

The Outcomes Story Behind Te Huapae

He Korero mō Te Huapae



1. Horopaki:

He aha i whakarewahia ai a Te Huapae?

Ko Te Huapae tā Whakaata Māori rautaki ki te angitu. Ko tāna he whakatakoto i te ao e hiahia ana mātou ki te kite, tā mātou waihanga i tēnei ao, te ine hoki i te pai o te tutukihanga o ngā wawata. Ka whakatauirā ake a Te Huapae i te āhua o tō mātou para huarahi hou mō te ahumahi o te ao pāpāho Māori kia aro ki te whakatinana putanga kaua ki ngā whakaputanga anake.

Mā tēnei pūrongo e whakamārama ngā whakamahukitanga e hāngai ana ki te inenga me te arotaketanga o tā mātou ekenga ki ngā wawata i whakatakotoria ai i Te Huapae.

He taonga a Whakaata Māori. I whakatūria a Whakaata Māori i te tau 2004, i hua ake i tā te Karauna whakaae ki tana haepapa ki te tautoko i ngā mahi pāpāho kia tiakina, kia whakatairangatia te reo Māori me ngā tikanga Māori. I konei ka whakatinana a Whakaata Māori i te mahi tahi a te Māori me te Karauna mā Te Tiriti o Waitangi.

He mahi hira anō tā Whakaata Māori ki te tautoko i te kaupapa whakarauora reo ā-motu a te Karauna, i ngā kaupapa hapori a ngā iwi, i te Māori, ngā kaupapa hapori a te Māori, me ngā hunga whaipānga.

Kua huri te ao nō te whakarewanga. Me whakaaro anō ki te āhua o tā mātou whakatutuki i te wāhanga ki a mātou i te tau 2020. Nā ngā panonitanga i te ahumahi pāpāho, ngā hangarau me ngā hiahia o te hunga mātakitaki e whanake nei tō mātou taiao mahi. E tohu ana Te Arotake o Te Ahumahi Pāpāho Māori i tētahi whai wāhitanga ki te whakarite ara hou hei whakautu i ēnei panonitanga. Ko te tauākī o te Arotake: *He hapori kotahi e whakatairanga ana, e whakatinana ana hoki i te reo Māori me ngā tikanga, e whakatairanga ana i te ao Māori me te tuku i ngā kōrero Māori e ai ki tā te Māori titiro.*

I te Arotake e whakahaerehia ana, kei te whakawhanake hoki te Karauna i tana ine i te angitu o ngā haumi: mai i te ine 'whakaputanga', pēnei i te tapeketanga o ngā haora whakapāho i te reo Māori, ki te ine 'putanga', pēnei i te panonitanga o te waiaro o te kaimātakitaki ki te reo Māori.

Mā ēnei e ū ai mātou ki te āhua o tā mātou whakamahia i ngā mōhiohio hei kōrero i tā mātou kōrero.

I tēnei taiao, he haepapa nui tō mātou ki te Māori, otirā ki ngā iwi katoa o Aotearoa ki te whakatikatika i te wāhi ki tā mātou kohi mōhiohio, otirā, ki te whakamahinga hoki o ēnei mōhiohio e mārāma ake ai mātou ki ā mātou apataki me te ine i ō mātou putanga.

Ko ō mātou wawata ki te whakatinana i tēnei kei Te Huapae.

I kukune mai a Te Huapae i te tau 2018, i te wā i te whakawhanake mātou i te tuinga hukihuki o tētahi Ariā Whanake hou. I te tau 2019 whanake ai tēnei rautaki e mārāma ai ō mātou wawata me ngā ariā whanake, me te tūtohu hoki i ngā tohu me ngā mahi ki te ine i ngā putanga, ā, ko te hua ko Te Huapae. I te tau 2020, e whakapakari ana mātou i ngā tūtohu, e whakawhanake ana hoki i tētahi papatohu hei ine i te whanaketanga o ō mātou wawata e taea ai ēnei te whakaatu atu ki ngā hunga whaipānga matua me te hapori.

Ko tō mātou wawata **kia ora te iwi Māori**. Mā te takitini e ea ai tēnei wawata. Ko ngā wāhanga e hāngai nui ana ki te wāhanga ki a mātou i tēnei wawata: e mauri ora ana te ao Māori; e mauri ora ana ngā Tikanga Māori; e mauri ora ana te reo Māori; ā, e uara ana ngā tāngata katoa o Aotearoa i te tirohanga Māori.

Ka ine mātou i te angitu o tēnei wawata e ai ki te pai o ngā whakahokinga kōrero mai a ō mātou kaiwhaipānga e toru – ngā Kaimahi, ngā Āpiti, me ngā Kaimātakitaki:

Mā ā mātou Kaimahi: Ka whakatinana mātou i te kōrero mā te waihanga, te tono i ngā kaupapa hāngai me ngā kaupapa e tūhono ai ō tātou iwi ki te reo me te ao Māori.

Mā ō mātou Āpiti: Ka hāpai i ō mātou āpiti ki te whakatutuki i ā rātou ake rautaki whakarauora i te reo me ngā tikanga.

Mā ngā Kaimātakitaki: Hei waihanga, hei tono i ngā kaupapa hāngai me ngā kaupapa e ngahau ai, e oho ai te hunga mātakitaki.

1. Context:

Why did we develop Te Huapae?

Te Huapae is Māori Television's plan for success. It sets out our vision for the world we want to see, how we contribute to creating this world, and how we measure the success of our contribution. Te Huapae demonstrates how we are leading the way in the Māori media sector in setting a new direction to focus on achieve outcomes, not just outputs.

This document shares the rationale behind how we are measuring and reporting our progress towards our vision defined in Te Huapae.

Māori Television is a taonga. The broadcasting service was launched in 2004 with much celebration as a result of the Crown recognising its responsibility to support the promotion of te reo me ngā tikanga Māori through broadcasting. In this way, Māori Television embodies the partnership established between Māori and the Crown through Te Tiriti o Waitangi.

Māori Television plays a unique and central role in supporting the Crown's national revitalisation strategy, and the community-level strategy of iwi, Māori and Māori language communities and stakeholders.

The world has changed a lot since we launched. This forces us to rethink what it means to continue playing our role effectively in 2020. Changes in the media industry, technology and audience expectations have transformed our operating environment. The Māori Media Sector Review represents an opportunity to set a new direction in response to these changes. The vision of the Review is: *A collaborative and capable Māori media community that promotes and demonstrates the use of te reo Māori me ngā tikanga, promotes te ao Māori and tells the Māori stories in Māori ways.*

While the Review is underway, Government is also shifting how it measures the success of public investments: from measuring 'outputs', such as the total number of te reo

Māori broadcast hours, to measuring 'outcomes', such as changes in audience attitudes to te reo Māori. These shifting expectations also require us to be smarter in how we use data to tell our story.

In this climate, we have a responsibility to Māori and all New Zealanders to overhaul how we collect and use data to better understand our audiences and measure our outcomes.

Our plan for making this shift is captured in Te Huapae.

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 clarify our vision and theory of change, and identify indicators and methods to measure our outcomes resulting in Te Huapae. In 2020, we have been refining our indicators and developing a dashboard to track our progress towards our vision and share this with key stakeholders and community.

Our vision is that Māori are thriving. Achieving this vision is the work of many. The elements of this vision that are most relevant to our own contribution are: Te ao Māori is thriving; Tikanga Māori is thriving; Te reo Māori is a thriving language; and Māori perspectives are valued by all New Zealanders.

We measure our success in working towards this vision based on the success and views of our three core stakeholder groups – our Kaimahi, our Partners, and our Audience:

For our Kaimahi: We walk the talk by 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 to be more effective and achieve their own strategies to revitalise te reo me ngā tikanga Māori.

