

## Purpose

Tēnā koutou. Hei tīmatanga kōrero - Ka ū tonu mātou ki tō te Tiriti o Waitangi.

1. This Rautaki explains NZ On Air's objectives and priorities when considering Māori content, meaning stories and songs made by and including Māori that reveal an aspect of Te Ao Māori.
2. Our intent is to support the production of quality Māori content made for a general audience; to have good relationships with Māori content creators; and to uphold the mana tangata and mana iwi of funded content.

## Introduction

3. The core purpose of the NZ Media Fund is:  
*Great New Zealand content is valued and enjoyed by many New Zealanders.*
4. This purpose cannot be achieved without including great Māori content, which has a special place in contributing to NZ On Air's vision:  
*Connecting and reflecting our nation.*

## Te Rautaki Maori

5. NZ On Air will -
  - ensure Māori content is included across our three contestable funding streams – Scripted, Factual and Music. We will also encourage recipients of Platforms funding to include Māori content where appropriate
  - establish a **minimum** target from our total contestable funds across the Scripted, Factual and Music streams of 6% expenditure on Māori content (about \$5m per annum)
  - encourage the use of Te Reo, as appropriate, particularly in normalising the language for audiences not fluent in Te Reo <sup>1</sup>
  - take an ancillary and complementary role to Te Māngai Pāho, and co-venture on projects which meet our shared objectives.
6. **Priorities for funded content** will focus on -
  - providing audiences with diverse Māori perspectives, made with the appropriate kaupapa, and contributing to a visible Māori presence in media
  - content with a longer shelf life; likely to have multiple repeats, found online, and be made easily available to different platforms and audiences
  - proposals led by or with the significant involvement of Māori key creatives: for screen production this means at least two of the three key roles of producer, director and writer/researcher should be Māori
  - content mainly in the English language, to complement the work of Te Māngai Pāho
  - affordable genres that are in relatively short supply and/or have opportunities for securing additional funding.

<sup>1</sup> Generally 'zero – passive' in terms of the ZePA model used in Māori language policy

## Tōna Aronga Nui

Tēnā koutou. Hei tīmatanga kōrero - Ka ū tonu mātou ki tō te Tiriti o Waitangi.

1. He mahere tēnei e whakamārama ake ana i ngā whakakitenga me ngā whāinga nui o Irirangi Te Motu mō ngā rārangi take hei aromatawai taituarā mā mātou mō ngā kōrero me ngā waiata i hangaia ai nā te Māori, mō te Māori. Mā te mahere tonu e whakaahua noa ake ētahi āhua o te ao Māori.
2. Ko tā mātou e hiahia ai he tautoko i te hiranga o ngā rārangi take. Māori hei mātaki hei rongō mā te marea; kia hono pai ki ngā kaiwhakaputa hōtaka Māori; me te whakatairanga i te mana tangata, i te mana iwi, mā ngā hōtaka ka tautokona ā pūtea nei.

## He Kupu Whakataki

3. He pēnei te whāinga matua o te NZ Media Fund:  
*Kia ngākaunui mai, kia whaiko hoki te tini me te mano o tātou o Aotearoa i te hiranga o ngā rārangi take e kitea ana.*
4. Mei kore ake ngā rārangi take Māori whakahirahira e whaimana ana te whakakitenga nui o o Irirangi Te Motu:  
*Hei tūhono i a tātou, hei whakaataata tātou i a tātou.*

