



Ko taku reo taku ohooho, Ko taku reo taku māpihi maurea

My language is my treasure My language is my prized possession

I tāpaea ki te Whare Pāremata i raro i te wehenga 44(2) o te Ture a Te Aratuku Whakaata Irirangi Māori 2003.

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

I runga i te whakahau a te Ture a Te Aratuku Whakaata Irirangi Māori 2003 me Te Rūnanga o Whakaata Māori (te Poari), ka tāpaea i konei te Pūrongo ā-Tau mō ngā mahi whakahaere a Whakaata Māori mō te tau i mutu i te 30 o Pipiri 2022.

In accordance with the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003 and on behalf of Te Rūnanga o Whakaata Māori (the Board), I deliver the Annual Report on the operations of Whakaata Māori for the year ended 30 June 2022.

Jamie Tuuta

Toihau, Whakaata Māori

Lanie Tunt-

Ngā Ihirangi

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Mō Mātou

He rōpū rangatōpū a Whakaata Māori i whakatūria i raro i te Ture a Te Aratuku Whakaata Irirangi Māori 2003 i mana te whakaterenga ōna i te Poutūterangi 2004.

Ko tā mātou kaupapa matua i raro i te Ture 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 kaimātaki, ka whakarangatira i te porihanga, te ahurea me te tuku ihotanga o Aotearoa."

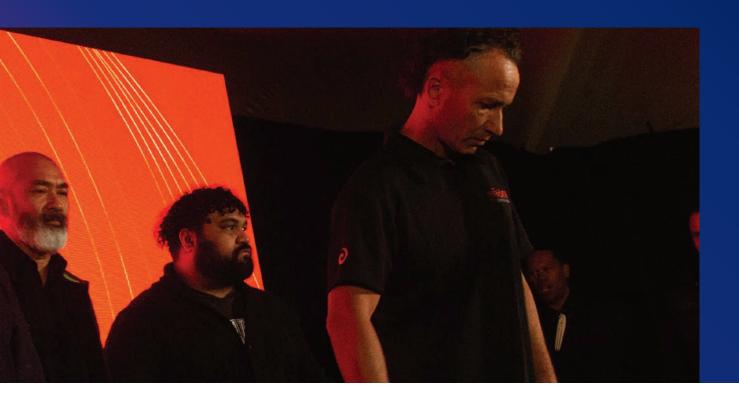
Ka whakaaturia e mātou te hōtaka utu kore, te kaupapa matihiko rere noa i ngā pae rongorau ki tō mātou apataki hei mātaki i te wāhi me te wā e pai ai ahakoa te pūrere pāpāho pērā i:

- · Tētahi hongere ahutahi reorua
- Tā mātou hongere ahutahi o Te Reo, 100% ōna kōrero kei te reo Māori
- Tētahi huinga paetukutuku –
 www.whakaatamaori.co.nz, www.maoriplus.co.nz,
 www.maoritelevision.com me www.teaomaori.news

- Te rangona, te kitea i ngā hongere pāhopori matua pērā i te Pukamata, te Paeāhua, te TikTok me LinkedIn
- Ētahi taupānga e rua, a MĀORI+ me Te Ao Māori News
- Te Māori Active, tā mātou hongere TiriAta e aro ana ki ngā hākinakina Rangatahi

He nui whakaharahara te wāhi ki a mātou e ea ai te whakakitenga ngātahi kua takoto mai ki ngā rautaki a te Maihi Karauna me te Maihi Māori, me te whāinga tahi ki te whakarauora i te reo Māori. Ka tutukihia te wāhi ki a mātou me te taunaki anō i ngā rautaki nei mā te whakatupu tonu, te whakaukauka me te āwhina ki te whakapiki ake i te whakamahia o te reo Māori. Mā te tuku kaupapa pāho whai tikanga ka whakamōhio, ka whakaako, ka whakangahau, ka whakaohooho, kua whakaata, kua whakamiramira mātou i te tuakiri ahurei o Aotearoa.

¹ Wehenga 8(1) o te Ture a Te Aratuku Whakaata Irirangi Māori 2003



About Us

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

Our main purpose under the Act 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."1

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

- A bilingual linear channel
- Our 100% Māori language linear channel, Te Reo
- A suite of websites www.whakaatamaori.co.nz, www.maoriplus.co.nz, www.maoritelevision.com, and www.teaomaori.news

- · A strong presence on key social media channels, such as Facebook, Instagram, TikTok and LinkedIn
- Two apps, MĀORI+ and Te Ao Māori News
- Māori Active, our YouTube channel focusing on Rangatahi sports

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 fulfil this role and complement these strategies by nourishing, sustaining, and helping increase the use of te reo Māori. By delivering informative, educational, entertaining, inspiring and meaningful content, we reflect and highlight the unique identity of Aotearoa New Zealand.

¹ Section 8(1) of the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003

Tā Mātou Whakakitenga

E tōnui ana a ngāi Māori, ko te tikanga ia:

E tōnui ana te ao Māori

E tōnui ana te tikanga Maōri

E tōnui ana te reo Māori

E uaratia ana te tirohanga a ngāi Māori e te katoa o Aotearoa

Our Vision

Māori are thriving, which means:

Te Ao Māori is thriving

Tikanga Māori is thriving

Te reo Māori is a thriving language

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 hapori. Ka mahi mātou i ngā wā katoa kia hāpaitia te mana, kia tūturu, kia pono.

we represent the events, values, and aspirations of 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





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 hapori 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 whakaohooho, ki te tūhono i te tangata ki te ao Māori e tōnui ake ai rātou. Ka kawea ake e mātou he reo hou, he tirohanga hou ka hau tōna rongo ki te motu, ki te ao, e hiakai nei ki te kõrero 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 mārama 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, enriching 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 uniquely Māori way.

Kapomata **2021/2022**

He tau anō tēnei i tū mai ai te wero, pērā i ngā uruparenga ki te COVID-19. Ahakoa ngā wero nei, i hiranga tonu ngā mahi i tutuki i a Whakaata Māori i te tau pūtea 2021/22.

WHAKAATA MĀORI

I mana tō mātou panonitanga mai i Māori Television ki tō mātou ingoa Māori, a Whakaata Māori, ka tohu ki tō mātou apataki he takiwā hiranga kua tāmatatia, he takiwā hou e ngata ai ō rātou hiahia ki te whakarauora i te reo me ngā tikanga

18 TAU

I whakanuia tahitia e mātou te 18 tau e pāho ana mātou ki ā mātou kaimahi, ki te apataki me ngā hoa kōtui

MĀORI ACTIVE

I whakaterea e mātou a Māori Active, ka āwhina ki te whakawhānui i te toronga, te whai wāhitanga me te turaki tauārai e whai wāhi atu ai ā tātou rangatahi ki te hākinakina



MĀORI+

I whakaterea a MĀORI+ tētahi pūtahi pāhopori hou, e kaha ake ai te āhei atu ki ngā kaupapa me ngā ara e hono mai ai ngā apataki

TE REO

I manaakitia tētahi hunga e 215 i te Kura Whakarauora mō te rua rā, he wānanga mō te whakarauora reo me te whakarite mahere reo

TOHU POUAKA WHAKAATA O AOTEAROA 2021

l toa mātou i ētahi karangatanga e toru i ngā Tohu Pouaka <u>Whakaata o A</u>otearoa 2021:

- » NZ On Air Best Documentary Loimata: The Sweetest Tears
- » Television Personality of the Year Nix Adams
- » Te Māngai Pāho Best Reo Māori Programme Rage against the Rangatahi MMXX



PROMAZ ANZ 2021

Te mihia mō te hiranga o te whakatairanga i te whā o ngā toanga i ngā Tohu International Promaz ANZ 2021:

- » Tauhou o te Tau a te Tohu Rocket mô te Tauhou Pai Katoa
- » Tohu kõura e rua mõ te whakatairanga i te pakipūmeka, Ake Ake Ake – The Story of the Battle for Ihumātao
- » Hiriwa mō te kaupapa pōtitanga a Whakaata Māori

WHAKAATURANGA PAI

l whakawhiwhia a Ahikāroa ki te Whakaaturanga Pai Katoa i ngā tohu a te NZ Web Fest me te whiwhi anō i te tohu mō te Kaiwhakaari Wahine Pai Katoa (Turia Schmidt-Peke) me te Tira Puoro Pai Katoa

PŪTEA ORANGA WHĀNAU

I waihangatia te Pūtea Oranga Whānau hei tautoko i ngā kaimahi kua 12 marama e mahi ana ki a mātou, kotahi te utua ki te \$500 hei tautoko i a rātou me te whānau ki ngā utu Whai Matauranga (ngā utu e pā ana ki te whai mātauranga pērā i te kākahu kura me te utu akoranga o waho atu i ngā marautanga), te Whai Hauora (ngā tūmahi hauora, noho ora ka tautoko i te taha hauora, pērā i te utu haere ki te whare kori tinana, ngā utu hākinakina a te tamariki rānei) te Whai Tikanga rānei (te tūmahi ka hāpai i te noho ki te ao Māori pērā i ngā tūmahi kei te marae kei roto rānei i te iwi/hapū)

WHANAKETANGA

I arahina tētahi raupapa wānanga Whanaketanga Ranga Kaimahi mō te rāngai, e tūturu ai tā mātou noho mārama, e haere tonu ai tā mātou tautoko i ngā matea o tō mātou hapori whakaputa kaupapa

WHAKANGUNGU AHUMAHI

I waihangatia a Whakangungu Ahumahi, tētahi hōtaka whanake ranga kaimahi mō te 12-marama ka whakapai ake i te kimi me te pupuri tonu i te kaimahi, te whanake hoki i a Whakaata Māori me te rāngai pāho whānui

MATARIKI

Ngākau whakahī ana mātou i tā mātou pāho i te katoa o te Rā Whakanui i a Matariki o te Motu tuatahi me te manaaki i Ngā Tohu Matariki o Te Tau 2022, e whakanui ana i te angitu Māori



HŌTAKA WHAKAMĀTAU PIA

I whakaterea tētahi hōtaka whakamātau pia kimi wheako i te Kohitātea 2021, ka kopoua ētahi pia tokorua ki ētahi tūranga i Whakaata Māori

MAHI I TE KĀINGA

I whītikina e mātou tētahi 90% o tā mātou ranga kaimahi kia taea ai te mahi i te kāinga, e tautokona ai te mahi hangore, hei āwhina i te noho tōmua o te hauora o te whānau i ngā rā 108 e mauheretia ana e te COVID-19



TE AO WITH MOANA

I pāhotia e mātou te kaupeka hou o te hōtaka whiwhi tohu e kīja ana ko Te Ao with Moana, i toa i te 'Hōtaka Kawepūrongo Pai Katoa' i ngā Tohu Pāpāho Voyager o tēnei tau, te tau whakahiku tuarua i toa ai ia

MANU ĀTEA

I tīmataria a Manu Ātea, tā mātou hōtaka hautū e haere tonu ana, e aroturuki ana i te kokenga o tā mātou mahere mō te whakangungu me te whanake kaimahi

TE RITO

I whakaterea a Te Rito, tā mātou hōtaka Haurapa Kōrero, ki te taha o ētahi atu hinonga pāpāho, i tētahi hononga kōtui ahurei ki te whakangungu, te whakapakari me te whakaruruhau i tētahi kāhui pia tokowaru

2021/22 **Snapshot**

This was another challenging year, which included responses to COVID-19. Despite these challenges, Whakaata Māori still made significant achievements during the 2021/22 fiscal year.

WHAKAATA MĀORI

We officially changed from Māori Television to our reo Māori name, Whakaata Māori, signalling to our audience a significant, refreshed, and new era in serving their needs in te reo me ngā tikanga revitalisation

18 YEARS

We celebrated 18 years of broadcasting with our staff, audience and partners

MĀORI ACTIVE

We launched Māori Active, helping to grow the reach, engagement and reduce the barriers of our rangatahi to participate in sport



MĀORI+

MĀORI+ and new social media hub were launched, providing increased content access and ways to connect for audiences

LANGUAGE

Hosted 215 people at Kura Whakarauora, a two-day reo revitalisation and language planning wānanga

NZTV AWARDS 2021

We won three categories at the 2021 New Zealand Television Awards:

- NZ On Air Best Documentary Loimata: The Sweetest Tears
- Television Personality of the Year Nix Adams
- Te Māngai Pāho Best Reo Māori Programme Rage against the Rangatahi MMXX



ANZ AWARDS 2021

Recognition for excellence in promotion with four wins at the International Promaz ANZ Awards 2021:

- Rookie of the Year Rocket Award for Best Newcomer
- Two golds for promotion of the documentary, Ake Ake Ake - The Story of the Battle for Ihumātao
- Silver for Whakaata Māori election campaign

BEST SHOW

Ahikāroa was awarded Best Show at the NZ Web Fest awards and received awards for Best Actress (Turia Schmidt-Peke) and Best Ensemble

THE ORANGA WHĀNAU FUND

Created The Oranga Whānau Fund, established to support staff who have completed 12 months of service with a oneoff \$500 fund to support themselves and their whanau with payment support for Whai Matauranga (education-related costs such as school uniforms or extra-curricular tuition fees), Whai Hauora (health & wellbeing activities supporting hauora, including gym memberships or tamariki sports-related costs) or Whai Tikanga (activity that fosters belonging within te ao Māori such as activities on the marae or within iwi/hapū)

DEVELOPMENT

Led a series of sector Workforce Development wananga, ensuring we understand and continue to support the needs of our production community

WHAKANGUNGU AHUMAHI

Created Whakangungu Ahumahi, a workforce development 12-month programme of action that will improve recruitment, retention, and development for Whakaata Māori and the broader media sector

MATARIKI

We proudly presented a full day's coverage of the first Matariki National Day of Celebration and hosted Ngā Tohu Matariki o Te Tau 2022, celebrating Māori success



INTERNSHIP PROGRAMME

Launched a pilot internship programme in January 2021 and hired two full time cadets into positions at Whakaata Māori

FLEXIBLE WORKING

We equipped 90% of our workforce to be able to work from home and embraced flexible working, helping to prioritise whānau health during the 108-days of COVID-19related lockdowns



TE AO WITH MOANA

We delivered a new season of award-winning Te Ao with Moana, which won 'Best Current Affairs Programme' at this year's Voyager Media Awards for the second year running

MANU ĀTEA

Commenced Manu Ātea, our leadership programme which continues and monitors the progress of our staff training and development plan

TE RITO

Launched our Te Rito Journalism programme, alongside other media entities, in a unique partnership to train, upskill and mentor a cohort of nine cadets



Apataki Pouaka Whakaata ā-Tau a Whakaata Māori

2.8 miriona²



Kaiwhakamahi Tuihono ā-Tau

3.1 miriona³



Tirohanga Ataata Tuihono ā-Tau

6.1 miriona⁴



Tirohanga Ataata Pāhopori

Neke atu i te 21 miriona⁵

HUNGA WHAI PĀHOPORI



67,459 Kiriwhakamiha



56,287 Kiriwhakamiha



433,144 Kiriwhakamiha



in 4,042 Hunga Whai



You Tube

13,310 Kaitūhono

^{2 (}ki te 1.2 miriona toharite ā-marama 2021) - Puna: Cume Toronga Neilson Ratings 1 o Hōngongoi 21 – 30 o Pipiri 22

³ Puna: Google Analytics Kaiwhakamahi Hou o nga paetukutuku o Maoritelevision.com, Teaonews.com atu i te 1 o Hōngongoi 21 – 30 o Pipiri 22

⁴ Puna: Brightcove toronga ataata atu i te 1 o Hōngongoi 21 – 30 o Pipiri 22

⁵ Puna: Falcon Analytics (Tuku, Te Ao Moana, Te Ao, Te Reo, Whakaata Māori)



Whakaata Māori Annual **Television Audience**

2.8 million²



Annual Online Users

3.1 million³



Annual Online video views

6.1 million⁴



Social Media Video Views

Over 21 million⁵

SOCIAL MEDIA FOLLOWING

Instagram

67,459 Fans

් 56,287 Fans

F

Facebook

433,144 Fans

in 4,042 Fans



You Tube

13,310 Subscribers

^{2 (}vs. 1.2million monthly average 2021) - Source: Cume Reach Neilson Ratings 1 July 21 – 30 June 22

³ Google Analytics New Users of websites Maoritelevision.com, Teaonews.com over the period 1 July 21 – 30 June 22

⁴ Brightcove video play over the period 1 July 21 – 30 June 22

⁵ Falcon Analytics (Tuku, Te Ao Moana, Te Ao, Te Reo, Whakaata Māori)

Nā te Toihau Te Terenga o te Waka o Whakaata Māori

I tēnei tau, kua mōhio mātou mā te mārama o te whakatere, mā te āta whakariterite, mā te auaha me te manawa kai tūtae e ū ai a Whakaata Māori ki te ūnga e whāia ana e ia - ki tētahi wāhi e tōnui ai a ngāi Māori me te reo Māori. I roto i ngā tau e haere ana mātou, kātahi anō ka pēnei rawa te hiranga o te titiro whakamua a ngā kaihoe katoa o tō mātou waka, te titiro ki tua noa atu.

Kua whakapaua tētahi wāhanga nui o te tau nei ki ngā taumata mataara 1 & 2 (108 rā te tapeke) mō Tāmaki Makaurau. Ahakoa te mahi mai a tētahi 90% o ā mātou kaimahi ki te kāinga, i haere tonu te mahere me te rapu huarahi mahi hou e noho haumaru ai, e hono tonu ai tētahi ki tētahi.

I ēnei wā, e arotahi ana mātou ki te noho ora o ā mātou kaimahi me ērā e mahi tahi atu ana mātou, me te whai kia taea tonuhia tā mātou pāho. I taea e Whakaata Māori te pāho i te hōtaka mātauranga reo Māori, a Mauri Reo Mauri Ora, mō te 14 wiki me te tiaki tonu i te taha whakahaere 24/7. I tā mātou oke kia hono tonu ā mātou kaimahi mā roto i te hononga matihiko, he maha ngā āhuatanga i akoako ai a Whakaata Māori.

E harikoa ana au ki te kī ake i tino hira tō mātou tīma, i puta ngā ihu i ēnei āhuatanga hou, tauhou ki a mātou. Kua whakaaroaro tō mātou tīma ki te nekehanga i ngā 'pakihi o ia rā' ki te tiaki tauira whakahaere mahi i runga i te whai tikanga ka taea i raro i te ao mahi hou, mō ā mātou kaimahi me te

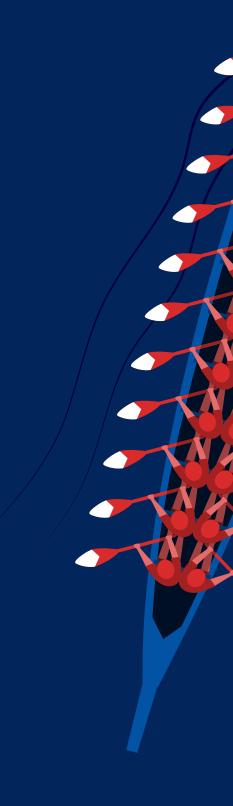
whakahaere, mō ō mātou hoa kōtui anō.

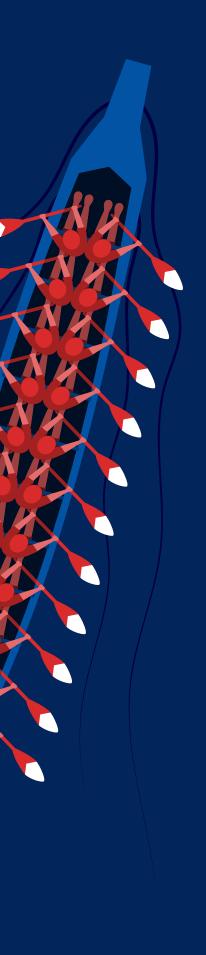
He waka kōtuia kāhore e tukutukua ngā mimira.

Ahakoa te maha o ngā pākahatanga i te whakaroaroa, te herea o ētahi wāhanga o te taha pakihi, o ngā huihuinga me ngā tūmahi - e whakamihi ana au i te katoa o ngā kaimahi a Whakaata Māori, ngā kaihoe o te waka e hoea ana e mātou katoa me ngā mahi i tutuki e whakamāramahia ana i te pūrongo nei. Kei te whai haere tonu a Te Huapae i tā mātou haerenga i tā mātou tahuri ki te tirohanga torowhānui ki te hunga e kawea ana e mātou o ngā kaimahi, ngā apataki me ngā hoa kōtui.

I whai mātou ki te tiaki i te torohakitanga i whakaaturia e mātou i ā mātou inenga putanga o ngā tau e rua ka hori. Ahakoa te COVID-19 me ngā wero i tū mai ki te aroaro o te rāngai, kua tutuki ngā mahi hei whakatutuki mā mātou me te whai painga ki tēnā me tēnā o ā mātou putanga. Ko ētahi mahi tāpua matua ko:

- · Te piki ake o te whai wāhitanga a ngā kaimahi o te whakaheia rānei
- · Te piki o ō mātou apataki matihiko
- Ētahi hononga kōtui hou a Māori Active - ki te NZ Schools Collective, e pāho ana i te hākinakina kura tuarua ka whakawhānui i tā mātou totoro ki te hunga rangatahi





From the Chair The journey of our waka

Commencing this year, we noted the Whakaata Māori journey requires clear navigation, planning, innovation and risk-taking to reach our ultimate destination a place where Māori people and Māori language are thriving. Now more than ever, this journey has required all aspects of our waka to be looking ahead and beyond.

A large part of this year has been spent in alert levels 1 & 2 (108 days in total) for Tāmaki Makaurau. While nearly 90% of our staff worked from home, our team continued to chart and ensure new ways of working to keep each other safe and remain connected.

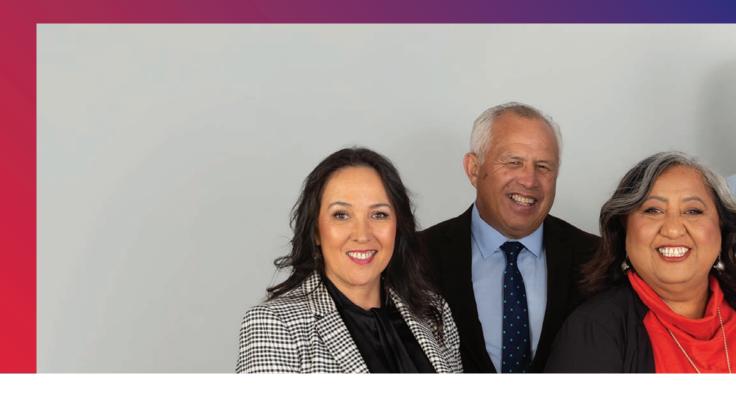
During these times, our focus was on ensuring the wellbeing of our staff and those we work with, whilst maintaining our ability to go to air. Whakaata Māori was able to broadcast the Mauri Reo Mauri Ora te reo Māori educational programming for 14 weeks and maintained 24/7 operations without fail. Our work to keep our staff connected through digital engagement has created many lessons for Whakaata Māori.

I am pleased to say our team excelled and came through this new and unchartered territory. Our team has reflected on the shift from 'business as usual' to hold an operating model that is as effective as possible under a new normal, for our staff and organisation, and for our partners. He waka kōtuia kāhore e tukutukua ngā mimira - A canoe that is interlaced will not become separated at the bow.

Whilst there were many impacts due to delays, restrictions on parts of our business and events and activities - I acknowledge all Whakaata Māori staff as kaihoe in this waka we journey together on and the achievements we outline in this report. Te Huapae continues to track our journey where we took a holistic view at who we impact across staff. audience, and partners.

We'd looked to maintain the momentum we'd demonstrated in our outcome measurements of the last two years. Despite COVID-19 and the challenges the sector has faced, we have met our performance targets and achieved impact across each of our outcomes. Some key highlights are:

- Increased staff engagement or satisfaction
- A growth in our digital audiences
- A new partnership with the New Zealand Sport Collective (NZSC) - Māori Active broadcasting secondary school sports that will increase our reach with rangatahi



He tau Whakanui te tau

I te Poutūterangi, ka whakanuia tō mātou huritau 18, i te Pipiri, ka tīmata tētahi takiwā hou i te panonitanga o tō mātou ingoa hokohoko ki tō mātou ingoa Māori, ki a Whakaata Māori.

He nui whakaharahara te whai wāhi atu ki te huihuinga hura, whakatere i tō mātou ingoa hou, a Whakaata Māori, i whakaatahia ai te wāhi kua tau mai nei mātou me te tawhiti o te haere a te reo. Tūhono anō ana te kanohi o mua, maharatia ana hoki ngā kanohi kua whatungaro.

I whakatūria a Whakaata Māori i runga i tētahi kōkiritanga roroa a ngāi Māori ki te tiaki i te reo me ngā tikanga Māori. Mai i tō mātou whakatūria 18 tau ki muri, kua kōrerohia e mātou ā tātou kōrero ki a Aotearoa me te ao. I te paunga o te 50 tau mai i te mauria atu o te petihana reo Māori i waitohua e te 30,000 ki te pāremata – tētahi wā hiranga ki te whakarauoratanga o te reo Māori – kei te haere tonu tā mātou tuku i ā tātou kōrero, ki te tūhono me te whakaohooho apataki, ki te whakahōnore hoki i a tātou taonga tuku iho me te kōrero tuku iho.

I te karakia motuhake o te atatū, ka takahi whakamua anō mātou ko Te Puhi Ariki o te Kiingitanga, te Minita Whanaketanga Māori, a Te Mātāwai, te Iwi, ngā Kaihautū Hapori, Kaihautū Pāpāho me ētahi atu o te ao pāpāho iwi taketake, ngā Kura me ngā kaimahi, ki anamata. Me ngākau whakahī i taua wā hiranga, neke noa atu hoki i te panonitanga ingoa noa – he wā e tohu ana ko wai tātou, e ahu pēhea ana tātou.