For our Audience: We provide entertaining and relevant content that connects our audiences with te ao and tikanga Māori, and engages, inspires and supports them to learn and use te reo.



2. Ngā Putanga:

Mā hea mātou e ine ai te whanake ki te wawata o Te Huapae?

I tēnei wāhanga ka whakamāramahia te āhua ki tā mātou ine i te whanaketanga o te wawata i whakatakotoria ai i Te Huapae, tae atu rā ki te take i kōwhiria ai ētahi tūtohu, rautaki motuhake hoki hei ine i te whanaketanga.

Ko te tangata kei te pūtake o ā mātou mahi katoa. Ka akiaki mātou i te angitu o ō mātou kaiwhaipānga matua – ā mātou Kaimahi, ō mātou Āpiti me ngā Apataki – ā, ka ine mātou i te ekenga e ai ki tō rātou nei tirohanga mai ki a mātou. I tēnei wāhanga ka whakamāramahia ngā putanga ki ia kaiwhaipānga.

Tirohia Ngā Āpitihianga mō te roanga ake o ngā tūtohu me ngā rautaki motuhake mō ia putanga.

2.1 Putanga Kaimahi

Ko tō Whakaata Māori wawata kia ora te iwi Māori, mā tō rātou hononga ki te ao Māori, te reo Māori me ngā tikanga Māori, ā, kia uaratia te tirohanga Māori e ngā tāngata katoa o Aotearoa.

Kei te whakatinana mātou i te kōrero mā te arataki. Kei te waihangā mātou i tētahi kaupapa mauri ora, kaupapa whai mana mā ngā whakahaere Māori hei whakawhanake i ngā āheinga me te uara o te ahumahi, e whakapoapoa mai ai, e pupuri mai ai hoki a kou tangata. Ā, ka akiaki mātou i ā mātou kaimahi ki te ako i te reo me te tūhono ki te ao Māori.

Ka ine mātou i ngā putanga kaimahi mā te ui i ēnei pātai e toru:

1. Kei te puāwai mai rānei te reo Māori hei reo matua i ia rā mō ngā kaimahi?
2. Kei te tutuki rānei i ngā kaimahi ā rātou whāinga reo Māori?
3. He wāhi e hiahia ana a kou tangata ki te mahi a Whakaata Māori?

Pātai 1

Kei te puāwai mai rānei te reo Māori hei reo matua i ia rā mō ngā kaimahi?

He kawenga hirahira tō Whakaata Māori ki te tautoko i ngā kaupapa whakaora i te reo, ā, e kapi mai ana hoki ko ā mātou kaimahi.

Ka tautokohia ngā kaimahi ki te whakapiki i ō rātou mōhiotanga, te kaha, te whakamahinga o te reo, me te whakarite i ā rātou ake mahere whaiaro mō te reo Māori. Ka kapi mai i roto i tēnei te tautoko i ngā kaimahi ki te whakarite i ā rātou ake mahere reo tae atu ki te wāhanga e whakatau ai rātou i ā rātou ake whāinga mō te ako me te whakapakari i te taha kōrero i te reo.

I roto i ngā marama 12 kua ine hoki mātou i te whakamahinga o te reo Māori i ia rā mā ētahi tauranga

Mā hea e whakautua ai tēnei pātai?

- ▶ Ine me te tataui i ngā tutukihanga i roto i ngā Mahere Whaiaro mō te reo ka ea i ia kaupeka
- ▶ Tauranga Kaimahi

kaimahi e rua, kua whakatakihia hoki tētahi rautaki reo hou, kua whakahaerehia ētahi atu kaupapa anō hoki. I tautohutia ai e te tauranga kaimahi ētahi wāhanga matua e taea ana te whakapiki te kōrerotia o te reo i te wāhi mahi. Nā tēnei kua whai tūāpapa mātou ki te tātari i te whakamahinga a ngā kaimahi i te reo Māori kia taea ai te ine i te whanaketanga i tēnei tūāpapa.

Kia hāngai ai mātou ki ō mātou āpiti o Te Whare o te Reo Mauri Ora, kei te whakamahi mātou i te tauira KoPA (ZePA) ki te ine i te whanaketanga o te reo Māori o ngā kaimahi mai i te Kore, ki te Pō, ki te Awatea. E taunakihia ana tēnei ki ngā rangahau kua oti i a Kantar te kohikohi.

2. Outcomes:

How will we measure our progress towards our vision in Te Huapae?

This section describes how we are measuring our progress towards the vision we outlined in Te Huapae, and why we have chosen specific indicators and methods to measure our progress.

Māori Television puts people at the centre of all that we do. We enable the success of our core stakeholders – our Kaimahi, our Partners and our Audience – and we measure our success based on their perspectives of us. This section describes how we measure outcomes for each of these stakeholder groups in turn.

See the Appendix for further detail on specific indicators and methods used for each outcome.

2.1 Kaimahi outcomes

Māori Television's 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. We are creating a thriving, respected kaupapa Māori organisation that builds the capacity and value of the sector, and that attracts and retains great people. And we enable our own kaimahi to learn te reo Māori and build their own connection to te ao Māori.

We measure our outcomes for kaimahi 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?

Question 1

Is te reo Māori flourishing as a primary language of day to day use amongst staff?

How do we answer this question?

- ▶ Tracking achievement of Individual Language Plan Goals achieved by Quarter
- ▶ Staff Survey

Māori Television has a central role to play in te reo Māori revitalisation, and this includes for our kaimahi.

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

Over the last 12 months we have also measured everyday use of te reo Māori through two kaimahi surveys, introduced a new te reo strategy, and delivered other initiatives.

The kaimahi surveys identified key focus areas where we can support kaimahi in increasing use within the workplace. This work has put us in a position to take a baseline reading of te reo Māori use among kaimahi so that we can measure our progress against this baseline.

In order to align with our partners in Te Whare o te Reo Mauri Ora, we are utilising the KoPA (ZePA) model to measure kaimahi progress in Māori language engagement from Zero, to Passive, to Active. This is informed by research recently completed by Kantar.



Pātai 2

Kei te tutuki rānei i ngā kaimahi ā rātou ake Whāinga Reo Māori?

E hiahia ana mātou kia tautuhi ā mātou kaimahi i ā rātou ake whāinga mō te reo Māori, me te whai i ā rātou mahi ki te whakaea i ā rātou whāinga. Ka āpiti mai mātou i tēnei ki tā mātou rautaki nā te mea mō te wāhi ki te tautoko i ā mātou kaimahi, he mahi nui ake i te whakapiki noa i te taumata o te reo – ko te whakaoho i ā mātou kaimahi ki te whakarite

Mā hea e whakautua ai tēnei pātai?

- ▶ Ine me te āta whai i te ekeka o ngā Mahere Whaiaro mō te reo i ia kaupeka
- ▶ Tatauranga Kaimahi

i ā rātou whāinga me te tuku i a rātou kia mahi i tā rātou mahi ki te taumata e taea ana e rātou, me te whakamana i te whakaaro he rerekē tō tēnā, tō tēnā tūāoma reo.

Ka whakautua e mātou tēnei pātai mā te tataui i te tapeketanga o ngā Mahere Whaiaro mō te reo e whakaea ana i ia kaupeka.

Pātai 3

Kei te pīrangī rānei a kou tangata ki te mahi ki Whakaata Māori?

E hiahia ana mātou kia ora, kia kauanuanutia nuitia tā mātou whakahaere: he wāhi e pīrangī ana a kou tangata ki te mahi, e whakarato ana i ngā huarahi mahi whai mana, me ētahi whai wāhitanga whanake kaimahi ki te whakapoapoa me te pupuri hoki i tēnei momo tangata. Ka eke ā mātou kaimahi nā te mea he reo motuhake tō rātou ka whāngaihia tōtikatia atu ki ngā kaupapa ka whai pānga atu ki a rātou me ngā mahi a Whakaata Māori.

