

**TE TAUĀKĪ
WHĀINGA**

2025 – 2028

Acceptance of the Statement of Intent 2025 – 2028

This Statement of Intent has been prepared in accordance with the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003, covering the period from 1 July 2025 to 30 June 2028. Pursuant to relevant sections of the Act, the responsible Ministers and Co-Chairs of Te Mātāwai have accepted this Statement of Intent.



Hon Tama Potaka
Minister for Māori Development
4 July 2025



Hon Nicola Willis
Minister of Finance
4 July 2025

Brenda Soutar
Acting Chair
Te Mātāwai
3 July 2025

Presented to the House of Representatives pursuant to section 31(6) of the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003.



Mihimihi

Tangotango e tū nei i te rangi
Whakarongo iho, titiro iho
Tēnei ka whakamau atu
Waerea, waerea te rangi e tū nei
Waerea, waerea te papa e takoto nei
Waerea ngā maunga tapu
A Tipua-o-te-Rangi, a Tahito-o-te-Rangi, waerea
Waerea te ara whānui a Tāne ki
Te Huapae o te Rangi i haere ai
Te waka o Puna-Ariki, waerea
Waerea ngā pou nui o te Rangi
Ko Tokohurunuku, ko Tokohururangi
Ko Tokohurumāwake, ko Tokohuruātea
Tokona te rangi e tū nei
Tīhei mauri ora!

Chair’s Foreword

This year, we celebrated the 21st anniversary of Whakaata Māori — a moment to reflect on the journey so far and the enduring role we play in revitalising te reo Māori, uplifting Māori stories and perspectives, and strengthening the Māori media sector for future generations.

We remain grounded in the aspirations of our tipuna and the kaupapa of *Te Whare o te Reo Mauriora* — the shared Māori–Crown partnership for language revitalisation under Te Ture mō te Reo Māori 2016. Within this whare, Whakaata Māori is a powerful connector between the Maihi Māori, which seeks to restore te reo Māori as the language of the home, and the Maihi Karauna, which works to embed it into the national consciousness.

As we navigate this journey, we draw strength from the legacy of Dr Huirangi Waikerepuru — a revered champion of te reo Māori, whose lifelong advocacy helped pave the way for Whakaata Māori. He was not only a national leader in the movement for language rights, but also my tipuna. His words continue to guide us all:

“Broadcasting is, perhaps, the most powerful medium of communication that we have, and therefore, it is important that Māori language be used as widely as possible across it.”

These words remind us that our work is not just content creation — it is cultural restoration. It is whakapapa, kaupapa, and kaitiakitanga in action.

At Whakaata Māori, our role is not only to reflect Māori stories — but to help create the conditions in which te reo Māori can flourish. Through regionally grounded content, intergenerational storytelling, and kaupapa that centre Māori worldviews, we aim to deliver outcomes that matter: more whānau Māori speaking te reo, societal attitudes that support Māori as a nurturing first language, and the normalisation of te reo Māori across all domains of life. These aspirations are also reflected in the 2025/26 Letter of Priorities from Hon Tama Potaka, Minister for Māori Development and Hon Nicola Willis, Minister of Finance— reinforcing our shared commitment to language revitalisation and cultural wellbeing.

We recently completed *Wai Whakaata* — a significant organisational realignment driven by funding reductions. Nearly a quarter of roles were disestablished, and the impact has been deeply felt across our waka.

We acknowledge those who paddled with us and contributed to our kaupapa. Despite this change, our direction remains steady. We continue to deliver to our digital-first strategy, maintain a strong presence across platforms, and stay focused on the audiences who trust us to connect, reflect, and uplift te reo Māori in their everyday lives.



Māori audiences — especially **rangatahi** — are shifting fast. They are **33%** more likely to adopt **digital streaming** than the general population. In response, Whakaata Māori has quadrupled its digital reach in the past three years, now engaging **120,000 weekly digital users** and generating over **2.5 million social media interactions**. Platforms like *MĀORI+* and *Te Ao News* ensure te reo Māori thrives in the spaces where our people are most active.

We are also evolving how we measure our impact. Our outcomes framework, *Te Huapae*, sits at the heart of our strategy — guiding every investment, initiative, and piece of content. Earlier this year, Social Ventures Australia confirmed that for every dollar invested in Whakaata Māori, we return over \$2 in measurable social value. These findings, shared in our 2025 Social Value Report, reaffirm our contribution to identity, wellbeing, and reo revitalisation across Aotearoa.

Collaboration remains critical. As the Crown and Te Mātāwai continue to explore improvements to the reo Māori sector through the Specialist Advisory Group, we are committed to working closely with Te Māngai Pāho and Te Taura Whiri i te Reo Māori to ensure our collective efforts are aligned and effective.

This year also marks a new chapter in our governance. We welcome Holly Bennett to *Te Rūnanga Kaiwhakatere o Whakaata Māori* and acknowledge Anahera Higgins for her leadership and wisdom over the past three years.

I also extend my heartfelt thanks to our Kaihautū, Shane Taurima, for his steady leadership, and to all our kaihoe who power this waka with courage, integrity, and creativity.

To all who have paddled with us over the past 21 years — ngā mihi nui. Your contribution ensures that our connection to the past continues to guide the present and illuminate the path forward.

Nō reira, e aku whakatamarahi ki te rangi, e aku whakateitei ki te whenua, ko Te Tauāki Whakam-aunga Atu 2025 – 2028 tēnei te rewa ake nei.

E tū tātou ki te waka o Whakaata Māori — kia mau, kia ita, kia mauriora te reo.


Nā Jamie Tuuta Toihau

About Us

Whakaata Māori is a body corporate established under the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003. Our statutory purpose is to contribute to the protection and promotion of te reo Māori me ngā tikanga Māori through the provision, in both te reo Māori and English, of a cost-effective broadcasting service that informs, educates, and entertains, while enriching the culture, society, and heritage of Aotearoa.

Our establishment was not incidental. It is the direct outcome of over four decades of determined Māori advocacy for equitable representation and resources in broadcasting. Landmark findings from the Waitangi Tribunal — including the WAI 11 (Te Reo Māori) and WAI 176 (Māori Broadcasting) claims — affirmed that te reo Māori is a taonga protected under Te Tiriti o Waitangi, and that the Crown holds an enduring obligation to support its revitalisation.

Whakaata Māori is both a response to and an expression of that obligation. Our work is grounded in the vision of *kia mauriora te reo*, and guided by Te Tiriti o Waitangi, Te Ture mō te Reo Māori 2016, and the aspirations of whānau, hapū, iwi, and wider Māori communities.

Today, Whakaata Māori is a multi-platform media organisation reaching audiences in Aotearoa and across the globe. We are proudly digital-first, ensuring that te reo Māori remains present, visible, and vibrant in the online spaces and content formats our people use every day.

We deliver content through:



A bilingual national television channel



MĀORI+ and Te Ao Māori News mobile apps



Three websites:
**whakaatamaori.co.nz,
teaonews.co.nz, and
maoriplus.co.nz**



A strong and growing social presence across Facebook, Instagram, TikTok, YouTube, and LinkedIn

Our kaupapa remains unchanged: to uplift the stories, voices, and perspectives of Māori. We do this by weaving together ancestral legacy and contemporary innovation, ensuring te reo me ngā tikanga Māori are not only protected, but thrive — now and into the future.

We do not paddle alone — our journey moves in unison with others under the shared kaupapa of language revitalisation. Together, we support and give life to *Te Whare o te Reo Mauriora* — the collective expression of partnership between Māori and the Crown.

Te Whare o te Reo Mauriora

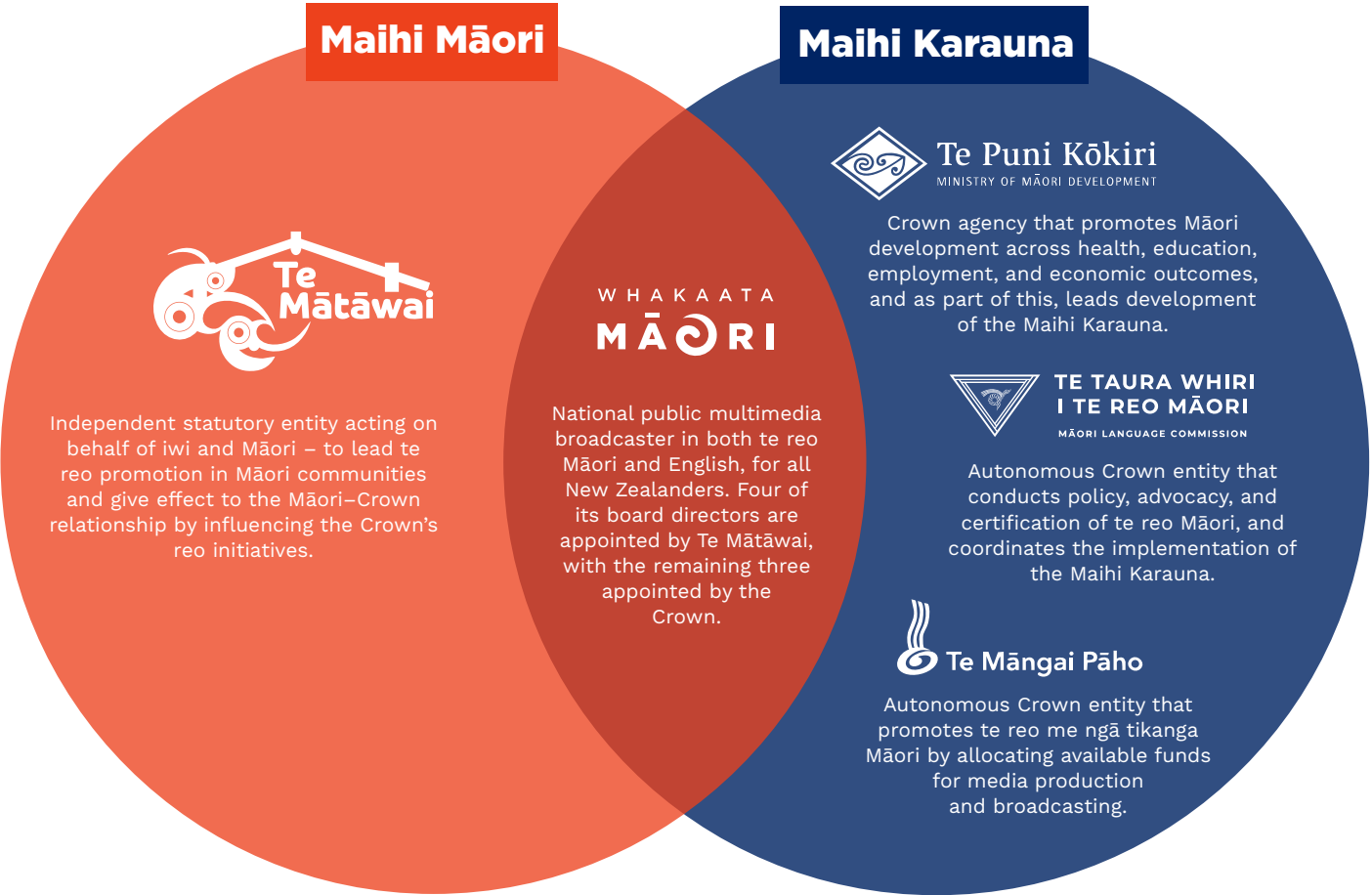


Figure 1: Whakaata Māori uniquely bridges the Maihi Māori and Maihi Karauna language strategies.

Whakaata Māori stands at the heart of *Te Whare o te Reo Mauriora* — the shared Māori– Crown kaupapa for revitalising te reo Māori. This framework gives effect to the enduring partnership between Māori and the Crown established under *Te Ture mō te Reo Māori 2016* and provides strategic alignment across the language ecosystem.

This whare is built on two pou:

Maihi Māori

Led by Te Mātāwai, which supports iwi, hapū and whānau to restore te reo Māori as a language of the home and intergenerational transmission.

Maihi Karauna

Led by the Crown, which promotes the use, acquisition, and status of te reo Māori as a language for all New Zealanders.

Whakaata Māori is uniquely positioned to support both strategies — connecting grassroots reo champions with national audiences, and uplifting community-led revitalisation alongside language normalisation in the public sphere.

Supporting the Maihi Māori — Kia ūkaipō anō te reo

Te Mātāwai leads the Maihi Māori strategy, giving expression to the aspirations of iwi, hapū and whānau to see te reo Māori thrive in homes and communities. This approach prioritises Tukuihotanga (intergenerational language transmission) and Hononga Hapori Reo (strengthening language communities), underpinned by the principles of Mana Motuhake and Toitūtanga.

Whakaata Māori maintains a kaupapa-based relationship with Te Mātāwai, recognising their system leadership role in iwi-led language revitalisation. Te Mātāwai appoints four members to Te Rūnanga Kaiwhakatare o Whakaata Māori, embedding reo Māori communities into our governance and strategic direction.

We support the Maihi Māori by:

- **Showcasing iwi, hapū and whānau voices** – elevating regional dialects, mātauranga, and storytelling that affirms the mana of local reo.
- **Normalising reo in whānau spaces** – producing tamariki, rangatahi and pakeke content designed for use at home and across generations.
- **Amplifying kaupapa rumaki and community initiatives** – collaborating with iwi broadcasters, Māori production houses, and reo champions to extend reach and impact.

Together, these efforts contribute to the realisation of the Maihi Māori outcomes, while complementing the leadership of Te Mātāwai in community-driven revitalisation.

Supporting the Maihi Karauna — Kia māhorahora te reo

Led by the Crown, Maihi Karauna seeks to embed te reo Māori as a living, visible part of everyday life across Aotearoa. Its vision — “*Kia māhorahora te reo*” — is one of widespread language use and collective pride.

Whakaata Māori plays a vital role in advancing this vision by:

- Creating bilingual and accessible content that welcomes second-language learners and non-speakers into the reo journey.
- Reaching broad national audiences through television, digital platforms, social media, and mobile apps.
- Promoting positive language attitudes and societal value for te reo Māori through compelling, aspirational storytelling.

Our content directly contributes to the three Maihi Karauna outcome areas:

- **Aotearoatanga** — valuing te reo Māori as a key part of national identity.
- **Whakaako** — supporting language acquisition.
- **Whakamahi** — encouraging everyday language use in public life.

Strategic Alignment with Te Māngai Pāho and Te Taura Whiri i te Reo Māori

Whakaata Māori does not undertake this work alone. Our strategic partnerships with Te Māngai Pāho and Te Taura Whiri i te Reo Māori are integral to the strength and alignment of the reo Māori media ecosystem.

- With **Te Māngai Pāho**, we co-invest in reo Māori and bilingual content across genres and platforms. Together, we support the development of Māori creative talent and drive innovation in storytelling that resonates with today’s audiences and tomorrow’s speakers.
- With **Te Taura Whiri i te Reo Māori**, we uphold the highest standards of reo quality and integrity. Their expertise in language planning shapes our internal strategies and editorial frameworks — ensuring our content not only uses te reo Māori, but uses it with excellence.

Even a whare grounded in kaupapa must know its direction. And every waka, no matter how purposeful, needs a constellation to guide the way.

Puna Ariki – The Journey that Guides Us

At the beginning of time, the world lay in darkness. Tāne, seeking to bring light, was guided by Tangotango and Wainui and was gifted Te Whānau Mārama — Te Rā, Te Marama, and Ngā Whetū. He placed these celestial beings in woven kete and entrusted them to Tamarēreti, the great navigator and captain of the waka Puna Ariki, to carry to the heavens.

As Tamarēreti travelled across the sky aboard Puna Ariki, he carefully placed each star into the chest of Ranginui — illuminating the world below and setting a pathway for all great journeys to follow.

Whakaata Māori draws deep inspiration from this kōrero tuku iho. Just as Tāne and Tamarēreti brought light and knowledge to the world, we carry the reo, mātauranga, and aspirations of iwi, hapū and whānau — not across the heavens, but across the digital universe.

Puna Ariki is more than a story — it is our metaphorical waka. It reminds us that our kaupapa is both sacred and strategic. That every decision — from commissioning content to investing in platforms — must be guided by the light of te reo Māori and the stars of our tipuna.

Our role, as paddlers of this modern-day waka, is to carry the taonga of our people — their stories, dialects, values and identity — and elevate them where they can be seen, heard, and felt by all. Like Tamarēreti, we navigate shifting currents and changing skies. And like Tāne, we are driven by a single purpose: to bring light — the brilliance of te reo me ngā tikanga Māori — into every kāinga and community.

Yet every waka needs a constellation to steer by. For Whakaata Māori, that constellation is Mahutonga.



Mahutonga – Our Guiding Constellation of Vision and Values

Just as Tamarēreti navigated by the stars and Tāne brought light to the world, Whakaata Māori is guided by Mahutonga — the Southern Cross. This constellation is more than a symbol. It is our compass. A reminder of what grounds us and where we are going.

Mahutonga is ever-present in our skies. It does not shift with the seasons, nor does it disappear from view. For our tīpuna, it was a constant — a trusted guide for navigation, orientation, and purpose.

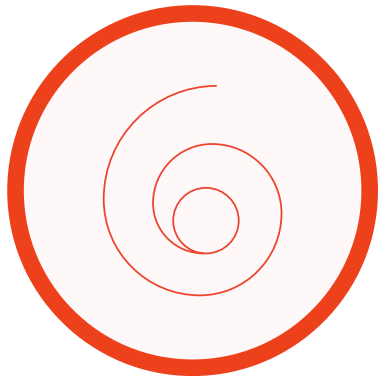
Five Stars, One Purpose

The five stars of Mahutonga reflect the essential elements that keep our waka balanced, aligned, and moving forward.



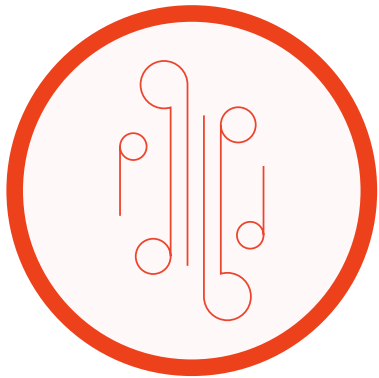
For Whakaata Māori, Mahutonga represents the same: a constellation of unwavering principles that keep us steady through changing tides in media, technology, and society.

The Four Anchoring Stars – Our Values



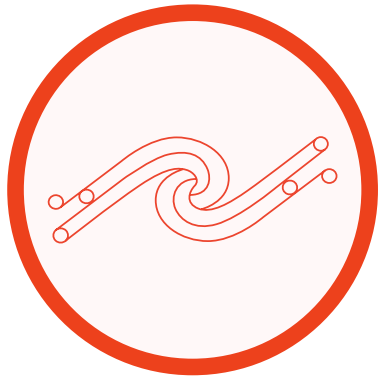
Kia Tika – Excellence and Accountability

We pursue excellence and take responsibility — in reo, in conduct, and in outcomes.



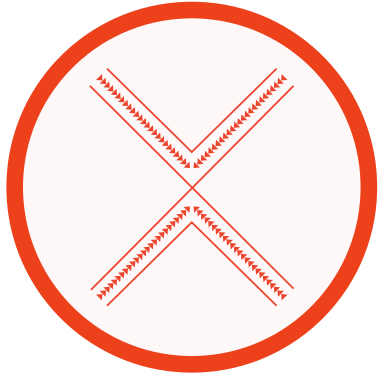
Kia Pono – Integrity and Trust

We honour the truth, keep our word, and act with transparency in all our relationships.



Kia Aroha – Empathy and Whanaungatanga

We lead with care and respect, fostering connection and inclusion across te ao Māori and beyond.



Kia Māori – Identity and Cultural Leadership

We centre reo and tikanga Māori in all we do, while embracing and respecting the diverse communities of Aotearoa.

The Fifth Star – Te Kautu ki te Rangi: Our Vision

Completing Mahutonga shines Te Kautu ki te Rangi — the fifth star. It represents the destination that gives meaning to our voyage.

Kia mauriora te reo — That the Māori language lives

This star does not waver. It anchors our journey across generations. Just as Mahutonga guided our ancestors across Te Moana-nui-a-Kiwa, Te Kautu ki te Rangi leads Whakaata Māori toward a future where te reo Māori is spoken with pride, nurtured in homes, heard in public spaces, and woven into everyday life across Aotearoa.

Mahutonga reminds us not only of where we are going — but how we must travel to get there. That pathway is Tātai Whetū.

