

W H A K A A T A
MĀORI

Annual Report
2025

KIA MAURIORA TE REO





Huakina mai te tatau o Huiterangiora
Ko Tangotango ki te taha mauī, ko Wainui ki te taha katau
Ka kōhikohiko, ka taukapokapo
Ko ngā paetara o te whare
Koia ko Raururangi
Koia ko Te Kauhanga
Koia ko Te Mangōroa
Whērokiroki mai rā Te Whānau Mārama
Tōia atu ngā whakamānaua nui e te waka o Tamarereti
Ki te Huapae o te Rangi
Te ara whai hua, pupuri i ngā kōingo o te tau
He kura whakaaio rangi, ko Hawaikirangi e tū nei
He kura whakaaio whenua, ko Hawaikitangata e tau nei
Tēnei te matatau o Puna Ariki ka eke
Ka tū whakatārewa ki te rangi
Haumi e, hui e, tāiki e

In accordance with the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003 and on behalf of Te Rūnanga Kaiwhakatere o Whakaata Māori, I am pleased to deliver the Annual Report on the operations of Whakaata Māori for the year ended 30 June 2025.

Jamie Tuuta
Toihau



Rārangi Kaupapa

Our Leadership Report	6
Our Values	10
Te Matatini o Te Kāhui Maunga	12
Our Year of National Storytelling	14
Our Social Value	16
From Aotearoa to the World	18
Commissioning for Outcomes	20
Wai Whakaata Tātai Whetū	22
Te Ao Māori News	26
Rangatahi Digital Natives	28
Growing Our Kaihoe	30
World Indigenous Broadcasters Network	32
Our Impact	34
Statement of Performance	38
Financial Statements	41

Our Leadership Report

Charting Our Cultural Future



Shane Taurima, Kaihautū, and Jamie Tuuta, Toihau

Tūrama matapopore te whatu ki Te Tuahiwinui o te Rangi

Kia takina rā kawa whata ohorangi ki Hui Te Rangiora

Kia wātea, kia māmā

Kia warea te waka o Puna Ariki

Ki Te Huapae o te Rangi, ki Te Paewai o te Rangi

Hei kawē i ngā kete taupuru rourou ki tua

Ko Raururangi, ruiruia!

Ko Te Kauhanga, ruiruia!

Ko Te Mangōroa, ruiruia!

Pūtake ki runga, ko Hawaikirangi e tū nei

Pūtake ki raro, ko Hawaikitangata e tau nei

Ahuroa te tūruapō, kia mauriora te reo Māori

I te ao, i te pō

Tūturu, ōwhiti, ka whakamau kia tina!

Haumi e, hui e, tāiki e!

Nau mai, haere atu ngā ohaoaha, me te kōharihari o te ngākau i te rironga o ō tātou mate huhua ki te hemahema o te pō. Ko te makurutanga o te kupenga e hao haere nei i a mano whāioio mā, hei tōtō atu mā Taramainuku ki ngā rangi ariki pūwherowhero. Haere rā koutou, e te tapu o tuawhakarere; moe mārire mai rā.

Me mihi te hīringa o Te Arikinui Kuini Nga wai hono i te po ki tōna ahurewa mana nui, mōna i tohua mai ai hei pītau whakarei mō te waka o te rangatiratanga o ngā iwi puta noa, kia nihoniho ai te ōhāki a tōna matua e ki rā: “Tākiri tū te kotahitanga, tākiri tū te mana motuhake!”

Kei ngā whatumauri o ngā tihi whakarongo kōrero, kei ngā paritū kārangaranga o tēnā moka, o tēnā whaitua, ko te waka tēnei o Whakaata Māori e tere tonu nei, e anga whakamua tonu nei ki Te Huapae o te Rangi. Ahakoa ngā tai ō-riri whakauaua o te wā e papaki mai nei, e mau tonu ana tā Whakaata Māori whai haere i te aroaro whenua e matapoporetia ana, arā, kia kura mahora ā tātou kōrero tuku iho o te ao Māori hei huapāho ki ngā tōpito katoa o te ao whānui.

These kupu remind us that our stories and our reo are treasures carried across time, just as Whakaata Māori carries them today on the waka we navigate together.

Like Tamarereti guiding the celestial waka Puna Ariki across the heavens, Whakaata Māori is the waka that carries our people's stories into the world. On board are our kaihoe, whose strength propels the aspirations of generations forward. The taonga we carry are our kōrero, our reo and our tikanga, launched every day so the world can see and feel them.

In 2025, te reo Māori reaches millions worldwide through platforms our tipuna could not have imagined. From the United Nations in New York to rangatahi TikTok screens, Māori voices are shaping global conversations about identity, revitalisation and innovation.

Guided by the same spirit that inspired Tamarereti and Puna Ariki, Whakaata Māori charts its course. Mahutonga anchors our values: Kia Tika, Kia Pono, Kia Aroha, Kia Māori. Te Huapae o te Rangi sets the horizon of outcomes across Apataki (audiences), Hononga (connections) and Kaihoe (our people). Tātai Whetū provides the Pou, the guiding posts that shape how we deliver.

Evolving With Purpose

A year ago, we faced a choice: reduce ambition to match shrinking funding or reimagine what Indigenous media leadership should look like in 2025 and beyond. We chose to evolve.

We moved boldly from a linear schedule focus broadcasting to a digital strategy first strategy. We consolidated Whakaata Māori platforms under MĀORI+, a digital Marae where audiences can converge to connect to our language and culture. We invested in rangatahi-led storytelling that is reaching new generations.

At times the seas were rough yet guided by our values and steering toward Te Huapae o te Rangi, we charted new waters rather than retreat. These changes were not about reducing ambition. They were deliberate choices to reduce in some areas and reinvest in digital capacity, securing the long-term future of our reo and culture.

These changes were not without impact. We acknowledge those who left Whakaata Māori as part of this transition, and the contribution they made in strengthening our waka.

Independent analysis confirmed that a \$50 million annual investment in Whakaata Māori generates \$114 million in measurable social value. This validation shows what whānau already know: Whakaata Māori is not a cost but essential cultural infrastructure delivering cultural and social returns for Aotearoa.

Milestones on the Journey

Each achievement is both a milestone and a marker of Te Huapae outcomes in action. They show how reach and resonance combine when reo and tikanga are at the centre.

Social Media Reach

654.7 million

Unprecedented digital growth

Reo Use on the Rise

74%

of viewers using more reo in everyday life

Whānau Embracing Reo

72%

of whānau are using more reo at home

Immersion Grows Daily

81%

of viewers creating reo immersion in their everyday lives

Rangatahi Identity Stronger

92%

of rangatahi report greater confidence

Nationwide Understanding

92%

of non-Māori viewers say our content has strengthened their understanding of Māori culture and perspectives.

Te Huapae Outcomes

Our annual results confirmed unprecedented gains, with 74 percent of viewers using more reo every day, 92 percent of rangatahi confident in their Māori identity, and 92 percent of non-Māori reporting stronger understanding of tikanga and Māori perspectives. These outcomes show that through our content and partnerships, Whakaata Māori is growing reo use, strengthening identity and deepening cultural understanding nationwide.

Grounded in Tikanga, Honest About Challenges

We celebrate these achievements, but we are also realistic. We face intensifying global competition for rangatahi attention, rising production costs, and uncertainty in public media funding. These pressures create real risk for sustaining reo gains. That is why we continue to innovate and adapt. These challenges only sharpen our determination to protect and grow the place of te reo Māori in daily life.

Leading With Others, Leading for the World

We are not waiting for others to decide the future of Indigenous media. We are building it. At UNESCO and the United Nations, Whakaata Māori has advocated for Indigenous media as essential cultural infrastructure. The UNESCO Global Study on Indigenous Peoples and the Media reinforced these kaupapa, calling for long-term investment, digital sovereignty, and reo-led content. These priorities shape our mahi every day. Through alliances from Ireland to the Pacific, we bring home insights and partnerships that strengthen our mahi: stronger platforms, new reo resources, and rangatahi pathways. Recognition for MĀORI+ with the

Asia-Pacific OTT Platform Award shows that kaupapa Māori leadership can deliver both cultural authenticity and technical excellence. This is cultural diplomacy in action, positioning Aotearoa as a global leader in Indigenous media innovation.

Investing in Stories that Matter

Our Commissioning for Impact model backs stories that deliver measurable cultural outcomes. Productions such as Māori All Blacks: Bound by Blood and Under the Whāriki show how authentic storytelling strengthens identity and deepens understanding. Whakaata Māori strengthens identity and cultural confidence. 92 percent of whānau value Whakaata Māori tamariki content. 81 percent of Māori viewers feel a deeper connection to their identity. And 92 percent of non-Māori viewers say our content has enriched their understanding of Māori culture and perspectives.

Charting the Horizon

Our direction is clear:

- Embed digital into everything we do.
- Strengthen rangatahi as leaders, not just audiences.
- Commission and partner in ways that drive reo revitalisation and Indigenous leadership.

In every action, we are guided by Te Huapae o te Rangī, our framework that drives a single purpose: kia mauriora te reo.

Securing the Future

Whakaata Māori has proven it delivers unmatched cultural, social and economic returns. Yet we continue to be resourced at levels disproportionate to our proven impact. Our positive operating result this year reflects the tough choices we made to reduce costs and operate within existing baselines. These were necessary to protect stability in the short term, but they came at a cost: delaying upgrades and investment in the infrastructure needed for the future. Without certainty of long-term funding, it would not be prudent to commit resources to these needs. This is why sustained investment remains critical: to build on what we have protected, and to secure the systems and platforms our mokopuna will rely on. With assured funding, we can accelerate reo revitalisation, deepen cultural connection and strengthen the reputation of Aotearoa as a leader in Indigenous media. Without it, there is a real risk that hard-won gains will stall, and future generations will carry the cost.

Whakaata Māori is not discretionary content. It is national cultural infrastructure, delivering value today and lighting pathways for mokopuna tomorrow.

Our Shared Journey Ahead

Like Tāne who placed the stars in the heavens, and Tamarereti who captained the waka Puna Ariki on its celestial journey, Whakaata Māori as the waka will continue to illuminate pathways for our people while inspiring Indigenous communities worldwide. Guided by Kia Tika, Kia Pono, Kia Aroha and Kia Māori, our waka carries the vision of reo and tikanga into every home. This journey is upheld by the guidance of our board and the dedication of our kaihoe, who together navigate challenge and change with resilience. Ultimately the destination is not for us alone. It is for our audiences, our communities, and above all our mokopuna, so that they inherit a living language and culture that thrives for generations to come.

Ngā Waitohu

[Signature]

Jamie Tuuta –
Toihau | Chairperson

[Signature]

Shane Taurima –
Kaihautū | Chief Executive



Our Values

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

Our Vision

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

Our Kaupapa

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

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

Te Reo me ngā tikanga Māori

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



KIA TIKA

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



KIA PONO

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



KIA AROHA

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



KIA MĀORI

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

Te Matatini o Te Kāhui Maunga

Te Matatini 2025:

A Living Legacy of Excellence

Te Matatini 2025 was more than a festival. It was a living legacy of Māori excellence that reaffirmed identity across Aotearoa and beyond. In Ngāmotu, kapa haka became a national expression of pride and belonging. For Whakaata Māori, it was not just another broadcast but a values-driven demonstration of our role as the Home of Haka and a living expression of Te Huapae o te Rangī.

Broadcasting with Kaupapa

Over six days, 55 rōpū took the stage and Whakaata Māori took the lead, partnering with Te Reo Tātaki and Pango Productions, and supported by Te Māngai Pāho.

Our broadcast reached over 141,000 people who tuned in to Whakaata Māori television, and more than 480,000 who watched live online. Over the course of the event MĀORI+ received over 1.1 million video streams.

The pōwhiri broadcast saw 51,000 views across television and MĀORI+ up 54% from the Te Matatini 2023 pōwhiri broadcast. Additionally, 26,500 new downloads occurred on Android and iOS devices as people installed the app to watch.

Audiences responded with deep connection. In the Te Pae Kōrero Survey released on day 3 of the competition, 38% of those surveyed watched MĀORI+, 15% watched Whakaata Māori, and 9% watched TVNZ 2. People were not only watching. They were inspired, uplifted, and proud.

Tikanga Leading Technology

Technology carried tikanga with it. MĀORI+ became a digital marae where every rōpū, haka and waiata was streamed and shared. With 927,821 video streams, projected to grow by 22% to 1.3 million video views by year-end. 58% of views on mobile devices and 40% on desktop.

Audience Transformation and Reach

Te Matatini 2025 shifted audiences in powerful ways. Whakaata Māori attracted a younger audience, with 52% of viewers under 35, reinforcing our storytelling rate. This was an example of new participants moving from passive viewers to active contributors.

Social media extended the impact. With over 7.7 million impressions, over 1.5 million views on Facebook 750,000 reached on Instagram and over 6 million across TikTok. Engagement continued long after the festival ended, showing that Te Matatini sparked lasting connection with te ao Māori.

A Legacy That Lives On

The victory of Te Kapa Haka o Ngāti Whakaue was more than a competition win. Their stirring rendition of He Kōnui, He Kōroa captured imaginations far beyond kapa haka and became a cultural moment that continues to resonate.

For Whakaata Māori, Te Matatini 2025 was not just a broadcast. It was a strategic, values-led expression of our role as the trusted broadcaster of te ao Māori. It showed that true excellence is measured not only by what is performed on stage, but by how it creates conditions for reo and tikanga to flourish in daily life today and to be inherited with strength by our mokopuna for generations to come.

Social Media Reach

7.7 million

Unprecedented digital growth

Record-breaking livestreams

479,500

Live streams across the 5 day broadcast

MĀORI+ growth

252,000

users and

26,500

new app downloads during the festival

Reo Māori impact

70%

of surveyed viewers said the coverage strengthened their reo

Te Kapa Haka o Ngāti Whakaue

Te Taumata o Apanui

Ngā Tūmanako

Our Year of National Storytelling

In 2024–2025, Whakaata Māori carried some of the nation’s most important moments into homes across Aotearoa and around the world. These events were not only covered, but they were also cared for, guided by tikanga, grounded in partnership, and shared so that every whānau, wherever they were, could be part of history.

This is our purpose. To uphold moments of cultural and national significance and ensure they reach all who need to see, hear, and feel them.

When the Nation Watched Together

The Final Journey for Kiingi Tuheitia

When Kiingi Tuheitia Pootatau Te Wherowhero VII passed in August 2024, the nation grieved. For seven days our Pāpāho, Mataora and Kawepūrongo teams worked alongside iwi, iwi media, and partners including Aukaha to ensure coverage upheld tikanga and mana. Whānau unable to travel could still connect with the paepae, and communities everywhere could share in this historic farewell.

Honouring the Legacy of Tariana Turia

The passing of Kahurangi Tariana Turia in 2025 was the farewell of a leader whose influence shaped both te ao Māori and the political life of Aotearoa. As co-leader of the Māori Party and a driving force behind Whānau Ora, she placed whānau at the centre of decision making. Our coverage enabled whānau across the motu and beyond to honour her, carrying her legacy of mana motuhake into the collective memory of the nation.

Celebrating Culture and Connection

Record-Breaking Waka Ama

Waka Ama coverage continues to deepen connections among whānau, hapū and iwi, with expanded access through new digital platforms enhancing engagement. Live streaming brought the action directly to audiences, complementing television coverage which reached a cumulative viewership of 120,343. Live content attracted 44,800 viewers, while video-on-demand coverage of individual races recorded 67,812 views. This resulted in a combined total of 112,610 video views. Audience numbers grew by 19 percent compared to the previous year, reflecting increased interest and stronger engagement with the kaupapa.

Guinness World Record Haka

At Eden Park, 6,531 kaihaka reclaimed the Guinness World Record for the largest haka. Led by the Raukatauri Music Therapy Trust and championed by Dame Hinewehi

Mohi, the event raised \$270,000 and reached 320 million people globally. Our exclusive coverage carried that pride from the pitch into homes worldwide, affirming haka as both living taonga and Aotearoa’s voice on the world stage.

Polyfest Golden Anniversary

The 50th ASB Polyfest drew 77 schools, 291 groups and more than 11,000 rangatahi, making it the world’s largest Polynesian youth celebration. Our focus on the Māori stage showed how rangatahi discover confidence, connection, and leadership through performance. Polyfest continues to celebrate cultural strength and pride, connecting generations through culture and identity.

Remembering Together

ANZAC Day 2025

ANZAC Day continues to be our single biggest television viewing day of the year, with strong engagement across platforms. Full-day programming attracted a television audience of 234,481 viewers, alongside 16,647 digital video views across all content on MĀORI+. Across digital platforms, MĀORI+ recorded 12,518 users on the website and app throughout the day, while Te Ao Māori News drew 3,892 users. Collectively, this reflects a steady audience connection through our digital channels.

The ANZAC 2025 Dawn Service reached 43,807 viewers across SKY Open and Whakaata Māori, maintaining a significant uplift of 42% compared with 2023. On social media, our ANZAC coverage reached a total of 60,580 people, generating 3,863 referrals back to MĀORI+ and Te Ao Māori News platforms, reinforcing the continued strength of our cross-platform reach and engagement.



Looking Ahead

Through cultural leadership and digital innovation, Whakaata Māori ensures moments of national significance are carried to every whānau. These stories are more than broadcasts. They are taonga handed forward so our mokopuna inherit memories that strengthen unity, identity, and pride.