Mā hea e whakautua ai tēnei pātai?

- ▶ Tatauranga Wanea ā-Kaimahi
- ▶ Kaute PIIQ – pitopito kōrero: Ko te PIIQ te rauemi ka whakamahia e mātou ki te whakahaere i ngā hātepe Mahere Whaiaro

Ka ine mātou i tēnei putanga mā te pātai ki ā mātou kaimahi – kei te tutuki rānei i a Whakaata Māori ēnei tūmanako? Ka inea tēnei mā ngā tatauranga kaimahi me te hātepe mahere whaiaro (ko te PIIQ te tūāpapa).



Question 2

Are staff meeting their own te reo Māori Language Goals?

How do we answer this question?

- ▶ Tracking achievement of Individual Language Plan Goals achieved by Quarter
- ▶ Staff Survey

We want our kaimahi to define their own goals for te reo Māori, and track how they are doing in meeting their goals. We include this in our approach because supporting our kaimahi is about more than increasing te reo proficiency – it's about enabling our kaimahi to set their own goals, and

at their own pace, and acknowledging that everyone is at a different stage of their te reo Māori journey.

We answer this question through tracking the total number of Individual Language Plan Goals our kaimahi are achieving every quarter.

Question 3

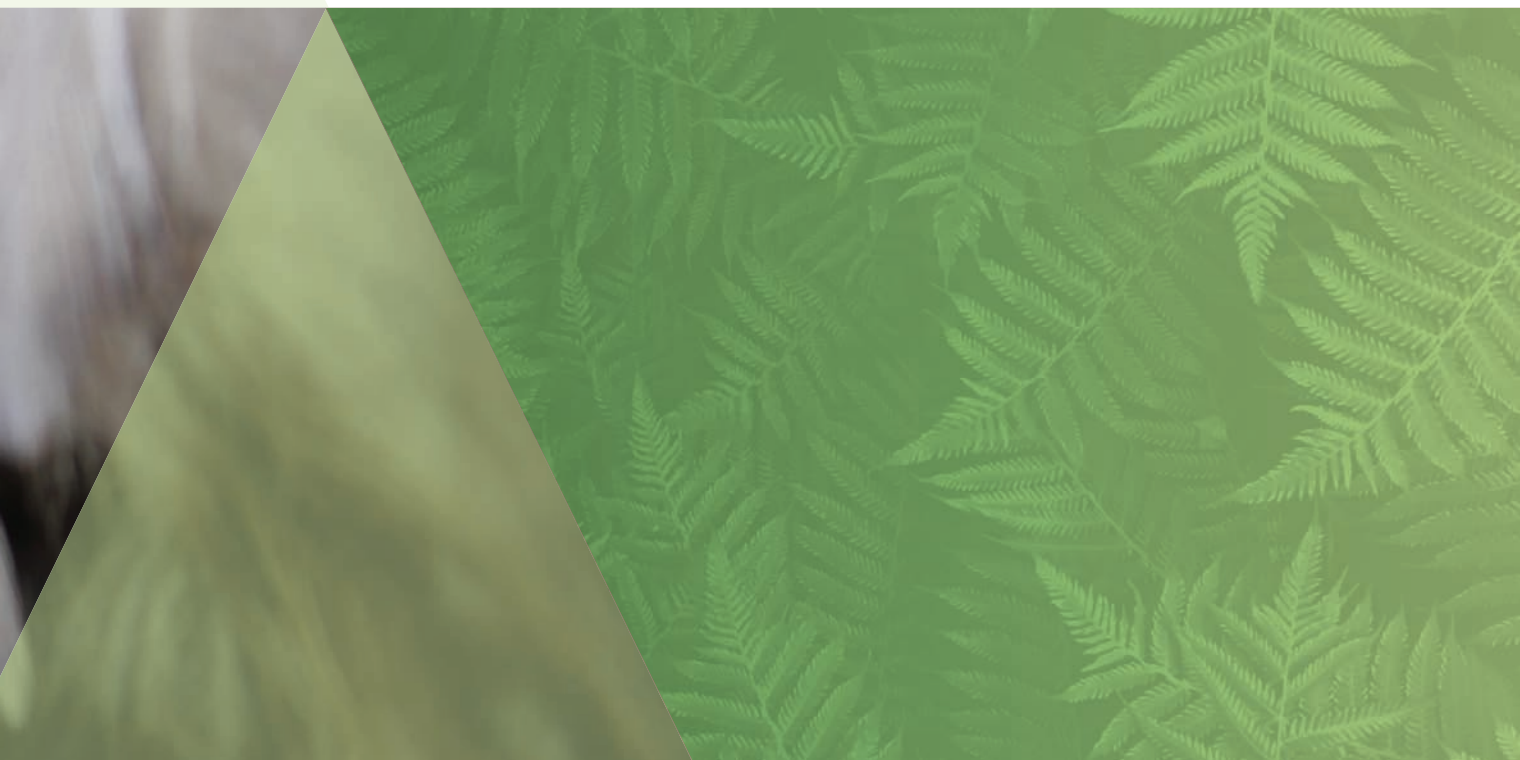
Is Māori Television a place where great people want to work?

How do we answer this question?

- ▶ Staff Satisfaction score
- ▶ PIIQ Performance Score – note: PIIQ is the tool we use to facilitate our performance review processes

We want to be a thriving and respected kaupapa Māori organisation: a place where great people want to work, that provides esteemed career pathways, and professional development opportunities to attract and retain talent. Our kaimahi succeed because they get an authentic voice and say into the matters that affect them and Māori Television's performance.

We measure this outcome by asking our kaimahi – is Māori Television meeting these expectations? This is measured through a staff survey, and through our performance review process (based on a platform called PIIQ).





2.2 Putanga Āpiti

Ka mahi tahi mātou ki ō mātou āpiti i Te Whare o te Reo Mauri Ora ki te whakarauora i te reo me ngā tikanga Māori. Ka tautoko mātou i ō mātou āpiti kia hua ai ō rātou putanga mā te whakapāho kaupapa hei tautoko ki te whakatupu i te reo Māori me ngā tikanga, me te whakarato i ngā kaupapa rekareka, ngahau, whakahoooho hoki hei tūhono i te hunga mātakitaki ki te ao Māori, waihoki, ki te reo Māori.

Ka ine mātou i ngā putanga mā ō mātou āpiti mā te ui i ēnei pātai e toru:

1. E whakapaetia ana e whai wāhi ana a Whakaata Māori ki te hāpori me ngā kaupapa hoki?
2. E hiahia ana ngā āpiti ki te mahi tahi ki a mātou?
3. E wātea mai ana ētahi atu anō ara ki te reo me ngā tikanga Māori hei tautoko i te ako me te whakarauoratanga o te reo nā ā mātou mahi?

Pātai 1

Kei te whai wāhi a Whakaata Māori ki te hāpori me ngā kaupapa?

Mā hea e whakautua ai tēnei pātai?

- ▶ Tatauranga Āpiti Matua: He tatauranga kua āta whakaritea hei kohikohi whakaaro i ngā āpiti matua me Te Whare o Te Reo Mauri Ora ki te ine i te uaratanga o tā Whakaata Māori takoha. Tae atu rā ki te wanea me ngā rautaki a ngā kaiwhakatairanga

E whai ana mātou kia noho mai ko mātou te kaipāpāho i ngā take o te wā, ngā kaupapa whakanui ā- motu me ngā kaupapa a te hāpori. Mai i ngā kaupapa nui e whai mana ana ki te motu, ki ngā kaupapa pakupaku ake i ngā rohe, mai i ngā take o te wā, ki ngā kaupapa hou mā te rangatahi, e hiahia ana mātou kia kitea hei whakahaere e whai wāhi ana, e mōhiotia ana hoki.