Tātai Whetū: Our Guiding System for Transformation

For our tīpuna, Tātai Whetū — the sequencing and study of the stars — guided great journeys across Te Moana-nui-a-Kiwa. Today, it guides us at Whakaata Māori. Tātai Whetū is both a metaphor and a method — anchoring our transformation in the wisdom of our ancestors and the realities of a rapidly changing world.



A Future-Ready Waka

Whakaata Māori is navigating profound shifts — in media, technology, audience behaviour, and the reo Māori ecosystem. Tātai Whetū is our strategic response: a deliberate recalibration of our waka to remain fit-for-purpose, future-ready, and firmly grounded in te ao Māori.

We are not simply adapting to survive. We are transforming to thrive — becoming a pioneering, multi-platform broadcaster that uplifts te reo Māori, iwi storytelling, and Māori worldviews across Aotearoa and the world.

The How: Principles that Guide Us

Tātai Whetū sets the principles that shape our structure, investments, and daily mahi. It ensures we navigate with intention, alignment, and impact.



Digital Enablement:

We embed a digital-first mindset across our entire waka, using technology to drive innovation, reach new audiences, and deliver content wherever our people are.



Nurturing Talent and Leadership:

We grow our kaihoe through career development pathways in reo, tikanga, creative, technical and leadership domains — building a strong Māori media ecosystem for the future.



Flexible Operating Model:

Our structure is designed to adapt — responding quickly to change, removing barriers, and enabling greater cross-functional collaboration.



Commissioning for Impact:

Every piece of content we commission must deliver on the outcomes of Te Huapae — contributing directly to reo Māori revitalisation and cultural wellbeing.



Engaging Audiences:

We elevate te reo me ngā tikanga Māori in everything we create — with a sharp focus on audience needs, preferences, and outcomes.



Partnership and Sector Collaboration:

We actively collaborate with others in the sector — production houses, iwi broadcasters, whare wānanga, and Māori-led entities — to share insights, align strategy, and strengthen collective impact.



Optimising Resources:

We streamline systems, strengthen planning, and reinvest savings into core priorities — including content, platforms, and our people.

Our journey is bold — and it is measured. Te Huapae o te Rangi provides the long-range vision that ensures we stay aligned to our purpose, direction, and impact.

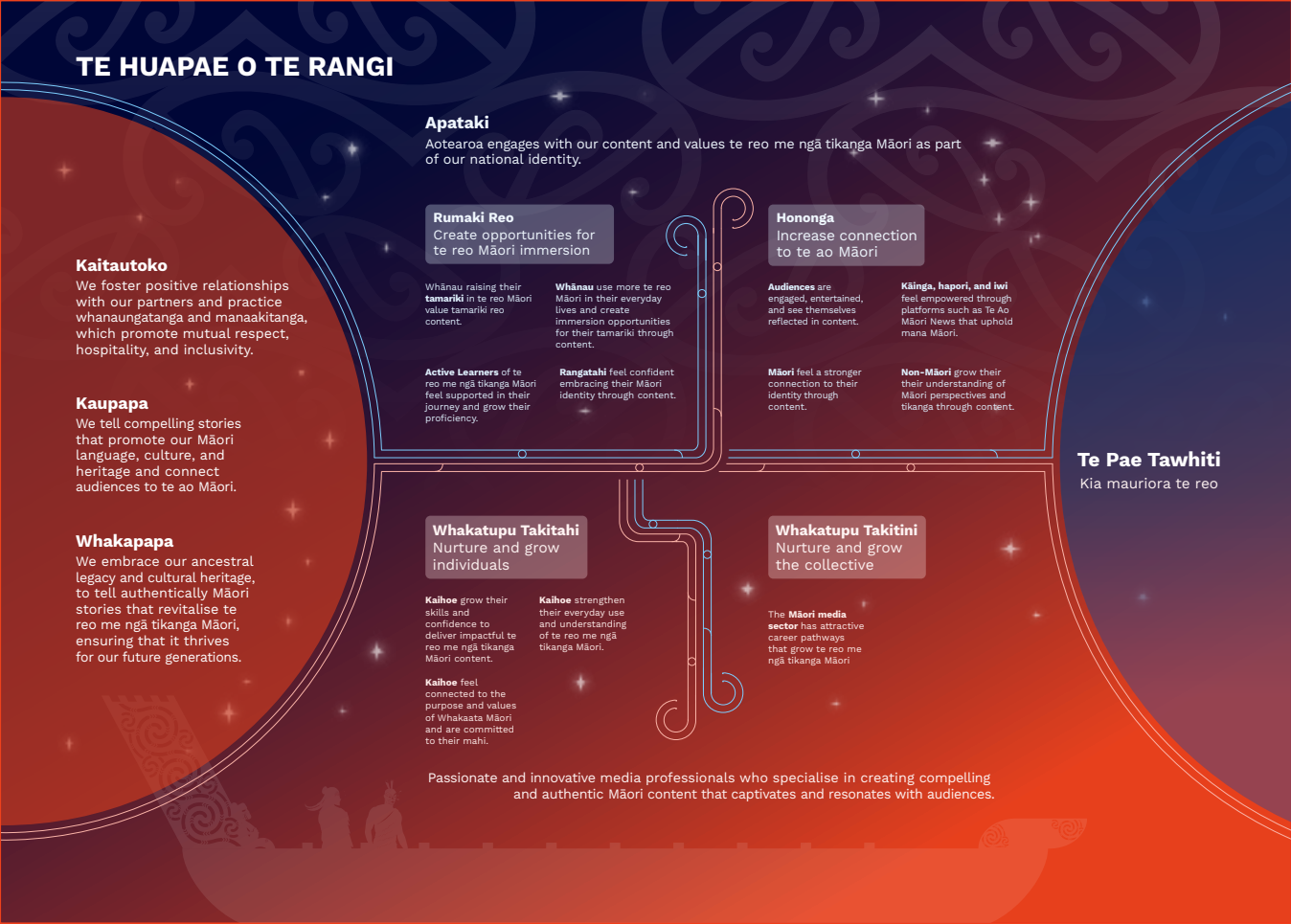
Te Huapae: Our Vision and Outcomes Framework

At Whakaata Māori, our journey is guided by Te Huapae o te Rangī — the horizon where sea meets sky. Just as Tāne and Tamarēreti once voyaged across the heavens aboard Puna Ariki, we too chart a course grounded in purpose. Te Huapae represents our long-range destination: a thriving future for te reo Māori and Māori media.

It is both our strategic framework and accountability tool — articulating the outcomes we seek to achieve across content, platforms, people, and partnerships.

Our work supports the:

- **Maihi Māori** — restoring Māori as a nurturing first language in homes and communities (kia ūkaipō anō te reo), and
- **Maihi Karauna** — embedding te reo Māori as a living, visible part of everyday life for all New Zealanders (kia māhorahora te reo).



Te Huapae Outcomes Framework

Te Huapae is a living framework. It is continually shaped by the needs of our audiences, insights from our data, and kōrero with our partners across the sector. It guides our content commissioning, informs strategic investments, and is the foundation for our performance measures.

Through tools like Te Paepae Kōrero, and informed by our independent Social Value Report, we measure what matters: identity, engagement, language use, wellbeing, and change. Te Huapae allows us to

Apataki:

Serving the Audience.

Outcome:

Aotearoa engages with our content and values te reo me ngā tikanga Māori as part of our national identity.

This pou reflects our commitment to strengthening immersion, connection, identity, and engagement through content. We want more whānau to use reo at home, more rangatahi to see themselves reflected, and more New Zealanders to value te reo Māori.

Priority Outcomes:

- Create opportunities for te reo Māori immersion (Rumaki Reo).
- Increase connection to te ao Māori (Hononga).

Kaihoe:

Supporting Our People.

Outcome:

- Passionate and innovative media professionals who specialise in creating compelling and authentic Māori content.
- We are committed to nurturing our people — our kaihoe — so that they feel confident in their roles, connected to their purpose, and skilled in te reo me ngā tikanga Māori. This ensures we can deliver impact through every aspect of our mahi.

move from counting hours to measuring outcomes — and to tell a stronger, more meaningful story about our contribution.

With Te Huapae as our compass, our focus over the next three years sharpens around three core areas that give life to our vision.

The framework consists of four pou that anchor our strategy and define the changes we seek to make:

Whakatupu Takitahi and Takitini:

Growing the Individual and the Collective.

Outcome:

- Individuals thrive and grow in their reo and media journeys (Takitahi).
- The wider Māori media ecosystem is supported, strengthened and future-ready (Takitini).
- We invest in people, partnerships, and system-level innovation to ensure our sector is resilient, values-led, and aligned.

Te Pae Tawhiti:

The Horizon.

Vision:

Kia mauriora te reo — that the Māori language lives.

Te Pae Tawhiti is the long-term aspiration that connects all our efforts — a vibrant future where te reo Māori is spoken, seen, heard, and honoured across generations, across platforms, and across Aotearoa.

Summary Theory of Change

Our theory of change begins with investment in quality reo Māori content, platforms, and people. Through targeted commissioning and kaupapa Māori approaches, we generate content and experiences that increase language use, cultural connection, and identity confidence. These outcomes, in turn, drive long-term revitalisation and help realise our vision: *kia mauriora te reo*.

Need	Strategic Response	Tāngata	Activities	Outcomes	Vision	Priority outcomes
We see a need that we believe in...	...and we see an opportunity to make a difference.	People are at the heart of all we do...	...who take part in several activities...	... that lead to short, medium and long-term outcomes for our people groups – creating the change we aspire to, nationally and internationally.		<ul style="list-style-type: none">Whānau raising their tamariki in te reo Māori value tamariki reo content.Whānau use more reo Māori in their everyday lives and create immersion opportunities for their tamariki through content.Active learners of te reo me ngā tikanga Māori feel supported in their journey and grow their proficiency. Rangatahi feel confident embracing their Māori identity through content.Kāinga, hāpori and iwi feel empowered through platforms such as Te Ao Māori News that uphold mana Māori.Māori feel a stronger connection to their identity through content.Non-Māori grow their understanding of Māori perspectives and tikanga through content.Audiences are engaged, entertained, and see themselves reflected in content.Kaihoe grow their skills and confidence to deliver impactful te reo me ngā tikanga Māori content.Kaihoe strengthen their everyday use and understanding of te reo me ngā tikanga Māori.Kaihoe feel connected to the purpose and values of Whakaata Māori and are committed to their mahi.
<p>Te Reo Māori is an official language.</p> <p>Whakaata Māori was launched in 2004 as a result of the Crown recognising its responsibility to support the revitalisation of te reo me ngā tikanga Māori through broadcasting.</p> <p>The Māori broadcasting sector was created to revitalise te reo Māori, being Māori governed and led, to self-determine Māori pathways and platforms for Māori stories and voices.</p> <p>We remain active stewards that must safeguard and protect the legacy entrusted to us for current and future generations, a legacy for Whakaata Māori to be a world-leading reo Māori Media entity which continues to serve the interests of whānau, hapū, iwi and Aotearoa.</p> <p>We work as part of <i>Te Whare o te Reo Mauriora</i> to achieve the national Māori language strategies, the Maihi Karauna and Maihi Māori; and with our partners to achieve our outcomes with our audiences through sharing compelling and authentic Māori stories, technologies and platforms and grow a capable world class Māori Media sector.</p>	<p>Since the inception of Whakaata Māori, we have been connecting and inspiring audiences in Aotearoa and around the world, with stories by Māori, about Māori, and in the Māori language.</p> <p>Our ambition is to meet the specific reo, mana and connection needs of each of our apataki segments, who span the full KoPA spectrum.</p> <p>Our aspiration is for our content to enable Maihi Māori audacious goals of growing Māori language in community immersion domains and as the first language of</p> <p>Māori children as well as the Maihi Karauna audacious goal for New Zealand to value te reo me ngā tikanga Māori as part of our national identity.</p> <p>Our aspiration is for a vibrant sector of talented media professionals delivering authentic and engaging Māori content.</p> <p>Whakaata Māori is committed to fostering wellbeing, opportunities for development and te reo Māori capability for all kaihoe; and to continuously improve the value we provide to kaihoe.</p>	<p>We foster positive relationships with our partners and practice whanaungatanga and manaakitanga, which promote mutual respect, hospitality and inclusivity. We work with two key people groups:</p> <p>Apataki</p> <p>Whānau raising their tamariki in te reo Māori.</p> <p>Active leaners of te reo me ngā tikanga Māori.</p> <p>Fluent speakers.</p> <p>Rangatahi.</p> <p>Kaihoe</p> <p>Nurturing and growing capabilities to ensure a strong creative Māori media workforce.</p>	<p>Commission engaging, entertaining and relevant content.</p> <p>Distribution of content across platforms - digital, linear and social.</p> <p>Promotion and marketing of Whakaata Māori value, brand, content and events.</p> <p>Te reo me ngā tikanga Māori planning and Workforce Development for kaihoe.</p> <p>We receive funds to deliver these activities.</p>	<p>Apataki</p> <p>Aotearoa engages with our content and values te reo me ngā tikanga Māori as part of our national identity.</p> <p>Rumaki Reo</p> <p>Creating opportunities for te reo Māori immersion.</p> <p>Hononga</p> <p>Increasing connection to te ao Māori.</p> <p>Kaihoe</p> <p>We are passionate and innovative media professionals who specialise in creating compelling and authentic Māori content that captivates and resonates with audiences.</p> <p>Whakatupu Takitahi</p> <p>Nurturing and growing individuals.</p> <p>Whakatupu Takitini</p> <p>Nurturing and growing the collective.</p>	<p>Whakapapa</p> <p>We embrace our ancestral legacy and cultural heritage, to tell authentically Māori stories that revitalise te reo me ngā tikanga Māori, ensuring that it thrives for our future generations.</p> <p>Kaupapa</p> <p>We tell compelling stories that promote our Māori language, culture, and heritage and connect audiences to te ao Māori.</p> <p>Te Pae Tawhiti</p> <p>Kia mauriora te reo.</p>	

Our Structure

Te Rūnanga Kaiwhakaterere o Whakaata Māori

In traditional waka navigation, the Kaiwhakaterere is the expert who reads the stars, currents and winds to guide the journey ahead. Their role is critical — not only in choosing the right path, but in maintaining alignment and purpose throughout the voyage. At Whakaata Māori, our Rūnanga Kaiwhakaterere serves the same role: providing direction, stability, and support as we navigate forward.

Te Rūnanga Kaiwhakaterere o Whakaata Māori — the Whakaata Māori Board of Directors is responsible for setting the strategic course for the organisation. Like the Kaiwhakaterere of old, the Board considers changing conditions, monitors long-term goals, and supports the Kaihautū to steer the waka with confidence and integrity. Their role is not to paddle, but to ensure that every stroke is taking us closer to Te Huapae — our shared destination.

Whakaata Māori is governed by a Board of seven directors. Three are appointed jointly by the Minister for Māori Development and the Minister of Finance, while four are appointed by Te Mātāwai, reflecting our dual accountability to both the Crown and to iwi, hapū and whānau Māori through the Māori language revitalisation system.

In 2025, we welcome Holly Bennett, who replaces outgoing member Anahera Higgins. We acknowledge Anahera’s significant contribution and dedication to the kaupapa and thank her for her leadership.

Te Rūnanga meets regularly to monitor organisational performance, track delivery against strategic goals, and uphold the kaupapa that guides Whakaata Māori. The Board has one formal subcommittee: Audit and Risk, which provides focused oversight on financial, operational and reputational risks.

Through the collective wisdom and guidance of Te Rūnanga, Whakaata Māori remains firmly on course — grounded in kaupapa, accountable to its people, and committed to the revitalisation of te reo Māori for generations to come.



Jamie Tuuta
(Toihau)
Ngāti Mutunga, Ngāti Tama,
Te Ati Awa, Ngāti Maru,
Taranaki Tūturu
Initial Appointment |
May 2018



Whetū Fala
Ngā Rauru ki tahi, Te Ati
Haunui- ā-Paparangi, Ngāti
Maniapoto, Ngāti Maru ki
Taranaki, Samoa, and Rotuma
Initial Appointment |
August 2016



Peter-Lucas Jones
(Toihau Tuarua)
Ngāti Kahu, Te Rārawa, Ngāi
Takoto, Te Aupōuri
Initial Appointment |
February 2017



Holly Bennett
Te Arawa, Ngāti Whakaue,
Ngāti Pikiao
Initial Appointment |
April 2025



Dr Reuben Collier
Ngāti Porou,
Rereahu-Maniapoto
Initial Appointment |
July 2019



Kingi Kiriona
Ngāti Ruanui, Ngāti
Kahungunu, Ngāti Apa
Initial Appointment |
April 2018



Tiwana Tibble
Ngāti Porou, Ngāti
Tuwharetoa, Ngāti Raukawa
Initial Appointment |
July 2020

Chief Executive – Kaihautū



Shane Taurima
Rongomaiwahine, Ngāti Kahungunu

In traditional waka navigation, the Kaihautū is the person who sets the rhythm and pace for all paddlers — the kaihoe — keeping the waka aligned, steady, and moving forward in unison. Positioned at the centre of the waka, the Kaihautū ensures balance and cohesion, listening to the rhythms of the crew while keeping sight of the horizon ahead.

At Whakaata Māori, the role of the Kaihautū — Chief Executive — carries the same responsibility. It is a leadership role grounded in coordination, care, foresight, and decisiveness. The Kaihautū ensures all parts of the organisation work in harmony to achieve the strategic goals set by Te Rūnanga Kaiwhakaterere, steering the waka with purpose and unity.

Like their traditional counterpart, the Kaihautū must understand the capability of every paddler, know when to push ahead and when to pause, and ensure the conditions are right for the team to thrive. The balance of bold decision-making with careful navigation is central to delivering the outcomes in Te Huapae and realising the vision of *kia mauriora te reo Māori*.

Shane Taurima was appointed Acting Chief Executive in December 2018 and confirmed as Kaihautū in May 2019. He was reappointed in 2023 for a further five-year term. Under his leadership, Whakaata Māori has adopted a bold digital-first strategy, deepened its impact in Māori language revitalisation, and led a major organisational transformation through Wai Whakaata.

He continues to lead with a clear commitment to kaupapa Māori leadership, system change, and sector impact — ensuring Whakaata Māori remains a trusted navigator in the reo Māori revitalisation journey.

Our Senior Leadership Team – Te Ranga Kaiurungi

On a traditional waka, the kaiurungi are expert steerspeople — guiding the vessel alongside the Kaihautū, avoiding hazards, and ensuring the waka remains on course. At Whakaata Māori, our Te Ranga Kaiurungi — the senior leadership team holds this same role: providing strategic direction, foresight, and coordination to navigate the organisation towards its long-term goals.

Each kaiurungi brings a deep understanding of their ranga — their area of responsibility and works closely with the Kaihautū to ensure every part of the organisation is aligned, agile, and responsive to the shifting environment around us. Just as a kaiurungi must read the winds and currents, our senior leaders must respond to changing audience needs, sector dynamics, and operational demands.

The strength of the waka lies in the cohesion of its crew. Te Ranga Kaiurungi fosters a culture of trust, feedback, and whanaungatanga — ensuring kaihoe across the organisation are empowered to contribute, collaborate, and thrive. Together, they uphold the strategic intent of Te Huapae and ensure that every decision supports the revitalisation of te reo me ngā tikanga Māori.



- **Maria Barlow**
Kaiurungi Pāpāho – Director of Content & Audience Engagement.
- **Sumeet Bhanot**
Kaiurungi Ahumoni – Director of Finance.
- **Andrew McNaughton**
Kaiurungi Whakahaere Hangarau – Director of Strategy and Operations.
- **Ngarimu Parata**
Kaiurungi Toi Tangata – Director of People, Language and Culture.

While the Kaihautū and Kaiurungi guide the journey, it is our kaihoe — every person at every level — who give life to our mission each day.

Our People – Ngā Kaihoe

The waka of Whakaata Māori is guided by ancient stars and modern strategy — but it is powered by the strength and unity of its kaihoe, our people. Every kaihoe brings with them a unique set of skills, experiences, and perspectives, all contributing to the rhythm and direction of our collective journey.

This waka is inclusive — open to all who share in our kaupapa. From the stern to the bow, every role matters. Whether navigating content, technology, finance, language, or people, it takes courage, commitment, agility, and teamwork to move forward together. Our people are united by a deep passion for reo Māori, for Māori storytelling, and for

building a future where te reo and tikanga Māori are thriving and visible in all corners of Aotearoa.