Tangihanga of Kiingi Tuheitia



Honouring Tariana Turia



Haka World Record 2024, Smoke Photo and Video



Ngāti Rangiwewehi

3,875

paddlers

19%

increase on previous years

60%

aged 5–23

132,000

video views

live up 14%

YouTube expansion

+18%

viewers



Record-Breaking Waka Ama



Guinness World Record Haka

6,531

kaihaka

\$270,000

raised

320M

global reach

TikTok Live

35,900

live views

500,000+

likes

Our Social Value: Delivering Exceptional Returns for Aotearoa

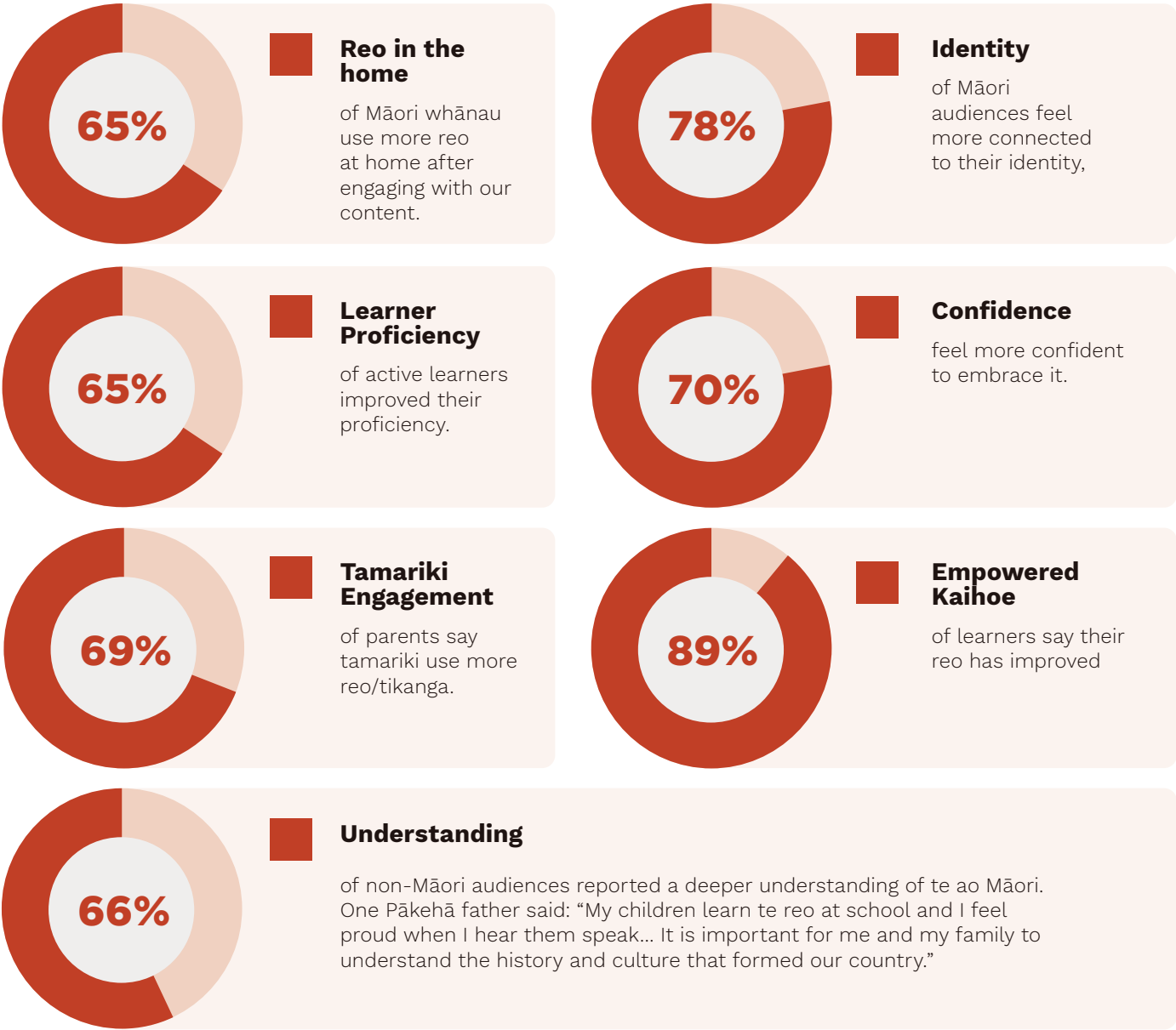
A \$50 million investment in Whakaata Māori delivers \$114 million in measurable social value. This independent analysis by Social Ventures Australia confirms what whānau across Aotearoa already know: Whakaata Māori is essential national infrastructure for language revitalisation, cultural pride, and social cohesion.

We commissioned this report because numbers like ratings and clicks don't tell the full story. What matters is whether our mahi is helping people speak more reo, feel more confident in their identity, and connect more deeply with each other.

Impact Across Audiences

These results show how stories on screen become reo in homes, pride in tamariki, and stronger cultural connections across Aotearoa. In 2023–2024, Whakaata Māori reached 2.5 million television viewers, 4.8 million unique digital users, and generated 172 million social media engagements. However, the true value lies in the financial impact Whakaata Māori delivers into society and beyond the screen.

Social Value Report Data | Supported by Te Huapae Outcomes



* Social Value Report data sets are from our FY23–24 audience survey
** Te Huapae Outcomes data sets are from our FY24–25 Statement of Performance

Beyond Broadcasting

Whakaata Māori does more than put shows on air. We are part of the architecture of language revitalisation, working across the pillars of awareness, status, acquisition, use, corpus, community, and motivation.

Whānau told us they now use more reo at home. Tamariki are more immersed in tikanga. Non-Māori audiences report greater understanding of te ao Māori. Our own kaihoe feel more empowered to contribute to kia mauriora te reo.

These ripple effects reflect the Kaihoe dimension of Te Huapae o te Rangi: building capability, confidence, and cultural integrity within our people and sector.

International Leadership

The Social Value Report also shows how Whakaata Māori contributes to the reputation of Aotearoa as a world leader in Indigenous media. At the United Nations Permanent Forum on Indigenous Issues in New York, Whakaata Māori stood with peers as UNESCO launched its first global study on Indigenous Peoples and the Media. That study echoed our own findings: Indigenous media is not an add-on. It is essential infrastructure for language, identity, and futures.

We are part of a wider movement. From APTN in Canada to NITV in Australia, NRK Sápmi in Norway, and TITV in Taiwan, Indigenous broadcasters are proving the same truth: culturally grounded media strengthens nations.

But sustaining this leadership requires commitment. The report shows that a \$10 million funding reduction would risk losing around \$23 million in social value each year. That equates to the reo progress of 200,000 active learners, or the cultural connection of half a million Māori viewers.

A Defining Moment

The evidence is clear. Whakaata Māori strengthens identity, deepens understanding, accelerates reo learning, and grows Māori leadership in media. With sustained investment, our mokopuna will inherit a future where reo and tikanga are thriving. Without it, Aotearoa risks losing ground that cannot easily be rebuilt.



Riria Dalton-Reedy,
Ako Ararau 2025

From Aotearoa to the World

Weaving Global Indigenous Media Networks

When rangatahi reporter Te Aniwikiwa Paterson travelled to New York in April 2025 to cover stories from the United Nations, her assignment demonstrated our commitment to creating global opportunities for rangatahi. It highlighted the importance of investing in Indigenous journalists and platforms, echoing UNESCO's call to protect language, identity and culture through media representation. Her reporting placed Māori perspectives on the world stage, ensuring our voices are part of the international conversation.

For whānau at home, this means our young people are gaining real opportunities to step into leadership, and Māori stories are being heard alongside the voices of Indigenous peoples worldwide.

Building the Foundation

Over the past two years, Whakaata Māori has been part of UNESCO's consultation on Indigenous media, contributing Māori perspectives to international discussions on how Indigenous platforms are funded and sustained.

UNESCO found 308 Indigenous media outlets across 74 countries. Most operate in their own languages, but almost all run with fewer than 10 staff, proof of both their power and their fragility.

At the 24th UN Permanent Forum on Indigenous Issues, we joined Indigenous broadcasters and advocates to affirm a simple truth: publicly funded Indigenous media is not optional. It is essential cultural infrastructure.

Breaking New Ground

To turn advocacy into action, Whakaata Māori helped establish the Indigenous News Alliance (INA) in 2024. INA connects trusted Indigenous outlets across the globe, creating a network for joint reporting that is authentic, independent, and impactful.

The first collaboration, joint coverage of the 2025 UN Permanent Forum, brought together journalists from three countries and reached audiences worldwide. In 2026 INA partners will travel to Aotearoa to host workshops that will build capability within Whakaata Māori and across the Māori media sector.

For audiences, this means more stories told through Indigenous eyes, and for kaihoe it means new skills, new networks, and new pathways of leadership.



Te Aniwikiwa Paterson (centre) with Allison Kelliher and Emma Rawson-Te Patu from the Indigenous Determinants of Health Alliance

The Network Effect

Together, these efforts are shaping a global Indigenous media ecosystem. For Whakaata Māori, the benefits are measured through Te Huapae o te Rangi:

UNESCO's research highlights the challenges still ahead. Many Indigenous outlets face resource shortages, high production costs, and gaps in digital skills. That is why Whakaata Māori continues to invest in training and digital innovation, ensuring Māori creators are equipped to thrive.

From UN boardrooms to TikTok feeds, our partnerships are creating opportunities for storytellers at every stage. Te Aniwikiwa's reporting was just one example of what happens when rangatahi are given the chance to step forward with courage and pride.

Looking Ahead

Whakaata Māori is now recognised as a trusted voice in global Indigenous media. We deliver world-class content to international audiences, and at the same time we create pathways for Māori journalists, producers, and digital creators through accredited training and overseas assignments.

For our mokopuna, this global mahi ensures their voices are not only heard at home but respected on the world stage.



Commissioning For Outcomes

A Strategic Foundation

Whakaata Māori has redefined commissioning. Instead of measuring success by broadcast hours or ratings, every kaupapa is assessed by the outcomes it creates for reo, tikanga, and identity. Anchored in Te Huapae o te Rangi, this strategy puts cultural revitalisation and community transformation at its heart. The vision is clear: kia mauriora te reo.

In simple terms, commissioning for outcomes means asking a different set of questions. Not “how many hours did it fill?” but “did it help people speak more reo, feel proud to be Māori, and understand each other better?”

Audience research confirmed measurable gains in reo use, cultural confidence, and cross-cultural understanding. These are not just broadcasting results; they are signs of national cultural progress.

Stories With Purpose

The first round of Commissioning for Outcomes in 2024 delivered a wave of programming in 2025 that combined cultural integrity with audience reach.

NOMAD (Fire Fire Productions)

Kahurangi Mahuika’s off-grid journey through Te Waipounamu connected audiences with whenua, whānau, and mātauranga Māori. It reached more than 100,000 viewers across Whakaata Māori and half a million through social media.



NOMAD, Fire Fire, 2025

Māori All Blacks: Bound by Blood (Pango Productions)

This four-part documentary followed six players on the team’s 2024 Japan tour, exploring what it means to carry tikanga and whakapapa into professional sport. By sublicensing the series to New Zealand Rugby for its global platform NZR+, our culture and language was able to impact new audiences.



Māori All Blacks Bound By Blood, Pango Productions, 2024

Under the Whāriki (Mauri Media)

A social-first podcast hosted by Te Ataakura Sharland-Pewhairangi and Tahu Hollis created brave spaces for kōrero on kaupapa often left unspoken. Shared through MĀORI+ and social channels, it showed how digital innovation can amplify Māori voices while keeping tikanga at the centre.



Hikina Te Mānuka (ManiaTai)

The story of the Mānihera whānau of Te Tai Tokerau showed how the teachings of tūpuna provide healing and resilience. It demonstrates how mātauranga Māori continues to shape pathways for future generations.

Together, these kaupapa deliver on Te Huapae outcomes in ways people can see and feel:

Apataki: helping audiences use more reo in their daily lives.

Hononga: deepening understanding and building stronger connections across Aotearoa.

Kaihoe: growing the skills and confidence of storytellers, on screen and behind the camera.

The Horizon Ahead

The next phase of Commissioning for Outcomes will embed cultural impact further across all funding partnerships. We will continue to work closely with producers and funders to deliver quality content and deliver Te Huapae outcomes.

Our priorities are clear:

- Expand reach through enhanced digital distribution while protecting cultural excellence.
- Build rangatahi capability in creative, technical, and leadership roles.
- Invest in emerging technologies and formats that keep pace with change.
- Strengthen partnerships with Indigenous broadcasters and global partnerships while serving

By combining traditional storytelling with contemporary platforms, Whakaata Māori ensures cultural transmission that is both present and future focused.

Conclusion

Commissioning for outcomes delivers change, helps whānau use more reo, gives rangatahi confidence in their identity, and grows cross-cultural understanding across Aotearoa.

This strategy cements Whakaata Māori as a global leader in Indigenous media and ensures that our mokopuna inherit a thriving language and culture.



NOMAD, Fire Fire, 2025

Wai Whakaata | Tātai Whetū

Transformation Journey

Wai Whakaata: A Time of Reflection

In 2024 we entered a period of deep reflection called Wai Whakaata. Meaning “waters of reflection,” it is a way of seeing the stars through their reflection in water. It reminds us to pause, look inward as well as outward, and find clarity in times of change.

With \$10.3 million in temporary government funding scheduled to phase out, nearly a quarter of our resources were at risk. Rather than wait for change to be forced upon us, we chose to act early. Wai Whakaata gave us the chance to examine ourselves closely, to reflect on who we are and how we can strengthen our waka for the next twenty years.

Choosing Transformation

The reflection led to action. We reshaped our organisation to focus resources on digital-first priorities, realigned leadership around people, content and innovation, and transitioned Te Reo Channel, first launched in 2008, to digital-only delivery.

Every decision was guided by one purpose: to protect and grow te reo Māori. This also meant saying goodbye to some of our people, a decision taken with care and respect. Their contribution remains part of the foundation we stand on today.



Whatitiri Te Wake at Kī Te Hoe - Tōkihi 2025



Pure at Rangi-mata-rau. Tohunga Te Amohanga Rangihau

Tātai Whetū:

Our Guiding System for Transformation

The transformation yielded tangible impacts, as evidenced by our performance metrics:

Tātai Whetū

Tātai Whetū are the stars and constellations that surround us, and the phrase also means the practice of using stars and constellations to guide a journey - past, present and future. Thus, Tātai Whetū is the name of our transformation journey that will shape our waka of Whakaata Māori for the future and ensure our ability to thrive in the ever-evolving media, digital and language revitalisation landscape.

The guiding principles of Tātai Whetū provide the framework that Whakaata Māori uses to transform and shape our future. By implementing these principles, Whakaata Māori aims to become a pioneering multi-media platform that showcases authentic Māori stories and uplifts Māori perspectives, narratives, and mana.



For our tipuna, 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.

Tātai Whetū Pou:

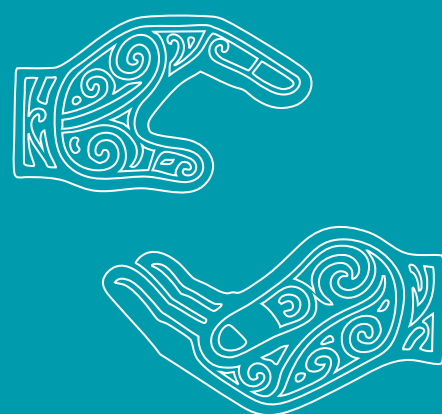
Tātai Whetū sets the principles that shape our structure, investments, and daily mahi. It ensures we navigate with intention, alignment, and impact.

Together, these Pou form a constellation that guides every decision, from the stories we back to the technology we adopt and the partnerships we pursue. They connect our daily mahi with Te Huapae o te Rangī, the horizon we steer toward for audiences, communities and mokopuna.



Nurturing Talent and Leadership

Clear pathways for advancement in reo, tikanga, creative, technical, and leadership roles ensure kaihoe can grow and excel within the media sector. We foster a culture of excellence that empowers our people to reach their full potential.



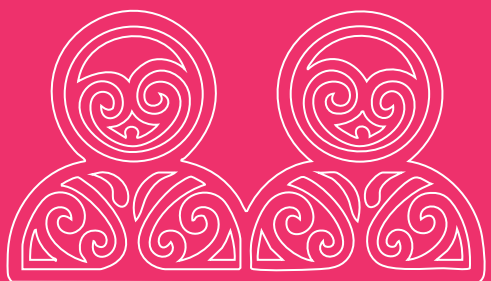
Engaging Audiences

By elevating te reo me ngā tikanga Māori through compelling content, we create meaningful connections that resonate with our evolving audience needs and expand our cultural reach globally.



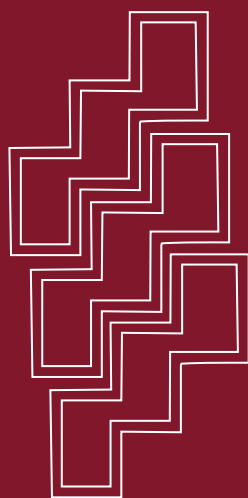
Flexible Operating Model

Our flexible, future-ready operating model embraces new methods of working while dynamically adapting to sector changes, ensuring sustainability and cultural integrity remain balanced.



Partnership and Sector Collaboration

We actively foster collaborations that complement our strengths, working alongside the Māori production sector and international Indigenous media organisations to bring unique storytelling to global audiences while achieving shared cultural goals.



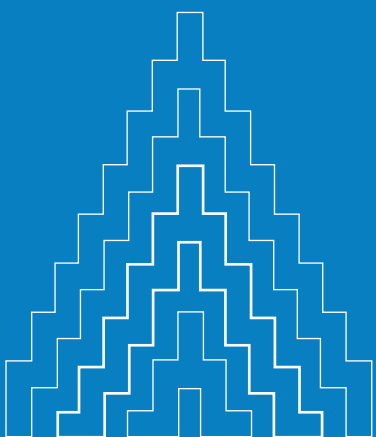
Commissioning for Impact

Every story we commission serves a meaningful purpose, delivering measurable impact aligned with our Te Huapae outcomes and strengthening te reo Māori across diverse audiences.



Digital Enablement

We leverage digital tools and technologies to drive innovation and efficiency across our waka, championing a digital-first approach that positions us ahead of industry trends while preserving cultural authenticity.



Optimising Resources

We streamline processes, strengthen planning, and implement efficient systems to achieve cost savings while strategically reinvesting resources into our core cultural mission and content priorities.

Tātai Whetū is our map and compass. It's how we steer the waka together, using the stars of our tipuna to guide today's mahi, so every story we tell and every idea we create takes us closer to a future where te reo is alive everywhere. Tātai Whetū keeps us on course. One waka, one direction, kia mauriora te reo.

Te Ao Māori News: A Trusted Voice in a Changing Media Landscape

Why Māori Journalism Matters

Māori journalism plays a vital role in Aotearoa. It ensures Māori voices are heard in national debates, tikanga is upheld, and our perspectives are carried into the historical record. At a time when misinformation spreads quickly and mainstream media often overlooks or misrepresents Māori issues, Te Ao Māori News stands as an independent, kaupapa Māori voice that whānau can trust.

For more than 20 years, Te Ao Māori News has proven its strength by being present where it matters most – on the ground, in the whare, and in the corridors of power. Guided by reo and tikanga, our journalists report with integrity so audiences can rely on us not just for information but for representation, context, and connection.

In 2024–25, when Māori voices needed to be heard clearly, we stood with our people in moments of protest, remembrance, and cultural celebration, carrying those voices into homes nationwide and internationally.

Stories That Defined the Year

Farewell to Kiingi Tuheitia and the Dawn of Te Arikinui Kuini Nga wai hono i te po

Our coverage of the tangihanga of Kiingi Tuheitia enabled whānau everywhere to connect, ensured tikanga was upheld, and carried Māori perspectives into the national record. At Koroneihana, Waitangi Day and ANZAC commemorations, our journalists provided live, balanced coverage that honoured tradition while examining issues of national importance.



Te Arikinui Kuini Nga wai hono i te po at the tangihanga of Kiingi Tuheitia

Hikoi mō te Tiriti

When 42,000 people gathered at Parliament, our cameras captured the power of unity. International outlets including the BBC and New York Times shared our reporting, ensuring Māori voices were heard far beyond our shores.

Events of National Significance

From Koroneihana to Waitangi Day and ANZAC commemorations, Te Ao Māori News carried moments of national importance into homes. At Koroneihana 2024, our live coverage reflected the dignity of the occasion while also holding space for political debate, prompting national discussion. On Waitangi Day 2025, our reporters provided balanced coverage from Te Tii Marae and across the motu, honouring tikanga while examining critical issues. On ANZAC Day, our storytelling wove Māori voices into the remembrance, ensuring the service and sacrifice of the Māori Battalion remain at the heart of our shared history.