Ka ine mātou i te ekenga o tēnei putanga mā ngā tirohanga o ō mātou āpiti mēnā e tutuki ana i a mātou ēnei wawata, mā te Tatauranga Āpiti Matua.

Pātai 2

Kei te hiahia rānei ngā āpiti ki te mahi tahi ki a mātou?

Mā hea e whakautua ai tēnei pātai?

- ▶ Tatauranga Āpiti Matua: Pērā i ō ērā i runga ake nei

Ka whakaū mātou i ā mātou ake mahi mā ngā mahi e tutuki ana i a mātou e ai ki ngā wawata o ō mātou āpiti, otirā i ā mātou mahi ki te tautoko i a rātou kia angitu ai. Ka kapi mai ko ō mātou āpiti i Te Whare o te Reo Mauri Ora me ngā whare pāpāho Māori.

Ka whakamahia e mātou te Tatauranga Āpiti Matua hei kohikohi i ngā whakaaro o ngā āpiti e mōhiotia ai te ekenga rānei o tēnei putanga.

Pātai 3

He nui ake te whai wāhitanga o ngā āpiti ki te reo me ngā tikanga Māori hei tautoko i te ako me te whakarauoratanga o te reo, nā ā mātou mahi?

Mā hea e whakautua ai tēnei pātai?

- ▶ Tatauranga Āpiti Matua: Pērā i ō ērā i runga ake nei

Kei te iho o tā mātou whai koha ki te whakarauoratanga o te reo me ngā tikanga Māori ko te whakapiki i te whai wāhitanga o ō mātou āpiti ki ngā rauemi e taea ana e rātou te whakamahia. Ka whakamahia e ō mātou āpiti ā mātou kaupapa hei tautoko i ā ratou mahi me ō rātou kaiwhakaako, ō rātou whānau me ngā kura puta noa i te motu.

Ka kohikohi kōrero mātou mā te Tatauranga Āpiti Matua ki te ine i te ekenga mō te tuku i ngā kaupapa kounga ki a rātou e tutuki ai i a rātou ā rātou whāinga.

2.2 Partner outcomes

We work alongside our partners in Te Whare o te Reo Mauri Ora 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?

Question 1

Is Māori Television seen as active in the community and at events?

How do we answer this question?

- ▶ Key Partners Survey: Structured survey collecting feedback from key partners and Te Whare o Te Reo Mauri Ora to measure the perceived value of Māori Television's contribution. This will include satisfaction and net promoter score methods

We aim to be the organisation that broadcasts Māori news and current affairs, national celebrations and community events. From big events of national importance, to smaller regional events, from news and current affairs, to contemporary events for rangatahi, we want to be there as a visible, active and familiar presence.

We will measure our success on this outcome based on our partners' perceptions of whether we are living up to this aspiration, through a Key Partners Survey.

Question 2

Do partner organisations want to work with us?

How do we answer this question?

- ▶ Key Partners Survey: As above

We hold ourselves to account by whether we are living up to our partners' expectations and how we are supporting them to succeed. This includes our partners in Te Whare o te Reo Mauri Ora and Māori media companies.

We will use the Key Partners Survey to collect feedback from partners on our success in this outcome.

Question 3

Do partners have greater access to te reo me ngā tikanga Māori content to support learning and revitalisation, because of our work?

How do we answer this question?

- ▶ Key Partners Survey: As above

Central to our role in revitalising te reo me ngā tikanga Māori is improving our partners' access to media content that they can use. Our partners use content that we produce, broadcast and make available to support their work with educators, whānau and schools across the country.

We therefore collect feedback through the Key Partners Survey to track our success in improving access to quality content that enables them to meet their goals.



2.3 Putanga Apataki

Ko te kaimātakitaki te mea nui: i whakatūria ai mātou mā roto mai i tētahi kōkiritanga Māori ki te tiaki i te reo me ngā tikanga Māori. He wāhi motuhake tō Whakaata Māori a mohoa nei: e tū whakahihī ana mātou hei kaitiaki mō te reo Māori; ā, manohi anō, e hiahia ana mātou ki te mōhio ki ngā matea o te hunga mātakitaki me te whanaketanga o tēnei āhua anō hoki.

E whai ana mātou kia whakahihiri i tētahi hunga mātakitaki whānui:

- ▶ E whai ana mātou kia hihiri mai te reanga e pihi ake nei ki ā mātou kaupapa me ā mātou pāpāhotanga – arā, ko ngā mokopuna, ngā tamariki, ngā rangatahi me ō rātou whānau – nā te mea he nui tā rātou takoha ki te whakarauratanga o te reo.
- ▶ Ka tautoko mātou i a Ngāi Māori me Ngāi Tauwi hoki kia tūhono mai ki te reo me ngā tikanga Māori i roto i te wairua rekareka, whakaohoho, whakahihiri hoki i a rātou ki te ako tonu.
- ▶ Ka whakarangatira mātou i ngā kōrero me ngā tirohanga Māori e rāngona ai, e uaratia ai hoki e ngā tāngata katoa o Aotearoa.
- ▶ Ka whakarato mātou ki te whānuitanga o ngā kaikōrero Māori; mai i te hunga e iti ana te mōhio ki te hunga kua noho mai ko te reo Māori hei reo tuatahi ki a rātou, e whakatipu ana i ā rātou tamariki ki te reo, e tukuna ana hoki ā rātou tamariki ki te kōhanga, ki te kura rānei.

Ka ine mātou i ngā putanga mā ō mātou āpiti mā te ui i ēnei pātai e whā:

1. Kei te whakarato rānei mātou i ngā mea e hiahia ana e ngā apataki?
2. Kei te āwhina rānei mātou i ngā kaimātakitaki me ngā whānau ki te whakamahi, ki te ako i te reo?
3. Kei te whakarangatira rānei mātou i te reo Māori i Aotearoa nei?
4. Kei te āwhina mātou kia uaratia, kia mauri ora hoki te ao Māori?



2.3 Audience outcomes

Our audience is everything: we were founded through a long campaign by Māori to protect te reo and tikanga Māori. Today Māori Television is 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 aim to engage a wide range of audiences:

- ▶ We work to engage the next generation in our content and broadcasting – mokopuna, tamariki, rangatahi and their whānau – because they are critical to language revitalisation.
- ▶ We support 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.
- ▶ We elevate the stories and perspectives of Māori so that they are heard and valued by all New Zealanders.
- ▶ And we cater for the full spectrum of te reo Māori speakers; from those who may not know any te reo Māori words to those who may speak te reo Māori as their first language, are raising their kids in te reo, and sending their children to kōhanga or kura.

We measure our outcomes for our audience by asking four questions:

1. Are we delivering something that audiences want?
2. Are we helping audiences and whānau engage with and learn te reo Māori?
3. Are we helping to elevate the voice of Māori in Aotearoa?
4. Are we helping te ao Māori to be valued and thriving?





Pātai 1

Kei te whakarato rānei mātou i ngā mea e hiahia ana e te kaimātakitaki?

Mā hea e whakautua ai tēnei pātai?