He tau hira te tau 2022, kua 50 tau mai i Te Petihana o Te Reo, mai i Te Matatini, kua 40 tau te Kōhanga Reo. Ehara ko Aotearoa anake kei te whakanui i te ahurea iwi taketake. I tāwāhi, kua tohua e te United Nations General Assembly te wā atu i te 2022 ki te 2032 ko te 'International Decade of Indigenous Languages' kia arongia ai te tūnga mōrearea o ētahi reo taketake maha puta noa i te ao. E tuwhera ana te ngākau ki tēnei reo karanga ki te ao kia tiakina, kia whakarauoratia, kia whakatairangatia te reo

Te Taonga Kua Tukua Iho ki a Mātou

Hei whakatepe ake, e mihi ana au ki Te Rūnanga o Whakaata Māori, ki te Poari, aku hoa kaihoe kua urungi i te waka nei i te wai tuarangaranga, i te wai marino. Kua hua mai i te otinga o te arotakenga o te ao pāpāho Māori te hiahia kia mōhio tūturuhia te whāia tonuhia o tō mātou huarahi. Whakamahia ana mātou i tō mātou haerenga, i tukua iho ki a mātou hei rauhī tonu i ngā reanga ki tua me te whakapūmau i te ngākau auaha o ō tātou tūpuna, ki te rapu huarahi hou me te rapu rongoā ki ngā āhuatanga e tū mai ana ki te aroaro. He rāngai kaha, he rāngai manawaroa mātou, he kāhui toa ka pāho tonu i te kōrero Māori ki roto atu i te rautau 21.



Lamie Turla

Jamie Tuuta **Toihau**



It has been a year of Celebration

In March, we celebrated our 18th birthday, and in June, the dawn of a new era began when Māori Television officially changed our trading name to our reo Māori name. Whakaata Māori.

Being a part of the unveiling event and launching of our new name, Whakaata Māori, was a momentous occasion and the perfect reflection of where we are and how far te reo has come. Faces from the past were able to reconnect and it was also a time to remember those no longer here.

Whakaata Māori was founded through a long campaign by Māori to protect te reo mengā tikanga Māori. Since our conception 18 years ago, we have been telling our stories to Aotearoa and the world. And during a milestone year of 50 years since the Te Reo Māori petition was delivered with 30,000 signatures to parliament - a significant moment in the revitalisation of te reo Māori - we have continued to share our stories, connecting and inspiring audiences, and honour our great legacy and history.

During a special dawn karakia, we took further steps towards the future with Te Puhi Ariki of the Kiingitanga, Minister for Māori Development, Te Mātāwai, Iwi, Community Leaders, Media Leaders, other Indigenous broadcasters, Kura and staff. It was a special moment to be proud of, as it was more than just a name change - it was and is a testament to who we are and where we are heading.

2022 is a significant year, 50 years since Te Petihana o Te Reo, Te Matatini and 40 years of Kōhanga Reo. It is not just Aotearoa celebrating Indigenous culture. Internationally, the United Nations General assembly has declared the period between 2022 and 2032 as the 'International Decade of Indigenous Languages' to draw attention to the critical status of many indigenous languages across the world. We welcome this global call to action for preservation, revitalisation, and promotion.

Our Entrusted Legacy

Finally, I acknowledge Te Rūnanga o Whakaata Māori, as a Board, my fellow kaihoe that have steered this waka through many difficulties, towards calmer waters. The completion of the Māori Media review creates much-needed certainty to continue our journey. Our journey, a legacy entrusted in us to continue to nurture for future generations while embedding the innovative mindset of our tūpuna required us to find new opportunities and solutions to the situations we face. We are a strong and resilient sector, and a powerful collective that will continue to deliver Māori stories into the 21st century.



Lamie Sunfa-

Jamie Tuuta **Toihau**

Nā te Tāhuhu Rangapū

E kore au e ngaro, he kākano i ruia mai i Rangiātea.

Kua mutu te tau pūtea 2021/22 i runga i te āhuareka, ahakoa ngā wero me te pākaha tonu o te COVID-19, te mate urutā o te ao.

I te 17 o Hereturikōkā 2021, ka neke a Aotearoa ki te Taumata Noho Mātaara 4, ka noho mauhere tonu mō te rima wiki. I te 3 o Hakihea, ka neke a Tāmaki Makaurau ki te takiwā Whero i raro i te pūnaha rama huarahi mō te COVID-19, ka noho tonu ki tēnei takiwā ki te paunga o Hakihea.

I tā mātou i wheako ai i ngā mauheretanga o te COVID-19 i te tau o mua atu, ka waia mātou ki te mahi i raro i te āhuatanga kaiuaua, whakapātari nui, kīhai hoki i rerekē ake te tau 2021/22.

Ahakoa ngā whakararu mai a te COVID-19 ki te whakaputa kaupapa, i puta tonu i a Whakaata Māori ētahi hāora e 695 o te kaupapa pāho hou, kaupapa auaha ki te reo Māori, ko te 650 hāora e whāia ana. I tētahi tau i pēhia ai e te COVID-19, ko ētahi hāora maha tonu o ngā hāora nei e pāhotia ana ko te kaupapa kawepūrongo. He tino hiranga te wāhi ki a Whakaata Māori ki te pāho kawepūrongo o te wā tonu, ki te reo Māori me te reo Ingarihi, ki a ngāi Māori me ngā hapori uaua te toro atu.

Kumea mai ana e tā mātou waitohu kawepūrongo, e Te Ao Māori News, me āna hōtaka tētahi apataki 654,346, kei roto anō i tēnei tētahi apataki pouaka whakaata neke atu i te hāwhe miriona i ia tau mō Te Ao Mārama. I haere tonu te takahi moana hou a tā mātou hōtaka kawepūrongo, a Te Ao with Moana, me te tohua ko te hōtaka Kawepūrongo pai katoa, te tau whakahiku tuarua mōna. Tutuki ana i ā mātou kaupapa kawepūrongo te 12% o te piki ake haere he tau (toronga apataki toharite ā-wiki), e 20% te piki ake haere he tau rere noa i ngā paepāho matihiko.

Mō te inenga angitu tarāwhare, ka whai mātou kia 10% te piki ake o ngā otinga toronga apataki mō ngā kaupapa pāho katoa haere he tau. Ahakoa ngā whakaroaroa nui mō ngā kaupapa i ngā tau pūtea o te 2020/21 me te 2021/22, e pūrongo ana mātou i te 11% o te piki ake o ngā apataki haere he tau i ētahi paepāho maha.

I uru atu ki ā mātou hōtaka e mātaki nuitia ana i tā mātou taupānga a MĀORI+, nō nā noa nei i whakaterea ai, tētahi whakaari rangatahi e kaingākautia ana, a Ahikāroa, a TM50 2021 Haka Ngahau ā-Rohe, me Kairākau II. Neke atu i te 44,000 kaimātaki e auau ana te whakamahi i te MĀORI+ ki te mātaki kaupapa Māori mōtohe. I te wā ki a Matariki i te Pipiri 2022, ka whakaterea te taupānga matanui o MĀORI+, ka mutu, ahakoa te hou ki te mākete, kua neke atu i te 126,000 ngā rerenga ataata. Kei te kaha kē atu te tupu o Māori Active, tā mātou hongere TiriAta mō te hākinakina kura tuarua, neke atu i te 210,000 ngā tirohanga ataata i ētahi huinga hākinakina 16. E ngākau whakahī ana a Whakaata Māori ki te tautoko i te hunga rangatahi me te hākinakina o te hau kāinga. Kua neke noa ā mātou tūmahi matihiko i tērā i wawatatia ai, inā rā, e 21% te piki ki runga ake i ngā paerewa i whakaritea nā runga i ngā mahi i tutuki i te tau o mua atu.

Kua noho mai ētahi huihuinga ā-tau e mōhiotia ana nā Whakaata Māori, pērā i Ngā Tohu Matariki o te Tau, i a Matariki, Te Rā o Waitangi me Te Rā o Anzac. I tā tātou hararei tūmatanui hou o Te Rā o Matariki, 140% te piki ake o ngā apataki pouaka whakaata. I piki anō te hunga mātaki i ngā kaupapa o Waitangi me Te Rā o Anzac, inā rā, neke atu i te 242,000 i mātaki i te pāhotanga mataora o te Rā o Anzac i Rotorua. Kumea ana e te raupapa pakipūmeka i whakawhiwhia ki te tohu, a Chatham Islanders, tētahi apataki pouaka whakaata e 337,000, i whakawhiwhia hoki ki te tohu Rauwhero i te New York TV & Film Awards 2022.

E waingōhia ana i ngā otinga o te Rangahautanga Apataki me te Hauora Waitohu e tohu ana e 70% o te hunga mātaki Māori kei te whakapono he pārekareka, he ngahau, he hāngai ngā kaupapa a Whakaata Māori, ka mutu, e 70% o te hunga mātaki Māori e whakaohotia ana, e whakaāheitia ana ki te ako i te reo Māori. E whakaatu ana ngā otinga nei i ngā painga e puta ana i a mātou ki te tautoko i ngā mahi whakarauora reo, ki te whāinga anō a te Maihi Karauna kia neke atu i te kotahi miriona te hunga kōrero Māori i mua i te 2040.

From the CEO

E kore au e ngaro, he kākano i ruia mai i Rangiātea. I will never be lost, for I am the seed which was sown from Rangiātea.

We end the 2021/22 financial year with pleasing results, despite the challenges and ongoing impact of the COVID-19 global pandemic.

On 17 August 2021, Aotearoa New Zealand moved to Alert Level 4 and stayed in lockdown for five weeks. On 3 December, Auckland moved to the Red setting under the COVID-19 traffic light system and stayed at this setting until the end of December.

Our experience working through COVID-19 lockdowns in the previous year meant we were used to working under strenuous and challenging circumstances, and 2021/22 was no different.

Despite the COVID-19 disruptions to productions, Whakaata Māori delivered 695 hours of new and innovative te reo Māori content against a target of 300 hours. In a year that was dominated by COVID-19, many of these hours were made up of news and current affairs content. Whakaata Māori played an important role in sharing up-to-date news, in te reo Māori and English, with Māori and hard-toreach communities.

Our news brand, Te Ao Māori News, and its range of news programmes attracted an annual television audience of 654,346, which includes over half a million each year for Te Ao Mārama. Our flagship current affairs programme, Te Ao with Moana, continued to chart new waters and was named the Best Current Affairs programme for the second year in a row. Our news efforts achieved a 12% increase year-on-year (average weekly audience engagement) and 20% increase year-on-year across digital platforms.

As an internal success measure, we aim to increase our audience engagement results for all content by 10% year-on-year. Despite the significant delays to content in the 2020/21 and 2021/22 financial years, we can report an 11% growth in audiences year-onyear across multiple platforms.

Our most watched programmes on our recently launched app, Māori+, included popular youth drama, Ahikāroa, TM50 2021 Haka Ngahau ā Rohe and Kairākau II. More than 44,000 viewers have downloaded Māori+ and are watching compelling Māori content. During Matariki in June 2022, the Māori+ big screen app was launched and while it is relatively new to the market, it has had more than 125,000 video streams. Māori Active, our YouTube channel for secondary school sports, continues to go from strength to strength and received more than 210,000 video views across 16 sporting events. Whakaata Māori is proud to support rangatahi and grassroots sports. Our digital activities have surpassed our expectations, with a 21% increase over and above benchmarks set on the performance of the previous year.

There are annual events that have become synonymous with Whakaata Māori, including Ngā Tohu Matariki o te Tau, Matariki, Waitangi Day and Anzac Day. On our newly created public holiday of Matariki Day, television audiences increased by 140% on the day. More viewers tuned into Waitangi and Anzac coverage, with more than 242,000 watching our live Anzac Day broadcast in Rotorua. The awardwinning documentary series, Chatham Islanders, attracted a television audience of over 337,000 and won Bronze at the 2022 New York TV & Film Awards.

We are pleased with the results of the Audience and Brand Health Survey that indicate that 70% of Māori viewers believe that Whakaata Māori content is engaging, entertaining and relevant, and 70% of Māori viewers are inspired and enabled to learn te reo Māori. These results demonstrate the impact we are having in supporting language revitalisation efforts and towards the Maihi Karauna goal of having at least one million speakers of te reo Māori by 2040.



He wāhi hiranga anō tō Whakaata Māori ki te tautoko i te hunga mātaki matatau. E mātaki ana a ngāi Māori i te kaupapa Māori mō tōna 3.3 hāora nei i te wiki, kia whakatairitea tēnei ki te 2.3 hāora mō te hunga tauiwi. Ko te hunga matatau, kei tōna 6 hāora nei i te wiki mō rātou, kia whakatairitea tēnei ki te 2 hāora mō te hunga kīhai i matatau. Neke atu i te 8 hāora o te kaupapa pāho a Whakaata Māori kei te mātakihia e tētahi hautoru o te hunga matatau ki te kōrero i te wiki. E tohu ana ngā otinga nei i te Maihi Māori e arotahi nei ki te whakamahia o te reo Māori i ngā kāinga me ngā hapori. Ko te whakakitenga a te Maihi Māori ko te whai kia ūkaipō anō te reo. Mā roto i ngā kaupapa e pāhotia ana e mātou me ngā whaitua rumaki ka hangaia e ngā kaupapa nei, e tautoko ana mātou i ētahi putanga taumata tiketike e rua o te Maihi Māori e aro nui ana ki te whakahoki ake i te reo Māori ki ngā kāinga.

E harikoa ana mātou ki te pūrongo i ngā otinga nei i te tau e whakamaharatia ai te 50 tau mai i te kawea atu o te petihana reo Māori ki te Pāremata i te 1972, me te 35 tau kua hori mai i te whakamanahia o te reo Maori. I muri i te 18 tau e mahi ana i raro i te ingoa Māori Television, i tika tā mātou kauawhi i tō mātou ingoa reo Maori a Whakaata Māori, e koke ai te kaupapa tuku iho a ō tātou tīpuna i whawhai nei ki te whakaora ake i te reo kua tata te ngaro, e tūturu ai te kore e ngaro o te kākano i ruia mai i Rangiātea.

Hei te tau pūtea 2022/23, ka whai mātou ki te arotake i tā mātou anga putanga heke i ngā reanga, a Te Huapae, ka whakaū ai i Te Huapae Tata, tā mātou mahere mahi mō te rua tau. I whakatūria a Te Huapae i te 2018 ka whakaūngia i te 2019, i te wā e whanake

tonu ana ō mātou hoa kōtui matua i ā rātou anga. I tā mātou whai wāhi atu ki Te Whare o te Reo Mauriora, ka mahi tahi mātou ki ētahi atu whakahaere kia mārama tūturu ai te aronga, te tūnga me te hāngaitanga rere i ngā putanga me ngā whainga. Mā konei hoki e whai huarahi ai mātou ki te whakamahine i tā mātou anga inenga whakatutukinga, e hua te rite mō āpōpō atu i a mātou ka whakawhiti atu i tā mātou tikanga whai tahua ki tētahi tikanga hou ka whanake tahitia ki Te Puni Kōkiri. E tuwhera ana hoki mātou ki te koromakinga kia tōia mai tā mātou ture ki te ao hou kia tika ai te whakaataria o te wāhi tūturu ki a matou ki te whakangata i ngā hiahia me ngā whanonga o te hunga mātaki ka huri tonu, ka huri tonu.

E tautoko ana mātou i ngā nekehanga ki te whakatika i ngā tikanga tīwekaweka taha pūtea kei waenga i te whakaputa kaupapa pāho a ngāi Māori me ngāi Tauiwi. Kua takoto mai ngā tikanga tīwekaweka nei ki ngā putanga o te Arotakenga Rāngai Pāho Māori i pūrongohia i nā tata nei, i konei kua whai huarahi te rāngai ki te mahi tahi ki te kāwanatanga me ana āpiha ki te hiki i ngā taumata pūtea. E rikarika ana hoki ki te ārahi i te hanganga o te rautaki whanake ranga kaimahi a te rāngai Pāho Māori. E rite ai te rāngai mō ngā mahi āpōpō atu, me ōrite te taha pūtea hei tautoko i te auahatanga, te mahi ngātahi, te whakapakari pūmanawa, me te mauroa o te whanake ranga kaimahi.

Hei whakatepe ake, kia mihia e au aku hoa mahi mō rātou i ngākau pūmau ai, i kohara nui ai ki tā rātou mahi. I tētahi tau i whakapaua e te tokomaha mō tētahi whā marama nei te mahi mai i tawhiti hei te mahi a te moke, hau ana te katoa o ā mātou ūnga tutukinga apataki. I piki ake hoki tā mātou tapeke toronga kaimahi ki te 3.9 o roto i te 5, rere i ngā tikanga inenga matua mō te hautūtanga, te mahi, te whai painga me te noho mārama ki te kauapapa matua o te whakahaere. E tohu ana tēnei i te ngākau pūmau o ngā kaimahi ki a Whakaata Māori ki te whakarato i ngā apataki me ngā hapori rere i te motu.

Kia tīkina atu ngā kupu o tā mātou haka, Whakahuatia ake, ko wai te ingoa? Ko wai te ingoa? Ko Whakaata Māori! Ko Whakaata Māori! Tēnei kua tū, tēnei kua tōmau, tēnei kua tau. Auē, auē, auē hā!



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Shane Taurima **Tāhuhu Rangapū**

Whakaata Māori is also playing an important role in supporting fluent audiences. On average, Māori watch 3.3 hours of Māori content per week compared to 2.3 hours per week for non-Māori. Fluent speakers watch almost 6 hours per week on average compared to 2.1 hours for non-fluent speakers. A third of fluent speakers watch more than 8 hours of Whakaata Māori content per week. These results speak to the Maihi Māori which focuses on Māori language use in homes and communities. The vision of the Maihi Māori is, kia ūkaipō anō te reo. Through the content we deliver and the immersion settings this content creates, we support the two high-level outcomes of the Maihi Māori which focus on the restoration of te reo Māori in homes.

We are pleased to report these results in a year that we commemorate 50 years since the Māori language petition was presented to Parliament in 1972, and 35 years since te reo Māori was made an official language. It was also fitting that after 18 years of trading as Māori Television, we embraced our reo Māori name of Whakaata Māori to advance the legacy of our tipuna that fought to reclaim our language that was nearly lost, and ensure that the seed sown in Rangiātea is never lost.

In the 2022/23 financial year, we will take the opportunity to review our inter-generational outcomes framework, Te Huapae, and confirm Te Huapae Tata, our two-year action plan. Te Huapae was established in 2018 and confirmed in 2019, at a time when key partners were still developing their frameworks. As a contributor to Te Whare o te Reo Mauriora, we will work with other organisations to ensure clarity of purpose, role and alignment across shared outcomes and goals. This will also give us the opportunity to refine our performance measurement framework, and to ensure that it is fit for the future as we transition from our current funding structure to a new structure that will be developed with Te Puni Kōkiri. We also welcome the intent to modernise our legislation to better reflect the role we actually play in delivering to the changing needs and behaviours of viewers.

We support moves to address the longstanding issue of funding inequities that exist between Māori and non-Māori content production. The recently reported outcome of the Māori Media Sector Review puts these issues of inequity on record and provides the sector with the opportunity to work with government and officials to lift funding levels. We also look forward to leading the creation of the Māori Media sector workforce development strategy. For the sector to be fit for the future, we require equitable funding that supports creativity, collaboration, skills growth, and long-term workforce development.



In conclusion, I want to thank my colleagues for their ongoing dedication and passion for their work. In a year that many spent working more than four months remotely and in isolation from others, we exceeded all our audience performance targets. We also improved our kaimahi engagement score to 3.9 out of 5 across all key metrics of leadership, work, contribution and understanding organisational purpose. This is testimony to the unwavering commitment of kaimahi to Whakaata Māori and serving audiences and communities across the country.

As the words of our haka state, Whakahuatia ake, ko wai te ingoa? Ko wai te ingoa? Ko Whakaata Māori! Ko Whakaata Māori! Tēnei kua tū, tēnei kua tōmau, tēnei kua tau. Auē, auē, auē hā!



Shane Taurima Tāhuhu Rangapū

Tā Mātou Mahere Whai ki te Angitu

Kia whakakahangia, kia tiakina ngā mahi kua tutuki

I te mea he whakahaere mātou e whakawhirinaki ana ki te pūtea tūmatanui me te pūtea whakataetae, me āta whakaaro tonu mātou ki tā mātou i whakatau ai mō te kaupapa pāho, te take tōmua, mō te whakahaere me te whai huarahi hononga kōtui. E arahina ana ngā whakatau nei e tā mātou mahere rautaki pae tawhiti, a Te Huapae, me tā mātou mahere mō te rua tau, Te Huapae Tata.

Te Huapae

Kei te ārahi tonu a Te Huapae i tō mātou ahunga e tutuki ai tā mātou whakakitenga mō te whakahaere. Mai i te 2018, kua nekehia mātou i te arotahi ki te whakatutukinga ki te whakatutuki putanga. Mā te kawea ake o tētahi tikanga pai ake ki te ine me te aromatawai i tā mātou i kawe ai, kei te kite mātou i ngā putanga tōtika e tutuki ana i a mātou me tā mātou i tāpae ai ki ā mātou putanga ko ō mātou hoa kōtui.

Ka whakaratoa e tā mātou rautaki, tā mātou mahere te mahere whai hei whakamahi mā ngā kaimahi e noho mārama ai, e whakatinanahia ai, e tutuki ai ā mātou whāinga me te arotahi tonu ki tua, ki te whakarite

I te pikitanga o te pūtea, kua tautuhia e tā mātou rautaki ētahi takiwā aronga matua e whā, pērā i te Paepāho, te Kaupapa Pāho, te Hononga Kōtui me te Pūtea.

kōwhiringa rautaki mō ngā rauemi e wātea ana.

Ko ia ka tohu i te mahere whai e noho ai a Whakaata Māori hei whakahaere matihiko ki mua, e kakama ai, e 'rite ai mō anamata' me te mahi anō i tētahi takiwā e tūtū tonu ai te wero - i mōhiotia, i ara noa ake, pērā i:

Te Huapae Tata

Ko Te Huapae Tata tā mātou mahere rautaki mō te rua tau, i whanaketia ki te tautuhi i ngā kōwhiringa rautaki matua me ngā take tōmua ka ārahi i a Whakaata Māori ki te whakapau

- · Te tere huri o te whanonga apataki me ngā hangarau waihanga/pāho kaupapa
- Te COVID-19 me ōna pākahatanga ki ā mātou kaimahi, ki te taha whakahaere me te rāngai whānui
- · Te pūtea tōkeke rere noa i te rāngai pāho tūmatanui me te rāngai pāho Māori

Kei te pūtake o te inenga o tō mātou angitu whānui ki te whai i tā mātou whakakitenga, ko te angitu me te titiro a te hunga whai painga ki a Whakaata Māori: ā mātou kaimahi, ō mātou hoa kōtui, me tā mātou apataki.



Kaimahi

Kei te hangaia e mātou tētahi whakahaere kaupapa Māori e tōnui ana, e kauanuanutia ana ka whakaāhei i te iwi ki te hanga i ō rātou ake hononga ki te reo me te ao Māori



Mā ō mātou hoa kōtui

Mahi tahi ai mātou ki ō mātou hoa kõtui kia tutuki ai ā rātou ake rautaki whakarauora i te reo me ngā tikanga Māori



Apataki

Ka pāhotia e mātou te kaupapa whakangahau e hāngai ana ka tūhono i te apataki ki te ao me te tikanga Māori ka whakaohooho, ka tautoko anō i a rātou ki te ako me te whakamahi i te reo

Our Roadmap to Success

What we've achieved must be strengthened and nurtured

As an organisation reliant on public and contestable funding, we need to make careful decisions around content, priorities for the organisation and pursuing partnership opportunities. Guiding these decisions is our long-term strategic plan, Te Huapae, and our short-term two-year plan, Te Huapae Tata.

Te Huapae

Continues to set our course for achieving our vision for the organisation. Since 2018, it has shifted us from focusing on outputs to achieving outcomes. By adopting an improved way to measure and evaluate our impact, we can see the direct outcomes we achieve and our contribution to outcomes we share with our partners.

Our strategy and plan provide the roadmap our staff can use to understand, implement, and achieve our goals while remaining focused on the future and making strategic choices with our available resources.

With the increase of funding, our strategy has identified four key areas of focus, including Platforms, Content, Partnerships and Funding.

It provides the roadmap for Whakaata Māori to be a digital-first, agile and 'fit for the future' organisation, while working in a space that often presents challenges - anticipated and unexpected, including:

Te Huapae Tata

Is our two-year strategic plan, developed to define key strategic choices and prioritise initiatives that inform where Whakaata Māori will focus resources.

- · Rapid changes in audience behaviour and content creation/delivery technologies
- · COVID-19 and its impacts on our staff, operations, and the wider sector
- Equitable funding across the public media sector and the Māori media sector

Measurement of our overall success in working towards our vision is based on the success and views of those who contribute to Whakaata Māori: our staff, our partners, and our audience.



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



Partners

We work with our partners to achieve their own strategies to revitalise te reo me ngā tikanga Māori



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

Te Āhua o tā Mātou Mahi e Kawea ai 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 te reo me te ahurea i ngā kaupapa pāho me te kōrerohia o ā tātou kōrero.



Ko Te Mātāwai rātou ko ngā Minita whai kawenga ngā kaimātai whānui mō Whakaata Māori, ko tā rātou he ārahi i a mātou mā ngā iwi me ngāi Māori ki te whakarauora i te reo Māori. Ko tāna he arotahi ki te āhua o tā mātou tautoko i ngā nekehanga i te ako i te reo, te noho mātau, te whakamahia me te uaratia o te reo me te noho Māori. Kei raro nei te tirohanga whānui mō te āhua o te whai a Whakaata Māori ki te whakakori i ngā nekehanga nei i tēnei tau ki ā mātou apataki, ki ngā kaimahi me ngā hoa kōtui.

Apataki

Haere he tau, ka uia te apataki mā roto i te Te Paepae Kōrero – tā mātou tikanga rangahau mākete, e arotahi ana ki ngā hiahia me ngā wawata o te apataki Māori - me te kaha o tā rātou whakaae ki tētahi raupapa kōrero mō Whakaata Māori.

