā apataki e te tīma whai pūmanawa nei i mua, i muri anō o te kāmera ki ā rātou tirohanga Māori motuhake, kia whakaarohia anō te wāhi ki a ngāi Māori i te tuakiri o Aotearoa New Zealand.

### I pārekareka te whakaaturanga ki tētahi

# 60,400

**kaimātaki i te pouaka whakaata, i whāia haerehia te hōtaka e tētahi 7,451 ki te ataata**

### Kanohi Kitea

E ngākau titikaha ana mātou kia kanohi kitea mātou i ngā huihuinga o te motu, o te hapori e hira ana ki a ngāi Māori me Aotearoa. E hira ana te pāhotia o te huihuinga iti, te huihuinga rahi ki ngā iwi o te motu e whakaaturia ai te wheako Māori motuhake, e whakaatuhia anō ai te huihuinga hei tā te Māori titiro.

### Te Whakamaharatanga o Anzac 2021

I timata tā mātou pāhotanga i te whakamaharatanga ki ngā hōia o te ANZAC i tēnei tau ki te karakia i te atātū ki Tāmaki Paenga Hira me te whai iho o te hōtaka o te rā katoa mō te huihuinga. Ko te tau 16 tēnei i pāhotia ai e Whakaata Māori te karakia, ko tōna kaupapa i tēnei tau ko te 'Sisters in Arms' – te wāhi ki ngā wāhine i te ope taua, i te kāinga anō. I whakatauiratia te kaupapa e ētahi wāhine Māori taiohi tokorua i whakakanohi i te ope taua hou, tae atu ki tētahi o te whakapaparanga hāhaka o te taua rangi, a Chanelle Erica Kuka-O'Brien, ko ia nei te wahine o te taua rangi tuatahi he moko kauae tōna. I pāhotia anō e mātou tētahi whakaaturanga puoro ahurei mō ANZAC e 80 mineti te roa i whakakanohitia e Francis Tipene o te Casketeers. Rangona ana i Te Rongo Toa ngā reo waiata o Troy Kingi, o Theia me Meto-Tagivale Schmidt-Peke.



Hari with the Māori Sidesteps

### Korihi

He rapunga ki te motu a Korihi e kitea ai ngā kaitito waiata Māori o te ao hou hei tito waiata ka hopu, ka whakaata i te pākahatanga o te COVID-19 ki ngā whānau, ngā hapū, ngā iwi me ngā hapori. I haere kōtui a Whakaata Māori ki a Whānau Ora me ngā reo irirangi Māori o te motu ki te tautuhi kaitito mō te whakaaturanga ahurei nei. Hua mai ana ko ētahi waiata taketake 14 kua āta whakamahinetia i runga i te āwhina a Troy Kingi rātou ko Laughton Kora, ko Taisha Tari, ko Bella Kalolo, ko Pere Wihongi. I whakaputaina e Whakaata Māori ētahi puni kiwhaiaro poto mō ia kaiwaiata, kātahi ka waiatatia e ngā kaitito ā rātou waiata me te hiki mai a tētahi pēne tokorima i tētahi whakaaturanga puoro mataora mō te rua haora. He ukauka te whakawhiwhinga ki te kaiwaiata i toa hei takoha ki te whakahaere hapori.

### Hari with the Māori Sidesteps

The Māori Sidesteps bring their bold and mischievous personalities to the screen through this sketch comedy series that blends history with humour, middle-New-Zealand with Māori. This talented team both in front and behind the camera challenge audiences with its unique Māori perspectives and to reconsider the role Māori plays in the identity of Aotearoa, New Zealand.

### The show resonated with

# 60,400

**viewers on linear television and 7,451 caught up with the show via video view.**

### Kanohi Kitea

We are committed to being present for national and community events that are important to Māori and Aotearoa. Broadcasting small and large events is important for our people all across the motu to share in distinctly Māori experiences or have other events seen through a Māori lens.

### Anzac Dawn Service 2021

Our coverage of ANZAC commemorations this year began with the dawn service at the Auckland War Memorial Museum followed by a full day's programme dedicated to the event. This was the 16th year that Māori Television has covered the service and this year's theme was 'Sisters in Arms' – the role that women play in the military and at home. The theme was exemplified by two young wahine Māori who represent the modern military, including aircraftman Chanelle Erica Kuka-O'Brien who is the first Air Force service woman to wear a moko kauae.

We also presented an 80-minute ANZAC music special, hosted by Casketeers' Francis Tipene.

Te Rongo Toa featured singers Troy Kingi, Theia and Meto-Tagivale Schmidt-Peke.



### Korihi

Korihi was a national quest to find Māori contemporary music composers (kaiwaiata) to create waiata that capture and reflect the impact of COVID-19 on whānau, hapū, iwi and communities. Māori Television partnered with Whānau Ora and Māori radio stations across the motu to identify composers for this special show. The outcome was 14 original songs finely tuned with the help of mentors Troy Kingi, Laughton Kora, Taisha Tari, Bella Kalolo and Pere Wihongi. Māori Television produced short profile episodes of each kaiwaiata (singer) and the 14 composers then performed their waiata, accompanied by a 5-piece band, in a live two-hour music show. Cash prizes were awarded to winning kaiwaiata and then donated to community organisations.

### Haka Ngahau ā-Rohe

He terenga huihuinga Kapa Haka whakangahau a Haka Ngahau ā-Rohe e tū ana i ētahi rohe 11 puta noa i Aotearoa e tū ai ngā rōpū ki te whakangahau i a Aotearoa whānui. I roto i te 2020/21, i pāho mataoratia e Whakaata Māori te ono o te 11 huihuinga Haka Ngahau, kātahi ka whakanaomia anō kia puni haurua haora. **I eke te mātaki ataata tononoa o Haka Ngahau a-rohe ki te 255,191.**

### Ngā Whakataetae Hoe Poto o te Motu 2021 a Te Wānanga o Aotearoa

Ko ta te huihuinga mō te whitu rā nei he whakatairanga i te hākinakina mō te katoa - e whakataetae ai ko te tāne, te wahine, te tamariki e rima ki te 80 te pakeke, me te rite tonu o te tohu i te toru, te whā whakatupuranga o te whānau. I hopukina, i whakaaturia mataoratia te huihuinga e Whakaata Māori rere noa i ngā paepāho, mai i tērā ka whakaputaina ko ētahi puni haurua haora e 32. Arotahi ana ngā kōrero whakanao tuarua ki te rōpū pakeke motuhake (nohinohi, takawaenga, kei raro i te 16, kei raro i te 19, me te Hunga Pakeke) me te aro a ngā hōtaka ki te hunga reo tuarua e taea ana anō e te hunga ngākau tuwhera ki te reo. **Ko te tapeke o hunga mātaki ki te ataata i eke ki te 115,436.**



### ASB Polyfest 2021

He pāhotanga mataora te ASB POLYFEST 2021 mō te toru rā e whakaatu ana i ngā kura tuarua o Tāmaki e mahi ana i ngā puoro me ngā kanikani tuku iho i ngā tūpūna. Ko te whakaaturanga mumura nei o ngā ahurea kanorau o Aotearoa i pāho mataoratia ki te Hongere o Te Reo me te paetukutuku a Whakaata Māori. I whakawāteatia tētahi raupapa whakanao rua puni e 40 mō te pouaka whakaata, i taea anō te tononoa ngā mahi a ngā kapa. **I eke te tapeke o te mātaki ataata tononoa ki te 152,807.**

### I eke te tapeke o te mātaki ataata tononoa ki te

# 152,807

### Pāhotanga Mataora Tāpua

#### Whakaari – He ra Whakamaumaharatanga

Ko Whakaata Māori te kaipāho mātāmua mō te huritau tuatahi o te hūnga o Whakaari. Riro ana te 22 tāngata i te hūnga o te 9 o Hakihea, e 25 i tino kino te whara, ko te nuīnga atu he wae tāpoi nō tāwāhi. I pāho mataoratia te whakamaharatanga mai i te Marae o Te Mānuka Tūtahi i Whakatane, rere atu ana ki tētahi apataki e 21,214, me te pāhotia o te katoa, tētahi wāhi rānei e ētahi hongere e 60 o te ao, i whakaūngia nei e Reuters. He mea nui te arahina o te kaupapa nei e tētahi kaipāho kaupapa Māori e āhei ana ki te mahi tahi, e whakaponohia ana e ngā iwi o te hau kāinga. I hīkoi tahi mātou ki Te Rūnanga o Ngāti Awa i runga i te ngākau whakaiti mō te āhua ki te tikanga me te kawa, te wairua o ngā kōrero me ngā kōrero tonu, i tēnei o ngā kaupapa.

#### Whakatau 2020

**Neke atu i te hauwhā miriona tāngata (tōpūtanga apataki e 267,403) i tahuri mai ki tā mātou pāhotanga mataora mō ngā Pōtitanga Whānui.** Neke noa atu te hunga mātaki i tērā i whakaarotia me te 16% o te piki ake ina whakatairitea ki te tau 2017. Neke noa atu anō te whakapau kaha a ngā kaimahi a Whakaata Māori ki te hanga hōtaka huatau e harawenetia ai i te hiranga o te pūrongohia me te mōhio tōmua. I tō mātou Pō Pōtitanga Ahurei e mahi mataora mai ana ngā kaimahi me ngā kaikawepūrongo i ētahi wāhi 11, ka mutu, i whāia mai, i whakatairangatia ā mātou pōtitanga motuhake o ngā tūru Māori e whitu e ngā whakahaere pāpāho katoa.



ASB Polyfest 2021

### Haka Ngahau ā-Rohe

Haka Ngahau ā-Rohe is a series of Kapa Haka whakangahau events taking place across 11 regions around Aotearoa where rōpū perform and entertain Aotearoa whānui. During 2020/21, Māori Television livestreamed six of the 11 Haka Ngahau events which were then re-packaged into half-hour episodes. **On demand video views of Haka Ngahau a rohe reached 255,191.**



### 2021 Te Wānanga o Aotearoa National Sprints

This seven-day event promotes sport for all - with men, women and children aged from five to 80 years competing, often representing three to four generations of whānau. Māori Television captured and screened the event live across platforms and from that produced 32 half-hour targeted episodes. Re-packaged content focused on specific age groups (Juniors, intermediates, Under-16s, Under-19s, and Open Grades) with the programmes tailored to target second language learners while accessible to a receptive audience. **On demand video views totalled 115,436.**

### ASB Polyfest 2021

Asb Polyfest 2021 was a 3-day live broadcast showcasing secondary schools from around Auckland performing traditional music and dance. This colourful showcase of Aotearoa's diverse cultures was broadcast live on Te Reo Channel and the Māori Television website. A 40-episode re-packaged series was made available for television and kapa haka performances were also made available on-demand. **On demand video views of ASB Polyfest 2021 totalled 152,807.**

### On demand video views totalled

# 152,807

### Live Broadcast Highlights

#### Whakaari – He ra Whakamaumaharatanga

Māori Television was the host broadcaster for the first anniversary of the White Island eruption. The eruption on 9 December 2019 claimed the lives of 22 people and severely injured a further 25 people, most of whom were international tourists. We broadcast the commemorative event live from Te Mānuka Tūtahi Marae in Whakatane which reached an audience of 21,214 with all or part of the coverage also screened by at least 60 international outlets, as confirmed by Reuters. It was important that this event be led by a kaupapa Māori broadcaster who could work with and be trusted by the local iwi. We were humbled to walk beside Te Rūnanga o Ngāti Awa on matters of tikanga and kawa, tone and content, for this occasion.

#### Whakatau 2020

**More than a quarter of a million people (combined audience 267,403) tuned into our live General Election broadcasts.** Viewership exceeded expectations with an increase of 16% compared to 2017. Māori Television kaimahi again went above and beyond to create a slick and enviable production with excellent coverage and insight. Our Election Night Special had crew and reporters live from 11 locations and our exclusive polling of the seven Māori seats was chased and promoted by all media outlets.

## Kawepūrongo

I tērā tau, ka timata tā mātou whakawhiti kia whakahaere pāpāho o te ao hou, kia whakahaere paepāho rau mātou e tuku ana i ngā rongo o te wā e hiahia ana tō mātou apataki - ki hea noa, āhea noa, ki te pūrere noa. I whakaterā tā mātou taupānga o Te Ao Māori News, ka whakahoungia te āhua o tā mātou mahi, ka whakawhānuihia ō mātou mōhioranga tōmua ki ngā hiahia o ngā apataki. I tēnei tau, ka whakapakaritia tēnei nekehanga mā te whakaterā i tētahi ratonga kawepūrongo o ia rā, ka whakarārangihia kia mahi ngā mema o te tima mō te whitu rā i te wiki ki te hopu me te tuari pūrongo e hira ana ki ngā Māori. Ka kaha ake tō mātou aro nui ki te pae matihiko me te tutukinga, ka whakaheke te roa o ngā whakaaturanga ahutahi o Te Ao Mārama me Te Ao Tapatahi ki te 30 mineti. I whāia anō e mātou tētahi kaupapa whakangungu kairipoata ataata pūkenga rau hei tautoko i te tima kawepūrongo katoa ki te tuku atu, te tapahi me te ētita āhua ki ngā pae matihiko me te pae ahutahi.

### Te Mate Urutā o COVID-19

I haere tonu te noho a te COVID-19 hei pūrongo mātāmua i te roanga atu o te tau me te urutau a tō mātou tima e riro mai ai ngā rongo hou katoa me te pāhotia ki te ara pai katoa ki ā mātou apataki. Nā ngā kairipoata tōrangapū, nā Whatitiri Te Wake rāua ko Rukuwai Tipene-Allen ngā kōrero Māori whakataki, whakarāpopoto i ngā kōrero mō te Covid-19 o ia rā ina tū ēnei.

### Te whakamihī i Te Ao with Moana ki te tohu

I haere tonu te whakawhiwhia o Te Ao with Moana ki te tohu i te whakawhiwhia ōna ki te tohu mō te Raupapa Kawepūrongo Pai Katoa i ngā Tohu Pāpāho Voyager 2021. Ka whakanuia, ka whakamihia e ngā tohu ā-tau te hiranga o te kawepūrongo i Aotearoa me ngā mahi a ngā kairipoata, ngā ringa tuhi, ngā ringa toi rere i ngā paepāho hou. I whakamihia e ngā kaiwhakawā te ahurei o ngā mahi a te tima, me te kī ake:

*‘ko tēnei hōtaka mahi mōtohe a Whakaata Māori he tino tauira o te whakararu nui tonu mai a te kore e noho tōkeke o ngā iwi i te pūnaha ture taihara o Aotearoa.’*

*‘Mai i te kaikomihana pirihihana ki te hē o te mauheretia, whakaaturia ana e ‘Te Ao with Moana’ te uiuinga onge i whakahaeretia i runga i te ngākau māhaki.’*

*‘Koia nei te tikanga o te kawepūrongo aro ki te oranga o te iwi tūmatanui.’*

I whakamihia e ngā kaiwhakawā te hira o te kawepūrongo kōunga tiketike mō ngā take o te wā me te wāhi ki a Whakaata Māori ki te whakarato tirohanga Māori ki ngā take nei. Ko tā te whakamihī he taunaki i te hāngaitanga me te hiranga o ngā putanga o Te Huapae e oke nei mātou ki te whakatutuki: te hanga kawepūrongo kōunga, e whakaponohia ana ka whakatairanga i te reo Māori me te reo o ngā Māori.

## News and Current Affairs

Last year, we began the transformation to become a modern, multi-platform media organisation providing news content that our audience wants – anywhere, any time on any device. We launched our Te Ao Māori News app, revamped the way we worked and built our insights into audience needs. This year, we built on this shift by launching a daily news service with our team members rostered seven days a week to capture and share news that matters to Māori. We increased our focus on digital platforms and output and reduced the duration of linear shows Te Ao Mārama and Te Ao Tapatahi to 30 minutes. We also progressed a multi-skilled video journalist training workstream to support the whole news team to upload, cut and edit imagery to digital and linear platforms.