- ▶ Raraunga kaimātakitaki tini (tirohia Ngā Āpitihanga):
 - ▶ Rōpū Rangahau
 - ▶ Tatauranga Hauora ā-Pakihi
 - ▶ Raraunga Whakahoki Kōrero
 - ▶ Ngā pae tiritiri
 - ▶ Te rahi o te hunga mātakitaki me tā rātou aro mai e ai ki te pae e whakamahia ana
 - ▶ Te aro mai mā te pouaka whakaata, ngā pae matihiko me ngā pae pāpori
 - ▶ Te toharite o te mātakitaki

Me mātua mōhio mātou ki te āhua e urupare mai ana ngā kaimātakitaki ki ā mātou kaupapa me tō mātou tūranga i te ahumahi pāpāho. Ki te kore e tika i a mātou tēnei, kāore te hunga mātakitaki e aro mai, ā, e kore hoki ērā atu putanga e tutuki mā ō mātou kaimātakitaki. E whā ngā wāhanga o tēnei pātai:

- ▶ **E uaratia ana a Whakaata Māori e ngā apataki:** Kei te whakaae te kaimātakitaki ki ā mātou mahi?
- ▶ **E wātea ana te kaimātakitaki ki torotoro i a Whakaata Māori mā roto mai i ngā pae kanorau:** E taea ana rānei e te kaimātakitaki ā mātou rauemi te tiki atu i ngā pae e hiahia ana rātou ki te whakamahia – pouaka whakaata mai, pae matihiko mai, pae pāpori mai rānei?
- ▶ **He ngahau, he rekareka, he mea whakaohooho, he whai take hoki ā mātou kaupapa:** Ka mātaki ana ngā kaimātakitaki i te pouaka whakaata, ka kuhu rānei mā te ipurangi, kei te rekareka ki a rātou ngā kaupapa, ā, kei te hiahia hoki mai anō?
- ▶ **Kei te whakaponu, kei te whai wāhi mai hoki ngā kaimātakitaki Māori ki a Whakaata Māori:** Kei rongu te kaimātakitaki Māori i te hono ki a Whakaata Māori, otirā, kei te whai wāhi mai?

Hei whakautu i ēnei pātai, ka kohi, ka tātari hoki mātou i ētahi raraunga e whakamārama mai ana i te āhua o tā te kaimātakitaki aro mai ki a Whakaata Māori, ō rātou whakaaro ki tō mātou ratonga, ā mātou kaupapa me tā mātou pakihī.

Pātai 2

Kei te āwhina rānei mātou i ngā kaimātakitaki me ngā whānau ki te whakamahia, ki te ako hoki i te reo?

Mā hea e whakautua ai tēnei pātai?

- ▶ Raraunga kaimātakitaki tini (tirohia Ngā Āpitihanga):
 - ▶ TTW
 - ▶ Raraunga Kautetanga
 - ▶ Rōpū Rangahau
 - ▶ Tatauranga Hauora ā-Pakihi/ Raraunga Whakahoki Kōrero

E whai ana mātou kia tautokohia te kaimātakitaki – Māori mai, Tauīwi mai hoki – ki te ako i te reo, ahakoa tana taumata kōrero. Ko tō mātou ariā whanake ko te whakarite mai i ngā kaupapa rekareka, whakaohooho, whai take hoki e hihiri ai te tangata ki te hoki mai. E whā ngā wāhanga matua o tēnei pātai:

- ▶ **Kei te hihiri a Ngāi Māori me Ngāi Tauīwi ki te ako i te reo Māori:** He hihiri ā mātou kaupapa, otira kei te tautoko i te tangata ki te ako i te reo Māori?
- ▶ **Ka whānui ake te mōhio o te kaimātakitaki ki te reo Māori mā te mātakitaki i a Whakaata Māori:** He taunakitanga rānei e tohu ana mā te mātaki i a Whakaata Māori e piki ai te mōhio o ngā apataki ki te reo Māori?
- ▶ **Kei te rongu ngā whānau Māori i te wairua tautoko ki te whakatipu i ā rātou tamariki ki te reo Māori:** Kei te rongu ngā whānau e whakatipu ana i ā rātou tamariki ki te reo i te wairua tautoko o Whakaata Māori mā ā mātou kaupapa ki te whakatutuki i tēnei?

Hei whakautu i ēnei pātai, ka kohikohi whakaaro mātou i ngā kaimātakitaki e mārama ai mātou ki ngā tirohanga mō Whakaata Māori me tā mātou tautoko i ēnei wawata. Ka kapi mai i tēnei ko te whakatūtanga o tētahi Rōpū Tātari – he tatauranga me ētahi kaimātakitaki i a Whakaata Māori hei kohikohi i ētahi whakaaro hōhono ki ngā putanga reo Māori.

Question 1

Are we delivering a service that audiences want?

How do we answer this question?

- ▶ Multiple audience metrics (see Appendix):
 - ▶ Research Panel
 - ▶ Brand Health Survey
 - ▶ Net Promoter Score data
 - ▶ Number of distribution platforms
 - ▶ Audience size and consumption by platform
 - ▶ Consumption across linear, digital and social channels
 - ▶ Overall average time spent viewing

We first need to understand how audiences are responding to our content and the role that we're playing in the media sector. If we don't get this right, then audiences will tune out and we won't be able to achieve any of our other outcomes for our audience. We break this question down into four parts:

- ▶ **Audiences value the Māori Television Brand:** Do audiences relate to and identify with our brand?
- ▶ **Audiences can access Māori Television content across diverse platforms:** Are audiences able to access content on the platforms that they want to use – whether linear, online, or on social media?
- ▶ **Our content is engaging, entertaining and relevant:** When audiences turn on the television or login online, do they like what they see and come back for more?
- ▶ **Māori audiences trust and feel ownership of Māori Television:** Do our Māori audiences feel connected to Māori Television and feel a sense of ownership?

To answer these questions, we collect and analyse multiple metrics that tell us about how audiences are consuming Māori Television, and how they feel about our service, content and brand.

Question 2

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

How do we answer this question?

- ▶ Multiple audience metrics (see Appendix):
 - ▶ TTW
 - ▶ Census Data
 - ▶ Research Panel
 - ▶ Net Promoter Score data/Brand Health Survey

We aim to support all audience members – Māori and non-Māori – to learn te reo Māori, no matter where they are on their te reo Māori journey. Our theory of change is that we have the best chance of doing this if we provide content that is entertaining, engaging and relevant, and encourages people to come back for more. We break this question down into four points:

- ▶ **Māori and non-Māori are inspired and enabled to learn te reo Māori:** Is our content inspiring and supporting people to learn te reo Māori?
- ▶ **Audiences increase their understanding of te reo Māori through watching Māori Television:** Is there evidence that watching Māori Television has contributed to audiences' improved understanding of te reo Māori?
- ▶ **Māori whānau feel supported in raising their tamariki in te reo Māori:** Do whānau who are raising their tamariki in te reo feel that Māori Television's broadcasting supports them to do this?

To answer these questions, we collect feedback from audiences to understand perceptions of Māori Television programming and how it supports these goals. This includes establishing a Panel Survey – a survey with a sample of Māori Television audience members to collect more detailed feedback on te reo Māori outcomes.



Pātai 3

Kei te whakarangatira rānei mātou i te reo o te Māori i Aotearoa nei?

Mā hea e whakautua ai tēnei pātai?

- ▶ Rōpū Rangahau
- ▶ Tatauranga Hauora ā-Pakihi / Raraunga Whakahoki Kōrero

E haere tahi nei me te tautoko i te hunga mātakitaki ki te whai wāhi mai, ki te ako hoki i te reo me ngā tikanga Māori, e whai ana hoki mātou ki te whakapiki i te kitea o te tirohanga Māori i ngā take o te wā me te ahurea i Aotearoa. Ko te putanga matua e hāngai ana ki tēnei: kia nui ake te mārama me te uaratia o ngā kōrero me te tirohanga a te Māori e Ngāi Māori me Ngāi Tauwiwi. Ko tā mātou kaupapa hei tautoko i tēnei ko

te whakaatu i ngā kapohanga tawhito me ngā kōrero o uki kāore anō kia puta; whakapāho i ngā kōrero ā-rohe kāore i te kitea i te ao pāpāho auraki; me te whakarato i ngā take o te wā e whai take ana ki te Māori.

