





**Cover Image**  
Photo taken at the Māori  
Active Super 8 Rugby Final  
Super 8 winners  
Hamilton Boys First XV

**Inside Front Cover Image**  
#Maranga-Rise Up Aotearoa,  
Cyclone Gabrielle Relief Concert

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

I will never be lost  
for I am a seed sown in Rangiātea

**I roto i te ao Māori, ka pūmau te tūhonotia o ngā  
whakatipuranga ki ngā rā kua hipa, ā, e kore ngā  
whakatipuranga ki tua e ngaro.**

In te ao Māori generations are forever linked to their  
past and future generations are never lost.

In accordance with the Māori Television Service  
(Te Aratuku Whakaata Irirangi Māori) Act 2003 and  
on behalf of Te Rūnanga Kaiwhakatere o Whakaata  
Māori, I am pleased to deliver the Annual Report on  
the operations of Whakaata Māori for the year ended  
30 June 2023.

**Jamie Tuuta  
Toihau**

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Ethan Smith,  
Content Creator, Whakaata Māori

# Foreword Toihau Jamie Tuuta



**E Reti e  
Hoea mai ko Puna Ariki ki uta  
Utaina mai ko Raururangi ki runga waka  
Utaina mai ko Te Kauhanga ki runga waka  
Utaina mai ko Te Mangōroa ki runga waka  
Koutou ko Te Whānau Mārama,  
E tū ki te waka o Tamarereti Koia!**

What we do today, and every day takes us a step closer to the outcomes we seek to achieve for mokopuna today and the future generations of tomorrow!

**The legacy we honour drives us to embark on new and innovative journeys to tell stories by Māori, about Māori and in the Māori language. This year, Whakaata Māori challenged us to reimagine and ensure we represent a truly indigenous organisation. To be the storyteller we aspire to be, we must embrace and share our own origins. Origins founded in our traditional knowledge and mātauranga Māori so that we can preserve our identity, language and culture.**

This led to the development of a Whakaata Māori story. It began with how the light was brought to the world, the journey of Tamarereti, who took Tāne on a revolutionary voyage to set the sun, moon, and stars into the sky. The celestial bodies of our environment like the sun, the moon, and the stars guided the way in which our ancestors lived and the decisions they made. They constantly looked back to see where they had come from but remained focused on the horizon ahead or te huapae o te rangi.

Whakaata Māori does the same. We carry and advance the legacy of those that have gone before us and keep our sights on what lies ahead in the far distance as we strive to achieve our vision, kia mauri ora te reo, which describes the future state where the Māori language is thriving in our homes and communities and New Zealanders from all walks of life value te reo Māori and actively support it.

Whakaata Māori shifted to outcomes based performance measurement in 2018. In the five years since we created Te Huapae – our outcomes framework, the world has changed. To realign our waka with the most effective path towards our vision, we reviewed and updated Te Huapae in 2022. This marks the next part in our journey, refining the outcomes that we are working towards, how we together with our partners contribute to them, and how those outcomes lead to our long-term vision of kia mauri ora te reo.

Our challenge for the Māori Media Sector review was a ‘once in a lifetime’ opportunity to be bold and brave, innovative and imaginative to envision a future that breathes new life to sustain te reo me ngā tikanga Māori. The Māori Media review was finalised in 2022. Financial sustainability has been an ongoing risk while awaiting decisions on the review since 2018. We acknowledge interim funding received which allowed advancement of Whakaata Māori platforms, and a partnership to grow and develop the Māori Media sector workforce. We look forward to permanent funding solutions that allow Whakaata Māori to carry out its role now and well into the future.

This past year has seen Whakaata Māori continue to engage, inspire and connect with our audiences and partners. The Annual Report sets out our performance and highlights achievements for the



year: whether its reaching rangatahi through Māori Active secondary school sports coverage; continuing to grow our audience insights through our panel, Te Paepae Kōrero; our international work to protect and enhance indigenous languages; or with Whakaata Māori developing reo Māori capability.

I want to acknowledge my fellow Board Directors, our Kaihautū, Executive Leaders and the team at Whakaata Māori for their work and dedication to carry and advance the legacy of those who have gone before us. 2022/23 has been a great year and Whakaata Māori look forward to continuing on our journey to tell authentically Māori stories that revitalise te reo me ngā tikanga Māori, ensuring that it thrives for our future generations in Aotearoa and globally.

Next year will mark the 20th year for Whakaata Māori – a milestone we look forward to celebrating.

**Jamie Tuuta**  
Toihau

**“Our challenge for the Māori Media Sector review was a ‘once in a lifetime’ opportunity to be bold and brave, innovative and imaginative to envision a future that breathes new life to sustain te reo Māori me ngā tikanga.”**

# Foreword Kaihautū Shane Taurima



**E tū tātau ki te waka o Whakaata Māori – join us on our journey as an Indigenous multimedia operation to share groundbreaking stories with the world**



He kura whakaaio rangi, ko Hawaikirangi e tū nei  
He kura whakaaio whenua, ko Hawaikitangata e tau nei

With our illustrious narratives glistening in the skies, Hawaikirangi stands resolute, with our illustrious narratives brought to life through our work, Hawaikitangata

**Our ancestors placed knowledge and history in the skies so that wherever they travelled across the world they would see and be reminded of these stories of their homeland. The light and beauty in the sky seen in the stars and constellations represent the people, culture, and stories of Hawaiki. This is called Hawaikirangi.**

Hawaikirangi is always visible. It is not bound by time and provides a window into the past, the present and the future — an unbroken connection with the stories of our ancestors and the knowledge from Hawaiki. Hawaikirangi is used in our narrative, Puna Ariki, as a source of inspiration and to challenge us to be innovative and be creative, to push the boundaries of who we are and what we know beyond our limits to do amazing things that deserve to be recorded in the night sky stars.

We tell stories that uphold mana Māori. We tell stories that inspire and connect people to te reo me ngā tikanga Māori. We shine light on issues that matter through Te Ao Māori News and elevate Māori voices and perspectives. We recognise that in order for our language to survive and thrive, it must be spoken, by Māori and non-Māori.

Whakaata Māori has delivered enormous value and this report highlights our work and the progress made in pursuing our Te Huapae outcomes. 2022/23 brought progress on our ambitious evolution for our digital and social platforms, increased audience reach and saw Whakaata Māori join with our wider sector, across communities and globally to tell our stories and actively promote te reo me ngā tikanga Māori.

## Foreword Kaihautū

### Working in Partnership



**Left, top to bottom:** Monika Ille, APTN and our Kaihautū, Shane at the MoU signing in December 2022

**Right, top to bottom:** APTN Studios, Canada Niue Language Commission and staff

Rawinia Higgins, Chair of Te Taura Whiri teaching at Kura Whakarauora 2023



**Whakaata Māori facilitated engagement with Māori media organisations and content creators to understand current sector capability and capacity. A working group, Te Ohu Whai Pūkenga mō te Rāngai Pāpāoho Māori was formed in 2022 and has developed a Workforce strategy along with key initiatives to build sector capability. The hope being, to counter long standing issues of limited attraction for new entrants, limited ways to recognise and enhance the skills of our current workforce and to develop specific skills needed in the 21st century and beyond.**

As the newly appointed Chair of the World Indigenous Television Broadcasters Network, our first step was to refresh our strategy which led to a focus on increasing collaborations through the sharing of knowledge, people and content. We were also able to meet in person post-pandemic

to deepen relationships and re-commence content sharing in 2023. The first arrangement focused on sharing digital content and news to continue to elevate indigenous voices globally. Whakaata Māori was also invited to present at the United Nations Permanent Forum on Indigenous Issues to promote the significance and value of indigenous media and broadcasting.

Our partnership with the New Zealand Sports Collective continues to grow, through the showcasing of over 30 rangatahi sports. In Te Whare o te Reo Mauriora, Whakaata Māori supported wānanga to bring to life the priority to grow te reo Māori capability – critical for the public sector and wider workforce. Our people actively participated across strategic, operational and project levels, to contribute to objectives to the Maihi Māori and the Maihi Karauna, and work towards the common goal to revitalise te reo Māori.

## Keeping connected into homes and communities

**Content is key, telling stories that resonate with people is our path to achieve our role. In the past three years, Whakaata Māori developed new platforms and digital initiatives to expand our reach to meet the evolving needs of our audiences. This year, we invested more into our platforms and strengthened features on our MĀORI+ app. MĀORI+ reached a milestone with over 100,000 downloads and continues its growth. MĀORI+ was also recognised in the top 10 streaming services available in New Zealand. Over the past 12 months, we have experienced growth from 3.1 million to 3.3 million online users.**

Audiences engage with Whakaata Māori content because they want to learn something new, the content was relevant to them, and they wanted to be entertained:

- Providing news and current affairs is a core part of the Whakaata Māori identity, reaching unserved reo speaking communities and helping audiences engage with what is happening. This year, more audiences engaged with Te Ao Māori News especially with the range of significant events that took place, from cyclones to flood affected areas, Waitangi Day, Te Matatini coverage and the King's Coronation.
- Māori Active continued to engage 15–29-year-old rangatahi and whānau with more than one million video streams in the last 12 months.
- Kapa haka continues to be one of the most popular content types for Whakaata Māori audiences is the largest driver of digital growth for Whakaata Māori platforms. Te Matatini pōwhiri and daily highlights package reached 160,895 viewers on television and achieved 84,980 online video views. Social Media reach peaked at 3.1 million throughout the week.

There are high levels of satisfaction across viewership, with the average benchmark being 8 out of 10 for satisfaction. This is testament to our team, who worked throughout COVID-19 to plan and deliver stories for our audiences this financial year.

## Response to Cyclone Gabrielle

**Cyclone Gabrielle on 14 February 2023 saw unprecedented devastation for whānau, Marae and communities. In the immediate aftermath, it was unclear how we might play a role and support with the response and into the recovery.**

Having our news teams in the impacted communities to share whānau, hapū and Māori experiences through Te Ao News was a given. What became clear is our desire to support. Whakaata Māori did this in the way we know best – coming together as creatives to showcase our talent. #Maranga Rise Up Aotearoa a public concert of Aotearoa talent was our vehicle to raise money for Cyclone Gabrielle Relief with the Whānau Ora Commissioning Agency. We are pleased that whānau and those directly impacted communities have felt our aroha and were supported to recover. Thank you to all of those who freely gave their time and support, and for the new content sharing arrangements with partners TVNZ and TikTok. Nearly 1 million people watched #MARANGA across all media and platforms.



Top to bottom:  
Māori Active.  
Haka at Home series.

## The year ahead

**In the 2023/24 financial year, we will continue to embed our strategic narrative, Puna Ariki, ensuring it is the foundation of all that we do. Our outcomes framework Te Huapae refresh led to increased recognition of the value in outcomes measurement providing valuable opportunities to work across Te Whare o te Reo Mauriora. Our audience insights continue to develop with sophisticated datasets and modelling to measure our value and impact through Te Paepae Kōrero. We look forward to the implementation of our sector workforce initiatives to encourage entry to our sector and to collectively grow and develop sector creativity, collaboration and skills. We will continue our international work, supporting the global call to protect the vulnerable state of indigenous languages and hosting an international media conference in Aotearoa in 2024.**

Whakaata Māori is breaking new ground in content delivery with a revolutionary commissioning for outcomes approach that changes the way we think about content creation. Our audience is at the centre of everything we do. By aligning content with our outcomes, goals and objectives, we can achieve the desired results, ensuring audience engagement and boosting growth and conversion rates. This approach also ensures our resources are strategically allocated, delivering solutions that produce the right type of content for our target audiences. It's a ground-up approach that puts the needs and preferences of our communities first, supporting co-production, co-design, and co-investment.

2023 is a transitional year as we embed the new commissioning model, taking advantage of the direct funding that we receive for content production to achieve our outcomes in Te Huapae. We continue to build our audience profiles to enable improved decision making to create content that truly resonates with them.



INPUT 2023 Conference  
in Taipei, May 2023

## On the horizon

**Both the Māori and public media reviews signaled investment across a range of platforms, growing the capacity and capability of the sector's workforce, and supporting collaboration with mainstream public media. The public media work has now stopped. While temporary funding from successive budgets has provided some funding relief in the short term, the uncertainty of long-term funding continues to impede medium to long-term planning. We continue to support moves to address longstanding issues of funding inequities that exist between the public and Māori media, and Māori and non-Māori content production. Future funding must bring us to a level playing field manage increasing costs, and enable Whakaata Māori to continue to be fit for the future.**

In conclusion, I want to thank my colleagues for their ongoing commitment and professionalism in their work. Coming out of COVID-19, we maintained our connections and aspirations for Whakaata Māori to share groundbreaking stories with the world. Together we have had another successful year, with our partners, for our audiences, for each other and for those who have gone before us and who are yet to come. As we continue to place our stories into the sky, we invite all to see, embrace, and join us on this journey towards a future where te reo Māori thrives - kia mauri ora te reo - a future where Hawaiki lives on.

Shane Taurima  
Kaihautū



# Our 2022/23 Achievements

MĀORI+ app  
**100,756**  
downloads

**1.9 million**  
average weekly  
Social Media Reach

**72%**  
of staff can speak some  
level of te reo Māori in  
daily conversations



Te Rito cadetship programme  
won the award for  
**Best Innovation**  
in Newsroom Transformation at the  
International News Media Association 2023  
Global Media Awards in New York



**85,837**  
is the weekly average audience  
of websites and apps

Whakaata Māori was nominated for  
**17 Awards across  
11 categories**  
in the prestigious New Zealand Television  
Awards and won three awards



**+34%**  
increase in social media  
fans and followers

**Doubled**  
our Te Reo Television  
Channel audience



**Three successive  
years**  
of staff  
Whakamana /  
Performance

**Signed a  
Memorandum of  
Understanding**  
with Canadian indigenous broadcaster,  
APTN, to grow indigenous languages  
across the globe

Te Ao with Moana  
was nominated as  
**finalist  
for the  
third year  
in a row**  
at the Voyager  
Media Awards in three  
categories and won the  
award for Best Reporting  
– Arts and Culture –  
Moana Maniapoto



Officially broke ground  
for the new studio,  
**Hawaikirangi**  
7 December 2022

# Our Values

Tāne placed five stars in the sky to anchor Puna Ariki and created Mahutonga. The four points of the anchor represent our values that guide the way we work - kia tika, kia pono, kia aroha, kia Māori.

## Our Vision

The fifth star, Te Kautū ki te Rangi, is the steering paddle. It personifies our vision “kia mauri ora te reo”, which is ever present, keeping us focused on a future where the Māori language is spoken everywhere and all the time.

## Our Kaupapa

Te Taura o te Waka o Tamarereti represents our mission which is to tell compelling stories that promote our Māori language, culture, and heritage and connect audiences to te ao Māori. Like the slack in the tether we understand how we must flex in order to serve diverse audiences and their needs.

Our language and culture define us and guides us in everything we do. It is our connection to the sky, the land, and the sea. It is the essence of who we are and what we stand for.

## Te Reo me ngā tikanga Māori

The Māori language and culture are the mauri of our Whakaata Māori waka, imbuing it with spiritual power and significance. We are dedicated to fostering an environment where our language and culture can flourish, promoting initiatives such as rumaki reo and te tukuihotanga o te reo. We take pride in creating content that furthers these goals and contributes to the vitality of our language and cultural heritage.



KIA TIKKA

Accuracy and accountability: Kaihoe are accurate with their strokes and are accountable for their actions on the waka.



KIA PONO

Kaihoe act with integrity, by being truthful and honest with each other and following the rules of the waka.



KIA AROHA

Empathy and respect: Kaihoe act with empathy towards their teammates and respect each other's opinions and contributions to the team.



KIA MĀORI

Kaihoe value their cultural heritage and use it as a source of strength and inspiration to inform their decisions on the waka. They also respect and acknowledge the cultural heritage of others.



# Our Impact with Our Audiences, Staff and Partners

Whakaata Māori has a clear vision, and Māori voices lead our way there. Te Huapae provides a clear navigational tool to ensure we are working towards the outcomes we hold.

We plan, manage and measure for greater impact.

Te Huapae is our 25-year vision and outcomes framework that has charted our course since 2018. We chart this journey by applying a theory of change logic – identifying a series of smaller steps that each create the conditions for the next to succeed.

Managing outcomes means defining organisational focus areas, measuring performance against those, and managing the organisation in line with those focus areas and measures. With this approach we have the right information to respond and make better decisions.

With a te ao Māori worldview, our vision is on the horizon and our progress is powered by small shifts in behaviour that, over time, result in the change we want to see. Te Huapae sets out the 17 outcomes we need to reach over the immediate, medium and long term to enable us to achieve our vision.

This process of growth, transformation and enlightenment is not static but is one of continuous interaction, learning and review.

When Te Huapae was developed, we identified that the best way to achieve our role was to be people centred, and focus on three people groups we work for and with:

- Audiences
- Staff
- Partners

In this next section, we are pleased to share some of our highlights from our work with these groups. Despite ongoing uncertainties in key funding and settings, Whakaata Māori was able to work with our audiences, staff and partners to achieve significant value. Whakaata Māori saw the end of COVID-19 alert level restrictions and signaled renewed hope with the completion of the Māori Media review response.

## Our audiences

MĀORI ACTIVE  
connecting with rangatahi

#MARANGA  
supporting the aftermath  
of Cyclone Gabrielle



## Our staff

Te Toa Whakihuwaka –  
Whakaata Māori overall staff  
award winner

A language spoken lives – staff  
experience in growing their te reo  
me ngā tikanga Māori

## Our partners

An international language  
movement and global call to  
action to protect the vulnerable  
state of indigenous languages

Our impact with our audiences, staff and partners

## Māori Active – connecting with rangatahi

Total Māori Active audience reach:

12.2 million

Content Hours:

834 hours



Super 8 Rugby content hours:

77 hours

The NZ Sports Collective is a groundbreaking collaboration between more than 30 sports, created and brought together by Rob Waddell and Whakaata Māori. Māori Active is the primary platform via YouTube, chosen as it is highly popular with rangatahi and provides easy access for homes and communities in New Zealand. Events happen all year round, in every part of Aotearoa and connect with all types of people. Every sport has its own community and when they are brought together, represent one of the largest communities in New Zealand sport.

Rob Waddell says, “We love the partnership and ability to share the content free to air. Many whānau have to travel to get to events and this allows their wider whānau to watch easily from their homes.”

There really is a sport for everyone, including surfing, ki-o-rahi, badminton, golf and squash. Akira Makiri is a squash player from Gisborne Boys High School. He says, “When I first started playing, there were very few Māori players at our club. But as the sport has gained popularity, the numbers have grown. I love squash and I am a proud Māori poipātū player”. Māori Active provides a valuable platform to showcase talent and to grow local participation in sports.

Rob noted his wider team has been developing their te reo Māori and will continue their journey. Every sport now holds a language planning session prior to each event. A basketball coach sought the help of a friend to help him learn te reo Māori words from the basketball Māori language resource. The coach now feels confident, using the Māori words across his basketball practices and games. Kaihautū, Shane Taurima, says, “A language survival is based on its use in homes and communities. To know that through secondary sports, Māori and non-Māori are actively using te reo Māori is exactly what is needed to revive our language. It’s a win-win. Not only are we connecting with our largest population group, rangatahi, we are also using their love of sports to increase the spoken word across schools, homes, and communities.”

Supporting grassroots sports and extending our reach with rangatahi has been a huge success with a cumulative audience reach of over 12 million people. Rangatahi tāne are the biggest viewers of Māori Active followed by whānau members aged 40 plus. In June 2023, Māori Active viewership was up 165% owing to NZ Māori Rugby League and Super 8 Rugby First XV. Through this collaboration, te reo me ōna tikanga Māori is growing through our reach, and in supporting the conditions for it to be valued by all New Zealanders as a central part of national identity.

**The four highest Māori  
Active viewership sports:**

**Super 8  
Rugby**  
**4 million +**  
Audience Reached



**Waka  
Ama**  
**nearly  
1.4 million**  
Audience Reached

**Volleyball**  
**1.3 million +**  
Audience Reached



**Basketball**  
**nearly  
1.1 million**  
Audience Reached

Our impact with our  
audiences, staff and partners



**“I love watching the games of my moko, it is hard to travel to everything and this means we can stay home in the warm, my wife and I set it up and watch Māori Active – thank you Whakaata Māori.”**

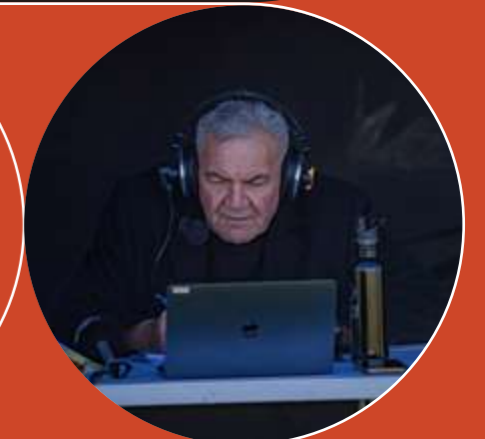
**Proud Koro / Grandfather**

**“When I am away, my pāpā (grandfather) watches me and messages me about the game – he and his brothers watch and comment on the Super 8 competition. It’s pretty cool that my whānau can watch from across Aotearoa.”**

**Future Professional Rugby Player**

**“Having this level of support and exposure for our events are game changing for our sport and allow us to present a professional high-level experience for our participants.”**

**Dillon Boucher MNZM,  
Chief Executive, Basketball NZ**



**“Thank you sincerely for your support of NZ Super Eight Schools Competitions ... our schools collectively feel very proud to be associated with Whakaata Māori ... it has been impactful in particular helping students who might otherwise struggle with some of the costs of participation.”**

**Principal, Rotorua Bays’ High School**

Our impact with our audiences, staff and partners

## #Maranga Ake – Rise up Aotearoa

### E tu Kahikatea Hei whakapae Ururoa Awhi mai awhi atu Tātou tātou e

**Whakaata Māori and the Whānau Ora Commissioning Agency hosted #Maranga concert for whānau and communities, hit by Cyclone Gabrielle. #Maranga raised \$765,000 as a result of the concert held on 25 March 2023. These funds were distributed across the Whānau Ora network in cyclone affected locations as part of a \$3.2 million Whānau Ora package.**

Te Taiwhenua o Heretaunga, CEO, Waylyn Tahuri-Whaipakanga, met with our Kaihautū, Shane to share their experiences and acknowledge the support received from #Maranga.

On 14 February 2023, Cyclone Gabrielle swept across Hawke's Bay – with loss of life, homes, key infrastructure and damage to many communities across the region. Te Taiwhenua o Heretaunga say they had the honour of uplifting whānau and community by picking up shovels and brooms, delivering kai, stripping carpet and any other job required to support whānau. With one of the biggest workforces in Hastings, they freed up their staff to support with the immediate aftermath, to respond and continue to support the recovery of Hawke's Bay.