### COVID-19 Pandemic

COVID-19 continued to be the top news story for much of the year and our team adapted to ensure we had the latest information delivered in the best way for our people. Political reporters Whatitiri Te Wake and Rukuwai Tipene-Allen provided te reo Māori commentary to introduce and summarise daily Covid-19 briefings when they were held.

### Award recognition for Te Ao with Moana

Te Ao with Moana continued its award-winning run taking out the award for Best Current Affairs Series at the 2021 Voyager Media Awards. The annual awards celebrate and recognise excellence in New Zealand journalism and the work of reporters, writers and artists across news platforms. The judges recognised the outstanding work of the team, noting:

*‘this compelling body of work by Māori Television was a strong illustration that racial inequality remains a grave problem in New Zealand’s criminal justice system.’*

*‘From police commissioners to the wrongfully imprisoned, ‘Te Ao with Moana’ featured rare interviews which were conducted with aplomb.’*

*‘This is what public interest journalism is all about.’*

The judges recognised the importance of high-quality current affairs journalism and the ongoing role that Māori Television plays in providing a Māori perspective on these issues. The recognition reinforces the relevance and importance of Te Huapae outcomes we are working to achieve: to build quality, trusted Māori news that promotes te reo Māori and Māori voices.



# Ō Mātou Hoa Kōtūi

I te 2020/21 ka whakawhānuihia e Whakaata Māori te mahi ngātahi ki Te Whare o te Reo Mauriora, ki te rāngai pāpāho, ki tua atu anō. Kua manaakitia anō e ia ngā hoa kōtūi i ākina e te COVID-19 me te hiahia o te pārongo, te whakaakoranga.

I mahi tonu mātou ki tō mātou hapori auaha Māori kairangata ki te whakaputa pārongo hira ka paingia e te iwi, hei whakangahau anō i ngā whānau i te tau e kimihia ai te tāngā manawa.

Ko ētahi o ā mātou kōtūinga mō te tau ko:

## Te Hōtaka Kairipoata o Te Rito

Nā Te Rito i tuatahi ai te mahi ngātahi i waenga i ētahi whakahaere pāpāho kua mārō te haere, tae atu ki a Whakaata Māori, ki te tautuhi, te whakangungu, te whanake me te rīhi kairipoata ki te kawae pūrongo, ki te tuari tirohanga hira me ngā kōrero o Aotearoa.

I te Paengawhāwhā 2021 ka whakaterea e Irirangi te Motu he Tahua Kawepūrongo Aronga Tūmatanui (PIJF) i hoahoatia ki te whakarato tautoko aro whāiti, aupoto ki tōwaenga mō te hōtaka, te kawenga me te whanake ahumahi rānei. Ka tonu a Whakaata Māori ki te PIJF mō te haumitanga whanake ahumahi mō tētahi hōtaka pia mahi umanga-rau. He kōtūinga tā mātou hōtaka ki a NZME, ki te Pacific Media Network me NewsHub/Discovery, ki ngā irirangi ā-iwi anō. E whai ana a Te Rito ki te whanake kairipoata e 25 i te tau: kia 15 ngā pia mā roto i a NZME, NewsHub me Pacific Media; kia 10 ngā pia kōrero i te reo Māori mā roto i a Whakaata Māori me Iwi Media. Ka tīmata tēnei ki te āwhina i te kōpaka kino o te kairipoata reo Māori, Pasifika anō, ka tautoko hoki i te raukaha ahurea me te kanorau i ngā whare kawepūrongo rere i te motu.

## Te Aupikitanga Trust

I te Whiringa-ā-nuku 2020, ka mahi ngātahi mātou ki te rōpū kaitiaki o Rotorua nei ki te whakanui i te huritau 110 o te Kapa-o-Pango Māori. I runga i te tautoko a te Tāpoi Māori o Aotearoa me Te Māngai Pāho, ka whakatūhia e mātou tētahi pō whakaihuwaka ki te papa o FMG ki Kirikiriroa. I hāngai te huihuinga ki te kēmu nui a te Kapa-o-Pango Māori ki a Moana Pasifika ka whakanuia ngā painga i tāpaea e te Māori ki te whutūpōro mai i te ekenga tuatahi o te tīma whutūpōro Māori mana ki te papa tākaro i te 1910. Puta ana i te huihuinga te kōrero, te pūmahara nui whakaharahara, ka kawea ake ngā kōrero e ngā hoa pāpāho me te noho hei pō i tānekaha ai ō mātou hononga ki a Ngāi Tahu, ki a Ngāti Whātua me Waikato-Tainui.

## Mauri Reo, Mauri Ora Te Tāhuhu o te Mātauranga

I runga i te whakapakari kōtūinga whai painga ki Te Tāhuhu o te Mātauranga i te tīmatanga o te tau 2020, i tēnei tau ka tahuri mātou ki te whakaputa i te terenga tuarua o Mauri Reo, Mauri Ora. I whanaketia te terenga tuarua i runga i te haere kōtūi ki ētahi kaiwhakaputa motuhake me te kamupene whakaputa e āhei tūturu atu ai ngā mokopuna ki ngā kōrero mātauranga reo Māori.

## Manatū Ahu Matua (MPI)

I whakapā mai a MPI ki a Whakaata Māori kia whakaputaina he kōrero ratonga tūmatanui poto ka paingia e ngā whānau mō te pau o te ika i te kaha hīia. I pai tonu te tono engari kite ana mātou i te pito mata, ka whakakīngia a MPI kia haumi i tētahi kaupapa nui atu. Hua mai ana ko 'All you need for a Feed' i hoahoatia hei whakatenatena i a Aotearoa kia tangohia i te moana ko te rahi mō te kai anake, i raro i ngā tikanga hī ika. E whakakanohitia ana te kaupapa e ngā kaiwhakataki a Whakaata Māori, e Pio Terei rāua ko Hera Te Kurapa. He tino wheako te whakaahua haere i Te Matau-a-Māui mō ā mātou kaimahi me MPI.

## Manatū Hauora

I haere tonu tā mātou kawenga nui ki te tuku kōrero whai tikanga mō te hauora tūmatanui tae atu ki te COVID-19, te mahi ngātahi ki te Manatū Hauora e tūturu ai te torotoro whānui katoa o ngā kōrero hauora i pāhotia puta noa i ā mātou hongere ki ngā hapori Māori.



# Our Partners

In 2020/21 Māori Television has furthered collaborations across Te Whare o te Reo Mauriora, the media sector and beyond. It has also nurtured partnerships that have been driven by COVID-19 and the need for information and education.

We continued to work with our fantastic Māori creative community to communicate important information in a way that will resonate with our people, and to help entertain whānau in a year when light relief was really needed.

Some of our partnerships for the year include:

## Te Rito Journalism Project

Te Rito is an unprecedented collaboration between established media organisations, including Māori Television, to identify, train, develop and hire journalists to report and share the important perspectives and stories of Aotearoa.

In April 2021 NZ On Air launched a Public Interest Journalism Fund (PIJF) designed to provide targeted, short- to medium-term support around projects, roles or industry development. Māori Television applied to the PIJF for industry development investment in a multi-agency cadetship programme. Our project is a partnership with NZME, Pacific Media Network and NewsHub/Discovery, in conjunction with iwi radio. Te Rito aims to develop 25 journalists in a year: 15 cadets through NZME, NewsHub and Pacific Media; and 10 reo Māori speaking cadets through Māori Television and Iwi Media. It will begin to help addressing the critical shortage of reo Māori and Pasifika journalists as well as support cultural capability and diversity in newsrooms across the motu.

## Te Aupikitanga Trust

In October 2020, we worked with the Rotorua-based Trust to mark the 110th anniversary of the Māori All Blacks. Supported by New Zealand Māori Tourism and Te Māngai Pāho, we created a night of legends at the FMG stadium in Hamilton. The event was aligned with the Māori All Blacks test match against Moana Pasifika and celebrated the Māori contribution to rugby since the first official Māori rugby team took to the field in 1910. The event provided a rich night of stories and memories, content was picked up by media partners and it proved an opportunity to strengthen our relationships with Ngāi Tahu, Ngāti Whātua and Waikato-Tainui.

## Mauri Reo, Mauri Ora Ministry of Education

Building on a productive partnership with the Ministry of Education early in 2020, during this year we went into production on series two of Mauri Reo, Mauri Ora. Series two was developed in partnership with independent producers and production companies to ensure te reo educational content was available for mokopuna.

## Ministry of Primary Industries (MPI)

MPI approached Māori Television about producing a brief public service announcement about overfishing that would resonate with whānau. The proposal was sound but we saw potential and convinced MPI to invest in a larger campaign. The result is 'All you need for a Feed' which is designed to encourage New Zealanders to take only the kai needed from the moana, in line with fishing rules. The campaign is hosted by Māori Television presenters Pio Terei and Hera Te Kurapa and filming in the Hawkes' Bay was a special experience for our kaimahi and MPI.

## Ministry of Health

We continued to play a critical role in the effective dissemination of public health messaging including COVID-19, working with the Ministry of Health to ensure the highest reach was achieved for the health messaging communicated across our channels to our Māori communities.



# Ō Matou Hapori

E hira ana te huri a Whakaata Māori i ngā hapori me te tautoko i ngā huihuinga a ngā iwi kāinga, a te motu anō, ina koa ngā mea e uaratia ana e ngāi Māori.

Ko ngā hua o te patapatai i tukuna e mātou i te marama o Hūrae 2021

## 74.5%

o ngāi Māori e whakaae ana ki te kōrero ka kitea a Whakaata Māori ki waenganui i te hapori, ki ngā huihuinga hoki.

He wāhi hira ki a Whakaata Māori hei tautoko i ngā hapori ki te whakatairanga i te ahurea, ki te whakawhitiwhiti kōrero, ki te tūhono hoki. E kī mai ana ā mātou apataki, he mea nui ki a rātou te āhei ki te hono atu ki tō rātou ahurea, ki te rongu hoki i te Māori hei whakaū i tō rātou tuakiri. Ka whakakotahi te iwi mā ngā huihuinga. Ka āhei te tūhonohono a tētehi, ki tētehi mā ngā huihuinga, koia hoki te pae e rere ai te reo o te hapori. I te 2020/21, ahakoa te COVID-19, i neke atu i tā mātou ūnga (e 20) te kahao tā mātou tautoko i ngā huihuinga o te hapori, o te motu. Koia ēnei ngā huihuinga e 23 i tae atu ai, i koia nei ētehi o ngā huihuinga i tautokohia e mātou:

- 2021 Te Whakataetae Waka Ama a Te Wānanga o Aotearoa
- Te Whakamaumahara ANZAC 2021
- Te Hui Whakawhanaunga 110 a Te Kapa Ōpango
- Te pāho mataora i ngā huihuinga hapori pērā i ngā tangihanga me ngā whakataetae kapa haka ngahau ā-rohe.



# Our Communities

It is important for Māori Television to be in communities and supporting local and national events, especially those valued by Māori.

A survey we conducted in June/July 2021 resulted in

## 74.5%

of Māori respondents agreeing with the statement that Māori Television is seen as active in the community and at events.

Māori Television plays a key role in supporting communities celebrate culture, communicate and connect. Our audiences are telling us they value being able to connect with their culture and hear from Māori who can affirm their identity. People are brought together through events. Events help us connect to one another and provide a voice for communities. In 2020/21, despite COVID-19, we were able to exceed our target (20) supporting 23 community and national events. This year, these are some of the events we have supported:

- 2021 Te Wānanga o Aotearoa National Sprints
- Anzac Dawn Service 2021
- Māori All Black 110th Reunion
- Livestreaming of community events such as tangihanga and Regional Kapa Haka Ngahau.



# Ā mātou Tāngata

## Te mana ārahi me te haepapatanga

Ko te mana ārahi o Whakaata Māori ko tētahi Poari tokowhītu ōna whakataka kāore he mana whakatau. Tokotoru ka kopoua tahitia e te Minita Whanaketanga Māori me te Minita Tahua, ko tērā atu tokowhā ka kopoua e Te Mātāwai.

Kei te Rūnanga te kawenga ki te whakarite i te ahunga rautaki o Whakaata Māori, ka rite tonu tā rātou hui ki te aroturuki i te kokenga atu ki te whakatutukitanga o aua aronga rautaki me te hua ano kei te whakahaeretia ngā take a Whakaata Māori hei tā ngā kaupapahere a te Rūnanga. Kua tautuhia ngā kawenga mana ārahi a te Rūnanga i te Ture o Te Aratuku Whakaata Irirangi Māori 2003, tae atu ki te tāpae Pūrongo ā-Tau ki ngā Minita whai kawenga, ki ngā Hoa Toihau anō o Te Mātāwai.

He tūtohunga a Whakaata Māori mā te Poari, te Komiti Arotake Tūraru me te Komiti Taiutu. (any other committees).

## Te Pae Urungi (ki te 30 o Pipiri 2021)

**Shane Taurima**, Tāhuhu Rangapū

**Wena Harawira**, Tāhuhu Kawepūrongo

**Hinurewa Poutu**, Tāhuhu Reo, Ahurea

**Katherine Murphy**, Tāhuhu Tangata, Rautaki

**Melissa Glew**, Tāhuhu Tahua

**Maramena Roderick** – Tāhuhu Kaupapa

# Our People

## Governance and accountability

Māori Television is governed by a Board of seven non-executive directors. Three are appointed jointly by the Minister for Māori Development and the Minister of Finance, while Te Mātāwai appoints the remaining four.

The Rūnanga is responsible for setting the strategic direction of Māori Television and holds regular meetings to monitor progress towards the achievement of those strategic objectives and to ensure the affairs of Māori Television are being conducted in accordance with Rūnanga policies. The Rūnanga governance responsibilities are defined in the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003, and include the provision of an Annual Report to the responsible Ministers and to the Co-chairs of Te Mātāwai.

Māori Television has charters for the Board, Audit and Risk Committee and Remuneration Committee (any other committees).

## Te Pae Urungi

### Senior Leadership Team (as at 30 June 2021)

**Shane Taurima**, Chief Executive

**Wena Harawira**, Director of News and Current Affairs

**Hinurewa Poutu**, Director of Language and Culture

**Katherine Murphy**, Interim Director of People and Strategy

**Melissa Glew**, Interim Director of Finance

**Maramena Roderick** – Interim Director of Content

## Te Rūnanga o Whakaata Māori

| Board Members                           | Term Commencement      |
|---|------------------------|
| <b>Jamie Tuuta</b> – Chair              | <b>7 May 2018</b>      |
| <b>Peter-Lucas Jones</b> – Deputy Chair | <b>16 Feb 2020</b>     |
| <b>Dr Reuben Collier</b>                | <b>1 July 2019</b>     |
| <b>Tiwana Tibble</b>                    | <b>1 July 2020</b>     |
| <b>Kingi Kiriona</b>                    | <b>19 April 2021</b>   |
| <b>Whetu Fala</b>                       | <b>29 October 2019</b> |

## Te Rūnanga o Whakaata Māori

| Board Members                           | Term Commencement      |
|---|------------------------|
| <b>Jamie Tuuta</b> – Chair              | <b>7 May 2018</b>      |
| <b>Peter-Lucas Jones</b> – Deputy Chair | <b>16 Feb 2020</b>     |
| <b>Dr Reuben Collier</b>                | <b>1 July 2019</b>     |
| <b>Tiwana Tibble</b>                    | <b>1 July 2020</b>     |
| <b>Kingi Kiriona</b>                    | <b>19 April 2021</b>   |
| <b>Whetu Fala</b>                       | <b>29 October 2019</b> |



## Ā mātou kaimahi

E ngākau titikaha ana a Whakaata Māori ki te rauhi i te oranga o ngā kaimahi, ki te para huarahi whakapakari i a rātou me ō rātou pūkenga reo. E hiahia ana mātou kia whakaaro tēnā me tēnā o ngā kaimahi he wāhi mahi pai tēnei, kia ngākau māia i te taiao o te reo me ngā tikanga Māori i Whakaata Māori.