Parliamentary Haka Protest

When rangatahi MP Hana-Rāwhiti Maipi-Clarke led a haka inside Parliament, our reporting captured the strength of Māori voices in the nation’s house, sparking widespread kōrero.

Waitangi Tribunal and Māori Rights

We were at the forefront of covering key Tribunal developments: the interim report on the Government’s Treaty Principles Bill, urgent hearings on Māori wards, and the 50th anniversary of the Tribunal. Our coverage highlighted not only past gains like the reo claims but the Tribunal’s continuing role in protecting Māori rights today.



Waitangi 2025

What Audiences Told Us

Audiences told us that live storytelling resonated most, with engagement peaking when people could experience events with us in real time. Rangatahi connected through TikTok and Instagram, while kaumātua engaged through Facebook and livestreams, and whānau shared stories widely across platforms.

Transition to Digital First

December 2024 marked the close of a 20-year era of daily news bulletins. The move to a fully digital newsroom was driven by audience need and also reflected funding realities. Our reporting of the transition was open and transparent, with audiences expressing strong support for Māori news services in new forms.

This shift has made us faster, more accessible, and more responsive to where audiences are today. What has not changed is the kaupapa: journalism grounded in te ao Māori, serving our people with honesty, courage, and integrity.

Sharing Māori Stories with the World

Te Ao Māori News is not only serving audiences at home, it is also carrying Māori perspectives onto the global stage. Through the World Indigenous Broadcasters Network (WIBN), our journalists exchange stories with Indigenous partners worldwide. Māori stories appear on international platforms, and in return, we share Indigenous voices from around the globe with audiences here.

Why This Matters

The work of Te Ao Māori News directly advances the outcomes of Te Huapae o te Rangi:

Apataki (Audiences)

Inspiring reo use and connecting Māori to the issues that affect them.

Hononga (Connections)

Strengthening understanding across Aotearoa and building bridges with Indigenous voices worldwide.

Kaihoe (Our people)

Giving Māori journalists, producers, and storytellers the skills and opportunities to lead.

For whānau, it means being represented with mana. For communities, it means struggles and achievements are



Whatitiri Te Wake at the 2025 WIBN Conference in Taiwan

recorded with care. For Aotearoa, it means a stronger democracy enriched by Māori perspectives.

Looking Ahead

Te Ao Māori News now steps into its next chapter as a fully digital newsroom, carrying forward the trust built over 20 years. Our commitment is clear: to remain the platform where Māori voices lead the story, where reo and tikanga are lived every day, and where whānau can see themselves reflected in the news that shapes the nation.

For our mokopuna, it means inheriting a trusted Māori news service that reflects them with pride and integrity, ensuring Māori voices remain central to the story of Aotearoa for generations to come.

Te Ao with Moana

Since debuting on Whakaata Māori in 2019, Te Ao with Moana has become an award-winning, trusted voice in current affairs. Renowned for its sharp analysis and creative storytelling, the series blends strong journalistic principles with a distinctly Māori and Indigenous lens. While grounded in te ao Māori, its perspectives and standout production values resonate with audiences well beyond Māori communities, challenging mainstream narratives and elevating Indigenous voices.

Anchored by the internationally respected Moana Maniapoto, with producer-reporter Hikurangi Jackson, veteran journalist Cameron Bennett, and contributors from across the Māori news ecosystem, Te Ao with Moana delivers in-depth field reports, panels, investigations, and intimate interviews. Its authentic approach makes complex issues accessible, sparking dialogue on politics, culture, arts, and global Indigenous movements. In 2025, Whakaata Māori extended the programme’s reach through a tailored content distribution strategy, making the programme more accessible than ever before via digital, social media, Te Ao Māori News and other partner platforms. Through this expansion, viewership over the past 6 months has grown to over 5 million and this incredible engagement sees Te Ao with Moana as a leading driver of Te Huapae outcomes. Even amid budget constraints, Whakaata Māori has prioritised directly co-funding Te Ao with Moana with Te Māngai Pāho in 2025 and committed to do so again in 2026, recognising its vital role in shaping discourse and connecting Māori stories to the world.



Te Ao with Moana



MP Hana-Rāwhiti Maipi-Clarke haka in Parliament. RNZ/ Samuel Rillstone

Rangatahi Digital Natives From Parliament to Platforms

When rangatahi take the mic, they do more than speak. They shift the story of Aotearoa and connect it to the world.

Whakaata Māori anticipated that shift, built the platforms to carry it, and made sure Māori voices are heard from Parliament to playing fields, from TikTok feeds to international forums.



HAKA LIFE Wharekura, Mako Media, 2024

Haka Heard Around the World

On 14 November 2024, MP Hana-Rāwhiti Maipi-Clarke stood in Parliament and performed “Ka Mate” in protest of the Treaty Principles Bill. The haka stopped the House and started a global conversation.

Whakaata Māori was there, not only to report it but to elevate it. Our coverage across MĀORI+ and social platforms reached more than 560 million views, and with reposts the audience grew beyond a billion.

For rangatahi here, it showed the power of standing tall in identity. For Māori abroad, it was a moment of pride. For the world, it was a lesson in mana motuhake lived out loud.



Ariki Season 4, Mahi Tahī

MĀORI ACTIVE: Reo on the Field

Sport is one of the strongest stages for rangatahi identity. Through MĀORI ACTIVE, Whakaata Māori took reo Māori into spaces where it had never been normalised before. Secondary school rugby, basketball and netball were broadcast with reo commentary, making te reo part of the game itself.

More than 600,000 video views and 51 million impressions proved the appetite. Rangatahi and their whānau saw their games, their peers and their reo celebrated on screen. International partners also took notice, with other Indigenous broadcasters looking to MĀORI ACTIVE as a model for embedding language in sport. This was reo Māori made everyday and global at the same time.

This moment was a direct expression of Te Huapae outcomes: rangatahi more confident in their identity and reo Māori visible in places where it had never been seen before.

TUKU: Rangatahi by Rangatahi

TUKU is a place where rangatahi see themselves unfiltered and unapologetic. With over 160,000 followers, it has become a movement that shapes conversations on culture and politics. It is also a training ground, growing creators and leaders who can carry Māori stories into the future.



Ahikāroa Season 6, Kura Productions

Culture as Confidence

From Ngā Manu Kōrero to Polyfest to Ngā Kapa Haka Kura Tuarua, Whakaata Māori amplified the voices of rangatahi who stood to perform, speak and lead. Ngā Manu Kōrero drew 37,000 views approx +105% from last year.

These were not just events. They were declarations of identity. They showed whānau that our tamariki and mokopuna are strong in who they are, and they gave the world another window into Māori resilience and creativity.

Sharing Māori Voices with the World

Through the World Indigenous Broadcasters Network (WIBN), Te Ao Māori News and rangatahi creators are part of a global ecosystem. Stories from Aotearoa are now shared on Indigenous platforms overseas, and voices from Canada, Australia, the Pacific and beyond are carried back to our whānau here.

This exchange means rangatahi Māori see themselves not in isolation but as part of a global Indigenous movement. It means their voices can spark conversations in Ottawa, Sydney or Taipei just as easily as in Ōtāhuhu or Ōpōtiki.



When rangatahi lead, Aotearoa does more than listen. It learns. And Whakaata Māori will remain the waka that backs their voices, grows their confidence, and ensures they are heard across the motu, across the world, and by the mokopuna yet to come.

HAKA LIFE Wharekura, Mako Media, 2024

Ahikāroa: Digital First, Always Rangatahi

Season 6 of Ahikāroa launched with a digital-first strategy that paid off. With more than 132,000 video views, it became one of our highest-performing series of 2024. Its impact came from authenticity: rangatahi characters, real language, real issues.

Ahikāroa was more than entertainment. It proved that rangatahi want stories told their way, on their platforms, and in their reo. It showed international audiences what unapologetic Māori storytelling looks like in a modern, digital format.

Looking Ahead: Succession in Action

Whakaata Māori is deliberate about investment in rangatahi. TUKU, MĀORI ACTIVE, and youth-focused productions are not projects for today only, they are pipelines for tomorrow. Every series, every livestream, every captioned haka is part of a larger strategy to grow Māori leaders, fluent in reo, grounded in tikanga, and confident in digital spaces.

For whānau, it means tamariki can see role models who look and sound like them. For rangatahi, it opens careers and pathways in a sector that reflects their values. For Aotearoa, it ensures Māori identity is not only preserved but amplified as part of the nation’s future.

Growing Our Kaihoe

Strengthening the Waka Together

When you see your cousin performing at Te Matatini, your aunty leading karanga at the marae, or your whanaunga presenting a programme on TV, chances are they are also one of our kaihoe. They are the heartbeat of Whakaata Māori. Every paddler carries their whānau, hapū and iwi with them into our mahi. When we invest in kaihoe, we are not only growing skilled media professionals, we are strengthening cultural leaders who connect communities and ensure our stories are carried with mana.

Ki te Hoe – Tōkihi 2025

In April and May, more than ninety kaihoe gathered at Te Māhurehure Marae for Ki te Hoe – Tōkihi, a marae-based wānanga designed to reset, reconnect and strengthen our waka. The days began with dawn pure at the moana, followed by karakia, kapa haka, raranga and maramataka wānanga led by tohunga Rereata Makiha.

This was more than professional development. It was about reaffirming our values of Kia Tika, Kia Pono, Kia Aroha and Kia Māori. It was about understanding Tātai Whetū, the framework that emerged from Wai Whakaata, and how its guiding stars shape our mahi. For many kaihoe, this was the moment they saw how their own role connects to the collective purpose: protecting and growing te reo Māori for generations to come.

Whakamana – Setting Goals with Purpose

Alongside this, every kaihoe took part in Whakamana goal setting, a process that aligns personal goals with Tātai Whetū and our values. Whakamana is not a tick-box exercise. It is about growth in reo, tikanga, capability and contribution to the waka.

Kaihoe set goals that connect directly to outcomes for audiences and communities, from creating reo-rich content, to strengthening collaboration across teams, to building new technical and creative skills. Each goal links back to our collective mission, so that when one kaihoe grows, the whole waka moves forward.

For whānau, this means the stories you see and hear are carried by people who are supported, developed and proud of their mahi. For mokopuna, it means inheriting a future where Māori media is led by skilled, confident and values-driven people.

Enabling Kaihoe to Give Back

We recognise that our kaihoe are not only media professionals but also leaders, marae workers, kapa haka performers, ringawera and advocates in their own whānau, hapū, iwi and communities. Whakaata Māori actively supports kaihoe to step into those roles by providing cultural leave for tangihanga, kapa haka and other kaupapa that matter to their people.

This is not time away from work. It is part of the work of being grounded in who we are and the communities we serve.

Ngā Toa Whakaihuwaka – Celebrating Excellence

The growth and development of our kaihoe throughout the year comes together in Ngā Toa Whakaihuwaka, our annual celebration of excellence. It is how we honour those who go above and beyond, and how we bring our values to life through the mahi of our people.

We hold Ngā Toa Whakaihuwaka to celebrate excellence, but also to show what Kia Tika, Kia Pono, Kia Aroha and Kia Māori look like in action. The awards create space to acknowledge impact across the waka, strengthen pride and whanaungatanga, and remind us that success at Whakaata Māori is always a collective achievement.

Nominations are made by kaihoe from across the organisation, and judging is carried out by past recipients together with Kaiurungi. This process ensures Ngā Toa Whakaihuwaka reflects both the voice of our people and the leadership of the waka.

Equal Employment Opportunities

Whakaata Māori upholds the principles of equal employment opportunity as part of our commitment to fairness, inclusion, and cultural integrity. Our approach is embedded across the Tātai Whetū Pou of Nurturing Talent and Leadership, ensuring equality of opportunity is reflected in how we attract, develop, and retain our kaihoe.

EEO principles are applied through tikanga-based practices that value manaaki, whanaungatanga, and diverse perspectives. These principles are integrated into recruitment, remuneration, professional development, and Whakamana performance processes, supporting equitable pathways for growth and leadership.

This integrated approach ensures that equal employment opportunities are lived throughout Whakaata Māori rather than expressed as a stand-alone programme, giving full effect to section 41(2)(d) of the Māori Television Service Act 2003.



Kaihoe at the 2025 Ako Ararau Māori Expo

Celebrating our Winners

Kia Tika | Doing what is right

Frank Bencsik

Ngāti Rangiwewehi

Frank’s calm and steady approach makes him a pillar of reliability. He goes above and beyond, working with care and precision, and has an exceptional ability to identify and correct errors. Widely trusted by his hoa mahi, Frank holds himself to high standards and always delivers mahi of the highest quality. His gentle nature, strong work ethic and willingness to support kaupapa such as Te Matatini make him a true embodiment of Kia Tika.

Kia Pono | Acting with integrity

Mere Black

Ngāi Tūhoe

Mere is a respected kuia who leads with deep honesty, humility and fairness. She grounds her mahi in values-based decision making that uplifts others and creates safe, inclusive spaces where kōrero can flourish. Her steady presence weaves tikanga Māori into daily life at Whakaata Māori, making her a powerful role model for integrity and openness.

Kia Aroha | Demonstrating compassion and care

Linda Moana

Ngāti Porou

Linda embodies aroha in every sense. Her kindness, compassion and generosity are deeply felt across Whakaata Māori and beyond. She goes the extra mile to respond to archival requests from iwi, communities and individuals with care and respect. She is generous with her time and unwavering in her support for others, often stepping in to provide help with productions and kaupapa. Approachable and dependable, Linda is a quiet force of aroha and manaaki who uplifts every space she is part of.



Kaihoe at Ki Te Hoe – Tōkihi 2025

A Collective Celebration

Ngā Toa Whakaihuwaka is not only about recognising individual achievement. It reflects who we are as Whakaata Māori, a waka carried forward by people who embody our values and give of themselves for

Kia Māori | Embedding te reo me ngā tikanga Māori

Fe’ao Latu

Fe’ao is a steadfast champion of te ao Māori. Whether representing Whakaata Māori at tangihanga, supporting productions after hours or contributing as a member of Ohu Reo, she shows up with humility, care and quiet strength. Often working behind the scenes, even in the kitchen during kaupapa, her presence is always grounded in tikanga and a deep sense of responsibility. Fe’ao lives kaupapa Māori in action every day.

Apataki | Serving our audiences with excellence

Wiremu Te Kiri

Tūhoe, Te Arawa

Wiremu exemplifies what it means to serve our apataki with heart, purpose and excellence. He brings a strong growth mindset to his mahi and consistently responds to feedback with openness and maturity, refining his work to better align with audience needs and platform strategies. Embracing new formats and creative thinking, Wiremu is steadily developing as a digital storyteller, always keeping our apataki at the centre of his mahi. His passion, patience and generosity towards his hoamahi, alongside his clarity and pride in craft, make him a truly deserving recipient of the Apataki Award.

Toa Whakaihuwaka | Overall Excellence

Grace O’Neill

Te Atiawa, Ngāti Ruanui

Grace is a quiet achiever whose integrity, humility and excellence make her a trusted kaihoe. She embodies manaakitanga, creating safe, inclusive spaces and supporting others with warmth and generosity. Named Toa Whakaihuwaka 2025, Grace inspires through her calm strength, high-quality mahi, and unwavering commitment to kaupapa.



Kaihoe

the kaupapa. Each recipient carries the pride of their whānau, hapū, iwi, and community and together they remind us that success is always collective.

World Indigenous Broadcasters Network: Māori Stories on a Global Stage

Whakaata Māori is part of a global whānau of Indigenous broadcasters called the World Indigenous Broadcasters Network (WIBN). Together we share stories, strengthen each other and make sure Indigenous voices are heard everywhere.

Sharing Stories Across the World

Every week, Māori stories produced here are shared on Indigenous platforms in places like Canada, Australia, Sápmi and Taiwan. At the same time, their stories are brought home for our audiences. For whānau, this means when something important happens here, our struggles and achievements are seen and respected overseas. And when big moments happen for other Indigenous peoples, we get to learn from them too.

The Sámi children’s puppet show Binnabánnaš and Ujjuju has now been reversioned into te reo Māori, so tamariki here can learn in their own language while also seeing how other Indigenous kids live.

Building Connections and Opportunities

Through WIBN, Māori stories about protest, kapa haka, climate change and rangatahi leadership have been carried on international platforms. In return, we have shared the voices of First Nations in Canada, Sámi communities in Europe and Indigenous peoples across the Pacific.

For rangatahi, this opens new pathways. They see Māori journalists not only reporting in Aotearoa, but standing on global stages and shaping conversations worldwide. It shows them they too can lead in media, digital innovation and storytelling.



2025 WIBN Conference in Taiwan

Growing the Network

More Indigenous broadcasters are joining the network, including Hakka TV in Taiwan, and talks are underway with others in Ireland, Scotland and Hawai’i. Each new member makes the collective stronger, ensuring Indigenous languages and cultures are protected and celebrated.

WIBN has also updated how members work together. We now have easier ways to exchange programmes, a shared content catalogue, and a fresh online presence. Members share content directly on social media, so Indigenous stories reach whānau quickly, wherever they are.

Looking to the Future

The network is also thinking ahead. Members are exploring how Indigenous peoples can shape new technologies in ways that keep stories authentic and reo safe. For Māori, this means making sure our reo, tikanga and taonga are protected in the digital age, and that the tools of the future carry our voices with integrity.

Through WIBN, Māori media leadership is recognised internationally. Our reo and tikanga resonate with Indigenous nations everywhere, and our stories are valued as part of a global Indigenous whānau.

For whānau, it means our stories are valued across the world. For Aotearoa, it strengthens our place as a leader in Indigenous media. And for our mokopuna, it ensures their voices will always be heard, no matter where in the world they stand.



2025 WIBN Conference in Taiwan



Shane Taurima with TITV leaders at the 2025 WIBN Conference in Taiwan

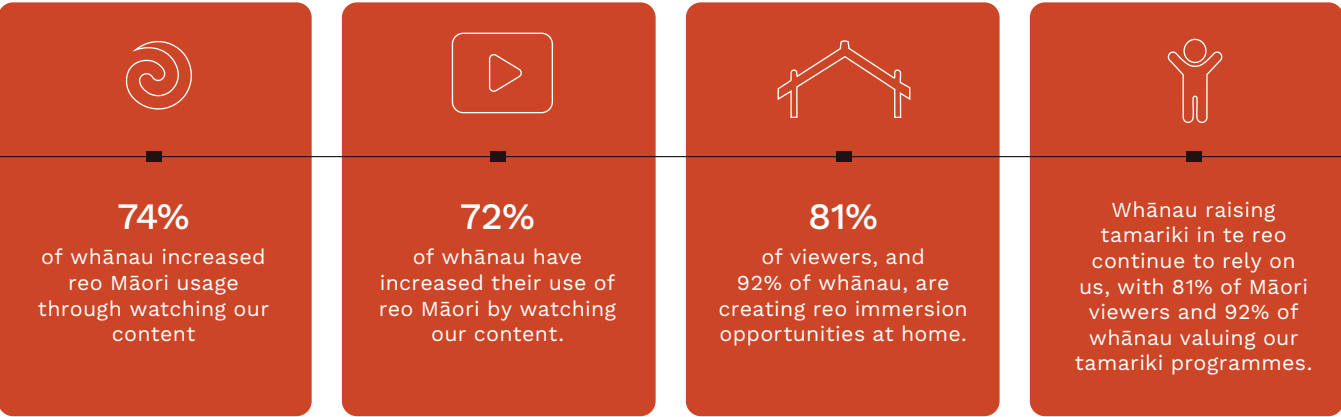
Our Impact – Te Huapae Outcomes 2024–25

Our content makes a difference

Whakaata Māori is proud to deliver outstanding results against Te Huapae outcomes this year. Our programmes support whānau to grow their reo, strengthen their connections to te ao Māori, and showcase the richness of Māori storytelling. Importantly, our content is reaching beyond Māori audiences, with 92% of non-Māori viewers saying they now have a deeper understanding of tikanga and Māori perspectives.