Cyclone Clean up: by mucking in, the team was able to work in flood impacted hapū and communities, and support the clean-up of Ōmāhu Marae and the wider community and papakāinga at Waiohiki. Teams worked side by side with local communities – helping strip damaged homes to allow preparations for repair; removing silt and debris; and providing kai and resources to support whānau and the teams of helpers.

Kai hub and support: providing a call centre, 0800 WHAKAMANA, for whānau to reach out to share their needs. The hub was able to deliver essential supplies, be a kai hub and provide wraparound support for whānau through the extensive services and networks Te Taiwhenua o Heretaunga holds.

Te Kāhui Ōhanga Whakahaere Response: providing team members and resources to the collective of post settlement government groups across Hawke's

Bay cyclone response. Te Kāhui Ōhanga Whakahaere was set up to ensure a Māori response to Cyclone Gabrielle. Within 48 hours of the cyclone, the response, led by Shayne Walker, through Tātau Tātau o te Wairoa was able to get supplies into Wairoa for all of the Wairoa community. Using Black Hawk helicopters which carried much bigger loads ensured Wairoa (which was completely isolated, having lost road access north and south) had access to kai, water and other essentials. Te Kāhui Ōhanga was able to coordinate and respond effectively across many communities, Māori and non-Māori in Hawke's Bay and became a go-to due to their responsiveness and ability to develop solutions to meet the needs.

Tagata Pasifika: providing kai and other essential to Pasifika whānau impacted by the Cyclone. Many of the affected were local seasonal workers, displaced from their accommodation across Hawke's Bay being unable to work due to the damage to lands and horticultural production. Many were staying in recovery centres, and staff were able to connect with them and provide direct support to ensure their needs were met.

Waylyn says, "The devastation was far reaching and deep, but what I am constantly heartened by is the overwhelming ability of our communities to stand together, to uplift and support each other. Te Taiwhenua o Heretaunga team is one part of a large scale regional response. We are pleased that our team has supported whānau in their time of need and will continue to be available to help our communities recover and become more resilient. As a people, as Marae, as communities and to ensure that our place is better protected and safer for our mokopuna."

#MARANGA across all media and platforms, reached nearly one million people and saw new content-sharing agreements with TVNZ deliver nearly 260,000 viewers and 118,000 TikTok viewers. The eight-hour musical phenomenon was one of the highest rating shows, attracting 58,000+ viewers on Whakaata Māori Television. Online attracted a whānau-friendly audience of 18–54-year-olds.

Maranga means to rise up and Whakaata Māori acknowledges the artists, partners, whānau and teams that brought the concert to air and enabled funds to be raised to lift up whānau and communities who had suffered. The concert united some of our favourite Aotearoa musicians and entertainers such as Stan Walker, Fat Freddy's Drop, Troy Kingi, Che Fu, Three Houses Down, Ria Hall,

Our impact with our audiences, staff and partners

Drax Project, Anna Coddington, Muroki, King Kapisi, Bic Runga, Ardijah, Maisey Rika, Teeks and Rob Ruha. They were hosted by well-known guest presenters including Stacey Morrison, Matai Rangī Smith, Moana Maniapoto, Neil Waka, Luke Bird, Marcia Hopa, Pere Wihongi and Matty McLean.

There were around 400 staff from Whakaata Māori and WOCA involved in #Maranga on the day supporting on the ground activities. Our national call to action was heard, and the people responded. No administration costs were taken from cyclone dedicated funds.



From left to right:

CEO Waylyn Tahuri-Whaipakanga, Te Taiwhenua o Heretaunga and Shane Taurima, Kaihautū

Taiwhenua Housing Lead, James Lyver, coordinating supplies for devastated communities across Hawke's Bay

Staff supporting devastated communities across Hawke's Bay



## Toa Whakaihūwaka



**“Being able to speak Māori in a workplace is a first for me in my lifetime. I love working here, it is the only place I have worked where everyone greets you and responds to my Mōrena.”**

**Richard Croft**

**Richard Croft, Ngāti Hine, was announced as the 2023 overall winner of Whakaata Māori staff awards, Ngā Tohu Toa Whakaihūwaka. In 2023, we received a record number of nominations for the seven categories. The awards are for embodying Whakaata Māori values, Kia Tika, Kia Pono, Kia Aroha, Kia Māori, and work towards our two strategic pillars, Audience and Partners with an overall winner – Toa Whakaihūwaka.**

Richard is the kaitiaki of Whakaata Māori, caring for our place and our people. Richard is often the first person to greet you into Whakaata Māori, striking up connections and conversations to welcome you in. Colleagues who nominated him spoke of his dedication to his role in maintaining the whare, caring for people and how integral he is to the Whakaata Māori workplace. Richard has worked across a number of organisations but has never been encouraged to use te reo Māori in the workplace. For him, it is the first time, where staff – Māori and non-Māori – cheerfully respond to his greeting in te reo Māori and also have conversations with him in te reo Māori. He says, ‘I get happy when I go past the CE’s office as he is always speaking in Māori’.

Being a humble man, “he was overwhelmed and a bit reluctant” to be honoured with the supreme award as he acknowledges all the hard working staff across Whakaata Māori. Starting in February 2022, Richard has carved out a special place in Whakaata

Māori, and is often the go to guy, as a Mr Fixer and someone always willing to help with hosting. Staff noted his work ethic and attitude, going above and beyond everyday ensuring that Whakaata Māori is safe for staff and presented well for visitors. Richard lifts the workplace by encouraging others to support each other and in creating a benchmark for high standards.

In his time at Whakaata Māori, Richard has been exposed to a range of expert te reo Māori speakers and this has encouraged him to contemplate his own te reo Māori journey. Being competent and having acted as a Whakaata Māori kaikōrero, Richard has been inspired by these experiences to take up te reo Māori classes and continue to hone his knowledge and proficiency.

Richard embodies the Whakaata Māori value, Kia Māori, living it out each day through his actions. One of his nominating colleagues shared, “Richard actively encourages staff to practice speaking te reo Māori, by asking questions or responding solely in Māori. He is considerate of others from different cultural backgrounds as he likes to find out where people are from to ensure that he’s culturally sensitive and aware – he provides a true sense of whānau values.”

Itiiti rearea, teitei kahikatea ka taea. Although the rearea is small it can ascend the lofty heights of the Kahikatea tree.

—○  
Tweedie Waititi, Independent Media Production, Hinurewa Poutu, Director of Reo & Tikanga and Chelsea Winstanley, Independent Media Production

## A language spoken lives

**Mō te reo o ināianei – for the language of today  
Mō te reo o āpōpō – for the language of tomorrow  
Mō te reo te take – the language is the reason**



Shane Taurima, opening Kura Whakarauora March 2023

—○  
Olly Coddington

**For the third year, Whakaata Māori hosted Kura Whakarauora over two days for staff and the wider media sector. Eleven speakers shared their knowledge and experiences to inspire, encourage and uplift all on their te reo Māori journey. One speaker noted the role of media in language revitalisation being the normalisation of te reo Māori. Another speaker highlighted that the ultimate state is where “people will be thriving rather than surviving and we absolutely believe this is through reconnecting them to their language and culture”.**

Growing reo capability is about ensuring the media sector understands language planning and revitalisation. This helps us to guide how they contribute to, use and normalise te reo Māori in their work (and with whānau) and the role of media in language revitalisation.

One of our staff, Olly Coddington reflects on the profound impact Kura Whakarauora had to further his te reo Māori journey.

“Working in a place that provided me with classes and rumaki reo to hold te reo Māori conversations has been a massive benefit to my te reo Māori journey. My true language goal is to raise my tamariki with te reo Māori... with my ultimate goal to sit on the paepae at my Marae one day and speak for my whānau and hapū.

Kura Whakarauora reignited my passion for te reo Māori. It helped my work team create a simple te reo Māori plan and stick to it, using more te reo Māori with each other. As a whānau we have created a reo plan for our home and try to speak te reo Māori

with my daughter. Kura Whakarauora highlighted that language revitalisation starts in the home, that strict immersion or rumaki reo environments are vital, and that a plan helps keep you on track. I have been encouraged to seek out friends, colleagues and whānau members passionate about speaking and learning te reo Māori as we all need allies on our journey.

In the future, I see myself becoming more and more proficient and fluent in te reo Māori. I see myself having in-depth conversations about all issues with other proficient speakers, as well as having plenty of informal, silly, joking chats with friends and whānau in te reo as well. I see myself being comfortable using te reo in any situation at all times with any speaker. My wife will also eventually be a proficient speaker able to have all of the same conversations as me – and my children will be just as proficient, probably more so.

For our whānau, I see myself speaking on my marae, my wahine doing karanga on her marae, and my children competing in Ngā Manu Kōrero and doing kapa haka. I also see my sisters (and their husbands) and all my nephews improving their reo Māori, as well as my parents. I see us all having rumaki situations where eventually my entire whānau can kōrero te reo to each other in at least a simple capacity, with many of us being fluent.”

The impact of Whakaata Māori te reo me ngā tikanga Māori staff and wider sector support is profound, with strong evidence that Te Huapae outcomes are being achieved.

Our partners: Working with our indigenous colleagues across the globe

## An International movement to support Indigenous Media and Languages

### Holding international relationships with leading multi-media public and indigenous broadcasters strengthens Whakaata Māori

Sharing of knowledge, experiences and opportunities to support indigenous broadcasting has been the focus this past year. Shane was appointed Chair of the World Indigenous Television Broadcasting Network (WITBN) and renewed engagement has highlighted the similar issues and opportunities indigenous media face globally. Standing together allows us to share our journeys and how we can contribute to the preservation and revitalisation of our languages.

2022 was a significant year, 50 years since Te Petihana o Te reo, Te Matatini and 40 years of Kohanga Reo. It is not just about 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 call to action for preservation, revitalisation, and promotion.

Whakaata Māori has been actively involved across international networks, with our global partners and events in 2022/23:

- December: Signed a MoU with Aboriginal Peoples Television Network as partners to work together to share our expertise, stories and knowledge. This is the first of many agreements we will work on to ensure that we stand united with indigenous broadcasters to provide a platform for indigenous stories.
- WITBN hosted their first face to face hui in Uluru Australia coinciding with the 10 year celebrations of National Indigenous Television in December 2022. WITBN refreshed its strategy, with a future focus on collaborative relationships in order to create opportunities for sharing Indigenous content; supporting strategic partnerships and Indigenous leadership; to share and enhance knowledge, and people. Digital content is the focus, with agreement to share short form content on a range of whānau friendly topics. Face to face hui deepened relationships and improved learnings from site visits. In 2024, Whakaata Māori will be hosting the first WITBN conference since 2016 in Auckland.



- In April, Whakaata Māori co-hosted a multi-stakeholder event on Indigenous Community Media. Whakaata Māori, in partnership with UNESCO, the Canadian National Commission for UNESCO, the Native American Journalists Association (NAJA) hosted the event at the UN Permanent Forum in New York.
- Attending the NAB Convention in April, gave us an opportunity to interact with broadcasters from other networks like ours, as well as much larger organisations. It was evident that we are on a similar track in shifting towards a digitally enabled approach. We also learned that being a smaller organisation allows us to pivot faster than larger organisations, giving us a competitive advantage in some respects. We were fortunate to learn and experience several new technologies that are not yet available in Aotearoa.
- In May, a small delegation went to Taiwan, to attend the International Public Television Screening Conference (INPUT) and strengthened relationships with WITBN partners from Norway and Taiwan. Whakaata Māori was also fortunate to be hosted by Tina Wilson, the Director of Trade for New Zealand based in Taiwan. A particular highlight was the Ingenious Indigenous session where Shane, our Kaihautū presented alongside indigenous broadcasters from Norway and Taiwan sharing the Whakaata Māori journey, how we contribute to the preservation and revitalisation of te reo Māori and some of the creative and innovative ways we connect and engage with rangatahi audiences.
- Whakaata Māori also used the time at the INPUT Conference to identify potential speakers and attendees for our upcoming Hawaikirangi Conference, an exciting international conference on the power of Indigenous storytelling. The conference is one of the activities planned to commemorate 20 years of Whakaata Māori in 2024.

Our dedication to this mission continues through our united goal to uplift and amplify the voices and perspectives of indigenous peoples.

# Performance Update

## 2022/23 Audience Snapshot

Whakaata Māori Annual Television Audience  
**2.53 million**

Source: AC Nielson Television Reach

Annual Online Users  
**3.3 million**

Source: Google Analytics/Firebase

Annual Online Video Views  
**4.4 million**

Source: Brightcove Analytics

Social Media Video Views  
**over 25 million**

Source: Falcon and Youtube Analytics.

Social Media Following  
**713,996**

FY22-23 includes YouTube subscribers

Facebook  
**465,303 fans**

LinkedIn  
**4,865 followers**

TikTok  
**127,456 fans**

Instagram  
**79,731 fans**

YouTube  
**17,703 subscribers**

# Our Audiences and what they watched

We were founded following a long campaign from Māori to protect te reo me ngā tikanga Māori. Whakaata Māori honours this great legacy and history by continuing to respond to the needs and wants of our audiences.

We also harness new platforms, technologies and approaches that enable us to successfully share and promote te reo me ngā tikanga Māori. We engage audiences so they feel inspired, excited and empowered to connect with te ao Māori and te reo ngā tikanga Māori. We do this by creating and delivering content that:

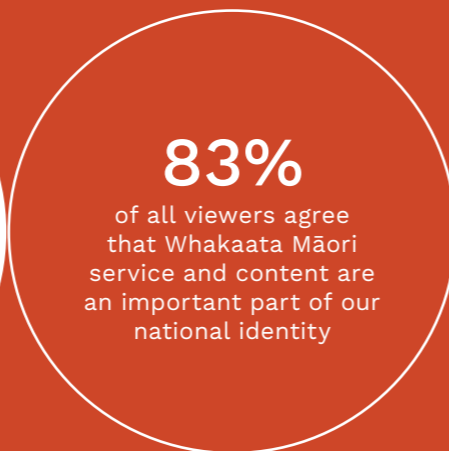
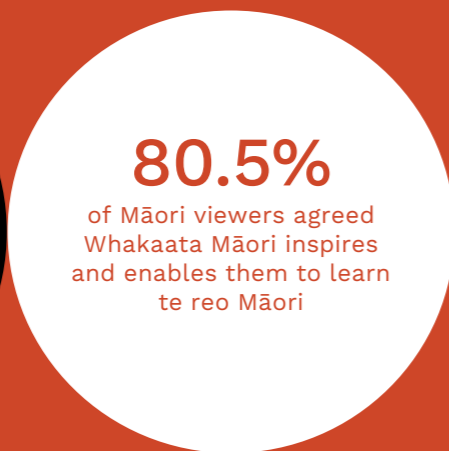
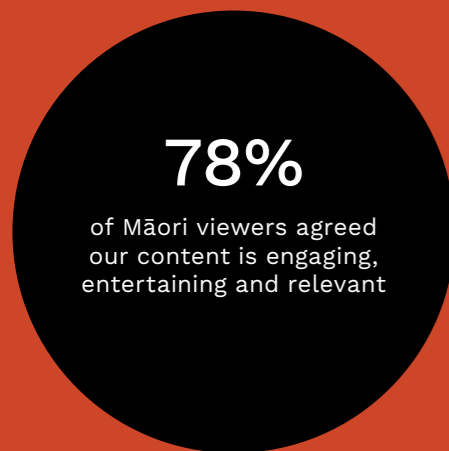
- Showcases te ao Māori
- Tells our stories
- Caters to our audiences
- Is valued by our people
- Embraces innovation.

To increase the impact of our work, we engage directly with our audiences, learning from them about what they want from Whakaata Māori.

Our focus on platforms is about ensuring we know which ones are most relevant to our audiences and that we are providing these.



Mātai Smith hosting 5 Minutes of Fame



## Our Audiences and what they watched

### Kawepūrongo: 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 Māori News retains a consistent audience year to year of just over 2 million. They are consuming 6% more content with 4,563,290 page views and 279,517 video streams for the year.

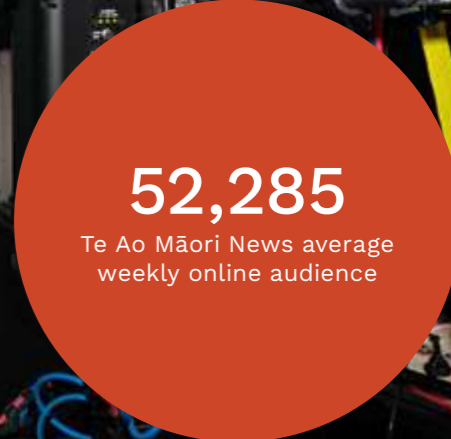
Kawepūrongo programmes have varying levels of te reo: Te Ao Mārama at 80%, Te Ao Tapatahi and Te Ao with Moana both at 30% te reo Māori, connecting with all four Whakaata Māori target audiences.

Overall, Kawepūrongo programming generated a cumulative television audience of 800,860 for

the year across three programmes and combined digital video views of 279,517. The majority of Kawepūrongo audience members are aged 45+ with the exception of Te Ao Mārama which appeals to 21% of 24–34-year-olds. Tāne (males) skew towards television viewership whereas digital consumption is favoured by wāhine (females).

Te Ao with Moana appeals to a broad demographic and tends to have a higher Pākehā viewership than other Kawepūrongo programmes. The programme does well across all platforms, particularly standing out on social media, reaching more than 1.5 million people.

Te Ao Tapatahi engages whānau of all ages and does well in the digital space, with over 64,000+ page views and the highest average time-per-page at 16.4 minutes.



## Our Target Audiences and what they watched

Understanding and defining our target audiences as well as acknowledging their dynamic demands is a key part of charting our direction.

Whakaata Māori has prioritised four target audience segments to give effect to its strategic vision of supporting the revitalisation of te reo me ngā tikanga Māori:

- Whānau raising children in te reo Māori
- Rangatahi (15-24 years)
- Active reo Māori learners
- Fluent speakers.



### Whānau raising children in te reo Māori

Whānau raising children are a unique target audience due to them 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’, educational or entertaining content, to watch together as a whānau. The broader whānau are interested in whānau-friendly content about a wide variety of topics that provide resources for whānau members to acquire knowledge of te reo me ngā tikanga Māori.

### Ahikāroa

Ahikāroa is a Māori bilingual web series which follows the trials and tribulations of best friends Hemi and Geo. They're a crazy group of city-based rangatahi. They're young, kura kaupapa raised and dangerously onto it. Their world orbits around getting cash, cutting corners and charging their phones.

Last season, Whakaata Māori celebrated a major milestone, where we hit 100 episodes, making the longest running scripted Māori drama show in Aotearoa. The show has been proud to contribute to the normalisation of te reo Māori in local drama because it's spoken so fluidly by actors playing a group of friends living and surviving in the big city.

Style has also been a huge factor in the success of the series with its fashion-forward aesthetic, with fans quick to follow the trends introduced by the characters in the series, in fact, the show's cast are known as some of the most stylish people in Aotearoa television.

In March 2023, Season 5 was launched. One of the national online news distributors said “Ahikāroa is a wee gem. The storylines are unpredictable, relevant and funny, the integration of te reo and English is seamless – I wouldn't even call myself a learner, but I could always follow what was being said – and the settings are authentically excellent.”

Ahikāroa has an average audience reach of 20,000 per episode.

From top to bottom:  
Hemi | Nepia Takuira-Mita  
Booms | Jewels King  
Te Ururangi | Akinehi Munroe



### WBSC Softball World Cup Coverage

The WBSC Men's Softball World Cup prompted unprecedented audience feedback through several channels, including direct emails, letters, and social media. It was the highest rated live event for Whakaata Māori.

Local ratings were strong, reaching a cumulative audience of 427,913 on television and 129,601 video views online.

Whakaata Māori introduced te reo Māori and culture to national and global audiences with bi-lingual commentary across every game. The WBSC social platforms promoted coverage to 972,000 of their fans.

Locally, it attracted a broad audience of all ages and an equal split between genders. Paepae Kōrero survey found that fans were motivated by supporting the Black Sox, with more than 80% stating they were satisfied with the programming. 67% stated the programming helped them improve their te reo Māori and, importantly, the initiative opened and exposed te reo content to new audiences.

The outstanding performance results, audience feedback and commentary across social media showed the success of event. Coverage resonated with Māori audiences enjoying te reo Māori commentary while also capturing and exposing a new audience to reo and te tikanga Māori. Importantly, through Whakaata Māori, it was made available free-to-air.

### Taikura Kapa Haka

Taikura Kapa Haka, in collaboration with Te Papa Tongarewa Museum of New Zealand, again celebrated a golden era with kaumātua performances. This free content has been uploaded to MĀORI+. The nature of the event often achieves a longer tail end viewership as mokopuna and whānau tune in to watch again and again.

### Rangatahi (15-24 years)

Rangatahi speakers of te reo Māori are a diverse segment whose needs differ depending on their 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.

### Haka Pedia

A new series – where kapa haka fans competed with the experts – succeeded in attracting a difficult-to-reach audience of fluent rangatahi tāne Māori.

A Paepae Kōrero survey found that the main reason for watching was to learn something new and be entertained. As a result of viewing, 64% felt proud of the whānau depicted in the content.

This show received high relevancy and satisfaction cores, 8.4 out of 10 and 8.8 out of 10, respectively. 79% of the survey respondents believed the show helped them improve their te reo Māori.



**TUKU**

Whakaata Māori TUKU rangatahi hub continues to connect with rangatahi across social channels, reaching 265,720 people who viewed 177,754 videos. TUKU also led the TikTok live outside broadcast for the successful #MARANGA Rise Up Aotearoa concert, engaging 118,000 TikTok viewers.

**Active reo Māori learners**

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.

**Waitangi Day Coverage**

The nationwide Waitangi Day broadcast, He Iwi Tahī Tātou, demonstrated the strength of collaboration with the Māori sector. Whakaata Māori joined Iwi Māori Media sector and independent producers to provide coverage of commemorations at Waitangi. The morning opened with coverage of the dawn karakia from the Waitangi Treaty Grounds. Coverage ensured 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 and our independent producers ensures these stories are recorded and shared for our mokopuna and all future generations of Aotearoa. The broadcast achieved an audience reach of over 62,000, with Waitangi Day programming reaching over 180,000 people across all platforms.

Television cumulative reach of 171,125 and VOD views of 10,016. [Source data: AC Neilson cume Reach Brightcove Video Player 6 February 2023]

**ANZAC Day**

The ANZAC Day television broadcast reached over 213,427 people, delivering our biggest daily audience this year. Audience growth came from wāhine 50-59 years. 30,818 people tuned into the Dawn Service on television and approximately 8,000 watched online live or on demand.

**Te Ao with Moana**

Te Ao with Moana goes from strength to strength, covering topical stories and delivering exclusive insights throughout the year and attracting a strong audience. With stories about Te Matatini – Pōwhiri, the heartbreaking scenes from Cyclone Gabrielle to a tribute with friends, politicians and colleagues of the late Georgina Beyer.