I tēnei tau i aro nui mātou ki te tautoko i te whanaketanga o ngā reo o ngā kaimahi, ki te whakangungu pūmanawa me te whakawhanake i a rātou ki ētahi mahi matua pērā i te taha whakahaere me te whai ara mahi hou hei wāhanga o Te Whanaketanga, ki te poapoa mai anō i te tangata whai pūmanawa hou ki a Whakaata Māori me te rāngai pāpāho Māori nui tonu.

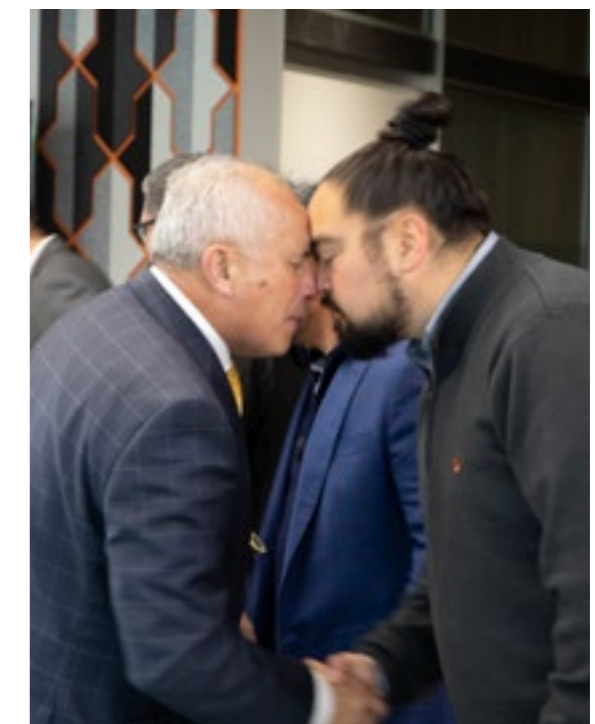
E whai ake nei te ritenga tūranga mahi o ā mātou kaimahi ki te 30 o Pipiri 2021.

## Our kaimahi

Māori Television is committed to fostering the wellbeing, opportunities for development and te reo Māori capability for all kaimahi. We want each member of staff to consider this a great place to work and to feel confident within the te reo me ngā tikanga Māori environment at Māori Television.

This year, we had a focus on supporting kaimahi reo development, skills training and development in key areas such as management and new ways of working as part of Te Whanaketanga, and to attract new talent to Māori Television and the wider Māori media sector.

As at 30 June 2021, our workforce employment status was as follows.



| Ritenga Tūranga Mahi | Ukiuki     | Hangere  | Tapeke (tatau tāngata) | FTE           |
|----------------------|------------|----------|------------------------|---------------|
| Ukiuki               | 119        | 6        | 125                    |               |
| Wā kua tohua         | 10         | -        | 10                     |               |
| <b>TAPEKE</b>        | <b>129</b> | <b>6</b> | <b>135</b>             | <b>131.75</b> |
| Tūao                 | 3          | -        | 3                      |               |
| <b>Tapeke</b>        | <b>132</b> | <b>6</b> | <b>138</b>             |               |

#### Hauora

I muri i ētahi wero i puta i te Covid-19, me te haere tonu o te take tōmua a te whakahaere kia aro nuitia te hauora, te noho haumarua me te tautoko i te oranga o ngā kaimahi, ka mōhio mātou me mātua noho mai he kaupapa motuhake mō te oranga. I ngā hauwhā tuarua, tuatoru o tēnei tau ka tikina atu tētahi mātanga hauora ki te whakamātau i ētahi tūmahi whānui kia kitea ai ngā mea e whai tikanga ana, e uaratia e ngā kaimahi. Kua tahuri mātou ināianei ki te whanake rautaki hauora tukupū, ka whakawhānui, ka komokomo ai i tēnei ki te rautaki kaimahi whānui.

#### Rangahautanga Kaimahi

Nā tā mātou Rangahautanga Kaimahi i āhei ai mātou ki te rongo hāngai tonu i ngā kaimahi mō ētahi take whānui me te āwhina a ngā otinga ki te ārahi i te whanaketanga o te mahere Kaimahi 21/22. I whakahaeretia e mātou te Rangahautanga Kaimahi i te Pipiri 2021 ka pātai ai i ētahi pātai whānui tonu e pā ana ki te whakamahia me te matatautanga ki te reo i roto i te whakahaere. I whai iho tēnei i te rangahautanga paetīmata i whakahaeretia i te Hōngongoi 2020. Nā ngā kitenga o te rangahau i āhei ai mātou ki te pūrongo i te kokenga o ngā kaimahi ki ngā putanga o Te Huapae.

**I tēnei tau i whai wāhi ake ētahi Kaimahi 108 ki te rangahautanga, ko te 83% pāpātanga uruparenga tēnei (2020: 66%).**

**90%** ngā kaiurupare i whakamahi i te reo Māori i ngā rā e whitu ka hori

**69%** ngā kaimahi i whakaae he pai ki a rātou te mahi ki Whakaata Māori

**I te toronga ki ngā kaimahi katoa e 3.6 o roto i te 5 te kaute i tohu** (“He wāhi a Whakaata Māori e hiahia mahi ai te tangata hira”).

Kua tohu ā mātou kaimahi i a rātou anō ki te āwhata a KoPA mō te reo Māori, ko te nuinga kei te wāhanga o te Awatea, e whakaaturia ana i raro nei me te whakatairitea ki te taupori whānui.

|                  | Kore  | Pō  | Awatea |
|------------------|-------|-----|--------|
| 2020 New Zealand | 22.5% | 63% | 14.5%  |
| Māori Television | 1%    | 39% | 60%    |

Source: Kaimahi Survey May 2021 n=108



| Employment status | Full-time  | Part-time | Total (headcount) | FTE           |
|-------------------|------------|-----------|-------------------|---------------|
| Permanent         | 119        | 6         | 125               |               |
| Fixed-term        | 10         | -         | 10                |               |
| <b>TOTAL</b>      | <b>129</b> | <b>6</b>  | <b>135</b>        | <b>131.75</b> |
| Casual            | 3          | -         | 3                 |               |
| <b>Total</b>      | <b>132</b> | <b>6</b>  | <b>138</b>        |               |

#### Hauora

Following some of the challenges presented by Covid-19, and an ongoing organisational priority to focus on health, safety and support kaimahi wellbeing, we recognised the need to have a dedicated wellbeing approach. In the second and third quarters of this year we employed a hauora specialist to test a range of activities to see what resonated with, and was valued by, kaimahi. A full hauora strategy, building on this and integrating with the wider kaimahi strategy is now in development.

#### Kaimahi Survey

Our Kaimahi Survey enables us to hear directly from staff on a range of issues and results help inform development of the 21/22 Kaimahi plan. We conducted the Kaimahi Survey in June 2021 asking a comprehensive set of questions about the usage and proficiency of te reo within the organisation. This followed a baseline survey conducted in July 2020. The survey results enable us to report kaimahi progress towards Te Huapae outcomes.

**This year, 108 Kaimahi participated in the survey which is a 83% response rate (2020: 66%).**

**90%** of respondents had used te reo Māori in the last seven days

**69%** of all kaimahi agreed they enjoy working for Māori Television

**The kaimahi engagement score was 3.6 out of 5** (“Māori Television is a place where great people want to work”).

Our kaimahi have identified themselves on the KoPA scale for te reo Māori and the majority are in the more proficient Awatea segment, as shown below and in contrast to the broader population.

|                  | Kore  | Pō  | Awatea |
|------------------|-------|-----|--------|
| 2020 New Zealand | 22.5% | 63% | 14.5%  |
| Māori Television | 1%    | 39% | 60%    |

Source: Kaimahi Survey May 2021 n=108





## Taiutu

I hangaia e mātou i tēnei tau tētahi anga taiutu hou hei tautoko i tō mātou whakahaere ki te whakatutuki i āna putanga rautaki mō te noho a Whakaata Māori “hei wāhi e hiahia mahi ai te tangata hira”, ina koa te Rautaki Kaimahi mō te āhua ki te haumitanga e koromakihia ana. Ko te koromakinga ia ko te hanga tauira taiutu tōkeke e puata ana ka āta whai whakaaro ki tō mātou taiao tuari pūtea, ka mōhio ki tā mātou whakataetae i waho mō te pūmanawa, ka whai whakaaro ki te āhua o te māketē, ka mārama anō ki te horopaki o tō mātou whakahaere me tō mātou āhei ki te whakatutuki i ngā putanga o te whakahaere.

Mā te hanga nei e mōhio tūturu ai mātou e tika ana te āhua o te utu i te taiutu tika ki te kaimahi tika, mō te take tika mā te:

- Whakahāngai i te taiutu pūtake e tika ana o te utu mō tētahi tūranga ki āna pikaunga
- Tāpae tikanga e uruparetia ai ngā wero matua ki te whakahaere (hei tauira, te poapoa pūmanawa ki ngā tūranga FTE, te pupuri tonu i te kaimahi ngaio)
- Whai whakaaro ki te uara o te reo Māori me ngā tikanga
- Whakawhere me te utu i te mahi a te kaimahi takitahi me te wāhi ki a rātou i angitu ai te whakahaere

## Whakamana – whakapakari i te āhua o te mahi

Ko te Whakamana ko te kōrero mō te whanake tonu i waenga i te kaimahi me tō rātou kaiwhakahaere, ko te tikanga ko te whakaāhei me te whakamana i ngā kaimahi katoa kia tōnui, kia eke ki ō rātou taumata. I tēnei tau ka tautuhia anō tā mātou tukanga Whakamana ā-tau kia:

- Kōrero i te pākahatanga o te COVID-19 ki te whakarite whāinga, ki ngā kawenga o te tūranga me te taha whakangungu i ngā whakararu o te rāhui, te mate ki te pikau mahi kē, me te whakataetae ki ngā take tōmua o te whānau me te mahi.
- Tutuki tō mātou aronga ki te ‘whakawhanake me te whakatupu kaimahi whai pūmanawa ka nui te whai painga ki te Kaupapa o te whakararuora i te reo me te rāngai’.
- Mārama pū ngā kaimahi ki te āhua o te angitu i roto i ō rātou tūranga rere noa i te whare, ngā painga ka puta i a rātou ki te angitu whānui tonu o Whakaata Māori, me pēhea hoki te tautoko/ whakawhanake i a rātou e ēke ai tā rātou i mahi ai ki ngā taumata.

Waihoki, kei te mārama mātou ki ngā aronga o te whakahaere me ngā painga ka puta i ia ranga ki aua whāinga, e noho mai ai he pae mō te whakarite whāinga mā te tangata takitahi. Kei te kaha te aro ake a te tukanga ki te whakapakari pūmanawa tonu rere i ngā takiwā whanake taha kawenga, taha whaiaro, taha reo ka tautoko i ngā whāinga whanaketanga whānui o te whakahaere, o te rāngai.

## Whakangungu me te Whanaketanga

Ko tētahi takiwā i noho mātāmua hei whaiwhai ake i roto i te tau ko te whanaketanga o te whakahaere me te hiahia kia aronuitia ētahi āhuatanga o Te Whanaketanga ki te taha whakangungu me te whanaketanga. He putanga matua i Te Huapae te tautoko i ngā kaimahi katoa ki te mahere reo, te akoako me te whanaketanga taha ngaio, e whakaata ana i ngā uara o te whakahaere. Kua aro nui te taha whakangungu me te taha whanaketanga kia tirohia inamata ngā āputa pūmanawa me te āta whai kia noho tika mai ngā kaimahi e angitu ai te kawea ake o ngā ara mahi hou, e ea ai ngā aronga o Te Whanaketanga kia arahina mātou e te apataki, ko te matihiko tuatahi.

Kua whakararuhiā mai e te COVID-19 tā mātou hōtaka whakangungu, heoi, i te ekenga ki te paunga o te tau pūtea kua hiko te kaupapa, e kapi ana i ētahi takiwā whānui tonu. Ko ētahi o ēnei ko te pūmanawa hangarau whāiti (hei tauira, te whakangungua ki ngā hanga kawepūrongo ataata), te iNews, te tātaritanga kūkara, ki ētahi pūmanawa pakihia whānui pērā i te whakahaere hōtaka, te Taha Ahumoni mō te Kaiwhakahaere kāore he mana ahumoni, te whakangungutanga e pā ana ki te reo me te wānanga mā te whakahaere katoa (whakarite mahere reo). Arā anō ētahi huarahi hei tautoko i te whanaketanga o te raukaha kaihautū puta noa i Te Pae Hautū, tā mātou kāhui kaihautū whānui.

I whakaterā hoki e Whakaata Māori i roto i te tau tana pūtake auaha, a Mataora, ka whakakotahi i tētahi tīma kakama pūmanawa rau ki te hanga kaupapa auaha me te para huarahi ngaio mō ngā kaimahi. E ngākau pūmau ana te tīma ki te kaupapa hou ka kaha minaiā mai i tōna tīmatanga ki tōna whakamutunga mā ngā apataki rere noa i ētahi pae rongorau. Kua oti kē i te tīma te hanga tētahi raupapa tukutuku poto hei tautoko i Te Pūtake o te Riri, te whakamaharatanga o te motu ki ngā pakanga rangatiratanga Māori. Ko tā te raupapa i tapaina ko Taku Whakautu he hōpara i te mātauranga, te tirohanga me te urupare ki ngā pakanga i Waerenga-a-hika me Rangiaowhia.

## Remuneration

This year we built a new remuneration framework to support our organisation in achieving its strategic outcome of Māori Television being “a place where great people want to work”, and specifically the Kaimahi Strategy in terms of intentional investment. The intent was to build a transparent and equitable remuneration model that appropriately considers our funding environment, recognises we compete externally for talent, have a view on market conditions, and understand our organisational context and our ability to achieve our organisation’s outcomes.

The tool enables us to ensure that the right remuneration is paid in the right way, to the right employees, for the right reasons by:

- aligning the appropriate base rate of remuneration for a role to its responsibilities
- Providing mechanisms to respond to key organisational challenges (eg, attracting talent to FTE roles, retaining high performers)
- Recognising the value of te Reo Māori me ngā tikanga
- Incentivising and rewarding the individual performance of kaimahi and that contribution to organisational success

## Whakamana – performance development

Whakamana in the ongoing development kōrero we foster between kaimahi and their manager, and is about enabling and empowering all kaimahi to thrive and be their best. This year we redefined our annual Whakamana process to:

- Address COVID-19’s impact on goal setting, role requirements and training where there had been disruption due to lockdowns, requirements to pick up new areas of work, and competing whānau and work priorities.
- Meet our goal of ‘developing and growing talented kaimahi that contribute great things to our reo revitalisation Kaupapa and the sector’.
- Ensure kaimahi understand what success looks like within their role and across the whare, and how they contribute to the wider success of Māori Television and how they can be supported/ developed to deliver their best.

As such, we have been clear on organisational goals and how each ranga contributes to those goals, to provide the platform for individual goal setting. The process has a strong emphasis on ongoing skills development across functional, personal and reo development areas that will support wider organisational, and sector, development goals.

## Training and Development

An area prioritised for further work during the year was organisational development with many of the aspects of Te Whanaketanga requiring a focus on training and development. Supporting all staff with language planning, learning and professional development is a key outcome in Te Huapae, and reflects our organisational values. Training and development has focused on addressing immediate skills gaps and ensure kaimahi are best-positioned to successfully adopt new ways of working and realise our audience-led, digital-first Te Whanaketanga objectives.

COVID-19 caused some disruption to our training schedule, however by end of the financial year this was underway and covered a wide range of areas. These included specific technical skills (eg, video journalism equipment training), iNews, google analytics, to more general business skills such as project management, Finance for non-Finance Managers, targeted reo related training and organisation-wide wānanga (language planning). There were also some opportunities to support leadership capability development across Te Pae Hautu, our wider leadership team.

During the year, Māori Television also launched its new creative hub, Mataora, which brings together an agile team of multi-skilled content creators and provides professional development opportunities for kaimahi. The team is dedicated to end-to-end productions of new and engaging content for audiences across multiple platforms. Already the team created a short-form web series of content to support Te Pūtake o te Riri, national commemorations of the Māori sovereignty wars. The series, titled Taku Whakautu, explored knowledge, perspectives and reactions to battles at Waerenga-a-hika and Rangiaowhia.