Like kaihoe on a traditional waka, each member of our team listens for the call, paddles in time, and plays their part in keeping us on course. Our values — Kia Tika, Kia Pono, Kia Aroha, Kia Māori — are the rhythm we move to. They guide how we work, how we relate to one another, and how we honour the legacy of our tipuna through action and intent.

As we navigate new waters, our strength lies in our people — their connection to kaupapa, their commitment to excellence, and their belief in the power of te reo Māori to transform, uplift and unite.



Strategic Focus Areas

The journey ahead for Whakaata Māori demands more than adaptation — it calls for transformation. Guided by Tātai Whetū, our strategic focus areas provide a clear, kaupapa Māori framework to navigate rapid change while staying true to our vision: *kia mauriora te reo*.

These three interconnected areas —

- 1) Content Delivery
- 2) Platforms & Distribution
- 3) Workforce Development

— reflect where we must concentrate our efforts to sustain impact, serve our audiences, and uplift the Māori language and worldview in an increasingly complex media environment.

1. Content Delivery

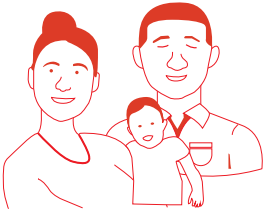
At the heart of Whakaata Māori lies a simple truth: content is our waka. It carries our identity, our stories, and our reo into the world — uplifting iwi, hapū and whānau voices and placing them where they can be seen, heard, and celebrated.

Inspired by the celestial journey of Tāne and Tamarēreti aboard Puna Ariki, our kaupapa Māori content strategy weaves together ancestral knowledge and contemporary innovation. It ensures te reo me ngā tikanga Māori are revitalised through authentic, accessible, and impactful storytelling — wherever our people are.

We are not simply producing hours of content — we are investing in transformation.

Audience Segments

Our commissioning strategy is shaped by deep understanding of the people we serve. We focus on four key segments whose needs, aspirations, and behaviours drive the design and delivery of our content:



Ngā Whānau Reo Māori

Intergenerational whānau deeply committed to language transmission at home, who seek uplifting, high-quality content across age groups.



**Te Hunga Rangatahi Reo Māori
(15–24 years)**

Digitally fluent rangatahi who seek authentic, short-form and on-demand content that reflects their identity and worldview.



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

Active learners, including both Māori and non-Māori, who engage with Whakaata Māori as a culturally affirming, accessible resource.



**Te Hunga Matatau ki te Reo Māori
(including fluent tamariki)**

Confident speakers seeking diverse, high-quality reo Māori content that maintains and extends their fluency.

Commissioning for Outcomes

Our content investment is guided by a deliberate, kaupapa-driven approach: Commissioning for Outcomes. This model ensures that every piece of content we commission delivers measurable value, advancing the strategic outcomes in Te Huapae o te Rangī — from language immersion and whānau connection to identity strength and audience engagement.

We commission not for volume, but for impact.

This approach enables us to:

- Align every investment with reo Māori revitalisation goals.
- Partner with Māori creatives and production houses to design content with cultural and social depth.
- Demonstrate accountability and strategic alignment in the way we use public funding.

Commissioning for Outcomes is more than a procurement model — it is a strategic lever that positions content as a catalyst for system-level change.

2. Platforms & Distribution

Just as traditional navigators used the stars to find their way across vast oceans, Whakaata Māori must chart its path through the digital universe with strategy and precision.

In today’s fragmented media landscape, content alone is not enough — visibility, accessibility, and relevance are key. Our platforms strategy ensures te reo Māori reaches people where they are, across multiple channels and devices, at every stage of their reo journey.

MĀORI+ is our flagship digital platform, backed by a broader ecosystem of linear broadcast, mobile apps, web portals, and social media. Each channel is optimised to meet the needs of different audience segments.

These segments guide not only what we commission, but how we deliver it — with impact, integrity, and intention.

Over the next three years, we will:

- Further embed and scale our Commissioning for Outcomes model, delivering higher impact content.
- Optimise production and delivery of signature events and high-impact genres.
- Strengthen News and Current Affairs offerings through deeper cultural and language delivery.
- Improve content discovery, user journey and engagement pathways across platforms.
- Secure sustainable investment to amplify our digital and reo Māori content pipeline.

3. Workforce Development

Whakaata Māori is more than a media organisation — we are a kaitiaki of capability and culture. Our people — our kaihoe — are the heartbeat of our waka. Their reo, their wellbeing, and their professional growth shape the quality and integrity of everything we produce.

We are committed to building a resilient, future-ready Māori media workforce — one grounded in kaupapa Māori values, equipped with emerging skills, and connected to purpose.

Over the next three years, we will:

- Embed a fit-for-purpose structure and agile operating model.
- Strengthen organisational fluency in te reo me ngā tikanga Māori.
- Create transparent development pathways for all kaihoe.
- Uphold a strong internal reo strategy to elevate content quality and cultural leadership.
- Collaborate with iwi broadcasters, whare wānanga, Māori production houses and others to grow capability across the wider sector.

Initiatives such as Te Paepae Kōrero and our data insights work programme support this development — helping us respond to workforce needs and align impact across the system.

Ultimately, capability begins with culture. When we nurture our people from within, the ripple effects reach across Aotearoa.

Our Reo Strategy and Organisational Practice

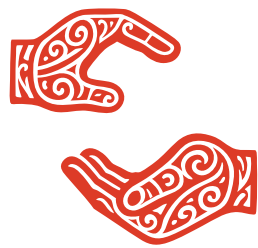
Our reo strategy begins with us — our people and our practices. We are committed to:

- Supporting the reo journey of every kaihoe in our waka.
- Embedding te reo Māori in our systems, values, and leadership.
- Partnering with iwi, kura reo, and language experts to reflect excellence in practice.
- Uplifting te tukunga iho o te reo — intergenerational reo transmission through content designed for whānau, hapū, and iwi.

Our strategy is reviewed regularly and aligns with both Maihi Māori and Maihi Karauna. It ensures our content is not only created — but nurtured, lived, and respected.

Measuring our Performance

At Whakaata Māori, we are committed to measuring the things that matter most — how our content and culture-shaping efforts contribute to reo revitalisation, audience transformation, and the wellbeing of Aotearoa.



We don't just measure outputs. We measure outcomes — the real-world changes we seek to inspire in our audiences, our kaihoe, and the Māori media ecosystem. These outcomes are drawn from Te Huapae o te Rangi, our long-term strategic direction, and are deeply aligned with the shared vision of *kia mauriora te reo*.



Many of these changes are qualitative. They reflect shifts in identity, confidence, connection, and use — and are often difficult to quantify. But we choose to measure them anyway, because they are the changes that matter. Where we cannot yet measure a long-term outcome directly, we use short-term proxy indicators that tell us whether we're on the right path.



Our performance framework is grounded in the five pillars of Māori language planning — acquisition, use, status, awareness, and corpus — and reflects our dual accountability to the Maihi Māori and Maihi Karauna.



1. Acquisition

We produce content for a wide range of fluency levels — from tamariki and rangatahi learners to advanced speakers — supporting reo growth through immersive, engaging storytelling. Our programming is widely used in homes, kura, and community-led learning spaces.

2. Use

Our content brings te reo Māori into everyday life — through news, current affairs, entertainment, drama, and digital channels. Frequent, authentic exposure supports natural and confident language use in public and informal domains.

3. Status

By placing te reo Māori at the centre of our content, we uplift its visibility and mana. We help affirm its rightful place as a living, contemporary language that holds value for all who call Aotearoa home.

4. Critical Awareness

Through campaigns, commentary, and longform storytelling, we increase understanding of te reo Māori, its revitalisation journey, and its importance. We help audiences connect with the language as a symbol of identity, resilience, and unity.

5. Corpus

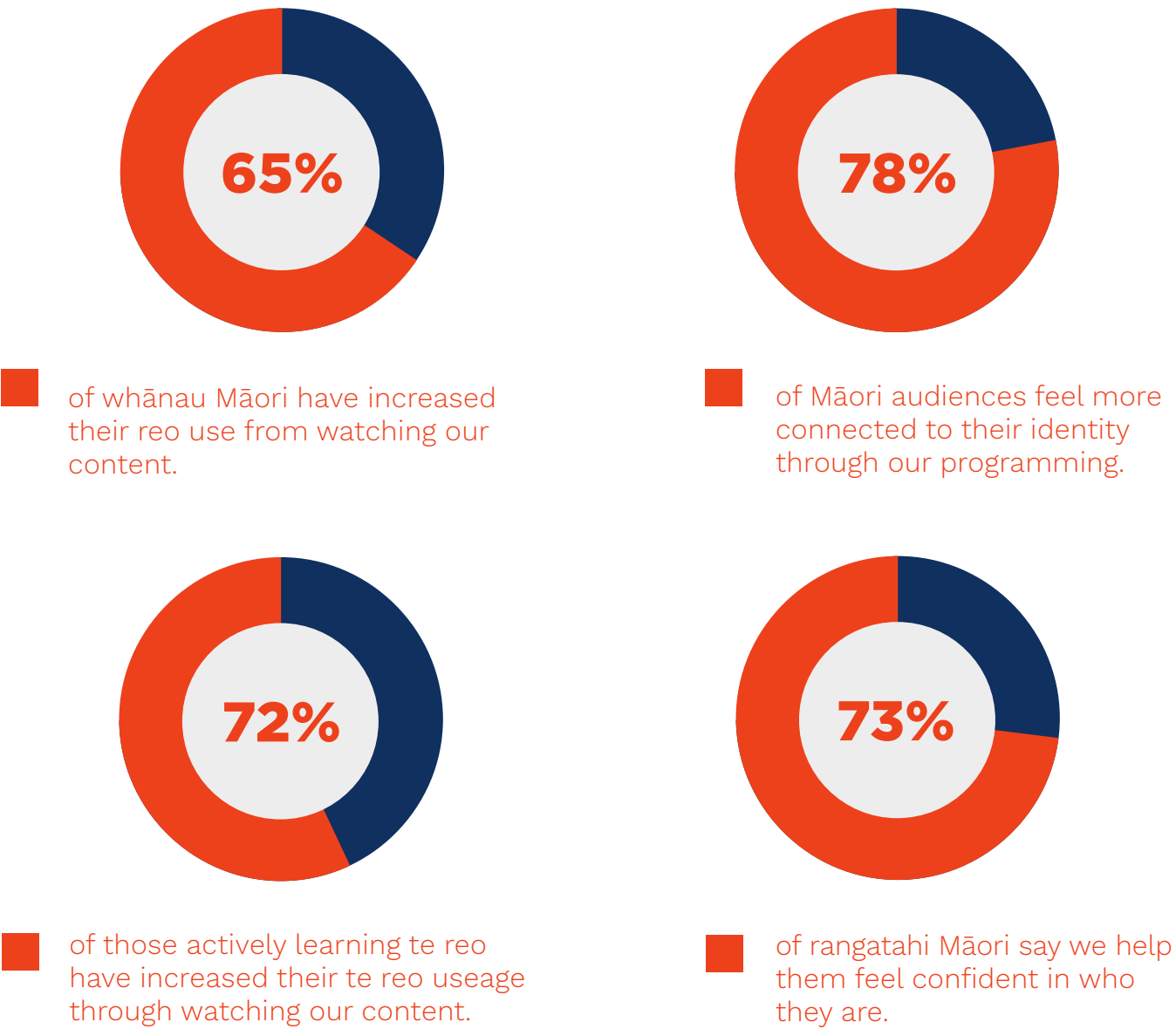
We uphold high standards of language accuracy, style, and quality, guided by the expertise of reo Māori practitioners and the resources and standards developed by Te Taura Whiri i te Reo Māori. Our work contributes to the growing corpus of high-quality reo Māori content across media and supports excellence in language use.

A Sector-leading Approach to Impact

In 2025, Social Ventures Australia independently valued the work of Whakaata Māori at over:

\$114 million in social return each year — more than double our annual investment.

Our Te Huapae Outcomes Framework confirms that:



Our Approach to Performance Measurment

Our Approach to Performance Measurement

At Whakaata Māori, measuring performance is not a compliance exercise — it’s a kaupapa commitment. Our approach is grounded in a deep sense of responsibility to the communities we serve, the reo we champion, and the future we are helping to shape.

This impact is not theoretical. It is tangible, measurable, and transformational.

We measure our impact across two central pou:

• **Apataki**
the audiences of Aotearoa who engage with our content to see, hear, and live te reo me ngā tikanga Māori.

• **Kaihoe**
the people on our waka who power our kaupapa and bring our stories to life.

This two-pou approach ensures we are accountable both to our communities and to our people — capturing how our mahi affects those who receive it and those who deliver it.

Upholding Our Statutory Mandate

As a Crown–Māori entity, we also measure our performance against our statutory obligations under the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003. These obligations reflect the original kaupapa of our establishment — to serve as a vehicle for reo revitalisation and cultural empowerment.

They require us to:

- Broadcast primarily in te reo Māori during prime time, and maintain a substantial reo Māori presence across all time slots.
- Reflect the needs and preferences of all reo learners and speakers, including:
 - Tamariki in rumaki reo
 - Rangatahi navigating identity
 - Fluent speakers
 - Beginners and reo champions at every stage of the journey
- Ensure our services are technically available across Aotearoa and accessible to as many people as is reasonably possible, no matter where they live.

Audience-Led Prime Time Hours

We define our prime-time television schedule not by generic industry benchmarks, but by the viewing needs of our target audiences. Our programming schedule deliberately aligns with our priority viewer groups:

Tamariki (4.30pm–6.30pm)
A space for engaging, reo-rich storytelling that strengthens language acquisition and exposure to te reo, everyday.
Whānau (6.30pm–8.30pm)
Co-viewing content that builds connection, inspires conversation, and reinforces the value of reo in the home.
Pakeke (8.30pm–11.30pm)
Culturally anchored programming that deepens critical awareness, showcases mana Māori, and elevates complex narratives in te ao Māori.

This audience-responsive linear approach ensures that our reo Māori content reaches the right people, at the right time, in the right way.

How We Use These Insights

Our outcomes framework does more than report on our mahi — it guides decisions, prioritises resources, and amplifies what works. It informs content development, internal reo planning, commissioning, partnerships, and engagement with the sector.

Te Paepae Kōrero, our kaupapa Māori insights panel of over 5,500 participants, plays a key role in gathering both quantitative and qualitative impact data. We use this tool to track attitudinal change, language use, content experience, and whānau needs by age and stage.

Our Outcomes, Priorities and Metrics (2025/26)

Measuring our Outcomes		
Outcomes	Priority outcomes	2025/26 Performance Metrics
<p>Apataki</p> <p>Aotearoa engages with our content and values te reo me ngā tikanga Māori as part of our national identity.</p> <p>Rumaki Reo</p> <p>Create opportunities for te reo Māori immersion.</p> <p>Hononga</p> <p>Increase connection to te ao Māori.</p>	<p>Audience</p> <ul style="list-style-type: none">Whānau raising their tamariki in te reo Māori value tamariki reo content.Whānau use more reo Māori in their everyday lives and create immersion opportunities for their tamariki through content.Active learners of te reo me ngā tikanga Māori feel supported in their journey and grow their proficiency.Rangatahi feel confident embracing their Māori identity through content.Kāinga, hapori and iwi feel empowered through platforms such as Te Ao Māori News that uphold mana Māori.Māori feel a stronger connection to their identity through content.Non-Māori grow their understanding of Māori perspectives and tikanga through content.Audiences are engaged, entertained, and see themselves reflected in content.	<ul style="list-style-type: none">Te reo Māori quality indicator rating for assessed content.Number of viewers who are engaging with Te Ao Māori News.Number of viewers who are engaging with Whakaata Māori and MĀORI + content.Number of viewers who increased their understanding of te reo Māori through Whakaata Māori content.Number of viewers who increase their te reo Māori usage through Whakaata Māori content.Number of viewers whose whānau increase their te reo Māori usage through Whakaata Māori content.Number of viewers who create immersion opportunities for their whānau through Whakaata Māori content.Number of viewers raising tamariki in te reo value Whakaata Māori tamariki contentNumber of Rangatahi who feel more confident to embrace their Māori identity through content.Number of viewers who use Whakaata Māori content to improve their proficiency in te reo Māori.Number of Māori viewers who feel more connected to their Māori identity through Whakaata Māori content.Number of non-Māori viewers who increase their understanding of Māori culture and perspectives through Whakaata Māori content.Number of viewers who agree with the statement that Whakaata Māori content is engaging, entertaining and relevant.Number of MĀORI+ app downloads.Number of MĀORI+ unique users actively using MĀORI+.

Measuring our Outcomes		
Outcomes	Priority outcomes	2025/26 Performance Metrics
<p>Kaihoe</p> <p>Passionate and innovative media professionals who specialise in creating compelling and authentic Māori content that captivates and resonates with audiences.</p>	<ul style="list-style-type: none">Kaihoe grow their skills and confidence to deliver impactful te reo me ngā tikanga Māori content.Kaihoe strengthen their everyday use and understanding of te reo me ngā tikanga Māori.Kaihoe feel connected to the purpose and values of Whakaata Māori and are committed to their mahi.	<ul style="list-style-type: none">Number of kaihoe who improve their te reo and tikanga Māori skills.Kaihoe engagement score.

Why These Outcomes Matter

These outcomes reflect what our whānau, our kaihoe, and our communities have told us is most important: content that is meaningful, culturally grounded, and capable of changing lives. They allow us to:

Just as every voyage requires strong paddlers and a clear course, it also demands the right provisions and navigation tools. To deliver on our shared vision of *kia mauriora te reo*, we must match our strategic intent with prudent and purposeful investment. The following section outlines how we sustain our waka — now and into the future.

- Track our progress towards long-term revitalisation.
- Understand the role our content plays in people’s everyday language use.
- Ensure our workforce grows in capability and cultural strength.
- Strengthen our strategic influence across the reo Māori ecosystem.

Projected Financial Statements

Whakaata Māori continues to operate in an increasingly dynamic media environment shaped by digital transformation, evolving audience behaviours, and growing cost pressures. Despite these challenges, we remain steadfast in our commitment to delivering high-quality, reo Māori content across platforms while carefully managing our financial resources.

In 2024, we undertook Wai Whakaata — a major organisational realignment to ensure long-term sustainability. This included reconfiguring our workforce and operations and transitioning the Te Reo channel from linear to digital. These changes have repositioned Whakaata Māori for a more agile and resilient future, enabling a sharper focus on digital-first delivery while maintaining financial balance.

Our financial strategy is anchored in Te Huapae, our long-term strategic direction, and guided by the Tātai Whetū framework. This ensures all decisions — operational and financial — remain grounded in kaupapa Māori. Every investment made is designed to support the outcomes that matter most: creating reo immersion opportunities, strengthening whānau and audience connection, and elevating the visibility and value of te reo me ngā tikanga Māori.

We continue to meet all statutory obligations under the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003, including the requirement to broadcast primarily in te reo Māori during prime time and at substantial levels throughout the day. We also ensure our content reflects the needs of diverse audience groups — tamariki in rumaki, rangatahi, fluent speakers, and learners — and that our services are technically available and practically accessible nationwide.

The financial projections reflect a considered and disciplined approach to managing a funding reduction of \$6.3 million in 2025/26, followed by a further decrease of \$4 million in 2026/27, resulting in a total reduction of \$10.3 million (excluding GST) in Vote Māori Development funding since 2024/25.

Through early and strategic action including structural realignment, leadership consolidation, and a refined content investment approach we are projecting a break-even position across all three forecast years. Although constrained, this stability allows us to protect our core mission and continue delivering outcomes that advance both Maihi Māori and Maihi Karauna.

We hold a strong equity position and prudent cash reserves. Operational decisions are informed by proactive risk management and a commitment to continuous improvement, particularly in technology, platforms, and workforce development. These enablers are critical to future-readiness, especially as the pace of media innovation accelerates. As one of the foundational pou within *Te Whare o te Reo Mauriora*, Whakaata Māori plays a unique and strategic role in the Māori language ecosystem. Our projected financials not only sustain our operations but also support our wider contribution to iwi broadcasters, Māori content creators, and reo Māori initiatives. We work closely with Te Māngai Pāho and Te Taura Whiri i te Reo Māori to ensure that our impact is aligned, collaborative, and effective.

We continue to advocate for targeted investment in areas with high potential impact — including immersive digital content, rangatahi-led innovation, and data-informed audience insights. While current funding does not yet allow full delivery in these areas, we are laying the groundwork for future growth — guided by our whakapapa as storytellers and our responsibility as kaitiaki of te reo Māori in the digital age.