Ka ine mātou i tēnei putanga mā te Tatauranga Hauora ā-Pakihi, te tatauranga a te Rōpū Rangahau me te Raraunga Whakahoki Kōrero.

Pātai 4

Kei te āwhina mātou kia uaratia, kia mauri ora hoki te ao Māori?

Mā hea e whakautua ai tēnei pātai?

- ▶ Raraunga kaimātakitaki tini (tirohia Ngā Āpitihanga):
 - ▶ TTW
 - ▶ Raraunga Kautetanga
 - ▶ Rōpū Rangahau
 - ▶ Tatauranga Hauora ā-Pakihi/ Raraunga Whakahoki Kōrero



Kei te iho o ō mātou wawata, ko te ora o te ao Māori me te uaratia o te ao Māori e Aotearoa whānui. He wāhi nui tō mātou hei kaiwhakapāho ā-motu ki te tūhono i te tangata puta noa i te motu ki te ao Māori. E toru ngā wāhanga o tēnei pātai:

- ▶ **Ka nui ake te mōhio o te Māori me te Tauwiwi ki te ao Māori:** Kei te āwhina ā mātou kaupapa i te kaimātakitaki ki te ako whānui mō te ao Māori?
- ▶ **Ka nui ake te wairua tūhonohono o te Māori ki te ao Māori:** Kei te āwhina ā mātou kaupapa i te kaimātakitaki Māori ki te tūhono atu ki te ao Māori, ahakoa pēhea?
- ▶ **Kei te uaratia te reo me ngā tikanga Māori hei wāhanga o te tuakiri o Aotearoa:** He aha ngā ia o te āhua o te uaratia o te reo Māori hei wāhanga o te tuakiri ā-motu, ā, ka pēhea te whakatairite ki te ia o ō mātou kaimātakitaki?

Ka ine mātou i tēnei putanga mā te toro i ngā tatauranga taupori, tā mātou Tatauranga Hauora ā-Pakihi, te tatauranga a te Rōpū Rangahau me te Raraunga Whakahoki Kōrero ki te kohikohi kōrero i ō mātou apataki e mārama ai mātou ki te hāngaitanga ki ngā ia e whāia ana e te taupori whānui.

Question 3

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

How do we answer this question?

- ▶ Research Panel
- ▶ Net Promoter Score data/Brand Health Survey

As well as supporting audiences to engage with and learn te reo me ngā tikanga Māori, we aim to increase the visibility and presence of Māori perspectives in news, current affairs and culture in Aotearoa. The primary outcome related to this question is: Māori and non-Māori have greater understanding and value for Māori stories and perspectives. Our programming in support of this outcome includes sharing

archive footage and untold stories of the past; broadcasting local stories that may not be covered in national media; and providing news and current affairs coverage on topics that matter to Māori.

We will measure this outcome through our Brand Health Survey, Research Panel survey and Net Promoter Score data.

Question 4

Are we helping te ao Māori to be valued and thriving?

How do we answer this question?

- ▶ Multiple audience metrics (see Appendix):
 - ▶ TTW
 - ▶ Census Data
 - ▶ Research Panel
 - ▶ Net Promoter Score data/Brand Health Survey

Central to our vision is that te ao Māori is thriving, and that all of Aotearoa values te ao Māori. As a national broadcaster we have an important role in connecting people across the country to te ao Māori. This question has three parts:

- ▶ **Māori and non-Māori learn more about te ao Māori:** Does our programming helping audiences to learn more about te ao Māori more broadly?
- ▶ **Māori audiences feel a greater sense of belonging in te ao Māori:** Does our programming help Māori audiences feel connected to te ao Māori, whatever that means to them?
- ▶ **Te reo me ngā tikanga Māori is valued as a national part of New Zealand's identity:** What are the nationwide trends in how te reo me ngā tikanga Māori is valued as part of national identity, and how does that compare to trends in our audience?

We will measure this outcome by drawing on population-wide surveys, our Brand Health Survey, Research Panel survey and Net Promoter Score data to collect feedback from our audiences and understand how this relates to wider population trends.





3. Papatohu:

Ka pēhea te pūrongo me te whakaatu i tā mātou kokenga ki ētahi atu?

I tēnei tau ka whakarewangia tā mātou papatohu ine rautaki putanga ki te whakarite me te tātari raraunga mō te ekenga o ngā putanga kua whakatakotoria i Te Huapae.

Ka pēhea te whakamahi i te papatohu?

Ka whakamahi mātou i te papatohu nei ki te whakaatu i ā mātou kokenga me te tā mātou kōrero ki ō matou kaituku pūtea, kaimahi me te marea mā tā mātou pūrongo ā-tau.

Mā ngā kaituku pūtea, ka kitea ngā putanga mō ā mātou kaimahi, ngā āpiti me te hunga mātakitaki. Ka whakamahi mātou i te papatohu i ngā pūrongo ā-kaupeka, ā-tau hoki.

Mā ā mātou kaimahi, haere ake te wā ka noho mai te papatohu hei wāhanga mahi o ia rā i Whakaata Māori mā ā mātou kaimahi. Ka whakaatuhia te papatohu, mō te rā katoa, i ia tari, kia kitea ai e ngā kaimahi katoa tā rātou takoha ki te ekenga tapeke ki tō mātou wawata.

Ka pēhea te āhua o te papatohu?

E waihangatia ana te papatohu kia:

- ▶ **Whanake tonu, kia auau:** Kātahi anō ka tīmata ngā mahi whakarite i te papatohu - ka whanake hei ngā marama 12 e haere ake nei mā te whakamātautau me te auau, ki te whakatipu hei rauemi e taea ana te whakamahi
- ▶ **Pākaha:** Kei te mahi tahi mātou ki tētahi atu kaiwhakarato ki te whakarite i te papatohu kia tika ai ngā rarauranga e tātāritia ana, kia mōhio ai he motuhake, he pono, he tōtōpū
- ▶ **Ngāwari:** Kei te waihanga mātou i tā mātou papatohu kia aro ki ngā take hirahira, me te whakaatu mai i ngā hua e mārāma ana ki ngā kaituku pūtea me ngā kaimahi

Mā te papatohu e kite ai te ekenga o Whakaata Māori i ngā taumata e rua: te ekenga whānui o Whakaata Māori i te taumata whakahaere; me ngā putanga i waihangatia ai mō ngā hunga whaipānga matua e toru – ā mātou kaimahi, ō mātou āpiti me ngā apataki.

I te taumata whakahaere, ka puta i te papatohu tētahi tirohanga whānui kounga mā te whakamahi i ngā pūrere ngāwari, ataata tae atu rā ki te tapeketanga whānui, he pae 'inetera', me ngā pāpātanga 'raiti whakahaere waka' hei whakaatu i te āhua o tā mātou kokenga i te whānuitanga o te whakahaere.

I te taumata hunga whaipānga, ka tautohua he kaute tōpū ki ia rōpū, me ētahi atu mōhiohio e pā ana ki ngā putanga hāngai me ngā Paearu Mahi ki tēnā, ki tēnā. Ka whai wāhi

atu ia wāhanga ki te pakimaero matua, e whakarārangi mai ana e ai ki te hiranga. Ko te kaute tapeke o Whakaata Māori e hāngai ana ki ngā kaute mō ngā rōpū whaipānga e toru.