## Kimi me te Pupuri Kaimahi

I poroporoakitia e mātou ētahi o te tīma i uaratia i roto i te tau. Ko te tokomaha atu o ngā kaimahi pūmanawa tiketike, kōrero Māori i poapoatia e ō mātou hoa o te rāngai e taea ana e rātou te tāpae tikanga utu pai ake. I te taha o tēnei, e taea noatia ana te whakawhiti ngā momo pūmanawa o tō mātou rāngai i te tahuri a ngā umanga kāwanatanga me te rāngai tūmataiti ki te rapu pūkenga reo, pūkenga ahurea, pūkenga raukaha. I te herea o ā mātou pūtea kua herea anō ko tō mātou āhehi ki te whakataetae ki ētahi atu mō te tangata whāi pūmanawa.

I te tīmatanga o te tau ka kite mātou i te heke iho o te neke a te kaimahi i te ngākau i puta i te COVID-19, engari i piki anō tēnei i te hekenga ki te Taumata Mataara Tuatahi. Kua pukumahi mātou ki te poapoa mai i te tangata whāi pūmanawa ki tō mātou whakahaere, ki te pupuri anō i ā mātou kaimahi e uaratia ana, me te aha, kua whāia ētahi huarahi hou. I whakaarotia te whakamana matua i te kimi me te pupuri kaimahi hei tautoko i te Rautaki Kaimahi i whanaketia i te Whiringa-ā-nuku 2020. Hei wāhanga o tā mātou whāi ki te whakakī tūranga totoa, tūranga aupoto, ka whanaketia e mātou tētahi anga mō te kāhui pūmanawa tūao. I konei kua hangore tahi te whakahaere me te hunga kimi mahi tūao (hei taura, te taura, te kaikirimana) mō te āhua ki tā mātou kukume mai, tā mātou whakatutuki i ngā hiahia kaimahi mō te tūranga aupoto.

### Pia Kimi Wheako ki Whakaata Māori

I whakaterea anō e mātou tā mātou kaupapa whakamātau pia kimi wheako i te Kohitātea 2021 hei ara e haumitia ai, e hangaia ai he kāhui kaimahi ki tua e ngākau titikaha ana ki te kaupapa Māori. He kaupapa tukupū tēnei mō te whakangungu me te whanake pia mā roto i te kōwae ako mō te hanga ataata, te tuhi mō te ao pāpāho me te whakamahi hangarau matihiko. E whakahaeretia ana te kaupapa i roto i te 12 marama ki te tikanga harangote me te noho mai anō o ētahi wāhanga mahi i waho pērā i te whāi wāhi atu ki ngā mahi i te hapori, te whakangungua rānei ki te taha o te kāhui māhi mataora i tētahi wāhi.

Tokorua ā mātou pia kimi wheako i tēnei wā, me tā rāua heri mai i ētahi pūmanawa kē, pūmanawa hiamō me te wheako anō ki ngā mahi a Whakaata Māori. E rua, e rua kei te āwhina ki te tautoko i tō mātou aronga ki te whakatupu pūkenga Māori me tō mātou tūmanako kia mahi ngātahi ki ō mātou hoa kōtui ki te whakawhānui i te kaupapa i roto i te wā.

## Whanaketanga kāhui kaimahi rāngai pāpāho Māori

Kei te tokoiti te kairipoata kōrero Māori me tō mātou ngākau titikaha ki te whakawhānui i te raukaha, te pūkenga tarāwhare me te mahi tahi anō ki ngā reo irirangi ā-iwi me ētahi atu whakahaere pāpāho ki te whakatupu puna kaikawepūrongo mātau mō te taha pāpāho, te taha tuihono. Nā konei, āpiti atu rā ki tā mātou kaupapa pia kimi wheako tarāwhare, i tautokohia ai e mātou a Te Puni Kōkiri i tā mātou manaaki i ētahi o ā rātou pia tokorua kia huri ai, ka mahi tahi anō ki ētahi atu o te rāngai pāpāho i tētahi kaupapa whanake kāhui kaimahi nunui tonu.

I mahi tahi mātou ki ō mātou hoa kōtui o te rāngai pāpāho Māori me ngā kaiwhakaputa i tēnei tau ki te whakatū wānanga e whakaaroarohia ai ētahi huarahi me ngā wero, ina koa mō te āhua ki ā mātou kaimahi. E hira ana anō hoki tā mātou tautuhi āputa kaimahi tōmua ā-rōpū nei, ngā kōwhiringa me ngā kaupapa e taea ai ō mātou hiahia katoa. I manaakitia e Whakaata Māori te huihuinga tuatahi i Te Whanganui-a-Tara me te whakaritea o tētahi atu hui mō te Whiringa-ā-nuku 2021.



## Recruitment and Retention

We farewellled a number of our valued team over the year. Many of these highly-skilled, reo Māori-speaking kaimahi were attracted to our sector competitors who are able to offer more favourable salary conditions. Alongside this, the types of skills our sector possesses are highly transferable as government agencies and the private sector seek improved te reo, cultural and communications capability. Our funding constraints pose an additional limitation on our ability to compete with others for talent.

At the start of the year we observed a slow-down in movement due to the uncertainty created by COVID-19, but this picked up after a period of stability at Alert Level One. We have been busy trying to attract talent to our organisation and, equally, retain our valued kaimahi and have employed some new approaches. Both recruitment and retention were considered key enablers to support the Kaimahi Strategy developed in October 2020. As part of our approach to fill urgent and short-term recruitment needs, we developed a framework for a casual talent pool. This will give the organisation and those seeking casual work (eg. students, contractors) some more flexibility in how we engage and meet those short-term role needs.

### Māori Television Internship

We also launched our pilot internship programme in January 2021 as a way to invest and build a future workforce committed to kaupapa Māori. It is a comprehensive training and development pilot programme for interns through modules which include video production, writing for media and applied digital technology. The programme is delivered across 12 months in a segmental format with field work components such as participation in community activation or training with live crews on location.

We currently have two interns, who have brought different and exciting skills and experience to the mahi of Māori Television. Both of our interns are helping support our goals of building Māori capability and we hope to work with our partners to expand the initiative over time.

## Māori media sector workforce development

There is a shortage of te reo Māori speaking journalists and we are committed to building our capacity and capability as well as working with iwi radio and other media organisations to build a pool of competent broadcast and online journalists. To that end, and in addition to our in-house internship programme, we supported Te Puni Kōkiri by hosting two of their interns for a rotation, and worked with others in the media sector on a larger programme of Māori workforce development.

We worked with our Māori media sector partners and producers this year to establish a wānanga to consider opportunities and challenges particularly in relation to our workforce. Importantly, we identified priority workforce gaps as a group and options and initiatives for how we can address the needs we share. Māori Television hosted the inaugural event in Wellington and a follow-up hui is planned for October 2021.



# Financial Statements

for the year ended 30 June 2021

- Statement of Responsibility
- Independent Auditor's Report
- Statement of Performance
- Statement of Comprehensive Revenue & Expense
- Statement of Changes in Equity
- Statement of Financial Position
- Statement of Cash Flows
- Notes to the Financial Statements

# Te Tauākī Haepapatanga

Mo Te Tau I Eke I Te 30 O Piripi 2021

## Statement of Responsibility

For the year ended 30 June 2021

The Board and management of the Māori Television Service accept responsibility for the preparation of the Financial Statements and Statement of Performance and the judgements used in them.

The Board and management of the Māori Television Service accept responsibility for establishing and maintaining a system of internal control designed to provide reasonable assurance as to the integrity and reliability of financial and non-financial reporting.

In the opinion of the Board and management of the Māori Television Service, the Financial Statements and the Statement of Performance for the year ended 30 June 2021 fairly reflect the financial position and operations of the Māori Television Service.



**Jamie Tuuta**  
**Toihau**  
**Date: 29 October 2021**



**Shane Taurima**  
**Tāhuhu Rangapū**  
**Date: 29 October 2021**

# Te Pūronga A Te Kaitātari Kaute Motuhake

## Statement of Responsibility

### Independent Auditor's Report

#### To the readers of Māori Television Service's financial statements and performance information for the year ended 30 June 2021

The Auditor-General is the auditor of Māori Television Service (the Service). The Auditor-General has appointed me, Karen MacKenzie, using the staff and resources of Audit New Zealand, to carry out the audit of the financial statements and the performance information of the Service on his behalf.

#### Opinion

##### We have audited:

- the financial statements of the Service on pages 79 to 99, that comprise the statement of financial position as at 30 June 2021, the statement of comprehensive revenue and expense, statement of changes in equity and statement of cash flows for the year ended on that date and the notes to the financial statements including a summary of significant accounting policies and other explanatory information; and
  - the performance information of the Service on pages 73 to 78.
- the performance information on pages 73 to 78:
    - presents fairly, in all material respects, the Service's performance for the year ended 30 June 2021, including for each class of reportable outputs:
      - its standards of delivery performance achieved as compared with forecasts included in the statement of intent for the financial year; and
      - its actual revenue and output expenses as compared with the forecasts included in the statement of intent for the financial year; and
    - complies with generally accepted accounting practice in New Zealand.

##### In our opinion:

- the financial statements of the Service on pages 79 to 99:
  - present fairly, in all material respects:
    - its financial position as at 30 June 2021; and
    - its financial performance and cash flows for the year then ended; and
  - comply with generally accepted accounting practice in New Zealand in accordance with Public Benefit Entity Reporting Standards; and

##### Our audit was completed on 1 November 2021. This is the date at which our opinion is expressed.

The basis for our opinion is explained below. In addition, we outline the responsibilities of the Board and our responsibilities relating to the financial statements and the performance information, we comment on other information, and we explain our independence.

#### Basis for our opinion

We carried out our audit in accordance with the Auditor-General's Auditing Standards, which incorporate the Professional and Ethical Standards and the International Standards on Auditing

(New Zealand) issued by the New Zealand Auditing and Assurance Standards Board. Our responsibilities under those standards are further described in the Responsibilities of the auditor section of our report.

We have fulfilled our responsibilities in accordance with the Auditor-General's Auditing Standards.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

#### Responsibilities of the Board for the financial statements and the performance information

The Board is responsible on behalf of the Service for preparing financial statements and performance information that are fairly presented and comply with generally accepted accounting practice in New Zealand. The Board is responsible for such internal control as it determines is necessary to enable it to prepare financial statements and performance information that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements and the performance information, the Board is responsible on behalf of the Service for assessing the Service's ability to continue as a going concern. The Board is also responsible for disclosing, as applicable, matters related to going concern and using the going concern basis of accounting, unless there is an intention to merge or to terminate the activities of the Service, or there is no realistic alternative but to do so.

The Board's responsibilities arise from the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003.

#### Responsibilities of the auditor for the audit of the financial statements and the performance information

Our objectives are to obtain reasonable assurance about whether the financial statements and the performance information, as a whole, are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit carried out in accordance with the Auditor-General's Auditing Standards will always detect a material misstatement when it exists. Misstatements are differences or

omissions of amounts or disclosures, and can arise from fraud or error. Misstatements are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of readers, taken on the basis of these financial statements and the performance information.

For the budget information reported in the financial statements and the performance information, our procedures were limited to checking that the information agreed to the Service's statement of intent.

We did not evaluate the security and controls over the electronic publication of the financial statements and the performance information.

As part of an audit in accordance with the Auditor-General's Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. Also:

- We identify and assess the risks of material misstatement of the financial statements and the performance information, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- We obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Service's internal control.
- We evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board.
- We evaluate the appropriateness of the reported performance information within the Service's framework for reporting its performance.



- We conclude on the appropriateness of the use of the going concern basis of accounting by the Board and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Service's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements and the performance information or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Service to cease to continue as a going concern.
- We evaluate the overall presentation, structure and content of the financial statements and the performance information, including the disclosures, and whether the financial statements and the performance information represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Board regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Our responsibilities arise from the Public Audit Act 2001.

### Independence

We are independent of the Service in accordance with the independence requirements of the Auditor-General's Auditing Standards, which incorporate the independence requirements of Professional and Ethical Standard 1: International Code of Ethics for Assurance Practitioners issued by the New Zealand Auditing and Assurance Standards Board.

Other than in our capacity as auditor, we have no relationship with, or interests, in the Service.

**Karen MacKenzie**  
**Audit New Zealand**  
**On behalf of the**  
**Auditor-General Auckland,**  
**New Zealand**

## Te Tauāki Mahi Statement of Performance

### Non-Departmental Output Class

**Māori Television receives operational funding of \$19.264 million from Vote Māori Development.**

The Minister for Māori Development purchases this class of outputs from Māori Television to:

- enable Māori Television to meet its statutory functions, including to contribute to the protection and promotion of te reo me ona tikanga through the provision, in te reo Māori and English, of a high quality, cost effective television service that informs, educates and entertains viewers, and enriches New Zealand's society, culture and heritage;
- pursue the outcomes in its 2020-2023 Statement of Intent;
- support the operational costs of Māori Television; and
- purchase and produce programmes to be broadcast on Māori Television.

Māori Television delivers two outputs through this output class. A description, the cost and performance measures for each output are described below:

Additional performance information (i.e. the outputs delivered against the Output Plan agreed between the Minister of Finance and Minister for Māori Development and Māori Television) is provided on pages 76 to 78 of these financial statements.

### Output 1 Television Service Operations

| Description  | Performance Measures  |
|--|---|
| Support the operational costs of Māori Television to meet its statutory functions. | <p><b>Target</b><br/>Broadcast a minimum of 7,900 hours of programming for the year. (Note 1)</p> <p><b>Actual</b><br/>Māori Television broadcast a total 9,968 hours (2020 : 10,167 hours) during the year</p> |
| Cost   | <p><b>2021 Actual: \$16.003 million</b><br/> <b>2021 Budget: \$15.052 million</b><br/> <b>2020 Actual: \$16.047 million</b></p>   |

Note 1: The target of 7,900 is per the Statement of Intent. It differs slightly from the target set in the Estimates of Appropriations of 7,100 hours.