E whakaata ana ngā kōrero nei i ngā whāinga a Te Mātāwai mō tā mātou i whakarato ai me te āhua o te whai hua a Whakaata Māori ki te whai wāhitanga a ngāi Māori me ngāi Tauiwi ki te reo me ngā tikanga Māori.

Kua hangaia e tēnei rangahautanga, me te Paepae tonu, tētahi paetīmata hira me tētahi rōpū tīpako hei whakapakari ake, hei whakawhanake mā mātou i ngā tau kei te tū mai. E whakaatu ana ngā uruparenga he tūnga kaha tō mātou, ina koa mō tā mātou i tāpae ai ki te ao Māori tōnui me te tuku ratonga ahurei e uaratia ana.

How we Work to Impact Te Reo Māori Revitalisation

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

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

Audience

Each year, we ask our audience via The Korero Panel - our market research tool, which is focused on Māori audiences needs and aspirations - how strongly they agreed with a series of statements about Whakaata Māori.

These statements reflect Te Mātāwai's goals for our services and relate to how Whakaata Māori has impacted 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 strong position, particularly in terms of our contribution to a thriving te ao Māori and delivering a unique and valued service.



Tauākī Rangahau	Tauiwi	Māori	Tapeke
E tukua ana e Whakaata Māori he ratonga ahurei e hiahia ana, e uaratia ana e au	59.0%	80.7%	62.8%
Ka āwhina a Whakaata Māori i a mātou ko taku whānau ki te toro atu me te ako i te reo Māori	54.6%	77.8%	58.8%
Ka āwhina a Whakaata Māori i te ahurea: kia uaratia te ao Māori, kia tōnui	66.5%	85.9%	70.0%
Nā ngā kaupapa a Whakaata Māori i mārama ake ai au ki te reo Māori	62.2%	46.5%	49.3%
Nā ngā kaupapa a Whakaata Māori i kaha ake ai taku whakamahi i te reo Māori i ia rā	27.4%	53.3%	32.0%
Nā ngā kaupapa a Whakaata Māori i rite tonu ai te whakamahi a taku whānau i te reo Māori	53.3%	28.5%	32.9%
Kei te whakapono au mā Whakaata Māori kē e pāho ngā kōrero a ngāi Māori, e whakatairanga anō i te reo Māori	69.6%	82.2%	71.8%
Ka para huarahi mai a Whakaata Māori mō taku whānau e rumakina ai rātou ki te tikanga me te reo Māori	78.5%	49.5%	54.7%
Ka whakaatu mai a Whakaata Māori i ētahi āhuatanga o tō tātou ahurea taketake ake e kore e kitea i ētahi atu hongere	65.1%	85.2%	68.6%
E whai hua ana te āwhina a Whakaata Māori kia rangona te reo o ngāi Māori i Aotearoa	68.9%	89.6%	72.6%



Nā konei mātou i mārama ai ki te āhua o te whakamahi a ngā whānau i ā mātou kaupapa pāho me te pāpātanga o tēnei ki tō rātou ara ki te reo Māori – te toro atu, te akoako me te whakamahi. Kua āhei mātou i konei ki te tautuhi i te apataki e toro atu ana mātou me te āhua o tā mātou hono atu ka koromaki ai ki te neke katau, ka ine ai i tēnei i runga i te whakamahi i te tauira o KoPA.

E whakamahi ana mātou i te tauiro ine a KoPa, tētahi tikanga wehewehe kiri tāoro ki te rangahau i tētahi haerenga tonutanga mō te ako tonu i te reo me te whanonga taha ahurea, e toru nei ōna āhua, ōna rohenga matua. Ko te Kore, arā, kāore e whakamahia ana, e ngākau tuwhera ana rānei ki te reo Māori, ko te Pō, e manaaki tonuhia ai e te tangata te reo Māori engari e iti ana, kāore rānei e whakamahi, me te Awatea, e āta whakapau kaha ai te tangata ki te kōkiri i te reo Māori.



Survey Statement	Non- Māori	Māori	Total
Whakaata Māori delivers a unique service that I want and value	59.0%	80.7%	62.8%
Whakaata Māori helps me and my whānau engage with and learn te reo Māori	54.6%	77.8%	58.8%
Whakaata Māori helps the culture: te ao Māori to be valued and thriving	66.5%	85.9%	70.0%
I have increased my understanding of te reo Māori through Whakaata Māori content	62.2%	46.5%	49.3%
I have increased my day-to-day te reo Māori usage with the help of content on	27.4%	53.3%	32.0%
My whānau is using te reo Māori more frequently thanks to Whakaata Māori content	53.3%	28.5%	32.9%
I trust Whakaata Māori to share Māori stories and promote te reo Māori	69.6%	82.2%	71.8%
Whakaata Māori content creates opportunities for my whānau to immerse themselves in Māori culture and language	78.5%	49.5%	54.7%
Whakaata Māori shows me aspects of our indigenous culture that we simply wouldn't see on other channels	65.1%	85.2%	68.6%
Whakaata Māori is effective in helping elevate the voice of Māori in Aotearoa	68.9%	89.6%	72.6%



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.

We use the KoPa measurement model, a means of segmenting survey respondents alonga language and cultural behaviour learning continuum that comprises three major states or zones. These are, Kore in which there is no use or receptivity towards Māori language, Pō, where an individual is accommodating of Māori language but there is little to no use and Awatea, where the individual actively strives to advance the Māori language.



Kaimahi me ngā Hoa Kōtui

I Whakaata Māori, e haumitia ana e mātou te mahere reo hei ara atu mā ngā kaimahi me ngā hoa kōtui ki te hanga kāhui tōpū mō te whakarauora i te reo. E tautoko ana mātou i ngā kaimahi me ngā hoa kōtui ki te whakapakari i tā rātou noho mārama, tō rātou matatau me tā rātou whakamahi i te reo i roto i te whakahaere mā roto i te tukanga Mahere Reo takitahi. Ka uru atu ki te tukanga nei te tautuhi i ō whāinga whaiaro mō te ako me te whakapiki i te whakamahia o te reo.

E ngākau whakahī ana mātou ki te whakaatu atu i tēnei tau kua tutuki i tētahi 93% o ā mātou kaimahi ētahi o ā rātou whāinga reo Māori e rua neke atu (ūnga: 70%).

E tautokohia ana te whakarite mahere reo e tētahi hōtaka tūmahi reo whānui ka hanga i te tajao reo rumaki e whai huarahi ai ngā kaimahi ki te whakaharatau, ki te rongo me te whakahoahoa ki te reo Māori.

KURA WHAKARAUORA

Te Rāngai Pāho Māori I te Haratua ka tū te Kura Whakarauora, tētahi wānanga whakarite mahere reo mō te rua rā mā ngā kaimahi me te Rāngai Pāho Māori whānui, i hui tahi ki ētahi mātanga kia mārama ake ai ki ngā āhuatanga o te whakarauora reo.

He kaupapa hiranga tēnei i mārama ake ai ngā kaimahi me ngā hoa kōtui me pēhea tā rātou whakatinana i ngā mahi whakarite mahere reo, whakarauora reo i ō rātou whānau me ō rātou tūnga mahi. Ko te hua o te Kura Whakarauora ko te whanake mahere reo a ngā kaimahi me ngā hoa kōtui mā rātou ake me ō rātou whānau. Ka whakaratoa hoki e Whakaata Māori tētahi raupapa tīpakonga ataata hei rauemi mō te whanaketanga ngaio ki tua.

Ko ētahi atu painga i puta i te Kura Whakarauora ko:

- Te mārama ake ki te whakarite mahere reo mā ngā kaimahi me ngā apataki
- · Te noho mārama ki te whakarite mahere reo, ki ngā waiaro me ngā whanonga a ngā apataki ki te reo Māori
- Te noho mārama ki te āhua o te tautoko a Whakaata Māori i ngā mahi whakarauora i te reo Māori
- Te noho mārama ki te āhua o te tautoko a Whakaata Māori i ngā whānau kōrero i te reo i ō rātou kāinga
- Te mārama ake ki te āhua o te tautoko a Whakaata Māori i ngā whānau mā roto i ngā kaupapa e arahina ana e te iwi me te hapori
- Te whakaae kia toro atu ki ngā ataata tautoko i te whakarauoratanga o te reo Māori me te whakarite mahere hei whakamahi āpōpō atu

Ko ētahi o ngā kaikōrero i te Kura Whakarauora ko Tākuta Ruakere Hond rātou ko Ahorangi Rawinia Higgins, ko Louise Whaanga, ko Ahorangi Scotty Morrison, ko Stacey Morrison, ko Tākuta Tā Tīmoti Kāretu, ko Hon Minita Willie Jackson (Minita Whanaketanga Māori), ko Reikura Kahi (Hoa Toihau o Te Mātāwai) ko Larry Parr (Te Māngai Pāho).

Staff & **Partners**

At Whakaata Māori, we invest in language planning as a way for staff and partners to help create a collective force for language revitalisation. We support staff and partners to build their understanding, proficiency, and use of te reo within the organisation through the process of individual Language Planning. This process includes identifying their own personal goals for learning and improving use of te reo.

We are proud to report this year that 93% of our staff have achieved at least two of their reo Māori goals (target: 70%).

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

KURA WHAKARAUORA



Māori Media Sector

In May, we held Kura Whakarauora, a two-day language planning wānanga for staff and the broader Māori Media Sector, who were joined by experts to build understanding on language revitalisation.

This was an important initiative where staff and partners were able to better understand how they can implement language planning and revitalisation within their whānau and in their work roles. As a result of Kura Whakarauora, staff and partners have developed Māori language plans for themselves and their whānau. Whakaata Māori will also provide a series of video content pieces as resources for future professional development.

Further benefits of Kura Whakarauora include:

- · An improved understanding of language planning for staff and audiences
- · An understanding of language planning and influencing attitudes and behaviours of audiences towards te reo Māori
- · An understanding of how Whakaata Māori can support the revitalisation of te reo Māori
- An understanding of how Whakaata Māori can support whānau using te reo Māori in their homes
- · An improved understanding of how Whakaata Māori can support whānau through iwi-led and community-led revitalisation initiatives
- Providing access to videos that support te reo Māori revitalisation and planning for future use

Kura Whakarauora speakers included Dr Ruakere Hond, Professor Rawinia Higgins, Louise Whaanga, Professor Scotty Morrison, Stacey Morrison, Dr Sir Tīmoti Kāretu, Hon Minister Willie Jackson (Minister for Māori Development), Reikura Kahi (Te Mātāwai Hoa Toihau) and Larry Parr (Te Māngai Pāho).



NOHO MARAE

Kaimahi i tae ake ki te noho marae i te 2022

Atu i te Haratua ki te Hereturikōkā, e whā ngā Noho Marae mō te rua rā mā ngā kaimahi, i tū ki te Pūwaha o Waikato ki te Marae o Te Kotahitanga, i te taha o Te Ururoa Flavell.

Ko tā te marae ki ngā kaimahi ko te wheako rumaki tūturu, e whakahaeretia ai tētahi raupapa hui whāiti whakapakari i ō rātou reo Māori, tō rātou mōhioranga ki te tikanga me tō rātou tūohotanga i a rātou e noho ana ki te marae mō te rua rā.

He huarahi tino pai hoki ki te noho tahi ki ngā kaimahi, te whai kia mōhio tētahi ki tētahi, te ako mō te tikanga me te whakatinana i ō mātou uara kia tika, kia pono, kia aroha, kia Māori - ki Whakaata Māori.

Kaimahi e whai wāhi ana ki ngā tūmahi o te whare (hei tauira, te karakia, te haka, a Karawhiua...)

Kaimahi e whai tonu ana ki te ako me te whakapakari i ō rātou reo Māori



NOHO MARAE

Noho Marae in 2022

Over the May to August period, we held four two-day Noho Marae for staff, hosted in Port Waikato at Te Kotahitanga Marae with Te Ururoa Flavell.

The marae offers staff a fully immersive experience, with a series of language workshops to develop their te reo Māori, their tikanga knowledge and their awareness while living at the marae for the two days.

It was also a fantastic opportunity to spend time together as staff, getting to know each other, learning about tikanga and how to live our values – kia tika, kia pono, kia aroha, kia Māori – at Whakaata Māori.

Staff participating in ongoing whare activities (e.g., karakia, haka, Karawhiua...)

Staff regularly learning and developing their te reo Māori

Ā mātou Apataki me tā rātou i mātaki ai

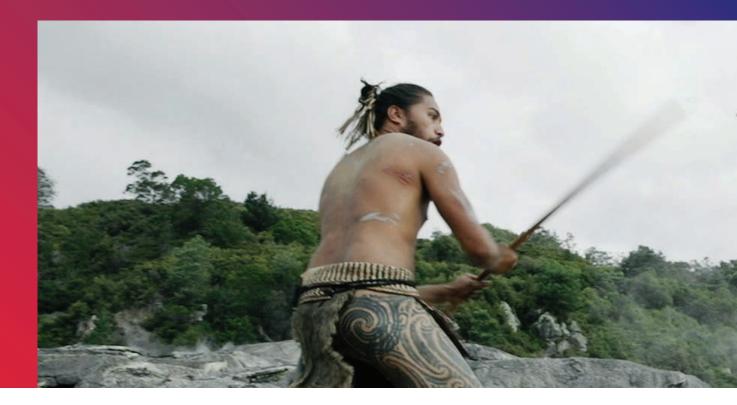
Kō tō mātou apataki tō mātou oranga: i takea mai mātou i te kōkiritanga auroa a ngāi Māori kia tiakina te reo me te tikanga Māori. E tū ahurei ana, e tū whakahī ana mātou i runga i te kupu kia tiakina te reo Māori, kia whakaputaina te kaupapa pāho aronga whāiti kia rite ai ki te huringa o ngā hiahia o ō mātou apataki me tā rātou i mātaki ai.



Our Audiences and what they watched

Our audience is everything: we were founded through a long campaign by Māori to protect te reo and tikanga Māori. We stand in a unique and proud legacy of protecting te reo Māori and creating focused content as our audience and their viewing needs evolve.





E whakahau tonu ana te COVID-19 kia raka, kia kakama mātou i ā mātou mahi o ia rā. Ka uru atu ki tēnei te whakatere haere i ngā raruraru o te whakaputanga tōmuri maha, te whakakāhoretia o te huihuinga me te kore e tino āhei atu ki te whare. Ahakoa ēnei raru, i haere tonu tā mātou whakatutuki kaupapa pāho rongonui, te whakahaere tonu i ngā mahi, te tiaki tonu i te taha pakihi, te pāho tonu me te tautoko tonu i ngā kaimahi, ngā whānau, ngā hoa kōtui me ngā hapori me te noho tōmua tonu o tā mātou rautaki a Te Huapae me te whakarauoratanga o te reo Māori.

Ka whai mātou ki te pāho kaupapa ki ngā hunga kei ngā taumata katoa o reo Māori ka mahi ai ki te totoro ki te apataki whānui nei mā te:

- Mahi ki te whai wāhi atu ki te reanga e piki ake ana i ā mātou kaupapa me ngā pae pāho – mokopuna mai, tamariki mai, rangatahi mai me ō rātou whānau – i te mea kei te iho rātou o te whakarauoratanga o te reo
- Tautoko i a ngāi Māori me ngāi Tauiwi kia toro 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 whakaohooho me te whakahihiko i a rātou ki te ako tonu
- Hāpai i ngā kōrero me te tirohanga a ngāi Māori kia rangona ai, kia uaratia ai e te katoa o Aotearoa

Ko te wāhi matua ki a Whakaata Māori ki te whakarato kaupapa e hāngai ana ki ngā apataki, ahakoa kātahi tonu ka hīkoi i tō rātou ara ki te reo, ko te reo rānei tō rātou reo ūkaipō, waihoki ngā whānau e whakatupu ana i ā rātou tamariki ki te reo Māori me te tuku anō ki te kōhanga, ki te kura, kia kōrerohia ai te kōrero Māori hei tā te Māori.

Kei te piki haere te whakamahia o te reo Māori i Aotearoa, e kitea ana hoki te piki o ngā apataki e ngākau tuwhera ana, e hiahia ana ki te whai wāhi atu ki te kaupapa reo Māori. E panoni ana ā mātou apataki me te taiao pāpāho i te taha o te piki o te whakamahia o te paepāho matihiko me te ako i te reo Māori. I noho mai hoki he uauatanga taha pūtea i tēnei tau i te pākahatia o te taha whakaputa, te tōmuri rānei i te COVID-19 me te piki anō o te hiahia o te apataki ki te kaupapa whakangahau, te kaupapa mātauranga, te rongo o te wā me te mātauranga o te ao Māori.

Puta noa i te tau, i hangaia e mātou ētahi taiao rumaki ki te reo Māori maha i te hanganga o tā mātou taupānga, a +MĀORI+, kua neke atu nei i te 45,000 te tīkina ake, ka mutu, kua 444,129 tonu ngā rerenga ataata i roto i te tau. Ko tēnei paepāho me te whakaterenga o tā mātou Hongere TiriAta a Māori Active, e pāhotia ai e mātou te hākinakina Kura Tuarua o Aotearoa, kua noho hei whakawhānuitanga paepāho pai, kua 260K+ tonu te apataki motuhake totoro atu mai i tōna hanganga.

Ina whakaarotia te whakatutuki i ngā hiahia apataki, ka roherohe rātou ki ngā karangatanga e whai ake nei me te harikoa anō i tā mātou whakatutuki i ētahi o ō rātou hiahia puta i te tau.



COVID-19 continues to require us to be agile and responsive in our everyday mahi. This has included navigating multiple production delays, event cancellations and severely restricted on-site access. Despite this, we continued to ensure the delivery of reputable content, maintaining operations, business continuity and on-air programming while supporting our staff, whānau, partners and communities while prioritising our Te Huapae strategy and the revitalisation of te reo Māori.

We aim to deliver 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 audiences, whether they are just beginning their reo Māori journey or may speak te reo Māori as their first language, as well as whānau raising their children in te reo and sending their tamariki to kōhanga or kura is the key role Whakaata Māori plays to enable Māori stories to be told, in te reo Māori and in Māori ways.

Te reo Māori is on the rise across Aotearoa and we are seeing more audiences willing and wanting to engage with te reo Māori content. Our audience and the media environment is changing alongside the rise of digital platform use and increased access to te reo Māori learning. This fiscal year had added complexities, with productions being impacted or delayed due to Covid-19 and our audience's demand increasing for entertainment, educational content, news and te ao Māori knowledge.

Throughout the year, we created many immersive te reo Māori environments, building our MĀORI+ app that was downloaded over 45,000 times and already has more than 444k video streams over the year. This platform initiative, along with the launch of our YouTube Channel Māori Active, where we cover New Zealand Secondary Schools sports, are positive platform expansion already receiving a unique audience of 260K+ since its conception.

When we think about meeting our audience needs, we segment them in the following categories and are delighted that we met some of their needs throughout the year.

Whānau whakatipu Tamariki ki Te Reo Māori

Ko te mātauranga me te whakanguhau tā mātou a ronga mō ngā kaupapa mā te hunga tamariki. E noho hiranga tonu ana tēnei mō te whānau whakatipu tamariki ki te reo Māori me ngā tamariki kei ngā taiao mātauranga

E hiahia ana ngā whānau whānui ki te kaupapa ka mārama te katoa o te whānau mō ētahi take whānui ka whakarato rauemi mā te whānau ki te ako mātauranga mō te reo me ngā tikanga Māori.

I kaingākautia e ā tātou tamariki ngā whakaaturanga tuihono pērā i a Pipi Mā, i a Tākaro Tribe tae atu ki Te NūTube – ko ōna kaiwhakataki tamariki reo tiori, mātau, a Atareta rāua ko Te Haakura, i toa i te Hiwaiterangi, te Tohu mõ te Young Achievers i ngā Tohu Matariki 2022. I haere tonu hoki te hononga kõtui a Whakaata Māori ki te Tāhuhu o te Mātauranga mō te raupapa Mauri Reo, Mauri Ora, e hua ai te haere tonu o te mātauranga reo Māori mā ā tātou tamariki i ngā mauheretanga.

Kîhai i haukotia e te Noho Mātaara Taumata 4 te hono tonu a Ani Piks me Members Lounge ki ō mātou apataki. I te wā i haukotia ai ngā whakaputanga a te rāngai me te mauheretia o ā mātou tāngata whai pūmanawa ki te kāinga i ngā herenga a te COVID-19, ka hangaia kētia e ā mātou kaiwhakaputa tarāwhare te āhua o tā mātou hanga kaupapa kia hono ai ki ō mātou apataki. He whakaaturanga tuihono mataora tahi a Ani Piks me Members Lounge, i te hono atu a ētahi kaipuoro me ngā manuhiri i ō rātou waea atamai, i te rorohiko kawe rānei mai i ō rātou kāinga, ka whakaputa whakaaro, puoro ai ki te hiki i ngā wairua o te whānau me te hunga rangatahi.

PIPI MĀ

65,971 Toronga

I hangaia a Pīpi Mā, te whakaaturanga tamariki tuatahi 100% ki te reo Māori e whakaatu ana i ētahi tāre kōrero Māori, e tētahi whānau kōrero Māori o Aotearoa nei.



TĀKARO TRIBE

114,178 **Toronga**

He ngahau, he whakaaturanga akoako a Tākaro Tribe 100% kei te reo Māori, mā ngā tamariki o te kōhanga reo. Ka waiata, ka kanikani haere rātou i tō rātou ngahere arapū tipua, ka tūtaki ki te hoa, ki te whānau me te akoako i a rātou e haere ana.



TE NŪTUBE

115,201 **Toronga**

He raupapa mō ētahi karangatahi tokorua whakaputa mōhio, reo tiori, tino mātau, tino Māori ake nei, a Atareta rāua ko Te Haakura.



Whānau raising Tamariki in Te Reo Māori

We have always taken an educational and entertainment 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.

The broader whānau are interested in family-friendly content about a wide variety of topics that provides resources for whānau members to acquire knowledge of te reo me ngā tikanga Māori.

Our tamariki favoured shows online like Pipi Mā and Tākaro Tribe as well Te NūTube – whose loud and clever young presenters, Atareta and Te Haakura, won the Hiwaiterangi, Young Achievers Award at the 2022 Matariki Awards. Whakaata Māori also continued its partnership with the Ministry of Education for the series Mauri Reo, Mauri Ora, ensuring reo Māori education continued for our tamariki during lockdowns.

Alert Level 4 couldn't stop Ani Piks and Members Lounge connecting with our audiences. At a time when sector productions were halted and our talent were sealed in their homes due to COVID lockdowns, our internal production reinvented the way we make content to connect to our audience. Both Ani Piks and Members Lounge were live online shows, with musicians and guests joining hosts via their smartphones or laptops direct from their homes, sharing their thoughts and music to uplift whanau and rangatahi alike.

PIPI MĀ

65,971 Reach

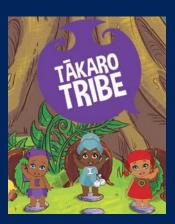
Pīpi Mā is the world's first 100% te reo children's show featuring Māori-speaking dolls created by a Māorispeaking family right here in Aotearoa.



TĀKARO TRIBE

114,178 Reach

Tākaro Tribe is a 100% te reo Māori, entertaining, educational show for kōhanga reo tamariki. They sing and dance their way through their magical alphabet forest, meeting friends and whānau and learning as they go.



TE NŪTUBE

115,201 Reach

A series about two very opinionated, very loud, very clever, but most of all, very Māori cousins Atareta and Te Haakura.



Whānau whakamahi i Te Reo Māori

He apataki aronga motuhake ngā whānau whakatipu tamariki ki te reo Māori i te mea he karangatanga rōpū e whānui ana ō rātou tau e arotahi ana ki te tuku iho i te reo i ngā reanga. E kimi kaupapa pāho ana rātou ka pai hei mātaki mā ā rātou tamariki, ahakoa kaupapa whakawarea, kaupapa whakaako, kaupapa ngahau, hei mātaki tahi ā-whānau.

Ka pai hoki ki ngā whānau whānui te kaupapa mā te whānau mō ētahi take whānui ka whakarato rauemi mā te whānau ki te ako mō te reo me ngā tikanga Māori.

Ka pai tonu te kōrero mō te wā e mauheretia ana i ngā āhuatanga o te COVID-19. I whakapono tētahi 76% o ngā kaimātaki i whakaoti i te patapatai Whānau Using TV mā roto i te Paepae Kōrero e hiranga ana te ako a te tamariki i te reo i te wā o te mauheretanga. Ko te whakawhiti kōrero i te kāinga me te mātaki whakaaturanga pouaka whakaata kei te tihi ki te āwhina i te hunga tamariki ki te whakapakari i ō rātou reo, i taua rangahautanga anō, āhuareka ana te apataki i te āwhina a ngā hōtaka nei ki te whakamanawa ake i ā rātou tamariki.

ORANGA NGĀKAU

416,324 Apataki Pouaka Whakaata

He whakaaturanga whakawhanake tikanga hei tautoko i te hauora o te whānau me te whakahau i ngā kaumātua, ngā mokopuna kia ako ki te noho hauora tonu mā te whai wāhi tahi atu. I kī ake ngā uruparenga kaimātaki i māmā, i taea tonuhia te āwhina a tēnei i te hunga e whakamāui ake ana i te mate kia hoki ake ki te ora.



KAI SAFARI – REORUA

324,038 Apataki Pouaka Whakaata

E kaingākau tahi ana a Sonia Gray rāua ko Russell Harrison ki te hī, ki te whakangau me te haere i te ao tūroa. Hiranga ake pea i tēnei ko tō rāua kohara nui ki te 'kai'. Ko tētahi he pai ki te mahi mātātoa, ko tētahi ki te kai. Kaingākautia ana e te apataki ngā mea e rua. Haere atu ana te tokorua nei ki ētahi o ngā kokonga tawhiti, kokonga whakamīharo katoa o Aotearoa ki te noho puni ki te whānau me ngā hoa, ki te toro kōpuha Kiwiana tūhāhā. Ahakoa haere rāua ki hea, ka kōrerohia ā rāua kōrero, ka waiata, ka whakamiramira i te hītori me te ngākaukohara o ngā hapori o te hau kāinga.