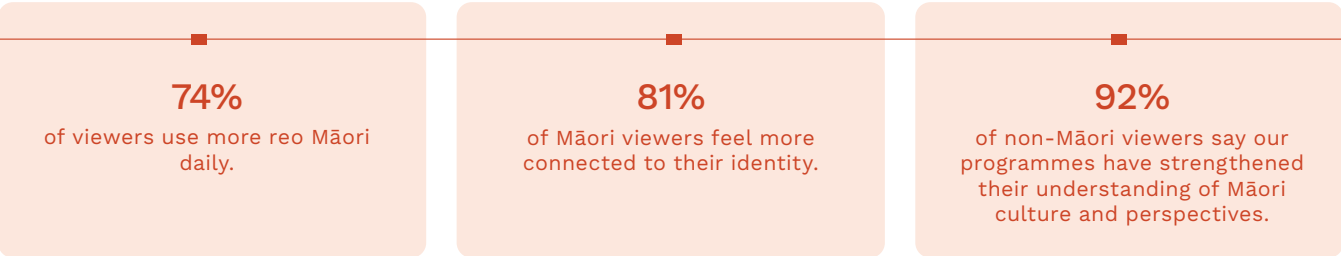
Reo Māori in our lives

Whānau are increasingly weaving reo Māori into their everyday lives through Whakaata Māori content. **Highlights:**



Confidence and identity

Our stories are uplifting pride and identity, especially for rangatahi. **Highlights:**



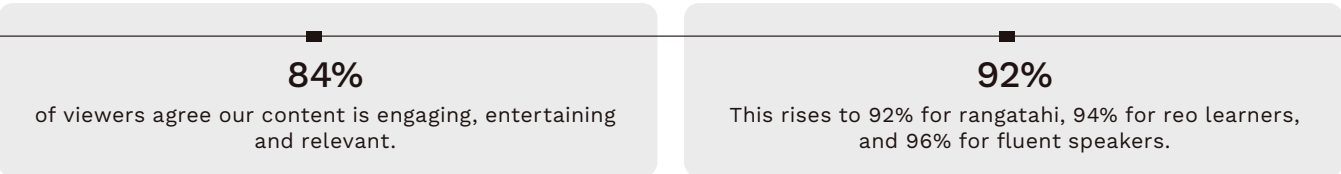
Learning and proficiency

Whakaata Māori continues to be a trusted source of language learning. **Highlights:**

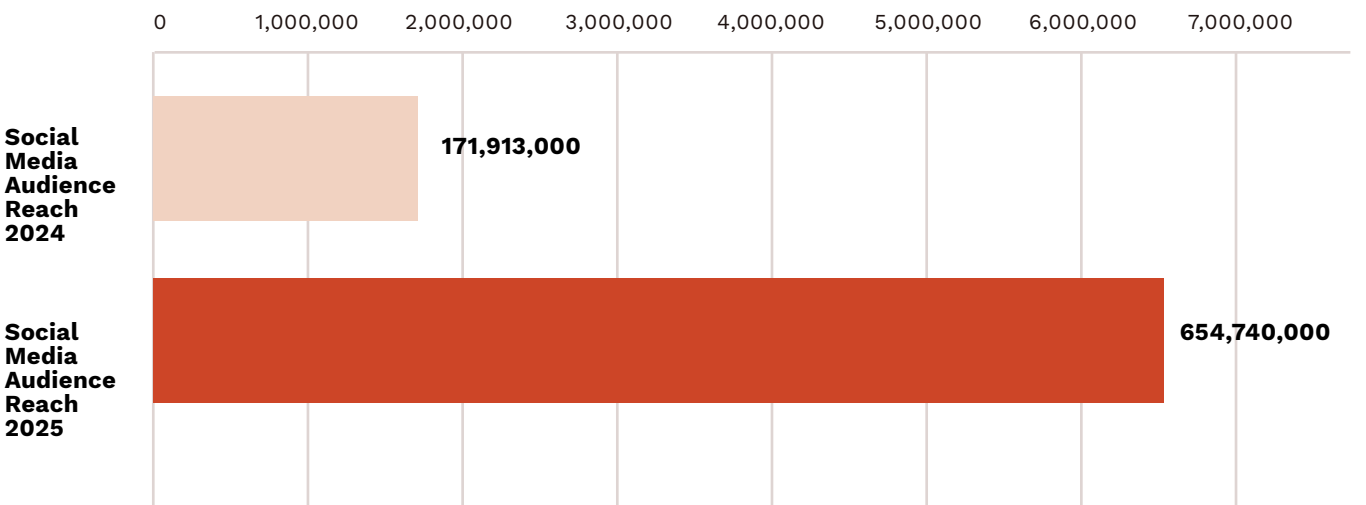
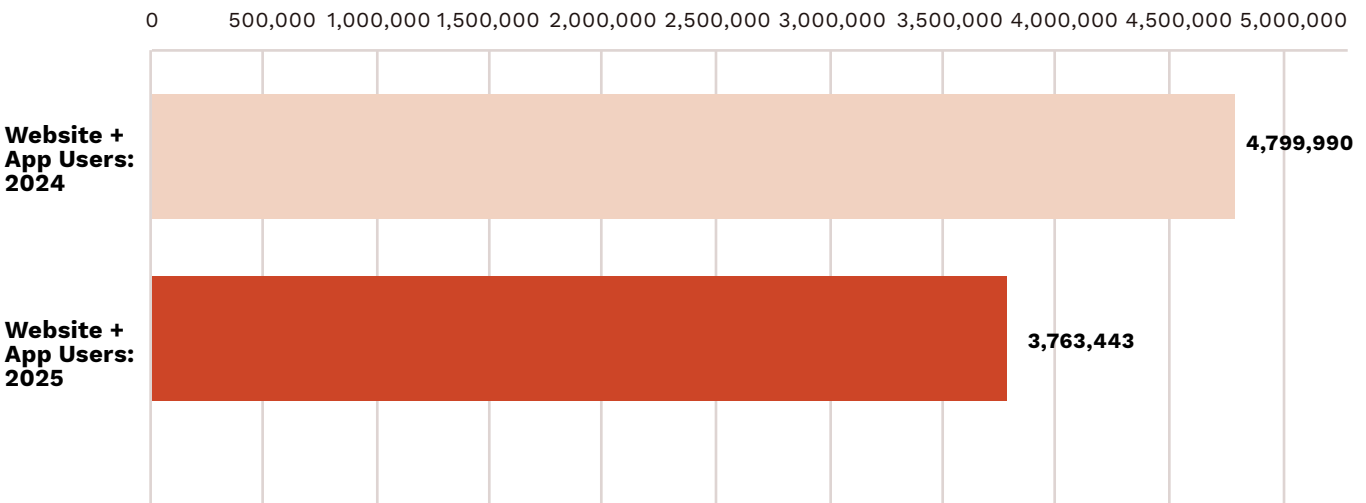
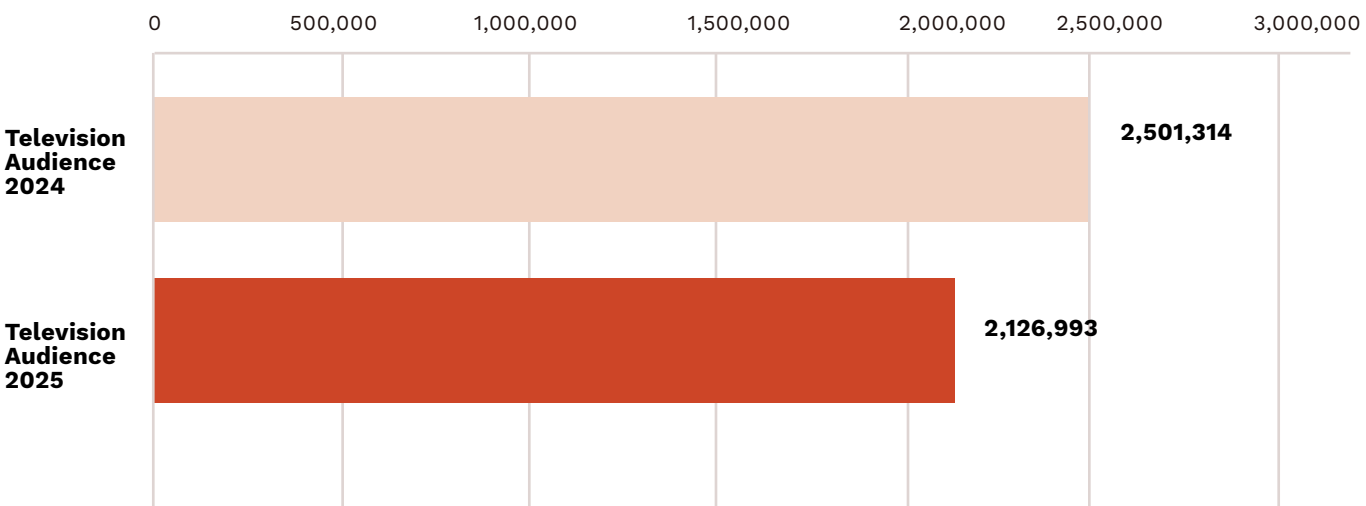


Engagement and quality

Independent reviewers rated our reo Māori content at the highest level, 5 out of 5. Viewers also continue to affirm our relevance. **Highlights:**



How Audiences Connect With Us



The ways audiences connect with us are evolving. Like all broadcasters, we are seeing fewer people watch traditional television, while more connect through our digital and social platforms. This year we also made

deliberate changes to our news service, moving away from a daily bulletin and focusing on reo-rich, high-quality storytelling. These changes reduced short-term reach but are strengthening long-term cultural impact.

2025

Social media reach:

654 million

MĀORI+ app:

68,671 new downloads in the last 12 months, with 170,241 people using the app each month.

Website and app users:

3.7 million

Third-party platforms:

Around 20,000 people accessed our content through other providers.



Te Ao Māori News audiences:

431,000

2.1 million via website and app,

and 53.5 million through social media.

Our People, Our Strength

Our kaihoe are the heartbeat of Whakaata Māori. Even within tight financial settings and through the Wai Whakaata transformation, which reshaped most of our roles, engagement has remained steady. Our team continues to grow their skills and stay committed to our kaupapa.

Highlights:

84% of kaihoe say their reo and tikanga skills have improved through their mahi here.

Kaihoe gave an engagement score of 3.8 out of 5 showing strong connection to our purpose and values.

The way we report reo and tikanga growth has also shifted. Results are now based directly on kaihoe feedback.

Audience Outcomes Methodology

Whakaata Māori audience outcomes are measured through an independently administered and verified process to ensure credibility and transparency. Our annual audience survey is run by Dynata, one of New Zealand’s largest and most reputable research panel providers, and is supported by robust data governance.

The 2025 survey, conducted online in late July, targeted people who had engaged with Whakaata Māori content, across our TV channel, MĀORI+, Te Ao Māori News, and social platforms, within the past three months. This approach ensures the feedback reflects the experiences and attitudes of actual viewers and were nationally representative with demographic and geographic quotas, producing 831 people sample including 157 Māori respondents, with a maximum margin of error of ±3.4% at 95% confidence.



Pūkana, Cinco Cine Film Productions, 2025



End of the Valley, Miro Productions, 2025

Outcomes	Priority Outcomes	2024/25 Performance Metrics	FY23-24	FY24-25
Apataki Aotearoa engages with our content and values te reo me ngā tikanga Māori as part of our national identity. Rumaki Reo Create opportunities for te reo Māori immersion. Hononga Increase connection to te ao Māori.	Whānau are inspired to use more reo Māori in their everyday lives through content Whānau raising their tamariki in te reo Māori value tamariki reo content Active learners of te reo me ngā tikanga Māori feel encouraged in their language journey and improve proficiency through content Kāinga, hāpori and iwi feel empowered through platforms such as Te Ao Māori News upholding mana Māori Māori feel a stronger connection to their Māori identity through content	Te reo Māori quality Indicator rating of four or higher for assessed content	Assessment Score 5/5	Assessment Score 5/5
		Number of viewers who are engaging with Whakaata Māori content	Television Audience: 2,501,314 Website + App Users: 4,799,990 Social Media Audience Reach: 171,913,000 Third Party Users: 19,897	Television Audience: 2,126,993 Website + App Users: 3,763,443 Social Media Audience Reach: 654,740,000 Third Party Users: 20,000
		Number of viewers who engage with Te Ao Māori News	Te Ao News Television Audience: 682,496 Te Ao News Website + App Users 2,628,927 Te Ao News Social Media Reach: 70,884,007	Te Ao News Television Audience: 431,571 Te Ao News Website + App Users 2,138,835 Te Ao News Social Media Reach 53,541,028
		Number of MĀORI+ app downloads in last 12 months	n/a	68,671
		Number of MĀORI+ unique users actively using MĀORI+ per month	n/a	170,241
		Number of viewers who increase their reo Māori usage through Whakaata Māori content	57% all viewers	74% all viewers
		Number of viewers whose whānau increase their reo Māori usage through Whakaata Māori content	65% Māori viewers	80% Māori viewers
		Number of viewers who create immersion opportunities for their whānau through Whakaata Māori content	55% of all viewers	81% of all viewers 92% Whānau
		Number of viewers raising tamariki in te reo value Whakaata Māori tamariki content	60% Māori viewers	81% Māori viewers 92% Whānau
		Number of rangatahi who feel more confident to embrace their Māori identity through content	66% Māori rangatahi viewers (18-29 years)	92% Māori rangatahi viewers (18-29 years)
Kaihoe Passionate and innovative media professionals who specialise in creating compelling and authentic Māori content that captivates and resonates with audiences.	Non-Māori increase their understanding of Māori perspectives and tikanga through content Rangatahi feel more confident to embrace their Māori identity through content People are engaged, entertained and content is relevant to them 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.	Number of viewers who use Whakaata Māori content to improve their proficiency in te reo Māori	65% all viewers	80% all viewers
		Number of viewers who increased their understanding of te reo Māori through Whakaata Māori content	63% all viewers	75% all viewers
		Number of Māori viewers who feel more connected to their Māori identity through Whakaata Māori content	78% Māori viewers	81% Māori viewers
		Number of non-Māori viewers who increase their understanding of Māori culture and perspectives through Whakaata Māori content	66% Non Māori viewers	92% Non Māori viewers
		Number of viewers who agree with the statement that Whakaata Māori content is engaging, entertaining and relevant	66% all viewers	84% all viewers 92% rangatahi 94% Language Learners 96% Māori Fluent
		Number of kaihoe that right-shift across the KoPA model towards more active use of te reo Māori and improved understanding of tikanga Māori.	Was a new indicator in F23/24 and not measured due to a range external factors, including the current state of the media sector and financial uncertainty Not Measured in F23/24 – as per above.	The kaihoe (staff) survey drives the outcome of these performance measures. Based on the kaihoe survey, 84% of the respondents believed that their te reo and tikanga Māori skills have improved (n+82). We are unable to report against the KoPA model due to the significant changes in our kaihoe cohort over the past eight months. The data is no longer comparable to previous years. Metric has been replaced for future years.

*Prior year's actual is current year's target for each of the performance metrics.

Our Directors 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 Pīkiao
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

Financial Statements

For the year ended
30 June 2025



Hawaikirangi Studio

Te Rūnanga Kaiwhakaterere o Whakaata Māori and Te Ranga Kaiurungi of Whakaata Māori take full responsibility for the preparation of the Financial Statements and Statement of Performance for the year ended 30 June 2025, including the judgements applied.

We also affirm our commitment to maintaining robust internal controls that support the integrity and reliability of both financial and non-financial reporting. In our view, these statements fairly reflect the financial position and performance of Whakaata Māori.

Despite operating in a constrained funding environment, with time-limited funding about to expire and inflation continuing to outpace resourcing, Whakaata Māori has delivered a positive year-end financial result. Whakaata Māori continues to embrace global challenges of shifting audience behaviours and new and emerging technologies.

Operating costs remain under pressure due to inflation. To safeguard long-term sustainability, Whakaata Māori maintains targeted cost-saving measures and continues to operate with financial responsibility.

Jamie Tuuta
Toihau

Shane Taurima
Kaihautū

TO THE READERS OF THE FINANCIAL STATEMENTS AND THE PERFORMANCE INFORMATION OF THE MĀORI TELEVISION SERVICE (WHAKAATA MĀORI) FOR THE YEAR ENDED 30 JUNE 2025

The Auditor-General is the auditor of the Māori Television Service (“Whakaata Māori”). The Auditor-General has appointed me, Susan Jones, using the staff and resources of Ernst & Young, to carry out the audit of Whakaata Māori, on his behalf. We have audited:

- the financial statements that comprise the statement of financial position as at 30 June 2025, the statement of comprehensive revenue and expense, statement of changes in equity, and statement of cash flows for the year ended on that date and the notes to the financial statements that include accounting policies and other explanatory information on pages 47 to 69; and
- the statement of performance for the year ended 30 June 2025 on pages 38 to 39.

Opinion

In our opinion:

- The financial statements of Whakaata Māori:
 - fairly present, in all material respects:
 - its financial position as at 30 June 2025; and
 - its financial performance and cash flows for the year then ended; and
 - comply with generally accepted accounting practice in New Zealand in accordance with Public Benefit Entity Standards.
- The statement of performance fairly presents, in all material respects, the service performance of Whakaata Māori for the year ended 30 June 2025. In particular, the statement of performance:
 - provides an appropriate and meaningful basis to enable readers to assess the actual performance of Whakaata Māori for each class of priority outcomes; determined in accordance with generally accepted accounting practice in New Zealand; and
 - fairly presents, in all material respects, for each class of priority outcomes the actual performance of Whakaata Māori as compared with the forecast standards of performance; and
 - complies with generally accepted accounting practice in New Zealand in accordance with Public Benefit Entity Standards.

Our audit was completed on 28 October 2025. This is the date at which our opinion is expressed.

Basis for our opinion

We carried out our audit in accordance with the Auditor-General’s Auditing Standards, which incorporate the Professional and Ethical Standards, the International Standards on Auditing (New Zealand), and New Zealand Auditing Standard 1 (Revised): The Audit of Service Performance Information issued by the New Zealand Auditing and Assurance Standards Board. Our responsibilities under those standards are further described in the Responsibilities of the auditor section of our report.