## Output 2 Transmission Coverage

| Description  | Performance Measures  |
|--|---|
| Provide broadcast services that are technically available throughout New Zealand via free to air digital terrestrial and digital satellite transmission. | <p><b>Target</b></p> <p>Provide free-to-air transmission to at least 87% of New Zealand's population via free-to-air digital terrestrial and to 100% of New Zealand via free-to-air digital satellite.</p> <p><b>Actual</b></p> <p>Māori Television Channel:</p> <ul style="list-style-type: none"> <li>Digital satellite 100% (2020: 100%)</li> <li>Digital terrestrial 87% (2020: 87%)</li> </ul> <p>Te Reo Channel:</p> <ul style="list-style-type: none"> <li>Digital satellite 100% (2020: 100%)</li> <li>Digital terrestrial 87% (2020: 87%)</li> </ul> |
| Cost   | <p><b>2021 Actual: \$3.261 million</b></p> <p><b>2021 Budget: \$4.212 million</b></p> <p><b>2020 Actual: \$3.217 million</b></p>  |

### Total Output Costs

|   |   |
|---|---|
| Total Output Costs equals Total Revenue from the Crown per Statement of Comprehensive Revenue and Expense | <p><b>2021 Actual: \$19.264 million</b></p> <p><b>2021 Budget: \$19.264 million</b></p> <p><b>2020 Actual: \$19.264 million</b></p> |
|---|---|

## Key performance indicators:

| 2021 Actual  |       |                          |                |                   |
|--|-------|--------------------------|----------------|-------------------|
| Key Outputs  | Total | Māori Television Channel | Te Reo Channel | Online            |
| Broadcast hours  | 9,968 | 6,211                    | 3,757          | 5,999             |
| Māori Language content - across all broadcast hours (% of spoken Language)     | 74%   | 60%                      | 97%            | Bilingual Website |
| Māori Language content - Prime Time Hours 17:30 - 23:30 (% of spoken Language) | 73%   | 51%                      | 97%            | N/A               |
| Te Reo Māori language Quality Assurance  | 4.99  |                          |                |                   |

| 2021 Target  |       |                          |                |                   |
|--|-------|--------------------------|----------------|-------------------|
| Key Outputs  | Total | Māori Television Channel | Te Reo Channel | Online            |
| Broadcast hours  | 7,900 | 5,700                    | 2,200          | 5,999             |
| Māori Language content - across all broadcast hours (% of spoken Language)     | 70%   | 51%                      | 95%            | Bilingual Website |
| Māori Language content - Prime Time Hours 17:30 - 23:30 (% of spoken Language) | 70%   | 51%                      | 95%            | N/A               |
| Te Reo Māori language Quality Assurance  | 4.00  |                          |                |                   |

| 2020 Actual  |        |                          |                |                   |
|--|--------|--------------------------|----------------|-------------------|
| Key Outputs  | Total  | Māori Television Channel | Te Reo Channel | Online            |
| Broadcast hours  | 10,167 | 6,304                    | 3,863          | 3,098             |
| Māori Language content - across all broadcast hours (% of spoken Language)     | 74%    | 59%                      | 99%            | Bilingual Website |
| Māori Language content - Prime Time Hours 17:30 - 23:30 (% of spoken Language) | 74%    | 52%                      | 99%            | N/A               |
| Te Reo Māori language Quality Assurance  | 4.84   |                          |                |                   |



## Key Metrics as set out in the Statement of Intent:

### Kaimahi

| Priority Outcomes  | Performance Metric                                | Annual Target                                       | Annual Actual   | Measurement Criterion                        |
|--|---|---|---|--|
| Te reo Māori flourishes as a primary language of day-to-day use amongst kaimahi<br>Kaimahi meet their reo Māorigoals | % of staff use reo Māori every day at work        | 50% of staff use reo Māori every day at work        | More than 90% of staff used reo Māori every day at work | Kamahi Engagement Survey,<br>May – June 2021 |
|  | % of staff have a reo Māori plan                  | 80% of staff have a reo Māori plan                  | 91% of staff have a reo Māori plan                      |  |
|  | % of staff have te reo Māori goals                | 80% of staff have te reo Māori goals                | 91% of staff have te reo Māori goals                    |  |
|  | % of staff achieve at least one reo Māori goal    | 80% of staff achieve at least one reo Māori goal    | 91% of staff achieve at least one reo Māori goal        |  |
|  | % of staff achieve at least two reo Māori goals   | 70% of staff achieve at least two reo Māori goals   | 70% of staff achieve at least two reo Māori goals       |  |
|  | % of staff achieve at least three reo Māori goals | 60% of staff achieve at least three reo Māori goals | 62% of staff achieve at least three reo Māori goals     |  |

### Āpiti

| Priority Outcomes   | Performance Metric  | Annual Target   | Annual Actual   | Measurement Criterion    |
|---|---|---|---|--------------------------|
| Whakaata Māori is seen and is active in the community and at events | # of community, regional and national events supported by Whakaata Māori that promote te reo me ngā tikanga Māori | 20 community, regional and national events that are supported by Whakaata Māori and promote te reo Māori me ngā tikanga Māori | 23 community, regional and national events that are supported by Whakaata Māori and promote te reo Māori me ngā tikanga Māori | Tracking count of events |

### Apataki

| Priority Outcomes   | Performance Metric  | Annual Target   | Annual Actual   | Measurement Criterion  |
|---|---|---|---|--|
| Audiences can access Whakaata Māori content across diverse platforms Whakaata Māori content is engaging, entertaining and relevant Māori and non-Māori are inspired and enabled to learn te reo Māori | Available across all platforms including digital and linear:<br># hours of new, high quality and innovative reo Māori content                               | Available across all platforms including digital and linear:<br>300 hours of new, high quality and innovative reo Māori content | Available across all platforms including digital and linear:<br>346 hours of new, high quality and innovative reo Māori content   | New inhouse and commissioned content first play on Māori Television channel in the year; does not include news and current affairs content and digital platforms   |
|   | Available across all platforms including digital and linear:<br># hours of high quality and innovative reo Māori content                                    | Available across all platforms including digital and linear:<br>2,000 hours of high quality and innovative reo Māori content    | Available across all platforms including digital and linear:<br>2,004 hours of high quality and innovative reo Māori content      | Inhouse and commissioned content with minimum of 30% reo Māori first play of new and repeat content in prime-time on Māori Television channel in the year; excludes news and current affairs content and digital platforms |
|   | Available across all platforms including digital and linear:<br># hours of high quality and innovative reo Māori content for te reo Māori learner audiences | Available across all platforms 300 Hours of high quality and innovative te reo Māori content for te reo Māori learner audiences | Available on multiple platforms:<br>461 hours of high quality and innovative reo Māori content for te reo Māori learner audiences | Inhouse and commissioned reo Māori content for reo Māori learners; first play of new and repeat content on Māori Television channel only; excludes news and current affairs content and digital platforms                  |
|   | Available across all platforms including digital and linear:<br># hours of high quality and innovative reo Māori content for whānau audiences.              | Available across all platforms 300 Hours of high quality and innovative te reo Māori content for whānau audiences.              | Available on multiple platforms:<br>584 hours of high quality and innovative reo Māori content for whānau audiences.              | Inhouse and commissioned reo Māori content for whānau; first play for new and repeat content on Māori Television channel only for year; excludes news and current affairs content and digital platforms                    |
|   | Available across all platforms including digital and linear:<br># hours of high quality and innovative te reo Māori news and current affairs content.       | Available across all platforms 300 Hours of high quality and innovative te reo Māori news and current affairs content.          | Available on multiple platforms:<br>601 hours of high quality and innovative te reo Māori news and current affairs content.       | All first play news and current affairs content on Māori Television channel only for year  |
|   | Available on multiple platforms:<br># hours of high quality and innovative reo Māori content for tamariki and rangatahi                                     | Available on multiple platforms:<br>300 hours of high quality and innovative reo Māori content for tamariki and rangatahi       | Available on multiple platforms:<br>520 hours of high quality and innovative reo Māori content for tamariki and rangatahi         | Inhouse and commissioned content with a minimum of 30% reo Māori; first play of new and repeat content on Māori Television channel only  |
| % of new content for fluent reo Māori-speaking audiences  | 40% of new content for fluent reo Māori-speaking audiences  | 44% of new content for fluent reo Māori-speaking audiences  | Total percentage of fluent content hours (71%- 100% reo Māori) across schedule for year   |  |

Apataki continues on next page

## Apataki

| Priority Outcomes   | Performance Metric  | Annual Target   | Annual Actual   | Measurement Criterion   |
|---|---|---|---|---|
| Audiences can access Whakaata Māori content across diverse platforms Whakaata Māori content is engaging, entertaining and relevant Māori and non-Māori are inspired and enabled to learn te reo Māori | % of new content for second language learners or receptive reo Māori-speaking audiences | 40% of new content for second language learners or receptive reo Māori-speaking audiences | 56% of new content for second language learners or receptive reo Māori-speaking audiences   | Total percentage of receptive hours (30%-70% reo Māori) across schedule for year; percentage of language learner content out of total hours |
|   | Across all platforms including linear and digital:                                      | Across all platforms including linear and digital:  | Across all platforms including linear and digital:  | Inhouse and commissioned content played on Māori Television and Te Reo  |
|   | % of content is reo Māori content   | 80% of content is reo Māori content   | 100% of content is reo Māori content  |   |
|   | Te Taura Whiri i te Reo Māori quality indicator framework:                              | Te Taura Whiri i te Reo Māori quality indicator framework:                                | Te Taura Whiri i te Reo Māori quality indicator framework:  | Average score of reo Māori quality in assessment reports for year   |
|   | % of assessed content rated 4 or higher   | 70% of assessed content rated 4 or higher   | 100% of assessed content rated 4 or higher  |   |
|   | Across multiple platforms:<br>% increase in audience engagement                         | Across multiple platforms:<br>10% increase in audience engagement                         | Across digital platforms: decrease (25%) across Website and Stuff compared to FY20.<br>118% increase in audience engagement with engaged Facebook users included. | Annual average of weekly website and Stuff unique users, and engaged Facebook users (social). Source: Google, Stuff and Falcon Analytics    |

Note: Year end 30 June 2021 is the first year of reporting against the new metrics, and for this reason comparatives are not included in the table.

Increase in audience engagement across digital platforms includes metrics from Facebook but not Instagram and Twitter as engagement is not currently measureable across those platforms. This is the first year we have been able to measure Facebook engaged users as part of our audience engagement across digital platforms using the Falcon platform.

Te Reo Māori Quality is measured based on in house content selected and provided to an independent external assessor by Whakaata Māori. This is reviewed using Te Taura Whiri i te Reo Māori quality-indicator framework where 1= very poor, 2 = poor, 3 = good, 4 = very good, 5 = excellent.

## Te Tauākī o Ngā Whiwhinga Moni Whānui Statement of Comprehensive Revenue & Expense

For the year ended 30 June 2021

|   | Note | Actual<br>2021<br>\$000's | Budget<br>2021<br>\$000's | Actual<br>2020<br>\$000's |
|---|------|---------------------------|---------------------------|---------------------------|
| <b>Revenue</b>                              |      |                           |                           |                           |
| Revenue from the Crown                      |      | 19,264                    | 19,264                    | 19,264                    |
| Te Māngai Pāho Production Funding           |      | 14,829                    | 16,000                    | 14,348                    |
| Other Production Funding                    |      | 415                       | -                         | 282                       |
| Advertising Revenue                         |      | 1,230                     | 400                       | 210                       |
| Interest Revenue                            |      | 35                        | 60                        | 56                        |
| Other Revenue                               |      | 2,716                     | 104                       | 1,171                     |
| <b>Total Revenue</b>                        |      | <b>38,488</b>             | <b>35,828</b>             | <b>35,331</b>             |
| <b>Expenditure</b>                          |      |                           |                           |                           |
| Kaimahi Costs                               | 4    | 11,981                    | 12,599                    | 11,917                    |
| Depreciation and Non-programme Amortisation | 5    | 2,214                     | 2,300                     | 2,373                     |
| Programme Costs inc Amortisation            | 5    | 13,774                    | 11,200                    | 12,712                    |
| Operating Costs                             | 5    | 11,579                    | 11,481                    | 10,028                    |
| <b>Total Expenditure</b>                    |      | <b>39,548</b>             | <b>37,580</b>             | <b>37,030</b>             |
| <b>Surplus/(Deficit)</b>                    |      | <b>(1,060)</b>            | <b>(1,752)</b>            | <b>(1,699)</b>            |

## Te Tauākī Nekeneke Tūtanga Statement of Changes in Equity

For the year ended 30 June 2021

|                                       | Note | Actual<br>2021<br>\$000's | Budget<br>2021<br>\$000's | Actual<br>2020<br>\$000's |
|---------------------------------------|------|---------------------------|---------------------------|---------------------------|
| Balance as at 1 July                  |      | 14,544                    | 14,496                    | 16,243                    |
| Total Comprehensive Revenue & Expense |      | (1,060)                   | (1,752)                   | (1,699)                   |
| <b>Balance as at 30 June</b>          |      | <b>13,484</b>             | <b>12,744</b>             | <b>14,544</b>             |

The accompanying notes form part of these financial statements.



## Te Tauāki Tūnga Pūtea Statement of Financial Position

As at 30 June 2021

|                                      | Note | Actual<br>2021<br>\$000's | Budget<br>2021<br>\$000's | Actual<br>2020<br>\$000's |
|--------------------------------------|------|---------------------------|---------------------------|---------------------------|
| <b>Public Equity</b>                 |      |                           |                           |                           |
| General Funds                        |      | 13,484                    | 12,744                    | 14,544                    |
| <b>Total Public Equity</b>           |      | <b>13,484</b>             | <b>12,744</b>             | <b>14,544</b>             |
| <b>Represented by:</b>               |      |                           |                           |                           |
| <b>Assets</b>                        |      |                           |                           |                           |
| <b>Current Assets</b>                |      |                           |                           |                           |
| Cash and Cash Equivalents            | 6    | 7,005                     | 2,147                     | 8,503                     |
| GST Receivable                       |      | 458                       | 452                       | 55                        |
| Bank Deposits                        | 7    | 2,200                     | 200                       | 200                       |
| Trade and Other Receivables          | 8    | 1,936                     | 2,009                     | 1,991                     |
| Intangibles - Programme Rights       | 10a  | 1,385                     | 4,379                     | 1,472                     |
| <b>Total Current Assets</b>          |      | <b>12,983</b>             | <b>9,187</b>              | <b>12,221</b>             |
| <b>Non-current Assets</b>            |      |                           |                           |                           |
| Property, Plant and Equipment        | 9    | 7,690                     | 8,722                     | 9,188                     |
| Intangibles - Computer Software      | 10b  | 66                        | 150                       | 127                       |
| <b>Total Non-Current Assets</b>      |      | <b>7,756</b>              | <b>8,872</b>              | <b>9,315</b>              |
| <b>Total Assets</b>                  |      | <b>20,740</b>             | <b>18,059</b>             | <b>21,536</b>             |
| <b>Liabilities</b>                   |      |                           |                           |                           |
| <b>Current Liabilities</b>           |      |                           |                           |                           |
| Trade and Other Payables             | 11   | 3,687                     | 1,861                     | 2,554                     |
| Employee Entitlements                | 12   | 1,380                     | 1,200                     | 1,724                     |
| Unearned Revenue                     | 13   | 371                       | 900                       | 1,228                     |
| Income in Advance - Te Māngi Pāho    |      | 466                       | -                         | -                         |
| Lease Incentives                     | 14   | 130                       | 130                       | 131                       |
| <b>Total Current Liabilities</b>     |      | <b>6,034</b>              | <b>4,091</b>              | <b>5,637</b>              |
| <b>Non-Current Liabilities</b>       |      |                           |                           |                           |
| Lease Incentives                     | 14   | 1,222                     | 1,224                     | 1,356                     |
| <b>Total Non-Current Liabilities</b> |      | <b>1,222</b>              | <b>1,224</b>              | <b>1,356</b>              |
| <b>Total Liabilities</b>             |      | <b>7,256</b>              | <b>5,315</b>              | <b>6,993</b>              |
| <b>Net Assets</b>                    |      | <b>13,484</b>             | <b>12,744</b>             | <b>14,544</b>             |

The accompanying notes form part of these financial statements.

