

PUBLIC INTEREST JOURNALISM FUND MĀORI JOURNALISM REPORT – RECOMMENDATION RESPONSES

June 2021

PURPOSE

This paper sets out at a high-level NZ On Air’s responses to the recommendations in Te Amokura Consultant’s stakeholder engagement report.

BACKGROUND

In March 2021, NZ On Air engaged Te Amokura Consultants to facilitate stakeholder engagements and feedback from the Māori and Iwi (inclusive of hapū and hau kāinga) journalism sector on the Public Interest Journalism Fund (PIJF), with regard to four draft fund design documents (a PIJF Definition; Eligibility Criteria; Assessment Criteria; and an Outcomes Framework). The stakeholders from the sector that were engaged in this process represented:

- Māori Journalists Aotearoa;
- Māori Television Service (MTS);
- Te Whakaruruhau o Ngā Reo Irirangi Māori;
- Waatea;
- Radio New Zealand; and
- Māori Journalism academic.

OUR RESPONSES

In some areas we intend to continue to consult with the sector as many of the recommendations listed below require a sector-led approach. This table shows which recommendations staff propose **accepting without change**, **with amendments**, or **undertaking further consultation**. The page numbers listed below relate to the report, which can be read [here](#).

Page	Recommendation	Key	High-level notes
8	50% of the PIJF must be ringfenced for Māori and Iwi Journalism		This requires further sector-led discussion and a weighted response that takes into consideration implications of Te Tiriti o Waitangi alongside current non-PIJF funding for

			Māori journalism (including te reo Māori, and Māori perspectives), and delivers a proportionate approach that gives attention to the Broadcasting Act Section 36(c) audiences that the PIJF must also prioritise.
8	<p>All decision-making groups for the ringfenced funding must consist of industry representatives from within the Māori Journalism Sector.</p> <p>Under the ringfenced funding, the assumption is that the proposed amendments, considerations and recommendations from the Māori and Iwi journalism sector to the PIJF would apply.</p> <p>Regardless of any ringfenced funding, all proposed amendments, considerations and recommendations from the Māori and Iwi journalism sector should still apply to the wider PIJF.</p> <p>Equal representation for the Crown and the Māori and Iwi journalism sector on decision making groups and functions is required at every level of the PIJF to reflect Te Tiriti o Waitangi partnership.</p>		<p>We commit to fair and reasonable representation of Crown/Māori (Te Māngai Pāho) and independent Māori journalism sector representatives across key areas of the PIJF, including consultation, advisory capabilities and assessment panels.</p> <p>We intend to establish an advisory body to provide high-level input on PIJF implementation and monitoring. This will include strong Crown/Māori (Te Māngai Pāho) and independent Māori journalism representation.</p> <p>We are developing a Memorandum of Understanding of our PIJF partnership with Te Māngai Pāho and will publish this in due course.</p> <p>All assessment panels will consist of industry representatives from within or adjacent to the Māori Journalism Sector alongside Crown/Māori (Te Māngai Pāho) representation.</p>
8	All considerations under this fund must be iterative and allow for amendment prior to each funding round.		
9	<p>Public Interest Journalism definition must give express mention to Te Tiriti o Waitangi.</p> <p>Public Interest Journalism must be widened to include Māori and Iwi Journalism focuses such as;</p> <ul style="list-style-type: none"> • Te reo Māori • Political matters • Historical accounts • Profile based reporting • Tangihanga • Māori interest • Sports (Ki O Rahi, Waka Ama, Touch Nationals etc) o Civil Emergencies <p>Public Interest Journalism must also be culturally competent and sensitive.</p>		<p>Outlined in the PIJF General Guidelines in the following section:</p> <ul style="list-style-type: none"> • <i>Goals of the Public Interest Journalism Fund</i> (pages 2 – 3)

11	Te Tiriti o Waitangi must be a priority consideration in assessing the eligibility of an organisation to apply for the PIJF.		<p>Outlined in the PIJF General Guidelines in the following section:</p> <ul style="list-style-type: none"> • <i>Eligibility to Apply</i> (page 4) – item number one
11	MTS and Māori, Iwi and Hau Kāinga Radio must be exempt from the limited eligibility requirement for Crown owned and funded public media organisations.		<p>Outlined in the PIJF General Guidelines in the following section:</p> <ul style="list-style-type: none"> • <i>Eligibility to Apply</i> (page 5)
11	Flexibility must be given for Admin and HR requirements when dealing with independent Māori journalism and/or providers.		<p>This criterion is in place – specific to the role-based funding pillar - to ensure that reporters are adequately supported. We will consult with the Māori Journalism sector as how to best provide workplace cultural safety.</p>
11	“NZ commitment” needs to include a commitment to te reo Māori as an official language.		<p>Outlined in the PIJF General Guidelines in the following section:</p> <ul style="list-style-type: none"> • <i>Eligibility to Apply</i> (page 4) – item number one
12	Te Tiriti o Waitangi must be a relevant consideration when assessing the merit of any project, role and training and development initiative.		<p>Outlined in the PIJF General Guidelines in the following section:</p> <ul style="list-style-type: none"> • <i>Assessment Criteria</i> (page 6) – ‘Māori and Iwi journalism’
12	The Māori Journalism Sector should be able to support existing (non-additional) roles.		<p>Outlined in the PIJF General Guidelines in the following section:</p> <ul style="list-style-type: none"> • <i>Assessment Criteria</i> (page 7) – ‘Role-based Assessment Criteria’ <p><i>All applicants can currently make an evidence-based case to support existing (non-additional) roles as follows: “Barring exceptional circumstances, funded roles should be additional to the existing workforce of a funded organisation with a view to their ongoing sustainability. In cases where loss of staff is demonstrably imminent, non-incremental roles may be funded. In this instance, applicants must be prepared to provide financial information (including potentially commercial sensitive information) on a confidential basis to be reviewed by an appropriate independent assessor.”</i></p>

The following recommendations pertain to an early-stage draft Outcomes Framework document that is still being designed. For this reason, the recommendations below are all being taken into consideration and a public-facing document will be published in due course.

13	<ul style="list-style-type: none"> • NZ On Air must make provision to ensure that any decisions on the protection and ownership of all Māori and Iwi Journalism content • Maintenance of PIJ must be inclusive of the Māori and Iwi Journalism Sector • Data capture and measurements for Māori and Iwi journalism sector should be culturally relevant and tailored to reflect sector values and objectives • The outcome framework should be read in light of the proposed considerations for a Māori and Iwi Journalism definition
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| | <ul style="list-style-type: none">• Māori should be mentioned explicitly as a Te Tiriti partner and not subjugated as an underserved area and/or community• The topic areas and data input fields in the submission portal, in accordance with (29.2) of the cabinet paper must include focus areas and considerations from the Māori and Iwi journalism sector• All targets and initiatives must be co-designed and co-managed with the Te Tiriti partner (Māori and Iwi journalism sector)• An overall Te Tiriti o Waitangi assessment of the fund should also be conducted• The 250 FTE outputs must be reflective of Te Tiriti o Waitangi. |
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