**Fluent speakers**

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.

**Te Ao Mārama – Māori News**

Annually reaching a cumulative audience of more than 523,000, Te Ao Mārama is a leading daily Māori news programme bringing the latest news as it happens. It delivers an inclusive approach to Māori news by connecting directly to communities, te ao Māori and upholding mana Māori.

Te Ao Mārama strongly resonates with 35+-year-old wāhine online, who find the show informative and relevant. Of the viewers surveyed through Paepae Kōrero, tāne and wāhine, young and old, rated the show 8 out of 10 in terms of their satisfaction with the content and 84% agreed that watching the show helped them improve their reo Māori.

**Driving Audience Engagement through data and insights**

**This year was one of significant investment in understanding our audiences and how best to connect with them. We commissioned a range of research to map our audiences and how they derive, their entertainment, social and te reo Māori needs from the content we provide, and how we can interact with them. This information along with our growing audience insights from Te Paepae Kōrero provide a much clearer roadmap of how best to deliver to our target audiences now and into the future.**

Improving our measurement by creating Te Paepae Kōrero – our own research panel – has been a game-changer in helping us communicate with

and learn from our audiences, which then informs our decision-making. With over 3,000 members (82% Māori), we are reducing reliance on external and Pākehā-dominated market research services and learning directly from our viewers. This helps drive our ability to be relevant and promote Māori language revitalisation in a way that resonates with our audiences. Our annual brand health survey enables us to understand our audience preferences and where we are making inroads with our Te Huapae outcomes. From a brand perspective, we are very favourably perceived by all audiences, Māori and non-Māori, and we are pleased to show growth year on year on this key metric.



**Opposite page:** Anzac 23, with presenters Julian Wilcox and Peata Melbourne live from Auckland Museum Moana Maniapoto, Te Ao with Moana

**This page:** Audience shots of 5 Mins of Fame I am Hana



# Our people

We are  
**170 Staff**

We have

**7**

Kaiwhakatere who bring a wide range of skills and experience to their role

We have

**8**

Kaiurungi who are responsible for running the day-to-day Whakaata Māori business

We have

**2**

Rūnanga sub-committees to support Ngā Kaiwhakatere

**100%**

staff use te reo Māori at work everyday

**97%**

staff have achieved at least one te reo Māori goal

**4/5**

staff engagement score

## Ensuring Whakaata Māori is a great place to work

### Supporting staff to realise their potential

At Whakaata Māori, our waka includes all kaihoe or paddlers, who are onboard, and those we work with across Māori media to reach our destination, which is to support people to realise their potential as bold media professional that are the top of their game and also versed in reo and tikanga Māori. This

is captured in the whakataukī, Iti noa, he pito mata, although small, it is uncooked. Referencing that the uncooked piece of kumara can be replanted and has the potential to produce many more.

## Our People

### Supporting our staff to realise their potential

Whakaata Māori believes that pito mata exists in everyone, and our role is to provide the conditions to support, nurture and grow pito mata so that it can thrive.

We place great pride in our focus to support staff development and how we all connect to te ao Māori. We consistently review our processes and check 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.

### Workforce Development

Whakaata Māori's extensive workforce development and training programme, Whakangungu Ahumahi continues to strengthen staff and the wider Māori Media sector through:

- 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, 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.

Whakangungu Ahumahi has enabled staff to immerse themselves further into te ao Māori by participating in engaging te reo me ngā tikanga Māori activities, developing their craft and technical expertise and gaining exposure to specific business sectors, such as finance, law, and project management abilities.

A total of 235 participants from Whakaata Māori staff and the wider Māori media sector have benefited from the Whakangungu Ahumahi programme. Some 97% of Whakaata Māori staff have been involved in at least one of the programme's four focus areas. Over 50 people participated in the Kura Whakarauora from across the Māori media sector.

Whakaata Māori continues to invest in Whakangungu Ahumahi, offering a range of opportunities covering technical craft, health, safety and wellbeing, project management and leadership.

In the last three years, there has been a deliberate and positive shift to normalise te reo me ngā tikanga Māori at Whakaata Māori. The smorgasbord of professional support and development for te reo me ngā tikanga Māori goes a long way towards changing behaviours and attitudes, enabling te reo me ngā tikanga Māori to freely develop both within Whakaata Māori and in the homes of staff. Here are some of the staff findings:

- Te reo Māori flourishes at Whakaata Māori, in that you can hear and see it every day
- Tikanga Māori is normalised at Whakaata Māori
- Staff have increased their knowledge and use of te reo Māori and tikanga Māori since being at Whakaata Māori
- Staff are motivated to learn te reo Māori outside of Whakaata Māori
- Staff are reconnecting to their iwi and Marae as a result of Whakaata Māori raising their awareness

Whakaata Māori is supporting the second cohort of Te Rito journalism cadets. Selection for the 12-month programme was confirmed in April and the programme formally commenced on 1 July. In 2023, over 90% of the Te Rito cadets graduated to a role in the media industry, helping to address the critical shortage of reo Māori and Pasifika journalists.

### Gender Pay

Whakaata Māori is committed to providing equal employment opportunities. As part of our partnership with Global Women, we have incorporated 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 47% male, 53% female and 1% gender diverse.

Ethnicity: We seek 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. Last year we were 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 tāne. This year, our wāhine are paid 0.2% higher.

We remain committed to ensuring equity across all roles within the organisation.

### Well-being

Well-being has continued to be a strong focus over the last year with new initiatives put in place to support staff and continued access to the staff Oranga Whānau well-being fund. This was established to support Whakaata Māori staff in achieving our goals. It acknowledges the importance of whānau, both as individual staff and for us as an organisation being a core part of our identity and values. The fund is open to all staff who have been part of Whakaata Māori for 12 months or more, to apply for support that can cover Whai Mātauranga (education-related costs such as school uniforms or extra-curricular tuition fees), Whai Hauora (health and well-being activities supporting hauora, including gym membership, tamariki sports-related costs) or

## Our People

Whai Tikanga (activity that fosters belonging within te ao Māori such as activities on the marae or within iwi/hapū) with 73 approved applications in 2022/23.

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 been the health and safety and wellbeing of staff and whānau as we have shifted back into the office, developed new remote working arrangements and managed ongoing emergencies. Bringing people back together has meant the creation of more whanaungatanga, through activities, projects and events.

### Recruitment and Retention Projects

There has been a slight increase in overall numbers this year due to the recruitment of vacancies. 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. 88% of the workforce are employed on a permanent basis.



### Remuneration

Whakaata Māori has run full staff performance cycles over the last three years and there was a concentrated effort to ensure the execution of the full end of year 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. Year end Whakamana (our staff performance framework) show the majority of our staff are meeting or exceeding expectations.

### Governance and Accountability

Whakaata Māori is governed by Te Rūnanga Kaiwhakatere 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.

### Te Rūnanga Kaiwhakatere o Whakaata Māori

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

#### From top to bottom

Scotty Morrison supporting our media sector to grow at Kura Whakarauora 23

Hon Willie Jackson at the Te Rito graduation

## Whakaata Māori Performance results

### Whakaata Māori 2022/23 Performance Results as set out in the Statement of Intent 2022-2026

Outcome area	Priority Outcomes 2022/23	2023/23 Performance Metrics	2021/22 Results	2022/23 Results
<b>Kaimahi Staff</b>	Te reo Māori flourishes as a primary language of day-to day use among staff.  Staff are meeting their te reo Māori goals.  Whakaata Māori is a place where great people want to work.	• 90% of staff have a te reo Māori plan	90%	85% A new methodology and terminology was used, which has created a mis-aligned result. 97% of staff have achieved a te reo Māori goal, however only 85% reported having a te reo Māori plan. Language plan used to be stand alone documents. They are now integrated into the Whakamana process, as development goals which we believe created the mis-alignment in the two results.
		• 90% of staff have te reo Māori goals	90%	97%
		• 90% of staff use te reo Māori every day at work	100%	100%
		• 80% of staff achieve at least one te reo Māori goal	96%	97%
		• % of staff that right-shift across the KoPa model towards more active use of te reo Māori	9%	-4% This reflects a changing cohort throughout the year. Whakaata Māori holds a high level of staff at the AWATEA level, 64% in comparison to the NZ population of 14.5%
		• Staff Engagement Score of 3 or higher	3.9/5	4/5

### Partner Outcomes

Outcome area	Priority Outcomes 2022/23	2023/23 Performance Metrics	2021/22 Results	2022/23 Results
<b>Hoa Kōtui Partners</b>	Whakaata Māori is seen and is active in the community and at events	• 60% of viewers who agree that 'Whakaata Māori' is active in the community and at events'	59% all viewers 71% Māori viewers	60% all viewers 65% Māori Viewers
		• 250 hours of content produced with partners	541.25 hours	1242.30 hours

**Audience Outcomes**

Outcome area	Priority Outcomes 2022/23	2022/23 Performance Metrics	2021/22 Results	2022/23 Results
Apataki Audience	Audiences value Whakaata Māori	• Terrestrial high-definition coverage	87%	87%
	Audiences value the content across diverse platforms	• Standard satellite definition coverage	100%	100%
	Whakaata Māori content is engaging, entertaining and relevant	• No. of weekly users of Te Ao Māori News and Whakaata Māori apps and websites	89,741 average weekly users	85,837 average weekly users
		• No. of hours of new content for fluent te reo Māori-speaking audiences	695.10*	306.5
	Māori audiences trust and feel ownership of Whakaata Māori	• No. of hours of new content for receptive te reo Māori-speaking audiences		324.5 with 27 hours estimated to be completed, the delay in these hours was created by business interruption and capacity
		• Quality indicator rating of four or higher for assessed content		4.9
	• % of viewers who agree with the statement that Whakaata Māori content is engaging, entertaining and inspiring	61% all viewers 70% Māori viewers	74% all viewers	78% Māori viewers
	• % of viewers are willing to recommend our service (Net Promoter Score)	-22% all viewers +23% Māori viewers	+1% all viewers	+23% Māori viewers
	• 60% of Māori viewers who trust Whakaata Māori to share their stories and promote te reo Māori	82.2% Māori viewers	-	91% Māori Viewers
	• 10% of viewers who increased their te reo Māori usage through Whakaata Māori content	32% all viewers	57.2% all viewers	-
	• 10% of viewers who increased their whānau te reo Māori usage through Whakaata Māori content	32.9% all viewers 28.5% Māori viewers	59% all viewers	69% Māori viewers
	• 10% of viewers who create immersion opportunities for their whānau through Whakaata Māori content	54.7% all viewers 49.5% Māori viewers	30% all viewers	52% Māori viewers
• 10% of viewers who increased their understanding of te reo Māori through Whakaata Māori content	49.3% all viewers	67% viewers	-	
• 10% Māori whānau feel supported in raising their tamariki in te reo Māori	69% Māori viewers	-	79% Māori viewers	

\*(proxy indicator as had different definition and accounted for content containing less than 30% te reo)

# Statement of Performance and Financial Statements

**For the year ended 30 June 2023**



## Statement of Responsibility For the year ended 30 June 2023

### Te Tauāki Haepapatanga Mo Te Tau I Eke I Te 30 o Pipiri 2023

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 2023 fairly reflect the financial position and operations of Whakaata Māori.



Jamie Tuuta  
Toihau



Shane Taurima  
Kaihautū

Despite a number of challenges for Whakaata Māori due to COVID-19 impacts, competition for people and resources, evolving audience needs and increasing operational costs, Whakaata Māori has achieved a positive year end financial position. With interim funding received in 2022, Whakaata Māori developed our two year strategic plan, Te Huapae Tata to define strategic choices and prioritise initiatives that focus our resources. This roadmap enabled us to make careful decisions around content (including platforms and distribution), priorities for our organisation such as attracting and developing our staff, progressing our digital first ambitions and pursuing partnership opportunities, providing the roadmap for Whakaata Māori to be digital-first, agile and 'fit for the future'.

Our outlook remains challenging, given the interim nature of our funding and reliance on public and contestable funding. We are pleased with our annual performance and look forward to securing sustainable funding, to maintain the building blocks we have invested in and to continue to grow the momentum and impact we have achieved.



## Independent Auditor's Report To the readers of Māori Television service's financial statements and performance information for the year ended 30 June 2023.

The Auditor-General is the auditor of Māori Television Service ("Whakaata Māori"). The Auditor-General has appointed me, Grant Taylor, using the staff and resources of Ernst & Young, 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 42 to 65, that comprise the statement of financial position as at 30 June 2023, 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 that include accounting policies and other explanatory information; and
- The performance information of the Whakaata Māori on pages 33 to 34 and 40 to 41.

#### In our opinion:

- The financial statements of Whakaata Māori on pages 42 to 65:
  - present fairly, in all material respects:
- Its financial position as at 30 June 2023; 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 Standard; and
- The performance information on pages 33 to 34 and 40 to 41:
  - presents fairly, in all material respects, Whakaata Māori's performance for the year ended 30 June 2023, including for each class of reportable outputs:
    - Its standards of delivery performance achieved as compared with forecasts included in the statement of performance expectations for the financial year; and
    - Its actual revenue and output expenses as compared with the forecasts included in the statement of performance expectations for the financial year; and
  - Complies with generally accepted accounting practice in New Zealand.

Our audit was completed on 31 October 2023. 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 opinion.

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

The Board is responsible on behalf of the Entity for preparing financial statements and performance information that are fairly presented and that comply with generally accepted accounting practice in New Zealand.

The Board is responsible for such internal control as it determines is necessary to enable it to prepare financial statements and performance information that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements and the performance information, the Board is responsible on behalf of the Entity for assessing the Entity'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 liquidate the Board or to cease operations, 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 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 performance expectations.

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 framework for reporting its performance.
- We conclude on the appropriateness of the use of the going concern basis of accounting by the Board and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the ability of Whakaata Māori 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 1 to 65, but does not include the financial statements and the performance information, and our auditor's report.

Our opinion on the financial statements and the 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 the 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 the 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 the Entity 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 (including International Independence Standards) (New Zealand) (PES 1) issued by the New Zealand Auditing and Assurance Standards Board.

Other than the audit, we have no relationship with, or interests in, Whakaata Māori.



**Grant Taylor**  
**Ernst & Young**

On behalf of the Auditor-General  
Auckland, New Zealand

## Statement of Performance Te Tauāki Mahi

### Non-Departmental Output Class

Whakaata Māori received operational funding of \$23.264 million from Vote Māori Development. The Minister for Māori Development purchases this class of outputs from Whakaata Māori to:

- Support the promotion of Māori language and culture through Whakaata Māori's contribution to the protection and promotion of te reo me ngā tikanga through the provision;
- Pursue the outcomes in its 2022-2026 Statement of Intent and to meet the expectations in the Outcomes Agreement between the Minister for Māori Development, Minister of Finance and Whakaata Māori

- embed the new funding policy initiative, Positioning the Māori Media Sector for the Future commenced in 2022/23.

- Whakaata Māori delivers three outputs through this output class.

A description, the cost and performance measures for each output are described below: Additional performance information (i.e. the outputs and impact delivered against the Outcomes Agreement Plan agreed between the Minister of Finance and Minister for Māori Development and Whakaata Māori) is provided on pages 33 to 34 of this annual report.

Output 1: Television Service Operations	
Description	Performance Measures
Meet the performance expectations in the Outcomes Agreement between the Minister for Māori Development, Minister of Finance and Māori Television Service	<p><b>Target:</b> Broadcast a minimum of 7,900 hours of programming</p> <p><b>Actual:</b> Whakaata Māori broadcast a total of 9672 hours during the year: 9672hrs</p>
Cost	<p>2023 Actual \$18.629 million</p> <p>2023 Budget \$18.680 million</p> <p>2022 Actual \$14.875 million</p>

Output 2: Digital Terrestrial Coverage	
Description	Performance Measures
Provide broadcast services that are technically available throughout New Zealand via free-to-air digital terrestrial	<p><b>Target:</b> Provide free-to-air transmission to at least 87% of New Zealand's population via free to air terrestrial high definition coverage</p> <p><b>Actual:</b>                      Whakaata Māori Channel:                      Digital Terrestrial 87% (2022: 87%)                      Te Reo Channel:                      Digital Terrestrial 87% (2022: 87%)                 </p>

## Statement of Performance Te Tauāki Mahi

Output 3: Satellite Transmission	
Description	Performance Measures
Provide broadcast services that are technically available throughout New Zealand via digital satellite transmission	<p><b>Target:</b> Provide free-to-air transmission to 100% of New Zealand via free-to-air digital satellite</p> <p><b>Actual:</b>                      Whakaata Māori Channel:                      Digital Satellite 100% (2022: 100%)                      Te Reo Channel:                      Digital Satellite 100% (2022: 100%)                 </p>
Cost of Outputs 2 and 3	<p>2023 Actual \$4.635 million</p> <p>2023 Budget \$4.584 million</p> <p>2022 Actual \$4.389 million</p>
Total Output Costs equals Total Revenue from the Crown per Statement of Comprehensive Revenue and Expense	<p>2023 Actual: \$23.264 million</p> <p>2023 Budget: \$23.264 million</p> <p>2022 Actual: \$19.264 million</p>

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

For the year ended 30 June 2023

	Note	Actual	Budget	Actual
		2023	2023	2022
		\$000's	\$000's	\$000's
<b>Non Exchange Revenue</b>				
Revenue from the Crown		23,264	23,264	19,264
Te Māngai Pāho Production Revenue		22,894	20,268	17,564
Other Production Revenue		837	-	867
<b>Exchange Revenue</b>				
Advertising Revenue		1,007	900	1,459
Interest Revenue		146	11	56
Other Revenue		3,338	2,369	2,534
<b>Total Revenue</b>		<b>51,485</b>	<b>46,812</b>	<b>41,745</b>
<b>Expenditure</b>				
Staff Costs	4	17,341	17,877	14,669
Depreciation and Non-programme Amortisation	5	2,143	2,275	2,244
Programme Costs inc Amortisation	5	14,752	11,346	11,338
Operating Costs		17,190	15,314	13,666
<b>Total Expenditure</b>		<b>51,426</b>	<b>46,812</b>	<b>41,917</b>
<b>Surplus/(Deficit)</b>		<b>59</b>	<b>-</b>	<b>(172)</b>

## Te Tauāki Nekeneke Tūtanga Statement of Changes in Equity

For the year ended 30 June 2023

	Note	Actual	Budget	Actual (Restated*)
		2023	2023	2022
		\$000's	\$000's	\$000's
Balance as at 1 July		15,496	12,792	13,484
Prior Period Adjustment	3	-	-	2,184
Restated Balance as at 1 July		-	12,792	15,668
Total Comprehensive Revenue & Expense		59	-	(172)
<b>Balance as at 30 June</b>		<b>15,555</b>	<b>12,792</b>	<b>15,496</b>

## Te Tauāki Tūnga Pūtea Statement of Financial Position

As at 30 June 2023

	Note	Actual	Budget	Actual (Restated*)
		2023	2023	2022
		\$000's	\$000's	\$000's
Public Equity				
General Funds		15,555	12,792	15,496
<b>Total Public Equity</b>		<b>15,555</b>	<b>12,792</b>	<b>15,496</b>
Represented by:				
Assets				
Current Assets				
Cash and Cash Equivalents	6	4,715	7,531	6,887
GST Receivable		524	588	588
Bank Deposits	7	205	3,205	3,205
Trade and Other Receivables	8	6,369	1,836	2,170
Intangibles - Programme Rights	10A	2,019	2,287	3,218
<b>Total Current Assets</b>		<b>13,832</b>	<b>15,447</b>	<b>16,068</b>
Non-current Assets				
Property, Plant and Equipment	9	8,963	12,567	7,166
Intangibles - Computer Software	10B	98	138	138
<b>Total Non-Current Assets</b>		<b>9,061</b>	<b>12,705</b>	<b>7,304</b>
<b>Total Assets</b>		<b>22,893</b>	<b>28,152</b>	<b>23,373</b>
Liabilities				
Current Liabilities				
Trade and Other Payables	11	3,711	11,457	4,614
Employee Entitlements	12	2,392	2,600	2,042
Income in Advance		147	210	-
Lease Incentives	13	131	131	130
<b>Total Current Liabilities</b>		<b>6,381</b>	<b>14,398</b>	<b>6,787</b>
Non-Current Liabilities				
Lease Incentives	13	958	962	1,090
<b>Total Non-Current Liabilities</b>		<b>958</b>	<b>962</b>	<b>1,090</b>
<b>Total Liabilities</b>		<b>7,339</b>	<b>15,360</b>	<b>7,877</b>
<b>Net Assets</b>		<b>15,555</b>	<b>12,792</b>	<b>15,496</b>

The accompanying notes form part of these financial statements.

## Te Tauāki Kapewhiti Statement of Cash Flows

For the year ended 30 June 2023

	Note	Actual	Budget	Actual
		2023	2023	2022
		\$000's	\$000's	\$000's
<b>Cashflow from Operating Activities</b>				
<b>Cash was provided from:</b>				
Receipts from Crown Revenue		23,264	23,264	19,264
Te Māngai Pāho Production Funding		18,695	20,268	18,206
Other Production Funding		837	3,280	594
Interest Received		146	-	56
Advertising Revenue		1,007	-	1,447
Other Income		3,338	-	3,078
<b>Cash was applied to:</b>				
Payments to Employees		(16,992)	(19,743)	(14,007)
Payments to Suppliers		(20,128)	(23,386)	(16,583)
Interest Paid		-	-	-
Goods and Services Tax (Net)		64	-	(130)
<b>Net Cash from Operating Activities</b>	<b>14</b>	<b>10,231</b>	<b>3,683</b>	<b>11,925</b>
Cash from Investing Activities				
Proceeds from the Disposal of PPE		78		46
Cash was applied to:				
Proceeds from Term Deposit Maturity		-		10,400
Investment - Term Deposits		3,000		(11,405)
Purchase of PPE		(3,949)	(4,300)	(1,713)
Purchase of Computer Software		(29)		(126)
Purchase of Intangible Assets		(11,504)		(9,245)
<b>Net Cash Flows from Investing Activities</b>		<b>(12,404)</b>	<b>(4,300)</b>	<b>(12,043)</b>
<b>Net Increase/(Decrease) in Cash and Cash Equivalents</b>		<b>(2,172)</b>	<b>(617)</b>	<b>(118)</b>
Cash and Cash Equivalents at the beginning of the year		6,887	11,941	7,004
<b>Cash and Cash Equivalents at the end of the year</b>	<b>6</b>	<b>4,715</b>	<b>11,324</b>	<b>6,887</b>



## Ngā Whakamārama Mō Ngā Tauāki Pūtea Notes to the Financial Statements

For the year ended 30 June 2023

### 1. Statement of significant accounting policies

The financial statements of Whakaata Māori are for the year ended 30 June 2023. The financial statements were authorised by the Board of Directors on (17 November 2023). 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 a 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) New and amended standards and interpretations

New standards and amendments and interpretation to existing standards that came into effect during the current accounting period beginning on 1 July 2022.