We have fulfilled our responsibilities in accordance with the Auditor-General’s Auditing Standards.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of the Board for the financial statements and the statement of performance

The Board is responsible on behalf of Whakaata Māori for preparing:

- Financial statements that fairly present the financial position, financial performance, and cash flows of Whakaata Māori, and that comply with generally accepted accounting practice in New Zealand; and
- A statement of performance that:
 - provides an appropriate and meaningful basis to enable readers to assess the actual performance of Whakaata Māori for each class of priority outcomes; determined in accordance with generally accepted accounting practice in New Zealand;
 - fairly presents, for each class of priority outcomes the actual performance of Whakaata Māori as compared with the forecast standards of performance included in the statement of intent of Whakaata Māori for the financial year; and
 - complies with generally accepted accounting practice in New Zealand.

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

In preparing the financial statements and a statement of performance, the Board is responsible on behalf of Whakaata Māori for assessing its ability to continue as a going concern.

The Board’s responsibilities arise from the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003.

Responsibilities of the auditor for the audit of the financial statements and the statement of performance

Our objectives are to obtain reasonable assurance about whether the financial statements and the statement of performance, as a whole, are free from material misstatement, whether due to fraud or error, and to issue an auditor’s report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit carried out in accordance with the Auditor-General’s Auditing Standards will always detect a material misstatement when it exists. Misstatements are differences or omissions of amounts or disclosures, and can arise from fraud or error. Misstatements are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of readers, taken on the basis of the financial statements and the statement of performance.

For the budget information reported in the financial statements, our procedures were limited to checking that the information agreed to the statement of intent of Whakaata Māori.

We did not evaluate the security and controls over the electronic publication of the financial statements and the statement of performance.

As part of an audit in accordance with the Auditor-General’s Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. Also:

- We identify and assess the risks of material misstatement of the financial statements and the statement of performance, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- We obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of internal control within Whakaata Māori.
- We evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board.
- We evaluate whether the statement of performance: provides an appropriate and meaningful basis to enable readers to assess the actual performance of Whakaata Māori. We make our evaluation by reference to generally accepted accounting practice in New Zealand; and fairly presents the actual performance of Whakaata Māori for the financial year.

- We conclude on the appropriateness of the use of the going concern basis of accounting by the Board.
- We evaluate the overall presentation, structure and content of the financial statements and the statement of performance, including the disclosures, and whether the financial statements and the statement of performance represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Board regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Our responsibilities arise from the Public Audit Act 2001.

Other information

The Board is responsible for the other information. The other information comprises all of the information included in the annual report, but does not include the financial statements and the statement of performance, and our auditor’s report thereon.

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

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

Independence

We are independent of Whakaata Māori in accordance with the Auditor-General’s Auditing Standards, which incorporate the independence requirements of Professional and Ethical Standard 1: International Code of Ethics for Assurance Practitioners (including International Independence Standards) (New Zealand) issued by the New Zealand Auditing and Assurance Standards Board.

Other than in our capacity as auditor, we have no relationship with, or interests in, Whakaata Māori.

Susan E Jones

Susan Jones Ernst & Young On behalf of the Auditor-General Auckland, New Zealand

TE PŪRONGO A TE KAITĀTARI KAUTE MOTUHAKE

KI TE HUNGA PĀNUI I NGĀ TAUĀKĪ PŪTEA ME NGĀ MŌHIOHIO WHAKATUTUKI O TE ARATUKU WHAKAATA IRIRANGI MĀORI (WHAKAATA MĀORI) MŌ TE TAU MUTUNGA O TE 30 HUNE 2025

Ko Te Mana Arotake te kaitātari kaute o Te Aratuku Whakaata Irirangi (“Whakaata Māori”). Nā Te Mana Arotake ahau, a Susan Jones, i kopou ki te whakahaere mā te whakamahi i ngā kaimahi me ngā rawa a Ernst & Young, i te tātari kaute oWhakaata Māori, mōna. Nā mātou i tātari:

- ngā tauākī pūtea, kei roto ko te pūrongo o te tūnga pūtea i te 30 o Hune 25, te tauākī o ngā whiwhinga me ngā whakapaunga whānui, te tauākī o ngā panoni tūtanga me te tauākī kapewhiti mō te mutunga o te tau i taua rā me ngā tuhipoka o ngā tauākī pūtea tae atu ki ngā kaupapa here mahi kaute me ētahi atu kōrero whakamārama i ngā whārangi 47 ki te 69; me
- te tauākī whakatutukinga mō te tau i mutu ai i te 30 Hune 2025, i te whārangi 38 ki te 39.

Tā mātou whakatau

Ko tā mātou whakatau:

- Ko ngā tauākī pūtea o Whakaata Māori:
 - e whakaatu tika ana,i ngā āhuatanga kikokiko katoa:
 - te āhua o te pūtea i te 30 o Hune 2025; me
 - āna mahi whakahaere pūtea me ngā kapewhiti mō te tau i mutu i taua rā; ā,
 - e ū ana ki ngā tikanga mahi kaute whānui i Aotearoa e ai ki Ngā Paerewa Pūrongo Hinonga Painga Tūmatanui.
- He tōkeke te whakaatu a te tauākī whakatutuki, i ngā āhuatanga kikokiko katoa, te whakatutukinga ratonga o Whakaata Māori mō te tau i mutu ai i te 30 o Hune 2025. Ina koa, ko tā te tauākī whakatutukinga:
 - he whakarato i te tūāpapa tōtika me te whaihua e āhei ai te kaipānui te aromatawai i te whakatutukinga tūturu a Whakaata Māori mō ia rōpūtanga putanga whakaarotau; he mea whakatau i runga anō i ngā ritenga tātari kaute ko te tikanga e whakaae whānuitia ana i Aotearoa; ā,
 - e whakaatu tika ana, i ngā āhuatanga kikokiko katoa, mō ia rōpūtanga o ngā putanga whakaarotau te whakatutukinga tūturu a Whakaata Māori ki ērā paerewa whakatutukinga i matapaetia; ā,
 - e ū ana ki ngā tikanga mahi kaute whānui i Aotearoa e ai ki Ngā Paerewa Hinonga Painga Tūmatanui.

I tutuki tā mātou tātari kaute i te 28 o Oketopa, 2025. Koia nei hoki te rā i whakaputaina ai tēnei whakatau.

Te pūtake o tā mātou whakatau

He mea whakahaere te arotakenga i runga anō i ngā Paerewa Arotake a te Kaitātari Matua, kei roto nei e mau mai ana ngā Paerewa Ngaio me te Matatika, me ngā Paerewa Arotake ā-Ao (ki Aotearoa), me te Paerewa Tātari Kaute o Aotearoa 1 (Kua Whakahoutia): Te Tikanga Matatika Aowhānui mā Ngā Tohunga Whakatūturu i tukua e Te Kāwai Ārahi Pūrongo Mōwaho. He whānui ake te whakamārama o ā mātou kawenga i raro i aua paerewa i te wāhanga Ngā kawenga a te kaitātari kaute o tā mātou pūrongo.

Kua tutuki i a mātou ā mātou kawenga i raro i Ngā Paerewa Arotake a Te Mana Arotake.

E whakapono ana mātou kua riro mai ngā taunakitanga tātari e rawaka ana, e tōtika ana hei tūāpapa mō tā mātou whakatau tātari.

Ngā kawenga a te Poari e pā ana ki ngā tauākī pūtea me te tauākī whakatutuki

Kei te Poari tekawenga mō Whakaata Māori ki te whakarite i:

- Ngā tauākī pūtea ka whakaatu tika i te āhua o te pūtea, ngā mahi whakahaere pūtea me ngā kapewhiti a Whakaata Māori, ā, ka tautuku ki ngā ngā ritenga tātari kaute ko te tikanga e whakaae whānuitia ana i Aotearoa; me
- Tētahi tauākī whakatutukinga ka:
 - whakarato i te tūāpapa tōtika me te whaihua e āhei ai te kaipānui te aromatawai i te whakatutukinga tūturu a Whakaata Māori mō ia rōpūtanga putanga whakaarotau; he mea whakatau i runga anō i ngā ritenga tātari kaute ko te tikanga e whakaae whānuitia ana i Aotearoa;
 - ka whakaatu tika, mō ia rōpūtanga o ngā putanga whakaarotau, i te whakatutukinga tūturu a Whakaata Māori ki ērā paerewa whakatutukinga i matapaetia roto i te tauākī whakamaunga atu a Whakaata Māori mō te tau pūtea; ā,
 - ka tautuku ki ngā ngā ritenga tātari kaute ko te tikanga e whakaae whānuitia ana i Aotearoa.

Kei te Poari te kawenga mō aua whakahaere o roto e āhei ai ia ki te whakarite tauākī pūtea me te tauākī whakatutuki kāore rawa he hapa whaikiko i roto, ahakoa takea mai i te mahi māminga, i te hapa pokerehū rānei.

Ina whakaritea ana ngā tauākī pūtea me tētahi tauākī whakatutukinga kei te Poari te kawenga ki te aromatawai mō Whakaata Māori mēnā he rawaka ngā rawa a Whakaata Māori kia haere tonu hei pakihiki.

Ka ahu mai ngā kawenga a te Poari i te Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003.

Ngā kawenga a te kaitātari kaute e pā ana ki te tātari kaute i ngā tauāki pūtea me te tauāki whakatutuki

Ko ā mātou whāinga he rapu i runga i te tūturutanga mēnā huia katoatia e wātea ana ngā tauāki pūtea me te tauāki whakatutuki i ngā kōrero hapa, ahakoa tinihanga, hē rānei, me te tuku i te pūrongo a te kaitātari kaute e takoto ai tā mātou whakatau.

Ko tēnei mea te whakatūturu whaitake he whakatūturu taumata teitei, engari ehara i te kī taurangi mā te whakahaere i te tātari e ai ki Ngā Paerewa Arotake a Te Mana Arotake ka kitea i ngā wā katoa he hapa whaikiko mēnā kei reira tētahi. Ko te hapa whaikiko, he rahinga, he whākinga rānei e rerekē ana, e ngaro ana rānei, ā, ka hua mai pea i te mahi māminga, i te hapa pokerehū rānei. E whakaarohia ana te kōrero hapa hei mea whaikiko mēnā, ahakoa takitahi, ahakoa tōpū, ko te tūmanako whaitake tērā tonu pea ka awea ngā whakatau a ngā kaipānui i muri i te pānui i aua tauāki pūtea me te tauāki whakatutuki.

Mō ngā mōhiohio tohatoha pūtea i pūrongotia i ngā tauāki pūtea, i herea ā mātou manatūnga ki te whakarite i whakaae ngā mōhiohio ki te tauāki whakamaunga atu a Whakaata Māori.

Kāore i aromātaihia te haumaru me ngā whakahaere o ngā whakaputanga tāhiko o ngā tauāki pūtea me te tauāki whakatutuki.

Hei wāhanga o te tātari e ai ki Ngā Paerewa Arotake a Te Mana Arotake, ka whakamahi mātou i te whakawā ngaio me te mau tonu ki te hokirua ngaio puta noa i te tātari. I tua atu:

- Ka tautuhi mātou me te aromatawai i ngā mōrea o ngā kōrero hapa o ngā tauāki pūtea me te tauāki whakatutuki, ahakoa nā te tinihanga, nā te hē rānei, ka waihanga me te whakatinana i ngā tukanga tātari kaute e urupare ana ki aua mōrea, me te whai taunakitanga tātari kaute e rawaka ana, e tōtika ana hoki ki te tuku i tētahi pūtake mō tā mātou whakatau. He teitei ake te tūponotanga kāore e kitea he hapa whaikiko e ahu mai ana i te mahi māminga, i tērā e ahu mai ana i te hapa pokerehū, nā te mea ka whai wāhi pea ki te mahi māminga te mahi kūpapa, te tāwhai, ngā hapa mārīre, ngā aweketanga, me te takahi i ngā whakahaerenga o roto.
- Ka whai mōhiotanga mātou ki ngā whakahaerenga o roto e hāngai ana ki te tātari hei hoahoa tukanga arotake e hāngai ana ki ngā āhuatanga. Heoi anō, kāore e hoahoaia aua tikanga hei whakapuaki whakaaro ki te whaihua ngā whakahaerenga o roto o Whakaata Māori.
- Ka arotake mātou i te tōtikatanga o ngā kaupapa here mahi kaute me te whai take o ngā whakatau tata mahi kaute me ngā puakanga hāngai a te Poari.
- Ka arotakea e mātou:
 - mēnā ka whakarato te tauāki whakatutukinga i te tūāpapa tōtika me te whaihua e āhei ai te kaipānui te aromatawai i te whakatutukinga tūturu a Whakaata Māori. Ka mahia tā mātou arotake i runga anō i ngā ritenga tātari kaute ko te tikanga e whakaae whānuitia ana i Aotearoa; ā,
 - ka whakaatu tika i te whakatutukinga tūturu a Whakaata Māori mō te tau pūtea.

- Ka whakatau mātou i runga i te tōtikatanga o tā te Poari whakamahi i tōna kaupapa mahi tātari.
- Ka arotakehia e mātou ngā whakaaturanga whānui, hanganga me ngā mea katoa kei roto i ngā tauāki pūtea me te tauāki whakatutuki, tae atu ki ngā puakanga, ā, mēnā e tika ana te whakaatu a ngā tauāki pūtea me te tauāki whakatutuki i ngā tino tauwhitinga me ngā putanga ake.

Ka kōrero atu mātou ki te Poari mō te whānuitanga me te wā o te tātari kaute, i tua atu i ētahi atu take, me ngā kitenga nui o te tātari kaute, tae atu ki ngā hapa nui o ngā whakahaere o roto ka kitea i roto i tā mātou tātari kaute.

I takea mai ā mātou kawenga i te Public Audit Act 2001.

Ētahi atu mōhiohio

Kei te Poari te kawenga mō ērā atu o ngā mōhiohio. Ko ērā atu o ngā kōrero ko ngā kōrero ērā kei roto i te pūrongo ā-tau, engari ehara ko ngā tauāki pūtea me te tauāki whakatutuki, me te pūrongo a tā mātou kaitātari kaute.

Kāore e kapi i tā mātou whakatau mō ngā tauāki pūtea me te tauāki whakatutuki ērā atu mōhiohio, ka mutu kāore ā mātou whakatau ā-tātari kaute, whakaūtanga rānei mō ērā.

Mō te āhuatanga ki tā mātou tātari kaute i ngā tauāki pūtea me te tauāki whakatutuki, ko tā mātou kawenga he pānui noa i ērā atu kōrero. Nā tēnei, ka whiriwhiri mātou mēnā kāore i te tika ērā atu kōrero ki ngā tauāki pūtea me te tauāki whakatutuki, ki ngā mōhiohio rānei i riro mai i te tātari kaute, i tētahi atu tikanga rānei kei te hapa te takoto. Mēnā, whai mai ana i ā mātou mahi, ko te whakatau he hapa whaikiko i roto i ērā atu mōhiohio, me pūrongo tēnā e mātou. Kāore i a mātou he mea hei pūrongo atu e pā ana ki tēnei.

Tūhake

E noho motuhake ana mātou i Whakaata Māori, ā, e ai ki ngā whakaritenga tū motuhake a Ngā Paerewa Arotake a te Kaitātari Matua, kei roto ko te Paerewa Ngaio me te Matatika 1: Te Tikanga Matatika Aowhānui mā Ngā Tohunga Whakatūturu (tae atu ki Ngā Paerewa Motuhake Aowhānui) (Aotearoa) i tukua e Te Kāwai Ārahi Pūrongo Mōwaho.

I tua atu tō mātou kaha kaitātari, karekau ō mātou hononga, ō mātou pānga rānei, ki Whakaata Māori.



Susan Jones
Ernst & Young
Mō Te Mana Arotake
Tāmaki-makau-rau, Aotearoa

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

For the year ended 30 June 2025

	NOTE	ACTUAL	BUDGET	ACTUAL
		2025	2025	2024
		\$000's	\$000's	\$000's
Non Exchange Revenue				
Revenue from the Crown		48,564	48,564	48,564
Te Māngai Pāho Production Revenue		-	-	922
Other Production Revenue		434	-	825
Exchange Revenue				
Advertising Revenue		605	714	815
Interest Revenue		575	180	260
Other Revenue		1,004	543	1,451
TOTAL REVENUE		51,182	50,001	52,837
Expenditure				
Kaihoe Costs	3	14,887	18,196	16,825
Depreciation and Non-programme Amortisation	4	1,797	1,942	2,836
Programme Costs inc Amortisation	4	13,921	15,695	16,945
Operating Costs		8,712	14,168	11,608
TOTAL EXPENDITURE		39,317	50,001	48,214
Surplus/(Deficit)		11,865	-	4,623

The above actual expenditure for 2025 and 2024 has been reclassified to align with the Statement of Intent account categories.

The accompanying notes form part of these financial statements.

Te Tauāki Nekenekē Tūtanga
Statement of Changes in Equity

For the year ended 30 June 2025

	NOTE	ACTUAL	BUDGET	ACTUAL
		2025	2025	2024
		\$000's	\$000's	\$000's
Balance as at 1 July		20,178	15,624	15,555
Total Comprehensive Revenue & Expense		11,865	-	4,623
Balance as at 30 June		32,044	15,624	20,178

The accompanying notes form part of these financial statements.

Te Tauāki Tūnga Pūtea
Statement of Financial Position
As at 30 June 2025

	NOTE	ACTUAL	BUDGET	ACTUAL
		2025	2025	2024
		\$000's	\$000's	\$000's
Public Equity				
General Funds		32,044	15,624	20,178
Total Public Equity		32,044	15,624	20,178
Represented by:				
Assets				
Current Assets				
Cash and Cash Equivalents	5	5,079	9,743	13,848
GST Receivable		384	-	775
Bank Deposits	6	22,232	205	200
Trade and Other Receivables	7	1,329	1,565	1,688
Intangibles - Programme Rights	9A	475	2,019	1,787
Total Current Assets		29,500	13,532	18,299
Non-current Assets				
Property, Plant and Equipment	8	7,012	6,619	8,272
Intangibles - Computer Software	9B	-	36	45
Total Non-Current Assets		7,012	6,655	8,317
Total Assets		36,512	20,187	26,616
Liabilities				
Current Liabilities				
Trade and Other Payables	10	2,071	1,632	2,942
GST Payable		-	364	-
Employee Entitlements	11	1,511	1,462	2,455
Income in Advance		43	147	50
Lease Incentives	12	131	115	131
Total Current Liabilities		3,756	3,720	5,577
Non-Current Liabilities				
Lease Incentives	12	696	843	827
Employee Entitlements	11	17	-	34
Total Non-Current Liabilities		713	843	861
Total Liabilities		4,469	4,563	6,438
Net Assets		32,044	15,624	20,178

The accompanying notes form part of these financial statements.