## Te Rautaki Maori

5. Mā Irirangi Te Motu e mea kia -
  - whakatūturu ngā rārangi take Māori i ngā aho pūtea whakataetae e toru ka tuarhia nei e Irirangi Te Motu - Tuhinga Totoko, Mōhiohio Pono, me te Waiata, Me whakanui hoki ngā rārangi take Māori e hāngai tonu ana mā ngā huarahi pāoho kua whiwhi pūtea kē.
  - **kaua e iti iho** i te 6% o ngā pūtea whakataetae mō te Tuhinga Totoko, Mōhiohio Pono, me te Waiata, kia Māori tonu ai (i te takiwā o \$5m ia tau).
  - whakanuia te whakamahia o te reo Māori ki ngā wāhi e tika ana, me te aha atu, me te whakatangatawhenua noa i te reo mō te hunga kāhore e tino kōrero Māori ana.<sup>2</sup>
  - pā mai ko te ringa tautoko me te ringa āwhina ki tā Te Māngai Pāho e whai ana, me te mahi ngātahi nei me rātou inā kotahi tonu te whāinga.
6. Ko ngā **aronganui mō ngā rārangi take ka tautokona ā pūtea** nei -
  - kia toitū tonu ko ngā tirohanga Māori i roto i ngā kaupapa e hāngai ana, me te kitea o tātou o te tangata Māori i roto i ngā huarahi whakapāoho e mahi ana.
  - kia whaimana tonu ngā hōtaka e taea ana te auau kite; ahakoa a whea rānei, ahakoa ki whea rānei, ā kia taea e wai rānei, te kite.
  - kia noho tonu ko te wairua auaha hei whakatinanatanga kē mā te tangata Māori. Ki te kitea tonuhia tēnei āhuatanga i roto i ngā hōtaka whakaata, kia meinga he tokorua noa o ēnei e whai ake nei; arā te pou whakahaere, te ringa tohutohu, te kairangahau te kaituhi rānei, he Māori.
  - mēnā rā ia ko te reo Pākehā te reo kawē, me noho mārīre tonu nei me ngā whāinga o Te Māngai Pāho.
  - me whakanui hoki ngā momo hōtaka he māmā tonu te toha pūtea, kāhore rānei e tino kitea ana, ka taea rānei e ngā pūtea i wāhi kē atu, te tautoko mai.

<sup>2</sup>Otirā ia, te hunga 'hāngū'. Tēnā, tirohia ngā āhuatanga o te rautaki reo Māori o ZePA

## 7. Funding decisions will -

- be measured: we will annually publish a list of funded Māori content to quantify investments and help us and the industry to consider gaps
- be made considering NZ On Air's other statutory requirements and to complement the significant public funding also available for Māori content through Māori Television and Te Māngai Pāho.

## What else will we do?

### 8. For individual applications, we will consider -

- **Diversity** – is it an important story that reveals aspects of NZ culture, society or people that are different to those commonly portrayed, or which sheds a new light?
- **Gender equality** – will the project support and reflect gender equality both on screen and within the production crew?
- **Talent development** – does this project provide an opportunity for early and mid-career writing and production creatives, particularly people that reflect New Zealand's cultural and ethnic diversity, to stretch their wings in a supported environment?
- **Regionalism** – will this production show us parts of the country and communities we rarely see represented?

### 9. While not every project need involve these extra factors, NZ On Air must consider the collective impact of our funding decisions. Therefore the factors above may influence our decision when considering competing proposals.

### 10. We will also:

- Keep development funding criteria, budget, and assessment processes under review to ensure gender balance and diversity have the right incentives
- Work with guilds to provide targeted professional development opportunities as part of our industry development work
- Consult regularly with Ngā Aho Whakaari to ensure our Rautaki is fit for purpose and leading to the right results
- Discuss further synergies with the NZ Film Commission, and Te Māngai Pāho.

## The business as usual bit

### 11. The usual funding practices and policies of the [NZ Media Fund](#) apply: for example –

- Specific information regarding scripted content will be provided in the Round Guidelines published prior to each round opening
- Requested funding should be proportionate to the size of the anticipated audience; i.e. projects requesting more than \$1m would be expected to secure a relatively sizeable New Zealand audience
- Co-investment is expected, preferably including commissioning platforms. Proposed platforms will need to demonstrate an existing commitment to local content and the ability to engage NZ audiences
- Online distribution for a minimum of a year is also expected (this may be cumulative if a third-party distribution partner is involved and we agree)
- All projects must be available free to NZ audiences. Ideally this is at the time of first distribution or soon after. Subsequent plays behind a paywall are acceptable.

*Ko te pae tawhiti kia tata, Ko te pae tata kia mau, kia tina! Mauriora ki a tātou.*

## 7. Mō Ngā Whakatau ā Pūtea -

- me ine: la te tau e pānuhia ana ngā rārangi take Māori me te nui o ngā pūtea ka taea noatia; me te whakamōhio i a mātou ā, me te ahumahi pāoho e takoto tonu mai ana ngā whārua ki hea.
- me hāngai tonu ki ērā atu mahinga a Irirangi Te Motu i raro i te ture, me te noho pai me ngā rārangi take Māori ka tino tautokona e Whakaata Māori, e Te Māngai Pāho anō hoki.