#### Impact of the adoption of PBE IPSAS 41 Financial Instruments

PBE IPSAS 41, 'Financial instruments', addresses the classification, measurement and recognition of financial assets and financial liabilities. It replaces the guidance in PBE IPSAS 29, 'Financial Instruments: Recognition and Measurement', that relates to the classification and measurement of financial instruments. PBE IPSAS 41 retains but simplifies the mixed measurement model and establishes new measurement categories for financial assets. The basis of classification depends on the entity's business model and the contractual cash flow characteristics of the financial asset. In addition, there is now a new expected credit losses impairment model that replaces the incurred loss impairment model used in PBE IPSAS 29.

The adoption of NZ PBE IPSAS 41 has not had a material impact on the financial statements of Whakaata Māori. The main impact has been presentation only.

New standards and amendments and interpretation to existing that are not yet effective for the current accounting period beginning on 1 July 2022.

There are no new standards, amendments or interpretations that have been issued and are not yet effective that are expected to have a significant impact on the Whakaata Māori.

#### (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. 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

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

##### 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

Consistent with both the Whakaata Māori business model for managing the financial assets and the contractual cash flow characteristics of the assets, trade and other receivables are initially measured at the amount due (fair value) and are subsequently measured at amortised cost.

##### Impairment of Financial Assets

Financial assets recorded at amortised cost are tested for impairment by applying the 'expected credit loss' impairment model. Whakaata Māori applies the simplified approach under PBE IPSAS 41 to measuring the allowance for credit losses for receivables from contracts with customers. Under the simplified approach, Whakaata Māori determines the allowance for credit losses for receivables from contracts with customers on the basis of the lifetime expected credit losses of the financial asset. Lifetime expected credit losses represent the expected credit losses that are expected to result from default events over the expected life of the financial asset. The gross carrying amount of a financial asset is written off (i.e., reduced directly) when the counterparty is in severe financial difficulty and Whakaata Māori has no realistic expectation of recovery of the financial

## Ngā Whakamārama Mō Ngā Tauāki Pūtea Notes to the Financial Statements (cont)

For the year ended 30 June 2023

asset. Financial assets written off remain subject to enforcement action by Whakaata Māori. Recoveries, if any, are recognised in revenue or expense.

### (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:

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

### (q) Amortisation of intangible assets

#### Software:

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

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

Website: 2 years

Acquired computer software: 3 years

#### Programme Rights:

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

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

Programmes available on 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 & Equipment: 3-10 years

Building Fit-out: 5-20 years

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

### (s) Impairment of non-financial assets

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

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

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

### (t) Trade and Other Payables

Trade payables are recognised at fair value on initial recognition.

Trade payables are recognised when Whakaata Māori becomes obliged to make future payments resulting from the purchase of good and services. They are carried at amortised cost, are non-interest bearing and due to their short term nature they are not discounted.

### (u) Employee Entitlements

Provision is made for Whakaata Māori’s liability for staff salaries and wages accrued up to the balance date and annual leave earned, when it is probable that settlement will be required and the liabilities are capable of being measured reliably.

Annual leave is calculated on an actual entitlement basis at the rates expected to apply at time of settlement.

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.

### (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.

## Ngā Whakamārama Mō Ngā Tauāki Pūtea Notes to the Financial Statements (cont)

For the year ended 30 June 2023

- 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 asset.
- 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 2023:

### 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 right 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 uses.
- 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. 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.

### 3. Prior Period Adjustment

During the year, a review of Income in Advance was undertaken related to the content production funding. It was determined that as production spend for the prior years was more than amount granted, no Income in Advance was required to be recorded for prior years and the full amount of the funding received was able to be recognised in revenue.

As a result, there is an adjustment made to Income in Advance, which results in a decrease to the Liability and an increase in Retained Earnings of \$2.184m as outlined below. This adjustment relates to the years ended 30 June 2019, 2020, and 2021, amounting to: \$459k, \$540k and \$1.185m each year respectively, totalling \$2.184m.

## Statement of Financial Position

As at 1 July 2021

	As previously presented \$	Adjustment \$	Adjusted \$
	\$000's	\$000's	\$000's
Total public Equity	13,484	2,184	15,668

## Statement of Financial Position

As at 30 June 2022

	As previously presented \$	Adjustment \$	Adjusted \$
	\$000's	\$000's	\$000's
Trade and Other Receivables	1,102	1,068	2,170
Total Current Assets	15,000	1,068	16,068
Total Assets	22,305	1,068	23,373
Income in Advance	(1,116)	1,116	-
Total Current Liabilities	(7,902)	1,116	(6,786)
Total Liabilities	(8,993)	1,116	(7,877)
Net Assets	13,312	2,184	15,496
Total Public Equity	13,312	2,184	15,496

### 4. Staff costs

	2023	2022
	\$000's	\$000's
Salaries and wages	16,673	14,126
Board members fees	180	167
Employee contributions to defined contribution plans	488	376
Total	17,341	14,669

## Ngā Whakamārama Mō Ngā Tauāki Pūtea

### Notes to the Financial Statements

For the year ended 30 June 2023

#### 5. Expenditure

	Notes	2023	2022
		\$000's	\$000's
The net surplus is after charging for:			
Fees paid to Auditors			
Attest Audit Fees		135	109
<b>Operation Costs Includes:</b>			
Bad and Doubtful Debts		30	66
Rental Expense on Operating Leases		1,022	924
<b>Depreciation and Non-programme Amortisation</b>			
Property, Plant and Equipment Depreciation	9	2,074	2,206
Write off of Property, Plant and Equipment	9	-	(16)
Computer Software Amortisation	10B	69	54
<b>Total Depreciation and Non-Programme Amortisation</b>		<b>2,143</b>	<b>2,244</b>
<b>Programme Costs Including Amortisation</b>			
Programme Amortisation	10A	12,702	8,912
Production Overhead Costs		2,050	2,065
Programme Promotion Costs		-	361
<b>Total Programme Costs Including Amortisation</b>		<b>14,752</b>	<b>11,338</b>

#### 6. Cash and cash equivalents

	2023	2022
	\$000's	\$000's
Cash at Bank	4,715	6,887
<b>Net Cash and Cash Equivalents for the Purposes of the Statement of Cash Flows</b>	<b>4,715</b>	<b>6,887</b>

#### 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 (2022: nil).

##### Fair Value

The carrying amount 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:

##### Term deposits

	2023	2022
	\$000's	\$000's
Bank deposits with Maturities greater than 3 months and less than 12 months	205	3,205
Weighted Average Effective Interest Rate	3.34%	2.28%

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

	2023	2022
	\$000's	\$000's
Receivables	832	419
Prepayments	646	598
Te Māngai Pāho Receivable	4,795	1,069
Other receivables	95	86
<b>Total</b>	<b>6,369</b>	<b>2,172</b>

Included in other receivables is an amount of \$93,895 (2022: \$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 programme 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 2023 and 2022 all receivables have been assessed for impairment and appropriate provisions applied as detailed on the next page:

## Ngā Whakamārama Mō Ngā Tauāki Pūtea Notes to the Financial Statements

For the year ended 30 June 2023

	2023			2022		
	\$000's			\$000's		
	Gross	Impairment	Net	Gross	Impairment	Net
Not past due	538	-	538	396	-	396
Past Due 1 - 30 Days	221	-	221	4	-	4
Past Due 31- 60 Days	35	-	35	14	-	14
Past Due 61 - 90 Days	38	-	38	5	-	5
Past Due > 91 Days	-	-	-	-	-	-
<b>Total</b>	<b>832</b>	<b>-</b>	<b>832</b>	<b>419</b>	<b>-</b>	<b>419</b>

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:

	2023	2022
	\$000's	\$000's
Balance as at 1 July	-	(290)
Additional Provisions made during the year	(36)	-
Receivables written off during the period	36	290
<b>Total</b>	<b>-</b>	<b>-</b>

### 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
	\$000's	\$000's	\$000's	\$000's
Cost				
Balance at 1 July 2021	10,766	6,326	-	17,092
Additions	1,464	171	78	1,713
Disposals	(47)	-	-	(47)
<b>Balance as at 30 June 2022</b>	<b>12,183</b>	<b>6,497</b>	<b>78</b>	<b>18,758</b>
Balance at 1 July 2022	12,183	6,497	78	18,758
Additions	858	64	3,027	3,949
Disposals	-	-	(78)	(78)
<b>Balance at 30 June 2023</b>	<b>13,041</b>	<b>6,561</b>	<b>3,027</b>	<b>22,629</b>

### 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
Balance at 1 July 2021	8,038	1,364	-	9,402
Depreciation Expense	1,810	395	-	2,206
Depreciation on Disposals	(16)	-	-	(16)
<b>Balance as at 30 June 2022</b>	<b>9,833</b>	<b>1,759</b>	<b>-</b>	<b>11,592</b>
<b>Balance at 1 July 2022</b>	<b>9,833</b>	<b>1,759</b>	<b>-</b>	<b>11,592</b>
Depreciation Expense	1,084	990	-	2,074
Depreciation on Disposals	-	-	-	-
<b>Balance at 30 June 2023</b>	<b>10,917</b>	<b>2,749</b>	<b>-</b>	<b>13,666</b>
Carrying Amount				
As at 30 June 2022	2,350	4,738	78	7,166
<b>As at 30 June 2023</b>	<b>2,124</b>	<b>3,812</b>	<b>3,027</b>	<b>8,963</b>

There are no restrictions over the title of property, plant and equipment. No property, plant and equipment assets are pledged as security for liabilities. Property, plant, and equipment in the course of construction of the new studio is \$3,027 (2022: \$nil).

### 10A. Intangibles - Programme Rights

	Programme Rights - Internal	Programme Rights - External	Total Programme Rights
	\$000's	\$000's	\$000's
<b>Year Ended 30 June 2023</b>			
At 1 July 2022 net of accumulated amortisation	2,842	376	3,218
Additions	10,036	1,467	11,504
Amortisation charge	(11,836)	(867)	(12,702)
<b>Sub-Total</b>	<b>1,043</b>	<b>977</b>	<b>2,019</b>
Less Provision for Write Off	-	-	-
<b>Closing net book value</b>	<b>1,043</b>	<b>977</b>	<b>2,019</b>
<b>As at 30 June 2023</b>			
Cost	156,963	26,661	183,625
Accumulated Amortisation	(155,921)	(25,685)	(181,605)
<b>Total</b>	<b>1,043</b>	<b>977</b>	<b>2,019</b>

## Ngā Whakamārama Mō Ngā Tauāki Pūtea

### Notes to the Financial Statements

For the year ended 30 June 2023

#### 10A. Intangibles - Programme Rights (continued)

	Programme Rights - Internal	Programme Rights - External	Total Programme Rights
Year Ended 30 June 2022	\$000's	\$000's	\$000's
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)
<b>Sub-Total</b>	<b>2,842</b>	<b>376</b>	<b>3,218</b>
Less Provision for Write Off	-	-	-
<b>Closing net book value</b>	<b>2,842</b>	<b>376</b>	<b>3,218</b>
<b>As at 30 June 2022</b>			
Cost	146,927	25,194	172,121
Accumulated Amortisation	(144,085)	(24,818)	(168,903)
<b>Total</b>	<b>2,842</b>	<b>376</b>	<b>3,218</b>

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

	2023	2022
	\$000's	\$000's
Cost		
Balance as at 1 July	1,556	1,430
Additions	29	126
<b>Balance as at 30 June</b>	<b>1,585</b>	<b>1,556</b>

	2023	2022
	\$000's	\$000's
Balance as at 1 July	1,418	1,364
Amortisation Charge	69	54
<b>Balance as at 30 June</b>	<b>1,487</b>	<b>1,418</b>
<b>Carrying Amount as at 30 June</b>	<b>98</b>	<b>138</b>

#### 11. Trade and other payables

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

	2023	2022
	\$000's	\$000's
Trade Creditors	2,373	2,336
Accrued Expenses	1,338	2,278
	<b>3,711</b>	<b>4,614</b>

#### 12. Employee Entitlements

	2023	2022
	\$000's	\$000's
Annual Leave	1,460	1,251
Accrued Wages	913	791
ACC Levies	18	-
	<b>2,392</b>	<b>2,042</b>

## Ngā Whakamārama Mō Ngā Tauāki Pūtea Notes to the Financial Statements

For the year ended 30 June 2023

### 13. Lease Incentives

	2023	2022
	\$000's	\$000's
Lease Incentives		
Opening Balance	1,220	1,352
Provision Written Back	(131)	(131)
<b>Total</b>	<b>1,089</b>	<b>1,221</b>
Current portion	131	130
Non-current portion	958	1,090
<b>Total</b>	<b>1,089</b>	<b>1,220</b>

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 totalling \$321,000 from the landlord as capital contribution towards improving the building fit-out.

### 14. Reconciliation of the net surplus / (deficit) from operations with the net cash flows from operating activities

	Note	2023	2022
		\$000's	\$000's
Net Surplus / (Deficit)		59	(172)
Add/(Less) non cash movements			
Depreciation - Property, Plant and Equipment	9	2,074	2,206
Amortisation - Programme Rights	10A	12,702	8,912
Amortisation - Computer Software	10B	69	54
Lease Incentives	13	(131)	(131)
Gain on Disposal of Property, Plant and Equipment	9	-	(16)
		<b>14,773</b>	<b>10,853</b>
Increase/Decrease in Working Capital			
Trade and Other Receivables		(4,198)	833
GST Receivable / (Payable)		64	(130)
Trade and Other Payables - Excluding Capital Creditors		(903)	(571)
Employee Entitlements		350	662
Unearned Revenue		147	279
<b>Net Cash Flows from Operating Activities</b>		<b>10,231</b>	<b>11,925</b>

### 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.

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 AIG Insurance New Zealand Limited for \$10million (\$7.5million for loss and \$2.5million for defence costs). This cover is effected for all Directors and Officers of Whakaata Māori.

#### Key Management Personnel Remuneration

	2023	2023	2022	2022
	\$ 000's	Headcount/ FTE	\$ 000's	Headcount/ FTE
<b>Board Members</b>				
Remuneration	178		167	
Members headcount		7		7
<b>Totals</b>	<b>178</b>	<b>7</b>	<b>167</b>	<b>7</b>
<b>Executive Group</b>				
Remuneration	2,069		1,878	
Full-time Equivalent members (FTE)		7.93		8.07
<b>Senior Management</b>				
Remuneration	2,579		2,703	
Full-time Equivalent members (FTE)		19		19
<b>Totals</b>	<b>4,648</b>	<b>27</b>	<b>4,581</b>	<b>27</b>

## Ngā Whakamārama Mō Ngā Tauāki Pūtea Notes to the Financial Statements

For the year ended 30 June 2023

### 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.

	2023	2022
\$100,001 - \$110,000	8	11
\$110,001 - \$120,000	8	8
\$120,001 - \$130,000	14	3
\$130,001 - \$140,000	4	4
\$140,001 - \$150,000	1	3
\$150,001 - \$160,000	7	1
\$160,001 - \$170,000	1	3
\$170,001 - \$180,000	-	-
\$180,001 - \$190,000	1	1
\$190,001 - \$200,000	-	1
\$200,001 - \$210,000	-	4
\$210,001 - \$220,000	1	-
\$230,001 - \$240,000	1	-
\$240,001 - \$250,000	1	-
\$260,001 - \$270,000	1	1
\$320,001 - \$330,000	1	-
\$360,001 - \$370,000	-	1

### 17. Board Fees

Board members earned the following fees during the period:

	2023	2022
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
Kingi Kiriona Reuben Collier	21,600	21,600
Reuben Collier	21,600	21,600
Anahera Higgins	21,600	10,500
	<b>178,200</b>	<b>167,100</b>

### 18. Employee Compensation on Termination of Employment

During the year, one employee received compensation and other benefits in relation to the cessation of employment totaling \$16.5K (2022: \$ nil).

### 19. Post Balance Date Events

There have been no significant post balance date events.

### 20. Commitments and Operating Leases

	2023	2022
	\$ 000's	\$ 000's
Transmission and Satellite Linking	7,137	7,264
Programme - Internal	1,527	6,084
Programme - External	174	976
<b>Total</b>	<b>8,838</b>	<b>14,324</b>

#### 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

	2023	2022
	\$ 000's	\$ 000's
Not later than one year	4,144	3,397
Later than one, not later than 2 years	886	3,365
Later than 2, but no later than 5 years	936	502
Later than 5 years	1,170	-
<b>Total</b>	<b>7,136</b>	<b>7,264</b>

#### Programme Production

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

#### Programme Acquisitions

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

#### Hawaikirangi (new studio build)

Commitment for progress payment no 6. to Fitout Solutions + others small commitments relating to construction of the Studio, totalling to approx \$835K.



## Ngā Whakamārama Mō Ngā Tauāki Pūtea Notes to the Financial Statements

For the year ended 30 June 2023

	2023	2022
	\$ 000's	\$ 000's
Non-cancellable Operating Lease Commitments		
Not later than one year	1,447	1,282
Later than one, not later than 2 years	1,447	1,282
Later than 2, but no later than 5 years	4,341	3,847
Later than 5 years	4,944	5,663
<b>Total</b>	<b>12,179</b>	<b>12,074</b>

### 21. Contingencies

#### Contingent Assets:

There were no contingent assets as at 30 June 2023 (2022: nil).

#### Contingent Liabilities:

There were no contingent liabilities as at 30 June 2023 (2022: 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 (2022: nil). The following table provides summarised financial information relating to the FreeView Limited joint venture. The 2023 results are audited whereas amounts for 2022 are the unaudited results.

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

	2023	2022
	\$ 000's	\$ 000's
Non-cancellable Operating Lease Commitments		
Current Assets	1,142	854
Non-current Assets	11	44
Total Assets	1,153	898
Current Liabilities	1,152	979
Non-current Liabilities	-	-
Total Liabilities	1,152	979
Net Assets	1	(81)
<b>Whakaata Māori share of joint venture's net assets</b>	<b>0.18</b>	<b>(14)</b>

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

	2023	2022
	\$ 000's	\$ 000's
Non-cancellable Operating Lease Commitments		
Income	1,386	2,488
Expenses	2,424	2,425
Net Surplus	(1,038)	63
<b>Whakaata Māori share of joint venture's net surplus</b>	<b>(184)</b>	<b>11</b>

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 (TMP) Production revenue has been recognised based on the timing of the costs being incurred consistent with the TMP funding agreement. The higher revenue in FY2022/23 is mainly driven by the completion of prior years' productions, originally delayed due to the impacts of Covid-19.

This increase of production revenue is offset by an increase in production cost reflected in the Programme Costs (inc Amortisation) category of the Statement of Comprehensive Revenue and Expense."

**B.** Other Production Revenue includes revenue received from sponsorship for the Maranga event and Tapuwae production.

**C.** Higher Other Revenue is mainly attributed to the funding received for the Journalism cadetship programme. This initiative funded roles to support the production of content and provide active mentorship guided by tuākanateina learning models for less-experienced reporters.

**D.** Operating costs are 12% higher mainly due to the delivery of production initiatives, high inflationary environment, partially offset by the increased Other Production Revenue.

**E.** The decrease in Cash & Cash Equivalent in FY2022/23 is mainly due to the receivable funds (from TMP) related to the production expenses already incurred, as of 30 June 2023. This consequently reduced the cash balance whilst increasing the Trade & Other Receivables compared to the budget.

**F.** The rationalisation of capital expenditure programme resulted in lower non-current assets compared to the budget, which also resulted in lower Trade and Other payables.

### 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 1.9(2022: 1.7) at the balance date, demonstrating its ability to meet its short- and medium-term liabilities as they fall due.

## Ngā Whakamārama Mō Ngā Tauāki Pūtea

### Notes to the Financial Statements

For the year ended 30 June 2023

#### 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 2023 (2022: 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:

	2023	2022 Restated
	\$ 000's	\$ 000's
Financial Assets		
Financial Assest at Amortised Cost		
Cash and Cash Equivalents	4,715	6,887
Bank Deposits	205	3,205
Trade and Other Receivables	5,723	1,574
<b>Total Financial Assets at Amortised Cost</b>	<b>10,642</b>	<b>11,666</b>

	2023	2022 Restated
	\$ 000's	\$ 000's
Financial Liabilities		
Financial Liabilities at Amortized Cost		
Trade and Other Payables	3,711	4,614
<b>Total Financial Liabilities at amortised Cost</b>	<b>3,711</b>	<b>4,614</b>

#### 24B. Financial Intruments Risk

##### Maximum exposure to credit risk

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

	2023	2022 Restated
	\$ 000's	\$ 000's
Cash at Bank and Bank Deposits	4,920	10,092
Debtors and Other Receivables	5,723	1,574
<b>Total Credit Risk</b>	<b>10,642</b>	<b>11,666</b>

#### Credit quality of financial assets

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

	2023	2022 Restated
	\$ 000's	\$ 000's
Counterparties with Credit Ratings		
Cash at Bank and Bank Deposits		
AA-	4,920	10,092
<b>Total Cash at Bank and Bank Deposits</b>	<b>4,920</b>	<b>10,092</b>
<b>Counterparties Without Credit Ratings:</b>		
Debtors and Other Receivables		
Existing Counterparty with no Defaults in the Past	5,723	1,574
<b>Total Debtors and Other Receivables</b>	<b>5,723</b>	<b>1,574</b>



W H A K A A T A  
**MĀORI**

Te Pūrongo ā-Tau  
a Whakaata Māori

Mō te tau i mutu i te 30 o Pipiri 2023



Ngā toa o Super 8 mō te tau 2023,  
Te Kuara Tamatāne o Kirikiriroa

—○—  
#Maranga-Rise Up Aotearoa,  
Cyclone Gabrielle Relief Concert



**E kore e au e ngaro, he kākano i ruia mai i Rangīātea.  
I roto i te ao Māori, ka pūmau te tūhonotia o ngā  
whakatipuranga ki ngā rā kua hipa, ā, e kore ngā  
whakatipuranga ki tua e ngaro.**

**I runga i te whakahau a te Ture a Te Aratuku  
Whakaata Irirangi Māori 2003 me Te Rūnanga  
Kaiwhakaterere 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 2023.**

**Jamie Tuuta  
Toihau**



Ethan Smith,  
Kaiwaihanga Kaupapa,  
Whakaata Māori.

# Ngā Ihirangi

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# Kupu Takamua a te Toihau Jamie Tuuta



**E Reti e  
Hoea mai ko Puna Ariki ki uta  
Utaina mai ko Raururangi ki runga waka  
Utaina mai ko Te Kauhanga ki runga waka  
Utaina mai ko Te Mangōroa ki runga waka  
Koutou ko Te Whānau Mārama,  
E tū ki te waka o Tamarereti Koia!**

Mā ngā mahi ka mahia e mātou i te rangi nei, i ngā rangi katoa, e tata ake ai mātou ki ngā putanga e whai ana mātou ki te whakatutuki mā ngā mokopuna o te rā nei me ngā reanga o āpōpō atu!