Navigating Strategic Risks

While we are projecting a break-even financial position for all three years, we recognise that the operating environment is rapidly evolving. To remain responsive and resilient, Whakaata Māori actively monitors a range of strategic risks that could impact our ability to deliver on the vision of *kia mauriora te reo*.

Audience Fragmentation

Māori audiences — especially rangatahi — are increasingly dispersed across digital ecosystems with fast-shifting consumption habits. Staying relevant requires continuous innovation, platform agility, and a deep understanding of audience needs. Falling behind risks diminishing our impact, reach, and the everyday use of te reo Māori.

Talent Pipeline and Capability Pressures

The reo Māori media sector faces a limited talent pool, particularly in fluent reo content creation, digital storytelling, and technical innovation. As a sector leader and major employer, Whakaata Māori carries both an opportunity and a responsibility to grow this pipeline. If not addressed, talent shortages could constrain content quality, diversity, and strategic delivery.

Technology Infrastructure Demands

Our transition to a digital-first strategy increases reliance on stable, secure, and scalable platforms and systems. Ensuring our infrastructure can support innovation — including immersive storytelling, personalised content, and multi-platform delivery — will require continued investment. Technical failures or underinvestment could compromise our ability to reach audiences or maintain editorial standards.

We continue to apply a kaupapa Māori lens to risk management — balancing bold innovation with prudent stewardship. These risks are actively monitored by both Te Ranga Kaiurungi and Te Komiti Tātari Tūraru (Audit and Risk Committee) of Te Rūnanga Kaiwhakaterere o Whakaata Māori, and are factored into our planning, investment, and workforce strategies.

As part of our forward planning, Whakaata Māori is also preparing for the potential outcomes of the Specialist Advisory Group process on the future of the reo Māori sector. Regardless of the direction taken, we are well-positioned to contribute meaningfully — with a digital-first model, robust outcomes framework, and deep kaupapa Māori foundations that align with any coordinated system for reo revitalisation.

Projected Funding Summary			
\$m	2025/26	2026/27	2027/28
(a) Projected Funding from Vote Māori Development			
Including GST	48.60	44.00	44.00
Excluding GST	42.26	38.26	38.26
(b) Projected Commercial Revenue			
Advertising Revenue	0.50	0.51	0.52
Interest Revenue	0.68	0.59	0.51
Other Revenue	0.56	0.57	0.59

Statement of Projected Comprehensive Revenue and Expense			
\$m	2025/26	2026/27	2027/28
Income			
Crown Appropriation	42.26	38.26	38.26
Advertising Revenue	0.50	0.51	0.52
Interest Earned	0.68	0.59	0.51
Other Revenue	0.56	0.57	0.59
Total Income	44.00	39.93	39.88
Expenditure			
Personnel Costs	15.26	15.58	15.90
Program and Production Acquisitions	14.54	12.02	11.85
Other Operating Costs	14.20	12.33	12.13
Total Expenditure	44.00	39.93	39.88
Surplus (Deficit) attributed to Whakaata Māori	-	-	-

Strong financial stewardship is only part of the equation. Ensuring that our waka remains on course requires visionary governance. Te Rūnanga Kaiwhakatare o Whakaata Māori provides the strategic guidance, oversight, and accountability that anchor our long-term direction.

Statement of Projected Financial Position			
\$m	2025/26	2026/27	2027/28
Public Equity			
Opening Equity	28.48	28.48	28.48
Add Surplus (Deficit)	-	-	-
Closing equity at 30 June	28.48	28.48	28.48
Represented by:			
Current Assets			
Cash at Bank and Short-Term Deposits	19.66	16.97	16.73
Programme Rights	1.79	1.79	1.79
Receivable and Other Current Assets	1.95	1.87	1.87
Total Current Assets	23.40	20.63	20.39
Property Plant and Equipment (PPE)			
PPE at Book Value	9.38	11.85	11.95
Total Assets	32.78	32.48	32.34
Current Liabilities	3.60	3.44	3.43
Non-current Liabilities	0.70	0.56	0.43
Net Assets Employed	28.48	28.48	28.48

Statement of Projected Cashflows			
\$m	2025/26	2026/27	2027/28
Cashflows from operating activities			
Cash was provided from:			
Crown Appropriation	42.26	38.26	38.26
Other Income	1.84	1.74	1.61
Cash was distributed to:			
Payment to Suppliers and Employees	(42.00)	(37.83)	(37.74)
Net Cashflows from operating activities	2.10	2.17	2.13
Cashflows from investing activities			
Cash was distributed to:			
Purchase of Property, Plant & Equipment	(4.86)	(4.86)	(2.37)
Net cash from investing activities	(4.86)	(4.86)	(2.37)
Reconciliation of cash and cash equivalents			
Net increase/(decrease) in cash held	(2.76)	(2.69)	(0.24)
Opening cash	22.42	19.66	16.97
Closing cash balance	19.66	16.97	16.73



W H A K A A T A
MĀ  **R I**

**TE TAUĀKĪ
WHĀINGA**

2025 – 2028

Whakaaetanga o te Tauākī Whāinga 2025 – 2028

Kua whakaritea te Tauākī Whāinga nei i runga i te whakahau a te Ture o Te Aratuku Whakaata Irirangi Māori 2003 mō te wā atu i te 1 o Hūrae 2025 ki te 30 o Hune 2026. I raro i ngā wehenga o te Ture e hāngai ana, kua whakaaetia e ngā Minita whai kawenga me ngā Hoa-Toihau o Te Mātāwai te Tauākī Whāinga nei.



Hon Tama Potaka
Te Minita Whanaketanga Māori
4 o Hūrae 2025

Hon Nicola Willis
Te Minita Pūtea
4 o Hūrae 2025

Brenda Soutar
Hoa-Toihau Riwhi
Te Mātāwai
3 o Hūrae 2025

I tāpaea ki te Whare Pāremata i raro i te wehenga 31(6) o Te Ture Aratuku Whakaata Irirangi Māori 2003.



Mihimihi

Tangotango e tū nei i te rangi
Whakarongo iho, titiro iho
Tēnei ka whakamau atu
Waerea, waerea te rangi e tū nei
Waerea, waerea te papa e takoto nei
Waerea ngā maunga tapu
A Tipua-o-te-Rangi, a Tahito-o-te-Rangi, waerea
Waerea te ara whānui a Tāne ki
Te Huapae o te Rangi i haere ai
Te waka o Puna-Ariki, waerea
Waerea ngā pou nui o te Rangi
Ko Tokohurunuku, ko Tokohururangi
Ko Tokohurumāwake, ko Tokohuruātea
Tokona te rangi e tū nei
Tīhei mauri ora!

He Kupu Takamua nā te Toihau

I tēnei tau, i whakanuia te huringa tau rua ngahuru mā tahi o Whakaata Māori; he wā tēnei e hoki kōmuri ai te titiro ki tēnei haerenga, ki ngā mahi whakarauora i te reo Māori hei whakamana i ā tātou kōrero tuku iho, tirohanga hoki, ā, tae noa ki ngā mahi whakakaha i te rāngai pāpāho Māori mō ngā whakatipuranga o āpōpō.

E pūmau tonu ana mātou ki ngā wawata o ō tātou tūpuna mā roto i te kaupapa o *Te Whare o te Reo Mauriora* — te kōtuinga whakarauora reo o te iwi Māori me te Karauna, i raro i Te Ture mō te Reo Māori 2016. I tēnei whare, he kawenga nui tā Whakaata Māori ki te tūhono i te Maihi Māori, te kaupapa whakaūkaipō i te reo Māori ki roto ki ngā kāinga, me *Te Maihi Karauna*, te rautaki e māhorahora ai te reo i te motu.

I a mātou e takahi nei i tēnei huarahi, ka tōia mai te mana o Tākuta Huirangi Waikerepuru, tētahi o ngā hautupua reo Māori, i whakapau kaha ai ia ki te waerea i te ara hei whai mā Whakaata Māori. Ehara i te mea he toa pakanga noa mō ngā mōtika reo, engari he mana whakaheke tonu ia nā ōna tūpuna. Ko āna kupu kei te arataki tonu i a tātou katoa:

“Tērā pea, ko te ao pāpāho te kauwaka tuku kōrero whai mana nui ki a tātou, nā reira, he mea nui kia rere te reo ki ōna tōpito katoa.”

Mā ēnei kupu mātou e mōhio ai, ehara i te mea ko tā mātou noa he hanga huapāho, engari he whakatitina hoki i te ahurea: ko te whakapapa tēnā, ko ngā kaupapa ēnā, ko te kaiiakitanga hoki tēnā.

Ki Whakaata Māori nei, ehara i te mea ko tā mātou mahi noa he whakaatu i ngā kōrero a te Māori — he waihanga hoki i tētahi momo ao e tino ora ai te reo Māori. Mā roto i ngā huapāho ā-rohe, mā ngā tikanga tuku kōrero me ngā kaupapa whawhao i te tirohanga Māori, ko tā mātou e aro nei, ko te whakatutuki i ngā putanga hāngai pū: kia tokomaha ake ngā whānau e kōrero ana i te reo Māori, kia huri ngā tirohanga mai a te pāpori ki te tautoko i tēnei reo hei reo ūkaipō, ā, he tuku hoki i te reo kia māhorahora, ahakoa ki hea. Ka kitea ēnei wawata i te Reta Whāinga Tōmua 2025/26 a Hōnore Tama Potaka, te Minita Whanaketanga Māori rāua ko Hōnore Nicola Willis, te Minita Tahua, e whakaū ana i te whāinga kotahi kia ora ai te reo me te ahurea.

Nō nā tata nei oti ai ngā mahi mō Wai Whakaata — he panonitanga whakahaere hirahira i hua ake i ngā whakahekenga pūtea. Ko tōna hauwhā o ngā tūranga mahi i whakamoea, me te aha, e rongohia tonutia ana tēnei āhuatanga i runga i te waka. Me mihi ngā kaihoe o mua i hoe tahi mai me mātou ki te whakatutuki i ā mātou kaupapa. Ahakoa tēnei panonitanga, kei te ū tonu mātou ki te ara e whāia ana. Kei te haere tonu ngā mahi whakatutuki i tā mātou rautaki matihiko, hei kanohi kitea i ngā pae maha, me te aro pū tonu ki ā mātou apataki e whakaponu mai ana ki ā mātou mahi tūhono, whakatinana, whakahaumanu hoki i te reo Māori i ō rātou nā ao.



Ko ngā apataki Māori, me kī, ko te hunga rangatahi, tēnei e takatū nei. E 33% neke atu rānei tērā tonu pea ka kaingākau rātou ki ngā ara matihiko, tērā i te taupori whānui. Hei urupare, kua whā whakareatanga te toronga a Whakaata Māori i te toru tau kua huri nei, me te aha, ko tōna 120,000 ngā kaimātaki i te wiki, kia eke ai ngā whakapātanga pae pāpori ki te 2.5 miriona. Mā ngā pae pēnei i a *MĀORI+* me Te Ao News e rangona ai te ora o te reo Māori i ngā wāhi kei reira te marea.

Kua rerekē hoki ā mātou mahi ine i ngā pānga. Ko tā mātou anga putanga, a *Te Huapae*, kei te uho o tā mātou rautaki; ko tāna he arataki i ngā haumitanga, i ngā kaupapa me ngā huapāho. I te pito tōmua o t ēnei tau, i whakatauria e Social Ventures Australia mō te tāra kotahi ka whakapaua e Whakaata Māori, e rua tāra, neke atu, te hua pāpori ka heipū ake. Kei tā mātou **Pūrongo Uara Pāpori 2025** kitea ai ēnei tirohanga me tā mātou whai wāhitanga atu ki te tuakiritanga, ki te ora me te whakarauoratanga o te reo Māori puta noa i Aotearoa.

He mea nui tonu te mahi ngātahi. Ko te Karauna me Te Mātāwai ērā e koke tahi tonu ana ki te tūhura i ētahi ara whakapai ake i te rāngai reo Māori, mā te whakatūnga o tētahi Rōpū Tohutohu Motuhake, me te aha, e manawanui tonu nei mātou ki te mahi tahi ki a Te Māngai Pāho me Te Taura Whiri i te Reo Māori kia ngākau tapatahi ai mātou katoa i ā mātou mahi.

He tau tohu tēnei i te timatanga hou i ā mātou mahi hautū. Ko te reo pōwhiri tēnei te rere atu nei ki a Holly Bennett, mōna e piri mai nei ki *Te Rūnanga Kaiwhakaterere o Whakaata Māori*. Me mihi a Anahera Higgins mō tōna kaha ki te hautū me te whāngai mai i ōna mōhiotanga i ngā tau e toru kua taha nei.

Ko aku kupu whakamihi ēnei ki tō mātou kaihautū, ki a Shane Taurima, mō tōna kakama ki te arataki i te waka, ā, tae noa atu hoki ki ngā kaihoe katoa e uekaha nei ki te whakaterere i te waka kia mānu ai i runga i te māia, i te ngākau tapatahi me te toi auaha.

Koutou ngā kaihoe o mua i mau i te kakau o te hoe i roto i te rua ngahuru mā tahi tau kua huri nei — *ngā mihi nui*. Nā ō koutou whakahekenga werawera i mau tonu ai te hononga ki onamata, e aratakina tonu ai mātou i te inamata, kia pūrangiaho ai te huarahi anga whakamua.

Nō reira, e aku whakatamarahi ki te rangi, e aku whakateitei ki te whenua, ko Te Tauākī Whāinga 2025 – 2028 tēnei te rewa ake nei.

E tū tātou ki te waka o Whakaata Māori — kia mau, kia ita, kia mauriora te reo.

Jamie Tuuta

Nā Jamie Tuuta Toihau

He Kōrero Mō Mātou

He rangatōpū a Whakaata Māori i whakatūria i raro i Te Ture Aratuku Whakaata Irirangi Māori 2003. Ko te mahi matua a Whakaata Māori he whai wāhi atu ki te tiaki me te whakatairanga i te reo Māori me ngā tikanga Māori mā te pāho i te reo Māori me te reo Ingarihi ki tētahi ratonga pouaka whakaata e rite ana ngā utu, ka whakamōhio, ka whakaako, ka whakangahau i te hunga apataki, ka whakarangatira i te porihanga, te ahurea me te tuku ihotanga o Aotearoa.

Ehara i te mea i tūpono noa te tūnga o tēnei whare. I hua kē mai i ngā whakahekenga werawera i roto i te whā tekau tau kua huri nei, kia tau tōrite mai ngā rawa ki te Māori i te ao pāpāho. Nā ngā whakataunga a Te Rōpū Whakamana i te Tiriti o Waitangi i ngā kerēme WAI 11 (Te Reo Māori) me WAI 176 (Ao Pāpāho Māori) i whakamanatia ai te reo Māori hei taonga, me te aha, he taonga ka manaakitia i raro i Te Tiriti o Waitangi. Tuia atu, kei konā te here a te Karauna ki te tautoko i ngā mahi whakarauora reo.

Nō konei i tū ai a Whakaata Māori; he uruparenga, he whakamana hoki i tēnei momo here. Ko te whakakitenga, kia mauriora te reo, te tūāpapa o ā mātou mahi, i raro mai hoki i te tāwharau o Te Tiriti o Waitangi, o Te Ture mō te Reo Māori 2016, me ngā wawata o ngā whānau, o ngā hapū, o ngā iwi me ngā haporī Māori puta noa.

I tēnei rā, he whakahaere paepāhorau a Whakaata Māori, e whātoro atu ana ki ngā apataki o Aotearoa, ā, puta noa i te ao. E noho mātamua mai ana te ao matihiko ki a mātou, kia whai hua, kia whai kiko tonu ai te reo i ngā takiwā tuihono me ngā hanganga huapāho e whakamahia ana e te marea i ia rā.

Ka pāhotia ā mātou huapāho mā:



te hongere pāho reorua ki te motu



ngā taupānga taputapu kawekawe MĀORI+ me Te Ao Māori News



ngā paetukutuku e toru whakaatamaori.co.nz, teaonews.co.nz, and maoriplus.co.nz

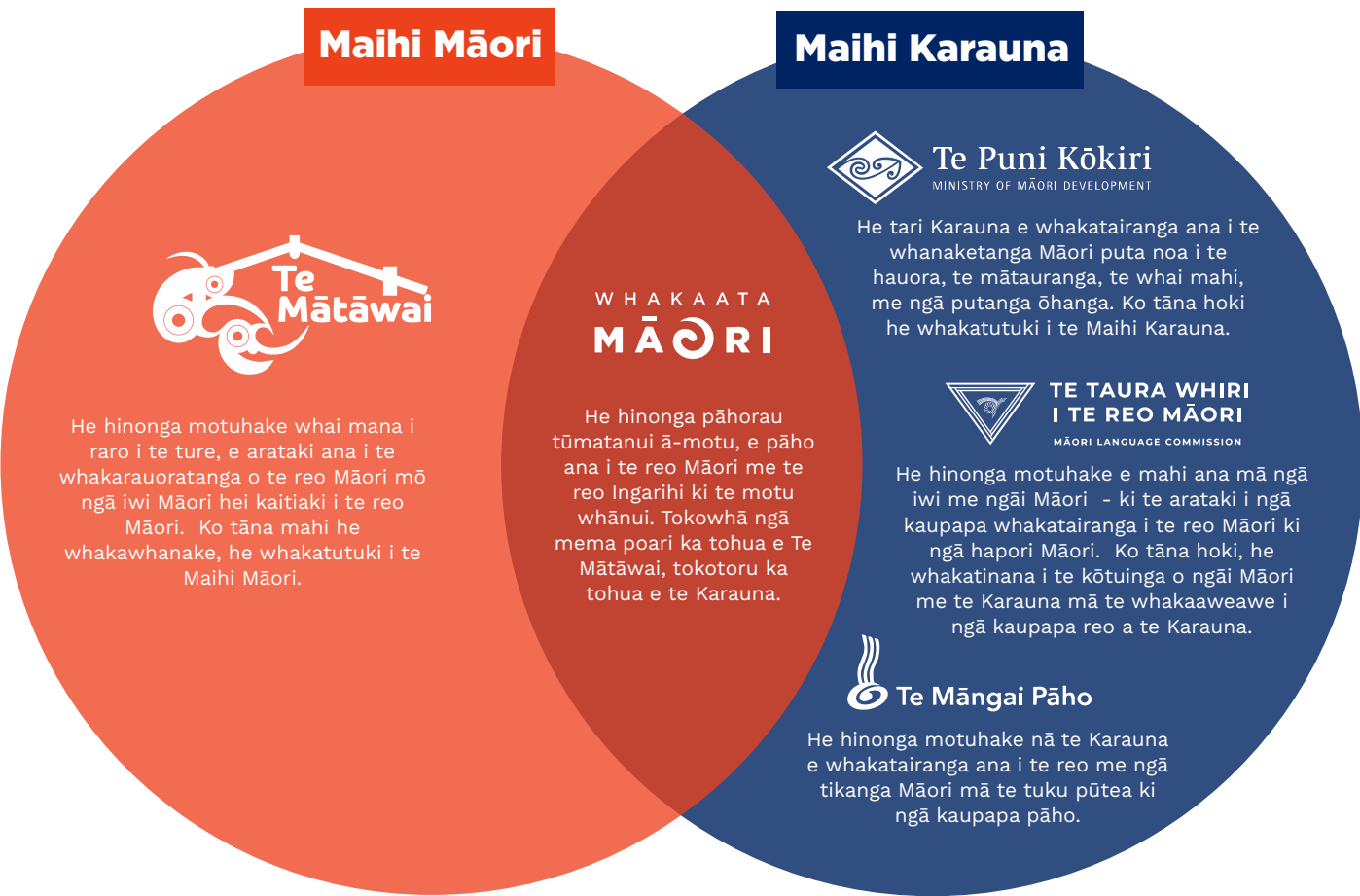


ngā pae pāhopori e kaha kitea ai te hua o ā mātou mahi: ki Pukamata, ki Paeāhua, ki TikiToki, ki TiriAta me HonoTahi (LinkedIn)

E kore tā mātou kaupapa e kotiti: he whakapāho i ngā kōrero whakamiharo, i ngā reo o te marea, i ngā tirohanga Māori hoki. Ka tutuki tēnei mā te whiri i ngā kōrero tuku iho a ngā tūpuna ki ngā kawenga mahi o ēnei rā, kia tiakina tonutia, kia toiora ai hoki te reo me ngā tikanga Māori i ēnei rā, ā haere ake nei.