ANZAC DAY -KIA MATE Ā URUROA

59,676 Apataki Pouaka Whakaata

He kōrero whakahihiri mō tētehi o ngā toa mārohirohi o Te Hokowhitu i whakawhiwhia ki te rīpeka hōia mō tōna au mārō i te mura o te ahi. I pāho tēnei kōrero mōna i tā mātou kohinga kaupapa motuhake mō te rā ANZAC.



6 Neilson Cume Toronga 1 Hōngongoi 2021 – 30 Pipiri 2022

Whānau using Te Reo Māori

Whānau raising children are a unique target audience due to their being a collective group with diverse age ranges with a focus on inter-generational transmission. They seek content that is safe for their children to view, whether as 'distraction' content, educational content or entertaining content, to watch as together as a whānau.

The broader whānau are interested in family-friendly content about a wide variety of topics that provides resources for whānau members to acquire knowledge of te reo me ngā tikanga Māori.

It's worth mentioning that during COVID-19-related lockdowns, 76% of viewers who completed the Whānau Using TV via Korero Panel, believed that learning te reo Māori for tamariki was important during lockdown. Conversations at home and watching television shows ranked the highest to help tamariki improve their reo, and from the same survey, the audience appreciated that these programmes help their tamariki build confidence.

ORANGA NGĀKAU

416,324 **Television** Audience⁶

A show that develops techniques to support whānau health and encourages kaumātua and mokopuna to learn how to stay healthy by participating together. Viewer feedback stated it has helped those who are recovering from illness in an easy and achievable way to return to health.



KAI SAFARI -BILINGUAL

324,038 **Television** Audience⁶

Sonia Gray and Russell Harrison share a love for fishing, hunting and the great outdoors. Perhaps more importantly, they both shine in their passion for 'kai' (food). One loves adventure and the other loves to eat. Our audience love both. The food-duo travel to some of New Zealand's most remote and spectacular corners, camping outdoors with whānau and friends, visiting out-of-the-way kiwiana baches. Wherever they go, they share stories, sing songs and highlight the history and passion from local communities.

ANZAC DAY -**KIA MATE Ā URUROA**

59,676 **Television** Audience⁶

An inspirational story of one of our nation's most outstanding war heroes, who was awarded the military cross for bravery was commissioned and played as part of our special all-day dedicated broadcast to ANZAC 2022.



Rangatahi Kōrero Māori

Ko te hunga rangatahi tētahi kāhui nui ngā rerekētanga me te rerekē o ngā hiahia, i te āhua tonu o tō rātou taumata reo me tō rātou māia. E hiahia ana rātou kia whakaatuhia rātou e Whakaata Māori ki tō rātou ao, ki te whakaoho me te whakaū i tō rātou ngākau whakahī ki te ahurea me te tuakiri Māori, ka whītiki ai i a rātou kia angitu ai tā rātou whai wāhi atu ki tō rātou ao. I te 2022, ka whakaterea anō e Whakaata Māori a TUKU HQ, tētahi pūtahi Rangatahi e aro ana ki te toro ā-pāhopori ki tō rātou aropā kei ngā taumata katoa o te reo Māori. I whakaterea anō a Māori Active me tā mātou hononga kōtui ki te New Zealand Sports Collective, e whakatakihia ai te reo Māori ki ētahi hākinakina Rangatahi puta i te motu.

QUEER AND HERE

84,443 Toronga Apataki⁷

Kawea ana tātou e tōna kaiwhakataki, e Aniwa Whaiapu Koloamatangi, i tētahi haerenga mātātoa ki waenga i te hapori irakē. Ka whai ia puni i a Aniwa i a ia ka uiui mema o te hapori āniwaniwa me ngā hoa e āwhina ana kia mahana, kia whakahoahoa te kaupapa. Mātātoa ana te āhua o Aniwa i a ja ka tūtaki ki tētahi o ētahi tīma whutupōro e rua o Aotearoa, ka uiui i ētahi kaipara huarahi me ētahi kaiwhakatūtū o te hapori LGBTQI+ pērā i a Chloe Swarbrick, ki te whiwhinga o tana whakamātautanga HIV tuatahi, i tana whai ki te whakaako i a ia anō me te hunga mātaki i a ia. Tino nui te kaingākautia o Queer and Here e ngā apataki i hangaia mā Whakaata Māori e Jack Media me te tautokona ā-pūtea e Irirangi Te Motu, neke atu i te 84,443 te apataki tōpū pouaka whakaata e toro atu ana i roto i te tau. I tautapangia i ngā Tohu a te Designer's Institute o Aotearoa mō te Hoahoa Oro, te Titonga Pai Katoa.

WAIATA NATION 2

130,387 Apataki⁷

He raupapa paepāho rau a Waiata Nation ka whai ki te whakaatu i te pae oro whānui o te rangatahi i te puoro Māori. I te raupapa tuatahi ka kawea ake e Maimoa te wero ki te tuku kohinga waiata, me te tuku a ia mema i tāna ake waiata kotahi me tētahi ataata puoro. I te hokinga mai o te raupapa tuarua i tēnei tau ka whakakotahitia mai tētahi kāhui reo waiata hou ki te tuku i ā rātou ake waiata ki te reo Māori.



AHIKĀROA

674,000 Tirohanga Ataaata & 319,763 Apataki⁷

Kua eke a Ahikāroa, te raupapa whakaari rangatahi reorua tino angitu ki tōna kaupeka 4, me te haere tonu o tana whakamiharo apataki i te tūturu me te whakahiamo o tana whakaatu i tētahi rōpū hoa rangatahi. I whakawhiwhia a Ahikāroa ki te Whakaaturanga Pai Katoa i ngā tohu a te NZ Web Fest me te whiwhi tohu mō te Kiriwhakaari Wahine Pai Katoa (a Turia Schmidt-Peke) me te Tira Pai Katoa. Ko Ahikāroa te whakaaturanga tuihono tiketike katoa, paku neke atu i te 674K ngā tirohanga ataata i roto i te tau, me tētahi apataki pouaka whakaata e 319.763.



7 Neilson Cume Toronga 1 Hōngongoi 2021 – 30 Pipiri 2022

Rangatahi Speakers of Te Reo Māori

Rangatahi speakers of te reo Māori are a diverse segment whose needs differ depending on language competency and confidence levels. They want Whakaata Māori to reflect their modern selves, inspire and fortify pride in Māori culture and identity, and give them tools to successfully engage with their world. In 2022, Whakaata Māori relaunched TUKU HQ, a Rangatahi hub dedicated to engaging with their peers on social media at all levels of te reo. We also launched Māori Active and our ground-breaking partnership with the New Zealand Sports Collective, whereby te reo Māori is being introduced to more than 50 Rangatahi sports nationwide.

QUEER AND HERE

84,443 Audience⁷ Reach

Host Aniwa Whaiapu Koloamatangi takes us on an adventurous journey among the queer community. Each episode followed Aniwa as he interviews members of the rainbow community and the allies that help make it so warm and welcoming. From meeting one of only two gay rugby teams in New Zealand to interviewing LGBTQI+ pioneers and activists like Chloe Swarbrick, to receiving his first HIV test, Aniwa appears fearless in his pursuit to educate himself and his viewers. Made for Whakaata Māori by Jack Media and funded by NZ On Air, Queer and Here was loved by audiences, attracting a cumulative audience reach across television of 84,443 over the year. It was nominated in the Designer's Institute of New Zealand Awards for Best Sound Design and Composition.

WAIATA NATION 2

130,387 Audience⁷

Waiata Nation is a multiplatform series that sets out to showcase the diverse sound palette of rangatahi in Māori music. The first iteration saw Maimoa take on the challenge to release an album, and for each member to release their own single and music video. This year the second series returned bringing together a whole set of new artists set to release their own original te reo Māori track.



AHIKĀROA

674,000 **Video Views** & 319,763 Audience⁷

The hugely successful Ahikāroa bilingual rangatahi drama series entered Season 4 and continued to wow audiences with it authentic and exciting portrayal of a group of rangatahi friends. Awarded the Best Show at the NZ Web Fest awards and receiving awards for Best Actress (Turia Schmidt-Peke) and Best Ensemble, Ahikāroa is our highest online show attracting just over 674K video views over the year and 319,763 television audience.



Hunga Āta Ako i Te Reo Māori

I te piki o te tokomaha o te tangata e ako ana i te reo Māori, e whakaaro whānuitia ana te hunga āta ako ko ērā e ako ana i te reo Māori hei reo tuarua, e kimi ana i ētahi atu mātauranga mō te ahurea Māori.

CHATHAM ISLANDERS - TCHAKAT TCHATAM AIRANI

337,809 **Apataki⁸**

He raupapa pakipūmeka a Tchakat Tchatam Airani mō te noho ki te moutere mamao katoa o Aotearoa e nōhia ana e te tangata me ōna kõrero whakamīharo katoa. I whakawhiwhia ki te Tohu Rauwhero i ngā New York TV & Film Awards 2022, me te whakaatu a te raupapa whakamīharo nei i te kaha o te whakakotahi i raro i ngā rerekētanga i te mekamoutere tūhāhā ki wē moana.

I hangaia mā Whakaata Māori e Black Iris Limited me te tautokohia ā-pūtea e Irirangi Te Motu, me te kukume a te raupapa i te apataki pouaka whakaata e 337,809.



MOON TIDE FISHING -40% KI TE REO

243,857 **Apataki Pouaka** Whakaata⁸

E whakanui ana i te hī ki te Maramataka Māori i te taha o Nore Martin. Ko ngā mātauranga o nehe nei ka whakaatu ki hea, hei āhea hī ika ai, e ai ki te taka o te marama. E pai ana te whakaaturanga nei ki ngā apataki whānau me te hunga ako i te reo e kimi māramatanga ana mō te ao Māori.

Ko tana kaupeka tuatahi tēnei, he ara hou hoki ki te whakaputa kaupapa i te tuku hāngai a Whakaata Māori i te pūtea ki te whare whakaputa, ki a Cleave Creative.



TOI TE ORA -**35% KI TE REO**

322,704 **Apataki Pouaka** Whakaata⁸

He raupapa kātū noho, he pārekareka, he ngahau, ka whakamōhio mō te āhua o te noho ki te ao haere he rā.



8 Neilson Cume Toronga 1 Hōngongoi 2021 – 30 Pipiri 2022

Active Learners of Te Reo Māori

With the increasing number of people learning te reo Māori, active learners are generally considered to be those who are learning te reo Māori as a second language and want to gain more knowledge about Māori culture.

CHATHAM ISLANDERS - TCHAKAT TCHATAM AIRANI

337,809 audience⁸

Tchakat Tchatam Airani is a documentary series about life on Aotearoa's remotest inhabited island and its rich and colourful history. Awarded Bronze at the 2022 New York TV & Film Awards, this stunning series revealed the strength of unity in differences on the isolated archipelago in the middle of the ocean.

Made for Whakaata Māori by Black Iris Limited and funded by NZ On Air the series attracted television audiences of 337.809.



MOON TIDE FISHING -40% TE REO

243,857 **Television** audience⁸

Celebrates fishing to the Maramataka - the Māori Lunar Calendar, with presenter Nore Martin. This ancient knowledge shows where and when to fish, according to the phases of the moon. This show appeals to both our whānau audiences along with our language learners wishing to understand more about te ao Māori.

This was the first season and a new way of producing content with funding from Whakaata Māori direct to the production house, Cleave Creative.



TOI TE ORA -35% TE REO

322,704 **Television** audience⁸

A lifestyle series that is a fun, entertaining and yet very informative guide to day-to-day life.



Hunga Matatau ki Te Reo Māori

E hiahia ana tō mātou apataki matatau ki te kaupapa ngahau, te kaupapa whakamōhio rere i tētahi kōwhiringa kaupapa, karangatanga whānui. E hiahia ana rātou ki te noho hāneanea ka mātaki ai i te whakaaturanga kaupapa kē, momo kē ki te reo Māori, me te mātaki tonu i ērā e tino paingia ana pērā i te kapa haka.

HAKA PEDIA - 100% KI TE REO

He raupapa hou e whakataetae ai ngā kiriwhakamiha ki ngā tohunga kapa haka. Mākona ana i te raupapa ngahau nei te hiakai a ērā e mokemoke ana ki te kapa haka i te whakakorea o ngā huihuinga. I hangaia e Cinco Cine Film Productions, koinei tētahi o ngā mahinga ngātahi a Whakaata Māori i kawea ake kia tutuki ai ngā hiahia apataki me te tautoko anō i te rāngai kaiwhakaputa Māori o waho.



KAIRĀKAU II - 100% KI TE REO

Ko te whakaari arotini nei mā te hunga matatau nō te wā i mua i te taenga mai o tauiwi ki Aotearoa. Ka kite tātou i te noho a ētahi rangatira rongonui tokotoru e mahi ana i tā rātou mahi kia haumaru ai te iwi, kia mau tonu ai tō rātou mana. I hangaia mā Whakaata Māori e Velvet Stone Media me te tautokohia ā-pūtea e Te Māngai Pāho, kua whakamihia mō te eke ki te whakaari takiwā ahakoa te korekore o te pūtea. Kumea ana e Kairākau tētahi apataki neke atu i te 86,000 i te pouaka whakaata, e 82,331 ngā tirohanga ataata tononoa.



2021 HAKA NGAHAU Ā ROHE (NGĀ ROHE KATOA) -100% KI TE REO

I runga i te haere kōtui ki Te Matatini, whakahī ana mātou ki te pāho i te Pāhotanga Mataora o ngā Haka Ngahau ā-Rohe. He makau te haka ki ā mātou apataki, i tēnei tau ka eke ngā tirohanga ataata ki te tiketiketanga tuarua o te 450,179°.

9 (Brightcove 1 o Hōngongoi 21 – 30 o Pipiri 2022)

UKA - 70% KI TE REO

Ka hia ngahurutanga tau te kēmu kāri nei e kaingākautia ana i ngā Pā Wars. Mātakihia ngā kaitākaro Euchre pai katoa puta noa i Tainui, i a mātou ka rapu i te tino tokorua o Tainui Waka. He whakaaturanga matatau a Uka e tino kaingākautia ana, e kukume ana i te apataki neke atu i te 122,000 i te Pouaka Whakaata.10.

Fluent Speakers of Te Reo Māori

Our fluent-speaking audience want entertaining and informative content across a diverse selection of topics and genres. Importantly, they want to relax and enjoy content across new and different types of shows in te reo Māori, while still consuming favourites like kapa haka.

HAKA PEDIA - 100% TE REO

A new series where kapa haka fans competed with kapa haka experts, this entertaining series fed the appetite of those missing their haka dose through event cancellations. Made by Cinco Cine Film Productions, it is one of the many collaborations Whakaata Māori undertook to meet the needs of our audiences while also supporting our external Māori production sector.



KAIRĀKAU II - 100% TE REO

The return of a popular fluent drama is set in pre-colonial Aotearoa, we see the lives of three prominent chiefs doing whatever it takes to keep their people safe and maintain their chiefly honour. Made for Whakaata Māori by Velvet Stone Media and funded by Te Māngai Pāho, it has been acclaimed for achieving periodic drama with limited funding. Kairākau engages an audience of over 86,000 on television and 82,331 video views on demand.



2021 HAKA NGAHAU Ā ROHE (ALL REGIONS) -100% TE REO

In partnership with Te Matatini, we were proud to present the Live Coverage of Haka Ngahau ā-Rohe. Haka is always a favourite with our audiences and this year received the second highest video views of 450,1799.

9 Brightcove 1 July 21 – 30 June 2022

UKA - 70% TE REO

This has been a popular card game at Pā Wars for decades. See the best Euchre players from across Tainui, as we seek out the ultimate duo from Tainui Waka. Uka is a much-loved fluent show attracting an audience of over 122,000 on Television¹⁰.

10 Neilson Cume Reach 1 July 21 – 30 June 2022

Kanohi Kitea

E ngākau pūmau ana mātou kia kanohi kitea i ngā huihuinga o te motu, o te hapori e hira ana ki a ngāi Māori me Aotearoa. He hiranga hoki te pāho i ngā

huihuinga ahakoa iti, ahakoa rahi ki ngā iwi puta noa i te motu ki te whakaatu wheako Māori motuhake, kia kitea rānei ētahi atu huihuinga hei tā te Māori titiro.

Pāhotanga Mataora Tāpua



†11%

Te piki ake o te apataki a Whakaata Māori i te wiki

†40%

Te piki ake i te mātakitanga ahutahi ina whakatairitea ki te 2021

Rā o Waitangi - 6 o Huitanguru 2022

I ū te katoa o ngā hōtaka a Whakaata Māori i te Rā o Waitangi Day ki Waitangi tonu – me te tohu o te piki o ngā karu mātaki mai i te tau o mua atu e tautokohia ana tēnei rautaki.

Taea ana e te pāhotanga mō te katoa o te rā, i whakatakina e Stacey Morrison rāua ko Neil Waka, te whakanui kaupapa ahurei e whakamiramira ana i tā tātou haerenga ā-motu mai i te 1840 mohoa nei. I uru atu te tautohetohe ahurei, te puoro, ētahi pakipūmeka kiriata o Aoteroa, te whaikōrero ki te motu a ētahi kaihautū, tae atu ki te huihuinga mariko i hopukina i te Papa Tiriti.

I hono atu hoki a Whakaata Māori ki a Iwi Media ki te hopu i ngā whakamaharatanga mariko i Waitangi. I tuwhera te ata ki te pāhotanga ahurei mō te rua hāora mai i Te Hiku Media me te tāpaea o te karapatanga, te uiuinga i hopukina i te rua wiki o mua atu, e hua ai te tuarihia o te tirohanga Māori ahurei ki ngā iwi katoa o Aotearoa i tō tātou rā o te motu.

He mea nui whakaharahara te korerohia o te paki, te kōrerorero me te tirohanga Māori e te Māori, mā te Māori kia mōhiotia ai he iwi kaha, he iwi rangatira tātou. Ka hua mai i tā mātou haere kōtui ki a Iwi Media te āta hopukia o ngā kōrero nei e tuarihia ai mā ngā mokopuna me ngā reanga katoa o Aotearoa o āpōpō atu.

I uru atu anō ki te pāhotanga o te ata tētahi karapa whakamuri manawarū ki Waitangi i ngā tau o mua atu i te hāora kotahi ahurei o Ao With Moana. Ka noho tahi a Moana Maniapoto ki te mana wāhine, Māori mai, Tauiwi mai, ki te matapaki i te kawenga a ngā wāhine i tā tātou haerenga ā-motu me te tū ki te waiata.

Being seen in the Community

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 across the motu to share in distinctly Māori experiences or have other events seen through a Māori lens.

Live Broadcast Highlights

Waitangi Day - 6 February 2022

Whakaata Māori dedicated its entire programming on Waitangi Day to Waitangi - with increased viewership on the previous year, indicating support for this strategy.

The all-day coverage, hosted by Stacey Morrison and Neil Waka, was able to celebrate unique content which highlighted our journey as a nation from 1840 to where we are today. It included special debates, music, New Zealand films and documentaries, national addresses from leaders, as well as the virtual events filmed on the Treaty Grounds.

Whakaata Māori also joined Iwi Media for coverage of the virtual commemorations at Waitangi. The morning opened with a special two-hour broadcast from Te Hiku Media, providing insights and interviews filmed in the last fortnight, ensuring unique Māori viewpoints were shared with all New Zealanders on our national day.

It is critical that Māori stories, narratives and perspectives are told by Māori, for Māori and contribute to our strengths as a proud nation. Our partnership with Iwi Media ensures these stories are recorded and shared for our mokopuna and all future generations of Aotearoa.

The morning coverage also included a fascinating flashback to Waitangi across the years before a onehour Te Ao With Moana special. Moana Maniapoto sat down with mana wahine, Maori and non-Maori, to discuss the influence of women on our national journey as well as waiata performances.



†11%

Increase In Whakaata Māori audience for the week

†40%

Increase in viewing compared to 2021

Ra o ANZAC- 25 o Paengawhāwhā 2022

I pāho mataoratia te whakamaharatanga ki te rā o ANZAC a Whakaata Māori i whakawhiwhia nei ki te tohu, mai i te Marae o Te Papaiouru i Ōhinemutu, Rotorua i te 25 o Paengawhāwhā.

Ko te tuatahitanga tēnei i nekehia ai e Whakaata Māori te pāhotanga o te hui rangatira o ANZAC ki waho atu o ana tari i Tāmaki Makaurau mai i tana ārahi i te aranga ake anō o ngā whakamaharatanga o ANZAC 17 tau ki muri. I mahi ngātahi mātou ki ngā iwi, pērā i a Tainui Group Holdings mō ngā kōrero a Waikato-Tainui, me Ngāti Whakaue mō tā mātou pāhotanga mataora tuatahi o ANZAC i waho atu o Tāmaki Makaurau.

I te huihuinga nui whakaharahara nei, ka hoki mātou ki roto o Te Arawa, ki te kāinga o Tā Robert Gillies, te mōrehu whakamutunga o te Ope Taua Māori 28.

E whakamiramira ana te pāhotanga a Whakaata Māori i te rā o ANZAC i tō mātou ngākau tōmau ki te hoki ake me te toro haere ki ngā hapori.

242,000

Kaimātaki pouaka whakaata

†11%

Te pikitanga ake o te toronga pāhopori i tērā tau

Ngā Tohu Matariki o Te Tau- Pipiri 14, 2022

I tēnei tau hira, i whakaterea e ngā Ngā Tohu Matariki o Te Tau te haerenga atu ki te aronga ōkawatia o Matariki puta i te motu.

Ka mutu, i tētahi atu tuatahitanga mō Whakaata Māori, i manaakitia ngā tohu ki waho atu o Tāmaki Makaurau me te pāho mataoratia mai i te Papa Tongarewa, i Te Whanga-nui-a-Tara. Ko te tuatahitanga hoki tēnei i mihia ai ngā tohu i ngā taumata tiketike katoa, i te taenga atu a te Kāwana Tianara, Tōna Kairangi, te Rt Hon Kahurangi Cindy Kiro me ngā Arikinui tokorua, a Kiingi Tuuheitia rāua ko Tā Tumu Te Heuheu.

Oho ana ngā kare ā-roto o te tokomaha i te noho mai a Emeritus Ahorangi, Tākuta Whatarangi Winiata rāua ko Tā Hirini Moko Mead me te nanawetia e te reanga kaihautū hou. I taea te huihuinga hira nei i te tautoko nui mai a Te Puni Kōkiri ki te whakatutuki i ā mātou putanga ngātahi, ki te whakamihi anō i ngā tutukinga tāpua me ngā takohatanga a ā mātou tāngata.

99%

Te tupu ake
o ngā apataki
pouaka whakaata
(whakaritea ki te
mahi Matariki 2021)

†112%

Te piki ake o ngā apataki pāhopori

ASB Polyfest 2022

I te haere tonu o tētahi kōtuinga angitu ki te ASB Polyfest, te Auckland Secondary Schools Māori & Pacific Islands Cultural Festival, pāhotia ana e Whakaata Māori te tū a ngā kapa ki te atamira Māori. He roa te hiku mātaki a ngā kapa haka rangatahi i te hokihoki tonu a ngā kaimātaki rangatahi ki te mātaki anō, ki te arohaehae me te whakanui i ngā mahi.

310,000

Apataki Pouaka Whakaata¹¹

88,000

Tirohanga ataata

11 Neilson Cume Toronga 1 o Hōngongoi 2021 – 30 o Pipiri 2022

ANZAC Day - 25 April 2022

Award-winning coverage of the ANZAC commemorations by Whakaata Māori was broadcast live from Te Papaiouru Marae at Ōhinemutu, Rotorua on 25 April.

This was the first time that Whakaata Māori moved the iconic ANZAC coverage outside of its Auckland studios since it led the resurgence of ANZAC commemorations 17 years ago. We worked closely with iwi, including Tainui Group Holdings on Waikato-Tainui content and Ngāti Whakaue for our first live ANZAC broadcast outside of Auckland.

In this significant event, we returned to Te Arawa, home of Tā Robert Gillies, the last surviving member of the 28th Māori Battalion.

The Whakaata Māori coverage of ANZAC day highlights our commitment to returning to and engaging with communities. 242,000

Television viewers

†11%

Increased social

Ngā Tohu Matariki o Te Tau Awards – June 14, 2022

In this special year, the annual Ngā Tohu Matariki o Te Tau awards launched the journey towards the first formal acknowledgement of Matariki nationwide.

And in another first for Whakaata Māori, the awards were hosted outside of Auckland and broadcast live from the Museum of New Zealand, Te Papa Tongarewa, in Wellington. It was also the first time the awards were recognised at the highest levels, with the attendance of the Governor-General, Her Excellency, the Rt Hon Dame Cindy Kiro and both Arikinui, Kiingi Tuuheitia and Tā Tumu Te Heuheu.

Many were moved by the presence of Emeritus Professor, Dr. Whatarangi Winiata and Tā Hirini Moko Mead and were inspired by a new generation of leaders. This special gathering was made possible by the significant support of Te Puni Kōkiri to accomplish our shared outcomes and recognise the outstanding achievements and contributions of our people.

99%

Growth in television audiences (compared to 2021 Matariki activity)

†112%

In social media audiences

ASB Polyfest 2022

Continuing a successful partnership with ASB Polyfest, Auckland Secondary Schools Māori & Pacific Islands Cultural Festival, Whakaata Māori bring the much-loved haka performances from the Māori stage. Rangatahi kapa haka has a long tail viewership as young viewers return repeatedly as watch parties to critique and celebrate their performances.