E whakahau ana ngā oha tuku iho e whakahōnore nei tātou kia whāia ētahi ara hou, ara auaha ki te kōrero i ngā kōrero a te Māori, mō te Māori, ki te reo Māori. I tēnei tau ka whakapātaritia mātou e Whakaata Māori kia whakaaro kē, e pono ai tā mātou whakakanohi i tētahi whakahaere iwi taketake tūturu. E noho ai mātou ko te reo pūrākau e wawatatia ana e mātou, kia kauawhitia, kia horahia hoki tō mātou ake pūtakenga mai. He pūtakenga i takea mai i ō tātou mātauranga tuku iho me te mātauranga Māori, e tiakina ai e mātou tō tātou tuakiri, tō tātou reo me tō tātou ahurea.

Hua mai ana i konei te whanaketanga o tētahi pūrākau mō Whakaata Māori. I tīmata ake i te āhua o te puta o te aho mārama ki te ao, i te rerenga a Tamarereti nāna nei i ārahi a Tāne i tāna haerenga nui ki te whakairi mai i te rā, te marama, me ngā whetū ki te rangi. Arahina ana e te whānau mārama o tō tātou taiao pērā i te rā, te marama, me ngā whetū te āhua o te noho a ō tātou tūpuna me tā rātou i whakatau ai. I hokihoki tonu tā rātou titiro ki tō rātou ahunga mai me te aro nui tonu ki te huapae ki tua, ki te huapae o te rangi.

Waihoki a Whakaata Māori. Ka kawē tonu, ka kōkiri tonu mātou i te oha tuku iho a te hunga kua riro runga tai ata, me te whakamau tonu te titiro ki ngā āhuatanga ki tua noa atu, i a mātou ka oke tonu ki te whakatutuki i tā mātou whakakitenga, kia mauri ora te reo, e whakamārama ana i te āhua ki tua e tōnui ai te reo Māori i ō tātou kāinga, hāpori, e whakangākautia ai te reo, e āta tautokohia ai e te iti me te rahi o Aotearoa. Mā ngā mahi ka mahia e mātou i te rangi nei,

i ngā rangi katoa, e tata ake ai mātou ki ngā putanga e whai ana mātou ki te whakatutuki mā ngā mokopuna o te rā nei me ngā reanga o āpōpō atu

I neke a Whakaata Māori ki te ine tutukinga i runga i ngā putanga i te 2018, i ngā tau e rima mai i te hanganga o Te Huapae – tā mātou anga putanga, kua huri te ao. E hurihia anō ai te iho o tō mātou waka ki te ara rere hāngai ki tā mātou whakakitenga, ka arotakea, ka whakahoungia a Te Huapae i te 2022. E tohu ana tēnei i te tūāhaere hei whai mā mātou ki te whakarauiti i ngā putanga ka whāia e mātou, me pēhea tā mātou ko ō mātou hoa kōtui e whai hua ai, me pēhea hoki te ārahi a aua putanga i a mātou ki tā mātou whakakitenga pae tawhiti o te whai kia mauri ora te reo.

Ko te wero ki a mātou mō te arotakenga o te Rāngai Arapāho Māori ko tana noho hei huarahi ‘ongē’ e māia ai, e aumangea ai, e auaha ai, e tukua ai te whakaaro kia rere kia kitea he oranga hou mō te reo Māori me ngā tikanga. Nō te 2022 i oti ai te arotakenga o te Rāngai Arapāho Māori. E mau tonu ana ngā tūraru o te whakauka taha ahumoni i te wā e tāria atu ana ngā whakatau mō te arotakenga mai i te 2018. E mihi ana mō ngā pūtea rangitahi e whiwhi ana mātou i taea ai te kaunake tonu o ngā paepāho me ngā hononga kōtui a Whakaata Māori, kia tupu tonu, kia whanake tonu te rangamahi o te rāngai Arapāho Māori. E titiro whakamua ana ki te whai oranga i te pūtea pūmau e āhei ai a Whakaata Māori ki te kawē i te wāhi ki a ia i tēnei wā tonu, ahu atu ki tua noa atu.



I te tau ka hori nei ka kitea tonuhia te whai wāhi atu, te whakaohooho me te tūhono atu a Whakaata Māori ki ā mātou apataki me ngā hoa kōtui. E takoto mai ana ki te Pūrongo ā-Tau ā mātou tutukinga me ngā mahi tāpua o te tau, ahakoa toro ki te hunga rangatahi i ngā mahi hākinakina kura tuarua a Māori Active; te mahi kia noho mōhio tonu ā mātou apataki i tā mātou paepae, a Paepae Kōrero; ā mātou mahi

ki te ao ki te tiaki me te whakapiki reo taketake; te whakapakari rānei a Whakaata Māori i te kaimahi reo Māori.

Ka rere aku mihi ki aku hoa o Te Rūnanga, ki tō mātou Tāhuhu Rangapū, ki Te Pae Urungi me te kahui kaimahi o Whakaata Māori mō ā rātou mahi me tō rātou ngākau pūmau ki te kawē me te kōkiri i ngā oha tuku iho a te hunga kua riro runga tai ata. Me kōrero te pai o te tau 2022/23 me te rikarika o Whakaata Māori ki te whai tonu i tō mātou huarahi ki te kōrero i ngā kōrero Māori tūturu ka whakarauora i te reo me ngā tikanga Māori, e tōnui tūturu ai mō ngā reanga ki tua i Aotearoa nei puta ki te ao.

Ko te tau e tū mai nei te tau 20 mō Whakaata Māori – he tūāhaere e rikarika ana mātou ki te whakanui.

**Jamie Tuuta**  
Toihau

**“Ko te wero ki a mātou mō te arotakenga o te Rāngai Arapāho Māori ko tana noho hei huarahi ‘ongē’ e māia ai, e aumangea ai, e auaha ai, e tukua ai te whakaaro kia rere kia kitea he oranga hou mō te reo Māori me ngā tikanga.”**

# Kupu Takamua a te Kaihautū Shane Taurima



E tū tātau ki te waka o Whakaata Māori – whai mai i a mātou i tēnei haerenga a tētahi whakahaere arapāho Iwi Taketake kia hōrapa ai ngā kōrero para huarahi hou ki te ao



He kura whakaaio rangi, ko Hawaikirangi e tū nei  
He kura whakaaio whenua, ko Hawaikitangata e tau nei

I whakairia mai e ō tātou tūpuna te mātauranga me te kōrero tuku iho ki te rangi kia kitea ai, kia maharatia ai e rātou ngā kōrero o te kāinga tūturu ahakoa haere rātou ki hea i te ao. E whakatinana ana te aho mārama me te ātaahua o te rangi ka kitea nei i ngā whetu me ngā kāhui whetū i te tangata, i te ahurea, me ngā kōrero o Hawaiiki. Koia tēnei ko Hawaikirangi.

**Ka kitea tonuhia a Hawaikirangi. Kāore e herea ana e te wā, e noho ana hei matapihi ki ngā rā o mua, ki ēnei rā, otirā ki āpōpō atu — he hononga mutungā kore ki ngā kōrero a ō tātou tūpuna me ngā mātauranga o Hawaiiki. Ka huaina a Hawaikirangi ki te Puna Ariki, te pūrākau mō mātou, hei mātāpuna whakaohooho, whakapātari i a mātou kia para huarahi hou, kia wairua auaha, e whakawhānuhia ai ngā paenga mō mātou ki tua noa atu o tā mātou i mōhio ai, i mōhiotia ai, e oti ai i a mātou ētahi mahi whakamiharo e tika ana kia whakairia tahitia anō ki ngā whetū i te rangi.**

Ka pāhotia e mātou te kōrero tautinei i te mana Māori. Ka pāhotia e mātou te kōrero ka whakaoho, ka tūhono i te tangata ki te reo me ngā tikanga Māori. Ka

whakamāramahia e mātou ngā take whai tikanga i Te Ao Māori News ka whakatairanga anō i te reo me te tirohanga a te Māori. E mōhio ana mātou me kōrero rawa tō tātou reo e ngāi Māori, e ngāi Tauwiwi hoki e ora ai, e tōnui ai ia.

Nui whakaharahara ana ngā painga kua puta i a Whakaata Māori, ko tā te pūrongo nei he whakamiramira i ā mātou mahi me ngā kokenga kua puta i te whāinga i Te Huapae. Kitea ana i te tau 2022/23 te ahunga whakamua i tā mātou oke ururoa mō ā matou paepāho matihiko, pāhopori, i te piki ake hoki o te toronga apataki, kitea ana anō te hono atu a Whakaata Māori ki tō mātou rāngai whānui, rere i ngā hapori me te ao, ki te pāho i ā mātou kōrero, kia kaha ake ai te whakatairanga i te reo me ngā tikanga Māori.

Kupu Takamua a te Kaihautū

## Te Mahi Kōtui



Monika Ille, APTN me te Kaihautū, Shane Taurima  
Raiwinia Higgins, Toihau, Te Taura Whiri i te reo Māori

APTN Studios, Canada  
Niue Language Commission  
ki Whakaata Māori



**I huawaeretia e Whakaata Māori te whakapāpātanga ki ngā whakahaere arapāho Māori me ngā kaihanga kaupapa pāho kia mārama ai te āheinga me te raukaha o te rāngai i tēnei wā. I whakatūria tētahi rōpū mahi, Te Ohu Whai Pūkenga mō te Rāngai Pāpāho Māori i te 2022, kua whanaketia e rātou tētahi rautaki Rangamahi me ōna kaupapa matua ki te whakapakari āheinga mō te rāngai. Ko te tūmanako ki te ātete i ngā take mauroa o te kore e tino kumea mai o te kanohi hou, me te korekore o ngā huarahi e mihia ai, e whakapakaritia ai ngā pūkenga o ā mātou kaimahi o te wā nei me te whanake pūkenga motuhake ka pirangitia i te rautau 21 haere ake.**

I taku noho ko te kopounga hou hei Toihau mō te Whatunga Pāhotanga Pouaka Whakaata Iwi Taketake o te Ao, ko tā mātou mahi tuatahi ko te whakahou i tā mātou rautaki e arotahitia ai te whakapiki ake i ngā mahinga kōtui mā te tuku i te mātauranga, te tangata me te kaupapa pāho. I tūtaki ā-kanohi mātou i muri o te mate hōrapa ki te whakahōhōnu ake i ō mātou



hononga, kia timata anō ai te tiritiri kaupapa pāho i te 2023. Arotahi ana te whakaritenga tuatahi ki te tiritiri kaupapa matihiko me ngā rongo o te wā kia hāpai tonuhia te rangona o ngā reo iwi taketake o te ao. I pōhiritia anō a Whakaata Māori kia tāpae whakaaro ki te Huinga Pūmau o Te Kotahitanga o ngā Whenua o te Ao mō ngā Take Iwi Taketake ki te whakatairanga i te hiranga me te uara o ngā arapāho iwi taketake me te ao pāpāho.

E tupu tonu ana tā mātou mahi kōtui ki te Tōpūtanga Hākinakina o Aotearoa, i te pāhotia o ētahi hākinakina rangatahi neke atu i te 30. I Te Whare o te Reo Mauri Ora, i tautokohia e Whakaata Māori ētahi wānanga kia whai oranga ai te take mātāmua ki te whakatupu i te āheinga reo Māori – he mea nui whakaharahara mō te rāngai tūmatanui (me ngā rangamahi whānui). I āta whai wāhi atu ā mātou tangata i ngā taumata taha rautaki, taha whakahaere, taha hōtaka, ki te tāpae painga ki ngā whāinga o te Maihi Māori me te Maihi Karauna, kia whai painga anō te whāinga a te katoa ki te whakarauora i te reo Māori.



## Te hono tonu ki ngā kāinga me ngā hapori

Ko te kaupapa ka pāhotia te mea matua. Ko tō mātou ara ki te whakatutuki i te wāhi ki a mātou ko te pāho kōrero ka kaingākauria e te iwi. I ngā tau e toru ka hori nei, ka whakawhanaketia e Whakaata Māori ētahi paepāho hou me ētahi kauapa matihiko kia whānui ake ai tā mātou toro haere ki te whakatutuki i te huringa o ngā hiahia o ā mātou apataki. I tēnei tau, ka kaha ake te haumitia o ā mātou paepāho, ka whakapakaritia anō ētahi āhuatanga o tā mātou taupānga MĀORI+. I ekehia e te taupānga o MĀORI+ tētahi tūāoma i te neke atu i te 100,000 ngā tikiake, ka mutu, e tupu tonu ana i te noho a ōna āpataki ā-wiki toharite ki te 17,000+. I eke anō a MĀORI+ ki te tekau o runga rawa mō āna ratonga pāpāho e wātea ana ki te ao. I ngā marama 12 ka hori nei, kua piki ake i ā mātou paetukutuku, taupānga – atu i te 3.1miriona ki te 3.3miriona – neke atu i te 1miriona te tupu o te toronga apataki.

E toro mai ana ngā apataki ki ngā kaupapa a Whakaata Māori i te mea e hiahia ana rātou ki te ako i tētahi mea hou, e hāngai ana te kaupapa ki a rātou, me tō rātou hiahia kia whakangahautia rātou:

- Ko te pāhotanga kawepūrongo kei te iho o te tuakiri o Whakaata Māori, e taea atu nei ngā hapori kōrero Māori kihai nei i whakaratoa, me te āwhina anō i ngā apataki ki te toro ki ngā āhuatanga ka pā mai. I tēnei tau, i kaha ake te toro mai a ngā apataki ki Te Ao Māori News, ina koa i te whānui o ngā āhuatanga nunui i pā mai pērā i te āwhā me te pā kinohia o ētahi rohe e te waipuke, te Rā o Waitangi, te pāhotia o Te Matatini me te Koroneihana o te Kīngi.
- I kumea tonuhia mai e Māori Active te hunga rangatahi 15–29 ngā tau me ngā whānau i te 1.3 o ngā pāhotanga ataata i ngā marama 12 ka hori nei.
- Ko te kapa haka tonu tētahi momo kaupapa e tino kaingākauria ana e ngā apataki a Whakaata Māori. Ko te kapa haka te kaupapa nui katoa e kōkiri ana i te tupu o te taha matihiko mō ngā paepāho a Whakaata Māori. Ahakoa kāore i a Whakaata Māori te mana pāho i Te Taiopenga o Te Matatini Herenga Waka Herenga Tangata 2023, i mātakihia te pōwhiri me ngā kōrero tāpua o te rā e ētahi karu mātaki 160,895 i te pouaka whakaata, i torongia e tētahi 84,981 i te ataata ipurangi. I eke te toronga pae pāhopori ki tērā taumata o te 3.1 miriona i taua wiki.

Kei ngā taumata tiketike te noho māha rere noa i te hunga mātaki, ko te paerewa toharite kei te 8 o roto i te 10 mō te noho māha. He mihi nui tēnei ki tā mātou ranga kaimahi, i mahi tonu i te pānga mai o te COVID-19 ki te whakariterite me te pāho kaupapa ki ā mātou apataki i tēnei tau pūtea.

## Uruparenga ki a Āwhā Gabrielle

I te pānga mai o Āwhā Gabrielle i te 14 o Pēpuere 2023 kātahi anō ka kitea tēnei momo whakamōtītanga mō te whānau, te Marae me te hapori. I muri tonu mai, kāore i marama te wāhi ki a mātou ki te tautoko i te taha uruparenga ahu atu ki te whakaoranga.

Kāore he pātai mō te tono i ā mātou tīma kawepūrongo ki reira ki te kōrero i tā ngā whānau, hapū me ngā hapori Māori i rongo ai, i wheako ai ki ngā Rongo o Te Ao Māori. Ko te mea i marama ko tō mātou hiahia ki te tautoko. Ka tahuri a Whakaata Māori ki tāna i tino mātau ai – te whakakotahi i runga i te wairua auaha ki te whakaatū i ō mātou pūkenga. Ka tū ko #Maranga, tētahi konohete tūmatanui whakaatu i ngā pūmanawa o Aotearoa, koia nei tō mātou waka ki te mahi moni mā te Whakahiringa Āwhā Gabrielle i te taha o te Whānau Ora Commissioning Agency. E waingōhia ana mātou i rongo ngā whānau me ngā hapori i pākia tōtikahia o Heretaunga me Te Matau-a-Māui whānui i tō mātou aroha me tō rātou tautokohia kia hoki anō ki te ora. E mihi ana ki te katoa i whai wāhi mai mō te kore utu ki te tautoko i te kaupapa, me ngā whakaritenga hou ki te pāho kaupapa tahi ki a TVNZ me TikTok. Whakawaiū ana i te tata ki te 1 miriona ngā karu mātaki i a #MARANGA puta noa i ngā arapāho me ngā paepāho katoa.



Māori Active  
Haka at Home

## Te tau ka tū mai

I te tau pūtea 2023/24, ka haere tonu tā mātou whakapūmau i tā mātou kōrero rautaki, a Puna Ariki, e āta noho mai ai he tūāpapa mō te katoa o ā mātou mahi. Nā te whakahounga o tā mātou anga putanga o Te Huapae ka piki te mōhiotia o te uara kei te inenga putanga i parahia ai he ara whai kiko ki te mahi rere noa i Te Whare o te Reo Mauri Ora. Kei te tupu tonu te noho mātau a ō mātou apataki i te hou katoa o ā mātou huinga raraunga me te whakatauiria me pēhea te ine i tō mātou uara me ā mātou pāpātanga mā roto i te Paepae Kōrero. E rikarika ana mātou ki te whakatinanatanga o ā mātou kaupapa rangamahi mō te rāngai e whakatenatenahia ai te urunga mai ki tō mātou rāngai kia tupu ā-tōpū ai, kia tupu anō ai te taha auaha o te rāngai, te taha mahi tahi me ngā pūkenga. Ka haere tonu ā mātou mahi ki te ao, te tautoko i te karanga a te ao kia rauhitia ngā reo iwi taketake e noho mōrearea nei, ki te manaaki anō i tētahi hui arapāho nui ki Aotearoa hei te tau 2024.

Kei te para huarahi hou a Whakaata Māori ki te pāho kaupapa i runga i te tono kaupapa pāho e arongia ai ko ngā putanga, e rerekē anō ai te āhua o tā tātou whakaaro ki te hanga kaupapa. Ko te apataki kei te pū o te katoa o tā mātou i mahi ai. Mā te whakahāngai i te kaupapa pāho ki ā mātou putanga, aronga, whāinga, ka puta ngā hua e wawatatia ana, e toro tūturu mai ai te apataki, e kaha ake ai te tupu me ngā pāpātanga toro mai. Mā tēnei huarahi anō e tika tūturu ai te toha rautaki i te rauemi, e tukua ai he rongoā kia hua mai ko te momo kaupapa tika mō ā mātou apataki e arohia ana. He huarahi ka tīmata ake i te whenua ka piki, e noho tuatahi mai ai ko ngā hiahia me tā ngā hapori i pai ai, e tautokohia ai te hanga tahi, te hoahoa tahi, me te haumi tahi.

He tau whakawhitiwhiti te tau 2023 i a mātou ka whakapūmau i te tauira tono kaupapa hou, e whai tikanga ai te whakamahi i ngā pūtea haere tika mai mō te hanga kaupapa pāho ki te whakatutuki i ā mātou putanga i Te Huapae. Kei te haere tonu tā mātou whakapiki i ō mātou kāhua apataki e pai ake ai ngā whakatau mō te tono kaupapa pāho ka kaingākau tūturuha e rātou.



INPUT 2023 Conference  
ki Taipei, Mei 2023



## Kei te huapae

Tohua ana e te arotakenga o te arapāho Māori me te arapāho tūmatanui te haumitanga rere i ngā momo paepāho, te whakapakari i te āheinga me te raukaha o te rangamahi o te rāngai, me te tautoko i te mahi ngātahi ki te arapāho tūmatanui auraki. Kua mutu ngā mahi arapāho tūmatanui. Ahakoa te paku orange taha pūtea aupoto o te taha rangitahi i ahu mai i ngā tāpuinga pūtea whakahiku, e whakararu tonu mai ana te noho ngākauria ki te pūtea auroa ki ā mātou whakaritenga tōwaenga ki te pae tawhiti. E tautoko tonu ana mātou i ngā nekehanga ki te whakatika i ngā take mauroa o te tautika-kore taha pūtea i waenga i te arapāho tūmatanui me te arapāho Māori, me te hanganga o te kaupapa pāho Māori me te kaupapa pāho tauiwi. Kia kawea mātou e ngā tāpuinga pūtea ki tua ki tētahi paparite; kia taea ai ngā utu e piki tonu nei; e taea tonuhia ai e Whakaata Māori te noho rite mō āpōpō atu.

Hei whakakapi ake, ka rere aku mihi ki aku hoa mahi i tō rātou ngākau pūmau me tō rātou ngaio ki ngā mahi. I te maeatanga ake i te COVID-19, i te mau tonu ō mātou hononga me ō mātou wawata mō Whakaata Māori i puta ai ētahi kōrero auaha ki te ao. Kua angitu anō mātou i tēnei tau – ki ō mātou hoa kōtui, mā ō mātou apataki, mā tēnā me tēnā ō matou, mā te hunga i riro runga tai ata, me te hunga e haere tonu mai ana. I a mātou ka whakairi tonu i ā mātou kōrero ki te rangi, e karanga ana mātou kia kite te katoa, kia kauawhi mai, kia hono mai i tā mātou haerenga ki āpōpō atu ki te wāhi e tōnu ana te reo Māori – kia mauriora te reo – he anamata e ora tonu ana a Hawaiiki.