Ehara i te mea kei te takitahi tā mātou hoe; ka kotahi tonu te mau i te kakau o te hoe, kia tapatahi ai i runga i te kaupapa whakarauora i te reo. Hui katoa, ko tā mātou he pupuru i te mauri o Te Whare o te Reo Mauriora — te whare kōtui mai i ngā kaupapa whakarauora reo a te iwi Māori me te Karauna.

Te Whare o te Reo Mauriora



Whakaahua 1: He ahurei te āhua o tā Whakaata Māori tūhono i te Maihi Māori me te Maihi Karauna.

E tū ana a Whakaata Māori ki te awarua o Te Whare o te Reo Mauriora. He anga tēnei e whakatītina ana i te kōtuinga mauroa i waenganui i te iwi Māori me te Karauna, he mea whakapūmau e Te Ture mō te Reo Māori 2016; he hanganga ā-rautaki mō te reo kia kitea te whai wāhitanga mai o ngā whakahaere katoa ki roto.

E rua ngā taha o tēnei whare:

Ko Te Maihi Māori

Ko Te Mātāwai te taha tautiaki e tautoko ana i ngā iwi, i ngā hapū me ngā whānau ki te whakaūkaipō i te reo Māori ki ngā kāinga hei reo tuku iho.

Ko Te Maihi Karauna

Ko te Karauna te taha tautiaki e whakatairanga ana i te whakamahinga, i te ako me te mana o te reo Māori hei reo matua mō Aotearoa whānui.

He ahurei te noho a Whakaata Māori ki ngā rautaki e rua hei tūhono i ngā reo ā-iwi me ngā toa reo ki ngā apataki o te motu. Tuia atu, ko tā mātou tino mahi he whakarei ake i ngā kaupapa whakarauora reo a ngā hapori, kia māhorahora ai i ngā wāhi tūmatanui.

Te Tautoko i Te Maihi Māori — Kia ūkaipō anō te reo

Ko Te Mātāwai te kaitiaki i te rautaki o Te Maihi Māori e whakawhenua nei i ngā wawata o ngā iwi, o ngā hapū me ngā whānau kia ūkaipō anō te reo i ngā kāinga me ngā hapori Māori. Tōmua mai ko te Tukuihotanga me ngā Hononga Hapori Reo hei paihere i ngā mātapono o te Mana Motuhake me te Toitūtanga.

Ka pūmau a Whakaata Māori ki tōna tūhononga ā-kaupapa nei ki a Te Mātāwai, ko rātou hoki te kaupupuri i te mauri o ngā kaupapa whakarauora reo a ngā iwi. Tokowhā ngā mema ka kopoua e Te Mātāwai ki Te Rūnanga Kaiwhakaterere o Whakaata Māori, kia kitea mai te mana hautū me te whāinga ā-rautaki i ngā hapori reo Māori.

Ka tautoko mātou i Te Maihi Māori mā:

- **Te whakapāho i ngā kōrero ā-iwi, ā-hapū, ā-whānau hoki;** he whakahaumanu i ngā reo ā-iwi, i ngā mātauranga, i ngā kōrero tuku iho e whai mana ai ngā reo o tēnā whaitua, o tēnā moka, o tēnā kāinga.
- **Te tuku i te reo kia māhorahora i waenganui i ngā whānau;** he waihanga huapāho e rata mai ai ngā tamariki, ngā rangatahi me ngā pākeke hei whakamahi mā rātou i ō rātou kāinga, i ngā whakatipuranga katoa hoki.
- **Te whakatenatena i ngā kaupapa rumaki i ngā hapori;** he mahi tahi atu ki ngā kaupāpāho Māori, ki ngā whare pāpāho Māori me ngā toa o te reo Māori kia rangona whānuitia ai ōna hua.

Hui katoa, mā ēnei tūmomo mahi kitea ai te putanga o ngā hua o Te Maihi Māori, i runga anō hoki i te mahi ngātahi me Te Mātāwai ki te arataki haere i ngā mahi whakarauora reo i ngā hapori.

Te Tautoko i Te Maihi Karauna — Kia māhorahora te reo

Ko Te Maihi Karauna, he kaupapa tēnei e whai nei ki te whakatō i te reo Māori hei reo ora, hei reo e kitea ana i ngā tōpito katoa o Aotearoa. Ko tana whakakitenga — “Kia māhorahora te reo” — he kaupapa e hōrapa ai te reo, kia whai mana ai ki te katoa.

He wāhanga nui tā Whakaata Māori ki te tutukitanga o tēnei whakakitenga mā:

- te waihanga i ngā huapāho reorua e whai wāhi mai ai te katoa, e rata mai ai te hunga e ako ana i te reo me ngā mea kāore i te kōrero ki tēnei haerenga reo.
- te toro ki ngā apataki whānui mā ngā whakapāhotanga i ngā pouaka whakaata, mā ngā pae matihiko, mā ngā pae pāpori me ngā taupānga waea pūkoro.
- te whakatairanga i ngā waiaro ngākaupai ki te reo, me te wāriu pāpori o te reo mā te pāho kōrero whakahihiko, whakaaweawe hoki.

Hāngai ana te whai wāhi atu o ā mātou huapāho ki ngā putanga e toru o Te Maihi Karauna:

- **Aotearoatanga —** kia whai mana ai te reo Māori hei wāhanga nui i te tuakiri ā-motu.
- **Whakaako —** kia tautokotia ngā mahi ako i te reo.
- **Whakamahi —** he whakatairanga i te kōrerotia o te reo i ngā wāhi tūmatanui.

Te Rautaki Hāngai ki Te Māngai Pāho me Te Taura Whiri i te Reo Māori

Ehara i te mea ko Whakaata Māori anake kei te kōkiri i ēnei mahi. He wāhanga nui tō te kōtui atu ki Te Māngai Pāho me Te Taura Whiri i te Reo Māori hei whakapūmau ake i te pūnaha pāpāho reo Māori whānui.

- Mō te taha ki **Te Māngai Pāho**, ka mahi tahi mātou me rātou ki te tautoko i ngā kaupapa huapāho reo Māori i ngā tūmomo pāhotanga, pae hoki. Ka tautoko tahi i ngā tautōhito toi, ka whakaweawetia te auaha i ngā mahi tuku kōrero e pātuki ana ki te tauwharenga ngākau o ngā apataki me ngā kaikōrero o āpōpō.
- Mō te taha ki **Te Taura Whiri i te Reo Māori**, ka ū mātou ki ngā paearu o te kounga me te whai mana o te reo. Ko tō rātou mōhio ki te whakamahere i te reo, he mea tiki atu e mātou hei āwhina ki te waihanga i ā mātou ake rautaki.

Ahakoia te whare me ōna pou e titia ana ki te whenua, me mārama tonu te whare ki tana kaupapa. Ko te waka hoki tērā; ahakoia te hōhonu o tana kaupapa, me aro ngā whatu ki ngā kāhui whetū hei arataki haere i a ia.

Puna Ariki – He Kōrero Tuku Iho

I te timatanga, i pō te ao. Ko Tāne tērā i aratakina e Tangotongo rāua ko Wainui kia puta ake te wheiao, kia riro mai māna e tiaki Te Whānau Mārama: ko Te Rā, ko Te Marama me Ngā Whetū. He mea rau ngā tipua ariki nei e ia ki ngā kete rourou, ka hoatu mā Tamarēreti, te tohunga whakaterere o Puna Ariki, e kawē ki te Toi o ngā Rangī.

Ka tāwhai ake a Tamarēreti i ngā rangī mā runga i tōna waka o Puna Ariki, ka whai ia ki te tuku i ngā whetū ki te poho o Ranginui kia muramura mai ai te ao, kia mārāma te ara hei whāinga atu.

Ka tōia mai te mana o ngā kōrero tuku iho hei whakaaweawe i a Whakaata Māori. Kia pērā hoki ki tā Tāne rāua ko Tamarēreti i hinātore mai ai te ao, ko tō tātou reo, ko te mātauranga, ko ngā tōmina nui hoki o ngā iwi, o ngā hāpori me ngā whānau hoki ka rere arorangi i ngā rangī, i te ao matihiko hoki.

Ehara kau a Puna Ariki i te kōrero tuku noa iho, engari he waka huahuatau kē nā mātou kia pūmau ai tēnei kaupapa tapu, whai rautaki hoki. Ko ngā whakataunga katoa, mai i ngā taunakitanga pāpāho, ā, tae noa ki te ngā tautokotanga ā-pae, ka aratakina e te māramatanga ki tō tātou reo Māori me ngā whetū.

Ko mātou ngā kaihoe o tēnei waka e manaaki ana i ngā taonga a te iwi. Ko ngā kōrero tuku iho, ko ngā reo ā-iwi, ko ngā uara, ko te tuakiri hoki ka whakareia ki ngā wāhi e kaha kitea mai ana hei whakamīharotanga mā te katoa. Kia rite ki tā Tamarēreti, ka kauria ngā wai tāpokopoko me ngā huarere o te wā. Kia rite hoki ki tā Tāne, ka mohorīriwai ki te aronga kotahi: he whakapūrangiaho i te ao ki te rerehua o te reo me ngā tikanga Māori i ngā kāinga me ngā hāpori.

E tika ana, kia whāia e te waka tētahi kāhui whetū hei arataki i a Whakaata Māori; ko Mahutonga tērā.



Mahutonga – Te Kāhui Whetū Ārahi i te Whakakitenga me ngā Uara

He rite ki a Tamarēreti i ārahina rā e ngā whetū, ki a Tāne hoki i puta ai te ao mārama, ko Whakaata Māori tēnei e whai ana i a Mahutonga. Ehara tēnei kāhui whetū i te tohu noa; he momo kāpehu tēnei hei whakawhenua i a mātou ki ā mātou mahi.

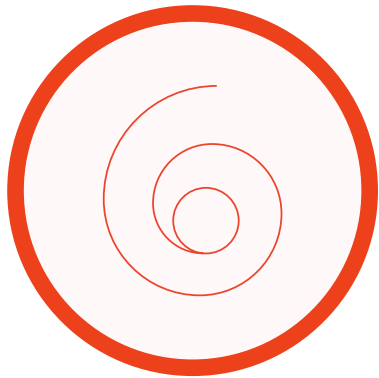
E iri mai ana a Mahutonga i te rangi ao noa, pō noa; kāore e whai i ngā kaupeka, kāore rawa hoki e rehu i te tirohanga kanohi, engari i kitea, i whāia hoki e ō tātou tīpuna i ngā wā katoa. Ka noho mai a Mahutonga hei whetū ārahi i ngā mātāpono o Whakaata Māori, kia mānu tonu ai te waka i ngā aupiki me ngā auheke o te ao pāpāho, o te hangarau me ngā pānga mai o te pāpori whānui.

E Rima ngā Whetū, Kotahi te Kaupapa

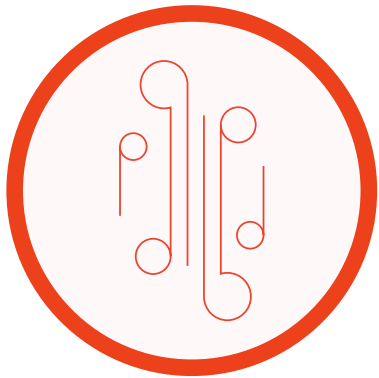
E rima ngā whetū o Mahutonga e rewa ai, e tapatahi ai, e koke whakamua ai te waka.



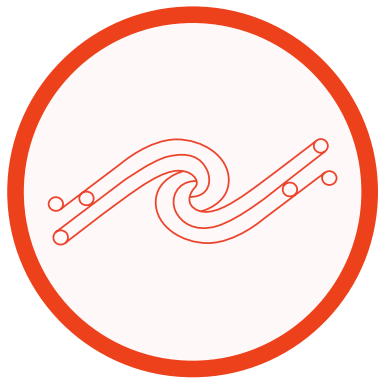
Te Punga o Mahutonga – Ngā Uara



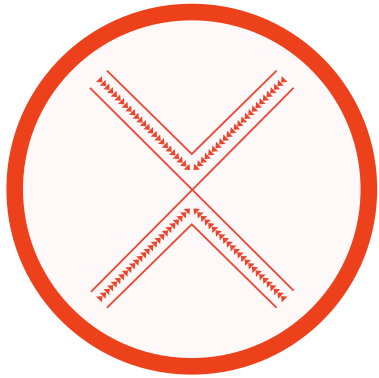
**Kia Tika –
Te Kounga me te Noho Haepapa**
Ka whai mātou i te kounga, ka hāpaitia ngā haepapa – i te reo, i ngā mahi, me ngā putanga.



**Kia Pono –
Te Ngākau Tapatahi me te Ngākau Pono**
Ka ū mātou ki te pono, ka mau ki tā mātou i kī ai, ka mārama te āhua o te whakawhanaunga.



**Kia Aroha –
Te Ngākau Aroha me te Whanaungatanga**
He ārahi i runga i te manaaki me te whakaute, kia poipoia te hononga me te whai wāhi ki te ao Māori, ki te ao whānui.



**Kia Māori –
Te Tuakiri me te Rangatiratanga**
Ko te reo me ngā tikanga te iho o ā mātou mahi katoa i runga i te whakaaro nui ki ngā hāpori kanorau o Aotearoa.

**Te Whetū Tuarima –
Te Kautu ki te Rangi: Tā Mātou
Whakakitenga**
Ko te otinga, ko te whetū tuarima, ko Te Kautu ki te Rangi tērā e piata mai ana. Ko tāna he tohu mai i te taunga e whai kiko ai tēnei haerenga o mātou.

Kia mauriora te reo –
E kore rawa tēnei whetū e kotiti; ka noho kē hei whetū whakawhenua i tō mātou haerenga puta noa i ngā whakareanga tangata. Kia rite ai ki tā Mahutonga i ārahi haere i ō tātou tīpuna i Te Moana-nui-a-Kiwa, ko Te Kautu ki te Rangi hoki tēnā e ārahi ana i a Whakaata Māori ki tētahi anō ao e kaha rangona ai te kōrerotia o te reo Māori, e noho ūkaipō ana i ngā kāinga, i ngā wāhi tūmatanui, ā, e kitea ai tōna whakamahinga i ngā tōpito katoa o Aotearoa.

Mā Mahutonga tātou e whakamahara ki te huarahi e whāia ana e mātou, ki ngā tikanga whakatere hoki i te waka kia tae ki tōna tauranga. Ko ngā tikanga e kōrerotia nei, ko Tātai Whetū.

Tātai Whetū: Tā Mātou Pūnaha Ārahi i te Panonitanga

Ko Tātai Whetū, he tikanga kōkōrangī tēnei i āta rukuhia ai e ō tātou tūpuna i ngā wā i haere ai rātou i Te Moana-nui-a-Kiwa. I ēnei rā, ka ārahina a Whakaata Māori e ēnei momo tikanga. He kura huna, he momo kawa hoki a Tātai Whetū e paihere nei i tō mātou panonitanga ki i ngā kura wānanga a ō tātou tūpuna, kia mārama ai mātou ki ngā āhuatanga tūturu o te ao hurihuri.



He Waka Takatū mō Āpōpō

Inā te nui o ngā moana tāpokopoko e whakaterea nei e Whakaata Māori: ko te ao pāpāho tēnā, ko te ao hangarau tēnā, ko ngā whanonga apataki ēnā, ko te ao whakarauora reo hoki tēnā. Ko Tātai Whetū te uruparenga; ko ngā whakatikatika, ko ngā tapitapinga ēnei o tō mātou waka kia mānu tonu ai tana rere, kia pūmau tonu ai hoki ki ngā tikanga o te ao Māori.

Ehara i te mea e urutau ana mātou kia ora poka noa, engari kia toiora ai. Ko te whāinga, kia noho mātou hei pītau whakarei i ngā mahi pae pāhorau kia whai mana ai te reo Māori, ngā kōrero ā-iwi me ngā tirohanga Māori puta noa i Aoteroa.

Te Kawa: Ngā Mātāpono Arataki i a Mātou

Ko Tātai Whetū tēnei e arataki haere nei i te hanganga, i ngā haumitanga, ā, tae noa ki ngā kawenga mahi o ia rā. Ko tāna, he waerea i te ara i runga i te tika, i te hāngai me te whai hua nui.



Āheinga Matihiko:

Mātua rā, ka noho mātāmua mai te ao matihiko i ō mātou whakaaro, i roto i ngā whakairotanga o tō mātou waka. Ko te hangarau hei whakatinana i ngā whakaaro auaha, kia tōia mai ngā apataki hou, kia hōrapa ai ā mātou huapāho ki ngā wāhi e noho ai te marea.



Poipoi Pūmanawa me te Hautūtanga:

Kia whanake ā mātou kaihoe i ō rātou ake whāinga ako reo, tikanga, toi auaha, hangarau, mana hautū hoki. Mā tēnei e pakari ai te ao pāpāho Māori hei ngā rā ki tua.



Anga Whakahaere Pingore:

He hanganga tā mātou e takatū ana ki ngā panonitanga o te wā; kia kauparetia ngā āraitanga, kia kaha ake hoki te mahi ngātahi i ngā kawenga mahi katoa o te whakahaere.



Kōmihana Whai Hua:

Me hāngai pū ngā huapāho katoa ka taunakitia e mātou ki ngā putanga o Te Huapae; he tūhononga kaha tēnei ki ngā mahi whakarauora i te reo Māori, ki te ora ā-ahurea hoki.



Toronga Apataki:

Ko tā mātou mahi he whakahaumanu ake i te reo me ngā tikanga Māori i ā mātou mahi katoa, kia hāngai pū ki ngā hiahia me ngā hua ka puta ki ngā apataki.



Kōtuituinga:

Ka kaha tā mātou mahi tahi ki ētahi atu i te rāngai: ki ngā whare pāpāho, ki ngā iwi, ki ngā whare wānanga, ki ngā whakahaere Māori hoki ki te tuari i ā mātou kitenga, ki te wānanga i ētahi rautaki, ki te kāpui i te kotahitanga kia whai hua ai.



Whakapai Rauemi:

Ka ngāwari noa ā mātou pūnaha; ka kaha ake ngā mahi whakamahere, ka tuku pūtea penapena hoki ki ngā aronga matua, arā, ki ngā huapāho, ki ngā paepāho me ngā kaihoe.