Te Tauāki Kapewhiti
Statement of Cash Flows

For the year ended 30 June 2025

	NOTE	ACTUAL	BUDGET	ACTUAL
		2025	2025	2024
		\$000's	\$000's	\$000's
Cashflow from Operating Activities				
Cash was provided from:				
Receipts from Crown Revenue		48,564	48,564	48,564
Te Māngai Pāho Production Funding		-	-	5,603
Other Production Funding		434	-	825
Interest Received		575	180	260
Advertising Revenue		605	714	815
Other Income		1,004	543	1,451
Cash was applied to:				
Payments to Employees		(15,848)	(22,543)	(16,728)
Payments to Suppliers		(14,760)	(25,646)	(19,031)
Goods and Services Tax (Net)		391	33	(251)
Net Cash from Operating Activities	13	20,965	1,845	21,508
Cash from Investing Activities				
Proceeds from the Disposal of PPE		-	-	-
Cash was applied to:				
Investment - Term Deposits		(22,032)		5
Purchase of PPE		(492)	(1,000)	(2,092)
Purchase of Computer Software		-		-
Programme Rights Additions		(7,211)		(10,288)
Net Cash Flows from Investing Activities		(29,734)	(1,000)	(12,375)
Cash Flows from Financing Activities				
Cash was applied to:				
Loan Repayments		-	-	-
Net Cash Flows from Financing Activities		-	-	-
Net Increase/(Decrease) in Cash and Cash Equivalents		(8,769)	845	9,133
Cash and Cash Equivalents at the beginning of the year		13,848	9,103	4,715
Cash and Cash Equivalents at the end of the year	5	5,079	9,948	13,848

The accompanying notes form part of these financial statements.

Ngā Whakamārama Mō Ngā Tauāki Pūtea

Notes to the Financial Statements

For the year ended 30 June 2025

1. Statement of significant accounting policies

The financial statements of Whakaata Māori are for the year ended 30 June 2025. The financial statements were authorised by the Board of Directors on 28 October 2025. The following accounting policies that materially affect the measurement of financial performance, financial position and cash flows have been applied:

(a) Reporting Entity

The Māori Television Service, trading as Whakaata Māori, is a statutory corporation incorporated in New Zealand under the Māori Television Service Act 2003 and is domiciled in New Zealand.

The purpose of Whakaata Māori is to contribute to the protection and to promote te reo Māori and as such the objective is to provide a service to the public of New Zealand as opposed to that of making a financial return. Accordingly, Whakaata Māori has designated itself as a Tier 1 public benefit entity (PBE) for financial reporting purposes.

(b) Statement of Compliance

These financial statements have been prepared in accordance with section 41 of the Māori Television Service Act 2003 which includes the requirement to comply with New Zealand generally accepted accounting practice (“NZ GAAP”)

The financial statements have been prepared in accordance with and comply with Tier 1 PBE accounting standards.

The financial statements have been prepared on a going concern basis, and the accounting policies have been applied consistently throughout the period.

(c) Measurement Base

The financial statements have been prepared on a historical cost basis.

(d) Changes in Accounting Estimate

Change in accounting amortisation method

During the year Whakaata Māori conducted a review of the useful life of the entity's capitalised programme rights. Previously, the default amortisation policy followed a 60:20:20 model, 60% on first play, 20% on second, and 20% on third. Genres such as current affairs, sport, and live events, along with any programmes made available on Whakaata Māori platforms or social media channels, were fully amortised upon release.

Whakaata Māori has revised this methodology to apply 100% amortisation upon first release on linear or digital platforms, across all content categories. This more accurately reflects the changing consumption pattern of audiences.

As part of this change, 53 jobs that were previously partially amortised under the 60:20:20 model were identified. Since these jobs had already been uploaded to Māori+ and were available for viewer consumption, they were fully amortised in accordance with the new policy. The total value of amortisation recognised for these jobs was \$477,368. This change in accounting estimate is expected to provide a more accurate reflection of the consumption pattern of Whakaata Māori's digital content.

There have been no other changes in accounting estimates since the date of the last audited financial statements.

(e) New and amended standards and interpretations

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

Ngā Whakamārama Mō Ngā Tauāki Pūtea

Notes to the Financial Statements

For the year ended 30 June 2025

(f) Functional and Presentation Currency

The financial statements are presented in New Zealand dollars and all values are rounded to the nearest thousand dollars (\$'000). The functional currency of Whakaata Māori is New Zealand dollars.

(g) Forecast Financial Statements

Budget Figures

The budget figures are derived from the Statement of Intent as approved by the Board at the beginning of the financial year. The budget figures have been prepared in accordance with PBE accounting standards, using accounting policies that are consistent with those adopted by Whakaata Māori for the preparation of the financial statements. The budget figures have not been audited.

(h) Foreign Currencies

Transactions denominated in a foreign currency are converted at the exchange rate ruling at the date of the transaction. At balance date foreign currency monetary assets and liabilities are converted at closing exchange rates and exchange variations arising from these transaction items are included in the surplus or deficit.

(i) Revenue

Revenue from the crown

Whakaata Māori is primarily funded through revenue received from the Crown, which is restricted in its use for the purpose of Whakaata Māori meeting its objectives as specified in the Statement of Intent. Whakaata Māori considers there are no conditions attached to the funding and it is recognised as revenue at the point of entitlement. This is considered to be the start of the appropriation period to which the funding relates.

Other Production Funding

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

Whakaata Māori considers there are conditions attached to the funding and therefore this funding is recognised as revenue when those conditions are satisfied. In practice this is when the costs of production are incurred. At balance date any funding received before production costs are incurred is recognised as revenue in advance.

Advertising revenue

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

Programme content produced for external parties

Whakaata Māori assesses whether it retains control over content produced for external parties. If Whakaata Māori does not retain control of that content upon completion, no asset is recognised for Programme Rights. Instead, direct costs are expensed as Programme Costs and income received is recognised as Other Revenue.

Revenue is recognised on a % of completion basis and any excess of funding received compared to work completed is recognised as Unearned Revenue.

(j) Leases

Operating Leases

Leases that do not transfer substantially all the risks and rewards incidental to ownership of an asset to Whakaata Māori are classified as operating leases. Lease payments under an operating lease are recognised as an expense on a straight-line basis over the term of the lease in the surplus or deficit.

Lease expenses attributable to bringing the assets to the location and condition necessary to be operated in the manner intended are capitalised and added to the cost of assets. The aggregate benefit of incentives provided to Whakaata Māori to enter into a lease agreement is recognised as a reduction of rental expense over the lease term, on a straight-line basis over the period of time that Whakaata Māori will benefit from the use of the leased asset.

(k) Cash and Cash Equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks and other short-term, highly liquid investments, with original maturities of three months or less.

(l) Bank Deposits

Investments in bank deposits are initially measured at the amount invested.

After initial recognition investments in bank deposits are measured at amortised cost using the effective interest method. At balance date Whakaata Māori assesses whether there is any objective evidence that an investment is impaired.

For bank deposits, impairment is established when there is objective evidence that Whakaata Māori will not be able to collect amounts due according to the original terms of the deposit. Significant financial difficulties of the bank, probability that the bank will enter into bankruptcy, and default in payments are considered indicators that the deposit is impaired.

Ngā Whakamārama Mō Ngā Tauākī Pūtea

Notes to the Financial Statements

For the year ended 30 June 2025

(m) Trade and Other Receivables

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

Impairment of Financial Assets

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

(n) Provisions

A provision is recognised for future expenditure of an uncertain amount or timing when:

- there is a present obligation (either legal or constructive) as a result of a past event.
- it is probable that an outflow of future economic benefits or service potential will be required to settle the obligation; and
- a reliable estimate can be made of the amount of the obligation.

Provisions are measured at the present value of the expenditure expected to be required to settle the obligation using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the obligation. The increase in the provision due to the passage of time is recognised as an interest expense and is included in finance costs.

(o) Financial Instruments

Whakaata Māori is party to financial instrument arrangements including cash and bank, term deposits, accounts receivable and accounts payable as part of its everyday operations, which are recognised in the Statement of Financial Position. Revenue and expenditure in relation to all financial instruments are recognised in the surplus or deficit. Except for those items covered by a separate accounting policy, all financial instruments are shown at their estimated fair value.

(p) Intangibles

Software:

Acquired computer software licenses are capitalised on the basis of the costs incurred to acquire and bring to use the specific software. Costs associated with maintaining computer software are recognised as an expense when incurred. Costs associated with the development of the Whakaata Māori website are capitalised. Costs associated with the maintenance of the Whakaata Māori website are recognised as an expense when incurred.

Programme Rights:

All programmes are valued at either their cost or fair value, as per the guidelines in PBE IPSAS 31.

Under PBE IPSAS 31, Whakaata Māori recognises the following types of programmes at cost and amortises each programme when it is broadcast or made available on digital platforms:

- Internally produced programmes (Note 9A Programme Rights – Internal).
- Commissioned programmes (Note 9A Programme Rights – External); and
- Acquired programmes produced by third party producers (Note 9A Programme Rights – External).

(q) Amortisation of intangible assets

Software:

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

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

Website 2 years Acquired computer software 3 years

Programme Rights:

Programme rights are amortised in full (100%) upon initial release on digital platforms. This approach applies consistently across all programme types, including in-house productions, acquisitions, and commissioned content, and reflects the immediate consumption pattern typical of digital distribution.

This treatment results from a change in accounting estimate, replacing the previous staged amortisation method, to better align with the actual economic use of content in a digital-first environment.

Ngā Whakamārama Mō Ngā Tauākī Pūtea

Notes to the Financial Statements

For the year ended 30 June 2025

(r) Property, Plant & Equipment and Depreciation

Property, plant and equipment is stated at historical cost less accumulated depreciation and impairment losses. Depreciation is calculated on a straight-line basis to allocate the cost of the assets by equal instalments to an estimated residual value at the end of the economic life of the asset. Important depreciation periods are:

Plant & Equipment 3 - 10 years

Building Fit-out 5 - 20 years

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

(s) Impairment of non-financial assets

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

Value in use is determined using a depreciated replacement cost approach. The total impairment loss is recognised in the surplus or deficit.

(t) Trade and Other Payables

Trade payables are recognised at fair value on initial recognition

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

(u) Employee Entitlements

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

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

(u) Employee Entitlements (continued)

Long-term employee benefit obligations

The provision for other long-term employee benefits, including obligations for long service leave and annual leave, which are not expected to be settled wholly before twelve months after the end of the reporting period, are measured at the present value of the estimated future cash outflow to be made in respect of the services provided by employees up to the reporting date. Expected future payments incorporate anticipated future wage and salary levels, durations of service and employee turnover, and are discounted at rates determined by reference to market yields at the end of the reporting period on high quality corporate bonds that are denominated in the currency in which the benefits will be paid, and that have terms approximating to the terms of the related obligation. For currencies in which there is no deep market in such high quality corporate bonds, the market yields (at the end of the reporting period) on government bonds denominated in that currency are used. Any remeasurements for changes in assumptions of obligations for other long-term employee benefits are recognised in profit or loss in the periods in which the change occurs.

Other long-term employee benefit obligations are presented as current liabilities in the consolidated statement of financial position if Whakaata Māori does not have an unconditional right to defer settlement for at least twelve months after the reporting date, regardless of when the actual settlement is expected to occur. All other long-term employee benefit obligations are presented as non-current liabilities in the Statement of Financial Position.

(v) Goods and services tax (GST)

All items in the financial statements are presented exclusive of GST, except for receivables and payables, which are presented on a GST inclusive basis. Where GST is not recoverable as input tax then it is recognised as part of the related asset or expense.

The net amount of GST recoverable from, or payable to the Inland Revenue Department (IRD) is included as part of receivables or payables in the statement of financial position.

The net GST paid to, or received from the IRD, including the GST relating to investing and financing activities, is classified as an operating cash flow in the statement of cash flows.

Ngā Whakamārama Mō Ngā Tauāki Pūtea

Notes to the Financial Statements

For the year ended 30 June 2025

(w) Statement of Cash Flows

Cash and cash equivalents means cash balances on hand, held in bank accounts, on-demand deposits and term deposits with original maturities of less than three months.

Operating activities include cash received from all income sources of Whakaata Māori and records the cash payments made for the supply of goods and services.

Investing activities are those activities relating to the acquisition and disposal of property plant and equipment, intangibles and bank deposits greater than three months.

Financing activities are those activities relating to changes in debt or capital structure.

(x) Liquidity Risk - Management of Liquidity Risk

Liquidity risk is the risk that Whakaata Māori will encounter difficulty raising liquid funds to meet commitments as they fall due. Prudent liquidity risk management implies maintaining sufficient cash, the availability of funding through and an adequate amount of committed credit facilities. Whakaata Māori aims to maintain flexibility in funding by keeping committed credit lines available.

(y) Capital Management

Whakaata Māori’s capital is its equity, which comprises retained earnings and is represented by net assets.

(z) Interest in Jointly Controlled Entity

The interest in a joint venture entity is accounted for in the financial statements using the equity method of accounting. Under the equity method, Whakaata Māori’s share of the results of the joint venture is recognised in the Statement of Comprehensive Revenue and Expense and the share of movements in reserves is recognised in the Statement of Financial Position.

(aa) Critical accounting estimates and assumptions

In preparing these financial statements Whakaata Māori has made estimates and assumptions concerning the future. These estimates and assumptions may differ from the subsequent actual results. Estimates and assumptions are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

Property, plant and equipment useful lives and residual value

At each balance date Whakaata Māori reviews, the useful lives and residual values of its property, plant and equipment. Assessing the appropriateness of useful life and residual value estimates of property, plant and equipment requires Whakaata Māori to consider a number of factors such as the physical condition of the asset, expected period of use of the asset by Whakaata Māori, and expected disposal proceeds from the future sale of the asset.

An incorrect estimate of the useful life or residual value will impact the depreciation expense recognised in the surplus or deficit and carrying amount of the asset in the Statement of Financial Position. Whakaata Māori minimises the risk of this estimation uncertainty by:

- Physical inspection of assets;
- Asset replacement programmes;
- Review of second hand market prices for similar assets; and
- Analysis of prior asset sales.

Programme rights, useful lives and residual value

At each balance date Whakaata Māori reviews, the values of its programme rights. Assessing the appropriateness of the useful life and residual value estimates of programme rights is based on historical experience and the expected period of use of the programme right. Adjustments to useful lives are made when considered necessary.

(ab) Critical judgements in applying Whakaata Māori’s accounting policies

Management has exercised the following critical judgments in applying Whakaata Māori’s accounting policies for the year ended 30 June 2025:

Ngā Whakamārama Mō Ngā Tauāki Pūtea

Notes to the Financial Statements

For the year ended 30 June 2025

Leases classification

Determining whether a lease agreement is a finance, or an operating lease requires judgement as to whether the agreement transfers substantially all the risks and rewards of ownership to Whakaata Māori.

Judgement is required on various aspects that include, but are not limited to, the fair value of the leased asset, the economic life of the leased asset, whether or not to include renewal options in the lease term and determining an appropriate discount rate to calculate the present value of the minimum lease payments.

Classification as a finance lease means the asset is recognised in the statement of financial position as property, plant and equipment, whereas for an operating lease no such asset is recognised.

Whakaata Māori has exercised its judgment on the appropriate classification of property and equipment leases and, has determined all of their lease arrangements are operating leases.

Programme Rights

Whakaata Māori has exercised its judgement when determining whether programmes with value in terms of te reo Māori (Māori language) me ngā tikanga Māori (Māori culture) are retained in the programme library.

Whakaata Māori derecognises a programme when following criteria are satisfied:

- The cost price has been fully amortised.
- The broadcast right period has expired.
- The number of authorised plays has been reached.
- Whakaata Māori has no rights to any future exploitation of the programme for non-broadcast uses.
- Whakaata Māori does not have the right to add the programme to its archive.
- Whakaata Māori had no role in its conception or production, and therefore no intellectual property rights.
- The programme has no future usage in regard to the promotion te reo Māori (Māori language) me ngā tikanga Māori (Māori culture).

To derecognise the programmes, Whakaata Māori adjusts the cost and accumulated amortisation of the programmes. In these instances, there is no impact on the surplus or deficit, or net book value of intangible assets.

2. Taxation

Whakaata Māori is exempt from Income Tax by virtue of being registered as a charitable entity under the Charities Act 2005 and therefore no provision has been made in the financial statements.

3. Kaihoe costs

	2025	2024
	\$000's	\$000's
Salaries and wages	14,319	16,221
Board members fees	178	178
Employee contributions to defined contribution plans	390	426
Total	14,887	16,825

4. Expenditure

	Note	2025	2024
		\$000's	\$000's
The net surplus is after charging for:			
Fees incurred for services provided by Ernst & Young:			
Audit of financial report		113	149
Operation Costs Includes:			
Bad and Doubtful Debts		40	80
Rental Expense on Operating Leases		1,135	1,088
Depreciation and Non-programme Amortisation			
Property, Plant and Equipment Depreciation	8	1,752	2,782
Computer Software Amortisation	9B	45	54
Total Depreciation and Non-Programme Amortisation		1,797	2,836
Programme Costs Including Amortisation			
Programme Amortisation	9A	8,523	10,519
Production Overhead Costs		5,398	6,426
Total Programme Costs Including Amortisation		13,921	16,945

5. Cash and cash equivalents

	2025	2024
	\$000’s	\$000’s
Cash at Bank	5,079	13,848
Net Cash and Cash Equivalents for the Purposes of the Statement of Cash Flows	5,079	13,848

6. Bank Deposits

Investments in bank deposits have maturities greater than three months and less than 12 months from the date of acquisition.

Fair Value

The carrying amount of bank deposits approximate their fair value.

Maturity Analysis and Effective Interest Rates of Bank Deposits

The maturity dates and weighted average effective interest rates for bank deposits are as follows:

Term deposits

	2025	2024
	\$000's	\$000's
Bank deposits with Maturities greater than 3 months and less than 12 months	22,232	200
	22,232	200
Weighted Average Effective Interest Rate	4.01%	5.65%

A bank deposit of \$200,000 remains pledged to a licensed financial institution as security for a bank guarantee issued to the Wellington Regional Chamber of Commerce. This guarantee supports an open Carnet facility, allowing Whakaata Māori’s television equipment to cross international borders without incurring customs duties.

7. Trade and Other Receivables

	2025	2024
	\$000’s	\$000’s
Receivables	415	466
Less: Provision for Impairment	(120)	(93)
Prepayments	715	745
Accrued Income/Te Māngai Pāho Receivable	256	503
Other receivables	63	67
Total	1,329	1,688

Included in other receivables is an amount of \$56,376 (2024: \$57,805) due from the joint venture company as disclosed in note 21. The amount represents Whakaata Māori’s share of contribution towards the cost of developing the electronic program guide software by the joint venture company. It is unsecured, interest free and has no fixed term of repayment.