Shane Taurima  
Kaihautū

# Ā mātou tutukinga 2022/23

Taupānga MĀORI+  
**100,756**  
te tikiake

**1.9 miriona**  
toharite i te wiki te  
Toronga Pae Pāhopori

**72%**  
o ngā kaimahi e āhei ana  
ki te kōrero Māori mō  
ngā take o ia rā ki ōna  
anō taumata



I toa te hōtaka tauria mahi o Te Rito  
i te tohu mō te Aronga

## Hou Pai Katoa i te Panonitanga

Kawepūrongo i ngā Tohu Pāpāho o te  
Ao 2023 a te International News Media  
Association i tū ki Te Āporo Nui



**85,837**

te toharitenga o te hunga apataki kei  
ngā pae tukutuku me ngā taupānga

Tohu Pouaka Whakaata o Aotearoa 2022  
I tautapatai i Whakaata Māori mō:

**Ngā tohu 17  
i 11 kāwai**



**E 34%**

te piki o ngā  
kaiwhakamahi ipurangi  
rere noa i ā mātou  
paetukutuku me ngā  
taupānga

**Paparua**

ana te apataki i tā mātou  
hongere o Te Reo

Ko te tau whakahiku  
tuatoru tēnei i tautapangia  
a Te Ao with Moana

**mō ngā  
whiringa  
toa i ngā  
tohu a**

Voyager Media i ētahi  
karangatanga e toru,  
i toa i te tohu mō te  
Kawepūrongo Pai Katoa –  
Toi me te Ahurea –  
Moana Maniapoto



I waitohutia tētahi

**Tauākī Whakaaetanga  
ki te kaipāho**

iwi taketake o Kānata, a APTN,  
i whakaūngia ai te noho pūmau tahi ki ngā  
reo iwi taketake puta noa i te ao

**E 3 tau  
whakahiku**

o te Kaimahi  
Whakamana / Tutukinga

I āta wāhia te whenua mō te  
taupuni hou, a taiwhanga

**Hawaikirangi**

i te 7 o Tihema 2022

# Ō mātou uara

**Ka whakairia e Tāne ētahi whetū e rima ki te rangi ki te pungā i a Puna Ariki ka hangaia mai ko Mahutonga. Ko ngā pito e whā o te pungā e tohu ana i ō mātou uara e ārahi ana i te āhua o tā mātou mahi - kia tika, kia pono, kia aroha, kia Māori.**

## Tō mātou whakakitenga

Ko te whetū tuarima, ko Te Kautu ki te Rangi te urungi, ko ia te whakatinanatanga o tā mātou whakakitenga "kia mauri ora te reo", ka iri tonu mai e aro tonu ai mātou ki tētahi anamata e kōrerohia ai te reo Māori ki ngā wāhi katoa i ngā wā katoa.

## Tā mātou Kaupapa

E tohu ana Te Taura o te Waka o Tamarereti i tā mātou kaupapa, ki te kōrero i ngā kōrero ka whakahau, ka whakatairanga i te reo, i te ahurea, me ngā taonga tuku iho Māori ka tūhono i ngā apataki ki te ao Māori. Kia tangatanga te taura ka mārama mātou me pēhea te whakawhena e whakaratoa ai ngā apataki kanorau me ō rātou hiahia.

Ko tō tātou reo me ngā tikanga kei te tautuhi, kei te ārahi i a mātou i roto i ā mātou mahi katoa. Ko rāua tō mātou hononga ki te rangi, te whenua, me te moana. Koia nei te iho e mōhiotia ai ko wai mātou me tā mātou kaupapa.

## Te Reo me ngā tikanga Māori

Ko te reo Māori me ngā tikanga te mauri o te waka o Whakaata Māori, nō konei mai tōna awe atua me tōna hiranga. E ngākau pūmau ana mātou ki te rauhi taiao e tōnui ai te reo me ngā tikanga, e whakatairangahia ai ngā kaupapa pērā i te rumaki reo me te tuku ihotanga o te reo. E ngākau whakahī ana mātou ki te hanga kaupapa ka whakawhānui i ēnei whāinga ka whai paingā anō ki te oranga tonutanga o tō tātou reo me ngā tāonga tuku iho.

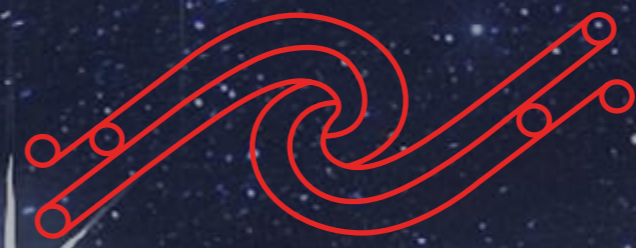


**KIA TIKKA**

Te tika me te noho haepapa: Me āta whai ngā kaihoe kia tika tūturu tā rātou hoe e noho haepapa anō ai rātou mō tā rātou i mahi ai i runga i te waka.

**KIA PONO**

Te whai mana me te pono: Kia whai mana ngā kaihoe i runga i te kōrero pono me te noho ngākau pono tētahi ki tētahi i runga i te whai i ngā tikanga o te waka.



**KIA AROHA**

Te aroha me te kauanuanu: Kia aroha ngā kaihoe ki ō rātou hōa mahi, kia kauanuanutia ngā whakaaro me ngā mahi ka kawea e te ranga.



**KIA MĀORI**

Kia uaratia e ngā kaihoe ngā tikanga tuku iho ka whakamahi ai hei mātāpuna mō te kaha me te hihiritanga hei ārahi i tā rātou i whakatau ai i runga i te waka. Kia kauanuanutia, kia whai whakaaro tonu rātou ki ngā tikanga tuku iho ā ētahi atu.

# Ngā pākahatanga ki ngā Apataki, ngā Kaihoe me ngā Hoa Kōtui

E marama ana te whakakitenga a Whakaata Māori e arahina nei e te reo kōrero Māori. Ko Te Huapae hoki tā tātou anga putanga, he pārahara urungi e ārahi nei i a tātou i te ara kua whakaritea.

Kua panonitia te āhua o tā mātou whakarite, whakahaere, ine anō e kaha ake ai te panga.

Ko Te Huapae, tā mātou whakakitenga mō te 25 tau me tētahi anga putanga, e maheretia ai tētahi huarahi e noho ai mātou hei whakahaere arotahi ki te putanga, e tino tika ai tā mātou whakatutuki i tā mātou kaupapa. Ka maheretia e mātou tēnei haerenga mā te whakatinana ariā panoni – te tautuhi i ētāhitakahanga iti e hangaia ai e tētahi te taiao pai e angitu ai tō muri iho.

Ko te tikanga o te whakahaere putanga ko te tautuhi i ngā takiwā arotahinga o te whakahaere, ka ine ai i ngā whakatutukinga ki ērā, me te whakahaere anō i te whakahaere kia whai ai i aua takiwā arotahi me aua inenga. Mā tēnei mahi e noho mai ai ngā kōrero tika hei urupare atu e pai ake ai ngā whakataunga.

Nā runga i te tirohanga a te ao Māori kei te huapae tā mātou whakakitenga me te kōkirihiā o tā mātou kokenga e te nekehanga whanonga iti e hua mai ai te panonitanga e hiahia kite ana mātou i roto i te wā. Kua takoto mai ki Te Huapae ngā putanga 17 me tutuki i a mātou i roto i te pae tata me te pae tawhiti ki te whakatutuki i tā mātou whakakitenga.

Kāore tēnei tukanga o te tupu, te panoni me te noho mātau e tū pateko, engari ka whakapāpā tonu, ka ako tonu, ka arotakea tonuhia.

Ko te tangata kei te pūtaki o ā mātou mahi katoa. Ka akiaki mātou i te angtū o ā mātou kaiwhaipānga matua:

- ā matou Apataki
- ā mātou Kaihoe
- ā matou Hoa Kōtui.

I te wāhanga ka whai ake nei e waingōhia ana mātau ki te kōrero mō ētahi ngā kaupapa tāpua i a mātou mahi ki ēnei tangata. 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.

## Ā mātou apataki

MĀORI ACTIVE  
te toro ki te hunga rangatahi

#MARANGA  
te tautoko i ngā mahi o muri i te  
Āwhā o Gabrielle



## Ā mātou kaimahi

Te Toa Whakaihuwaka kaihoe –  
te kaimahi o Whakaata Māori i  
tohua ko te toa whānui

Ko te reo ka kōrerohia he reo ora  
– tā ngā kaimahi i wheako ai ki te  
whakapakari i ā rātou reo me ngā  
tikanga Māori

## Ā mātou hoa kōtui

He rangatohe reo ki te ao he  
karanga anō ki te ao kia kori ake ki  
te tiaki i ngā reo taketake ake o te  
ao e noho mōrearea nei

Ngā pākahatanga ki ngā Apataki,  
ngā Kaihoe me ngā Hoa Kōtui

## Māori Active – te toro ki te hunga rangatahi

Tapeke toronga apataki  
mō Māori Active

12.2  
miriona

Haora Kaupapa Pāho:

834  
haora



Haora Kaupapa  
Pāho mō te  
Whutupōro Super 8:

e 77  
haora

TE para huarahi hou ana te mahi tahi ki te Tōpūtanga Hākinakina o Aotearoa kei waenga i ētahi hākinakina e 30 neke atu, i hangaia, i whakakotahitia e Rob Waddell me Whakaata Māori. Ko Māori Active te paepāho matua ki YouTube, i kōwhiria i te kaha kaingākauria e te hunga rangatahi me te māmā o te toro atu mā ngā kāinga me ngā hapori o Aotearoa. Tū ai ngā taiopenga puta noa i te tau ki ngā wāhi katoa o Aotearoa, e tūhono ana i ngā momo tāngata katoa. He hapori tō tēnā me tēnā hākinakina, ka mutu, kia whakakotahitia, e tohu ana i tētahi hapori nui katoa i ngā hākinakina o Aotearoa.

Hei tā Rob Waddell, “pārekareka ana ki a mātou te hononga kōtui me te āhei ki te pāho utu kore i ngā kaupapa; mō te tini whānau, me takahi rawa i te whenua e tae atu ai ki ngā taiopenga hākinakina, i tēnei nā ka āhei te whānau whānui ki te mātaki mai i ā rātou kāinga.”

Tērā tētahi hākinakina mā te katoa, pērā i te ekengarū, te ki-o-rahi, te pūkura, te hahaupōro me te poipātū. Ko te poipātū tā Akira Makiri nō te Kura Turua Tāne o Tūranga. Hei tāna, “i te tīmatanga o taku tākaro he ruarua noa ngā Māori i tō mātou karapu. Nāwai ka kaingākauria, ka piki tō mātou tokomaha. E kaingākauria ana e au te poipātū, e ngākau whakahī ana tēnei kaitākaro Māori ki te poipātū”. E whakaratoa ana e Māori Active tētahi paepāho uara nui mō te whakaatu pūkenga me te whakatupu i te whai wāhi atu a te hau kāinga ki te hākinakina.

I kī ake a Rob kei te whakapakari tana tīma whānui i ā rātou reo Māori, ka ū tonu rātou ki te whai. Whakahaeretia ai e ngā hākinakina katoa tētahi hui whakarite mahere reo i mua i tēnā me tēnā taiopenga. I tahuri tētahi kaiako poitūkohu ki te kimi āwhina i tētahi hoa e ako ai ia i ngā kupu reo Māori i tētahi rauemi reo Māori mō te poitūkohu. Kua ngākau māia te kaiako ināiane, e whakamahī ana i te kupu Māori rere noa i ana parakitihia me ngā kēmu poitūkohu. Hei tā te Kaihautū, a Shane Taurima, “kei te pūtaka o te oranga o tētahi reo ko te kōrerohia i ngā kāinga me ngā hapori, i te mōhiotia o tērā i te hākinakina kura tuarua, ko te whakamahia o te reo Māori e ngāi Māori me ngāi Tauīwi te tino mea e kimihia ana mō te whakarauora i tō tātou reo.” Ka whai hua ko te katoa. Inā rā, e tūhono ana mātou ki te rōpū taupori nui katoa, arā, te hunga rangatahi, ka mutu, e whakamahia ana ko tō rātou ngākaunui ki te hākinakina ki te whakapiki ake i te kōrerohia o te kupu rere noa i ngā kura, ngā kāinga me ngā hapori.

Ka nui te angitu o tā mātou tautoko i ngā hākinakina a te akunga me te whakawhānui ake i te toronga ki te hunga rangatahi, inā rā, ko te whakahiātanga apataki i toroa e mātou neke atu i te 12miriona. Ko te rangatahi tāne te hunga mātaki nui katoa o Māori Active, whai i muri iho ko ērā o te whānau kua neke atu i te 40 tau. I te marama o Hune 2023, 165% te piki ake o ngā karu mātaki i a Māori Active i te NZ Māori Rugby League me te Super 8 Rugby First XV, pau ana tētahi 12 mineti toharite e mātakihia ana te hākinakina rangatahi. I tēnei mahinga ngātahi, e tupu ana te reo me ngā tikanga Māori i tā mātou toro atu me te tautokohia o te taiao e uaratia ai e te katoa o Aotearoa he wāhanga matua o te tuakiri ā-motu.

**Ngā hākinakina taioreore e whā  
e mātākihia ana i Māori Active:**

**Whutupōro  
Super 8  
4 miriona +**

Te hunga apataki i tūhono mai



Ngā pākahatanga ki ngā Apataki,  
ngā Kaihoe me ngā Hoa Kōtui



**“Ka rawe ki a au te mātaki i ngā kēmu a taku moko, he uaua te haere ki ngā mea katoa, i tēnei nā, ka pai tonu te noho ki te mahana o te kāinga, ka whakaritea e māua ko taku wahine a Māori Active hei mātaki mā māua – tēnā rawa atu koutou Whakaata Māori.”**

**Koroua e ngākau whakahi ana**

**Waka Ama  
tata ki te  
1.4 miriona**

Te hunga apataki i tūhono mai



**“Kia haere au i aku haerenga, ka mātaki taku pāpā (koroua) i a au ka pātuhi mai mō te kēmu – mātākihia ai e rātou ko ana teina tuākana ka kōrero ai mō te whakataetae Super 8. Tino pai te mātaki mai a taku whānau i a au mai i Aotearoa.”**

**Kaitākaro Whutupōro Ngaio ki tua**

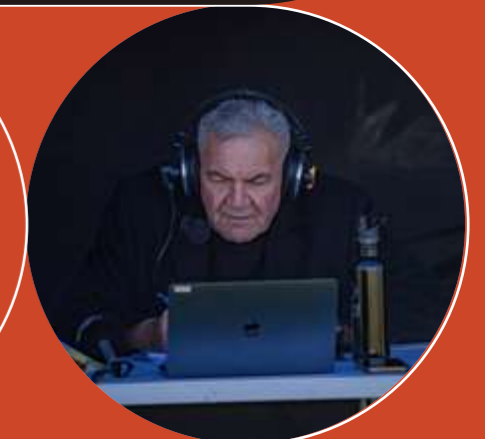
**Poirewa  
1.3 miriona +**

Te hunga apataki i tūhono mai



**“Ko te whiwhi i tēnei nui o te tautoko me te whakaaritia o ā mātou kēmu he kawenga nunui kē mō tā mātou hākinakina e āhei ai mātou ki te whakaatu wheako ngaio taumata tiketike ki te hunga whai wāhi mai.”**

**Dillon Boucher MNZM,  
Tumu Wahakarae, Basketball NZ**



**Poitūkohu  
tata ki te  
1.1 miriona**

Te hunga apataki i tūhono mai



**“Tēnā rawa atu koutou i tā koutou tautoko mai i Ngā Whakataetae Kura Hiranga e Waru o Aotearoa ... e ngākau whakahi ana te tōpūtanga o ngā kura ki te whai wāhi atu ki a Whakaata Māori ... ka nui rā te pāpātanga, ina koa hei āwhina i ngā tauira tērā tonu ka uaua ki a rātou te pikau ngā utu whai wāhi atu.”**

**Tumuaki, Te Kura Tuarua o Raukura**

Ō tā mātou pākaha ai i ngā Apataki me ngā Kaihoe me ngā Hoa Kōtui

## #Maranga Ake – he karanga kia kori ake

### E tū Kahikatea Hei whakapae Ururoa Awhi mai awhi atu Tātou tātou e

**Ko #Maranga-Rise Up Aotearoa te konohete Āwhina mō Āwhā Gabrielle a Whakaata Māori me te Whānau Ora Commissioning Agency (WOCA). I mahi moni te konohete mā ngā whānau me ngā hapori i pākia e Āwhā Gabrielle, i mihia ai ngā whakapaunga kaha a te hunga whakaputa i te ihu me ngā kāhui tūao i te poharu tāpokopoko. E \$765,000 i hua mai i te konohete a #Maranga i te 25 o Māehe 2023, ka tohaina ki te whatunga o Whānau Ora i ngā wāhi i pākia e te āwhā hei wāhanga o tētahi tahu e \$3.2miriona e whanaketia e WOCA.**

I hui mai te Kaihautū o Te Taiwhenua o Heretaunga, a Waylyn Tahuri-Whaipakanga, ki tō mātou Kaihautū, ki a Shane, ki te kōrero mō tā rāua i wheako ai me te mihi mō ngā hua i puta i a #Maranga.

I te 14 o Pēpuere 2023, ka haukurua Te Matau-Māui e Āwhā Gabrielle – mate ana te tangata, te whare, te hanganga matua, me te hapori maha rere noa i te rohe. Hei tā Te Taiwhenua o Heretaunga nō rātou te hōnora ki te hiki ake i ngā whānau me ngā hapori i tā rātou hāpai i te hāwara, te purūma, i te whakarato kai, te hiki whāriki, me ētahi atu mahi e tautokohia ai ngā whānau. I te noho mai a te rangamahi hauora nui katoa ki Heretaunga, ka whakawāteatia ngā kaimahi ki te tautoko i ngā mahi o muri tonu mai, ki te urupare me te tautoko tonu i te whakaoranga ake o Te Matau-a-Māui.

Te whakapai haere i muri o te Āwhā: I te rukutanga ki ngā mahi whakapai haere, ka mahi te tīma ki ngā hapū me ngā hapori i pākahatia e te waipuke, ka āwhina ki te whakapai haere i te Marae o Ōmāhu me te hapori whānui, me te papakāinga i Waiohiki. Mahi ana ngā tīma i te taha o ngā hapori o te hau kāinga – e āwhina ana ki te tihore mai i te aha noa iho i ngā whare kia rite ai mō ngā mahi whakatikatika; te heri ake i te parakiwai, te tāwhaowhao; me te whakarato i te kai, te rauemi hei tautoko i ngā whānau me te hunga āwhina.

Pūtahi kai me te tautoko: te whakarato pūtahi waea, 0800 WHAKAMANA, kia taea ai e ngā whānau te kimi āwhina me te kōrero i ō rātou hiahia. I āhei te pūtahi ki te whakarato i ngā hanga e matea ana, ka noho hei pūtahi kai, me te tautoko whānui i ngā whānau mā roto i ngā ratonga me ngā whatunga whānui e puritia ana e Te Taiwhenua o Heretaunga.

Uruparenga a Te Kāhui Ōhanga Whakahaere: te whakarato tāngata, rauemi hoki ki te kāhui rōpū kāwanatanga o muri i ngā whakataunga, puta noa i te uruparenga ki te āwhā o Te Matau-a-Māui. I whakatūria Te Kāhui Ōhanga Whakahaere e hua ai tētahi uruparenga Māori ki a Āwhā Gabrielle. I te 48 haora o muri i te āwhā, i āhei te uruparenga, i arahina nei e Shayne Walker, mā roto i a Tātou Tātou o te Wairoa, ki te kawē atu i ētahi hanga ki roto o te Wairoa mā te katoa o te hapori o te Wairoa. Whakamahia ana ko te wakatopa Black Hawk i te nui atu o te utanga ka taea te kawē e hua ai te tae atu o te kai, te wai me ētahi atu hanga e matea ana i te Wairoa (kua tū taratahi i te hē o ngā rori ki te raki me te tonga). I āhei hoki Te Kāhui Ōhanga ki te ruruku me te urupare tika rere noa i ētahi hapori maha tonu, hapori Māori, hapori tauwiwi i Te Matau-a-Māui me te noho hei whakawhirinakitanga i ā rātou uruparenga me tō rātou āhei ki te kimi huarahi whai oranga.

Tagata Pasifika: i tautoko i te taha kai me ngā mea e tino hiahia ana ki te tautoko i ngā whānau Pasifika i pākahatia e te Āwhā. Ko tētahi tokomaha i pākahatia he kaimahi nā te RSE, i oraiti i ō rātou wāhi noho rere noa i Te Matau-a-Māui, tē taea hoki te mahi i te pākia kinohia o te whenua me ngā mahi ahumāra. Ko tētahi tokomaha e noho ana i ngā pokapū whakaora, ka āhei mātou ki te whakawātea i ā mātou kaimahi ki te hono atu ki a rātou me te whakarato hāngai i te āwhina e ea ai ō rātou hiahia.

I kī ake a Waylyn, “whānui ana, hōhonu ana te toro o te aneatanga, engari i ora tonu te ngākau i te kaha o ō tātou hapori ki te tū kotahi ki te hiki ake me te tautoko tētahi i tētahi. Ko te tīma o Te Taiwhenua o Heretaunga tētahi wāhanga o tētahi uruparenga ā-rohe nunui. E waingōhia ana mātou i te tautoko a tō mātou tīma i ngā whānau i te wā i raru ai rātou, ka mutu, ka noho wātea tonu rātou ki te āwhina i ō tātou hapori kia hoki ake ki te ora, kia noho manawaroa anō. Kia manawaroa ā-tangata, ā-Marae, ā-hapori e pai ake ai te tiakina o tō mātou kāinga kia haumarua ai te noho a ngā mokopuna.

Whakaratoa ana e #MARANGA ētahi apataki whakawaiū rere noa i ngā arapāho me ngā paepāho katoa, oni atu ki te 1miriona te hunga i toroa atu, ka hua mai ko ētahi whakaetanga tiritiri-kaupapa pāho hou ki a TVNZ i mātākihia e tētahi 255,867 me tētahi 118,000 i TikTok. Ko te konohete puoro e waru haora nei te roa tētahi o ngā whakaaturanga pāpātanga tiketike katoa, i kukume mai nei i te 58,000+ karu mātāki i te Pouaka Whakaata Māori. Kumea ana i te ipurangi tētahi apataki ā-whānau 18–54-tau te pakeke.

Ko te tikanga o te Maranga ko te ara ake me te mihi a Whakaata Māori ki ngā reo, ki ngā hoa kōtui, me ngā whānau, ngā tīma nā rātou i pāhotia ai te konohete, i taea ai anō te mahi moni ki te hiki ake i ngā whānau

Ngā pākahatanga ki ngā Apataki, ngā Kaihoe me ngā Hoa Kōtui

me ngā hapori i pā kinohia. Whakarauika ana te konohete i ētahi o ngā tino kaipuoro, kaiwhakangahau o Aotearoa pērā i a Stan Walker, i a Fat Freddy's Drop, i a Troy Kingi, i a Che Fu, a Three Houses Down, a Ria Hall, te Drax Project, a Anna Coddington, a Muroki, a King Kapsi, a Bic Runga, a Ardijah, a Maisey Rika, a Teeks me Rob Ruha. I manaakitia rātou e ētahi kaiwhakataki manuhiri rongonui pērā i a Stacey Morrison, i a Mātāi Rangī Smith, a Moana Maniapoto, a Neil Waka, a Luke Bird, a Marcia Hopa, a Pere Wihongi me Matty McLean.

I āhua 400 nei ngā kaimahi o Whakaata Māori me WOCA i whai wāhi atu ki a #Maranga i te rā tonu ki te tautoko i ngā mahi a te akunga. Areare mai ana te taringa ki tā mātou karanga ki te motu, ka maranga te iwi. E \$765,000 te moni i hua mai i te konohete a #Maranga me ngā kaupapa mahi moni i te ipurangi (TikTok, QR codes, website). Kāore he utu whakahaere i tangohia i te pūtea i kohaina ki te āwhā.