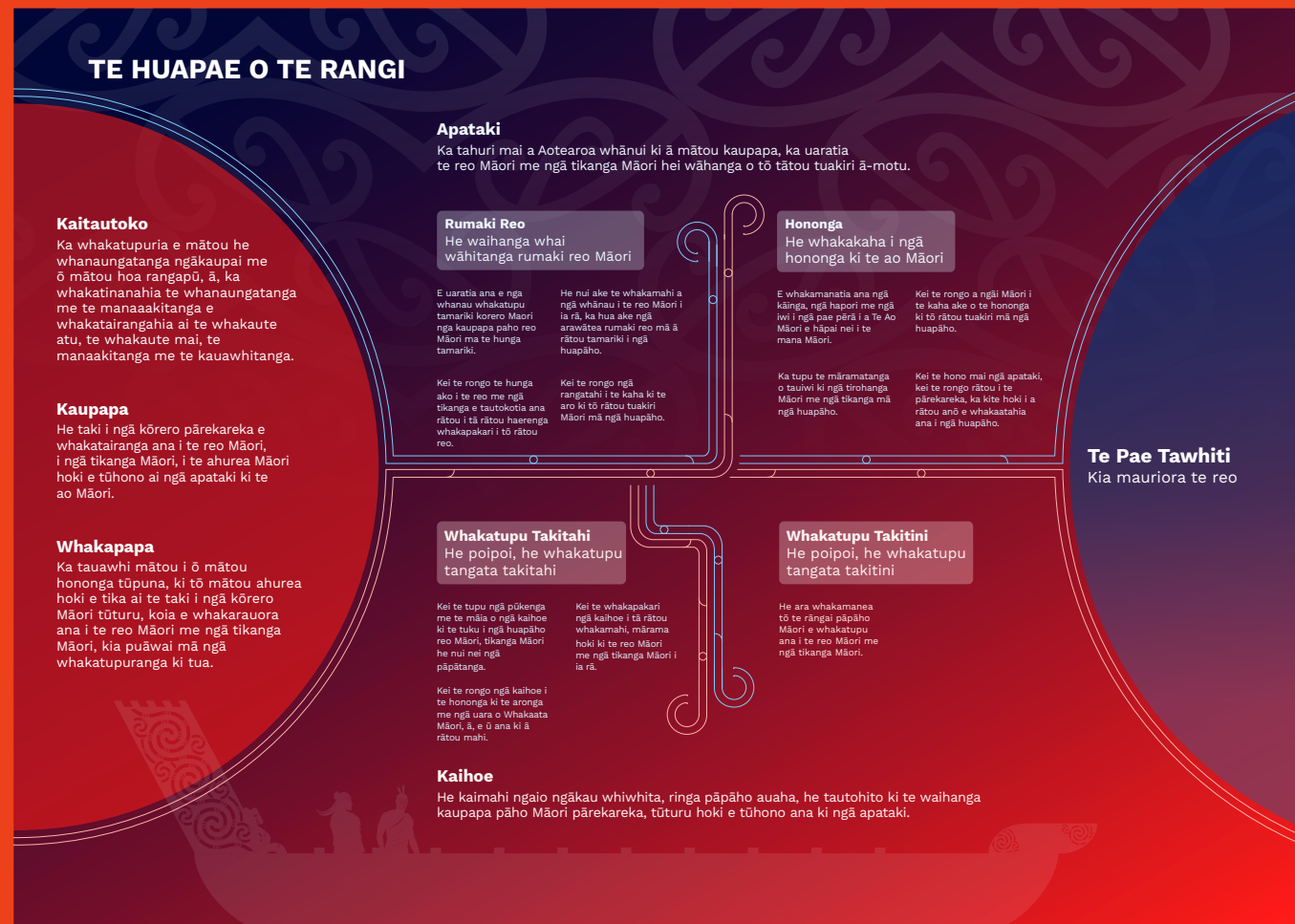
He haerenga rongomairoa tēnei, me te aha, ka inetia tēnei haere. Ko Te Huapae o te Rangī tēnei e whakatakoto ana i te kitenga tauroa, kia ū ai mātou ki te whakatutuki i ngā hiahia e whāia ana.

**Te Huapae:
Tā Mātou
Whakakitenga,
Anga Putanga
Hoki**

He kawenga angā rautaki, he kawenga haepapa hoki tēnei e whakamārama ana i ngā putanga e hiahia nei mātou ki te whakatutuki i ā mātou huapāho, i ngā pae, i ā mātou kaihoe me ngā kōtuinga.

Ka tautoko ā mātou mahi i te:

- **Maihi Māori** – he whakaūkaipō anō i te reo Māori ki ngā kāinga me ngā hāpori (kia ūkaipō anō te reo), me te;
- **Maihi Karauna** – he whakatō i te reo Māori hei reo ora e rangona ana i ngā tōpito katoa o Aotearoa (kia māhorahora te reo).



Te Anga Putanga o Te Huapae

Ko Te Huapae he anga ora. E āta whakaahuatia ana e ngā hiahia o ā mātou apataki, ngā māramatanga i puta mai i ā mātou raraunga, me ngā kōrero tahi me ā mātou hoa kōtui puta noa i te rāngai. He mea arataki i ā mātou mahi kōmihana huapāho, he mea ārahi i ngā haumitanga rautaki, ā, koia hoki te tūāpapa mō tā mātou ine whakatutukitanga.

Mā ngā kaupapa pērā i Te Paepae Kōrero, me te tautoko a tā mātou Pūrongo Uara Pāpori motuhake, ka āhei mātou ki te ine i ngā mea hira: te tuakiri, te whai wāhi, te whakamahinga o te reo, te hauora, me te panonitanga.

Apataki:

He manaaki i ngā apataki.

Putanga:

Ka tahuri mai a Aotearoa whānui ki ā mātou
huapāho, ka uaratia te reo Māori me ngā tikanga
Māori hei wāhanga o tō tātou tuakiri ā-motu.

E whakaatu ana tēnei pou i tō mātou manawanui ki te whakakaha i te rumaki, i te tūhononga, i te tuakiri me te torotoronga mai hoki ki ā mātou huapāho. Ko te hiahia, kia kaha ake te kōrerotia o te reo Māori i ngā kāinga; kia kaha te kitea o Ngāi Rangatahi mā i ā mātou mahi, kia whai mana ai hoki te reo Māori puta noa i Aotearoa nei.

Ngā Putanga Matua:

- He waihangā i ngā āheinga e rumaki ai te reo Māori (Rumaki Reo).
- Kia kaha ake ngā hononga ki te ao Māori (Hononga).

Kaihoe:

He tautoko i ā mātou tāngata.

Putanga:

He kaihoe ngaio ngākau whiiwhita, ringa pāpāho
auaha, he tautōhito ki te waihanganga huapāho Māori
pārekareka, tūturu hoki e tūhono ana i ngā apataki.

E ngākaunui ana mātou ki te poipoi i te tangata, me
ki, ko ā mātou kaihoe, kia pakari ai rātou i ā rātou
tūranga mahi, kia ū ki tā rātou e tūmanako nui ana,
kia whāngaitia hoki rātou ki ngā pūkenga reo me
ngā tikanga Māori. Mā tēnei ka rangona ngā hua me
ngā painga i roto i ā mātou kawenga mahi katoa.

Mā Te Huapae, ka āhei te tahuri o tā mātou aro i te tatau i ngā hāora pāho ki te ine kē i ngā putanga — ā, ka āhei hoki tā mātou whakapuaki kōrero kaha ake, whai tikanga ake mō tā mātou whai wāhitanga atu.

Ko Te Huapae tā mātou kāpehu, ka mārama ake
tā mātou arotahi mō ngā tau e toru e tū mai nei ki
ngā wāhanga matua e toru e ora mai ai tā mātou
whakakitenga.

E whā ngā pou o tēnei anga e paihere ana i tā mātou rautaki, e āta whakatakoto ana i ngā āhuatanga e hiahia nei mātou:

Tupu Takitahi and Takitini:

He whakatupu i te Takitahi me te Takitini.

Putanga:

- Kia ora, kia tupu te reo o te tangata takitahi i te ao pāpāho (Takitahi).
- Kia tautokotia, kia whakakahangia, kia rite ai te ao pāpāho Māori whānui ki tua (Takitini).

Ka tautoko mātou i ā mātou tāngata, i ngā
kōtuinga me ngā mahi auaha kia manawa ū ai,
kia whakatinanatia ai ngā uara, kia ngākau
tapatahi anō hoki.

Te Pae Tawhiti:

Te Huapae.

Whakakitenga:

Kia mauriora te reo.

Ko te pae tawhiti te whāinga tauroa e kotahi ai tā mātou mau i te hoe, arā, kia tōia mai he anamata e kōrerotia ai, e rangona ai, e whakamanatia ai hoki te reo e ngā whakatipuranga katoa, i ngā pae katoa, i ngā tōpito katoa o Aotearoa nei.

Te Ariā Panoni

Ka tīmata tō mātou ariā panoni i te haumitanga ki ngā huapāho reo Māori kounga, ki ngā paepāho, me ngā tāngata. Mā te āta kōmihana, me te aro ki te kaupapa Māori, ka puta ngā huapāho me ngā wheako e piki ake ai te rere o te reo Māori, te hononga ki te ahurea, me te māia o te tuakiri. Mā ēnei putanga e toitū ai te whakarauoratanga, e tutuki ai tā mātou whakakitenga: kia mauriora te reo.

Hiahia	Uruparenga Rautaki	Tāngata	Ngā Momo Mahi	Ngā Putanga	Whakakitenga	Ngā Putanga Matua
Ka kitea he matea e whakapono nei mātou	...kei te kitea hoki te āheinga kia tipu, kia whanake.	Ko ngā tāngata kei te iho o ā mātou mahi katoa...	...ka whai wāhi atu ki ngā momo mahi maha...	...kia hua ake ngā putanga toipoto, toi-tata, toiroa hoki mā ō mātou kāhui tāngata – kia panoni ai te motu, waihoki te ao.		<ul style="list-style-type: none">E uaratia ana e ngā whānau whakatupu tamariki kōrero Māori ngā kaupapa pāho reo Māori mā te hunga tamariki.He nui ake te whakamahi a ngā whānau i te reo Māori i ia rā, ka hua ake ngā arawātea rumaki reo mā ā rātou tamariki i ngā huapāho.Kei te rongo te hunga ako i te reo me ngā tikanga e tautokotia ana rātou i tā rātou haerenga whakapakari i tō rātou reo.Kei te rongo ngā rangatahi i te kaha ki te aro ki tō rātou tuakiri Māori mā ngā huapāho.E whakamanatia ana ngā kāinga, ngā haporī me ngā iwi i ngā pae pērā i a Te Ao Māori e hāpai nei i te mana Māori.Kei te rongo a ngāi Māori i te kaha ake o te hononga ki tō rātou tuakiri mā ngā huapāho.Ka tupu te māramatanga o tauīwi ki ngā tirohanga Māori me ngā tikanga mā ngā huapāho.Kei te hono mai ngā apataki, kei te rongo rātou i te pārekareka, ka kite hoki i a rātou anō e whakaatahia ana i ngā huapāho.Kei te tupu ngā pūkenga me te māia o ngā kaihoe ki te tuku i ngā huapāho reo Māori, tikanga Māori he nui nei ngā pāpātanga.Kei te whakapakari ngā kaihoe i tā rātou whakamahi, mārama hoki ki te reo Māori me ngā tikanga Māori i ia rā.Kei te rongo ngā kaihoe i te hononga ki te aronga me ngā uara o Whakaata Māori, ā, e ū ana ki ā rātou mahi.
He reo whai mana te reo Māori. I whakamānutia a Whakaata i te tau 2004 nā runga i ngā haepapa a te Karauna kia tautokotia te whakarauoratanga o te reo me ngā tikanga Māori i te ao pāpāho.	Mai anō i te tīmatanga o Whakaata Māori, kua tūhono atu, kua whakaaweawe mātou i ngā apataki o Aotearoa, ā, huri noa i te ao ki ngā kōrero e pā ana ki a ngāi Māori, i te reo Māori.	Ka tupu he hononga me ō mātou hoa kōtui i runga i te whanaungatanga me te manaakitanga e hua ai he wairua whakaute, manaaki, mahi tahi hoki. Ka mahi tahi atu mātou ki ēnei rōpū e rua:	He kōmihana huapāho whakarekareka, whakangahau, hāngai hoki.	Apataki	Whakapapa	
I hangaia te rāngai pāpāho Māori hei whakarauora i te reo Māori. He mea whakahaere, he mea ārahi e ngāi Māori ki ngā huarahi, ngā pae pāpori, ngā kōrero tuku me ngā reo e whai kiko ana ki a ngāi Māori.	Ko te whāinga, kia tutuki ngā matea reo, ngā matea mana, me ngā matea hononga o ngā apataki kei ngā taumata katoa o te anga KoPA.	Apataki	He tuku huapāho ki ngā paepāho – matihiko, pouaka whakaata, pāhopori hoki.	Rumaki Reo		
Ka noho mātou hei kaitiaki i te taonga nei kua whakarērea mai ki a mātou, ā, ki ngā whakatipuranga ki tua. Ka haere tonu tēnei taonga e toa ai a Whakaata Māori i āna mahi hei hinonga pāpāho reo Māori, kia whai hua tonu ki ngā whānau, ngā hapū, ngā iwi me Aotearoa.	Ko te tūmanako, kia tutuki te whāinga a Te Maihi Karauna me te Maihi Māori kia tahuri mai a Aotearoa whānui ki te ako i te reo me ngā tikanga Māori e whai mana ai te tuakiri ā motu. Ko te tūmanako, kia toiora te rāngai whai pūkenga nui e hua ai ētahi kaupapa Māori whai kiko. E manawanui ana a Whakaata Māori kia tupu te ora me ngā āheinga whakawhanake i te reo Māori mō ngā kaihoe katoa; kia piki haere tonu te uaratanga ki ngā kaihoe.	<ul style="list-style-type: none">Ngā whānau whakatipu i ā rātou tamariki i te reo Māori.Te hunga whakarongo ki te reo me ngā tikanga Māori.Te hunga matatau.Te hunga rangatahi.	He whakatakoto mahere mō te reo me ngā tikanga, he whakapakari hoki i ngā kaihoe.	Hononga	Kaupapa	
Ka whai wāhi atu mātou ki Te Whare o te Reo Mauriora kia tutuki ai ngā rautaki ā-motu, arā, ko te Maihi Karauna me te Maihi Māori. Ka mahi tahi hoki me ō mātou hoa kōtui ki te whakatutuki i ngā putanga mā ā mātou apataki mā te tiri i nga kōrero Māori, ngā hangarau, me ngā pae papori kia whanake ake te rāngai pāpaho Māori.		Kaihoe	Ka riro i a mātou te pūtea ki te whakatutuki i ēnei mahi.	Kaihoe	Te Pae Tawhiti	
		He poipoi, he whakatipu i ngā āheinga e kaha ai te rāngai pāpāho Māori auaha.		Tupu Takitahi	Kia mauriora te reo.	
				Tupu Takitini		

Te Rūnanga Kaiwhakaterere o Whakaata Māori

E ai ki ngā tikanga o runga i te waka, ko te kaiwhakaterere, ko ia te tohunga mātai i ngā whetū, i te au o te wai me ngā hau e mōhiohia ai te ara me whai. He mahi tino nui tā te hunga nei: ehara i te mea ko te whiriwhiri anake ko hea te ara tika, engari ko te ū ki te kaupapa e mānu ai te waka, kia kua rawa e kotiti i tōna haere. Kī Whakaata Māori nei, koinei te mahi nui a Te Rūnanga Kaiwhakaterere: he whakatau i te ara hei whai, he pupuru i ngā nīao kia kore ai e tīkoki te waka, he tuku āwhina kia koke whakamua.

Ko te haepapa nui o Te Rūnanga Kaiwhakaterere o Whakaata Māori, he āta whakatau i te ara whānui hei terenga mā te whakahaere. Kia pērā i ngā kaiwhakaterere o tuawhakarere, ko tā te Rūnanga he whakaaro ki ngā hurihuringa o te ao, ki te aroturuki i ngā whāinga ahungaroa, ki āna mahi tautoko i te kaihautū, kia pai ai tana urungī haere i te waka i runga i te tika me te pono. E kore rātou e mau i te kakau o te hoe, heoi, ko tā rātou mahi he pupuri i te manawataki o te hoenga kia tau pai atu te waka ki Te Huapae, ki tō tātou tauranga.

E whitu ngā kaiwhakaterere o te waka o Whakaata Māori. Tokotoru kua kopoua e te Minita Whanaketanga Māori me te Minita Ahumoni, tokowhā rātou kua kopoua e Te Mātāwai hei whakaatu i te kotahi o te noho haepapa a te Karauna me ngā iwi, hapū, whānau Māori hoki i raro i te maru o te pūnaha whakarauora i te reo Māori.

I te tau 2025, i pōwhiritia mai a Holly Bennett, kua piri mai hei piki tūranga mō Anahera Higgins. Ka nui te mihi ki a Anahera i te nui o ngā mahi i tutuki i a ia kia mānu tonu te kaupapa nei; e kore e ārikarika te āhuatanga ki ōna pūmanawa hautū.

Ka rite tonu te tūtakitaki a Te Rūnanga ki te whakawhitiwhiti kōrero e pā ana ki ngā whakatutukitanga a te whakahaere, ki te aroturuki e pēhea ana te rere o te waka, me tōna ū ki te kaupapa e paihere nei i a Whakaata Māori. Kotahi te komiti iti o te Rūnanga: ko te Komiti Tātari Tūraru e manaaki ana i te taha pūtea, i te taha whakahaere me ngā tūraru tērā pea ka pā mai.

Rauhī mai ana ēnei puna mātauranga ki Te Rūnanga hei mātanga arataki i a Whakaata Māori ki te wāhi e matapoporetia ana, arā, kia mau ki tāna kaupapa, kia noho haepapa ki āna kaihoe, kia pūmau ki te whakarauoratanga o te reo Māori, ā haere ake nei.



Jamie Tuuta
(Toihau)
Ngāti Mutunga, Ngāti Tama,
Te Ati Awa, Ngāti Maru,
Taranaki Tuturu
Wā Kopou |
Mei 2018



Whetū Fala
Ngā Rauru Kīhahi, Te Āti
Haunui- ā-Paparangi, Ngāti
Maniapoto, Ngāti Maru ki
Taranaki, Samoa, Rotuma
Wā Kopou |
Ākuhata 2016



Peter-Lucas Jones
(Toihau Tuarua)
Ngāti Kahu, Te Rarawa, Ngāi
Takoto, Te Aupōuri
Wā Kopou |
Pēpuere 2017



Holly Bennett
Te Arawa, Ngāti Whakaue,
Ngāti Pikiao
Wā Kopou |
Āperira 2025



Dr Reuben Collier
Ngāti Porou,
Rereahu-Maniapoto
Wā Kopou |
Hūrae 2019



Kingi Kiriona
Ngāti Ruanui, Ngāti
Kahungunu, Ngāti Apa
Wā Kopou |
Āperira 2018



Tiwana Tibble
Ngāti Porou, Ngāti
Tuwharetoa, Ngāti Raukawa
Wā Kopou |
Hūrae 2020

Kaihautū



Shane Taurima
Rongomaiwahine, Ngāti Kahungunu

E ai ki ngā tikanga whakaterere waka, ko te mahi a te kaihautū he tātaki haere i ngā kaihoe kia kotahi te waihoe, kia ngākau tapatahi, kia tōtika, kia kotahi te hoenga o te waka. Ko te kaihautū te poutokomanawa o te waka; ko tāna he tiaki i te ihonui o te waka, he pikari ki te ngā auhikinga me ngā auhekenga o ngā hoe, me te mohorīriwai hoki ki te paerangi kei mua i te aroaro.

Ki Whakaata Māori nei, ko te kaihautū te tumu e kawe ana i te tērā haepapa nui. He kairuruku, he kaitiaki, he mātanga whēkite, he kakama hoki te tangata ka noho ki tēnei tūranga. Ko tāna tino mahi he hautū i ngā wāhanga katoa o te whakahaere i runga i te āio, kia tutuki ai ngā whāinga kua whakaritea e Te Rūnanga Kaiwhakaterere, me te aha, he urungi haere i te waka i runga i te kotahitanga.

He rite ki ērā o tuawhakarere; me mārama te kaihautū ki ngā pūkenga o ia kaihoe, me mōhio ki ngā wā e koke whakamua ai, e whakatā ai rānei te waka, me hanga hoki i tētahi taiao e toiora ai te katoa. Me haere ngātahi te māia me te matatū o ana whakataunga e pai ai te whakatutuki i ngā Putanga o Te Huapae, otirā, te whakakitenga nui, kia mauriora te reo Māori.

I kopoua a Shane Taurima hei tumu mō taua wā rā i te marama o Tīhema 2018, ā, nō te marama o Mei 2019 ka tāmaua hei kaihautū. I kopoua anō ia i te tau 2023 kia noho tonu mai mō te rima tau. Nōna e hautū ana i te waka, kua tahuri te ihu o te waka o Whakaata Māori ki te aro ki tētahi rautaki matihiko e hōrapa whānui ai ngā mahi whakarauora i te reo Māori, ā, tae noa ki ngā mahi whakawhanake i te whakahaere e kīia nei, ko Wai Whakaata.

Kei te haere tonu āna mahi ki te arataki haere i te waka i runga i tōna ngākau manawanui ki te hautū i ngā kaupapa Māori, ki ngā panonitanga ā-pūnaha me ngā pānga hoki ki te rāngai, kia noho ko Whakaata Māori te waka e whakaponotia nuitia ana i ngā mahi whakarauora i te reo Māori.

Te Ranga Kaiurungi

E ai ki ngā tikanga o runga i te waka, he tohunga whakatere ngā kaiurungi; ko tā rātou mahi he mahi tahi me te kaihautū ki te ārai atu i ngā mōreareatanga o te moana, kia ū ai te waka ki tōna haerenga. Ki Whakaata Māori nei, koinei te mahi a Te Ranga Kaiurungi: he whakarato i ngā rautaki, he tuku i ngā whēkitenga, he mahi ngātahi hoki kia tutuki ai ngā whāinga tauroa o te whakahaere.