## Te Tauāki Kapewhiti Statement of Cash Flows

For the year ended 30 June 2021

|   | Note      | Actual<br>2021<br>\$000's | Budget<br>2021<br>\$000's | Actual<br>2020<br>\$000's |
|---|-----------|---------------------------|---------------------------|---------------------------|
| <b>Cash Flows from Operating Activities</b>                 |           |                           |                           |                           |
| <b>Cash was provided from:</b>                              |           |                           |                           |                           |
| Receipts from Crown Revenue                                 |           | 19,264                    | 19,264                    | 19,264                    |
| Te Māngai Pāho Production Funding                           |           | 16,000                    | 16,000                    | 16,000                    |
| Other Production Funding                                    |           | 415                       | -                         | 2,509                     |
| Interest Received   |           | 35                        | 35                        | 56                        |
| Advertising Revenue   |           | 953                       | 500                       | 564                       |
| Other Income  |           | 1,020                     | 29                        | 164                       |
| <b>Cash was applied to:</b>                                 |           |                           |                           |                           |
| Payments to Employees                                       |           | (12,325)                  | (13,799)                  | (12,080)                  |
| Payments to Suppliers                                       |           | (15,439)                  | (24,446)                  | (11,819)                  |
| Interest Paid   |           | -                         | -                         | -                         |
| Goods and Services Tax (Net)                                |           | 513                       | (452)                     | 502                       |
| <b>Net Cash Flows from Operating Activities</b>             | <b>15</b> | <b>10,435</b>             | <b>(2,869)</b>            | <b>15,160</b>             |
| <b>Cash Flows From Investing Activities</b>                 |           |                           |                           |                           |
| Proceeds from Term Deposit Maturity                         |           | 14,000                    | 16,000                    | 22,500                    |
| Investment - Term Deposits                                  |           | (16,000)                  | (16,000)                  | (22,500)                  |
| Purchase of PPE   |           | (635)                     | (1,200)                   | (478)                     |
| Purchase of Computer Software                               |           | (20)                      | (100)                     | (126)                     |
| Purchase of Intangible Assets                               |           | (9,278)                   | -                         | (9,070)                   |
| <b>Net Cash Flows from Investing Activities</b>             |           | <b>(11,933)</b>           | <b>(1,300)</b>            | <b>(9,674)</b>            |
| <b>Cash Flows from Financing Activities</b>                 |           |                           |                           |                           |
| <b>Cash was applied to:</b>                                 |           |                           |                           |                           |
| Loan Repayments   |           | -                         | -                         | -                         |
| <b>Net Cash Flows from Financing Activities</b>             |           | <b>-</b>                  | <b>-</b>                  | <b>-</b>                  |
| <b>Net Increase/(Decrease) in Cash and Cash Equivalents</b> |           | <b>(1,498)</b>            | <b>(4,169)</b>            | <b>5,486</b>              |
| Cash and Cash Equivalents at the beginning of the year      |           | 8,503                     | 6,316                     | 3,017                     |
| <b>Cash and Cash Equivalents at the end of the year</b>     | <b>6</b>  | <b>7,005</b>              | <b>2,147</b>              | <b>8,503</b>              |

The GST (net) component of operating activities reflects the net GST paid and received with the Inland Revenue Department. The GST (net) component has been presented on a net basis, as the gross amounts do not provide meaningful information for financial statement purposes. The accompanying notes form part of these financial statements.

# Ngā Whkamārama Mō Ngā Tauākī Pūtea

## Notes to the Financial Statements

For the year ended 30 June 2021

### 1. Statement of Accounting Policies

The financial statements of Māori Television are for the year ended 30 June 2021. The financial statements were authorised by the Board of Directors on 29 October 2021. The following accounting policies that materially affect the measurement of financial performance, financial position and cash flows have been applied:

#### a. Reporting Entity

The Māori Television Service is a statutory corporation incorporated in New Zealand under the Māori Television Service Act 2003 and is domiciled in New Zealand.

The purpose of Māori Television is to contribute to the protection and to promote te reo Māori and as such the objective is to provide a service to the public of New Zealand as opposed to that of making a financial return. Accordingly, Māori Television has designated itself as a Tier 1 public benefit entity (PBE) for financial reporting purposes.

#### b. Statement of Compliance

These financial statements have been prepared in accordance with section 41 of the Māori Television Service Act 2003 which includes the requirement to comply with New Zealand generally accepted accounting practice ("NZ GAAP").

The financial statements have been prepared in accordance with and comply with Tier 1 PBE accounting standards.

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

#### c. Measurement Base

The financial statements have been prepared on an historical cost basis.

#### d. Changes in Accounting Policy

There has been no change in accounting policies since the date of the last audited financial statements.

#### e. Standards issued and not yet effective and not early adopted

##### Financial Instruments

In January 2017, the XRB issued PBE IFRS 9 Financial Instruments. This replaces PBE IPSAS 29 Financial Instruments: Recognition and

Measurement. PBE IFRS 9 is effective for financial years beginning on or after 1 January 2021, with earlier application permitted. The main changes under PBE IFRS 9 are:

- New financial asset classification requirements for determining whether an asset is measured at fair value or amortised cost.
- A new impairment model for financial assets based on expected losses, which may result in the earlier recognition of impairment losses.

Māori Television has not early adopted the new standard or assessed its effect.

#### f. Functional and Presentation Currency

The financial statements are presented in New Zealand dollars and all values are rounded to the nearest thousand dollars (\$'000). The functional currency of Māori Television is New Zealand dollars.

#### g. Forecast Financial Statements

##### Budget Figures

The budget figures are derived from the Statement of Intent as approved by the Board at the beginning of the financial year. The budget figures have been prepared in accordance with PBE accounting standards, using accounting policies that are consistent with those adopted by Māori Television for the preparation of the financial statements.

#### h. Foreign Currencies

Transactions denominated in a foreign currency are converted at the exchange rate ruling at the date of the transaction.

At balance date foreign currency monetary assets and liabilities are converted at closing exchange rates and exchange variations arising from these transaction items are included in the surplus or deficit.

#### i. Revenue

##### Revenue from the Crown

Māori Television is primarily funded through revenue received from the Crown, which is restricted in its use for the purpose of Māori Television meeting its objectives as specified in the Statement of Intent and Output Plan. Māori Television considers there are no conditions attached to the funding and it is recognised

as revenue at the point of entitlement. This is considered to be the start of the appropriation period to which the funding relates.

##### Te Māngai Pāho Production Funding

Māori Television receives funding from Te Māngai Pāho, which must be used by Māori Television to produce and deliver content. Māori Television considers there are conditions attached to the funding and therefore this funding is recognised as revenue when the conditions are satisfied. In practice, this is when the costs of producing the content are incurred, as specified in the Agreement for Television Production Funding. At balance date, any funding received in advance of the production costs incurred is recognised as income in advance and, where production costs have been incurred in advance of funding being received, a receivable from Te Māngai Pāho is recognised.

##### Other Production Funding

Māori Television also receives funding from other organisations including Te Puni Kōkiri to produce and deliver content.

Māori Television considers there are conditions attached to the funding and therefore this funding is recognised as revenue when those conditions are satisfied. In practice this is when the costs of production are incurred. At balance date any funding received before production costs are incurred is recognised as revenue in advance.

##### Advertising revenue

The sale of advertising spots provided to third parties on commercial terms are exchange transactions. Advertising revenue is recognised when advertising spots have gone to air.

##### Interest revenue

Interest revenue is recognised by accruing on a time proportion basis.

##### Programme content produced for external parties

Māori Television assesses whether it retains control over content produced for external parties. If Māori Television does not retain control of that content upon completion, no asset is recognised for Programme Rights. Instead direct costs are expensed as Programme Costs and income received is recognised as Other Revenue.

Revenue is recognised on a % of completion basis and any excess of funding received compared to work completed is recognised as Unearned Revenue.

#### j. Leases

##### Operating Leases

Leases that do not transfer substantially all the risks and rewards incidental to ownership

of an asset to Māori Television are classified as operating leases. Lease payments under an operating lease are recognised as an expense on a straight-line basis over the term of the lease in the surplus or deficit.

Lease expenses attributable to bringing the assets to the location and condition necessary to be operated in the manner intended are capitalised and added to the cost of assets.

The aggregate benefit of incentives provided to Māori Television to enter into a lease agreement is recognised as a reduction of rental expense over the lease term, on a straightline basis over the period of time that Māori Television will benefit from the use of the leased asset.

#### k. Cash and Cash Equivalents

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

#### l. Bank Deposits

Investments in bank deposits are initially measured at the amount invested.

After initial recognition investments in bank deposits are measured at amortised cost using the effective interest method.

At balance date Māori Television assesses whether there is any objective evidence that an investment is impaired.

For bank deposits, impairment is established when there is objective evidence that Māori Television will not be able to collect amounts due according to the original terms of the deposit. Significant financial difficulties of the bank, probability that the bank will enter into bankruptcy, and default in payments are considered indicators that the deposit is impaired.

#### m. Trade and Other Receivables

Trade and other receivables are measured at the amount due, less any provision for impairment.

Impairment of a receivable is established when there is objective evidence that Māori Television will not be able to collect amounts due according to the original terms of the receivable.

The amount of the impairment is the difference between the asset's carrying amount and the present value of estimated future cash flows. The carrying amount of the asset is reduced through the use of an allowance account, and the amount of the loss is recognised in the surplus or deficit. When the receivable is uncollectible, it is written off against the allowance account for receivables. Overdue receivables that have been renegotiated are reclassified as current (i.e. not

past due).

**n. Provisions**

A provision is recognised for future expenditure of uncertain amount or timing when:

- there is a present obligation (either legal or constructive) as a result of a past event;
- it is probable that an outflow of future economic benefits or service potential will be required to settle the obligation; and
- a reliable estimate can be made of the amount of the obligation.

Provisions are measured at the present value of the expenditure expected to be required to settle the obligation using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the obligation. The increase in the provision due to the passage of time is recognised as an interest expense and is included in “finance costs”.

**o. Financial Instruments**

Māori Television is party to financial instrument arrangements including cash and bank, term deposits, accounts receivable and accounts payable as part of its every day operations, which are recognised in the Statement of Financial Position. Revenue and expenditure in relation to all financial instruments are recognised in the surplus or deficit. Except for those items covered by a separate accounting policy, all financial instruments are shown at their estimated fair value.

**p. Intangibles**

**Software:**

Acquired computer software licenses are capitalised on the basis of the costs incurred to acquire and bring to use the specific software. Costs associated with maintaining computer software are recognised as an expense when incurred. Costs associated with the development of the Māori Television website are capitalised. Costs associated with the maintenance of the Māori Television website are recognised as an expense when incurred.

**Programme Rights:**

All programmes are valued at their cost to Māori Television. Cost is defined as total cost paid by Māori Television not including any Māori Television overheads. Third party contributions for individual programmes are recorded in the Statement of Comprehensive Revenue and Expense as revenue.

Under PBE IPSAS 31, Māori Television recognises the following types of programmes at cost and amortises each programme over its economic useful life:

- Internally produced programmes (Note 10a Programme Rights – Internal);
- Commissioned programmes (Note 10a Programme Rights – External); and
- Acquired programmes produced by third party producers (Note 10a Programme Rights – External).

**q. Amortisation of intangible assets**

**Software:**

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

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

|                            |         |
|----------------------------|---------|
| Website                    | 2 years |
| Acquired computer software | 3 years |

**Programme Rights**

Programmes which primarily deal with current events, and/or are transmitted within a very short-time of their production, and/or are unlikely to be replayed at any future time (e.g. genres such as current affairs, sport, live events) are fully amortised at the time of their first transmission.

Programmes with longer shelf lives, that are intended to be transmitted several times over a number of months or years, are amortised as they are broadcast. The amortisation formula may be varied depending on the specifics of the programme but the default amortisation policy is based on 60% first play, 20% second play and 20% third play.

Programmes available on Māori Television’s website and/or social media channels are fully amortised when uploaded and available for viewing.

**r. Property, Plant & Equipment and Depreciation**

Property, plant and equipment is stated at historical cost less accumulated depreciation and impairment losses. Depreciation is calculated on a straight line basis to allocate the cost of the assets by equal installments to an estimated residual value at the end of the economic life of the asset. Important depreciation periods are:

|                   |              |
|-------------------|--------------|
| Plant & Equipment | 3 - 10 years |
| Building Fit-out  | 5 - 20 years |

Depreciation methods, useful lives and residual values are reviewed at each financial year-end and adjusted if appropriate.

**s. Impairment of non-financial assets**

Property, plant, equipment and intangibles that have a finite useful life are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset’s carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset’s fair value less costs to sell and value in use.

Value in use is determined using a depreciated replacement cost approach.

The total impairment loss is recognised in the surplus or deficit.

**t. Trade and Other Payables**

Trade and other payables are recorded at the amount payable.

**u. Employee Entitlements**

Employee entitlements that Māori Television expects to be settled within 12 months of balance date are measured at undiscounted nominal values based on accrued entitlements at current rates of pay. These include salaries and wages accrued up to balance date and annual leave earned, but not yet taken at balance date.

Currently there is no provision in employment contracts for long service leave or retirement leave.

**v. Goods and Services Tax (GST)**

All items in the financial statements are presented exclusive of GST, except for receivables and payables, which are presented on a GST inclusive basis. Where GST is not recoverable as input tax then it is recognised as part of the related asset or expense.

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

The net GST paid to, or received from the IRD, including the GST relating to investing and financing activities, is classified as an operating cash flow in the statement of cash flows.

Commitments and contingencies are disclosed exclusive of GST.

**w. Statement of Cash Flows**

Cash and cash equivalents means cash balances on hand, held in bank accounts, on-demand deposits and term deposits with original maturities of less than three months.

Operating activities include cash received from all income sources of Māori Television and records the cash payments made for the supply of goods and services.

Investing activities are those activities relating to the acquisition and disposal of property, plant and equipment, intangibles and bank deposits greater than three months.

Financing activities are those activities relating to changes in debt or capital structure.

**x. Liquidity Risk - Management of Liquidity Risk**

Liquidity risk is the risk that Māori Television will encounter difficulty raising liquid funds to meet commitments as they fall due. Prudent liquidity risk management implies maintaining sufficient cash, the availability of funding through and an adequate amount of committed credit facilities. Māori Television aims to maintain flexibility in funding by keeping committed credit lines available.

**y. Capital Management**

Māori Television’s capital is its equity, which comprise retained earnings and is represented by net assets.

**z. Interest in Jointly Controlled Entity**

The interest in a joint venture entity is accounted for in the financial statements using the equity method of accounting. Under the equity method, Māori Television’s share of the results of the joint venture is recognised in the Statement of Comprehensive Revenue and Expense and the share of movements in reserves is recognised in the Statement of Financial Position.

**aa. Critical accounting estimates and assumptions**

In preparing these financial statements Māori Television has made estimates and assumptions concerning the future. These estimates and assumptions may differ from the subsequent actual results. Estimates and assumptions are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

**Property, plant and equipment useful lives and residual value**

At each balance date Māori Television reviews the useful lives and residual values of its property, plant and equipment. Assessing the appropriateness of useful life and residual value estimates of property, plant and equipment requires Māori Television to consider a number of factors such as the physical condition of the asset, expected period of use of the asset by Māori Television, and expected disposal proceeds from the future sale of the asset.

An incorrect estimate of the useful life or residual value will impact the depreciation expense recognised in the surplus or deficit, and carrying amount of the asset in the statement of financial position. Māori Television minimises the risk of this estimation uncertainty by:

- physical inspection of assets;
- asset replacement programmes;
- review of second hand market prices for similar assets; and
- analysis of prior asset sales.

#### Programme rights useful lives and residual value

At each balance date Māori Television reviews the values of its programme rights. Assessing the appropriateness of the useful life and residual value estimates of programme rights is based on historical experience and the expected period of use of the programme right. Adjustments to useful lives are made when considered necessary.

#### ab. Critical judgements in applying Māori Television's accounting policies

Management has exercised the following critical judgments in applying Māori Television's accounting policies for the year ended 30 June 2021:

#### Leases classification

Determining whether a lease agreement is a finance or an operating lease requires judgement as to whether the agreement transfers substantially all the risks and rewards of ownership to Māori Television.

Judgement is required on various aspects that include, but are not limited to, the fair value of the leased asset, the economic life of the leased asset, whether or not to include renewal options in the lease term and determining an appropriate discount rate to calculate the present value of the minimum lease payments.

## 2. Impact of Covid-19

Like many organisations around the world, the unprecedented events of COVID-19 has meant Māori Television has had to respond and adapt to new ways of delivering Māori content to our audiences. As an essential service organisation predominately funded by the Crown, Māori Television has been able to not only continue to deliver content to its audiences but also create new, additional News & Current Affairs and General Programming content throughout the COVID-19 lockdown period.

## 3. Taxation

Māori Television is exempt from Income Tax by virtue of being registered as a charitable entity under the Charities Act 2005 and therefore no provision has been made in the financial statements.

Classification as a finance lease means the asset is recognised in the statement of financial position as property, plant and equipment, whereas for an operating lease no such asset is recognised.

Māori Television has exercised its judgment on the appropriate classification of property and equipment leases and, has determined all of their lease arrangements are operating leases.

#### Programme Rights

Māori Television has exercised its judgement when determining whether programmes with value in terms of te reo Māori (Māori language) me nga tikanga Māori (Māori culture) are retained in the programme library.