## He aha atu anō hei mahi mā mātou?

### 8. Mō ia tono me pēnei kē tā mātou e whiriwhiri ai –

- **Te Taha Kanorau** – he kōrero whakahirahira rānei e huaki kau ana i ētahi anō tū āhua nui o te ahurea o Aotearoa? Otirā he kōrero rānei mō tōna hapori, mō ōna iwi kua kitea noa mai, kua hou kē rānei?
- **Te Mana Ōrite Tō Te Wahine, Tō Te Tāne** – e kitea tonuhia rānei te noho ōrite o wāhine mā o tāne mā i te whakaaturanga, i te tira mahi anō hoki?
- **Iti Noa Ana He Pito Mata** – ahakoa rangatahi mai, ahakoa pakeke mai, ka taea rānei e te hōtaka ngā pūmanawa auaha o te kaikawekōrero te tō mai, kia kitea ai hoki ngā kōiriiri me ngā kōnekeneke o ngā iwi maha o Aotearoa?
- **Ngā Roherohenga Takiwā** – e kitea rānei ngā pito rerekē o te motu me ōna iwi, hapori anō hoki, anō nei hei tirohanga tuatahi mā tātou?

### 9. Ehara i te mea me ū ia hōtaka ki ēnei mātāpono katoa. Waiho tonu mā Irirangi Te Motu e whiriwhiri whakaaro e pā ana ki te katoa mārika o āna whakatau. Ki te whakataetae ngā hōtaka e ōrite tonu ana te āhua, tēnā pea, mā aua mātāpono e kitea ai ko ēhea ka eke.

### 10. Mā Mātou Tonu:

- E whaiwhakaaro tonu ana mēnā he tika ngā mahere mō te whakawhanaketanga, te pūtea, me te aromatawai; kia anga pai atu tō te wahine, tō te tane, ko tō te taha kanorau anō hoki ka hiahiatia nei.
- E mahi ngātahi nei me ngā hunga ahumahi mō te whakawhanaketanga tika o te umanga ngaio o te tangata.
- Kei hē ngā mahi, kei raru te rautaki nei; ka auau whiri kōrero ngātahi nei me Ngā Aho Whakaari kia tika tonu ngā hua ka puta.
- E whai anō ko te whakaae tūtohi me Te Tumu Whakaata rāua ko Te Māngai Pāho mō te whakakotahitanga o ngā uara.

## Ko taua mahi anō rā

### 11. E ū tonu ana ki ngā tikanga toha pūtea a te [NZ Media Fund](#): Hei tauira –

- Nō mua noa mai o ia rauna toha pūtea ka pānuhia ngā tino uara e pā ana ki ngā tuhinga totoko.
- Me ōrite tahi te tono pūtea ki tō te rarahi o te hunga mātaki, whakarongo rānei. Hei tauira; mēnā he kotahi miriona taara kē tērā e hiahiatia ana, me pērā hoki te pānga riterite o aua hunga, otirā ia me nui tonu.
- Me whai haumi pūtea. Tēnā pea me noho haumi tonu ngā ara whakapāoho. E tika ana kia aronui mai aua haumi ki ngā rārangi take o tēnei whenua, hei kitekitenga mā ngā marea o Aotearoa.
- Kia kaua e heke iho i te kotahi tau hei whakapāohotanga mā ngā ara o te ipurangi (mēnā rā ia ka taea mā te hononga mai o tētahi anō haumi tuari, waihoki rā ka whakaae tonu mātou).
- Kia taea ngā hōtaka katoa te kite mō te kore utu. Pai tonu tēnei āhuatanga mō te kitenga tuatahi, nō muri mai kē ka taea te whai utu mō tāna whakapāohotanga.

*Hei whakakapinga kōrero mā mātou: Ko te pae tawhiti whāia kia tata, ko te pae tata whāia kia mau, ā kia tina! Mauriora ki a tātou.*