310,000

Television Audience¹¹

88,000

Video views

11 Neilson Cume Reach 1 July 2021 - 30 June 2022

Kawepūrongo

Ko te Kawepūrongo tonu tētahi o ngā pou matua angitu i Whakaata Māori. E pārekareka ana ki a ngāi Māori me ngāi Tauiwi te hono ki tā mātou hōtaka kawepūrongo, e pāhotia ai ā rātou rongo o te wā hei tā te karu Māori titiro whānui. E waingōhia ana mātou ki te pūrongo 12% te piki ake o te toharite hononga apataki i ia wiki mō Te Ao News i tērā o te tau pūtea ka hori, koia nei hoki te wāhi i kite ai mātou i te tuputanga o ā mātou paepāho kawepūrongo matihiko - i te Taupānga Te Ao News, te paetukutuku, me te pāhopori – e 20% te pikitanga mō te toharite apataki i ia wiki ina whakatairitea ki te tau pūtea ka hori.12

Ahakoa ngā whakararu mai a te COVID-19 puta noa i te tau, pērā i te whakatikihia o te haerenga, te pāria e te mate, te kore e tino āhei atu ki te whare, te aha atu, i haere tonu te pukumahi a te tīma Kawepūrongo ahakoa pēhea e tuturu ai te pāhotia o ngā rongo o te wā ki a ngāi Māori, e ngāi Māori, ma te katoa.

I hopukia e Te Ao with Moana ētahi hononga kaiwhakataki i waenga pārae me te ita ake o te taha QA mō te whakahiatotanga o te whakaaturanga mai i tawhiti, i utua ngā kaiwhakataki o Te Ao Toa me tā rātou kāhui kaiwhakaputa ki te utu tōmua i te unuhia atu o te hōtaka ā-taupuni i te arapāho, ka nekehia ngā uiuinga ki te kiri pūmanawa o te Huitopa me Skype, ka piki ake te rapua o te haonga ā-tuihono.

Ahakoa ngā wero nei, i pāhotia e mātou ngā hui tohutohu poto o ia rā mō te COVID-19 a te Manatū Hauora me te Pirīmia, tae atu ki ngā tatauranga o ia rā mō te hunga kua pāria e te mate, ka tonoa e mātou a Tākuta Rawiri Taonui ki te whakarato raraunga, tātaritanga mō te werohia o ngāi Māori mō ngā pākahatanga o te huaketo ki ngā hapori Māori.

I āhei anō ngā Kawepūrongo ki te whakarato hōtaka kē atu hei whakakapi i ngā kaupapa pāho kōpaka a Whakaata Māori i te whakakorea o te whakaputa kaupapa ahakoa tō mātou herea. I piki ā mātou pāhotanga pouaka whakaata ā-wiki i te ono hāora ki te 8.5 hāora i te wiki, ka mutu, i waenga i te 16 o Hereturikōkā - 16 o Hakihea 2021 (17 wiki), ka pāhotia e mātou tētahi 156 hāora o te kaupapa pouaka whakaata, ka whakairia ētahi kōrero tuihono 1,392.

Te Ao with Moana

I toa anō a Te Ao with Moana i te 'Hōtaka Kawepūrongo Pai Katoa' i ngā Tohu Pāpāho a Voyager o tēnei tau. Whakamihia ana te whakaaturanga e ngā kaiwhakawā mō te ahurei o te whakahaerenga me te kī ake, 'ko te kaupapa kōrero te iho o te kawepūrongo, eke panuku ana i a Moana. Mai i te kaupapa matatini me te āta tāraia ki te kaitara kīhai i whakarākeitia. Tāpua ana tēnei momo kōrero i te kaupapa me te motuhake o te tirohanga Māori."

I uru atu ki te whakaaturanga a Te Ao with Moana i whakawhiwhia ki te tohu, tētahi uiuinga hōhonu motuhake mō te kotahi hāora me ētahi uiuinga whakakite i te ahurea o ngā kēnge o Aotearoa me tētahi uiuinga whakakite, kōrero hāngai ki a Justice Joe Williams, te kaiwhakawā Māori tuatahi o te Kōti Mana Nui me te Kaiwhakawā Matua tamariki katoa o te Kōti Whenua Māori.

I te Haratua 2022, ka kōwhiria e te Tiuka o Sussex, e Pirinihi Harry, a Te Ao with Moana ki te whakatere i tana kaupapa mō te manaakitanga ki te ao. Puta ana ko tētahi pānui motuhake ki te ao i runga i te whakaaturanga i kawea ake e ngā reo pāpāho o te ao.

Kei te kaha kē atu, kei te kaha kē atu a Te Ao with Moana, kõrerohia ana ngā kaupapa nui o te rā me te tuku mōhiotanga motuhake mō ngā mea katoa pērā i ngā kēnge o Aotearoa, ki tētahi kuia e noho kore hiko, kore wai ana me te uiui whetū whutupōro pukuhohe puta noa i te tau i kumea ai tētahi apataki kaha, neke atu i te 283,000 i te Pouaka Whakaata13.

¹² Whai wāhitanga apataki i whāia haeretia e Neilson Pāpātanga Ahutahi, e Google Analytics, me ngā tikanga inenga pakihi i tutuki i ngā pae pāhopori

¹³ Neilson Cume Toronga 1 o Höngongoi 21 – 30 o Pipiri 2022

News and Current Affairs

News and Current Affairs continues to be one of our key pillars of success at Whakaata Māori. Both Māori and Non-Māori love tuning in to our news programming to have their news delivered with a Māori and diverse lens. We are pleased to report that Te Ao News' average weekly audience engagement was up 12% versus the last financial year, and where we experienced growth with our digital news platforms - the Te Ao News App, website, and social media - there was a 20% increase in average weekly audience vs last financial year.12

Despite many disruptions throughout the year due to COVID-19, such as travel restrictions, illness, limited access to the whare and more, our News and Current Affairs team continued to work tirelessly throughout and ensure the news was delivered for Māori, by Māori, for everyone.

Te Ao with Moana filmed presenter links in the field with tighter QA controls for the show's compilation off-site, Te Ao Toa presenters and its production team were paid a retainer when the studio-based programme was taken off-air, and interviews were moved to Zoom and Skype talent and sourcing footage online was increased. Despite these challenges, we broadcasted the daily COVID-19 briefings from the Ministry of Health and Prime Minister and included the count of daily cases and we commissioned Dr Rawiri Taonui to provide Māori vaccination data and analysis on the virus' impact on Māori communities.

News and Current Affairs were also able to provide extra programming to fill the Whakaata Māori content shortfall, as productions were cancelled despite our limitations. Our linear weekly output increased from six hours to 8.5 hours per week and between 16 Aug - 16 Dec 2021 (17 weeks), we broadcast 156 hours of linear content and published 1,392 online articles.

Te Ao with Moana

Te Ao with Moana once again claimed 'Best Current Affairs Programme' at this year's Voyager Media Awards. Judges praised the show for its outstanding approach, saying "current affairs is all about the story and Moana nails it. From the highly complex and beautifully crafted to the raw and unadorned. This is stand out storytelling with a unique Māori lens." The award-winning entry from Te Ao with Moana included an in-depth one-hour

special and exclusive interviews on New Zealand gang culture as well as a revealing and candid interview with Justice Joe Williams, who is the first Māori judge of the Supreme Court and youngest Chief Judge of the Māori Land Court.

In May 2022, the Duke of Sussex, Prince Harry, chose Te Ao with Moana to release a global campaign on manaakitanga. It led to a worldwide exclusive announcement on the show, picked up by media across the globe.

Te Ao with Moana goes from strength to strength, covering topical stories and delivering exclusive insights on everything from gangs in Aotearoa to a struggling Grandmother living without power or water and interviewing hilarious rugby stars throughout the year and attracting a strong audience of over 283,000 on Television¹³.



¹² Audience engagement tracked through Neilson Linear Ratings, Google Analytics, and social media platforms performance metrics

¹³ Neilson Cume Reach 1 July 21 – 30 June 2022



Te Ao Mārama

E tūhono ana i tā mātou apataki ki te kawepūrongo me te tirohanga Māori e hira ana i ngā pō katoa o te wiki. I noho tā mātou pāhotanga o ngā rongo o te wā i ia rā hei tahuringa ake mā ngā apataki i ngā wā hiranga ki te motu, te COVID-19, te mauheretia, te panonitanga o ngā taumata mataara, ngā kōrero o te motu mai i ngā hapori nō reira ngā kōrero me te pāho i te rā o te motu tuatahi mō Matariki. Kumea ana e Te Ao Mārama tētahi apataki neke atu i te hāwhe miriona (562K) i ia tau i te Pouaka Whakaata¹⁴.

Te Ao Toa

Matapakihia ana e tā mātou hōtaka hākinakina reorua mō te kotahi hāora ngā rongo hākinakina hou katoa hei tā te tirohanga Māori, e whakatakihia ana e ētahi o mātou kaiwhakataki whai pūmanawa, e Stacey Fluhler, e Erena Mikaere, e Liam Messam, e Adam Blair, e Brook Ruscoe, ko Kai Kara-France me Jess Coate ngā kaikawepūrongo. Kapi ana i a rātou ngā taumata katoa, ngā momo hākinakina katoa mai i te whutupōro ki ngā Taumāhekeheke o ngā Iwi o Ingarangi, ki te UFC, te rīki me ētahi atu. Puta noa i te tau, kaha kūmea ana tētahi apataki neke atu i te 256,000 ki te Pouaka Whakaata¹⁵.

¹⁴ Neilson Cume Toronga 1 o Hōngongoi 21 – 30 o Pipiri 2022

¹⁵ Neilson Cume Toronga 1 o Hōngongoi 21 – 30 o Pipiri 2022



Te Ao Mārama

Connecting our audience with the Māori news and perspectives that matter each night of the week. Our daily news coverage was a source for audiences to turn to at times of national significance, COVID-19, lockdowns, changes in alert levels, stories from across the motu from the communities they come from and covering the very first national day of recognition for Matariki. Te Ao Mārama engages an audience of over half a million (562K) each year on Television¹⁴.

Te Ao Toa

Our bilingual one-hour sports programme discusses the latest sports news from a Māori perspective, presented by many of our most talented presenters, Stacey Fluhler, Erena Mikaere, Liam Messam, Adam Blair, Brook Ruscoe and Kai Kara-France and Jess Coate as a reporter. They cover all levels and types of sports, from rugby to the Commonwealth Games, UFC, league and more. Throughout the year, they attracted a strong audience of over 256,000 on Television¹⁵.

¹⁴ Neilson Cume Reach 1 July 21 – 30 June 2022

¹⁵ Neilson Cume Reach 1 July 21 - 30 June 2022



Mahinga Ngātahi

I tēnei tau, ka whakakahangia e mātou ngā hononga kōtui ki tō mātou hapori auaha Māori, ka whakawhānuihia ngā hononga rere i te rāngai pāho me Te Whare o te Reo Mauriora.

Hononga Kōtui

Noho matua ana te kaha o ngā mahinga ngātahi ki te rāngai me te hokinga ake ki ngā hapori ki te huri tauaro i te āhua ki te COVID-19. I whai wāhi mai ētahi hoa kōtui tekau mā ono ki ētahi whakaputanga tarāwhare e 22, te 250 hāora rānei mā roto i te pūtea tuku tōtika.

I mahi ngātahi mātou ki ngā iwi, pērā i a Tainui Group Holdings mō ngā kaupapa o Waikato-Tainui, ki a Ngāti Whakaue anō mō tā mātou pāhotanga mataora tuatahi o ANZAC i waho atu o Tāmaki Makaurau, e rua ā mātou kaupapa i mahia ngātahitia ki ētahi whare whakaputa, ki a WestPark me Korou Digital, ki te tautoko kaihanga e maea ake ana.

I uru atu mātou ki tētahi hononga kōtui mō te toru tau ki a Global Women ki te āwhina i te piki ake o te tūohotanga, te noho whakamaioha, me te whakaaetia atu o te ao Māori ki roto i te whatunga o Global Women me te para huarahi anō mō ngā kaimahi o tō mātou whare kia whai wāhi atu ki ngā whakangungutanga, ngā whanaketanga me ngā mahi hautū.

E mahi ngātahi ana mātou ki Te Tihi o Ruahine, ki te āwhina i a rātou ki te whakaputa i ā rātou kōrero me ngā kaupapa angitu o tā rātou whatunga, a Whānau Ora.

E kōkiritia ana ā-rautaki nei e tā mātou hononga kōtui ki te New Zealand Sport Collective (NZSC) tētahi takiwā whakahiamo mō te tupu o te reo Māori me te whakatupu apataki ngākau pono mō āpopo atu i raro i te waitohu o Māori Active.



Collaboration

This year, we solidified partnerships with our Māori creative community and broadened relationships across the media sector and Te Whare o te Reo Mauriora.

Partnerships

The strength of our increasing sector collaborations and return to communities were key to turning the tables on COVID-19. A total of sixteen partners contributed to 22 in-house productions or 250 hours through direct funding.

We worked closely with iwi, including Tainui Group Holdings on Waikato-Tainui content and Ngāti Whakaue for our first live ANZAC broadcast outside of Auckland and we had two collaborations with production houses WestPark and Korou Digital, supporting emerging creators.

We entered into a three-year partnership with Global Women to help increase the awareness, appreciation, and acceptance of te ao Māori within the Global Women network whilst providing staff within our whare the opportunity to participate in training, development, and leadership activities.

We are working with Te Tihi o Ruahine, to help them tell their stories and successes of their Whānau Ora network.

Our New Zealand Sport Collective (NZSC) partnership is strategically driving an exciting space for the growth of te reo Māori and building loyal, future audiences, under the brand of Māori Active.

Māori Active

I te Poutūterangi 2022, ka hono atu a Whakaata Māori ki te New Zealand Sport Collective (NZSC) ki te pāho i ngā hākinakina kura tuarua ki Aotearoa. E rere mataora ana mō te kore utu i te hongere TiriAta a Whakaata Māori, te wāhi e toroa nuitia ana e te hunga rangatahi, ka puta ko Māori Active.

E āwhina ana te mahinga ngātahi nei ki te toro atu me te āwhina ki te turaki tauārai kia whai wāhi atu ai te hunga rangatahi ki te hākinakina.

Mā mātou ko te NZSC, e haere tonu ai te pāho a Māori Active i ētahi momo hākinakina whānui. Mai i ngā tīma wāhine, ki te momo rerekē anō i ērā i whāia i mua me ā mātou rangatahi tērā tonu ka angitu - ka whai huarahi te katoa ki te whakaputa i ā rātou kōrero, kia kitea e whakataetae ana, ka āwhina hoki ki te whakaohooho i ētahi atu o Aotearoa ki te tākaro me te eke ki ngā taumata hākinakina, hei tā rātou i pai ai.

Mai i te Poutūterangi 2022:



Tirohanga Ataata



Ngā Kaupapa Hirahira 10

Kaupapa Hākinakina Rangatahi e rite ana te mātakihia ā-ahutahi i ia wiki

Te Rito

He hononga kōtui ahurei te Hōtaka Haurapa Kōrero o Te Rito, e tautokohia ana e te Public Interest Journalism Fund a Irirangi te Motu, i waenga i ngā whakahaere pāpāho o Whakaata Māori, o NZME, o Newshub/Discovery me Pacific Media, ki te whakangungu, te whakapakari me te ārahi i tētahi kāhui tauira mahi e rua tekau mā rima.

Mai i te Haratua 2022, ka tīmata te marama tuatahi a ngā Tauira Mahi ki ngā taiwhanga kawepūrongo e whā katoa ki Whakaata Māori, ki NZME, ki Pacific Media Network me Discovery's Newshub.

He wāhanga ngā Tauira Mahi o ētahi tūāoma hiranga e rua:

- Te karakia atatū mō te panoni i te ingoa o Whakaata Māori
- Te tūnga whakakite ki NZME ki te whakanui i a Matariki me ngā punitukutuku e whitu a ngā tauira mahi o Te Rito, a Tūhuratia ngā Mata o te ariki.16

E tāpaea ana e te hononga kōtui ki Te Rito ngā paepāho kaupapa kõrero katoa i tētahi taiao pāpāho, kawepūrongo o te ao hou o Aotearoa mō te matihiko, te oro, te reo irirangi, te ataata, te pouaka whakaata, te tā me te pāpori. Ka uru atu ki te hōtaka te whakangungua ki te pekanga mātauranga motuhake me te whakanōhia o te tauira mahi, te kaiwhakangungu, rāua tahi rānei ki ētahi taiwhanga kawepūrongo tekau mā rima.



puta noa i ētahi taiwhanga kawepūrongo hoa kōtui e whā



Mai i te Haratua 2022, i whai wāhi atu ki tētahi

kõrero i whakaputaina

¹⁶ Tühuratia ngā Mata o te ariki – Chapter 1: Matariki | Tüharatia ngā Mata o te Ariki (revealing the faces of Matariki) is a new animated series created by the Te Rito cadets at NZME. This series begins with... | By nzherald.co.nz | Facebook

Māori Active

In March 2022, Whakaata Māori joined forces with the New Zealand Sport Collective (NZSC) to broadcast secondary school sports in Aotearoa. Streaming live and free on the Whakaata Māori YouTube channel, where rangatahi spend much of their time, Māori Active was born.

This collaboration is helping to engage and help reduce the barriers of our rangatahi to participate in sport.

Together with NZSC, Māori Active will continue to broadcast a diverse range of sports. From female teams, non-traditional codes and our promising rangatahi – all will have the chance to share their stories, be seen in competition, and help to inspire more Kiwis to play and succeed in sport, their way.

Since March 2022:





Top 10 Rangatahi Sport Content often in linear weekly viewing

Te Rito

The Te Rito Journalism Project, funded by NZ on Air's Public Interest Journalism Fund, is a unique partnership between media companies Whakaata Māori, NZME, Newshub/Discovery and Pacific Media, to train, upskill and mentor a cohort of twenty-five cadets.

Since May 2022, the Cadets started their first month of placements in all four newsrooms - Whakaata Māori, NZME, Pacific Media Network and Discovery's Newshub.

Cadets have been a part of two significant milestones:

- · The dawn ceremony for Whakaata Māori name change
- The showcase performance at NZME to celebrate Matariki and Te Rito cadets' seven webisodes, Tūhuratia ngā Mata o te Ariki.16

The Te Rito partnership offers every storytelling platform in a modern-day New Zealand news and media environment, covering digital, audio, radio, video, television, print, and social. The programme includes training in specialist disciplines as well as cadet and/ or trainer placements across fifteen newsrooms.



across four partner newsrooms



contributed to

published stories

¹⁶ Tühuratia ngā Mata o te ariki – Chapter 1: Matariki | Tüharatia ngā Mata o te Ariki (revealing the faces of Matariki) is a new animated series created by the Te Rito cadets at NZME. This series begins with... | By nzherald.co.nz | Facebook

Wānanga whanake ranga kaimahi o te Rāngai

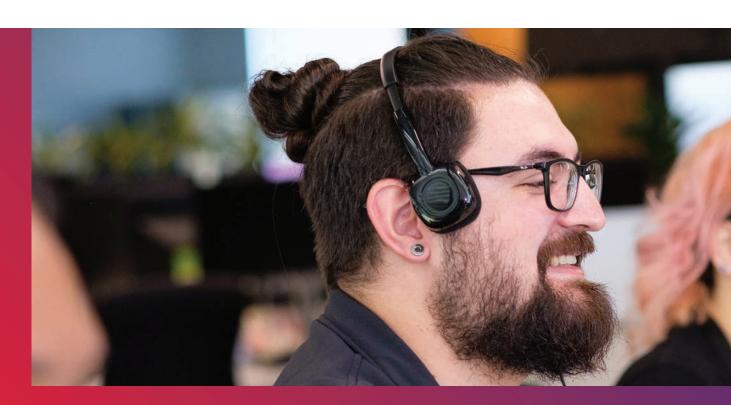
E tautokohia ai tā mātou huri ki ngā panonitanga mō te āhua ki ngā hangarau hou, te neke i te whanonga apataki me te pāpātanga o ēnei ki ō mātou hiahia taha kāhui mahi, ki te raukaha me te āheinga, ka whakahaeretia e mātou tētahi wānanga whanake ranga kaimahi mō te rāngai i te taha o ētahi hoa kōtui matua me ētahi atu e whai wāhi ana rere noa i te rāngai. I whai wāhi mai ētahi māngai o Te Māngai Pāho, o Waatea Radio, o Irirangi te Motu, o Irirangi Aotearoa, o Waikato-Tainui, o Te Korimako, o Afed Squad, o Te Amokura Productions, o Ngā Aho Whakaari, me Te Puni Kōkiri. I āhei mātou i te wānanga nei ki te noho mārama ake ki ngā āputa tōpū, ngā hiahia, ngā take tōmua mō te rōpū whānui, ka mutu, ka whakamahia ngā putanga ki te whakamōhio i ngā mahi o roto o Whakaata Māori me ngā mahinga ngātahi e whāia ana e tēnā me tēnā hoa kõtui e tüturu ai tā mātou whakapakari āheinga, raukaha i roto i te kāhui mahi. Ko ngā takiwā aronga tahi tōmua i puta i te wānanga ko:

- · Te hiranga o te mana ārahi kaha me te taha whakatau take (ina koa mō te tirohanga ā-rāngai katoa/mahi ngātahi). I rite tonu te ara ake o tēnei, me te kaha o te hiahia kia whakatūria tētahi hinonga rere-rāngai/māngai whānui
- · Te noho hiranga tonu o te hiahia kia waihangatia ētahi ara whai tikanga mō te ara mahi/whanaketanga me ētahi huarahi ka āta whakaritea i roto, puta noa hoki te rāngai

Te whakaaro e hiranga ake ana te taha whakangungu me te tohu mātauranga (tae atu ki ngā tohu pūmanawa whāiti) kaua ki te kukume noa mai i te tangata hou engari ki te whakaū anō i ngā pūkenga/wheako o ngā kaimahi kua noho kē mai

I te ahunga whakamua me te mahi ngātahi ki ngā māngai o te rāngai pāho Māori, ka whanaketia e mātou tētahi rautaki whanake ranga kaimahi mā te rāngai whānui i mua i te paunga o Pipiri 2023. Kua whakatūria tētahi rōpu mahi rere i te rāngai – Te Ohu Whai Pūkenga mō te Rāngai Pāpāho Māori, ka koke rātou i ngā takiwā whakaaetanga me te whanake rautaki. Ka mahi ngātahi a Te Ohu ki Te Whare Wānanga o Awanuiārangi ki te koke i te whanaketanga me te āhua o ngā tohu pāpāho mai i te tohu pūmanawa whāiti ki te Paerua, e manakohia ana kia Pāho Mataoratia hei te Pipiri (Matariki) 2023.

E kimi ana anō a Te Ohu ki te kāhua mahi hei wāhanga o te toronga hapori, ina koa, te whakaatu tūranga i ngā wāhi e matea nuitia ana. Hei tauira, te Kōrero Māori, te taha Ētita me ngā mātanga Whakahaere. Ka tirohia e mātou me pēhea tā mātou whakamahi i ā mātou paepaho mō te kimi kaimahi me te whakamahi anō ki te whakaako i ētahi atu kei ngā huarahi kimi oranga i te rāngai pāho Māori.



Sector Workforce Development Wānanga

To support how we adapt to the changes in the shape of new technologies, shifting audience behaviours and the impact this has on our workforce needs, capacity and capabilities, we hosted a sector workforce development wananga with key partners and players from across the sector. Representatives from Te Māngai Pāho, Waatea Radio, NZ On Air, Radio New Zealand, Waikato-Tainui, Te Korimako, Afed Squad, Te Amokura Productions, Ngā Aho Whakaari, and Te Puni Kōkiri participated. This wānanga enabled us to achieve a better understanding of the collective gaps, needs and priorities for the wider group, and the outcomes will be used to inform both activity within Whakaata Māori and collaborative mahi undertaken by various partners to ensure we build capability and capacity within the workforce. Priority focus areas that resulted from the wananga are:

- The importance of strong governance and decision-making (particularly with a whole-sector/ collaborative lens) was a recurring theme, with a strong interest in the establishment of a crosssector/representative entity
- · Creation of meaningful career/development opportunities and more structured pathways into and through the sector remains a significant need

· Training and qualifications (including microcredentials) are seen as having greater importance in not only attracting new entrants but also affirming the skills/experience of existing staff

Moving forward, and in collaboration with representatives from the Māori media sector, we will develop a sector-wide workforce development strategy by the end of June 2023. A cross-sector working group has been established - Te Ohu Whai Pūkenga mō te Rāngai Pāpāho Māori, who will progress areas of agreement and strategy development. Te Ohu will collaborate with Te Whare Wānanga o Awanuiārangi to progress the development and structure of broadcasting qualifications from Micro-credentials to Masters level, desired to Go-Live June (Matariki) 2023.

Te Ohu also looks to profile mahi as part of community engagement, in particular showcasing roles where we are in the greatest need. For example; reo speaking, editing and operational specialists. We will be looking into how we further leverage our platforms for recruitment campaigns and use them to educate others on career pathways in the Māori media sector.



Ā Mātou Raraunga me ngā Otinga

Apataki

I te tau ka hori, ka arotahi ā mātou whakapaunga kaha ki ngā apataki Māori mātāmua:

- Ngā whānau whakatipu tamariki ki te reo Māori
- Te hunga rangatahi kōrero Māori
- Te hunga e āta ako ana i te reo Māori
- Te hunga matatau ki te reo Māori

Mō ā mātou wāhanga apataki mātāmua, e kaha ana te aro ki te ako i te reo – mō ērā e toro ana ki te reo – kei te kaha ake tō rātou pai ki a Whakaata Māori rere noa i ngā otinga katoa mō Te Huapae i ērā atu apataki.

Kei te mau tonu te kaha o te Tapeke Whakatairanga More (NPS) i waenga i ngā karu mātaki Māori ki te +23, heoi, kua heke te tapeke NPS mō ngā karu mātaki katoa (-14). E kitea ana te memeha o te ngākau hihiko, e kaha kitea ana i te hunga Tauiwi me te hunga Tauiwi e 50 neke atu ngā tau. He pai ake ki ēnei rōpū te kaupapa



nō tāwāhi mai me te kore e tino aro ki ngā take Māori (rongo o te wā) ki te ako rānei i te reo. Ka noho tonu te kōrerohia o te kaupapa Māori e te Māori me te tautoko i te whakarauoratia o te reo Māori me ngā tikanga hei take tōmua matua, hei takiwā aronga tahi mō mātou.