E mārama kehokeho ana ngā kaiurungi katoa ki ngā kawenga a ō rātou ake ranga, me kī, ko ā rātou ake haepapa mahi. Ka kaha te mahi tahi me te kaihautū kia kotahi te tirohanga o te whakahaere, kia kakama ai, kia rite mō ngā tāmitanga o te ao ka pā mai. Kia rite ki tā te kaiurungi e mātai ana i ngā hau me te au o ngā wai, me takatū ngā kaiurungi ki ngā hiahia o ngā apataki, ki ngā hurihuringa o te rāngai me ngā hiahia o te whakahaere.

Ko te uekaha o te waka ko te iwi o runga i a ia. Ko tā Te Ranga Kaiurungi he whakatō i tētahi momo wairua i runga i te ngākau pono, i te kōrerorero me te whanaungatanga kia whai mana ai te katoa ki te kōkiri i ā rātou mahi, kia tipu ai, kia ora ai. Hui katoa, ko tā rātou mahi nui he whakapūmau i te tirohanga ā-rautaki o Te Huapae, kia kitea ā rātou whakataunga e tautoko ana i te whakarauoratanga o te reo me ngā tikanga Māori.



- **Maria Barlow**
Kaiurungi Pāpāho – Director of Content and Audience Engagement.
- **Sumeet Bhanot**
Kaiurungi Ahumoni – Director of Finance.
- **Andrew McNaughton**
Kaiurungi Whakahaere Hangarau – Director of Strategy and Operations.
- **Ngarimu Parata**
Kaiurungi Toi Tangata – Director of People, Language and Culture.

Ahakoa ko te kaihautū me āna kaiurungi kei te tātaki haere i te waka, mātua rā ko ngā kaihoe ngā ringaringa me ngā waewae e whakapau kaha ana ki te whakatutuki i te whāinga nui i ia rā.

Ngā Kaihoe

He mea ārahi te waka o Whakaata Māori e ngā whetū me ngā rautaki o mohoa nei, engari ko tōna kaha me tōna kotahitanga, ka ahu kē mai i ngā kaihoe. Kei tēnā kaihoe, kei tēnā kaihoe ōna ake pūmanawa, wheako, tirohanga hoki e mānu pai ai te waka i tēnei haerenga.

He wairua kauawhi o runga i te waka nei; e tuwhera ana ki te katoa kia whai wāhi mai ki tēnei. Mai i tōna taurapa ki tōna tauihu, he whai kiko ngā tūranga mahi katoa: huapāho mai, hangarau mai, ahumoni mai, tira reo mai, toi tangata mai, me manawanui, me kakama, me mahi ngātahi ngā kaihoe kia anga whakamua ai. E kotahi ana te whakaaro i runga i te ngākau remurere ki te reo Māori, ki ngā kōrero tuku iho, kia tōia mai tētahi anamata e ora ai te reo me ngā tikanga Māori i ngā whaitua katoa o Aotearoa.

Kia pērā i ngā kaihoe o ngā waka tūpuna, ka mataara ia tāngata kei tō mātou tīma ki te karanga, ki te hoe, ā, kei tēnā, kei tēnā āna ake kawenga mahi e mau tonu ai mātou ki te whāinga nui. Ko ngā uara ēnei e ārahi ana i ā mātou mahi — Kia Tika, Kia Pono, Kia Aroha, Kia Māori. Ka aratakina mātou e ēnei uara, kia tika ai mātou ki a mātou anō, kia mau tonu ai te mana o ngā tūpuna i te wā i a rātou mā.

E whakaterea nei te moana nui; ko tō mātou kaha kei ō mātou tāngata. Ko te hononga ki te kaupapa, ko te manawanui ki te hiranga, ko te whakapono hoki ki te mana o te reo Māori e puta ai te iwi ki te wheiao ki te ao mārama.



Ngā Aronga Rautaki

Ko te ara kei mua i a Whakaata Māori e kore e ea mā te urutau noa iho, engari kē ia me panoni. Ko Tātai Whetū kei te ārahi i te aronga rautaki kia mārama, kia Māori hoki te anga e pai ai te whakaterere i ngā hurihuringa o te wā, e ū tonu ai ki tā mātou whakakitenga: kia mauriora te reo.

Ko tā ngā aronga tūhonohono e toru nei —

- 1) Te Tuku Huapāho
- 2) Ngā Paepāho me ngā Ara Tuku Huapāho
- 3) Te Whakapakari Kaimahi

— e whakaata ana i ngā aronga matua kia toitū ai ngā pāpātanga, kia whaihua ai ngā apataki, kia whakatairangahia ai te reo Māori me te tirohanga Māori i te horanuku pāpāho matatini.

1. Te Tuku Huapāho

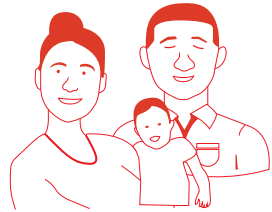
Kei te uho o Whakaata Māori tōna tūturutanga e takoto ana – ko ngā huapāho tō mātou waka. He mea kawe i tō tātou tuakiri, i ā tātou kōrero, waihoki i tō tātou reo ki te ao – e hiki nei i ngā iwi, ngā hapū, ngā reo o ngā whānau kia kitea, kia rangona, kia whakanuia.

I heke mai i te kōrero mō Tāne rāua ko Tamarēreti i runga i te waka o Puna Ariki, ko tā mātou rautaki huapāho kaupapa Māori, he mea raranga i ngā mātauranga tuku iho ki te auahatanga o te ao hou. Ka ora te reo me ngā tikanga Māori mā te hāpono, te āhei o te tikiake, me te hirahira o te kōrero pūrākau – ahakoa kei hea te tangata.

Ehara i te mea kei te pāho huapāho noa iho mātou, engari, kei te haumi mātou i te panonitanga.

Ngā Kāhui Apataki

I takea mai tā mātou rautaki kōmihana i te āta mōhio ki ngā tāngata e manaakitia ana e mātou. Kei te aro mātou ki ngā kāhui e whā, ko ō rātou matea, wawata, whanonga hoki e whakaahua ana i te hanganga me te tukunga o ā mātou huapāho.



Ngā Whānau Reo Māori

Ko ngā whānau e rua whakatipuranga, neke atu rānei, e ū ana ki te tuku iho i te reo ki te kāinga. Kei te whai rātou i ngā huapāho kounga, whakahihiko hoki i ngā reanga maha.



Te Hunga Rangatahi Reo Māori (15–24 tau te pakeke)

He rangatahi mātau ki te ao matihiko e rapu ana i ngā huapāho hāpono, momo-poto, tononoa, e whakaata ana i ō rātou tuakiri, me tā rātou tirohanga ki te ao.



Te Hunga Ako i te Reo me ngā Tikanga Māori

Ko te hunga ako, Māori mai, Pākehā mai, ka whirinaki mai rātou ki a Whakaata Māori hei tuku rauemi whakaū i te ahurea, āwhina hoki i a rātou ki te ako, ki te kōrero i te reo.



Te Hunga Matatau ki te Reo Māori (tae atu ki ngā tamariki matatau)

Ko te hunga māia ki te kōrero, e rapu ana i ngā huapāho kanorau, kounga e whakaū, e whakawhānui ana hoki i ō rātou reo.

Te Kōmihana Kia Whai Hua

He mea ārahi tā mātou haumitanga huapāho e te āta aro ki te kaupapa: Kōmihana Kia Whai Hua. He mea whakaū tēnei anga, kia eke ngā huapāho katoa ka tonoa e mātou ki tētehi inenga whaihua, e kōkirihia ai ngā putanga rautaki o Te Huapae o te Rangī – mai i te rumaki reo, te hononga o te whānau, te kaha o te tuakiri, me te whai wāhi mai a ngā apataki.

Ko te pāpātanga te aronga o tā mātou kōmihana huapāho, kaua ko te nui o ngā huapāho.

Mā tēnei, ka āhei tā mātou:

- Whakahāngai i ngā haumitanga ki ngā whāinga whakarauora reo.
- Mahi tahi ki a ngāi auaha Māori, me ngā umanga waihanga huapāho kia puta ngā huapāho aro ki te hōhonutanga o te ahurea me te hapori.
- Whakaatu i te tika me te kotahi o te rautaki i roto i tā mātou whakapau pūtea tūmatanui.

He nui ake te Kōmihana Kia Whai Hua i te anga kaitaonga – he momo rautaki whākōki i ngā panonitanga pūnaha.

Ā ngā tau e toru e tū mai nei, ko tā mātou he:

- Whakaū, whakarahi hoki i tā mātou anga Kōmihana Kia Whai Hua.
- Whakapai ake i te whakaputa me te whakatū i ngā taiopenga hirahira, me ngā momo huapāho whai pāpātanga nui.
- Whakapakari i te mōhio o te hunga kawepūrongo ki te ahurea Māori.
- Whakapai ake i ngā ara tūhura, whai wāhi hoki ki ngā huapāho kei ngā paepāho.
- Whakarite pūtea toitū hei whakapiki i tā mātou tukanga whakaputa huapāho ā-ipurangī, reo Māori hoki.

2. Ngā Pae Matihiko me te Tuku Huapāho

Me rite a Whakaata Māori ki ngā kaiwhakatere o neherā i whai i ngā whetū kia tere ai i te whānuitanga o te moana, me āta tohu i tana haere i te ao matihiko mā te tika o te whakatakoto rautaki.

I te horanuku marara o te ao pāpāho ināianeī, kāore e tutuki i te huapāho anake — ko te kitea, te āhei ki te toro, me te hāngaitanga ngā mea matua. Mā tā mātou rautaki paepāho e tuku atu ai te reo Māori ki ngā tāngata ahakoa kei hea rātou - mā ngā hongere maha me ngā taputapu maha, ka hāngai ki ngā taumata reo katoa.

Ko MĀORI+ te pae matihiko matua, e tautokona ana e tētahi pūnaha whānui e kapi ana i te pouaka whakaata, ngā taupānga waea pūkoro, ngā paetukutuku, me ngā paepāho pāpori. Kua whakaritea ia hongere kia hāngai ki ngā hiahia o ngā kāhui apataki – he paepāho kua āta rauhitia kia whakaaata i te hōhonutanga o te ao Māori.

I roto i ngā tau e toru e tū mai nei, ka:

- Whakahou, ka whakawhānui i ā mātou pae matihiko kia eke panuku.
- Whakawhanake i ngā pūnaha kia ngāwari ai te tuku huapāho ki ngā pae pāhorau.
- Whakanuia te kitea me te toro atu o ngā huapāho reo Māori.
- Tūhura i ngā hangarau hou, pēnei i:
 - te hangarau mariko
 - te whakaritenga whaiaro i runga i te mātai AI
 - ngā hōputu Web3 me ngā kēmu
 - ngā kōtuinga pāpāho taketake o te ao whānui

3. Te Whakapakari i te Rāngaimahi

Ehara a Whakaata Māori i te whakahaere pāpāho anake — he kaitiaki mātou o te āheinga me te ahurea. Ko ā mātou tāngata — ā mātou kaihoe — te kakapa manawa o tō mātou waka. Ko tō rātou reo, ko tō rātou ora, me tō rātou whanaketanga ngaio e whakaweawe ana i te kounga me te ngākau pono o ā mātou mahi katoa.

E ū ana mātou ki te whakatū i tētahi rāngaimahi arapāho Māori manawaroa, e rite ana mō anamata — e ū ana ki ngā uara o te kaupapa Māori, e whanake nei ngā pūkenga hou, ā, e whaitake ana.

Ko ngā kaupapa pēnei i Te Paepae Kōrero me te kohi raraunga e tautoko ana i tēnei whanaketanga — hei āwhina i a mātou ki te urupare ki ngā hiahia o te rāngaimahi, me te whakakotahi i te pāpātanga puta noa i te pūnaha.

I te mutunga iho, ka tīmata ngā pūkenga i te ahurea. Ina tiakina ā mātou tāngata, ka hora ngā painga ki te motu.

Tā Mātou Rautaki mō te Reo me ngā Tikanga Whakahaere

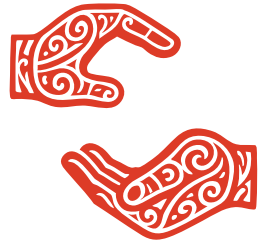
Ka tīmata tā mātou rautaki reo i a mātou — i ā mātou tāngata me ā mātou tikanga mahi. E ū ana mātou ki:

- Te tautoko i te haerenga reo o ia kaihoe i runga i tō mātou waka.
- Te whakatō i te reo Māori ki roto i ā mātou pūnaha, ngā uara, me te hautū.
- Te mahi ngātahi ki ngā iwi, ngā kura reo, me ngā tohunga reo kia kairangatira ngā mahi.
- Te hiki i te tukunga iho o te reo — mā ngā hōtaka e hāngai ana ki te whānau, te hapū me te iwi.

He auau te arotake i tā mātou rautaki, ā, e hāngai ana ki te Maihi Māori me te Maihi Karauna. Mā tērā, ehara i te mea ka waihanga noatia ngā huapāho— engari ka manaakitia, ka whakatinanatia, ka whakautea.

Te Ine i ā Mātou Whakatutukitanga

Ki Whakaata Māori, e ū ana mātou ki te ine i ngā mea hira rawa atu — pēnei i te pānga o ā mātua huapāho me ā mātou mahi whakaaweawe i te ahurea, ki te whakarauoratanga o te reo, te whanaketanga o ngā apataki me te mauriora o Aotearoa.



Ehara i te mea ka ine mātou i ngā putanga anake. Ka ine hoki mātou i ngā hua — ko ngā panonitanga tūturu e whai nei mātou kia whakaaweawe i ngā apataki, i ā mātou kaihoe, me te rāngai pāpāho Māori. E ahu mai ana ēnei hua i Te Huapae o te Rangī, arā, i tā mātou rautaki pae tawhiti, ā, e tino hāngai ana ki te whakakitenga, e kī nei, *kia mauriora te reo*.



He momo kounga te nui o ēnei panonitanga. E whakaatu ana i te panoni o te tuakiri, te māia, te hononga me te rere o te reo — ā, he uaua tonu te ine. Engari ka whakatau mātou ki te ine tonu, nā te mea he mea hira ēnei panonitanga. Mehemea kāore anō kia āhei te āta ine tika i tētahi hua pae tawhiti, ka whakamahia tētehi momo kakapinga hei whakaatu kei te tika te huarahi.



Te Tūāpapa o ā Mātou Ine Whakatutukitanga

E ū ana tā mātou anga ine ki ngā pou e rima o te whakamahere reo Māori:



1. Te Ako me te Kapo

Ka whakaputa huapāho mātou mā ngā taumata whānui o te reo — mai i te tamaiti me te rangatahi ako, ki te kaikōrero mātau — hei tautoko i te tupu o te reo mā ngā huapāho rumaki, whakahihiko hoki. E whakamahia whānuitia ana ā mātou hōtaka i ngā kāinga, kura me ngā wāhi ako ā-hapori.

2. Te Whakamahi – Te Kōrero

Ka tōia e ā mātou kaupapa te reo Māori ki te ao, i ia rā, i ia rā — mā te kawepūrongo, te whakangahau, te whakaari me ngā ara matihiko. Mā te auau, me te houtupu o te pānga ka māori, ka māia hoki te rere o te reo ki ngā whaitua reo tūmatanui, ōpaki hoki.

3. Te Mana o te Reo

Mā te tuku i te reo Māori ki te uho o ā mātou huapāho, ka hiki i tōna kitea me tōna mana. Ka whakamanahia tōna tūranga hei reo ora, hei reo o nāianei, he taonga mō te katoa o Aotearoa.

4. Te Mārama Pū

Mā ngā kaupapa, ngā kōrero, me ngā pūrākau hōhonu ka whakapiki i te mōhiotanga ki te reo Māori, tōna whakarauoratanga, me tōna hiranga. Ka hono mātou i ngā apataki ki te reo hei tohu o te tuakiri, te manawaroa, me te kotahitanga.

5. Te Tinana – Puna Kōrero

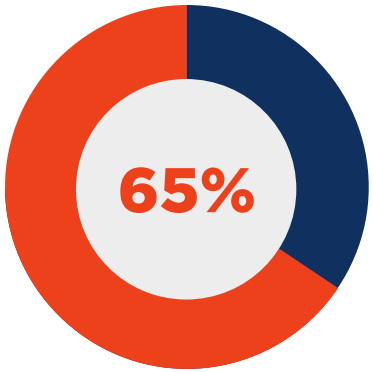
Ka ū mātou ki ngā taumata teitei o te tika, o te hā, me te kounga o te reo, e ārahina ana e ngā tohunga o te reo, e ngā rauemi me ngā paerewa a Te Taura Whiri i te Reo Māori. E whai wāhi atu ana ā mātou mahi ki te tupuranga o te puna o ngā huapāho Māori kounga i te ao pāpāho, ā, e tautoko ana i te kairangi o te whakamahi i te reo.

He Aronga Pāpātanga kei te Ārahi i te Rāngai

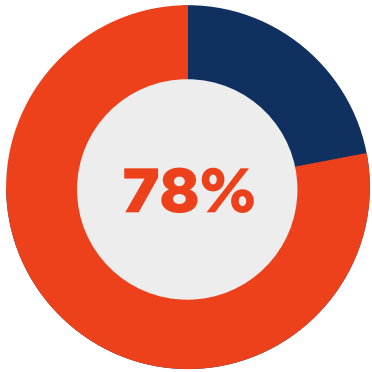
I te tau 2025, i inea motuhaketia e Social Ventures Australia te uara o ngā mahi a Whakaata Māori, he nui ake i te:

\$114 miriona te wāriu ki te pāpori i ia tau — he rearua atu i te nui o tā mātou tahua ā-tau.

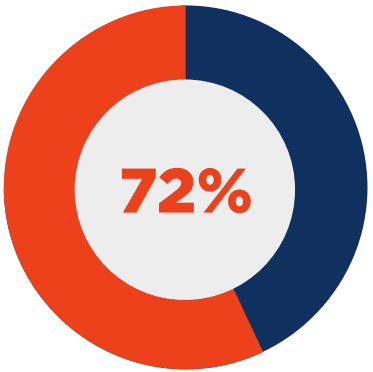
I whakaū tā rātou arotakenga:



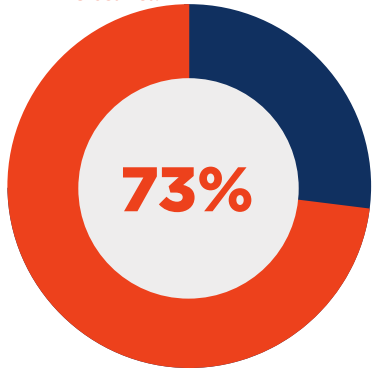
o ngā whānau Māori e kī ana kua piki tā rātou kōrero Māori nā te mātakitaki i ā mātou huapāho.



o ngā apataki Māori e rongongā ana i te kaha ake o te hononga ki tō rātou tuakiri mā roto i ā mātou hōtaka.



o te hunga ako i te reo e kī ana kua kaha ake tā rātou tuku i te reo kia rere nā te mātakitaki i ā mātou huapāho.



o ngā rangatahi Māori e kī ana ko tā mātou he tautoko i tā rātou rongongā i te māia i tō rātou tuakiri.

Ehara ēnei i te ariā noa iho — he pānga tūturu, ka taea te ine, ā, he panonitanga tōna hua.

Tā Mātou Aronga ki te Ine Whakatutukinga

Tā Mātou Aronga ki te Ine Whakatutukinga

Ki Whakaata Māori, ehara te ine whakatutukinga i te mahi whakatutuki ture noa — koia ko te ū ki te kaupapa. Ko tā mātou aronga i takea mai i te haepapa manaaki i ngā hapori, ki te reo e whakatairangatia ana e mātou, otirā, ki te anamata e tautoko nei mātou ki te whakaweawe.

Ehara tēnei pāpātanga i te ariā noa iho, he whai kiko, ka āhei te ine, he panonitanga te hua.

Ka inea e mātou tō mātou pāpātanga ki ngā pou e rua:

• Ngā Āpataki

ko ngā apataki o Aotearoa e toro ana i ā mātou huapāho kia kitea, kia rangona, kia whakatinanahia te reo Māori me ngā tikanga Māori

• Ngā Kaihoe

ko ngā tāngata kei runga i tō mātou waka e kawe ana i te kaupapa, e whakaara ana i ā tātou kōrero, kia ora.

Mā ēnei pou e rua, ka ū tō mātou haepapa ki ō mātou hapori me ā mātou tāngata – e whakaatu ana i te pānga o ā mātou mahi ki te hunga whiwhi, me te hunga tuku i ngā huapāho.