The carrying value of receivables approximates their fair value. As at 30 June 2025 and 2024 all receivables have been assessed for impairment and appropriate provisions applied as detailed below:

	2025			2024		
	\$000's			\$000's		
	Gross	Impairment	Net	Gross	Impairment	Net
Not past due	351	(105)	246	354	-	354
Past Due 1 - 30 Days	61	(15)	46	-	-	-
Past Due 31 - 60 Days	-	-	-	10	(10)	-
Past Due 61 - 90 Days	3	-	3	29	(29)	-
Past Due > 91 Days	-	-	-	74	(54)	20
Total	415	(120)	295	467	(93)	374

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

8. Property, Plant and Equipment

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

	Plant & Equipment	Building Fitout	Work in Progress	Total
Cost	\$000's	\$000's	\$000's	\$000's
Balance at 1 July 2023	13,041	6,561	3,027	22,629
Additions	613	4,506	-	5,119
Disposals		-	(3,027)	(3,027)
Balance as at 30 June 2024	13,654	11,067	-	24,721
Balance at 1 July 2024	13,654	11,067	-	24,721
Additions	386	106	-	492
Disposals	-	-	-	-
Balance at 30 June 2025	14,040	11,173	-	25,213

8. Property, Plant and Equipment (continued)

	Plant & Equipment	Building Fitout	Work in Progress	Total
	\$000's	\$000's	\$000's	\$000's
Accumulated Depreciation				
Balance at 1 July 2023	10,917	2,750	-	13,666
Depreciation Expense	1,006	1,776	-	2,782
Depreciation on Disposals	-	-	-	-
Balance as at 30 June 2024	11,923	4,526	-	16,448
Balance at 1 July 2024	11,923	4,526	-	16,448
Depreciation Expense	821	931	-	1,752
Depreciation on Disposals	-	-	-	-
Balance at 30 June 2025	12,744	5,457	-	18,200
Carrying Amount				
As at 30 June 2024	1,731	6,541	-	8,272
As at 30 June 2025	1,296	5,716	-	7,012

There are no restrictions over the title of property, plant and equipment. No property, plant and equipment assets are pledged as security for liabilities

9A. Intangibles - Programme Rights

	Programme Rights - Internal	Programme Rights - External	Total Programme Rights
	\$000's	\$000's	\$000's
Year Ended 30 June 2025			
At 1 July 2024 net of accumulated amortisation	654	1,133	1,787
Additions	6,139	1,072	7,211
Amortisation charge	(6,730)	(1,793)	(8,523)
Closing net book value	63	411	475
As at 30 June 2025			
Cost	172,296	28,826	201,123
Accumulated Amortisation	(172,233)	(28,415)	(200,648)
Total	63	412	475

9A. Intangibles - Programme Rights (continued)

	Programme Rights - Internal	Programme Rights - External	Total Programme Rights
	\$000's	\$000's	\$000's
Year Ended 30 June 2024			
At 1 July 2023 net of accumulated amortisation	1,043	977	2,019
Additions	8,963	1,325	10,288
Amortisation charge	(9,583)	(936)	(10,519)
Closing net book value	423	1,365	1,787
As at 30 June 2024			
Cost	166,157	27,754	193,912
Accumulated Amortisation	(165,503)	(26,621)	(192,125)
Total	654	1,133	1,787

The balances for individual programme rights are the sum of accumulated costs to date less the amounts charged for amortisation as those programmes are broadcast. The amounts charged for amortisation are based on an average expected cost over all the episodes in a series, whereas the costs of producing each individual episode in that series can vary considerably. It is expected that at the end of the useful life of the programme that the amortisation charge will fairly reflect the final cost of the programme, but this can give rise to credit balances or programme rights at any moment in time, including balance date. This is most common with internally produced programme series which are still only part way through production at balance date.

There are no restrictions over the title of intangible assets. No intangible assets are pledged as security for liabilities. Externally acquired programme rights are subject to the copyright restrictions of the distributing/production entity.

Heritage Assets

Whakaata Māori considers its fully amortised Māori programming as a heritage asset because of the historical and cultural qualities held within that programming that contributes to the knowledge and culture of te Reo Māori. The intrinsic cultural value of these assets is invaluable and there is insufficient information to assist in valuing these assets, therefore the carrying value of these assets is nil. The gross costs and gross amortisation are not written off and are maintained to recognise the investment made in this programming.

9B. Intangibles - Computer Software

	2025	2024
Cost	\$000's	\$000's
Balance as at 1 July	1,585	1,585
Additions	-	-
Disposals	-	-
Balance as at 30 June	1,585	1,585

9B. Intangibles - Computer Software (continued)

	2025	2024
Accumulated Amortisation	\$000's	\$000's
Balance as at 1 July	1,541	1,487
Amortisation Charge	45	54
Disposals	-	-
Balance as at 30 June	1,586	1,541
Carrying Amount as at 30 June	0	45

10. Trade and other payables

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

	2025	2024
	\$000's	\$000's
Trade Creditors	1,525	3,026
Accrued Expenses	546	(84)
Balance as at 30 June	2,071	2,942

11. Employee Entitlements

	2025	2024
Current	\$000's	\$000's
Annual Leave	902	1,360
Accrued Wages	599	1,064
Long Service Leave	8	27
ACC Levies	2	4
Balance as at 30 June	1,511	2,455

	2025	2024
Non-current	\$000's	\$000's
Long Service Leave	17	34
Balance as at 30 June	17	34

12. Lease Incentives

	2025	2024
Lease Incentives	\$000's	\$000's
Opening Balance	958	1,089
Provision Written Back	(131)	(131)
Total	827	958
Current portion	131	131
Non-current portion	696	827
Total	827	958

Whakaata Māori entered into an agreement on 17 October 2016 to lease offices and carparks at East Tāmaki (“premises”) for an initial period of 15 years to house its operations. Whakaata Māori was allowed to occupy the premises without obligation to pay rent for 20 months from the commencement date of 25 November 2016. Whakaata Māori received a further incentive totalling \$321,000 from the landlord as capital contribution towards improving the building fit-out.

13. Reconciliation of the Net Surplus from Operations with the Net Cash Flows from Operating Activities

	Note	2025	2024
		\$000's	\$000's
Net Surplus / (Deficit)		11,865	4,623
Add/(Less) non cash movements			
Depreciation - Property, Plant and Equipment		1,752	2,782
Amortisation - Programme Rights		8,523	10,519
Amortisation - Computer Software		45	54
Lease Incentives		(131)	(131)
		22,054	17,847
Increase/Decrease in Working Capital			
Trade and Other Receivables		359	4,680
GST Receivable / (Payable)		391	(251)
Trade and Other Payables - Excluding Capital Creditors		(871)	(768)
Employee Entitlements		(961)	97
Unearned Revenue		(7)	(97)
Net Cash Flows from Operating Activities		20,965	21,508

14. Related Party Transactions and Key Management Personnel

Whakaata Māori has been established as a body corporate with perpetual succession whose key stakeholders are Māori.

The Government is the principal source of funding for Whakaata Māori.

Whakaata Māori enters into transactions with government departments, state-owned enterprises and other Crown entities. Those transactions that occur within a normal supplier or client relationship on terms and conditions no more or less favourable than those which it is reasonable to expect Whakaata Māori would have adopted if dealing with that entity at arm's length in the same circumstances have not been disclosed as related party transactions.

The full-time equivalent for Board members has been determined based on the frequency and length of Board meetings and the estimated time for Board members to prepare for meetings for defence costs). This cover is effected for all Directors and Officers of Whakaata Māori.

Directors’ & Officers’ indemnity insurance

Whakaata Māori has arranged Directors’ and Officers’ liability insurance cover with AIG Insurance New Zealand Limited for \$10m (\$7.5m for loss and \$2.5m for defence costs) 2024: \$10m (\$7.5m for loss and \$2.5m for defence costs). This cover is effected for all Directors and Officers of Whakaata Māori.

Key Management Personnel Remuneration

	2025	2025	2024	2024
	\$ 000's	Headcount/ FTE	\$ 000's	Headcount/ FTE
Board Members				
Remuneration	178		178	
Members headcount		7		7
Totals	178	7	178	7
Executive Group				
Remuneration	1,745		1,839	
Full-time Equivalent members (FTE)		5.88		6.68
Senior Management				
Remuneration	2,432		2,450	
Full-time Equivalent members (FTE)		13.64		17
Totals	4,177	20	4,289	23

15. Employees' Remuneration

The following numbers of employees received remuneration and other benefits in their capacity as employees, the total value of which exceeded \$100,000 for the year.

	2025	2024
	No.	No.
\$100,001 - \$110,000	20	14
\$110,001 - \$120,000	7	12
\$120,001 - \$130,000	6	5
\$130,001 - \$140,000	7	4
\$140,001 - \$150,000	1	3
\$150,001 - \$160,000	2	3
\$160,001 - \$170,000	5	3
\$190,001 - \$200,000	1	-
\$220,001 - \$230,000	1	1
\$240,001 - \$250,000	1	1
\$250,001 - \$260,000	1	1
\$260,001 - \$270,000	1	1
\$360,001 - \$370,000	1	-
\$390,001 - \$400,000	-	1

16. Board Fees

Board members earned the following fees during the period:

	Start Date	End Date	2025	2024
Jamie Tuuta (Chair)			43,200	43,200
Peter-Lucas Jones (Deputy Chair)			27,000	27,000
Tiwana Tibble			21,600	21,600
Whetu Fala			21,600	21,600
Kingi Kiriona Reuben Collier			21,600	21,600
Reuben Collier			21,600	21,600
Anahera Higgins		3/04/2025	16,200	21,600
Holly Bennett	4/04/2025		5,400	-
Totals			178,200	178,200

17. Employee Compensation on Termination of Employment

During the year, 38 employees received compensation (2024: 6) and other benefits in relation to the cessation of employment totaling \$976.9k (2024: \$66.8k).

18. Post Balance Date Events

There have been no significant post balance date events.

19. Commitments and Operating Leases

	2025	2024
	\$ 000's	\$ 000's
Transmission and Satellite Linking	8,608	2,841
Programme - Internal	2,919	4,027
Programme - External	593	545
Total	12,120	7,413

Transmission and Satellite Linking WIP

Whakaata Māori has entered into long-term agreements with Kordia Ltd, Johnston, Dick and Associates Ltd and TVNZ for the transmission of its programmes on the digital satellite and digital terrestrial platforms.

Transmission and Satellite Linking

Transmission and Satellite Linking	2025	2024
	\$ 000’s	\$ 000’s
Not later than one year	2,432	838
Later than one, not later than 2 years	2,432	297
Later than 2, but not later than 5 years	3,236	890
Later than 5 years	508	816
Total	8,608	2,841

Programme Production

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

Programme Acquisitions

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

Non-cancellable Operating Lease Commitments	2025	2024
	\$ 000’s	\$ 000’s
Not later than one year	1,606	1,491
Later than one, not later than 2 years	1,606	1,491
Later than 2, but no later than 5 years	4,818	4,474
Later than 5 years	2,275	3,604
Total	10,305	11,061

20. Contingencies

Contingent Assets:

There were no contingent assets as at 30 June 2025 (2024: nil).

Contingent Liabilities:

There were no contingent liabilities as at 30 June 2025 (2024: nil).

21. Interest in Joint Venture

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

Whakaata Māori holds 177 shares in FreeView Limited, for which the share capital is uncalled and unpaid. The carrying amount of the company's investment in FreeView Limited is nil (2024: nil). The following table provides summarised financial information relating to the FreeView Limited joint venture.

Extract from the joint venture Statement of Financial Position

	2025	2024
	\$ 000's	\$ 000's
Current Assets	1,036	953
Non-current Assets	3	96
Total Assets	1,039	1,049
Current Liabilities	1,045	1,010
Non-current Liabilities	-	43
Total Liabilities	1,045	1,053
Net Assets	(5)	(4)
Whakaata Māori share of joint venture's net assets	(1)	(1)

Extract from the joint venture Statement of Comprehensive Income

	2025	2024
	\$ 000's	\$ 000's
Income	1,767	2,373
Expenses	2,348	2,377
Net Surplus	(582)	(4)
Whakaata Māori share of joint venture's net surplus	(103)	(1)

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

22. Significant Budget Variances

- A.** Other Production Revenue: External contributions of production grants and sponsorship supported our FY25 financial position. These strategic partnerships provided funding for culturally significant content such as Te Matatini and The Land of the Rising
- B.** Advertising Revenue: Advertising revenue was below budget, reflecting ongoing market challenges. A full review of this revenue stream is underway.
- C.** Interest Revenue: Interest revenue exceeded budget through strategic treasury management. Funds were placed in short- term investments, maximising returns while preserving flexibility, consistent with our financial sustainability model.
- D.** Other Revenue: Other revenue exceeded budget due to non-cash recognition of a Te Māngai Pāho co-investment.
- E.** Kaihoe Costs: Kaihoe costs were below budget due to the Wai Whakaata realignment and higher vacancy levels in the second half of the year.
- F.** Depreciation: Depreciation was under budget due to reduced capital investment. Only essential projects proceeded, with other initiatives deferred to future periods.
- G.** Programme Costs Including Amortisation: Content investment was rationalised to align with reduced funding environment, with a focus on high-impact, culturally significant programming. Timing shifts in commissioning and acquisition deferred some costs to the following financial year.
- H.** Operating Costs: Operating costs were under budget due to effective controls. Non-essential/business critical spend was deferred, overheads reduced, and targeted savings applied to training, software, repairs, travel, marketing and several other categories, ensuring resources supported priority areas while maintaining core service delivery.
- I.** Bank Deposits and Cash and Cash Equivalents: Enhanced liquid funds is a direct reflection of our content and delivery
- J.** GST Receivable: A GST receivable was recorded at year-end, primarily due to timing differences in GST transactions and payment cycles.
- K.** Programme Rights (Intangibles): Programme rights were lower due to reduced content investment and changes to amortisation methodology for acquisitions and commissioning resulting in a reduced carrying amount.

23. Financial Instruments

Whakaata Māori is risk averse and seeks to minimise its exposure from its treasury activities. Its policies do not allow any transactions which are speculative in nature to be entered into.

Credit Risk

Credit risk is the risk that a third party will default on its obligation to Whakaata Māori, causing Whakaata Māori to incur a loss. Financial instruments which potentially subject the company to risk consist principally of cash, short term investments and trade receivables.

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

Whakaata Māori believes that these policies reduce the risk of any loss which could arise from its investment activities. Whakaata Māori does not require any collateral or security to support financial instruments.

There is no significant concentration of credit risk. The maximum amount of credit risk for each class is the carrying amount in the Statement of Financial Position.

Liquidity Risk

Liquidity risk is the risk that Whakaata Māori will encounter difficulty raising liquid funds to meet commitments as they fall due. Prudent liquidity risk management implies maintaining sufficient cash, the availability of funding through an adequate amount of committed credit facilities and the ability to close out market positions.

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

Whakaata Māori achieved a liquidity ratio of 7.73 (2024: 2.79) at the balance date, demonstrating its ability to meet its short- and medium-term liabilities as they fall due.

Currency Risk

Currency risk is the risk that the value of a financial instrument will fluctuate due to changes in foreign exchange rates.

At balance date Whakaata Māori had exposure to currency risk in regard to the purchase of television programmes from overseas which are primarily denominated in US dollars. Whakaata Māori does not enter into forward exchange contracts to hedge any exposure.

Interest Rate Risk

Interest rate risk is the risk that the value of a financial instrument will fluctuate due to changes in market interest rates. There are no interest rate options or interest rate swap options in place as at 30 June 2025 (2024: None). The Board does not consider that there is any significant interest exposure on Whakaata Māori's investments.

Whakaata Māori is exposed to interest rate risk as it invests cash in short-term and long-term deposits at fixed interest rates. Refer to note 23A for a summary by asset class.

Whakaata Māori has potential exposure to interest rates on its short-term investments. These exposures are managed by maintaining a diversified portfolio of term deposits with varying maturities and interest rates.

As at 30 June 2025, if interest rates on cash and cash equivalents, and short-term investments had fluctuated by plus or minus 1%, the surplus for Whakaata Māori would have been \$273,000 higher/lower (2024: \$140,000). A 1% interest rate increase or decrease is used when reporting interest rate risk internally to key management personnel and represents management’s assessment of the reasonably possible fluctuation in interest rates.

23A. Financial Instrument Categories

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

	2025	2024
	\$ 000's	\$ 000's
Financial Assets		
Financial Assest at Amortised Cost		
Cash and Cash Equivalents	5,079	13,848
Bank Deposits	22,232	200
Trade and Other Receivables	614	943
Total Financial Assets at Amortised Cost	27,925	14,991

	2025	2024
	\$ 000’s	\$ 000’s
Financial Liabilities		
Trade and Other Payables	2,071	2,942
Total Financial Liabilities at amortised Cost	2,071	2,942

23B. Financial Instruments Risk

Maximum exposure to credit risk

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

	2025	2024
	\$ 000’s	\$ 000’s
Cash at Bank and Bank Deposits	27,311	14,048
Debtors and Other Receivables	614	943
Total Credit Risk	27,925	14,991

Credit quality of financial assets

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

	2025	2024
	\$ 000’s	\$ 000’s
Counterparties with Credit Ratings		
Cash at Bank and Bank Deposits		
AA-	27,311	14,048
Total Cash at Bank and Bank Deposits	27,311	14,048
Counterparties Without Credit Ratings:		
Debtors and Other Receivables		
Existing Counterparty with no Defaults in the Past	614	943
Total Debtors and Other Receivables	614	943



**Please turn upside down to read
the report in Te Reo Māori.**

**Mō te reo Ingarihi,
tēnā hurihia te pūrongo**



W H A K A A T A
MĀORI

Te Pūrongo ā-Tau
2025

KIA MAURIORA TE REO





Huakina mai te tatau o Huiterangiora
Ko Tangotango ki te taha mauī, ko Wainui ki te taha katau
Ka kōhikohiko, ka taukapokapo
Ko ngā paetara o te whare
Koia ko Raururangi
Koia ko Te Kauhanga
Koia ko Te Mangōroa
Whērokiroki mai rā Te Whānau Mārama
Tōia atu ngā whakamānaua nui e te waka o Tamarereti
Ki te Huapae o te Rangi
Te ara whai hua, pupuri i ngā kōingo o te tau
He kura whakaaio rangi, ko Hawaikirangi e tū nei
He kura whakaaio whenua, ko Hawaikitangata e tau nei
Tēnei te matatau o Puna Ariki ka eke
Ka tū whakatārewa ki te rangi
Haumi e, hui e, tāiki e

I runga i te whakahau a te Ture a Te Aratuku Whakaata Irirangi Māori 2003 me Te Rūnanga Kaiwhakaterere o Whakaata Māori (te Poari), ka tāpaea i konei te Pūrongo ā-Tau mō ngā mahi whakahaere a Whakaata Māori mō te tau i mutu i te 30 o Pipiri 2025.