I paku memeha anō te wāhi ki te hunga Māori matatau, me ngā rangatahi Māori, e kaha kumea ana e ngā arapāho auraki ataata – pērā i te Netflix. Heoi anō, kei te kaha ake te kitea o te rangatahi Māori e mātaki ana i ngā kaupapa hākinakina i te Māori Active i runga i te paepāho TiriAta. E whai ana hoki mātou ki te tāpiri i ētahi atu kaupapa āhuareka, e hāngai ana ki te TiriAta.

Mō te āhua ki te mātakitaki, e mātaki ana a ngāi Māori i te 3.3 hāora toharite i te wiki ina whakatairitea ki te 2.3 hāora mō te hunga Tauiwi. Kei te kaha ake te mātaki a te hunga matatau ki te reo i ngā kaupapa ina whakatairitea ki ētahi atu – kei tōna 5.9 hours toharite i te wiki ina whakatairitea ki te 2.1 hāora mō te hunga kihai i matatau ki te reo. Neke atu i te 8 hāora o te kaupapa a Whakaata Māori kei te mātakihia e tētahi hautoru o te hunga matatau i te wiki.

Ko ngā wāhi mō te kōrero hiki wairua ko te hāngaitanga o te kawepūrongo me te hiahia ki te ako i te reo.

E mōhio ana mātou he paepāho hiranga te whakamahi i te pouaka whakaata me ā mātou kaupapa matihiko mō te ako i te reo Māori.

Our Data and Results

Audience

Over the last year, we have focused our efforts on our core Māori audiences:

- Whānau raising Tamariki in Te Reo Māori
- Rangatahi speakers of Te Reo Māori
- Active learners of Te Teo Māori
- Fluent speakers of Te Reo Māori

For our core audience segments, there is a strong focus on learning te reo - and for those who engage with te reo – they rate Whakaata Māori more positively across all Te Huapae results than the rest of the audience.

The Net Promoter Score (NPS) among Māori viewers remains robust at +23, however the overall NPS score has decreased (-14) for all viewers. We are seeing a softening of enthusiasm, predominately among non-Māori and non-Māori 50+ years. These groups tend to be more invested in foreign content and less interested in Māori affairs (news) or te reo learning. Sharing Māori stories, by Māori and supporting the revitalisation of te reo Māori me ngā tikanga remains our core priority and areas of focus.

There was also a slight softening among fluent Māori, as well as rangatahi Māori, whose preference for mainstream video streaming - like Netflix - dominates. We are, however, seeing more rangatahi Māori consume sports content on Māori Active on the YouTube platform. We are also aiming to add other appealing and relevant content to YouTube.

In terms of consumption, Māori watch 3.3 hours of Māori content per week on average, compared to 2.3 hours per week for non-Māori. Those fluent in te reo are watching more content compared to others - an average 5.9 hours per week compared to 2.1 hours for those not fluent in te reo. A third of fluent speakers watch more than 8 hours of Whakaata Māori content per week.

The main gateways for positive sentiment are the relevancy of news and current affairs and the desire to learn te reo.

We know that the use of television and our digital offerings are important platforms for learning te reo Māori. It helps our audience improve their te reo, learn more about the culture and enables their dayto-day usage of te reo Māori.



Hononga Kōtui

Mahi tahi ai mātou ki ō mātou hoa kōtui o Te Whare o te Reo Mauriora me te rāngai pāho whānui ki te whakarauora tahi i te reo me ngā tikanga Māori. Tautokohia ai e mātou ō mātou hoa kōtui ki te whakatutuki i ā rātou ake rautaki whakarauora mā te hanga taiao whakaāhei e puāwai ai te reo me ngā tikanga Māori, ka whakarato anō i te kaupapa pāho pārekareka, ngahau, whakaohooho ka tūhono apataki ki te ao Māori me te reo Māori ka hāpai ake i te reo o ngāi Māori i Aotearoa.

Putanga tōmua / Inenga whakatutuki mahi	2021/22
E kitea ana, e whai wāhi atu ana a Whakaata Māori ki te hapori me ngā huihuinga 2.1 60% o ngā kaimātaki e whakaae ana kei te kitea a 'Whakaata Māori' i te hapori me ngā huihuinga	71% Māori 59% Tauiwi
E hiahia ana ngā whakahaere haere kōtui ki te mahi tahi ki a mātou 2.2 # ngā hāora kaupapa pāho e whakaputaina tahitia ana ki ngā hoa kōtui (he paetīmata i hangaia i te 21/22)	541.25 hāora: 289.35 hāora i tonoa 253 hāora i whakaputaina tahitia ki te hoa kōtui i te whare tonu



Kaimahi

Hononga ahurea

I roto i te tau, ka haere tonu ā mātou mahi ki te hanga me te hāpai tonu i tētahi whakahaere kaupapa Māori tōnui, e kauanuanutia ana ka whakapakari i te raukaha me te uara o te rāngai. Ko te ara matua e tutuki ai tēnei ko te whakaāhei i ngā kaimahi ki te ako i te reo Māori ka waihanga ai i tō rātou ake hononga ki te ao Māori. Ka inea ā mātou putanga mā roto i te rangahautanga kaimahi ā-tau i runga i te pātai i ētahi pātai e toru:

- Kei te puāwai anō te reo Māori hei reo kōrero matua mō ngā kaimahi i ia rā?
- Kei te tutuki anō i ngā kaimahi ā rātou ake whāinga reo?
- · He wāhi anō a Whakaata Māori e hiahia mahi ai te tangata tino pai?

I tirohia ano e matou i tenei tau te mahi haora hangore, he aha ka paingia, he aha ai, me te pātai anō i ngā kaimahi mō tō rātou māramatanga ki Te Huapae.

Partnerships

We work alongside our partners in Te Whare o te Reo Mauriora and the wider media sector to collectively revitalise te reo me ngā tikanga Māori. We support 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.

Priority outcome / Performance measure	2021/22
Whakaata Māori is seen and is active in the community and at events 2.1 60% of viewers who agree that 'Whakaata Māori' is active in the community and at events'	71% Māori 59% non-Māori
Partner organisations want to work with us 2.2 # of hours of content produced with partners (a baseline created in 21/22)	541.25 hours: 289.35 hours commissioned 253 hours in-house partnered

Staff

Cultural Connection

During the year, we continued efforts to create and sustain a thriving, respected kaupapa Māori organisation that builds the capacity and value of the sector. A key way we do this is by enabling our own staff to learn te reo Māori and build their own connection to te ao Māori. We measure our outcomes via an annual staff survey for staff by asking three questions:

- Is te reo Māori flourishing as a primary language of day-to-day use amongst staff?
- Are staff meeting their own te reo Māori language goals?
- Is Whakaata Māori a place where great people want to work?

In addition, this year we also looked at flexible working conditions, preferences, and motivators, as well as asking staff about their understanding of Te Huapae.



Utu ā-Ira

E pūmau ana a Whakaata Māori ki te whakarato huarahi whakaōrite whiwhinga mahi. Hei wāhanga o tā mātou hononga kōtui ki a Global Women, ka kawea ake e mātou te Champions of Change Diversity Reporting Framework me ngā whāinga ka whai ake nei:

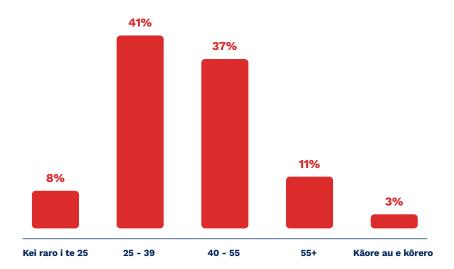
Ira: tētahi pironga ira ōrite 40:40:20 - kia 40% neke atu o ia ira me te 20% e toe ana ki tētahi o ngā ira. I tēnei wā ko te wehenga ira i Whakaata Māori e 43% he tāne, 54% he wahine, e 3% he ira huhua.

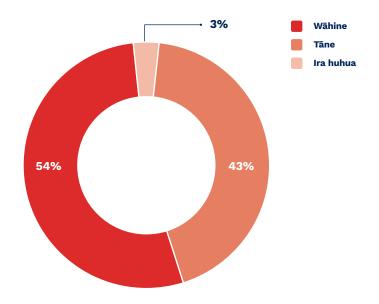
Mātāwaka: E ea ai te taha mātāwaka huhua ki te whakakaha ake i ngā whakataunga take me te āta whakatikatika i te rītaha, nō ētahi mātāwaka whānui te ranga kaimahi a Whakaata; Māori e 62%, Tauiwi e 44%, Āhia e7%, Māori Kuki Airani e 6%, Hāmoa e 5%, Īnia e 4%, Niue e 3%, Whītī e 3% me ētahi atu iwi o Te Moana-nui-a-Kiwa e 2%.

I whai hoki mātou ki te aroturuki me te pūrongorongo i tā mātou Āputa Utu Ira ki te Komiti Whiriwhiri Take Māori i ēnei tau tata nei. I te 2019 ka pūrongohia e mātou tētahi āputa utu 1.04%, i te 2020 1.36%, i te 2021 1.07%.

I tēnei tau e waingōhia ana mātou ki te pūrongo tuatahi mai i te wā i tīmata ai tā mātou ine i te Āputa Utu Ira, ko te utu toharite ki ā mātou wāhine 1.64% te teitei ake i ā mātou tāne. He takahanga ahunga whakawaiū tēnei, ka mutu, ka whai tonu mātou i te ōritenga rere i ngā tūranga katoa o roto o te whakahaere.

Hangapori Kaimahi





Gender Pay

Whakaata Māori is committed to providing equal employment opportunities. As part of our partnership with Global Women, we are embracing the Champions of Change Diversity Reporting Framework and the following goals:

Gender: a target gender balance of 40:40:20 at least 40% of each gender and the remaining 20% of either gender. Whakaata Māori currently has a gender split of 43% male, 54% female and 3% gender diverse.

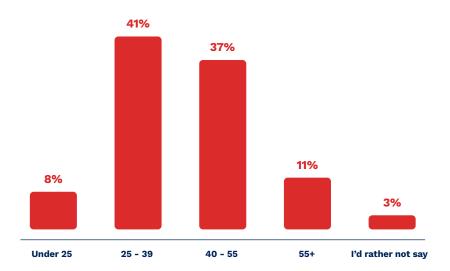
Ethnicity: To seek out ethnic diversity to strengthen decision-making and to consciously address bias, Whakaata Māori has a diverse workforce of staff;

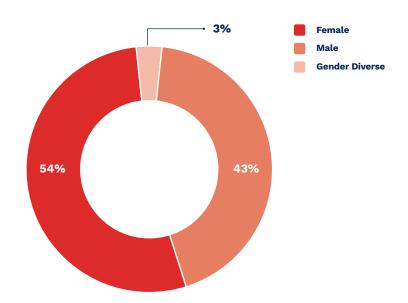
Māori 62%, Non-Māori 44%, Asian 7%, Cook Islands Māori 6%, Samoan 5%, Indian 4%, Niuean 3%, Fijian 3% and other Pacific Peoples 2%.

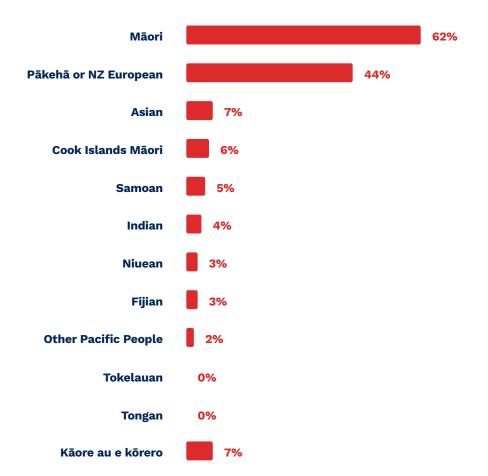
We have also been monitoring and reporting our Gender Pay Gap to the Māori Affairs Select Committee in recent years. In 2019 we reported a pay gap of 1.04%, in 2020 1.36% and in 2021 1.07%.

This year we are pleased to report that for the first time since we began to measure our Gender Pay Gap, our wāhine on average are paid 1.64% higher than our tane. This is a step in a positive direction, and we remain committed to ensuring equity across all roles within the organisation.

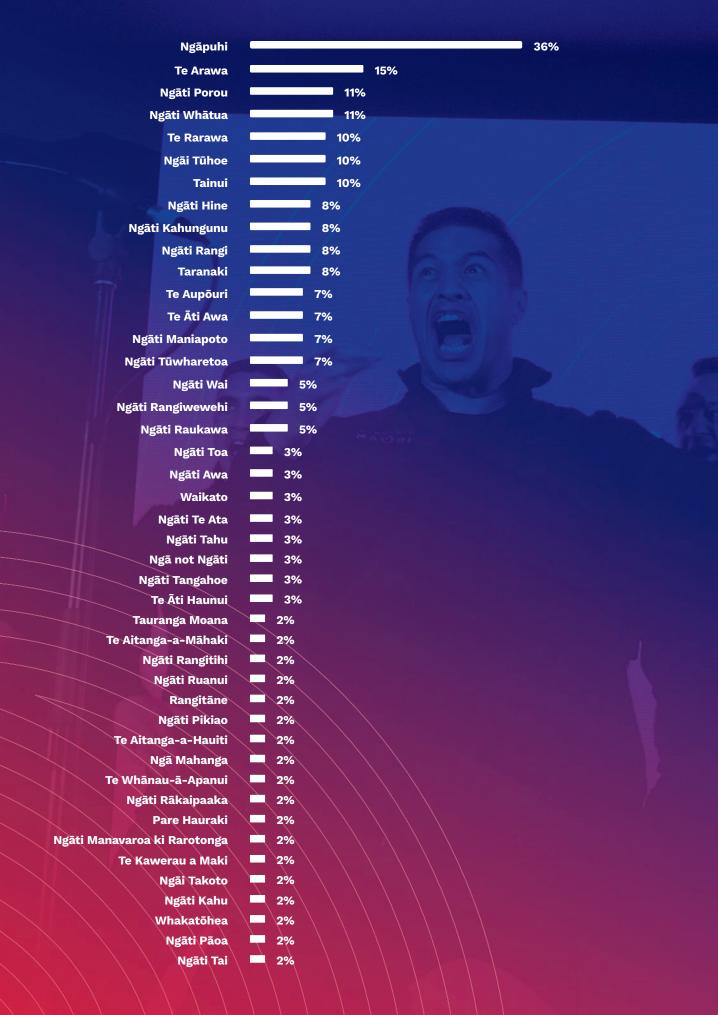
Staff Demographics











Rangahau Kaimahi

E whakamahia ana te rangahautanga kia mārama ai ki ngā taumata māha o ngā kaimahi, ō ratou waiaro ki tō mātou whakahaere, te taha hautū, te mahi me te uara o tā rātou tāpaenga whaiaro. He umanga whakarauora reo mātou, ka whāia haerehia e mātou ngā putanga reo mai i ngā tikanga ka whakatakotohia e mātou puta noa i te tau.

Mai i te rangahautanga o te 2021, kua kite mātou i te piki ake i ngā tikanga inenga matua katoa ina whakatairitea ki te tau ka hori, ahakoa ngā pēhitanga mai a te COVID-19 me ngā mauheretanga ki runga i ngā kaimahi. Mō ngā kaupapa e pā ana ki te whakangungu me te whanaketanga, te arotahi ki te waihanga i tētahi ahurea kaha me te whakaaro ki te uara o te kaimahi, te arotakenga taiutu, tae atu ki ētahi atu tikanga hāora kia noho haumaru, noho ora ai ā mātou kaimahi, e waingōhia ana mātou i te whakaatatia o te ngākau whakawaiū ō ngā kaimahi ki te whakahaere.

Kua piki ake te whai wāhitanga whānui ki te 3.9/5 me te neke a ngā Tapeke Whakatairanga More i te -17 ki te +10 i roto i te Rangahau Kaimahi ā-Tau. Kua ākina e te auau o te otinga whakawaiū mai i ngā kaimahi e pā ana ki te Whakahaere, te Taha Hautū me te mahi Whai Tikanga te otinga whānui, me te hiranga o tēnei ina whakaarohia te pākahatanga auroa o te herea e te COVID-19 e pāpā ana ki te hononga ā-kiko nei.

2022 Rangahau:

ngā kaimahi i whai wāhi ki te rangahautanga

pāpātanga (2021: 83%; 2020: 66%)

o ngā kiri tāoro kua whakamahi i te reo Māori i ngā rā e whitu ka taha

> I piki te tapeke whai wāhi a te kaimahi ki te

(2021: 3.6 o te of 5).

("He wāhi a Whakaata Māori e hiahia mahi ai te tangata tino pai")

o ngā kaimahi katoa i whakaae e whakaratoa ana rātou ki te ara whakangungu, te ara whanaketanga



100% o ngā kaimahi kei te whakamahi i te reo i ia rā i ā rātou whakawhitinga kōrero i te wāhi mahi, e 65% i whakapono kua pakari ake ō rātou reo i te tau ka hori. E 26% o ngā kaimahi katoa kei te matatau ki te reo Māori, ka mutu, ina whakatairitea tēnei ki a Aotearoa me te kāhua KoPa o Whakaata Māori, e kaha tohua ana i te Awatea kua whakaatu nei i te 8% o te nekehanga katau i ngā marama 12 ka taha nei.

	Kore	Pō	Awatea
2021 Aotearoa	25%	61%	14%
2021 Pouaka Whakaata Māori	1%	39%	60%
2022 Whakaata Māori	0%	32%	68%

Kaimahi Survey

The survey is used to understand staff satisfaction levels, their attitudes towards our organisation, its leadership, the mahi and the value of their personal contribution. As a te reo revitalisation entity, we track te reo outcomes from the initiatives we put in place throughout the year.

Since the last survey in 2021, we have observed an improvement in all key metrics vs. a year ago, despite the pressure that COVID-19 and lockdowns had put on our workforce. We are pleased that the initiatives around training and development, a focus on building a strong culture and employee value proposition, remuneration reviews, along with additional haura initiatives to keep our staff safe and well have been reflected in the positivity staff feel towards the organisation.

Overall engagement has improved to 3.9/5 and Net Promoter Scores, shifting from -17 to +10 within the Annual Staff Survey. Consistent positive results from staff relating to the Organisation, Leadership, and Meaningful work has driven the overall result, which is significant given the impact of prolonged periods of COVID-19 restrictions impacting the physical connection.

2022 Survey:

staff participated in the survey.

response rate (2021: 83%; 2020: 66%)

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

> The staff engagement score improved to

out of 5

(2021: 3.6 out of 5).

"Whakaata Māori is a place where great people want to work"

of all staff agreed that they are being provided with training and development opportunities



100% of staff use te reo every day in their workplace communications and 65% felt their te reo had improved over the last year. 26% of all staff are fluent in te reo Māori and compared with New Zealand and Whakaata Māori's KoPa profile is heavily represented in the Awatea segment which has exhibited a shift right of 8% in the last 12 months.

	Kore	Pō	Awatea
2021 New Zealand	25%	61%	14%
2021 Māori Television	1%	39%	60%
2022 Whakaata Māori	0%	32%	68%

Kei raro nei ā mātou putanga tōmua mā te kaimahi me tā mātou kokenga i tēnei tau. He putanga tū-ā-roa ēnei (toru ki te rima tau), e koke tonu ana ngā mahi. I te panonitanga o ētahi kaimahi i te tau ka taha, ka paku heke iho te ōrau whai mahere reo Māori engari i kaha ake te pāpātanga whakatutuki whāinga a ērā kua whai mahere.

Putanga tōmua / Inenga whakatutuki mahi	2021/22
Kei te puāwai te reo Māori hei reo kōrero matua mō ngā kaimahi i ia rā	
3.1 90% o ngā kaimahi kua whai mahere reo Māori	90%
E tutuki ana i ngā kaimahi ā rātou whāinga reo Māori 3.2 80% o ngā kaimahi kua whai whāinga reo Māori	90%
He wāhi a Whakaata Māori e hiahia mahi ai te tangata tino pai	
3.3 80% o ngā kaimahi ka whakatutuki whāinga reo Māori kotahi neke atu	96%
70% o ngā kaimahi ka whakatutuki whāinga reo Māori e rua neke atu	93%
60% o ngā kaimahi ka whakatutuki whāinga reo Māori e toru neke atu	88%
90% o ngā kaimahi ka whakamahi i te reo Māori i ia rā i te mahi	100%



Hōtaka Pia Kimi Wheako

I whakaterea e Whakaata Māori tētahi whakamātautanga hōtaka pia kimi wheako i te Kohitātea 2021. I hoahoatia hei kaupapa whakangungu, whakawhanake tukupū, e whakaaturia ai ngā pia ki ngā wāhanga katoa o te pakihi, kia whai wāhi atu ai rātou ki te mahi i te mahi, ki te ako i a rātou e mahi ana. Te tikanga ka whakatinanahia te hōtaka i te 12 marama me te huri i ia ranga. Heoi, i te whakararuhia o te hōtaka e ngā here o te COVID-19 nō te Hereturikōkā 2021 rawa i tīmata ai. Kua whakawhiti atu ngā pia tokorua ki ētahi tūranga i te Ranga Kaupapa.

Kua oti nei te whakamātautanga pia, i whai huarahi mātou ki te arotake i tā rātou me tā ērā i tautoko i te whakatinanatanga o te hōtaka i wheako ai. Kei te whakamahia tēnei e mātou me tā mātou horopaki o tēnei wā kia mōhio ai mātou me pēhea te tuku me te whakapai ake i ngā tūmahi pia haere ake nei.

Below are our three priority outcomes for staff and the progress we have made this year. These are mediumterm outcomes (three to five years), and work is still in progress. With a number of staff changes over the past year, the percentage holding te reo Māori language plans shifted slightly down overall but those with plans continued to achieve their goals at an ever-higher rate.

Priority outcome / Performance measure	2021/22
Te reo Māori flourishes as a primary language of day-to-day use amongst staff 3.1 90% of staff have a te reo Māori plan	90%
Staff are meeting their te reo Māori goals 3.2 80% of staff have te reo Māori goals	90%
Whakaata Māori is a place where great people want to work	
3.3 80% of staff achieve at least one te reo Māori goal	96%
70% of staff achieve at least two te reo Māori goals	93%
60% of staff achieve at least three te reo Māori goals	88%
90% of staff use te reo Māori every day at work	100%

Internship Programme

Whakaata Māori launched a pilot internship programme in January 2021. Designed to be a comprehensive training and development initiative, it provided the interns with exposure to all parts of the business and participation in practical, on-the- job learning. The programme was intended to be delivered across 12 months with rotations in each ranga. However, the programme was interrupted by the COVID-19 lockdown starting in August 2021. Both interns have now transitioned into roles in Ranga Kaupapa.

With the pilot internship now complete, we have had the opportunity to review their experience and that of those who supported the delivery of the programme. We are using this and our current context to understand how we can best offer and improve internship activity going forward.



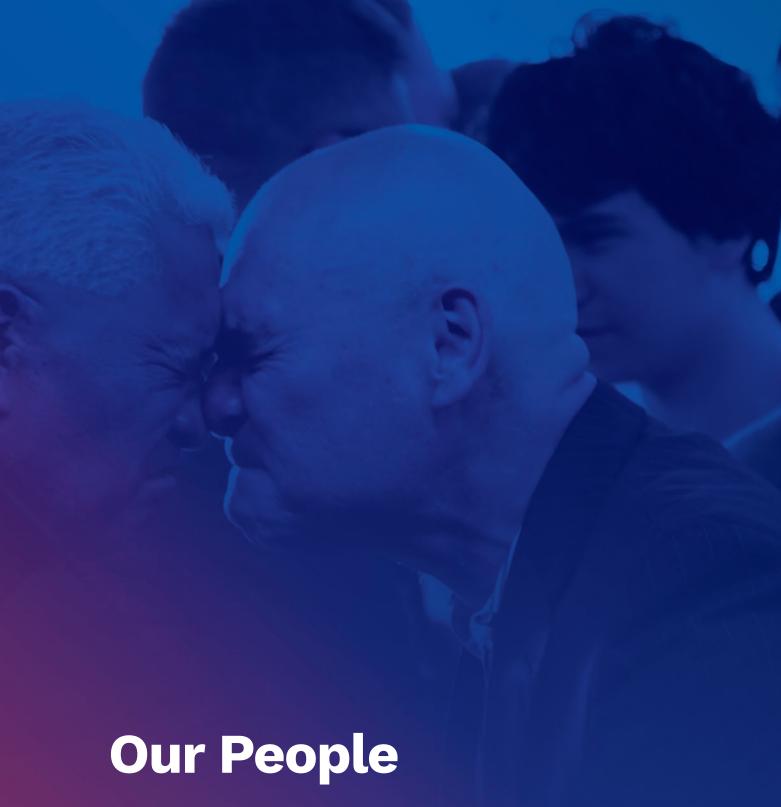


Mana ārahi me te noho haepapa

E arahina ana a Whakaata Māori e Te Rūnanga o Whakaata Māori - tētahi Poari tokowhitu 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 Poari 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 anō kei te whakahaeretia ngā take a Whakaata Māori hei tā ngā kaupapahere a te Poari.

Kua tautuhia ngā kawenga mana ārahi a te Poari 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.



Governance and Accountability

Whakaata Māori is governed by Te Rūnanga o Whakaata Māori - 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 members.

The Rūnanga is responsible for setting the strategic direction of Whakaata Māori and holds regular meetings to monitor progress towards the achievement of those

strategic objectives. They also ensure the affairs of Whakaata Māori are being conducted in accordance with Rūnanga policies.

The Board's 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.

He tūtohinga ā Whakaata Māori mā te Poari, te Komiti Arotake Tūraru me te Komiti Taiutu.