Māori Television derecognises a programme when following criteria are satisfied:

- The cost price has been fully amortised.
- The broadcast rights period has expired.
- The number of authorised plays has been reached.
- Māori Television has no rights to any future exploitation of the programme for non-broadcast uses.
- Māori Television does not have the right to add the programme to its archive.
- Māori Television had no role in its conception or production, and therefore no intellectual property rights.
- The programme has no future usage in regard to the promotion te reo Māori (Māori language) me ngā tikanga Māori (Māori culture).

To derecognise the programmes, Māori Television adjusts the cost and accumulated amortisation of the programmes. In these instances, there is no impact on the surplus or deficit, or net book value of intangible assets.

COVID-19 has not impacted the recoverability of any outstanding receivables and we have completed a review of all significant contracts and confirmed there is no expected negative implication on delivery, delays, payments, commitments and other terms and conditions. We have and continue to support our suppliers by implementing and continuing with weekly payment of invoices.

## 4. Kaimahi Costs

|  | 2021<br>\$000's | 2020<br>\$000's |
|--|-----------------|-----------------|
| Salaries and Wages                                   | 11,514          | 11,465          |
| Board Members Fees                                   | 176             | 178             |
| Employer Contributions to Defined Contribution Plans | 291             | 274             |
| <b>Total</b>   | <b>11,981</b>   | <b>11,917</b>   |

## 5. Expenditure

|  | 2021<br>\$000's | 2020<br>\$000's |
|--|-----------------|-----------------|
| The net surplus is after charging for:<br><b>Fees paid to Auditors</b> |                 |                 |
| Attest Audit Fees  | 108             | 104             |

#### Operating Costs includes:

|                                    |     |      |
|------------------------------------|-----|------|
| Bad and Doubtful Debts             | 265 | (30) |
| Rental Expense on Operating Leases | 921 | 953  |

#### Depreciation & Non-Programme Amortisation

|  |              |              |
|--|--------------|--------------|
| Property, Plant & Equipment Depreciation (Note 9)          | 2,115        | 2,297        |
| Write off of Property, Plant & Equipment (Note 9)          | 18           | -            |
| Computer Software Amortisation (Note 10b)                  | 81           | 76           |
| <b>Total Depreciation &amp; Non-Programme Amortisation</b> | <b>2,214</b> | <b>2,373</b> |

#### Programme Costs Incl. Amortisation

|   |               |               |
|---|---------------|---------------|
| Programme Amortisation (Note 10a)               | 9,429         | 9,628         |
| Provision for Write Off (Note 10a)              | -             | 65            |
| Production Costs                                | 3,632         | 2,211         |
| Programme Promotion Costs                       | 713           | 808           |
| <b>Total Programme Costs incl. Amortisation</b> | <b>13,774</b> | <b>12,712</b> |

## 6. Cash and Cash Equivalents

|  | 2021<br>\$000's | 2020<br>\$000's |
|--|-----------------|-----------------|
| Cash at Bank and On Hand   | 7,005           | 8,503           |
| <b>Net Cash and Cash Equivalents for the Purposes of the Statement of Cash Flows</b> | <b>7,005</b>    | <b>8,503</b>    |

The carrying value of cash at bank and short-term deposits with maturity dates of three months or less approximates their fair value.

## 7. Bank Deposits

Investments in bank deposits have maturities greater than three months and less than 12 months from the date of acquisition.

### Impairment

There are no impairment provisions for bank deposits. No bank deposits are either past due or impaired (2020: nil).

### Fair Value

The carrying amounts of bank deposits approximate their fair value.

### Maturity Analysis and Effective Interest Rates of Bank Deposits

The maturity dates and weighted average effective interest rates for bank deposits are as follows:

|  | 2021<br>\$000's | 2020<br>\$000's |
|--|-----------------|-----------------|
| Bank Deposits with Maturities greater than 3 months and less than 12 months. | 2,200           | 200             |
| Weighted Average Effective Interest Rate                                     | 0.66%           | 3.17%           |

The bank deposits of \$200,000 has been pledged to a licensed financial institution for a bank guarantee issued to the Wellington Regional Chamber of Commerce for an open Carnet (a customs permit for Māori Television's television cameras and other equipment be taken across international borders without custom duties) facility.

## 8. Trade and Other Receivables

|                               | 2021<br>\$000's | 2020<br>\$000's |
|-------------------------------|-----------------|-----------------|
| Receivables                   | 1,359           | 661             |
| Less Provision for Impairment | (290)           | (25)            |
| Prepayments                   | 558             | 277             |
| Te Māngai Pāho Receivable     | -               | 704             |
| Other                         | 310             | 373             |
| <b>Total</b>                  | <b>1,936</b>    | <b>1,991</b>    |

Included in other is an amount of \$61,000 (2020: \$173,000) due from the joint venture company as disclosed in note 23. The amount represents Māori Television's share of contribution towards the cost of developing the electronic program guide software by the joint venture company. It is unsecured, interest free and has no fixed term of repayment.

The carrying value of receivables approximates their fair value. As at 30 June 2021 and 2020 all receivables have been assessed for impairment and appropriate provisions applied as detailed below:

|                     | 2021<br>\$000's |              |              | 2020<br>\$000's |             |            |
|---------------------|-----------------|--------------|--------------|-----------------|-------------|------------|
|                     | Gross           | Impairment   | Net          | Gross           | Impairment  | Net        |
| Not Past Due        | 1,022           | -            | 1,022        | 575             | -           | 575        |
| Past Due 1-30 Days  | -               | -            | -            | 3               | -           | 3          |
| Past Due 31-60 Days | 3               | -            | 3            | 1               | -           | 1          |
| Past Due 61-90 Days | 14              | -            | 14           | 2               | -           | 2          |
| Past Due > 91 Days  | 320             | (290)        | 30           | 80              | (25)        | 55         |
| <b>Total</b>        | <b>1,359</b>    | <b>(290)</b> | <b>1,069</b> | <b>661</b>      | <b>(25)</b> | <b>636</b> |

The provision for impairment has been calculated based on expected losses for Māori Television's pool of debtors. Expected losses have been determined based on an analysis of Māori Television's losses in previous periods and review of specific debtors. Movement in the provision for impairment of receivables is as follows:

|  | 2021<br>\$000's | 2020<br>\$000's |
|--|-----------------|-----------------|
| Balance as at 1 July                       | (25)            | (74)            |
| Additional Provisions made during the year | (348)           | (25)            |
| Less Provision reversed on recovery        | 83              | 54              |
| Receivables written off during the period  | -               | 20              |
| <b>Total</b>                               | <b>(290)</b>    | <b>(25)</b>     |

## 9. Property, Plant and Equipment

Movements for each class of property, plant and equipment are as follows:

|                                   | Plant & Equipment<br>\$000's | Building Fitout<br>\$000's | Work in Progress<br>\$000's | Total<br>\$000's |
|-----------------------------------|------------------------------|----------------------------|-----------------------------|------------------|
| Balance at 1 July 2019            | 11,123                       | 6,314                      | -                           | 17,437           |
| Additions                         | 466                          | 12                         | -                           | 478              |
| Disposals                         | -                            | -                          | -                           | -                |
| <b>Balance as at 30 June 2020</b> | <b>11,589</b>                | <b>6,326</b>               | <b>-</b>                    | <b>17,915</b>    |
| Balance at 1 July 2020            | 11,589                       | 6,326                      | -                           | 17,915           |
| Additions                         | 635                          | -                          | -                           | 635              |
| Disposals                         | (1,458)                      | -                          | -                           | (1,458)          |
| <b>Balance at 30 June 2021</b>    | <b>10,766</b>                | <b>6,326</b>               | <b>-</b>                    | <b>17,092</b>    |

### Accumulated Depreciation

|                                   |              |              |          |              |
|-----------------------------------|--------------|--------------|----------|--------------|
| Balance at 1 July 2019            | 5,801        | 632          | -        | 6,432        |
| Depreciation Expense              | 1,944        | 353          | -        | 2,297        |
| Depreciation on Disposals         | -            | -            | -        | -            |
| <b>Balance as at 30 June 2020</b> | <b>7,745</b> | <b>985</b>   | <b>-</b> | <b>8,730</b> |
| Balance at 1 July 2020            | 7,745        | 985          | -        | 8,730        |
| Depreciation Expense              | 1,736        | 379          | -        | 2,115        |
| Depreciation on Disposals         | (1,443)      | -            | -        | (1,443)      |
| <b>Balance at 30 June 2021</b>    | <b>8,038</b> | <b>1,364</b> | <b>-</b> | <b>9,402</b> |

### Carrying Amount

|                           |              |              |          |              |
|---------------------------|--------------|--------------|----------|--------------|
| <b>As at 30 June 2020</b> | <b>3,844</b> | <b>5,341</b> | <b>-</b> | <b>9,188</b> |
| <b>As at 30 June 2021</b> | <b>2,728</b> | <b>4,962</b> | <b>-</b> | <b>7,690</b> |

There are no restrictions over the title of property, plant and equipment. No property, plant and equipment assets are pledged as security for liabilities. Property, plant, and equipment in the course of construction is nil (2020: \$nil).

## 10a. Intangibles – Programme Rights

|  | Programme Rights -Internal | Programme Rights -External | Total Programme Rights |
|--|----------------------------|----------------------------|------------------------|
| Year Ended 30 June 2021                        | \$000's                    | \$000's                    | \$000's                |
| At 1 July 2020 net of accumulated amortisation | 501                        | 1,035                      | 1,536                  |
| Additions                                      | 8,555                      | 723                        | 9,278                  |
| Amortisation charge                            | (8,006)                    | (1,423)                    | (9,429)                |
| <b>Sub-Total</b>                               | <b>1,050</b>               | <b>335</b>                 | <b>1,385</b>           |
| Less Provision for Write Off                   | -                          | -                          | -                      |
| <b>Closing net book value</b>                  | <b>1,050</b>               | <b>335</b>                 | <b>1,385</b>           |

| As at 30 June 2021       |              |            |              |
|--------------------------|--------------|------------|--------------|
| Cost                     | 137,171      | 24,205     | 161,376      |
| Accumulated Amortisation | (136,121)    | (23,870)   | (159,991)    |
| <b>Total</b>             | <b>1,050</b> | <b>335</b> | <b>1,385</b> |

|  | Programme Rights -Internal | Programme Rights -External | Total Programme Rights |
|--|----------------------------|----------------------------|------------------------|
| Year ended 30 June 2020                        | \$000's                    | \$000's                    | \$000's                |
| At 1 July 2019 net of accumulated amortisation | 1,459                      | 1,642                      | 3,102                  |
| Additions                                      | 6,830                      | 1,233                      | 8,063                  |
| Amortisation charge                            | (7,788)                    | (1,840)                    | (9,628)                |
| <b>Sub-Total</b>                               | <b>501</b>                 | <b>1,035</b>               | <b>1,537</b>           |
| Less Provision for Write Off                   | -                          | (65)                       | (65)                   |
| <b>Closing net book value</b>                  | <b>501</b>                 | <b>970</b>                 | <b>1,472</b>           |

| As at 30 June 2020           |            |            |              |
|------------------------------|------------|------------|--------------|
| Cost                         | 128,616    | 23,482     | 152,098      |
| Accumulated Amortisation     | (128,115)  | (22,447)   | (150,562)    |
| Less Provision for Write Off | -          | (65)       | (65)         |
| <b>Total</b>                 | <b>501</b> | <b>970</b> | <b>1,472</b> |

The balances for individual programme rights are the sum of accumulated costs to date less the amounts charged for amortisation as those programmes are broadcast. The amounts charged for amortisation are based on an average expected cost over all the episodes in a series, whereas the costs of producing each individual episode in that series can vary considerably. It is expected that at the end of the useful life of the programme that the amortisation

charge will fairly reflect the final cost of the programme, but this can give rise to credit balances for programme rights at any moment in time, including balance date. This is most common with internally produced programme series which are still only part way through production at balance date.

There are no restrictions over the title of intangible assets. No intangible assets are pledged as security for liabilities. Externally acquired programme rights are subject to the copyright restrictions of the distributing/production entity.

### Heritage Assets

Māori Television Service considers its fully amortised Māori programming as a heritage asset because of the historical and cultural qualities held within that

programming that contributes to the knowledge and culture of te Reo Māori. The intrinsic cultural value of these assets is invaluable and there is insufficient information to assist in valuing these assets, therefore the carrying value of these assets is nil. The gross costs and gross amortisation are not written off and are maintained to recognise the investment made in this programming.

## 10b. Intangibles – Computer Software

|  | 2021         | 2020        |
|--|--------------|-------------|
| Cost   | \$000's      | \$000's     |
| Balance as at 1 July                         | 1,744        | 1,648       |
| Additions                                    | 20           | 96          |
| Transferred from Property, Plant & Equipment | -            | -           |
| Disposals                                    | (334)        | -           |
| <b>Balance as at 30 June</b>                 | <b>1,430</b> | <b>1744</b> |

|  | 2021         | 2020         |
|--|--------------|--------------|
| Accumulated Amortisation                     | \$000's      | \$000's      |
| Balance as at 1 July                         | 1,617        | 1,541        |
| Amortisation Charge                          | 81           | 76           |
| Transferred from Property, Plant & Equipment | -            | -            |
| Disposals                                    | (334)        | -            |
| <b>Balance as at 30 June</b>                 | <b>1,364</b> | <b>1,617</b> |
| <b>Carrying amount as at 30 June</b>         | <b>66</b>    | <b>127</b>   |

## 11. Trade and Other Payables

Trade and other payables are non-interest bearing and are normally settled on 30-day terms, therefore the carrying value approximates their fair value. The below creditors are payable under exchange transactions.

|                  | 2021         | 2020         |
|------------------|--------------|--------------|
|                  | \$000's      | \$000's      |
| Trade Creditors  | 2,107        | 499          |
| Accrued Expenses | 1,580        | 2,055        |
| <b>Total</b>     | <b>3,687</b> | <b>2,554</b> |

## 12. Employee Entitlements

|                         | 2021<br>\$000's | 2020<br>\$000's |
|-------------------------|-----------------|-----------------|
| Annual Leave            | 865             | 929             |
| Accrued Wages           | 484             | 265             |
| ACC Levies              | 32              | 24              |
| Restructuring Provision | -               | 506             |
| <b>Total</b>            | <b>1,380</b>    | <b>1,724</b>    |

## 13. Unearned Revenue

|   | 2021<br>\$000's | 2020<br>\$000's |
|---|-----------------|-----------------|
| Market Research and Others                                  | -               | 8               |
| Ministry of Education and Te Puni Kōkiri Production Funding | 371             | 1,220           |
| <b>Total</b>  | <b>371</b>      | <b>1,228</b>    |

## 14. Lease Incentives

|                                  | 2021<br>\$000's | 2020<br>\$000's |
|----------------------------------|-----------------|-----------------|
| Balance as at 1 July             | 1,487           | 1,618           |
| Additional Provisions Made       | -               | -               |
| Amortisation of lease incentives | (135)           | (131)           |
| <b>Balance as at 30 June</b>     | <b>1,352</b>    | <b>1,487</b>    |

|                     |              |              |
|---------------------|--------------|--------------|
| Current portion     | 130          | 131          |
| Non-current portion | 1,222        | 1,356        |
| <b>Total</b>        | <b>1,352</b> | <b>1,487</b> |

Māori Television Service entered into an agreement on 17 October 2016 to lease offices and carparks at East Tamaki ("premises") for an initial period of 15 years to house its operations. Māori Television Service was allowed to occupy the premises without obligation to pay rent for 20 months from the commencement date of 25 November 2016. Māori Television received a further incentive totaling \$321,000 from the landlord as capital contribution towards improving the building fit-out.

The premises were not ready for use on vacant possession. The first group of employees was only relocated to the premises on 24 July 2017 after the necessary building fit-out was completed. Hence, the rent attributable to the period 25 November 2016 to 30 June 2017 of \$572,000 was capitalised and added to the cost of building fit-out with the corresponding amount credited to lease incentive liability. The abovementioned capital contribution of \$321,000 was also credited to lease incentive liability.