Ka whakakotahi mai te papatohu i ngā puna raraunga rerekē e kohia ana i ngā wā rerekē. Hei tauira, ka whakahaerehia te Tatauranga Hauora ā-Pakihi me te Tatauranga Āpiti, kotahi, e rua rānei ngā wā i te tau, engari mā te Tatauranga a te Rōpū Rangahau e taea ai te kohikohi mōhiohio i roto i te wā poto. Ka ako mātou ki te whakamahi i ēnei puna raraunga kanorau i a mātou e tīmata ana i tō mātou tūāoma me te papatohu.

3. Dashboard:

How will we report and share our progress with others?

This year we will launch our outcomes framework measurement dashboard to present and analyse data on the progress we are making in achieving the outcomes defined in Te Huapae.

How will we use the dashboard?

We will use this dashboard to share our progress and tell our story with our funders and kaimahi, and with the public via our annual report.

For our funders, the dashboard will provide clear insights into the outcomes for our kaimahi, our partners and our audience. We will use the dashboard in both quarterly and annual reports.

For our kaimahi, over time the dashboard will become a highly visible part of everyday work life at Māori Television for our kaimahi. The dashboard will be on display, all day, in each office, so all kaimahi can see how their work is contribution to our overall progress towards our vision.

What will the dashboard look like?

The dashboard is being designed to be:

- ▶ **Evolving and iterative:** We are at the beginning of our journey with the dashboard – it will evolve over the next 12 months through testing and iterating, to develop it into a product that is genuinely useful and insightful
- ▶ **Rigorous:** We are working with a third party specialist provider to establish the dashboard to ensure that the data feeding into it is independent, reliable and robust
- ▶ **Simple:** We are designing the dashboard to focus on what data is most important, and visualising results in ways that are easy to understand and interpret for funders and kaimahi

The dashboard will show Māori Television's progress at two different levels: Māori Television's overall progress at an organisational level; and the outcomes created for our three core stakeholder groups – our kaimahi, our partners and our audience.

At the organisation level, the dashboard will provide a high-level snapshot using simple, visual devices including an overall score, 'speedometer' counter, and 'traffic light' ratings to communicate how we are tracking across the organisation.

At the stakeholder group level, the dashboard will include an overall score for each group, and additional detail on the specific outcomes and KPIs for each. Each area

accounts for a weighted slice of the overall story, weighted in terms of importance. Māori Television's overall organisation score is made up of the scores achieved for the three stakeholder groups.

The dashboard will bring together different data sources that will be collected at different times. For example, the Brand Health Survey and Partner Survey will be conducted only once or twice a year, while the Research Panel Survey will enable us to gather information on a much shorter timeframe. We will be learning how to effectively bring these diverse data sources together as we begin our journey with the dashboard.



4. Ngā Āpiti

Ko tā tēnei Āpiti he whakawhānui ake i ngā whakamāramatanga ki ia putanga me ngā tohu i Te Huapae.

Putanga Kaimahi

Putanga	Tohu	Take
1.1 Kei te puāwai mai rānei te reo Māori hei reo matua i ia rā mō ngā kaimahi?	Mahere Whaiaro mō te reo ka ea i ia kaupeka Tatauranga Kaimahi	Ki te ine i te whanake o te whakamahi o te reo i te whare ka whakaritea e mātou he mahere whaiaro ka whai wāhi ki ngā pūkenga o te kaimahi me te inenga hoki o te tutukitanga o ngā whāinga e kitea ai te ekenga. Ka inea ēnei mā te hātepe arotake me ngā hui tahi
1.2 Kei te tutuki rānei i ngā kaimahi ā rātou whāinga reo Māori?	Mahere Whaiaro mō te reo ka ea i ia kaupeka Tatauranga Kaimahi	Pērā i ō runga ake. Waihoki, ko te whakahāngai i ngā Paearu Mahi i Ngā Putanga Reo pērā i ērā e whakarārangitia mai ana e nga tatauranga kaimahi a TPK
1.3 He wāhi e pīrangī ana a kou tangata ki te mahi a Whakaata Māori?	Tatauranga Wanea ā- Kaimahi/ Tatauranga Kaimahi Kaute PIIQ (Ko te PIIQ te utauta ka whakamahia ana e mātou i ngā hātepe Mahere Whaiaro)	Tatautanga ā-ahumahi e ine ana i te wanea o te kaimahi me ngā tohu mahi e kitea ai te hauora me ngā pūkenga o te taiao mahi

Putanga Āpiti

Putanga	Tohu	Take
2.1 E whakapaetia ana e whai wāhi ana a Whakaata Māori ki te hapori me ngā kaupapa hoki?	Tatauranga Āpiti Matua	Ki te ine i ngā whakaaro ki te uaratia o te takoha a Whakaata Māori ki ō rātou āpiti mā ngā raraunga kounga, tatau hoki mā ngā āpiti mātāmua me Te Whare o te Reo Mauri Ora. Tae atu rā ki te wanea me te Raraunga Whakahoki Kōrero
2.2 E hiahia ana ngā āpiti ki te mahi tahi ki a mātou?	Tatauranga Āpiti Matua	Pērā i ō runga ake
2.3 E wātea mai ana ētahi atu anō ara ki te reo me ngā tikanga Māori hei tautoko i te ako me te whakarauoratanga o te reo nā ā mātou mahi?	Tatauranga Āpiti Matua	Pērā i ō runga ake

4. Appendix:

This appendix provides additional detail on this specific rationale behind each outcome and indicator in Te Huapae.

Kaimahi outcomes

Outcome	Indicator	Rationale behind indicator
1.1 Is te reo Māori flourishing as a primary language of day to day use amongst staff?	Individual Language Plan Goals achieved by Quarter Staff Survey	To measure the change in use of te reo across the whare we will install individual language plans that contribute to the overall staff capability and measurement of goals achieved to show progression. These will be measured through our standard performance review process & regular check-ins
1.2 Are staff meeting their te reo Māori Language Goals?	Individual Language Plan Goals achieved by Quarter Staff Survey	As above. Furthermore, KPIs are aligned with Te Reo Outcomes as outlined by TPK staff surveys
1.3 Is Māori Television a place where great people want to work?	Staff Satisfaction score/Staff Survey PIIQ Performance Score (PIIQ is a tool used to facilitate our performance review processes)	Industry standard surveys measuring staff satisfaction and key performance indicators to gauge the health and capability of workforce

Partner outcomes

Outcome	Indicator	Rationale behind indicator
2.1 Is Māori Television seen as active in the community and at events?	Key Partners Survey	To measure the perceived value on the contribution that Māori Television makes to its partners with both qualitative & quantitative data for key partners and Te Whare o te Reo Mauri Ora. A satisfaction and net promotor score survey methodology will be employed
2.2 Do partner organisations want to work with us?	Key Partners Survey	As above
2.3 Do partners have greater access to te reo me ngā tikanga Māori content to support learning and revitalisation, because of our work?	Key Partners Survey	As above