Jamie Tuuta – Toihau	20 Hakihea 2021
Peter-Lucas Jones - Toihau Tuarua	16 Huitanguru 2020
Dr Reuben Collier	1 Hōngongoi 2019
Tiwana Tibble	20 Hakihea 2021
Kingi Kiriona	19 Paengawhāwhā 2021
Whetu Fala	29 Whiringa-ā-nuku 2019
Anahera Higgins	21 Hakihea 2021

Ā mātou kaimahi

E ngākau whakahī ana mātou i tā mātou arotahi ki te tautoko i te whanaketanga kaimahi me te āhua o te hono o te katoa ki te ao Māori. Ahakoa tā mātou mauroa ki tēnei i te 2021/22 i waenga i ngā ākitanga mai a te COVID-19, i noho tōmua tonu te hauora me te noho ora o ngā kaimahi.

I haere tonu te pākahatanga nui o te COVID-19 me ngā tautuhinga hauora ā-motu ki te āhua o ā mātou whakahaerenga me te tautoko kaimahi. Tata ana ki te 40 ōrau o ā mātou kaimahi i pāngia e te COVID-19 i te hauwhā tuatoru, me te mate a ētahi tokomaha tonu i ōna wā o te tau kia noho i tā te moke i te noho tata ki ētahi atu.

Whakahī ana mātou i tā mātou tautuhi ā-whakahaere nei i ngā tūraru taha whakahaere i ara ake i te mate urutā nei, i whakaritea ai e mātou ētahi tikanga pakari ki te whakahaere i ētahi raru ohorere maha i pā mai. I rite tonu tā mātou arotake tukanga me te tirotiro, te whakapā atu ki ngā kaimahi mō te pai o te haere o ngā whakaritenga mō rātou. Ko te hua o tēnei ko te haere tonu o te whakatinana a tō mātou tīma whakamīharo i ngā kaupapa pāho auaha me te whai kia koke tonu ā rātou ake whāinga whakawhanake.



Whakaata Māori has charters for the Rūnanga, Audit and Risk Committee and Remuneration Committee

Jamie Tuuta – Chair	20 December 2021
Peter-Lucas Jones – Deputy Chair	16 February 2020
Dr Reuben Collier	1 July 2019
Tiwana Tibble	20 December 2021
Kingi Kiriona	19 April 2021
Whetu Fala	29 October 2019
Anahera Higgins	21 December 2021

Our Staff

We place great pride in our focus to support staff development and how we all connect to te ao Māori. While we have sustained this during 2021/22, amidst the ongoing waves of COVID-19, our staff health and well-being has taken priority.

The effects of COVID-19 and our national health settings continued to have a major impact on how we operated and supported our staff. Almost 40-percent of our staff tested positive for COVID-19 during the third quarter and a substantial number had to isolate at various times in the year due to being close contacts.

We are proud that, as an organisation, we identified the operational risks this pandemic posed early and established solid procedures to manage its many curveballs. We consistently review our processes and surveying, checking in with staff about how well it is working for them. As a result, our amazing team has continued to deliver innovative content and advance their own development goals.





Hauora

I rerekē anō te whaiwhai haere i ngā take noho ora i te tau ka hori nā runga i te piki ake o te mahi mai i tawhiti, i te whakaritea o ētahi kaupapa hei tautoko kaimahi mā roto i te hononga tuihono me te whakatū utu tautoko mō te COVID-19 mō ngā utu e pā ana ki te whakarite mai i a rātou ki te kāinga. Kua whai huarahi anō ngā kaimahi ki te tuku tono ki te pūtea noho ora a Oranga Whānau.

I whakatūria tēnei hei tautoko i ngā kaimahi a Whakaata Māori ki te whakatutuki i ā mātou whāinga. E tautoko ana tēnei i te hiranga o te whānau, ki te kaimahi takitahi, me te whakahaere e noho wāhanga matua ana ki tō mātou tuakiri me ō mātou uara.

E tuwhera ana te pūtea ki ngā kaimahi katoa kua mahi mā Whakaata Māori mō te 12 marama neke atu, e tono pūtea ai rātou mō te Whai Mātauranga (utu taha mātauranga pērā i te utu kākahu kura, te utu akoranga o waho atu i te marautanga), te Whai Hauora (ngā tūmahi o te hauora & noho ora ka tautoko i te hauora, pērā i te noho mema whare kori tinana me ngā utu e pā ana ki te hākinakina tamariki) te Whai Tikanga rānei (tūmahi atawhai i te noho ki te ao Māori pērā i te marae, ki te hapū/iwi rānei).

Āpiti ki tēnei, e whakahaeretia ana tētahi hōtaka noho ora taha kaihautū i tēnei tau maramataka hei āwhina ki te whītiki kaihautū kia ako ai me pēhea tō rātou mōhio ki ngā raru noho ora mō rātou tonu me ō rātou tīma.

Ko te take tōmua mō mātou i ngā marama 12 ka hori ko te hauora & haumaru me te noho ora o ngā kaimahi, ngā whānau i a mātou ka kaneke ki te 'tikanga hou' o te mate urutā o te ao. He tikanga whakatūpato tonu ā mātou mō te COVID-19, pērā i te whakamātautanga RAT ā-wiki, te whītiki i tētahi 90% o tā mātou rāngai mahi kia mahi mai ai i te kāinga me te whakatinana i tā mātou mahere 'Hoki ki te Mahi', i arotahi ki te ara 3-2-1 (e iti ai te tūpono pāngia e ā mātou kaimahi me ngā hoa kōtui e te mate mā te mahi ki te tari mō te toru rā, ki te kāinga mō te rua rā me te rā kotahi ki tō rātou ranga).

I whai huarahi anō mātou e haumaru tūturu ai ngā kaimahi me ō rātou whānau i a rātou i te kāinga. Tohaina ana e mātou ētahi kete hauora ki ngā kaimahi katoa i runga i te aroha, hei āwhina i ngā whānau ki te whakarite i ā rātou mahere whānau kia rite ai mō te tupono pāngia tētahi o tō rātou whare ki tētahi momo o te COVID-19.



Hauora

Well-being has taken a different approach over the past year due to increased remote working, with initiatives being put in place to support staff through online connections and COVID-19 support payment established for costs associated with home set-up. Staff have also had the opportunity to apply for the Oranga Whānau well-being fund.

This was established to support Whakaata Māori staff in achieving our goals. It acknowledges the importance of whānau, both to individual staff and to us as an organisation as a core part of our identity and values.

The fund is open to all staff that have been part of Whakaata Māori for 12 months or more, to apply for pūtea that can cover Whai Matauranga (education-related costs such as school uniforms or extra-curricular tuition fees), Whai Hauora (health & well-being activities supporting hauora, including gym membership, tamariki sports-related costs) or Whai Tikanga (activity that fosters belonging within te ao Māori such as activities on the marae or within iwi/hapū).

In addition, a leadership well-being programme has been running over this calendar year to help equip leaders to be better informed on how to recognise well-being concerns in themselves as well as in their teams.

Our priority over the past 12 months has always been the health & safety and wellbeing of staff and whānau as we adjust to the 'new normal' of a global pandemic. We took a more cautious approach to COVID-19, such as weekly RAT testing, equipping 90% of our workforce to work from home and executed our 'Return to Work' plan, focusing on a 3-2-1 approach (limiting risk and exposure to our staff and partners by having three days in the office, two days in their whare, and one day with their ranga).

In addition, we took measures to ensure our staff and their whānau were safe while at home. We distributed health packs to all staff, with aroha, to help get staff started with their whanau plan and be prepared should someone from their whare get a COVID-19 variant.

Te Pae Urungi

Te Pae Urungi

Shane Taurima, Tāhuhu Rangapū

Wena Harawira, Tāhuhu Kawepūrongo

Dr Hinurewa Poutū, Tāhuhu Reo

Stephanie Cooper-Poka, Tāhuhu Pakihi Te Tāhuhu

Tahua Whakakapi

Jo Carkeek, Tāhuhu Rautaki me ngā Pūmanawa Tangata

Maramena Roderick, Tāhuhu Kaupapa

Andrew McNaughton, Tāhuhu Hangarau

Ritenga Tūranga Mahi	Ukiuki	Hangere	Tapeke (tāngata) FTE
Ukiuki	121	8	129
Wā kua tohua	31	-	31
ТАРЕКЕ	152	8	152
Tuao	1	-	
ТАРЕКЕ	153	8	161



Te Pae Urungi

Senior Leadership Team

Shane Taurima, Tāhuhu Rangapū, Chief Executive

Wena Harawira, Tāhuhu Kawepūrongo, Director of News and Current Affairs

Dr Hinurewa Poutū, Tāhuhu Reo, Director of Reo

Stephanie Cooper-Poka, Tāhuhu Pakihi, Director of Business Growth and Partnerships and Tahuhu Tahua, Acting Director of Finance

Jo Carkeek, Tāhuhu Rautaki me ngā Pūmanawa Tangata, Director of Strategy and Organisational Culture

Maramena Roderick, Tahuhu Kaupapa, Director of Content

Andrew McNaughton, Tāhuhu Hangarau, Director of Technology and Operations

Employment status	Full-time	Part-time	Total (headcount) FTE
Permanent	121	8	129
Fixed-term	31	-	31
TOTAL	152	8	160
Casual	1	-	1
TOTAL	153	8	161





Takiwā arotahi mō te tiaki me te whanake kaimahi i te 2021/22

E ngākau pūmau ana a Whakaata Māori ki te atawhai i te oranga, i ngā huarahi whanake me te āheinga reo Māori o ngā kaimahi katoa. E hiahia ana mātou kia whakaaro ngā kaimahi he wāhi mahi tino pai tēnei, kia tū māia rātou i roto i te taiao o te reo me ngā tikanga Māori.

Whakangungu Ranga Kaimahi

Ko tētahi aronga matua mō Whakaata Māori i te 2021/22 ko te whanaketanga o Whakangungu Ahumahi, tētahi hōtaka whanake ranga kaimahi mō te 12-marama ka whakapai ake i te taha kimi kaimahi, te pupuri kaimahi, me te whanaketanga o Whakaata Māori me te rāngai whānui tonu.

Ko ngā putanga e rapua ana mō te hōtaka nei ko:

- Te tōnui o te reo Māori me ngā tikanga Māori i roto i te wāhi mahi me ngā kaimahi. Ka whakaatatia tēnei i ngā kaupapa e whakaputaina ana
- Te kukume mai me te pupuri tonu a Whakaata Māori i te hunga kei a rātou te reo Māori me ngā tikanga Māori me te āhei anō ki te whakaputa kaupapa kounga
- Tētahi huarahi mārama, arorau, auau ki te waihanga i tētahi pūnaha ranga kaimahi ka hanga i tētahi huinga pūmanawa, mātanga, rere i ngā kaimahi me te mōhio ki ngā rerekētanga me ngā oritenga e kimihia ana mō tēnā me tēnā momo kaupapa
- Ētahi raraunga, taunahatanga e mārama ana, e auau ana hei tautoko i ngā ranga kaimahi e tino matea ana (hei tauira, te whanaketanga pūkenga)

E whakamāramahia ana i raro nei te huarahi me te kaupapa kei te pūtake o ngā awa mahi e whā o Whakangungu Ahumahi.

Huarahi:	Te whakarato maimoatanga, whakarurhau e hāngai ana ki te tangata takitahi kia mau tonu ai, kia tupu tonu te kāhui mahi	Te hanga tüohotanga me te whakaaro nui ki te hītori o te reo Māori, te ao pāho Māori me te rāngai pāpāho	Te whakapūmau i ngā tikanga whai mahere reo ki ngā āhuatanga mahi katoa i Whakaata Māori	Te whanake ara tāuru ki te ranga kaimahi (tae atu ki te rangatahi) mō te koke i te ara mahi
Kaupapa:	Anga Whakangungu, Whanaketanga	Kura Whakarauora	He taonga te reo	Hōtaka Pia Kimi Wheako

Focus Areas for Staff Care and Development During 2021/22

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

Workforce Development -Whakangungu Ahumahi

A major focus for Whakaata Māori in 2021/22 has been the development of Whakangungu Ahumahi, a workforce development 12-month programme of action that will improve recruitment, retention, and development for Whakaata Māori and the broader sector.

The outcomes being sought with this programme are:

- Te reo Māori and tikanga Māori are thriving within the workplace and with staff. This is reflected in the content being produced
- · Whakaata Māori attracts and retains those with te reo Māori and tikanga Māori, and can produce quality content
- · A clear, coherent, and consistent approach to building a workforce pipeline which builds a core set of skills and expertise across our staff while recognising the differences and similarities required across various content types
- · There is clear and consistent data and evidence to support workforce prioritisation (e.g., skill development)

The approach and initiative underpinning each of the four workstreams of Whakangungu Ahumahi is outlined below.



Approach:	Providing pastoral care and mentorship tailored to individuals to retain and grow the workforce	Creating awareness and appreciation of the history of te reo Māori, the Māori media, and the broadcasting sector	Embedding language planning practices in all facets of mahi at Whakaata Māori	Developing entry pathways into the workforce (including rangatahi) and for career progression
Initiative:	Training and Development Framework	Kura Whakarauora	He taonga te reo	Internship Programme

Mai i te whiwhinga pūtea mō te Whakangungu Ahumahi i te Huitanguru 2022, ka nui te koke i te whakatinanatanga o te hōtaka whanake ranga kaimahi mō te 12-marama.

Ko ētahi o ngā tāpuatanga mohoa nei ko:

- Ngā huihuinga matua, pērā i te Kura Whakarauora mō te rua rā i wānangahia ai te whakarauora i te reo me te whakarite mahere reo, me te whakahaeretia o ētahi Noho Marae maha mā ngā kaimahi
- · Te whakapakari i te āheinga o tā mātou ranga whakahaere whānui i ngā takiwā ki te hangarau me te hautū, me te mōhio anō ki te pākahatanga nui o te COVID-19 ki ngā whanonga whakahaere me ngā pūmanawa hangarau e tonoa ana.

- · Te whakaoti me te arotake i tā mātou whakamātautanga hōtaka pia kimi wheako, kua neke nei ōna pia tokorua ki te tūranga ukiuki i te Ranga Kaupapa
- Te whakahaere i te Wānanga Ranga Kaimahi Rāngai Pāho Māori tuarua me te whai wāhi atu a ētahi o Te Māngai Pāho, o Waatea Radio, o Irirangi Te Motu, o Irirangi Aotearoa, o Waikato-Ta inui, o Te Korimako, o Afed Squad, o Te Amokura Productions, o Ngā Aho Whakaari, me Te Puni Kōkiri
- Te whakahaere i te Wānanga Whanaketanga Ranga Kaimahi Rāngai Pāho Māori tuatoru i whakakotahi ai mātou ki te kōrerorero i ngā ara e maea ake ana i te ahumahi. I kōrerohia ngā huarahi tautoko i ngā ara tāuru ki te kāhui mahi, te whakapakari āheinga i te rāngai me ētahi huarahi ki te tautoko pai i te kokenga i te ara mahi



Kimi me te Pupuri Kaimahi

Kua paku piki ake ngā tau whānui i tēnei tau pūtea i te uaua o te kimi kaimahi mō ngā tūranga noho wātea i te wā ki te COVID-19. E renarena tonu ana te mākete, i te kaha pīrangihia o ngā pūmanawa mātanga e kimi ana a Whakaata Māori; heoi, nā runga i te pai ake o te whakangungu me te tautoko whanaketanga kaihautū, kua piki ake te nekehanga tarāwhare me te whakapikinga tūranga i roto i te whakahaere.

Taiutu

Whai i muri iho i ngā pākahatanga o te COVID-19 i pākahatia ai ngā mahi i tutuki i ngā kaimahi i ngā tau e rua ka hori, ka oke mātou ki te whai kia tutuki tūturu te whakatutukitanga tūmahi mō te EOY a ngā kaimahi katoa. Whakaratoa ana e ngā putanga o te tukanga nei ētahi raraunga ruarangi mō te whakatinana i ngā aromatawaitanga arotake taiutu me ngā utu whakamihi mahi i tutuki. Waihoki, e hua tonu mai ana i ngā tūmahi i te anga taiutu te reatoru o ngā tūranga e aromatawaitia ana ā-paenga.

Since funding for Whakangungu Ahumahi was received in February 2022, great progress has been made in the delivery of the 12-month workforce development programme.

Highlights to date include:

- · Key events, such as our Kura Whakarauora twoday reo revitalisation and language planning wānanga, and multiple Noho Marae for our staff have already been held
- · Built the capability of our wider management team across both technical and leadership areas, acknowledging the significant impact COVID-19 has had on required management behaviour and technical skills

- Completing and reviewing our pilot internship programme, with both interns having now moved into permanent roles in Ranga Kaupapa
- Hosted the second Māori Media Sector Workforce Wananga with participants including representatives from Te Māngai Pāho, Waatea Radio, NZ On Air, Radio New Zealand, Waikato-Tainui, Te Korimako, Afed Squad, Te Amokura Productions, Ngā Aho Whakaari, and Te Puni Kōkiri
- Hosted the third Māori Media Sector Workforce Development Wānanga, which gave us a chance to come together and korero about emerging opportunities in the industry. The korero included ways to support entry pathways into the workforce, capability-building in the sector and ways to best support career progression

Recruitment and Retention

There has been a slight increase in overall numbers in this FY due to the recruitment of vacancies that had been more challenging to fill over the COVID-19 period. The market remains tight, with many specialised skills Whakaata Māori requires being in high demand; however, due to improved leadership development training and support, there has been an increase in internal movements and promotions within the organisation.

Remuneration

Off the back of COVID-19-impacted staff performance cycles over the last two years, there was a concentrated effort to ensure the execution of the full EOY Performance activity for all Staff. The outputs of this process provided robust data for the execution of remuneration review assessments and performance recognition payments. In addition, remuneration framework activity has continued resulting in triple the number of positions having banding assessments.





For the year ended 30 June 2022

- 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 2022

Statement of Responsibility For the year ended 30 June 2022

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

The Board and management of Whakaata Māori 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 Whakaata Māori, the Financial Statements and the Statement of Performance for the year ended 30 June 2022 fairly reflect the financial position and operations of Whakaata Māori.

Jamie Tuuta Toihau

Date: 31 October 2022

Lamie Surla

Shane Taurima Tāhuhu Rangapū

Date: 31 October 2022

Te Püronga A Te Kaitātari Kaute Motuhake

Independent Auditor's Report

To the readers of Māori Television Service's financial statements and performance information for the year ended 30 June 2022

The Auditor-General is the auditor of Māori Television Service (Whakaata Māori). 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 Whakaata Māori on his behalf.

Opinion

We have audited:

- the financial statements of Whakaata Māori
 on pages 100 to 121, that comprise the statement
 of financial position as at 30 June 2022, 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 Whakaata Māori on pages 95 to 99.

In our opinion:

- the financial statements of Whakaata Māori on pages 100 to 121:
 - » present fairly, in all material respects:
 - its financial position as at 30 June 2022; 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
- the performance information on pages 95 to 99:
 - » presents fairly, in all material respects, Whakaata Māori's performance for the year ended 30 June 2022, 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.

Our audit was completed on 31 October 2022. 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 Whakaata Māori 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 Whakaata Māori for assessing Whakaata Māori'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 Whakaata Māori, 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 Whakaata Māori'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 Whakaata Māori'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 Whakaata Māori'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 Whakaata Māori'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 Whakaata Māori 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.

Other information

The Board is responsible for the other information. The other information comprises the information included on pages 3 to 91, but does not include the financial statements and performance information, and our auditor's report thereon.

Our opinion on the financial statements and performance information does not cover the other information and we do not express any form of audit opinion or assurance conclusion thereon.

In connection with our audit of the financial statements and performance information, our responsibility is to read the other information. In doing so, we consider whether the other information is materially inconsistent with the financial statements and performance information or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on our work, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Independence

We are independent of Whakaata Māori 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 Whakaata Māori.

Karen MacKenzie **Audit New Zealand**

Koracken

On behalf of the Auditor–General Auckland, New Zealand

AUDIT NEW ZEALAND

Mana Arotake Aotearoa

Te Tauāki Mahi

Statement of Performance

Non-Departmental Output Class

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

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

- enable Whakaata Māori to meet its statutory functions, including to contribute to the protection and promotion of te reo me ngā 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 2021-2025 Statement of Intent;

- support the operational costs of Whakaata Māori; and
- · purchase and produce programmes to be broadcast on Whakaata Māori.

Whakaata Māori delivers two outputs through this output class. A description, the cost and performance measures for each output are described below (actual performance shown in italics):

Additional performance information (i.e. the outputs delivered against the Output Plan agreed between the Minister of Finance and Minister for Māori Development and Whakaata Māori) is provided on pages 97 to 99 of these financial statements.

Output 1 Television Service Operations	Output 1 Television Service Operations		
Description	Performance Measures		
Support the operational costs of Whakaata Māori to meet its statutory functions.	Target Broadcast a minimum of 7,900 hours of programming. Actual Whakaata Māori broadcast a total 10,147' hours (2021: 9,968 hours) during the year.		
Cost	2022 Actual: \$14.875 million 2022 Budget: \$15.764 million 2021 Actual: \$16.003 million		

Reo Māori content (% of spoken language) between Prime Time hours of 16:30 – 23:30 is a total of 78%, 61% on Māori Television channel and 94%

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.	Target 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. Actual Whakaata Māori Channel: • Digital satellite 100% (2021: 100%) • Digital terrestrial 87% (2021: 87%) Te Reo Channel: • Digital satellite 100% (2021: 100%) • Digital terrestrial 87% (2021: 87%)
Cost	2022 Actual: \$4.389 million 2022 Budget: \$3.500 million 2021 Actual: \$3.261 million
Total Output Costs equals Total Revenue from the Crown per Statement of Comprehensive Revenue and Expense	2022 Actual: \$19.264 million 2022 Budget: \$19.264 million 2021 Actual: \$19.264 million

Key Metrics as set out in the Statement of Intent

Kaimahi			
Priority Outcomes	2021/22 Performance Metrics and Target	Annual Actual (1 Jul 21-30 Jun 22)	Criteria
Te reo Māori flourishes as a primary language of day-to- day use amongst kaimahi	90% of staff have a te reo Māori plan	90%	All measures within the kaimahi outcome section relate to kaimahi employed by Whakaata Māori at 31
Staff are meeting their te reo Māori goals	80% of staff have te reo Māori goals	90%	Dec 2021. Kaimahi are required to have te reo
Whakaata Māori is a place where great people want to work	80% of staff achieve at least one te reo Māori goal	96%	Māori plans that contain at least three te reo Māori goals. These may include organisation
	70% of staff achieve at least two te reo Māori goals	93%	wide or individual goals that support right shifting as per the KOPA model. KOPA is a means
	60% of staff achieve at least three te reo Māori goals	88%	of segmenting survey respondents along a language and cultural behaviour learning continuum that comprises three major states or zones. These are, Kore in which there is no use or receptivity towards Māori language, Pō, where an individual is accommodating of Māori language but there is little to no use and Awatea, where the individual actively strives to advance the Māori language. The achievement of goals are tracked in the final kaimahi survey and is reported on at the end of the financial year. Kaimahi must have at least six months to achieve their te reo Māori goals.
	90% of staff use te reo Māori every day at work	100%	These measures relate to data collected using the annual kaimahi survey.
	% of staff that right shift across KoPA model towards more active use of te reo Māori	9%	Survey.
	Kaimahi Engagement Score – 3	3.9 out of 5	

Hoa Kōtui			
Priority Outcomes	2021/22 Performance Metrics and Target	Annual Actual (1 Jul 21-30 Jun 22)	Criteria
Whakaata Māori is seen and is active in the community and at events	# of hours of content produced with partners (a baseline will be created for 21/22)	289.35 hours Commissioned 257.50 hours partnered with inhouse Total: 546.85 hours	This measure relates to content that is delivered in the financial year through collaboration, co-investment, co-creation and codesign. This may also include gifted content. Commissioned content includes content that is partially or wholly funded by TMP and/or NZOA contestable funding rounds, or any other funding source. Hours partnered with in house includes content that is commissioned by Whakaata Māori with Partners. Data is captured by a manual count by Programme Scheduler of all Commissioned, in-house and digital content made with external production houses or partners.
Partner organisations want to work with us	60% of viewers who agree that 'Whakaata Māori' is active in the community and at events'	71% Māori 59% non-Māori	This measure relates to data collected through the annual audience survey. Audience and Brand Health Survey –May 2022 n=759 Margin of error ±3.6% Response Rate 24.9% v 21% in FY21

Apataki			
Priority Outcomes	2021/22 Performance Metrics and Target	Annual Actual (1 Jul 21-30 Jun 22)	Criteria
Audiences value the Whakaata Māori brand	% of viewers willing to recommend our service (net promoter score)	+23% Māori -22% Non-Māori	This measure relates to data collected through the annual audience survey. Audience and Brand Health Survey – May 2022 n=759 Margin of error ±3.6% Response Rate 24.9% v 21% in FY21
Audiences can access Whakaata Māori content across diverse platforms	60% of viewers who agree that 'Whakaata Māori' is active in the community and at events'	87%	The coverage metrics are measured by transmission coverage predications sourced directly from network companies Kordia and JDA.
	87% of standard satellite definition coverage	100%	
Whakaata Māori content is engaging, entertaining and relevant	# of weekly users of Te Ao Māori News and Whakaata Māori apps and websites	Website Users 85,688 App Users 4,053	The weekly average number of users is reported on using Google Analytics. A user is defined as the individual unique identifier allocated to devices accessing the website and apps.
	300 hours of new, high quality and innovative te reo Māori content that is made available across all platforms including digital and linea	695.10 hours	This measure relates to new content that is funded by Whakaata Māori and made available across all platforms in the financial year. Only content (or programmes) that contain a minimum of 10% reo Māori content can be counted.
	30% of new content is for fluent te reo Māori speaking audiences	42%	Fluent content is content or programmes that contain 70% or more te reo content.