## 15. Reconciliation of the Net Surplus from Operations with the Net Cash Flows from Operating Activities

|  | Note | 2021<br>\$000's | 2020<br>\$000's |
|--|------|-----------------|-----------------|
| <b>Net Surplus / (Deficit)</b>                     |      | <b>(1,060)</b>  | <b>(1,699)</b>  |
| <b>Add/(Less) non cash movements</b>               |      |                 |                 |
| Depreciation - Property, Plant and Equipment       | 9    | 2,214           | 2,292           |
| Amortisation - Programme Rights                    | 10a  | 9,429           | 10,635          |
| Provision for Write Off - Programme Rights         | 10a  | -               | 65              |
| Amortisation - Computer Software                   | 10b  | 81              | 76              |
| Provision for Doubtful Debts/Bad Debts Written Off | 8    | 265             | (49)            |
| Provision for Lease Incentive                      | 14   | (131)           | (131)           |
| Gain on Disposal of Property, Plant and Equipment  |      | -               | -               |
|  |      | <b>10,798</b>   | <b>11,188</b>   |
| <b>Increase/Decrease in Working Capital</b>        |      |                 |                 |
| Trade and Other Receivables                        |      | 55              | 1,944           |
| GST Receivable                                     |      | (403)           | 502             |
| Trade and Other Payables                           |      | 1,186           | 224             |
| Employee Entitlements                              |      | (344)           | 163             |
| Unearned Revenue                                   |      | (857)           | 1,139           |
| <b>Net Cash Flows from Operating Activities</b>    |      | <b>10,435</b>   | <b>15,160</b>   |

## 16. Related Party Transactions and Key Management Personnel

Māori Television has been established as a body corporate with perpetual succession whose key stakeholders are the Crown and Māori.

The Government is the principal source of funding for Māori Television.

Māori Television enters into transactions with government departments, state-owned enterprises and other Crown entities. Those transactions that occur within a normal supplier or client relationship on terms and conditions no more or less favourable than those which it is reasonable to expect Māori Television would have adopted if dealing with that entity at arm's length in the same circumstances have not been disclosed as related party transactions.

During the year all related party transactions were entered into on an arm's length basis.

This was also the case in 2020. The full-time equivalent for Board members has been determined based on the frequency and length of Board meetings and the estimated time for Board members to prepare for meetings.

### Directors' & Officers' indemnity insurance

Māori Television has arranged Directors' and Officers' liability insurance cover with QBE Insurance (International) Limited for \$10m (\$7.5m for loss and \$2.5m for defence costs). This cover is effected for all Directors and Officers of Māori Television.

## Key Management Personnel Remuneration

|  | 2021<br>\$000's | 2021<br>FTE  | 2020<br>\$000's | 2020<br>FTE  |
|--|-----------------|--------------|-----------------|--------------|
| <b>Board Members</b>                               |                 |              |                 |              |
| Remuneration                                       | 176             |              | 178             |              |
| Full-time Equivalent members                       |                 | 0.43         |                 | 0.43         |
| <b>Executive Group</b>                             |                 |              |                 |              |
| Remuneration                                       | 1,290           |              | 1,073           |              |
| Full-time Equivalent members                       |                 | 7.61         |                 | 6.00         |
| <b>Senior Management</b>                           |                 |              |                 |              |
| Remuneration                                       | 2,275           |              | 1,423           |              |
| Full-time Equivalent members                       |                 | 18.16        |                 | 12.75        |
| <b>Total Key Management Personnel Remuneration</b> | <b>3,741</b>    |              | <b>2,674</b>    |              |
| <b>Total Full Time Equivalent Personnel</b>        |                 | <b>26.20</b> |                 | <b>19.18</b> |

## 17. Employees' Remuneration

The following numbers of employees received remuneration and other benefits in their capacity as employees the total value of which exceeded \$100,000 for the year.

|                       | 2021<br>No | 2020<br>No |
|-----------------------|------------|------------|
| \$100,001 - \$110,000 | 8          | 9          |
| \$110,001 - \$120,000 | 4          | 0          |
| \$120,001 - \$130,000 | 3          | 3          |
| \$130,001 - \$140,000 | 2          | 3          |
| \$140,001 - \$150,000 | 2          | 1          |
| \$160,001 - \$170,000 | 1          | 1          |
| \$170,001 - \$180,000 | 0          | 2          |
| \$180,001 - \$190,000 | 3          | 1          |
| \$190,001 - \$200,000 | 1          | 0          |
| \$200,001 - \$210,000 | 1          | 0          |
| \$280,001 - \$290,000 | 1          | 0          |
| \$300,001 - \$310,000 | 0          | 1          |



## 18. Board Fees

Board members earned the following fees during the period:

|  | 2021              | 2020            |
|--|-------------------|-----------------|
| <b>Name</b>  | <b>Start Date</b> | <b>End Date</b> |
| Jamie Tuuta (Chair)                                    |                   |                 |
|  | 43,200            | 43,200          |
| Peter-Lucas Jones (Deputy Chair)                       |                   |                 |
|  | 27,000            | 27,000          |
| <b>Glen Hawkins (Audit &amp; Risk Committee Chair)</b> | <b>30/06/2020</b> | <b>-</b>        |
|  |                   | <b>21,600</b>   |
| <b>Tiwana Tibble</b>                                   | <b>1/07/2020</b>  | <b>21,600</b>   |
|  |                   | <b>-</b>        |
| Whetu Fala   |                   |                 |
|  | 21,600            | 21,600          |
| <b>Maru Nihoniho</b>                                   | <b>31/05/2020</b> | <b>19,108</b>   |
|  |                   | <b>21,600</b>   |
| Kingi Kiriona  |                   |                 |
|  | 21,600            | 21,600          |
| Reuben Collier   |                   |                 |
|  | 21,600            | 21,600          |
| <b>Total</b>   |                   |                 |
|  | <b>175,708</b>    | <b>178,200</b>  |

## 19. Employee Compensation on Termination of Employment

During the year 12 (2020: 12) employees received compensation and other benefits in relation to cessation this totalled \$340,460 (2020: \$384,766).

## 20. Post Balance Date Events

The impact of the Delta variant of COVID-19 has meant that Tāmaki Makaurau has remained in alert levels 4 and 3 since 18 August 2021 until the date of these financial statements being authorised. COVID-19 has impacted with general activity levels within the community, and operations of Māori Television and the impact of this event is considered in Note 2 COVID-19.



## 21. Commitments and Operating Leases

|                                    | 2021<br>\$000's | 2020<br>\$000's |
|------------------------------------|-----------------|-----------------|
| Transmission and Satellite Linking | 9,886           | 13,134          |
| Programme- Internal                | 6,484           | 6,602           |
| Programme- External                | 589             | 1,260           |
| Others                             | -               | -               |
| <b>Total</b>                       | <b>16,959</b>   | <b>20,996</b>   |

### Transmission and Satellite Linking WIP

Māori Television has entered into long-term agreements with Kordia Ltd and Johnston, Dick and Associates Ltd for the transmission of its programmes on the digital satellite and digital terrestrial platforms.

|   | 2021<br>\$000's | 2020<br>\$000's |
|---|-----------------|-----------------|
| Not later than one year                 | 3,215           | 3,248           |
| Later than one not later than 2 years   | 3,185           | 3,183           |
| Later than 2 but not later than 5 years | 3,485           | 6,703           |
| Later than 5 years                      | -               | -               |
| <b>Total</b>                            | <b>9,886</b>    | <b>13,134</b>   |

### Programme Production

Production of a number of programmes had commenced but were not completed at year end. Expenditure required to complete production is recorded as a commitment.

### Programme Acquisitions

Contracts for the purchase of broadcast rights in certain programmes have been entered into but full payment has not yet been made and is not yet due, pending certain events, e.g. delivery of materials, first transmission, etc.

### Non-Cancellable Operating Lease Commitments

|   | 2021<br>\$000's | 2020<br>\$000's |
|---|-----------------|-----------------|
| Not later than one year                 | 1,271           | 1,246           |
| Later than one not later than 2 years   | 1,271           | 1,241           |
| Later than 2 but not later than 5 years | 3,814           | 3,724           |
| Later than 5 years                      | 6,781           | 7,862           |
| <b>Total</b>                            | <b>13,138</b>   | <b>14,073</b>   |

## 22. Contingencies

### Contingent Assets:

There were no contingent assets as at 30 June 2021 (2020: nil).

### Contingent Liabilities

There were no contingent liabilities as at 30 June 2021(2020: nil).

## 23. Interest in Joint Venture

Māori Television has a 17.7% interest in FreeView Limited, an incorporated joint venture between Television New Zealand, Mediaworks TV Limited, Māori Television Service and Radio New Zealand Limited. FreeView Limited is audited by Ernst Young and has a balance date of 30 June.

Māori Television holds 177 shares in FreeView Limited, for which the share capital is uncalled and unpaid. The carrying amount of Māori Television's investment in FreeView Limited is nil (2020:nil). The following table provides summarised financial information relating to the FreeView Limited joint venture. The amounts for 2021 are the unaudited results whereas the 2020 results are audited.

### Extract from the joint venture Statement of Financial Position

|  | 2021<br>\$000's | 2020<br>\$000's |
|--|-----------------|-----------------|
| Current Assets   | 846             | 1,281           |
| Non-current Assets   | 88              | 553             |
| <b>Total</b>   | <b>934</b>      | <b>1,834</b>    |
| Current Liabilities  | 1,047           | 1,769           |
| Non-current Liabilities                                      | 36              | 78              |
| <b>Total Liabilities</b>                                     | <b>1,083</b>    | <b>1,847</b>    |
| <b>Net Assets</b>  | <b>(149)</b>    | <b>(13)</b>     |
| <b>Māori Televisions share of joint venture's net assets</b> | <b>(26)</b>     | <b>(2)</b>      |

### Extract from the joint venture Statement of Comprehensive Income

|   | 2021<br>\$000's | 2020<br>\$000's |
|---|-----------------|-----------------|
| Income  | 2,968           | 3,530           |
| Expenses  | 3,104           | 3,530           |
| <b>Net Surplus / (Deficit)</b>  | <b>(136)</b>    | <b>-</b>        |
| <b>Māori Televisions share of joint venture's net surplus / (deficit)</b> | <b>(24)</b>     | <b>-</b>        |

There are no contingent liabilities relating to Māori Television's interest in the joint venture other than as disclosed and no contingent liabilities or capital commitments of FreeView Limited itself.

## 24. Significant Budget Variances

- a. Te Māngai Pāho Production Funding has been recognised based on the timing of the costs being incurred in line with the 2020/21 TMP funding agreement. For budget purposes the full entitlement of the agreement was assumed.
- b. There is no budget for Other Production Funding Income as the nature of this income is highly unpredictable, difficult to estimate and uncertain. This production income relates to Covid-19 content as per agreements with Te Puni Kōkiri as well as funding from Te Puni Kōkiri and Te Māngai Pāho for the 2020 Matariki awards.
- c. Other revenue increase is due to content produced for the Ministry of Education that was unbudgeted.
- d. Kaimahi Costs are lower than budget as a result of Māori Television's review of its organisational structure ensuring it is fit for purpose and supports the delivery of its outcome framework. Recruitment of roles has been hindered by a skilled labour shortage in the market to fill vacancies.
- e. Programme Costs including Amortisation are driven by actual production costs, the increase is due to additional production associated with the Ministry of Education content as well as cost pressures experienced across the industry.
- f. Budget figures for expenditure items have been regrouped to make figures comparable as follows:

| Expenditure                                 | SOI           |          | Regrouped     |
|---|---------------|----------|---------------|
| Kaimahi Costs                               | 14,599        | (2,000)  | 12,599        |
| Depreciation and Non-programme Amortisation | 2,300         | -        | 2,300         |
| Programme Costs inc Amortisation            | 9,200         | 2,000    | 11,200        |
| Operating Costs                             | 11,481        | -        | 11,481        |
|   | <b>37,580</b> | <b>-</b> | <b>37,580</b> |

## 25. Financial Instruments

Māori Television is risk averse and seeks to minimise its exposure from its treasury activities. Its policies do not allow any transactions which are speculative in nature to be entered into.

### Credit Risk

Credit risk is the risk that a third party will default on its obligation to Māori Television, causing Māori Television to incur a loss. Financial instruments which potentially subject the company to risk consist principally of cash, short term investments and trade receivables.

Māori Television has a minimal credit risk in its holdings of various financial instruments. These instruments include cash, bank deposits and accounts receivable.

Māori Television believes that these policies reduce the risk of any loss which could arise from its investment activities. Māori Television does not require any collateral or security to support financial instruments.

There is no significant concentration of credit risk. The maximum amount of credit risk for each class is the carrying amount in the Statement of Financial Position.

### Liquidity Risk

Liquidity risk is the risk that Māori Television will encounter difficulty raising liquid funds to meet commitments as they fall due. Prudent liquidity risk management implies maintaining sufficient cash, the availability of funding through an adequate amount of committed credit facilities and the ability to close out market positions.

Māori Television aims to maintain flexibility in funding by keeping committed credit lines available.

Māori Television achieved a liquidity ratio of 1.8 (2020: 1.9) at the balance date, demonstrating its ability to meet its short and medium term liabilities as they fall due.

### Currency Risk

Currency risk is the risk that the value of a financial instrument will fluctuate due to changes in foreign exchange rates.

At balance date Māori Television had exposure to currency risk in regard to the purchase of television programmes from overseas which are primarily denominated in US dollars. Māori Television does not enter into forward exchange contracts to hedge any exposure.

### Interest Rate Risk

Interest rate risk is the risk that the value of a financial instrument will fluctuate due to changes in market interest rates. There are no interest rate options or interest rate swap options in place as at 30 June 2021 (2020: None). The Board does not consider that there is any significant interest exposure on Māori Television's investments.

## 25a. Financial Instrument Categories

The accounting policies for financial instruments have been applied to the line items below:

|  | 2021<br>\$000's | 2020<br>\$000's |
|--|-----------------|-----------------|
| <b>Financial Assets</b>                              |                 |                 |
| <b>Financial Assets at Amortised Cost</b>            |                 |                 |
| Cash & Cash Equivalents                              | 7,005           | 8,503           |
| Bank Deposits  | 2,200           | 200             |
| Trade and Other Receivables                          | 1,378           | 1,808           |
| <b>Total Financial Assets at Amortised Cost</b>      | <b>10,583</b>   | <b>10,511</b>   |
| <b>Financial Liabilities</b>                         |                 |                 |
| <b>Financial Liabilities at Amortised Cost</b>       |                 |                 |
| Trade and Other Payables                             | 3,687           | 2,648           |
| <b>Total Financial Liabilities at Amortised Cost</b> | <b>3,687</b>    | <b>2,648</b>    |

## 25b. Financial Instrument risks

### Maximum exposure to credit risk

The maximum exposure for each class of financial instrument is as follows:

|                                | 2021<br>\$000's | 2020<br>\$000's |
|--------------------------------|-----------------|-----------------|
| Cash at Bank and Bank Deposits | 9,205           | 8,703           |
| Debtors and Other Receivables  | 1,378           | 1,808           |
| <b>Total Credit Risk</b>       | <b>10,583</b>   | <b>10,511</b>   |

### Credit quality of financial assets

The credit quality of financial assets that are neither past due nor impaired can be assessed by reference to Standard and Poor's credit ratings (if available) or to historical information about counterparty default rates:

|  | 2021<br>\$000's | 2020<br>\$000's |
|--|-----------------|-----------------|
| <b>Counterparties with credit ratings:</b>         |                 |                 |
| <b>Cash at Bank and Bank Deposits</b>              |                 |                 |
| AA-  | 9,205           | 8,703           |
| <b>Total Cash at Bank and Bank Deposits</b>        | <b>9,205</b>    | <b>8,703</b>    |
| <b>Counterparties without credit ratings:</b>      |                 |                 |
| <b>Debtors and Other Receivables</b>               |                 |                 |
| Existing counterparty with no defaults in the past | 1,378           | 1,808           |
| <b>Total Debtors and Other Receivables</b>         | <b>1,378</b>    | <b>1,808</b>    |

# MĀORI TELEVISION

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