From left to right:

CEO Waylyn Tahuri-Whaipakanga, Te Taiwhenua o Heretaunga and Shane Taurima, Kaihautū

Taiwhenua Housing Lead, James Lyver, coordinating supplies for devastated communities across Hawke's Bay

Staff supporting devastated communities across Hawke's Bay



## Toa Whakaihuwaka



“ I ōku rā katoa ko te tuatahi tēnei i āhei ai au ki te kōrero Māori i te wāhi mahi. Pai katoa ki a au te mahi i konei, koinei anahe te wāhi kua mahi au e mihiia ai koe e te katoa e whakautua mai ai taku Mōrena atu.

”  
Richard Croft

I pānuitia ko Richard Croft, Ngāti Hine, te toa whānui mō te tau 2023 o ngā tohu kaimahi a Whakaata Māori. Ko tā Ngā Tohu Toa Whakaihuwaka – ā mātou tohu kaimahi ā-tau he whakamahi kaimahi mā roto i tā mātou tukanga tautapa kaimahi. I te 2023 he maha noa atu ngā tautapatanga i tae mai mō ētahi tohu e whitu. Ka whakawhiwhia ngā tohu mō te whakatinanahia o ngā uara a Whakaata Māori, Kia Tika, Kia Pono, Kia Aroha, Kia Māori, me ngā mahi e oti ana mō ā mātou pou rautaki e rua, te Apataki me ngā Hoa Kōtui e kitea ai te toa whānui – te Toa Whakaihuwaka.

Ko Richard te kaitiaki o Whakaata Māori, e tiaki ana i tō mātou whare me ā mātou tāngata. Ko Richard tonu pea te mea tuatahi ka mihi ki a koe i tō hounga mai ki Whakaata Māori, ka tūhono atu, ka kōrero ki a koe e manaakitia ai koe. I kōrero ngā hoa mahi tautapa i a ia mō tana ngākau pūmau ki tana mahi ki te tiaki i te whare, i te tangata, me tana noho hei pou mō te whare o Whakaata Māori. Kua mahi a Richard i ētahi whakahaere maha tonu engari kāore ia i whakatenatenahia ki te whakamahi i te reo Māori i te wāhi mahi. Mōna ake, ko te tuatahi tēnei i manahau ai te whakautu atu a ngā kaimahi – Māori mai tauwiwi mai – ki ana mihi ki te reo Māori me te kōrero anō ki a ia ki te reo Māori. E kī ana ia, “ka harikoa katoa taku ngākau ka whakahipa ana au i te tari o te CE he kōrero Māori tonu nōna”.

I te noho tangata ngākau whakaiti, “pupū ake ana ngā kareāroto me te horokukū anō” kia whakahōnoretia ki te tohu whakaihuwaka i a ia ka mihi ki ngā kaimahi

pukumahi tokomaha rere noa i Whakaata Māori. Mai i te timatanga ōna i te Pēpuere 2022, kua tāraia e Richard tētahi wāhi ahurei mōna i Whakaata Māori, ko ia anō te tino tangata, te Kaiwhakatikatika, te mea ka hiahia āwhina ki te manaaki i te tangata. I kōrerohia e ngā kaimahi tana pukumahi me tana āhua, ka oke roa i ngā rā katoa kia noho haumarua ai a Whakaata Māori mō ngā kaimahi, e noho pai tonu ai mō ngā manuhiri. Hikina ai e Richard te wāhi mahi i tana whakahau i ētahi atu ki te tautoko tētahi i tētahi me tana hanga paerewa taumata tiketike.

I te wā ki a ia i Whakaata Māori, kua tūtaki a Richard ki ētahi mātanga kōrero Māori, kua whakatenatena hoki tēnei i a ia ki te whakaaro ake ki tōna ara ki te reo Māori. I tana matatau tonu me tana tū hei kaikōrero mā Whakaata Māori, whakaohongia ana a Richard e ēnei wheako kia haere ake ki ngā akoranga reo Māori ka whakakoi tonu ai i ana mātauranga me tōna matatautanga.

E whakatinana ana a Richard i te uara a Whakaata Māori, Kia Māori, ko tāna i mahi ai haere he rangi kei te whakatinana i tēnei. Ko te kōrero a tētahi i tautapa i a ia, “ka āta whakahau a Richard i ngā kaimahi kia whakamātau tonuhia te kōrero i te reo, i tana ui atu me tana whakautu atu ki te reo Māori. He whai whakaaro tonu ia ki ētahi o ahurea kē (he pai hoki ki a ia te pātai nō hea te tangata kia āta whakaarohia, kia tūpato ai ia ki ā rātou tikanga) – ka rangona i a ia ngā uara ā-whānau tūturu.”

Iiti rearea, teitei kahikatea ka taea.

—  
Tweedie Waititi, Independent Media Production, Hinurewa Poutu, Ranga Reo & Tikanga me Chelsea Winstanley, Independent Media Production



## Ko te reo ka kōrerohia he reo ora

Mō te reo o ināianei  
Mō te reo o āpōpō  
Mō te reo te take

Shane Taurima, whakatuwheratanga o te Kura Whakarauora Māehe 2023

—  
Olly Coddington

Ko te tau tuatoru tēnei e manaakitia ana e Whakaata Māori tētahi Kura Whakarauora mō te rua rā mā ngā kaimahi me te rāngai arapāho whānui. Tekau mā tahi ngā kaikōrero i kōrero i ō rātou mātauranga me tā rātou i wheako ai ki te whakaoho, te whakahau, me te hāpai ake i te katoa i a rātou e whai nei i ō rātou ara ki te reo. Ko tētahi i ki ake ko te wāhi ki te arapāho mō te whakarauora i te reo ko te whai kia taunoa te reo Māori. Ko tētahi atu i whakamiramira i te tino whāinga, “ko te noho tōnui a te iwi kaua te noho oraiti, me tā mātou whakapono mā te hono anō ki tō rātou reo me ā rātou tikanga e taea ai tēnei”.

Ko te tikanga o te whakatupu āheinga reo ko te āta whai kia mārama te rāngai arapāho ki te mahere reo me te whakarauora i te reo. Ka ārahi tēnei i a rātou ki te whai painga, ki te whakamahi, me te whai kia taunoa te reo Māori i roto i ā rātou mahi (me te whānau), me te wāhi ki ngā arapāho ki te whakarauora i te reo.

E hoki mahara ana tētahi o ā mātou kaimahi, a Olly Coddington, ki te pākaha nui o te Kura Whakarauora i takahi tonu ai ia i tōna ara ki te reo Māori.

“Inā te nui o te whai hua o te mahi i tētahi wāhi e whakarato ana i te akoranga reo, e rumakina ai koe ki te whakawhiti kōrero ki reo Māori, ki taku ara whai i te reo Māori. Ko taku whāinga reo tūturu ko te whakatupu i aku tamariki ki te reo Māori... ko te tino whāinga ko te noho ki te paepae o tōku Marae ka tū ai hei waha kōrero mō taku whānau me taku hapū.

I whakaohongia anō e te Kura Whakarauora taku ngākau kohara ki te reo Māori. I āwhina te kura i taku tīma mahi ki te hanga i tētahi mahere reo Māori māmā noa, ka ū pūmau ai ki tērā, ka kaha ake tā mātou kōrero Māori tētahi ki tētahi. Ā-whānau nei, kua

hangaia e mātou he mahere reo mō tō mātou kāinga me tā mātou whai kia kaha te kōrero Māori ki taku kōtiro. Whakamiramirahia ana e te Kura Whakarauora ka timata te whakarauora i te reo i te kāinga, he mea nui hoki te taiao rumaki, ka mutu, ko tā te mahere he āwhina kia ū tonu koe ki tō ara. Kua whakahaungia hoki au kia kimi hoa, hoa mahi, me ētahi o te whānau e kaingākau ana ki te kōrero me te ako i te reo Māori, me whai taituarā hoki tātou i ō tātou ara ki te reo.

I ngā rā ki tua, e kite ana au i a au anō e whakapakari tonu ana i taku reo e matatau ake ai au ki te reo Māori. E kite ana i a au e whakawhiti kōrero hōhonu ana mō ngā momo take katoa ki ētahi tāngata matatau, me te kōrero ōpaki, heahea, pārekareka anō ki ngā hoa me te whānau ki te reo. E kite ana au i taku mauritau ki te kōrero i te reo ahakoa te wāhi, i ngā wā katoa ki tētahi atu kaikōrero. Taihoa hoki ka noho matatau ko taku wahine e taea anō ai e ia ngā whakawhitinga kōrero pēnei i a au – ko aku tamariki hoki ka matatau anō, kāore e kore ka matatau ake.

Mō taku whānau, e kite ana au i a au e whaikōrero ana i runga i taku marae, i taku wahine e karanga ana i tōna marae, me aku tamariki e whakataetae ana i Ngā Manu Kōrero e tū ana anō ki te kapahaka. E kite ana anō au i aku tuāhine (me ā rātou tāne) me aku irāmutu katoa e whakapakari ana i ō rātou reo Māori, tae atu ki ōku mātua. E kite ana au i a mātou katoa i ngā whaitua rumaki e taka ai te wā e kōrero ai taku whānau katoa ki te reo tētahi ki tētahi ki te reo māmā noa nei, ko tō mātou tokomaha e matatau ana.”

Inā te whai hua o te tautoko a Whakaata Māori i te reo me ngā tikanga Māori, i ngā kaimahi me te rāngai nui tonu, me te kaha o ngā taunakitanga e whakaatu ana kei te tutuki ngā putanga o Te Huapae.

Ā mātou hoa kōtui: Te mahi tahi me ngā hoa taketake puta noa i te ao

## Tētahi rangatohe o Te Ao ki te tautoko i te Arapāho Iwi Taketake me ngā Reo

### Ka whakakaha ake te whai hononga ki ngā kaiārahi pāhorau tūmatanui me ngā hunga pāho iwi taketake i a Whakaata Māori.

Ko te hora i te mātauranga, te wheako, te ara hou ki te tautoko i te ao pāho iwi taketake tā mātou i aro nui ai i te tau ka hori nei. I kopoua a Shane hei Toihau mō te Whatunga Pāhotanga Pouaka Whakaata Iwi Taketake o te Ao me te whakamiramira a te hononga hou nei i te rite o ngā take me ngā huarahi kei te aroaro o ngā arapāho iwi taketake o te ao. Mā te tū kotahi e āhei ai mātou ki te whakawhiti kōrero mō ā mātou haerenga me te āhua o tā mātou whai painga ki te tiaki me te whakarauora i ō mātou reo.

He tau hiranga te tau 2022, kua 50 tau mai i te Te Petihana o Te reo, Te Matatini me te eke o te Kōhanga Reo ki te 40 tau. Kāore e whāiti noa mai ki te whakanui a Aotearoa i tōna ahurea taketake ake. Mō te ao, kua tohua e te United Nations General Assembly te wā o waenganui i te 2022 me te 2023 ko te International Decade of Indigenous Languages kia arohia mai ai te noho raru o ngā reo iwi taketake maha puta i te ao. E ngākau tuwhera ana mātou ki te karanga kia kori ake ki te tiaki, te whakarauora, me te whakatairanga.

Kua āta whai wāhi atu a Whakaata Māori rere noa i ngā whatunga o te ao, ki ō mātou hoa kōtui o te ao me ngā huihuinga o te 22/23:

- Tihema 2022: Waitohua ana tētahi MoU ki a APTN hei hoa kōtui mahi ngātahi ki te tiritiri tohungatanga, kōrero, me te mātauranga. Ko te tuatahi tēnei o ētahi whakaaetanga maha ka whāia e mātou e tū tahi tūturu ai mātou ki ngā kaupāho iwi taketake e noho ai tētahi paepāho mō ngā kōrero iwi taketake.
- I whakahaeretia e WITBN tā rātou hui kanohi ki te kanohi tuatahi i Ulura Ahitereiria i orua atu nei ki ngā mahi whakanui i te tau 10 o te NITV i te Tihema 2022. I whakahoungia e WITBN tana rautaki e arotahi ana ki ētahi hononga mahi ngātahi ki tua kia hangaia ai ētahi huarahi mō te tiritiri kaupapa pāho; te tautoko hononga kōtui rautaki me ngā kaihautū iwi taketake; ki te tiritiri me te whakapiki i te mātauranga me te tangata. Ko te kaupapa matihiko te aranga, me te whakaaetanga kia tiritiria ngā kaupapa pāho poto mō ētahi take ka paingia e te whānau. I hōhonu ake ngā hononga i te hui kanohi ki te kanohi, i pai ake hoki te ako i ngā toronga papa. Hei te 2024, ka manaakitia e Whakaata Māori te hui taumata tuatahi a WITBN mai i tērā o te tau 2016 i Tāmaki.



- I te Āperira 23, ka manaaki tahitia e Whakaata Māori tētahi taiopenga hoa haere rau mō te Arapāho Hapori Iwi Taketake. I manaakitia e Whakaata Māori te taiopenga i te UN Permanent Forum i Te Āporo Nui, i runga i te haere kōtui ki a UNESCO, ki te Komihana ā-Motu o Kānata mō UNESCO, ki te Native American Journalists Association (NAJA).
- I te taenga atu ki te Hui Taumata a NAB i te Āperira 23, ka whai huarahi mātou ki te kōrero tahi ki ngā kaupāho o ētahi atu whatunga pēnei i tō mātou nei, me ētahi atu whakahaere nui atu. I āta kitea te rite o ngā ara e whāia ana kia kauneka ki te ara matihiko. I ako hoki mātou ka tere ake te kauhuri a te whakahaere iti iho i ngā whakahaere nui, i nui ake ai i ō mātou hoa whakataetae ngā painga ka puta. I waimarie hoki mātou ki te ako me te wheako i ētahi hangarau hou kāore anō i wātea i Aotearoa.
- I te Mei, ka haere tētahi kāhui tokoiti ki Taiwan, kia tae atu ai rātou ki te International Public Television Screening Conference (INPUT) kia whakakaha anō i ngā hononga ki ngā hoa kei te World Indigenous Television Broadcasting Networks (WITBN) o Nōwei me Taiwan. I waimarie anō a Whakaata Māori i ngā manaakitanga a Tina Wilson, te Whakataka o te Tauhoko mō Aotearoa ki Taiwan. I te tīmatanga o te haerenga ki Taiwan tēnei toronga. Ko tētahi kaupapa tāpua ko te wāhanga o te Ingenious Indigenous i kōrero ai a Shane, tō mātou Kaihautū i te taha o ētahi kaupāho iwi taketake o Nōwei me Taiwan, i kōrero ai ia mō te haerenga a Whakaata Māori, mō te āhua o tā mātou whai painga ki te tiaki me te whakarauora i te reo Māori me ētahi o ngā ara auaha ka whāia e hono atu ai, e toro atu ai mātou ki ngā apataki rangatahi.
- I whai wā hoki a Whakaata Māori i te Hui Taumata a INPUT ki te tautuhi kaikōreo me ētahi atu mō tā mātou Hui Taumata Hawaikirangi, tētahi hui ki te ao whakahiamo mō te mana o te kōrero i ngā kōrero iwi taketake. Ko te hui taumata nei tētahi o ngā mahi kua whakaritea ki te whakanui i te 20 tau o Whakaata Māori hei te 2024.

E mau tonu ana tō mātou ngākau pūmau ki te kaupapa nei i roto i te whāinga kotahi kia hāpaitia, kia pāorooro ngā reo me ngā tirohanga a ngā iwi taketake.

# Kōrero Tutukinga Hou

2022/2023 Kapomata Āpataki

Apataki Pouaka Whakaata ā-Tau  
a Whakaata Māori

2.53 miriona

Puna: AC Neilson Television Reach

Kaiwhakamahi  
Ipurangi ā-Tau

3.3 miriona

Puna: Google Analytics/Firebase

Tirohanga Ataata  
Ipurangi ā-Tau

4.4 miriona

Puna: Brightcove Analytics

Tirohanga Ataata Pae Pāhopori

25 miriona +

Puna: Falcon and Youtube Analytics.

Apataki Pae Pāhopori

713,996

FY22-23 me ngā  
kaitūhono YouTube

Pukamata

465,303  
kiriwhakamiha

Paehono

4,865  
kiriaru

TikTok

127,456  
kiriwhakamiha

Paeāhua

79,731  
kiriwhakamiha

Tiriata

17,703  
kaitūhono



# Ā mātou Apataki me tā rātou i mātaki ai

## E whakaatu ana i ngā kaupapa pāho hiranga ki te whakaoho me te whakahiamo apataki.

I takea mai mātou i te kōkiritanga auroa a ngā Māori kia tiakina te reo me te tikanga Māori. E whakarangatira ana a Whakaata Māori i tēnei tuku ihotanga me ōna hītori mō te tiaki i te reo Māori mā te urupare tonu ki ngā hiahia me ngā tūmanako o ō mātou apataki me te whakamahi anō i ngā paepāho, ngā hangarau me ngā huarahi hou ka tautoko i tō mātou angitu ki te tuari me te whakatairanga i te reo me ngā tikanga.

Ka toro apataki mātou kia rongō ai rātou i te ihi, i te wana, kia whakamanahia ki te tūhono mai ki te ao Māori, e whai wāhi atu ai ki te reo me ngā tikanga Māori. E tutuki ana tēnei i tā mātou hanga me tā mātou pāho kaupapa ka:

- Whakaatu i te ao Māori
- Kōrero i ā mātou kōrero
- Hāngai ki ā mātou apataki
- Uaratia e ā mātou tāngata
- Kauawhi i te auahatanga.

Kia whakapikihia te pākaha o ā mātou mahi mā te toro tōtika ki ngā apataki, 'te kōrero i ā rātou kōrero me te ako i tā rātou i hiahia ai i a Whakaata Māori.

E arotahi ana mātou ki ngā paepāho kia āta mōhio ai mātou he aha ngā paepāho e tino hāngai ana ki tā mātou apataki me te whakaratoa o ēnei ki a rātou.



e whakataki ana i a 5 minutes of Fame

91%

o te hunga mātaki Māori e whakaae ana he pārekareka, he ngahau, he hāngai ngā kaupapa a Whakaata Māori

80.5%

o te hunga mātaki Māori e whakaae ana kei te whakaoho, kei te whakaāhei mātou i a rātou ki te ako i te reo Māori

83%

o te hunga mātaki katoa e whakaae ana he wāhanga matua a Whakaata Māori me āna kaupapa nō tō tātou tuakiritanga ā-motu

52,285

Te toharitenga o te hunga mātaki ia Te Ao Māori ia wiki

Ā mātou Apataki me tā rātou i mātaki ai

## Kawepūrongo

**Ko te Kawepūrongo tonu tētahi o ngā pou matua angitu i Whakaata Māori. E pārekareka ana ki a ngā Māori me ngā Tauwiwi te hono ki tā mātou hōtaka kawepūrongo, e pāhotia ai ā rātou rongō o te wā hei tā te karu Māori titiro whānui.**

E waingōhia ana mātou ki te pūrongo, kia mau i a tau, 2 miriona mō te tau, i a tau, i mō Te Ao News. 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 6% te pikitanga mō te toharite apataki

i 4,563,290 apataki ataata me 279,517 i tirohanga ataata ki te tau pūtea ka hori. He rerekē anō ngā taumata reo o ngā hōtaka a Kawepūrongo: ko Te Ao Mārama kei te 80%, Te Ao Tapatahi me Te Ao with Moana kei te 30% tahi te reo Māori, e hono ana ki ngā aronga apataki e whā a Whakaata Māori.

Ina tirohia whānuitia, i kumea mai e ngā hōtaka a Kawepūrongo tētahi apataki pouaka whakaata whakahiato o te 80% mō te tau rere noa i ētahi hōtaka

e toru me ētahi karu mātaki ataata matihiko tōpū e 30%. Ko te nuinga atu o te apataki o Kawepūrongo kei tōna 45+ te pakeke atu i Te Ao Mārama e paingia nei e tētahi 21% o te hunga e 24–34 ngā tau. E tītaha ana ngā tāne ki te mātaki pouaka whakaata ko ngā wāhine ki te kaupapa matihiko.

E paingia ana a Te Ao with Moana e tētahi hangapori whānui me te āhua teitei ake o te hunga mātaki Pākehā tēnā i ētahi atu hōtaka a Kawepūrongo. E paingia ana te hōtaka rere i ngā paepāho katoa me te tū tāpua i runga pae pāhopori i te totoro atu ki ētahi 1.5m+ tāngata.

E toro ana a Te Ao Tapatahi ki ngā whānau o ngā taipakeke katoa me te haere pai anō i te whaitua matihiko, neke atu i te 64,000+ ngā tirohanga whārangi me te wā toharite teitei katoa i te 16.4 mineti mō te wā-ki-te-whārangi. Hua mai ana i te kaupapa kia pāho tahitia hāngai ki te Pukamata tētahi apataki kai o te rānui i te 88,996 o ngā karu mātaki ataata e toro ana ki ētahi kaiwhakamahi 169,060 i te Pukamata.



## Ā mātou Aronga Apataki me tā rātou i mātaki ai

**He wāhanga matua o te tūtohi ahunga te noho mārama me te tautuhi i tā mātou apataki, te mōhio ki tā rātou i pai ai, me te huri tonu o tēnei. He wāhanga matua o te tūtohi ahunga te noho mārama me te tautuhi i tā mātou apataki, te mōhio ki tā rātou i pai ai, me te huri tonu o tēnei.**

E whā ngā wāhanga aronga apataki tōmua a Whakaata Māori e whakatinanahia ai tana whakakitenga rautaki ki te tautoko i te whakarauoratanga o te reo me ngā tikanga Māori:

- Ngā Whānau Reo Māori
- Te Hunga rangatahi Reo Māori
- Te Hunga Ako i te Reo me ngā Tikanga Māori
- Te Hunga Matatau ki te Reo Māori



### Ngā Whānau Reo Māori

He aronga apataki motuhake ngā whānau whakatipu tamariki i te mea he kāhui rātou e whānui ana ō rātou tau, e aro ana hoki ki te tuku ihotanga o te reo i ngā reanga. E kimi ana rātou i ngā kaupapa ka haumaruru te mātaki mā te tamariki, ahakoa kaupapa ‘whakawarea’, mō te mātauranga, te kaupapa whakangahau rānei, hei mātaki ā-whānau. E hiahia ana ngā whānau whānui ki ngā kaupapa pai mō te whānau katoa mō ētahi take whānui ka whakarato rauemi mā te whānau ki te ako i te reo me ngā tikanga Māori.

### Ahikāroa

He terenga paetukutuku reorua a Ahikāroa e whai ana i ngā piki me ngā heke ka pā ki ngā tino hoa, a Hemi rāua ko Geo. He rangatahi noho taone hīanga rātou, e ohi ana, i tipu mai i te kura kaupapa, he kimi mate anō ngā hinengaro kakama. Huri ai tō rātou ao i te whai i te moni, i te ara pokatata, me te whakahiko i ā rātou waea.