Putanga Kaimātakitaki

Putanga	Tohu	Take
Kei te whakarato rānei mātou i ngā mea e hiahia ana e te kaimātakitaki?		
3.1 E uaratia ana a Whakaata Māori e te kaimātakitaki	Tatauranga Hauora ā-Pakihi Raraunga Whakahoki Kōrero	Ki te ine i ngā whakaaro ki te uaratia o te takoha a Whakaata Māori ki ō rātou āpiti mā ngā raraunga kounga, tatau hoki. Ka whakamahia te Tatauranga Hauora ā-Pakihi me te Raraunga Whakahoki Kōrero
3.2 E wātea ana te kaimātakitaki ki te torotoro i a Whakaata Māori mā roto mai i ngā pae huhua	Te nama o ngā pae whakapāho kaupapa Te rahi o te hunga mātakitaki me te aro mai e ai ki te pae	Kia mārama ki te pitomata o te rahi o te hunga mātakitaki e kautehia ana mā te whakarato me te hononga ki te rahi tōpū e aro ana ki ngā kaupapa a Whakaata Māori
3.3 He ngahau, he rekareka, he mea whakaohoho, he whai take hoki ā mātou kaupapa	Raraunga aro nō te pouaka whakaata, te pae ā-tihi, me ngā pae papori Te toharite tōpū o te wā ka whakapau ki te mātakitaki	He whakamōhio i ngā tohungatanga o waho ki ngā rautaki a Nielsen, Facebook, Website me Google Analytics hei taumata me te mārama hoki ki te whakahihiri mā te aro mai
3.4 Kei te whakapono, kei te whai wāhi hoki mai ngā kaimātakitaki Māori ki a Whakaata	Tatauranga Hauora ā-Pakihi Raraunga Whakahoki Kōrero Rōpū Rangahau	Ki te ine i ngā whakaaro ki te uaratia o te takoha a Whakaata Māori ki ō rātou āpiti mā ngā raraunga kounga, tatau hoki. Ka whakamahia te Tatauranga Hauora ā-Pakihi me te Raraunga Whakahoki Kōrero
Kei te āwhina rānei mātou i ngā kaimātakitaki me ngā whānau ki te whakamahi, ki te ako i te reo?		
3.5 Kei te hihiri a Ngāi Māori me Ngāi Tauivi ki te ako i te reo Māori	TTW / Raraunga Kaute Rōpū Rangahau Tatauranga Hauora ā-Pakihi	Kia mārama ki te āhua o te whanaketanga ā-motu ki tēnei wawata, me te hononga ki ngā wawata mō te whanaketanga o ngā hiahia o ngā kaimātakitaki
3.6 Ka whānui ake te mōhio o te kaimātakitaki ki te reo Māori mā te mātakitaki i a Whakaata Māori	Rōpū Rangahau Tatauranga Hauora ā-Pakihi Raraunga Whakahoki Kōrero	Ki te ine i ngā whakaaro ki te uaratia o te takoha a Whakaata Māori ki ō rātou āpiti mā ngā raraunga kounga, tatau hoki. Ka whakamahia te Tatauranga Hauora ā-Pakihi me te Raraunga Whakahoki Kōrero
3.7 Kei te rongu ngā whānau Māori i te wairua tautoko ki te whakatipu i ā rātou tamariki ki te reo Māori	Rōpū Rangahau Tatauranga Hauora ā-Pakihi Raraunga Whakahoki Kōrero	Ki te ine i ngā whakaaro ki te uaratia o te takoha a Whakaata Māori ki ō rātou āpiti mā ngā raraunga kounga, tatau hoki. Ka whakamahia te Tatauranga Hauora ā-Pakihi me te Raraunga Whakahoki Kōrero
Kei te whakarangatira rānei mātou i te reo o te Māori i Aotearoa nei?		
3.8 Kua nui ake te mārama me te uaratia o ngā kōrero me te tirohanga a te Māori	Tatauranga Hauora ā-Pakihi Raraunga Whakahoki Kōrero	Ki te ine i ngā whakaaro ki te uaratia o te takoha a Whakaata Māori ki ō rātou āpiti mā ngā raraunga kounga, tatau hoki. Ka whakamahia te Tatauranga Hauora ā-Pakihi me te Raraunga Whakahoki Kōrero
Kei te āwhina mātou kia uaratia, kia mauri ora hoki te ao Māori?		
3.9 Ka nui ake te mōhio o te Māori me te Tauivi ki te ao Māori	TTW / Raraunga Kaute Rōpū Rangahau Tatauranga Hauora ā-Pakihi	Kia mārama ki te āhua o te whanaketanga ā-motu ki tēnei wawata, me te hononga ki ngā wawata mō te whanaketanga o ngā hiahia o ngā kaimātakitaki
3.10 Ka rongu te hunga mātakitaki Māori i ō rātou hononga me tō rātou whaipānga ki te ao Māori	Rōpū Rangahau Tatauranga Hauora ā-Pakihi Raraunga Whakahoki Kōrero	Ki te ine i ngā whakaaro ki te uaratia o te takoha a Whakaata Māori ki ō rātou āpiti mā ngā raraunga kounga, tatau hoki. Ka whakamahia te Tatauranga Hauora ā-Pakihi me te Raraunga Whakahoki Kōrero
3.11 Kei te uaratia te reo me ngā tikanga Māori hei wāhanga o te tuakiri o Aotearoa	TTW / Raraunga Kaute Rōpū Rangahau Tatauranga Hauora ā-Pakihi	Kia mārama ki te āhua o te whanaketanga ā-motu ki tēnei wawata, me te hononga ki ngā wawata mō te whanaketanga o ngā hiahia o ngā kaimātakitaki

Audience outcomes

Outcome	Indicator	Rationale behind indicator
Are we delivering a service that audiences want?		
3.1 Audiences value the Māori Television Brand	Brand Health Survey NPS	To measure the perceived value of the contribution that Māori Television makes to their audience with both qualitative & quantitative data. Brand Health Survey and Net Promotor Score survey methodology will be employed
3.2 Audiences can access Māori Television content across diverse platforms	Number of distribution platforms Audience size and consumption by platform	To understand our potential size of audience as quantified by distribution channels in relationship to total audience size consuming Māori Television content
3.3 Our content is engaging, entertaining and relevant	Consumption data across linear, digital and social Overall average time spent viewing	To leverage the external expertise of the current methodology of Nielsen, Facebook, Website and Google Analytics to benchmark and understand engagement via consumption
3.4 Māori audiences trust and feel ownership of Māori Television	Brand Health Survey NPS Research Panel	To measure the perceived value on the contribution that Māori Television makes to their audience with both qualitative & quantitative data. Brand Health Survey and Net Promotor Score survey methodology will be employed
Are we helping audiences and whānau engage with and learn te reo Māori?		
3.5 Māori and non-Māori are inspired and enabled to learn te reo Māori	TTW / Census Data Research Panel Brand Health Survey	To understand the relationship between national progression of this goal, in relationship to our progression of audience goals
3.6 Audiences increase their understanding of te reo Māori through watching Māori Television	Research Panel Brand Health Survey NPS Data	To measure the perceived value and contribution that Māori Television makes to its audience. Brand Health Survey and Net Promotor Score survey methodology will be employed
3.7 Māori Whānau feel supported in raising their tamariki in te reo Māori.	Research Panel Brand Health Survey NPS Data	To measure the perceived value and contribution that Māori Television makes to its audience. Brand Health Survey and Net Promotor Score survey methodology will be employed
Are we helping to elevate the voice of Māori in Aotearoa?		
3.8 Māori and non-Māori audiences have greater understand and value for Māori stories and perspectives	Brand Health NPS Data	To measure the perceived value and contribution that Māori Television makes to its audience. Brand Health Survey and Net Promotor Score survey methodology will be employed
Are we helping te ao Māori to be valued and thriving?		
3.9 Māori and non-Māori learn more about te ao Māori	TTW/Census Data Research Panel Brand Health Survey	To understand the relationship between national progression of this goal, in relationship to our progression of audience goals
3.10 Māori audiences feel a greater sense of belonging in te ao Māori	Research Panel Brand Health Survey NPS Data	To measure the perceived value and contribution that Māori Television makes to its audience. Brand Health Survey and Net Promotor Score survey methodology will be employed
3.11 Te reo me ngā tikanga Māori is valued as a national part of New Zealand's identity	TTW / Census Data Research Panel Brand Health Survey	To understand the relationship between national progression of this goal, in relationship to our progression of audience goals



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