He hinonga Karauna–Māori mātou, ā, ka arotakengia ā mātou mahi kia hāngai ki ngā herenga o Te Ture Aratuku Whakaata Irirangi Māori 2003. Ko ēnei here e whakaatu ana i te kaupapa taketake i whakatūria ai mātou — hei waka whakarauora i te reo, whakakaha ahurea hoki.

E whakahau ana te ture kia:

- Kawea tonutia te reo Māori i ngā hāora pāho matua, ā, kia noho nui tonu te reo ki te katoa o ngā hāora pāho.

- Whakaata i ngā matea me ngā tino hiahia o te katoa o te hunga ako me te hunga kōrero i te reo Māori, tae atu ki:

- Ngā tamariki kei ngā kaupapa rumaki reo.
- Ngā rangatahi e kimi ana i tō rātou tuakiri.
- Ngā kaikōrero matatau.
- Te hunga timata, me ngā toa reo kei ngā taumata katoa o te reo.

- Kia wātea ā mātou ratonga hangarau puta noa i Aotearoa, ā, kia āhei te tokomaha rawa o te iwi, ki tērā e taea ana, ahakoa kei hea rātou e noho ana.

Ngā Hāora Pāho Matua e Aratakina ana e ngā Apataki

E kore mātou e tautapa i ngā hāora matua mā ngā paerewa o te rāngai pāho noa iho, engari mā ngā hiahia o ō mātou apataki. E hāngai pū ana ā mātou hōtaka ki ngā kāhui apataki matua:

Tamariki (4.30pm–6.30pm)
He wā mō ngā pakiwaitara reo Māori hei whakapakari i te ako me te pānga ki te reo.
Whānau (6.30pm–8.30pm)
He huapāho mā te katoa hei whakaha i te hononga, hei whakaohooho i te kōrero, hei whakapūmau. hoki i te uara o te reo i te kāinga
Pakeke (8.30pm–11.30pm)
He hōtaka e ū ana ki te ahurea, hei whakapiki i te māramatanga, hei whakaatu i te mana Māori, hei hiki i ngā kōrero matatini o te ao Māori.

Mā tēnei aronga arataki-e-te-apataki, ka tae tika atu ā mātou huapāho reo Māori ki te hunga tika, i te wā tika, mā te ara tika.

Te Whakamahi i Ēnei Mōhiotanga

Ehara te anga putanga i te pūrongo noa i ā mātou mahi – he rautaki e ārahi ana i ngā whakatau, i te tuku rauemi, me te whakapiki i ngā mahi whai hua. Ka whāngaihia e tēnei anga ngā whakaritenga huapāho, te whakamahere reo ki te tari, ngā tono pūtea, ngā kōtuinga, me te tūhononga ki te rāngai.

Ko Te Paepae Kōrero, tō mātou rōpū kaupapa Māori mō te kohikohi mōhiohio (nuku atu i te 5,500 ngā kaiuru), he puna matua e kohikohia ai ngā raraunga tatau me ngā raraunga kounga. Ka whakamahia tēnei paepae hei aroturuki i te huringa whakaaro, te whakamahinga o te reo, ngā wheako huapāho, me ngā hiahia o tenā whānau, o tēnā pakeke, me tēnā taumata.

Te Ine i ā Mātou Putanga (2025/26)

Te Ine i ā Mātou Putanga		
Ngā Putanga	Ngā Putanga Matua	Ngā Tatauranga Whakatutuki Mahi 2024-2025
<div>Apataki</div> <div>Ka tahuri mai a Aotearoa ki ā mātou kaupapa pāho, ka matapoporetia hoki te reo Māori me ngā tikanga Māori hei wāhanga o tō tātou tuakiri ā-motu.</div> <div>Rumaki Reo</div> <div>He waihangā whaitua rumaki reo Māori.</div> <div>Hononga</div> <div>He whakakaha i ngā hononga ki te ao Māori.</div>	<div>Apataki</div> <div><ul style="list-style-type: none">E uaratia ana e ngā whānau whakatupu tamariki kōrero Māori ngā kaupapa pāho reo Māori mā te hunga tamariki.He nui ake te whakamahi a ngā whānau i te reo Māori i ia rā, ka hua ake ngā arawātea rumaki reo mā ā rātou tamariki i ngā huapāho.Kei te rongō te hunga ako i te reo me ngā tikanga e tautokotia ana rātou i tā rātou haerenga whakapakari i tō rātou reo.Kei te rongō ngā rangatahi i te kaha ki te aro ki tō rātou tuakiri Māori mā ngā huapāho.E whakamanatia ana ngā kāinga, ngā hāpori me ngā iwi i ngā pae pērā i a Te Ao Māori e hāpai nei i te mana Māori.Kei te rongō a ngāi Māori i te kaha ake o te hononga ki tō rātou tuakiri mā ngā huapāho.Ka tupu te māramatanga o tauīwi ki ngā tirohanga Māori me ngā tikanga mā ngā huapāho.Kei te hono mai ngā apataki, kei te rongō rātou i te pārekareka, ka kite hoki i a rātou anō e whakaatahia ana i ngā huapāho.</div>	<div><ul style="list-style-type: none">He paetohu inekounga reo Māori mō ngā huapāho kua aromatawaihiaTe tokopae o ngā apataki e mātakitaki ana i ngā kawepūrongo Te Ao MāoriTe tokopae o ngā apataki e mātakitaki ana i ngā huapāho ki Māori+Te tokopae o ngā apataki i whakapiki i tō rātou māramatanga ki te reo Māori mā roto i ngā huapāho a Whakaata Māori.Te tokopae o ngā apataki whakapiki i tā rātou whakamahi i te reo Māori mā ngā huapāho a Whakaata Māori.Te tokopae o ngā apataki ko ō rātou whānau i whakapiki ake i te whakamahinga o te reo Māori mā roto i ngā huapāho a Whakaata Māori.Te tokopae o ngā apataki ka waihangā arawātea rumaki mā ō rātou whānau mā roto i ngā huapāho a Whakaata MāoriTe tokopae o ngā apataki e whakatipu tamariki reo Māori ana, e ngākaunui ana ki ngā huapāho tamariki a Whakaata MāoriTe tokopae o te hunga rangatahi e titikaha ana ki te whai i tō rātou Māoritanga mā roto i ngā huapāhoTe tokopae o ngā apataki ka whakamahi i ngā huapāho a Whakaata Māori hei whakapakari i tō rātou reoTe tokopae o ngā apataki e kaha ake ai te hononga ki tō rātou Māoritanga mā roto i ngā huapāho a Whakaata MāoriTe tokopae o ngā apataki tauīwi, ka whakapiki i tō rātou māramatanga ki te ahurea Māori me te tirohanga Māori mā roto i ngā huapāho a Whakaata MāoriTe tokopae o ngā apataki e whakaae ana ki te tauākī, he pārekareka, he ngahau, he whaitake ngā huapāho a Whakaata MāoriTe nui o te tikiake i te taupānga Māori+Te nui o ngā kaiwhakamahi tūturu e toro ana ki te taupānga Māori+</div>

Te Ine i ā Mātou Putanga		
Ngā Putanga	Ngā Putanga Matua	Ngā Tatauranga Whakatutuki Mahi 2024-2025
<div>Kaihoe</div> <div>He kaimahi, ngaio ngākau whiwhita, ringa pāpāho auaha, he tautōhito ki te waihangā huapāho Māori pārekareka, tūturu hoki e tūhono ana ki ngā apataki.</div>	<div><ul style="list-style-type: none">Kei te tupu ngā pūkenga me te māia o ngā kaihoe ki te tuku i ngā huapāho reo Māori, tikanga Māori he nui nei ngā pāpātanga.Kei te whakapakari ngā kaihoe i tā rātou whakamahi, mārama hoki ki te reo Māori me ngā tikanga Māori i ia rā.Kei te rongō ngā kaihoe i te hononga ki te aronga me ngā uara o Whakaata Māori, ā, e ū ana ki ā rātou mahi.</div>	<div><ul style="list-style-type: none">Te tokopae o ngā kaihoe ka whakapakari i ō rātou pūkenga Māori, tikanga Māori hoki.E manawa ū ana ngā kaihoe ki te mahi.</div>

Te Take e Whaihua ai ēnei Putanga

- E whakaata ana ēnei putanga i ngā kōrero a ō mātou whānau, ā mātou kaihoe, me ō mātou hāpori, ko te mea nui: kia whaihua ngā huapāho, kia ū ki te ahurea, kia āhei te panoni i te ao o te tangata. Mā tērā kā āhei tā mātou:
- Aroturuki i tā mātou koke ki te pae tawhiti o te whakarauora reo.
 - Mārama ki te whai wāhi atu o ā mātou huapāho ki tā ngā tāngata whakamahi i te reo Māori i ō rātou nā ao, i ia rā.
 - Whakaū i te tupuranga o te āhei me te kaha ā-ahurea o te rāngaimahi.
 - Whakakaha i tō mātou awenga rautaki ki te ao reo Māori.

Ka tere ana te waka, me kaha ngā kaihoe, me mārama te ara, me tika hoki ngā rawa me ngā taputapu whakatere. Kia tutuki te whakakitenga *kia mauriora te reo*, me tika tā mātou aronga rautaki, me whai tikanga hoki te haumitanga. Kei te wāhanga e whai ake nei ngā kōrero whakamārama i ā mātou mahi kia toitū tonu te waka – ināianeī, otirā, ki anamata.

Ngā Tauākī Matapae Pūtea

E anga whakamua ana a Whakaata Māori i tētahi ao pāpāho hurihuri tonu, e ārahina ana e te panonitanga matihiko, ngā whanonga hurihuri a te hunga mātakitaki, me ngā pēhitanga utu e tipu haere ana. Ahakoa ēnei wero, e ū tonu ana mātou ki te tuku i ngā huapāho kounga, reo Māori anō hoki ki ngā paepāho, mā te āta whakahaere i ngā pūtea.

I te tau 2024, i kōkiritia a Wai Whakaata – he panonitanga whakahaere nui hei whakaū i te toiroa o te toitūtanga. I roto i tēnei, i huri ētehi āhuatanga o tō mātou rāngaimahi me ngā whakahaere. I mutu te pāho o Te Reo i te pouaka whakaata. Ka huri kē ki te pae matihiko. Nā ēnei whakarerekētanga i āhei ai a Whakaata Māori ki te anga atu ki te matihiko, kia kakama, kia pakari ake te anamata, kia arotahi atu ki te tuku huapāho mā ngā pae matihiko i te tuatahi, otirā, kia taurite te taha pūtea.

E ū ana tā mātou rautaki pūtea ki a Te Huapae – tā mātou aronga rautaki pae tawhiti – ā, e ārahina ana e te anga o Tātai Whetū. Mā konei e noho pūmau ai ā mātou whakatau – ahakoa whakahaere, ahakoa pūtea – ki ngā mātāpono o te kaupapa Māori. Ko tā ia haumitanga he tautoko i ngā putanga hirahira: he waihanga āheinga rumaki reo, he whakapakari i ngā hononga ki te whānau me ngā apataki, me te hiki i te kītea me te uara o te reo me ngā tikanga Māori.

E tutuki tonu ana ā mātou kawenga i raro i te Ture Aratuku Whakaata Irirangi Māori 2003, otirā kia noho mai ko te reo Māori hei reo matua i ngā pāhotanga i te roanga o te rā. Ko tā mātou mahi, he whakaū hoki i te whakaata o ā mātou huapāho i ngā matea o ngā kāhui apataki kanorau – pērā i ngā tamariki kei ngā kura rumaki, ngā rangatahi, ngā kaikōrero matatau, me ngā ākonga – waihoki kia māmā te pā mai ki ā mātou ratonga hangarau i ngā tōpito katoa o Aotearoa.

Ko ngā matapae pūtea e whakaata ana i tā mātou aronga ki te āta whakahaere i runga i te hekenga o te tahua mā te \$6.3 miriona i te 2025/26. Ka heke tonu te tahua mā te \$4 miriona ā te tau 2026/27. Hui katoa e \$10.3 miriona (hāunga te GST) te hekenga o te tahua o roto i te kete Vote Māori Develeopment mai i te tau 2026/27. Nā te hāpai wawe i ngā mahi – pērā i te panonitanga whakahaere, te whakatōpū hautūtanga, me te arotake i te haumitanga huapāho – e matapae ana mātou i tētahi tūnga tautika i ngā matapae pūtea mō ngā tau e toru. Ahakoa he whāiti, he tūnga taurite tēnei e tiaki ana i tā mātou aronga matua, me te tuku tonu i ngā putanga e tautoko ana i te Maihi Māori me te Maihi Karauna.

Kei te tautika te tūtanga pūtea me ngā moni. Ka ārahina ā mātou whakatau whakahaere e te tōmua o te whakahaere tūraru, me te whai i te whakapai ake i ngā mahi, otirā i te hangarau, ngā paepāho me te whakawhanake kaimahi. He tino take ēnei kia rite mātou mō te ao pāpāho anamata.

I runga i tā mātou tūnga hei pou matua i roto i Te Whare o te Reo Mauriora, he āhuatanga motuhake, he rautaki hoki tā Whakaata Māori i te ao reo Māori. Ehara i te mea ko ā mātou tautuhinga pūtea e manaaki ana i ā mātou mahi anake, engari e tautoko ana i tā mātou whai wāhi atu ki ngā reo irirangi ā-iwi, ngā kaihanganga huapāho Māori, me ngā kaupapa reo Māori. E mahi tahi ana mātou ko Te Māngai Pāho me Te Taura Whiri i te Reo Māori kia kotahi, kia hāngai, kia whai hua ngā mahi.

E tohe tonu ana mātou kia haumi tika ki ngā wāhi whai hua nui – pēnei i ngā huapāho matihiko rumaki, te auahatanga rangatahi, me te tirohanga mātau ki ngā apataki. Ahakoa nā ngā here pūtea o te wā kāore e āhei te whakatutuki ēnei wāhanga katoa, kei te whakatakotoria e mātou te tūāpapa kia tupu tonu – e arahina ana e tō mātou whakapapa hei kaiwhakaputa kōrero, me tō mātou kawenga hei kaitiaki i te reo Māori i te ao matihiko.

Te Whakahaere i ngā Tūraru Rautaki

Ahakoa e matapae ana mātou i te tūnga tahua taurite ā ngā tau e toru e tū mai nei, e mārāma ana mātou kei te whanake, kei te hurihuri tō mātou taiao whakahaere. Kia manawaroa tonu mātou, kia āhei hoki te urupare atu, ka kaha tā Whakaata Māori aroturuki i ngā tūraru ā-rautaki ka tūpono pea te pāpā mai ki tā mātou whakatutuki i te whakakitenga kia mauriora te reo.

Te Noho Marara a ngā Apataki

Kei te kaha te neke haere a ngā apataki Māori – otirā ngā rangatahi – ki ngā pae matihiko maha, kei te hora, kei te hurihuri hoki ngā whanonga mātakitaki. Kia hāngai tonu, me auaha, me raka ngā paepāho, me hōhonu hoki te mōhio ki ngā hiahia o ngā apataki. Ki te takamuri, ka raru pea te pānga, te toro, me te whakamahinga o te reo i ia rā.

Ngā Ākinga Aramahi me te Āheinga

He whāiti te puna pūkenga i te rāngai pāpāho reo Māori, otirā, te hunga matatau ki te waihanga huapāho reo Māori, te tuku pūrākau mā ngā pae matihiko, me te auaha o te kawē i ngā hangarau. Ko Whakaata Māori e ārahi ana i te rāngai, ko mātou hoki tētehi o ngā whare mahi matua, nā reira he arawātea, he haepapa hoki kia tupu te rāngaimahi. Ki te kore tēnei e aroa, ka raru pea te kounga, te kanorau, me te rautaki tuku i ngā huapāho.

Ngā Hanganga Hangarau

Nā te arotahi atu ki te rautaki matihiko, kua piki ake tā mātou whirinaki ki ngā paepāho kaha, haumaru, ka taea hoki te whakarahi. Me ū ngā hanganga hei taituarā mo te auahanga – pērā i te tuku pūrākau ao mariko, huapāho whaiaro, me te tuku mā ngā paepāho rau – ka mutu, me nui ake te haumitanga. Ki te hinga ngā hangarau, ki te iti rānei te haumitanga, ka raru te āhei ki te toro i ngā apataki, ki te whakatutuki rānei i ngā paerewa pāho.

Kei te aro tonu mātou ki te kaupapa Māori hei aronga whakahaere tūraru – e taurite ai te auahatanga mātātoa me te kaitiakitanga. E turukihia ana ēnei tūraru e Te Ranga Kaiurungi me te Rōpū Arotake Tūraru o Te Rūnanga Kaiwhakatere, ā, ka whai wāhi atu ki ā mātou mahi whakamahere, haumitanga me ngā rautaki kaimahi.

Ko tētehi wāhanga o tā mātou whakatakoto mahere tōmua, he whakarite mō ngā putanga ka tūpono pea te hua ake i te tukanga a te Rōpū Tohutohu Motuhake mō te anamata o te rāngai reo Māori. Ahakoa te huarahi ka whāia, kei te rite mātou ki te whai wāhi atu – mā tō mātou anga aro ki te matihiko i te tuatahi, te anga putanga pakari, me te tūāpapa kaupapa Māori e tautoko i tētahi pūnaha kotahi hei whakarauora i te reo Māori.

Projected Funding Summary			
\$m	2025/26	2026/27	2027/28
(a) Projected Funding from Vote Māori Development			
Including GST	48.60	44.00	44.00
Excluding GST	42.26	38.26	38.26
(b) Projected Commercial Revenue			
Advertising Revenue	0.50	0.51	0.52
Interest Revenue	0.68	0.59	0.51
Other Revenue	0.56	0.57	0.59

Statement of Projected Comprehensive Revenue and Expense			
\$m	2025/26	2026/27	2027/28
Income			
Crown Appropriation	42.26	38.26	38.26
Advertising Revenue	0.50	0.51	0.52
Interest Earned	0.68	0.59	0.51
Other Revenue	0.56	0.57	0.59
Total Income	44.00	39.93	39.88
Expenditure			
Personnel Costs	15.26	15.58	15.90
Program and Production Acquisitions	14.54	12.02	11.85
Other Operating Costs	14.20	12.33	12.13
Total Expenditure	44.00	39.93	39.88
Surplus (Deficit) attributed to Whakaata Māori	-	-	-

Ko te tika o te tiaki pūtea he wāhanga o ngā mahi. Mā te whai whakakitenga hautū, ka ū te tere o tō mātou waka. Mā Te Rūnanga Kaiwhakatere o Whakaata Māori te aratakinga rautaki, te tirohanga whānui, me te haepapa e ū tonu ai te ahunga ki te pae tawhiti.

Statement of Projected Financial Position			
\$m	2025/26	2026/27	2027/28
Public Equity			
Opening Equity	28.48	28.48	28.48
Add Surplus (Deficit)	-	-	-
Closing equity at 30 June	28.48	28.48	28.48
Represented by:			
Current Assets			
Cash at Bank and Short-Term Deposits	19.66	16.97	16.73
Programme Rights	1.79	1.79	1.79
Receivable and Other Current Assets	1.95	1.87	1.87
Total Current Assets	23.40	20.63	20.39
Property Plant and Equipment (PPE)			
PPE at Book Value	9.38	11.85	11.95
Total Assets	32.78	32.48	32.34
Current Liabilities	3.60	3.44	3.43
Non-current Liabilities	0.70	0.56	0.43
Net Assets Employed	28.48	28.48	28.48

Statement of Projected Cashflows			
\$m	2025/26	2026/27	2027/28
Cashflows from operating activities			
Cash was provided from:			
Crown Appropriation	42.26	38.26	38.26
Other Income	1.84	1.74	1.61
Cash was distributed to:			
Payment to Suppliers and Employees	(42.00)	(37.83)	(37.74)
Net Cashflows from operating activities	2.10	2.17	2.13
Cashflows from investing activities			
Cash was distributed to:			
Purchase of Property, Plant & Equipment	(4.86)	(4.86)	(2.37)
Net cash from investing activities	(4.86)	(4.86)	(2.37)
Reconciliation of cash and cash equivalents			
Net increase/(decrease) in cash held	(2.76)	(2.69)	(0.24)
Opening cash	22.42	19.66	16.97
Closing cash balance	19.66	16.97	16.73



W H A K A A T A
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