I tērā terenga, ka whakanuia e Whakaata Māori tētahi tūāhaerenga matua, i te ekenga o te whakaaturanga ki te 100 puni. E ngākau whakahī ana te whakaaturanga ki te whai painga ki te taunoatanga o te reo Māori mō te whakaari haukīnga i te rere huatau o te kupu i te kiripuaki e whakaari ana i tētahi rōpū hoa e noho ana, e whai oranga ana i te taone nui.

He mea nui tonu kei te taera i angītu ai te terenga i te taiea o ngā pūeru, me te tere o ngā kiriwhakamiha ki te whai i te taera e kitea ana i ngā kiripuaki, ka mutu, e kīia ana te kāhui kiripuaki nei ko te hunga mau pūeru taiea katoa kei te pouaka whakaata o Aotearoa.

I te 27 o Maehe 2023, ka whakaterā te Kaupeka 5 o te whakaari Māori auroa katoa o Aotearoa kua tuhia nei ōna kōrero. Ko te kōrero a tētahi kaituku rongo kōrero o te motu ki te ipurangi o Aotearoa, “he tino taonga a Ahikāroa. Kāore e taea te tāhu o ngā kōrero te matapae, e hāngai ana ki ēnei rā, he ngahau, huatau ana te rere o te kupu Māori, te kupu Ingarahi – kāore au i te ako i te reo, engari ka taea e au ngā kōrero te whaiwhai haere – me te hiranga tūturu o ngā takiwā.”

Ko te toronga apataki toharite a Ahikāroa kei te 20,000 i te puni.

#### Mai i runga ki raro

Hemi | Nepia Takuirā-Mita  
Booms | Jewels King  
Te Ururangi | Akinehi Munroe



### Pāhotanga Kapu Poiuka o te Ao a te WBSC

I te Kapu Poiuka o te Ao Tāne a te WBSC kātahi anō ka pēnei rawa te nui o te urupare mai a te apataki i ētahi hongere maha, pērā i te imēra, te reta me te pae pāhopori. Koinei te taiopenga pāpātanga nui katoa i pāho mataoratia e Whakaata Māori.

I kaha ngā pāpātanga hau kāinga, i torohia ko tētahi apataki tōpū e 427,913 i te pouaka whakaata me tētahi 129,601 tirohanga ataata i te ipurangi.

I whakatakina e Whakaata Māori te reo Māori me ngā tikanga ki ētahi apataki o te motu, puta noa ki te ao i te haere reorua o ngā whakamārama rere noa i ngā kēmu katoa. I whakatairangahia e ngā pae pāpori a te WBSC te pāhotanga ki tētahi 972,000\* o ā rātou kiriwhakamiha.

I te kāinga, kumea mai ana ko te apataki whānui tonu o ngā taipakeke katoa, me te rite o te wehenga ki ngā ira e rua. Kitea ana i te rangahautanga a te Pae Kōrero te hihiko o ngā kiriwhakamiha ki te tautoko i ngā Black Sox, neke atu i te 80% i kī ake i pai ki a rātou ngā whakaritenga hōtaka. Ko tētahi 67% i kī ake i āwhina te hōtaka ki te hiki i ō rātou reo Māori, ko te mea nui kē ko te whakatuwhera me te whakaatu a te hōtaka i te kaupapa reo ki te apataki hou. E taunakitia ana e ngā hua tutukinga tāpua, e ngā uruparenga apataki me ngā kōrero i ngā pae pāhopori te angītu o te taiopenga. I rawe te pāhotanga ki ngā apataki Māori, me tō rātou pārekareka anō ki te rere o ngā whakamārama ki te reo Māori, waihoki te whakaatuhia o te reo me ngā tikanga Māori ki tētahi apataki hou. Ka mutu, i whakawāteatia e Whakaata Māori mō te kore utu.

### Taikura Kapa Haka

I te haere kōtui ki Te Papa Tongarewa o Aotearoa, i whakanuia anō e Taikura Kapa Haka tētahi wā kahurangi i ngā mahi a ngā kaumātua. Kua whakairia (utu korehia) te kaupapa ki a MĀORI+. I te āhua tonu o te kaupapa ka whai hikuroa ia i te hokihoki tonu a ngā mōkōpuna ki te mātakitaki.

### Te Hunga rangatahi Reo Māori (15-24 tau)

He hunga tihoi kē te hunga rangatahi reo Māori i te rerekē anō o tā rātou i pai ai, kei te āhua tonu o te taumata matatau me tō rātou ngākau māia. E hiahia ana rātou kia whakaatūhia e Whakaata Māori ko tō rātou momo o te ao hou, ki te whakaoho me te whakatō i te ngākau whakahī ki te ahurea, te tuakiri Māori, ka whītiki ai i a rātou ki te pūkenga e angītu ai tā rātou toro ki tō rātou ao.

### Haka Pedia

He terenga hou – e whakataetae ai ngā kiriwhakamiha kapa haka ki ngā tohunga – kumea ana ko tētahi apataki uaua te toro atu, te rangatahi tāne Māori matatau ki te reo.

Kitea ana e tētahi rangahautanga a te Paepae Kōrero ko te take matua e mātaki ai ko te hiahia ako i te mea hou me te hiahia kia whakangahautia. I te mātakitanga, e 64% i ngākau whakahī ki te whānau i whakaatuhia ki te kaupapa.

Tiketike ana te tohu a te whakaaturanga nei i te tino hāngai, me te tino maha, e 8.4 o roto i te 10 me te 8.8 o roto i te 10 ki tēnā me tēnā. E 79% o ngā kaiurupare i te rangahautanga i whakapono kei te āwhina te whakaaturanga i a rātou ki te whakapakari i ō rātou reo Māori.



### TUKU

Kei te hono tonu a TUKU, te pūtahi rangatahi a Whakaata Māori ki te hunga rangatahi rere noa i ngā pae pāhopori, toroa ana e tētahi 265,720 tāngata i mātaki nei i ētahi ataata 177,754. I arahina anō e TUKU te pāhotanga mataora ki waho a TikTok i te konohete angitu o #MARANGA Rise Up Aotearoa, i mātakihia nei e tētahi 118,000 karu i TikTok.

### Te Hunga Ako i te Reo me ngā Tikanga Māori

Te hunga ako i te reo Māori i te rahi haere tonu o ngā tāngata e ako ana i te reo Māori, ka kiia te hunga e āta ako ana i te reo Māori ko ērā e ako ana i te reo Māori hei reo tuarua e hiahia ana anō ki te whakawhānui i ō rātou mātauranga mō te ahurea Māori.

### Pāhotanga o te Rā o Waitangi Day

Whakaatu ana te pāhotanga ki te motu o te Rā o Waitangi, a He Iwi Taui Tātou, i te kaha o te mahi tahi ki te rāngai Māori. I mahi tahi a Whakaata Māori ki a Iwi Media me ētahi kaiwhakaputa motuhake ki te pāho i ngā whakamaharatanga i Waitangi. Wāhia ana te ata e te pāhotanga o te karakia o te atatū mai i te Papa Tiriti o Waitangi. I whai te kaupapa kia pāho tūturuhia te tirohanga motuhake a ngāi Māori ki te katoa o Aotearoa i tēnei rā o te motu. He mea nui whakaharaha te kōrero o te kōrero a te Māori mō te Māori i runga i te tirohanga Māori, e te Māori mā te Māori e whai painga ai ki te kaha o te motu kia tū tangata. Mā tā mātou mahi kōturi ki a Iwi Media me ā mātou kaiwhakaputa motuhake e tūturu ai te hopukina me te tiritiria o ngā kōrero nei mā ā tātou mokopuna me ngā whakatipuranga katoa o āpōpō atu o Aotearoa. Neke atu i te 62,000 te hunga i mātaki i te pāhotanga, neke atu i te 180,000 te hunga i torohia e te hōtaka o te Rā o Waitanga rere noa i ngā paepāho katoa.

(171,125 te toronga tōpū ā-Pouaka Whakaata me te 10,016 tirohanga ā-VOD). [Puna raraunga: AC Neilson Toronga tōpū ('000), Brightcove Video Player i te 6 o Pēpuere 2023]

### Rā o ANZAC

I tae atu te pāhotanga pouaka whakaata mō te Rā o ANZAC ki tētahi hunga neke atu i te 213,427, koinei te apataki ā-ra nui katoa i tēnei tau. I tupu ake te apataki i ngā wāhine e 50-59 ngā tau. E 30,818 te hunga i huri ki te Karakia o te Atatū i te pouaka whakaata, i āhua 8,000 te hunga mātaki mataora ki te ipurangi ki te VOD rānei.

### Te Ao with Moana

Kei te kaha kē atu a Te Ao with Moana, i te kōrero o te wā, i te tuku mōhioranga motuhake puta noa i te tau, me te autai tonu o te apataki e kumea ana. Ngā kōrero mō Te Matatini – Pōwhiri, ngā kino me ngā mamaetanga i kawea mai e Cyclone Gabrielle, ki te mihi i ngā hoa, ngā kaitōrangapū me ngā hoa mahi o Georgina Beyer kua riro nei.

### Te Hunga Matatau ki te Reo Māori

E hiahia ana tō mātou apataki matatau ki te kaupapa ngahau ka tuku mātauranga rere noa i ētahi kōwhiringa me ētahi momo. E hiahia ana rātou ki te noho parohe ka pārekareka ai ki ētahi kaupapa hou, momo kē ki te reo Māori, me te mātaki tonu i ngā mea e kaingākauria ana pērā i te kapa haka.

### Te Ao Mārama

I te neke atu i te 523,000 o te apataki tōpū ā-tau e toroa ana, kei mua a Te Ao Mārama mō ngā rongo Māori o te wā i te pāhotia o ngā rongo hou i te pānga tonu mai. Ko te ara peke katoa tāna mō te rongo Māori i te hono hāngai ki ngā hapori, ki te ao Māori me te hāpai i te mana Māori.

E kaingākauria ana ā-ipurangi a Te Ao Mārama e te hunga wāhine e 35+ ngā tau, he tuku mōhioranga, he hāngai nō te whakaaturanga. O te hunga mātaki i rangahaua e Paepae Kōrero, i tohu ngā tāne me ngā wāhine, tai mai, taipakeke mai kia 8 o roto i te 10 mō te āhua ki tō rātou pai ki ngā kaupapa, e 84% i whakaae nā te mātaki i te whakaaturanga i pai ake ai ō rātou reo Māori.

## Te ākina o te Toronga Apataki e te raraunga me te mōhioranga

**I nui te haumitanga i whakapaua i tēnei tau e mārama ai mātou ki ō mātou apataki me te ara pai e hono atu ai ki a rātou. I mahi mātou a, me ētahi rangahautanga whānui ki te whaiwhai haere i ō mātou apataki me ō rātou hiahia taha whakangahau, taha pāpori, taha reo Māori i ā mātou kaupapa pāho, me pēhea anō te toro i a rātou.**

Ko ēnei pārongo i te taha o ngā mōhioranga apataki mai i te Paepae Kōrero e tupu tonu nei, ka mārama ake te mahere whai mō te toro i ngā apataki e arohia ana o nāianei ahu atu ki tua.

Nā tā mātou rangahau i te ora o tō mātou waitohu ā-tau i mārama ai mātou ki tā ngā apataki i pai ai me ngā wāhi e whai painga ana mātou i ngā putanga kei Te Huapae. I te tirohanga taha waitohu, e kaha ana te ngākau pai mai a ngā tāngata katoa me ngā apataki Māori, me tō mātou harikoa ki te whakaatu i te tupu tonu haere he tau o te tikanga inenga matua nei.



**Whārangi tauaro:**  
ANZAC 23,  
Julian Wilcox me  
Peata Melbourne,  
Tāmaki Makaurau  
Moana Maniapoto,  
Te Ao with Moana

**Tēnei whārangi:**  
Apataki,  
5 Mins of Fame

# He kōpura mō Whakaata Māori

Kua eke tō mātou nui ki te  
**170 Kaihoe**

Te tokomaha

**7**

He whānau ngā pūkenga ka kawea mai e ngā Kaiwhakatere ki ēnei tūranga

Te tokomaha

**8**

Kei Te Ranga Kaiurungi, kei a rātou te haepapa whakahaere i ngā mahi a Whakaata Māori ia rā

Te tokomaha

**2**

Ngā Kaiwhakatere Ohu whāiti hei tautoko i ngā Kaiwhakatere

**100%**

o ngā kaihoe i kei te kōrero Māori i te mahi i ia rā

**97%**

o ngā kaihoe kua whai mahere reo Māori

**4/5**

Te tapeke Whakapā Kaihoe kei te piki ake

## Te Tautoko kaihoe kia ea ai tō rātou pito mata

I Whakaata Māori, ko ngā kaihoe o te waka ko ērā kei runga i te waka, ko ērā anō e mahi tahi ana ki mātou rere noa i te Arapāho Māori e ū ai mātou ki uta. Ko uta ko te tautoko i te tangata ki te whakatinana i tōna pito mata o te ngaio arapāho māia kei ngā taumata o tāna mahi e mōhio ana ki te reo me ngā tikanga Māori. E mau ana tēnei i te whakataukī, Iti noa, he pito mata, ahakoa iti, e mata tonu ana. He kōrero mō te pito mata o te kūmara ka taea nei te ono ano e tini ai te hua ka puta.

## He kōpura mō Whakaata Māori

### Te tautoko kaimahi kia ea ai tō rātou pitomata

E whakapono ana a Whakaata Māori he pito mata kei roto i te katoa, ko te wāhi ki a mātou ko te whakarato taiao ki te tautoko, te rauhi, me te whakatupu pito mata kia matomato ai te tupu.

E tino whakahī ana mātou ki tā mātou arotahi ki te tautoko i te whanaketanga o ngā kaimahi me o mātou hononga ki te ao Māori. E rite tonu ana tā mātou arotake i ā mātou tukanga me tā mātou tiroiro, kōrerorero ki ngā kaimahi mō te āhua o te whai hua ki a rātou. Ko te otinga atu ko te hanga kaupapa pāho auaha tonu a tō mātou tīma whakamīharo me te ahū whakamua tonu o ā rātou ake whāinga whanaketanga.

### Whanaketanga Rangamahi

Kei te whakakaha tonu te hōtaka mō te whakangungu, te whanaketanga rangamahi a Whakaata Māori i ngā kaimahi me te rāngai Arapāho Māori whānui mā te:

- Whai kia maimoatia, kia arahina motuhaketia tēnā me tēnā kia puritia, kia tupu tonu te rangamahi.
- Whakaoho me te whakamaioha i a rātou ki ngā hītori o te reo Māori, o te arapāho Māori me te rāngai pāho.
- Whakapūmau i ngā tikanga whakamahere reo ki ngā āhuatanga mahi katoa i Whakaata Māori.
- Whakawhanake huarahi atu ki te rangamahi (tae atu ki te rangatahi) me te koke i te ara mahi.

Kua whakaāhei a Whakangungu Ahumahi i ngā kaimahi ki te rumaki i a rātou ki roto rawa i te ao Māori mā te whai wāhi atu ki ngā tūmahi mō te reo me ngā tikanga Māori, te whanake i ā rātou mahi rehe me o rātou pūkenga hangarau e whakaaturia ai rātou ki ngā rāngai pakihī motuhake pērā i te ahumoni, te ture, me te āheinga whakahaere hōtaka.

Kua whai painga ētahi kaimahi e 235 katoa o Whakaata Māori me te rāngai arapāho Māori whānui i te hōtaka a Whakangungu Ahumahi. Kua whai wāhi atu tētahi 97% o ngā kaimahi a Whakaata Māori ki tētahi, ki ētahi rānei o ngā takiwā arotahi e whā o te hōtaka. Neke atu i te [x] te hunga i whai wāhi atu ki te Kura Whakarauora rere noa i te rāngai Arapāho Māori.

Kei te haumitia tonuhia e Whakaata Māori a Whakangungu Ahumahi, e tāpae ana i ētahi huarahi whānui mō te mahi rehe hangarau, te hauora, te noho haumaruru me te noho ora, te whakahaere hōtaka me te hautūtanga.

I ngā tau e toru ka hori nei, kua āta whāia kia whakawaiū te nekehanga kia taunoa te reo me ngā tikanga Māori i Whakaata Māori. Ka nui te āwhina kua kitea i te whānui o te momo tautoko taha ngaio, taha whanaketanga mō te reo me ngā tikanga Māori e panonitia ai te whanonga me te waiaro, e whanake noa ai te reo me ngā tikanga i roto o Whakaata Māori i ngā kāinga anō o ngā kaimahi. E whai ake nei ētahi kitenga a ngā kaimahi:

- Kei te tōnui te reo Māori i Whakaata Māori, inā rā, ka rangona, ka kitea i ngā rā katoa
- Kua taunoa te tikanga Māori i Whakaata Māori
- Kua piki ake te mātauranga o ngā kaimahi me te whakamahia o te reo Māori me ngā tikanga Māori i te mahi mai i Whakaata Māori
- Kua hiahia ngā kaimahi ki te ako i te reo Māori i waho atu o Whakaata Māori
- Kua hono atu ano ngā kaimahi ki o rātou iwi, Marae i ngā mahi whakaoho a Whakaata Māori

E tautoko ana a Whakaata Māori i te ranga tuarua o ngā pia haurapa kōrero a Te Rito. I whakaūngia ngā kōwhiringa mō te hōtaka 12-marama te roa i te Āperira, i āta timata te hōtaka i te 1 o Hūrae.

### Utu ā-Ira

E pūmau ana a Whakaata Māori ki te whakarato huarahi whakaōrite whiwhinga mahi. Hei wāhanga o tā mātou hononga kōtahi ki a Global Women, kua 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 % he tāne, e % he wahine, e 1% he ira huhua.

Mātāwaka: Kia kitea ai te taha mātāwaka huhua ki te whakakaha ake i ngā whakataunga me te āta whakatika i te rītaha, nō ētahi mātāwaka whānui te rangamahi a Whakaata Māori; Māori e 62%, Taiuiwi e 44%, Āhia e 7%, Māori Kuki Airani e 6%, Hāmoa e 5%, Īnia e 4%, Niue e 3%, Whiti e 3% me ētahi atu iwi o Te Moana-nui-a-Kiwa e 2%.

Kua 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 tērā tau waingōhia ana mātou ki te pūrongo mai i te timatanga o tā mātou ine i tā mātou Āputa Utu Ira kātahi anō ka piki te utu toharite ki ā mātou wāhine kia 1.64% te teitei ake i ngā tāne. I tēnei tau e utua ana ā mātou wāhine ki te 0.2%.

Ka ngākau pūmau tonu mātou ki te whai kia tautika ngā utu rere i ngā tūranga katoa o te whakahaere.

### Hauora

I kaha tonu te arohia o te oranga i te tau ka hori me te whakanoho mai i ētahi kaupapa hou hei tautoko i ngā kaimahi e āhei tonu ai rātou ki te pūtea o Oranga Whānau a ngā kaimahi. I whakatūria tēnei hei tautoko i ngā kaimahi a Whakaata Māori ki te whakatutuki i ā mātou whāinga. E tautoko ana i te hiranga o te whānau ki ngā kaimahi tonu me mātou ā-whakahaere anō e noho ai hei wāhanga matua ki tō mātou tuakiri me o mātou uara. E tuwhera ana te pūtea ki ngā kaimahi katoa kua mahi ki Whakaata Māori mō te 12 marama neke atu, e tono pūtea ai rātou mō ngā utu Whai Mātauranga (ngā 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

## He kōpura mō Whakaata Māori

& 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 (ngā tūmahi atawhai i te noho ki te ao Māori pērā i te marae, ki te iwi/hapū rānei).

Āpiti ki tēnei, e whakahaeretia ana tētahi hōtaka noho ora taha kaihautū i tēnei tau maramataka hei āwhina ki te whītiki kaihautū kia mōhio ake ai rātou me pēhea rātou e mōhio ai ki ngā raru noho ora mō rātou tonu me ō rātou tīma. Ko te take tōmua mō mātou i ngā 12 marama ka hori ko te hauora & haumarua me te noho ora a ngā kaimahi, ngā whānau, inā rā, kua hoki mātou ki tō mātou tari, kua whanaketia he tikanga hou mō te mahi mai i tawhiti, kei te whakahaere tonuhia ngā mate whawhati tata. I te whakakotahi mai anō i te tangata kua kaha ake ngā mahi whakawhanaunga i ngā tūmahi, ngā huihuinga me ngā hōtaka e tūhono anō ai, e whakakotahi anō ai.

### Kimi me te Pupuri Kaimahi

Kua paku piki ake te rahi i tēnei tau pūtea i ngā mahi kimi kaimahi mō te tūranga wātea. Kei te uaua tonu te māketi i te kaha kimihia o ngā pūkenga mātanga e kimi ana a Whakaata Māori; heoi anō, nā runga i te pai ake o te whakangungu, te tautoko me te whanake kaihautū, kua piki ake ngā nekehanga tarāwhare me ngā whakapikinga tūranga o roto i te whakahaere. E 88% o tā mātou kaimahi ukiuki.

### Taiutu

Kua whakahaeretia e Whakaata Māori te titiro ki ngā tutukinga mahi a ngā kaimahi katoa i ngā tau e toru ka hori, i oke mātou ki te whakahaere tūturu i te katoa o te Tutukinga tūmahi mō te katoa o ngā kaimahi. Whakaratoa ana e ngā putanga o te tukanga nei ētahi raraunga ruarangi mō te whakatinana i te aromatawaitanga arotake taiutu me ngā utu whakamihia i ngā mahi i tutuki. Waihoki, e hua tonu mai ana i te anga taiutu te reatoru o ngā tūranga e aromatawaitia ana ā-paenga utu.

### Mana Ārahi me te Noho Haepapa

E arahina ana a Whakaata Māori e Te Rūnanga o Whakaata Māori - tētahi Poari tokowhita ōna whakataka kāore he mana whakatau. Tokotoru ka kopoua tahitia e te Minita Whanaketanga Māori me te Minita Tahua, ko ērā atu mema tokowhā ka kopoua e Te Mātāwai. Kei te Rūnanga te kawenga ki te whakarite i te ahunga rautaki a Whakaata Māori, e rite tonu ana tā rātou hui ki te aroturuki i te kokenga atu ki te whakatutukitanga o aua aronga rautaki. Ka āta whai hoki rātou kia whakahaeretia ngā mahi a Whakaata Māori hei tā ngā kaupapahere a te Rūnanga. Kua tautuhia ngā kawenga mana ārahi a te Rūnanga i te Ture o Te Aratuku Whakaata Irirangi Māori 2003 kua uru atu nei te tāpae Pūrongo ā-Tau ki ngā Minita whai kawenga, ki ngā Hoa-toihau anō o Te Mātāwai.

### Te Rūnanga Kaiwhakaterere o Whakaata Māori

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

Scotty Morrison, Te Kura Whakarauora 23  
Te Minita Whanaketanga, Willie Jackson  
ki te hui whakapūmau o Te Rito