Apataki			
	30% of new content is for receptive te reo Māori speaking audiences	58%	Receptive content is content or programmes that contain 10-69% te reo Māori content.
	2,000 hours of high quality and innovative te reo Māori content that is made available across all platforms including digital and linear	2,389.79 Hours	This measure relates to all te reo Māori content that is made available across all platforms. Te Reo Māori content is defined as content or programmes that contain a minimum of 10% te reo Māori. (All first play content across the schedule includes one replay).
	200 hours of high quality and innovative te reo Māori content for tamariki and rangatahi audiences that is made available on digital platforms	916.80	This measure relates to all te reo Māori content that is made available across all platforms. Te Reo Māori content is defined as content or programmes that contain a minimum of 10% te reo Māori. (All first play content across the schedule includes one replay).
	% of viewers who agree with the statement that Whakaata Māori content is engaging, entertaining and relevant (a baseline will be created for 21/22)	4.99%	A random sample of programmes produced in-house is selected across all genres. The quality of the te reo Māori content is assessed by an external, independent assessor using the Te Taura Whiri i te reo Māori quality indicator framework which measures content in respect of Vocabulary, Pronunciation, Grammar, Captions and Euphony, where 1 = very poor, 2 = poor, 3 = good, 4 = very good, and 5 = excellent. The average score of all assessments undertaken during the year is reported.
	% of viewers who agree with the statement that Whakaata Māori content is engaging,	70% Māori 59% Non-Māori	These measures relate to data collected through the annual audience survey. Audience and Brand
	entertaining and relevant (a baseline will be created for 21/22)		Health Survey – May 2022 n=759 Margin of error ±3.6%
	60% of Māori viewers who are inspired and enabled to learn te reo Māori	70%	Response Rate 24.9% v 21% in FY21 # of viewers is expressed as a
	50% of non-Māori viewers who are inspired and enabled to learn te reo Māori	50%	who answered the respondents is a quantitative survey that represents our viewers and is in
	% of Māori viewers who trust Whakaata Māori to share their stories and promote te reo Māori	82%	line with statistical practice. We report the percentage of viewers who favourably agreed with the statements. While these measures
	# of viewers who increased their te reo Māori usage through Whakaata Māori content	32%	were expressed as a number in the Statement of intent, we always intended to report the percentage given the result is based on a
	# of viewers who increased their whānau te reo Māori usage through Whakaata Māori content	32%	survey and therefore the percentage provides more relevant information.
	# of viewers who create immersion opportunities for their whānau through Whakaata Māori content	54%	
	# of viewers who increased their understanding of te reo Māori through Whakaata Māori content	49%	

Te Tauākī o Ngā Whiwhinga Moni Whānui

Statement of Comprehensive Revenue & Expense

For the year ended 30 June 2022

	2022	2022	2021
Revenue	\$000's	\$000's	\$000's
Revenue from the Crown	19,264	19,264	19,264
Te Māngai Pāho Production Funding	17,564	19,845	14,829
Other Production Funding	867	-	415
Advertising Revenue	1,820	1,050	1,230
Interest Revenue	56	11	35
Other Revenue	2,534	403	2,716
Total Revenue	42,106	40,572	38,488

	Note	Actual	Budget	Actual
		2022	2022	2021
Expenditure		\$000's	\$000's	\$000's
Kaimahi Costs	4	14,669	15,838	11,981
Depreciation and Non-programme Amortisation	5	2,244	2,302	2,214
Programme Costs including Amortisation	5	11,338	11,434	13,774
Operating Costs	5	14,027	10,998	11,579
Total Expenditure		42,278	40,572	39,548
Surplus/(Deficit)		(172)	(0)	(1,060)

Te Tauākī Nekeneke Tūtanga

Statement of Changes in Equity

For the year ended 30 June 2022

	Note	Actual	Budget	Actual
		2022	2022	2021
		\$000's	\$000's	\$000's
Balance as at 1 July		13,484	12,792	14,544
Total Comprehensive Revenue & Expense		(172)	-	(1,060)
Balance as at 30 June		13,312	12,792	13,484

The accompanying notes form part of these financial statements.

Te Tauākī Tūnga Pūtea

Statement of Financial Position

As at 30 June 2022

	Note	Actual	Budget	Actual
		2022	2022	2021
		\$000's	\$000's	\$000's
Public Equity				
General Funds		13,312	12,792	13,484
Total Public Equity		13,312	12,792	13,484
Represented by:				
Assets				
Current Assets				
Cash and Cash Equivalents	6	6,887	5,804	7,005
GST Receivable		588	520	458
Bank Deposits	7	3,205	2,000	2,200
Trade and Other Receivables	8	1,102	1,316	1,936
Intangibles - Programme Rights	10a	3,218	2,287	1,385
Total Current Assets		15,000	11,927	12,984
Non-current Assets				
Property, Plant and Equipment	9	7,166	8,295	7,690
Intangibles - Computer Software	10b	138	100	66
Total Non-current Assets		7,304	8,395	7,756
Total Assets		22,305	20,322	20,740
Liabilities				
Current Liabilities				
Trade and Other Payables	11	4,614	3,497	3,687
Employee Entitlements	12	2,042	2,067	1,380
Income in Advance		1,116	742	837
Lease Incentives	13	130	132	130
Total Current Liabilities		7,902	6,437	6,034
Non-current Liabilities				
Lease Incentives	13	1,090	1,093	1,222
Total Non-current Liabilities		1,090	1,093	1,222
Total Liabilities		8,993	7,530	7,256
Net Assets		13,312	12,792	13,484

The accompanying notes form part of these financial statements.

Te Tauākī Kapewhiti

Statement of Cash Flows

For the year ended 30 June 2022

	Note	Actual	Budget	Actual
		2022	2022	2021
		\$000's	\$000's	\$000's
Cashflow from Operating Activities				
Cash was provided from:				
Receipts from Crown Revenue		19,264	19,264	19,264
Te Māngai Pāho Production Funding		18,206	19,845	16,000
Other Production Funding		594	-	415
Interest Received		56	-	35
Advertising Revenue		1,808	-	953
Other Income		3,078	990	1,020
Cash was applied to:				
Payments to Employees		(14,007)	(16,882)	(12,325)
Payments to Suppliers		(16,944)	(20,622)	(15,439)
Interest Paid		-	-	-
Goods and Services Tax (Net)		(130)	(291)	513
Net Cash from Operating Activities	14	11,925	2,303	10,435
Cash from Investing Activities				
Proceeds from the Disposal of PPE		46	-	-
Cash was applied to:				
Proceeds from Term Deposit Maturity		10,400	-	14,000
Investment - Term Deposits		(11,405)	-	(16,000)
Purchase of PPE		(1,713)	(1,350)	(635)
Purchase of Computer Software		(126)	-	(20)
Purchase of Intangible Assets		(9,245)	-	(9,278)
Net Cahs Flows from Investing Activities		(12,043)	(1,350)	(11,934)
Cash Flows fron Financing Activities				
Cash was Applied to:				
Loan Repayments		-	-	-
Net Cash Flows from Financing Activities		-	-	
Net Increase/(Decrease) in Cash and Cash Equivalents		(118)	952	(1,499)
Cash and Cash Equivalents at the beginning of the year		7,004	6,852	8,503
			7,804	7,004

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 Whakamārama Mō Ngā Tauākī Pūtea

Notes to the Financial Statements

For the year ended 30 June 2022

1. STATEMENT OF ACCOUNTING POLICIES

The financial statements of Whakaata Māori are for the year ended 30 June 2022. The financial statements were authorised by the Board of Directors on 31 October 2022. 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, trading as Whakaata Māori, is a statutory corporation incorporated in New Zealand under the Māori Television Service Act 2003 and is domiciled in New Zealand.

The purpose of Whakaata Māori 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, Whakaata Māori 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 2018, the XRB issued PBE IFRS 41 Financial Instruments. This replaces PBE IFRS 9 Financial Instruments. PBE IFRS 41 Financial Instruments is effective for the financial years beginning on or after 1 January 2022, with earlier application permitted. The main changes under PBE IFS 41 are:

- A new, simpler model for classifying and measuring financial assets
- A new more forward-looking way of calculating allowances for doubtful debts
- · A new, hedge accounting model
- · New disclosure requirements

Whakaata Māori 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 Whakaata Māori 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 Whakaata Māori 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

Whakaata Māori is primarily funded through revenue received from the Crown, which is restricted in its use for the purpose of Whakaata Māori meeting its objectives as specified in the Statement of Intent and Output Plan. Whakaata Māori 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

Whakaata Māori receives funding from Te Māngai Pāho, which must be used by Whakaata Māori to produce and deliver content. Whakaata Māori 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. 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

Whakaata Māori also receives funding from other organisations to produce and deliver content.

Whakaata Māori 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

he 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

Whakaata Māori assesses whether it retains control over content produced for external parties. If Whakaata Māori 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 Whakaata Māori 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 Whakaata Māori to enter into a lease agreement is recognised as a reduction of rental expense over the lease term, on a straight-line basis over the period of time that Whakaata Māori 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 Whakaata Māori assesses whether there is any objective evidence that an investment is impaired.

For bank deposits, impairment is established when there is objective evidence that Whakaata Māori 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 Whakaata Māori 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

Whakaata Māori is party to financial instrument arrangements including cash and bank, term deposits, accounts receivable and accounts payable as part of its everyday 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 Whakaata Māori website are capitalised. Costs associated with the maintenance of the Whakaata Māori website are recognised as an expense when incurred.

Programme Rights:

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

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

- IInternally 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 Whakaata Māori'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 instalments to an estimated residual value at the end of the economic life of the asset. Important depreciation periods are:

Plant & Equipmen 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 Whakaata Māori 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 Whakaata Māori 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 Whakaata Māori 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. Whakaata Māori aims to maintain flexibility in funding by keeping committed credit lines available.

Y. Capital Management

Whakaata Māori'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, Whakaata Māori'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 Whakaata Māori 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 Whakaata Māori 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 Whakaata Māori to consider a number of factors such as the physical condition of the asset, expected period of use of the asset by Whakaata Māori, 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. Whakaata Māori 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 Whakaata Māori 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 Whakaata Māori's accounting policies

Management has exercised the following critical judgments in applying Whakaata Māori's accounting policies for the year ended 30 June 2022:

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 Whakaata Māori.

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.

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.

Whakaata Māori 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

Whakaata Māori has exercised its judgement when determining whether programmes with value in terms of te reo Māori (Māori language) me ngā 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.
- Whakaata Māori has no rights to any future exploitation of the programme for non-broadcast
- Whakaata Māori does not have the right to add the programme to its archive.
- Whakaata Māori 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, Whakaata Māori 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.

2. IMPACT OF COVID-19

Like many organisations around the world, the unprecedented events of COVID-19 has meant Whakaata Māori 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 and based in Tāmaki Makaurau, Whakaata Māori has been able to not only continue to deliver content to its audiences but also create new, additional News & Current Affairs content throughout the COVID-19 lockdown periods.

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.

3. TAXATION

Whakaata Māori 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.

4. KAIMAHI COSTS

	2022	2021
	\$000's	\$000's
Salaries and Wages	14,126	11,514
Board Members Fees	167	176
Employer Contributions to Defined Contribution Plans	376	291
Total	14,669	11,981

5. EXPENDITURE

	\$000's	\$000's
The net surplus is after charging for:		
Fees paid to Auditors		
Attest Audit Fees	109	108
Operation Costs Includes:		
Bad and Doubtful Debts	66	265
Rental Expense on Operating Leases	924	921
Depreciation and Non-programme Amortisation		
Property, Plant and Equipment Depreciation (Note 9)	2,206	2,115
Write off of Property, Plant and Equipment (Note 9)	(16)	18
Computer Software Amortisation (Note 10b)	54	81
Total Depreciation and Non-programme Amortisation	2,244	2,214
Programme Costs Including Amortisation		
Programme Amortisation (Note 10a)	8,912	9,429
Provision for Write Off (Note 10a)	-	-
Production Overhead Costs	2,065	3,632
Programme Promotion Costs	361	713
Total Programme Costs Including Amortisation	11,338	13,774

6. CASH AND CASH EQUIVALENTS

	2022	2021
	\$000's	\$000's
Cash at Bank and On Hand	6,887	7,005
Net Cash and Cash Equivalents for the Purposes of the Statement of Cash Flows	6,887	7,005

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 (2021: 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:

	2022	2021
Term Deposits	\$000's	\$000's
Bank Deposits with Maturities greater than 3 months and less than 12 months	3,205	2,200
Weighted Avarage Effective Interest Rate	2.28%	0.66%

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 Whakaata Māori's television cameras and other equipment be taken across international borders without custom duties) facility.

8. TRADE AND OTHER RECEIVABLES

	2022	2021
	\$000's	\$000's
Receivables	419	1,358
Less Provision for Impairment	-	(290)
Prepayments	598	558
Te Māngai Pāho Receivable	-	-
Other	86	310
Total	1,102	1,936

Included in others is an amount of \$61,000 (2021: \$61,000) due from the joint venture company as disclosed in note 22. The amount represents Whakaata Māori'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 2022 and 2021 all receivables have been assessed for impairment and appropriate provisions applied as detailed below:

	2022			2021		
	\$000's			\$000's		
	Gross	Impairment	Net	Gross	Impairment	Net
Not Past Due	396	-	396	1,022	-	1,022
Past Due 1-30 Days	4	-	4	-	-	-
Past Due 31-60 Days	14	-	14	3	-	3
Past Due 61-90 Days	5	-	5	14	-	14
Past Due> 91 Days	-	-	-	320	(290)	30
Total	419	-	419	1,359	(290)	1,069

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

	2022	2021
	\$000's	\$000's
Balance as at 1 July	(290)	(25)
Additional Provisions made during the year	-	(348)
Less Provision reversed on recovery	-	83
Receivables written off during the period	290	-
Total	-	(290)

9. PROPERTY, PLANT AND EQUIPMENT

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

	Plant & Equipment	Building Fitout	Work in Progress	Total
Cost	\$000's	\$000's	\$000's	\$000's
Balance at 1 July 2020	11,589	6,326	-	17,915
Additions	635	-	-	635
Disposals	(1,458)	-	-	(1,458)
Balance as at 30 June 2021	10,766	6,326	-	17,092
Balance at 1 July	10,766	6,326	-	17,092
Additions	1,464	171	78	1,713
Disposals	(47)	-	-	(47)
Balance at 30 June 2022	12,183	6,497	78	18,758
Accumulated Depreciation				
Balance at 1 July 2020	7,745	985	-	8,730
Depreciation Expense	1,736	379	-	2,115
Depreciation on Disposals	(1,443)	-	-	(1,443)
Balance as at 30 June 2021	8,038	1,364	-	9,402
Balance at 1 July 2021	8,038	1,364	-	9,402
Depreciation Expense	1,810	395	-	2,206
Depreciation on Disposals	(16)	-	-	(16)
Balance at 30 June 2022	9,833	1,759	-	11,592
Carrying Amount			-	
As at 30 June 2021	2,728	4,962	-	7,690
As at 30 June 2022	2,350	4,738	78	7,166

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 (2021: \$nil).

10A. INTANGIBLES - PROGRAMME RIGHTS

	Programme Rights - Internal	Programme Rights - External	Total Programme Rights	
Year Ended 30 June 2022				
At 1 July 2021 net of accumulated amortisation	1,050	335	1,385	
Additions	9,756	989	10,745	
Amortisation charge	(7,964)	(948)	(8,912)	
Sub-total Sub-total	2,842	376	3,218	
Less Provision for Write Off	-	-	-	
Closing net book value	2,842	376	3,218	
As at 30 June 2022				
Cost	146,927	25,194	172,121	
Accumulated Amortisation	(144,085)	(24,818)	(168,903)	
Total	2,842	376	3,218	

	Programme Rights - Internal	Programme Rights - External	Total Programme Rights	
Year Ended 30 June 2021				
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)	
Sub-total	1,050	335	1,385	
Less Provision for Write Off	-	-	-	
Closing net book value	1,050	335	1,385	
As at 30 June 2021				
Cost	137,171	24,205	161,376	
Accumulated Amortisation	(136,121)	(23,870)	(159,991)	
Less Provision for Write Off	-	-	-	
Total	1,050	335	1,385	

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

Whakaata Māori 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

	2022	2021
Cost	\$000's	\$000's
Balance as at 1 July	1,430	1,744
Additions	126	20
Disposals	-	(334)
Balance as at 30 June	1,556	1,430

	2022	2021
Accumulated Amortisation	\$000's	\$000's
Balance as at 1 July	1,364	1,617
Amortisation Charge	54	81
Disposals		(334)
Balance as at 30 June	1,418	1,364
Carrying Amount as at 30 June	138	66

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.

	2022	2021
	\$000's	\$000's
Trade Creditors	2,336	2,107
Accrued Expenses	2,278	1,580
Total	4,614	3,687

12. EMPLOYEE ENTITLEMENTS

	2022	2021
	\$000's	\$000's
Annual Leave	1,251	864
Accrued Wages	791	484
ACC Levies	-	32
Restructuring Provision	-	-
Total	2,042	1,380

13. EMPLOYEE ENTITLEMENTS

	2022	2021
Lease Incentives	\$000's	\$000's
Opening Balance	1,352	1,487
Additional Provisions Made	-	-
Provision Written Back	(131)	(135)
Total	1,221	1,352
Current portion	130	130
Non-current portion	1,090	1,222
Total	1,220	1,352

Whakaata Māori entered into an agreement on 17 October 2016 to lease offices and carparks at East Tāmaki ("premises") for an initial period of 15 years to house its operations. Whakaata Māori was allowed to occupy the premises without obligation to pay rent for 20 months from the commencement date of 25 November 2016. Whakaata Māori 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.

14. RECONCILIATION OF THE NET SURPLUS FROM OPERATIONS WITH THE NET CASH FLOWS FROM OPERATING ACTIVITIES

	Note	2022	2021
	\$000's	\$000's	\$000's
Net Surplus / (Deficit)		(172)	(1,060)
Add/(Less) non cash movements			
Depreciation - Property, Plant and Equipment	9	2,206	2,214
Amortisation - Programme Rights	10a	8,912	9,429
Provision for Write Off - Programme Rights	10a	-	-
Amortisation - Computer Software	10b	54	81
Provision for Doubtful Debts/Bad Debts Written Off	8	-	265
Lease Incentives	13	(131)	(131)
Gain on Disposal of Property, Plant and Equipment		(16)	-
		10,853	10,798
Increase/Decrease in Working Capital			
Trade and Other Receivables		833	55
GST Receivable		(130)	(403)
Trade and Other Payables - Excluding Capital Creditors		(571)	1,186
Employee Entitlements		662	(344)
Unearned Revenue		279	(857)
Net Cash Flows from Operating Activities		11,925	10,435

15. RELATED PARTY TRANSACTIONS AND KEY MANAGEMENT PERSONNEL

Whakaata Māori 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 Whakaata Māori.

Whakaata Māori 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 Whakaata Māori 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 2021.

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

Whakaata Māori 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 Whakaata Māori.

Key Management Personnel Remuneration

	2022	2022	2021	2021
	\$000's	FTE	\$000's	FTE
Board Members				
Remuneration	167		176	
Full-time Equivalent members		0.43		0.43
Executive Group	Executive Group			
Remuneration	1,878		1,290	
Full-time Equivalent members		8.07		7.61
Senior Management				
Remuneration	2,703		2,275	
Full-time Equivalent members		18.88		18.16
Total Key Management Personnel Remuneration	4,749		3,741	
Total Full Time Equivalent Personnel		27.38		26.20

16. 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.

	2022	2021
	NO	NO
\$100,001 - \$110,000	11	8
\$110,001 - \$120,000	8	4
\$120,001 - \$130,000	3	3
\$130,001 - \$140,000	4	2
\$140,001 - \$150,000	3	2
\$150,001 - \$160,000	1	0
\$160,001 - \$170,000	3	1
\$180,001 - \$190,000	1	3
\$190,001 - \$200,000	1	1

\$200,001 - \$210,000	4	1
\$260,001 - \$270,000	1	0
\$280,001 - \$290,000	0	1
\$360,001 - \$370,000	1	0

17. BOARD FEES

Board members earned the following fees during the period:

			2022	2021
Name	Start Date	End Date		
Jamie Tuuta (Chair)			43,200	43,200
Peter-Lucas Jones (Deputy Chair)			27,000	27,000
Tiwana Tibble			21,600	21,600
Whetu Fala			21,600	21,600
Maru Nihoniho		31/05/2020	-	19,108
Kingi Kiriona			21,600	21,600
Reuben Collier			21,600	21,600
Anahera Higgins	31/12/2022		10,500	-
			167,100	175,708

18. EMPLOYEE COMPENSATION ON TERMINATION OF EMPLOYMENT

During the year 0 (2021: 12) employees received compensation and other benefits in relation to cessation this totalled \$0 (2021: \$340,460).

19. POST BALANCE DATE EVENTS

There have been no significant post balance date events.

20. COMMITMENTS AND OPERATING LEASES

Transmission and Satellite Linking	2022	2021
	\$000's	\$000's
Transmission and Satellite Linking	7,264	9,886
Programme – Internal	6,084	6,484
Programme – External	976	589
Others	-	-
Total	14,325	16,959

Transmission and Satellite Linking WIP

Whakaata Māori 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.

Transmission and Satellite Linking	2022	2021
	\$000's	\$000's
Not later than one year	3,397	3,215
Later than one, not later than 2 years	3,365	3,185
Later than 2, but no later than 5 years	502	3,485
Later than 5 years	-	-
Total	7,264	9,885

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

Non-cancellable Operating Lease Commitments	2022	2021
	\$000's	\$000's
Not later than one year	1,282	1,271
Later than one, not later than 2 years	1,282	1,271
Later than 2, but no later than 5 years	3,847	3,814
Later than 5 years	5,663	6,781
Total	12,074	13,137

21. CONTINGENCIES

Contingent Assets:

There were no contingent assets as at 30 June 2022 (2021: nil).

Contingent Liabilities

There were no contingent liabilities as at 30 June 2022 (2021: nil).

22. INTEREST IN JOINT VENTURE

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

Whakaata Māori holds 177 shares in FreeView Limited, for which the share capital is uncalled and unpaid. The carrying amount of the company's investment in FreeView Limited is nil (2021: nil). The following table provides summarised financial information relating to the FreeView Limited joint venture. The amounts for 2022 are the unaudited results whereas the 2021 results are audited.

Extract from the joint venture Statement of Financial Position

	2022	2021
	\$000's	\$000's
Current Assets	854	846
Non-current Assets	44	88
Total Assets	898	934
Current Liabilities	979	1,047
Non-current Liabilities	-	36
Total Liabilities	979	1,083
Net Assets	(81)	(149)
Whakaata Māori share of joint venture's net assets	(14)	(26)

Extract from the joint venture Statement of Comprehensive Income

	2022	2021
	\$000's	\$000's
Income	2,488	2,968
Expenses	2,425	3,104
Net Surplus	63	(136)
Whakaata Māori share of joint venture's net surplus	11	(24)

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

23. 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 2021/22 TMP funding agreement. For budget purposes the full entitlement of the agreement was assumed.
- Other Revenue includes funding received for Training & Development and Journalism Cadetship which at the time of budget setting was not included as agreements for both had not yet been signed.
- C. Kaimahi costs were under budget due to the extent of vacancies held and budgeted for across the organisation. Through the 2021/22 financial year, recruitment of content creator roles both in General Content and News & Current Affairs was particularly challenging during the multiple lockdown periods experienced in Tāmaki Makaurau.
- D. Operating costs include costs incurred for Training & Development and Journalism Cadetship which at the time of budget setting was not included as agreements for both had not yet been signed. These increased costs have been offset by increases in other revenue.

- E. Cash and Cash Equivalents has seen the impact of delayed Capital Expenditure spend as well as the opportunity to invest surplus cash needs into term deposits is driving the key variance versus budget.
- Intangibles Programme Rights has increased because of additional in house and acquired content being produced when compared to last year. This is a result of COVID-19 restrictions easing.
- G. Trade and other payables have increased due to increased in-house content being produced and other content being acquired.
- H. A number of key Capital Expenditure projects were planned in the budget to be delivered that were delayed as a result of the impact of COVID-19. We are currently forecasting for a catch-up of CAPEX projects to be delivered in 2022/23.

24. FINANCIAL INSTRUMENTS

Whakaata Māori 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 Whakaata Māori, causing Whakaata Māori to incur a loss. Financial instruments which potentially subject the company to risk consist principally of cash, short term investments and trade receivables.

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

Whakaata Māori believes that these policies reduce the risk of any loss which could arise from its investment activities. Whakaata Māori 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 Whakaata Māori 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.

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

Whakaata Māori achieved a liquidity ratio of 2.4 (2021: 1.8) 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 Whakaata Māori had exposure to currency risk in regard to the purchase of television programmes from overseas which are primarily denominated in US dollars. Whakaata Māori 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 2022 (2021: None). The Board does not consider that there is any significant interest exposure on Whakaata Māori's investments.

24A. FINANCIAL INSTRUMENT CATEGORIES

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

	2022	2021
	\$000's	\$000's
Financial Assets		
Loans and Receivables		
Cash and Cash Equivalents	6,887	7,005
Bank Deposits	3,205	2,200
Trade and Other Receivables	505	1,378
Total Loans and Receivables	10,597	10,583

	2022	2021
	\$000's	\$000's
Financial Liabilities		
Financial Liabilities at Amortised Cost		
Trade and Other Payables	4,614	3,687
Total Financial Liabilities at amortised Cost	4,614	3,687

25B FINANCIAL INSTRUMENT RISKS

Maximum exposure to credit risk

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

	2022	2021
	\$000's	\$000's
Cash at Bank Deposits	10,092	9,205
Debtors and Other Receivables	505	1,378
Total Credit Risk	10,597	10,583

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:

	\$000's	\$000's
Counterparties with Credit Ratings		
Cash at Bank and Bank Deposits		
AA-	10,092	9,205
Total Cash at Bank and Bank Deposits	10,092	9,205
Counterparties Without Credit Ratings:		
Debtors and Other Receivables		
Existing Counterparty with no Defaults in the Past	505	1,378
Total Debtors and Other Receivables	505	1,378





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