Jamie Tuuta
Toihau



Rārangi Kaupapa

Tā Mātou Pūrongo Hautūtanga	6
Ō Mātou Uara	10
Te Matatini o Te Kāhui Maunga	12
He Tau Whakapuaki Kōrero ā-Motu	14
Tō Mātou Wāriu ā-Pāpori	16
Atu i Aotearoa ki te Ao	18
Te Kōmihana Kaupapa kia Whai Putanga	20
Wai Whakaata Tātai Whetū	22
Te Ao Māori	26
Ko Ngāi Matihiko Rangatahi	28
Ko te Whakawhanake i ngā Kaihoe	30
Ko te Whatunga Pāpāho Iwi Taketake ā-Ao	32
Tō Mātou Pāpātanga	34

Tā Mātou Pūrongo Hautūtanga

Te Whakamahere i tō Mātou Anamata ā-Ahurea



Ko Shane Taurima, Kaihautū, rāua ko Jamie Tuuta, Toihau

Tūranga matapopore te whatu ki Te Tuahiwinui o te Rangī

Kia takina rā kawa whata ohorangī ki Hui Te Rangiora

Kia wātea, kia māmā

Kia warea te waka o Puna Ariki

Ki Te Huapae o te Rangī, ki Te Paewai o te Rangī

Hei kawē i ngā kete taupuru rourou ki tua

Ko Raururangi, ruiruia!

Ko Te Kauhangā, ruiruia!

Ko Te Mangōroa, ruiruia!

Pūtake ki runga, ko Hawaikirangi e tū nei

Pūtake ki raro, ko Hawakitangata e tau nei

Ahuroa te tūruapō, kia mauriora te reo Māori

I te ao, i te pō

Tūturu, ōwhiti, ka whakamau kia tina!

Haumi e, hui e, tāiki e!

Nau mai, haere atu ngā ohaoha, me te kōharihari o te ngākau i te rironga o ō tātou mate huhua ki te hemahema o te pō. Ko te makurutanga o te kupenga e hao haere nei i a mano whāioio mā, hei tōtō atu mā Taramainuku ki ngā rangī ariki pūwherowhero. Haere rā koutou, e te tapu o tuawhakarere; moe mārire mai rā.

Me mihi te hīringa o Te Arikinui Kuini Nga wai hono i te pō ki tōna ahurewa mana nui, mōna i tohua mai ai hei pītau whakarei mō te waka o te rangatiratanga o ngā iwi puta noa, kia nihoniho ai te ōhāki a tōna matua e kī rā: “Tākiri tū te kotahitanga, tākiri tū te mana motuhake!”

Kei ngā whatumauri o ngā tihi whakarongo kōrero, kei ngā paritū kārangaranga o tēnā moka, o tēnā whaitua, ko te waka tēnei o Whakaata Māori e tere tonu nei, e anga whakamua tonu nei ki Te Huapae o te Rangī. Ahakoa ngā tai ō-riri whakauaua o te wā e papaki mai nei, e mau tonu ana tā Whakaata Māori whai haere i te aroaro whenua e matapoporetia ana, arā, kia kura mahora ā tātou kōrero tuku iho o te ao Māori hei huapāho ki ngā tōpito katoa o te ao whānui.

Ko ēnei kupu e whakamahara nei i a tātou, ko ā tātou kōrero, ko tō tātou reo anō hoki ka mau tonu, haere nei i te wā, pēnei hoki i tā Whakaata Māori i tēnei waka e urungi tahi nei tātou.

Ānō ko Tamarereti e ārahi nei i te waka mārama, i a Puna Ariki i ngā rangī, ko Whakaata Māori te waka e kawē nei i ngā kōrero o ngāi tātou ki te ao. Kei runga o te waka ko ā mātou kaihoe, nō rātou te kaha e koke whakamua ai ngā manako o ngā whakareanga. Ko ngā taonga kei a mātou, ko ā tātou kōrero, ko tō tātou reo me ā tātou tikanga, he mea whakaterē i ia rā, kia kitea ai, kia rangona ai hoki e te ao.

I te tau 2025, toro atu ai te reo Māori ki te hia miriona tāngata i te ao mā ētahi pae kāore nei i pohewatia e ō tātou tūpuna. Mai i te Kotahitanga o Ngā Iwi o te Ao i Te Āporo Nui, ki ngā mata KoriĀta a te rangatahi, ko ngā reo Māori e auaha ana i ngā wānanga o te ao mō te tuakiri, te whakarauoratanga me te auahatanga.

He mea arataki e taua wairua tonu i whakaohooho i a Tamarēreti me Puna Ariki, ko Whakaata Māori e para nei i tōna anō ara. Ko Mahutonga hei punga mō ō mātou uara: Kia Tika, Kia Pono, Kia Aroha, Kia Māori. E takoto nei i Te Huapae o te Rangī ko te pae putanga ā-Apataki (ngā minenga), ā-Hononga (ngā hononga), ā-Kaihoe (ō mātou tāngata) hoki. Nā Tātai Whetū ko ngā Pou, arā, ko ngā pou e ārahi nei i tā mātou whakatutuki i ā mātou mahi.

Te Kuneroa Whai Kaupapa

Kotahi tau i mua, he kōwhiringa i tō mātou aroaro: ko te whakawhāiti rānei i te awhero kia hāngai ai ki te puna pūtea e mimiti haere ana, ko te pohewa anō rānei i te hanga o te arahitanga i te ao pāpāho iwi taketake e tika ana i te tau 2025, ki tua anō hoki. I whakatau mātou kia kuneroa.

I māia tā mātou huri mai i te pāpāho ā-wātaka i te whitu rā i te wiki, kia whai kē i tētahi rautaki noho mātāmua ai ko te matihiko. I whakakotahingia ā mātou pae ki raro i a MĀORI+, he waka kotahi e tūhono mai ai ā mātou apataki ki tō tātou reo, ahurea hoki. I haumi atu mātou ki ētahi ara whakapuaki pūrākau e arahina ana e te rangatahi, e toro atu ana ki ētahi whakareanga hou.

He wā ōna, i tuarangeranga te moana, engari, e arahina ana e ō mātou uara, e ahu atu ana anō hoki ki Te Huapae o te Rangī, i parahia e mātou he ara hou, tē tauī ai. Ehara ēnei i te porohanga. He haumitanga hāngai ēnei ki te anamata wāroa o tō tātou reo, ahurea anō hoki.

Ehara i te mea kāore nei he pānga o ēnei panonitanga. Ka mihia te hunga i wehe i Whakaata Māori i runga i tēnei whakawhitinga, me te wāhi hoki ki a rātou i te aukahatanga o tō tātou waka.

I whakaūngia e tētahi tātaritanga motuhake, he \$114 miriona te nui o te wāriu pāpori e taea ana te ine ka puta i te \$50 miriona ka haumitia ki a Whakaata Māori i te tau. Ko tā tēnei whakaūnga he whakaatu noa i tā ngā whānau e mōhio kē nei: ehara a Whakaata Māori i tētahi utu noa iho kia pikauria, engari ia, he hanganga ahurea e waiwai ana, ā, e puta ana i a ia ko ētahi whiwhinga ā-ahurea, ā-pāpori anō hoki mō Aotearoa.

Toronga Pāhopori

E 654.7 miriona

te taumata o te tupuranga ā-matihiko

E piki ana te whakamahia o te reo

E 74%

o ngā apataki e nui ake ana te whakamahia o te reo i ia rā

Ngā Whānau Kauawhi i te Reo

E 72%

o ngā whānau e piki ake ana te whakamahia o te reo i te kāinga.

Ko ngā tūāoma i te haerenga

Ko ia whakatutukinga, he tūāoma, he tohu hoki o te whakatinanatanga mai o ngā putanga o Te Huapae. He mea whakaatu i te whakakotahitanga mai o te toronga me te pāoroortanga, ka noho ana ko te reo me ngā tikanga hei uho.



E Tupu Ana te Rumaki Reo I Ia Rā

E 81%

o ngā kaimātakitaki e rumakina ana ki te reo Māori i ō rātou nā ao i ia rā

E Pakari Ake Ana te Tuakiri Rangatahi

E 92%

o ngā rangatahi e kī ana kua piki ake te ngākau titikaha

Te Māramatanga ā-Motu

E 92%

o ngā kaimātakitaki tauīwi e kī ana nā ā mātou huapāho kua kaha ake tō rātou māramatanga ki te ahurea me ngā tirohanga Māori i ā mātou huapāho.

Ngā Hua o Te Huapae

Ko ngā putanga ā-tau i whakaū i ētahi whakatutukihanga kāore anō kia kitea, arā, e 74 ōrau o ngā kaimātaki e nui ake ana te reo e whakamahia ana i ia rā, e 92% o te rangatahi e māia ana ā-tuakiri Māori nei, ā, e 92 ōrau o ngāi tau iwi e mea ana kua piki te māramatanga ki ngā tikanga me ngā tirohanga Māori. Ko tā ēnei putanga e whakaatu ana, mā ā mātou huapāho me ngā kaupapa mahitahi, e whakatupu ana a Whakaata Māori i te whakamahia o te reo, e whakapakari ana i te tuakiri, e whakawhānui ana hoki i te māramatanga ā-ahurea huri noa i te motu.

Ka Ū ki te Tikanga, Ka Pono ki ngā Uauatanga

Ka whakanuia ēnei whakatutukinga, engari, e pono ana anō hoki mātou. E kaha haere ana te whakataetae mai i te ao whānui mō te aronga o te rangatahi, e piki haere nei ngā utu hanganga, e haurokuroku ana hoki te taha ki ngā pūtea pāpāho tūmatanui. He tūraru nui ka pāngia te mauroa o ngā kokenga reo e ēnei taimahatanga.

Koinei mātou e auaha tonu nei, e urutau tonu nei. Heoi anō tā ēnei wero he whakakaha i te pūtohe kia tiakina, kia whakatupuria hoki te wāhi ki te reo Māori i ngā mahi o ia rā.

Ko te ārahi ki ētahi kē, ko te ārahi mō te ao

Kāore mātou e whanga ana kia whakaungia e ētahi kē te āpōpō o te ao pāpāho iwi taketake. E hangaia ana e mātou. I UNESCO me te Te Whakakotahitanga o Ngā Iwi o te Ao, Kua tohe a Whakaata Māori kia whakamanahia a ngāi pāpāho taketake hei hanganga ahurea waiwai. He mea whakaū ēnei kaupapa i te rangahau ao whānui a UNESCO mō ngā iwi taketake me te ao pāpāho, e tono ana kia whakaungia ngā haumitanga wāroa, te motuhaketanga ā-matihiko, me ngā kaupapa pāho e noho mātāmua nei te reo. Ko ēnei kaupapa matua e auaha nei i ā mātou mahi i ia rā.

Mā roto mai i ngā hononga haumi, i Airani ki Te Moana Nui a Kiwa, ka tōia mai ko ngā mōhiotanga me ngā whakaritenga mahi tahi hei whakapakari i ā mātou mahi: ko ngā pae pāpāho e pakari ake ana, ko ngā rauemi reo hou, ko ngā ara hei whai mā te rangatahi anō hoki. Ko te whakanuia o MĀORI+ i te whakawhiwhinga ōna ki te tohu

Asia-Pacific OTT Platform e whakaatu ana, ka tutuki tonu i te hautūtanga kaupapa Māori te hāponotanga ā-ahurea me te kairangītanga ā-hangarau.

Ko te whakatinanatanga tēnei o te whakahangahanga ā-ahurea, me te aha, kua whakaungia a Aotearoa hei kaiārahi i te ao mō te wāhi ki te auahatanga i te ao pāpāho iwi taketake.

Ko te haumi ki ngā kaupapa e whai take ana

Ko tā tā mātou anga Kōmihana ā-pāpātanga he tautoko i ngā kaupapa e hua ai ngā putanga ā-ahurea e taea ana te ine. Ko tā ngā kaupapa pēnei i Māori All Blacks: Bound by Blood me Under the Whāriki e whakatauirā ana i tā ngā huarahi whakapuaki pūrākau hāpono whakapakari i te tuakiri, whakawhānui hoki i te māramatanga.

E whakapakari ana a Whakaata Māori i te tuakiri, me te māia ā-ahurea.

E 92% o ngā rangatahi Māori (18–29 te pakeke) e rongorona ana i tō rātou māia ake ki te tū i ō rātou anō āhua.

E 81% o ngā kaimātakitaki Māori i rongorona i te hōhonu ake o te hononga ki ō rātou tuakiri. Ā, e 92% o ngā kaimātakitaki tau iwi e mea ana kua kīnaki ake i ā mātou mahinga tō rātou mārama ki te ahurea me ngā tirohanga Māori.

Ko te whakamahere i te taharangi

Ki a mātou, ko MĀORI+ te pokapu ā-ao mō te whakapuaki i ngā kōrero Māori, he marae matihiko e ora ana, e whakahoahoatia ana, e kuneroa ana anō hoki te ahurea.

E mārama ana tō mātou ahunga:

- Kia whakaungia ngā āhuatanga matihiko ki ā mātou mahi katoa.
- Kia whakangungua te rangatahi hei kaiārahi, kaua hei apataki noa nei.
- Kia kōmihana, kia mahi tahi anō hoki kia koke tonu ai te whakarauoratanga reo me te hautūtanga iwi taketake.

I ngā mahi katoa, e arahina ana mātou e Te Huapae o te Rangī, ko tā mātou kaupapa, kotahi nei tana aronga: kia mauriora te reo.

Kia ngita te āpōpō

Kua whakaaturia kētia e Whakaata Māori, ko ngā hua ā-pāpori, ā-ōhanga hoki ka puta i ia, kāore nei ōna rite. Engari, e pāhikahika tonu ana te nui o ngā pūtea ka riro mai, e ai anō ki ā mātou pāpātanga kua whakaungia kētia.

Ko te hua whakahaere pai nō tēnei tau e whakaata ana i ngā kōwhiringa uaua i oti i a mātou hei whakaheke i ngā utu, kia karawhiu hoki i ngā mahi e ai anō ki ngā paepito o te wā. I mate ki te pēnei hei tiaki i te tūwhenatanga o te wāpoto, engari ko tana utu: ko te whakatārewa i ngā whakapaipai me ngā haumitanga ki ngā tūāhanga e hiahiatia ana mō te anamata. I te korenga o te whakaungia o ngā tahua wāroa, e kore e matawhāiti te tuku i ngā rawa ki ēnei hiahia.

Koinei e noho mātāmua tonu nei ko ngā haumitanga hūrokuroku: hei whakawhanake tonu i tērā i tiakina e mātou, hei whakaū hoki i ngā pūnaha me ngā pae pāpāho ka whakawhirinaki atu ai ā tātou mokopuna. Ki te whakaungia te taha ki te pūtea, ka āhei tā tātou whakahōhoro i ngā mahi whakarauora reo, whakahōhonu ake i ngā hononga ā-ahurea, whakakaha anō hoki i te mōhiotia o Aotearoa hei manutaki i te ao pāpāho iwi taketake. Ki te kore, he nui te tūpono ka whakamārari ngā hua pai i puta i te tohe, ka mutu, ko ngā whakareanga o āpōpō ka noho hei papa.

Ehara a Whakaata Māori i te kōwhiringa huapāho noa iho. He tūāhanga ahurea ā-motu, e whai wāriu ana i te naiane, e rama ana i ngā ara mō ngā mokopuna o te āpōpō.

Te ara takahi tahi ki tua

Me kō Tāne, i meinga rā ngā whetū ki ngā rangī, me ko Tamarereti hoki, i noho hei kāpene i te waka o Puna Ariki i tana haerenga whetū, ko tā Whakaata Māori, hei waka, he whakamārama tonu i ngā ara mō ngāi tātou, he whakaaaweawe hoki i ngā hāpori iwi taketake puta noa i te ao.

He mea ārahi nā ngā mātāpono o Kia Tika, Kia Pono, Kia Aroha me Kia Māori, kawea atu ai e tō mātou waka ko te reo me te tikanga ki roto ki ia kāinga. Ka hāpaitia te haerenga e ngā mahi arataki a tō mātou poari, me te ngākau titikaha o ngā kaihoe, e urungi tahi nei i ngā wai o taero, o panonitanga i runga i te manawaroa.

I te mutunga iho, ehara i te mea ko te taunga whakamutunga, mō mātou anake. He taunga mō ā mātou apataki, ō mātou hāpori, ā, e noho mātāmua ana ko ā tātou mokopuna, e tau ai ki a rātou ko tētahi reo ora, ko tētahi ahurea e tōnui ana, mō ngā whakareanga e pihi ake ana te painga.

Ngā Waitohu

Jamie Tuuta – Toihau **Shane Taurima – Kaihautū**

Ō mātou uara

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

Tō mātou whakakitenga

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

Tā mātou Kaupapa

E tohu ana Te Taura o te Waka o Tamarereti i tā mātou kaupapa, ki te kōrero i ngā kōrero ka whakahau, ka whakatairanga i te reo, i te ahurea, me ngā taonga tuku iho Māori ka tūhono i ngā apataki ki te ao Māori. Kia tangatanga te taura ka mārama mātou me pēhea te whakawhena e whakaratoa ai ngā apataki kanorau me ō rātou hiahia. Ko tō tātou reo me ngā tikanga kei te tautuhi, kei te ārahi i a mātou i roto i ā mātou mahi katoa. Ko rāua tō mātou hononga ki te rangi, te whenua, me te moana. Koia nei te iho e mōhiotia ai ko wai mātou me tā mātou kaupapa.

Te Reo me ngā tikanga Māori

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



KIA TIKA

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



KIA PONO

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



KIA AROHA

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



KIA MĀORI

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

Te Matatini o Te Kāhui Maunga

Te Matatini 2025:

Ko te whakatinantanga o te kairangitanga

Kei tua noa atu a Te Matatini 2025 i te hui ahurei noa. Ko ia tonu te whakatinanatanga o te kairangitanga Māori, nāna i ū ai te tuakiri huri noa i Aotearoa, ki tua anō hoki. I Ngāmotu, ka tupu te kapa haka hei whakapuakitanga ā-motu o te whakahī, o te hononga. Mō Whakaata Māori, ehara noa iho i tētahi anō whakapāhotanga, engari he whakatauiratanga, i runga tonu i ngā uara, o te wāhi ki a mātou hei Kāinga mō te Haka, ko tētahi whakatinanatanga ora anō hoki o Te Huapae o te Rangī.

Te whakapāho i runga tonu i te Kaupapa

I ngā rangi e ono, e 55 ngā rōpū i tū ki te whatārangi, ā, nā Whakaata Māori i ārahi, e mahi tahi tana ki Te Reo Tātaki, ki a Pango Production anō hoki, he mea tautoko hoki nā Te Māngai Pāho.

Ko ā mātou pāhotanga pouaka whakaata i toro ki te 140,620 kaimātaki mā runga Whakaata Māori, i reira rā i 35% roa ake te wā mātaki i tērā mā runga TVNZ 2. I runga MĀORI+, i toro atu mātou ki ngā kaiwhakamahi 25,863 (27% te piki ake i tō Senior Haka Regions 24), neke atu i te 1,450,000 tirohanga ataata, me te 92,721 pāhotanga tikinoa, ko tōna 51% he mea mataora.

E 27,481 ngā mātakitanga mataora i te pāhotanga o te pōwhiri, e 54% te pikinga i tērā o te pāhotanga o te pōwhiri i Te Matatini 2023. Waihoki, 26,500 ngā tikiake hou mā runga i ngā pūrere Android, iOS hoki i ngā apataki e tāuta ana i te taupānga hei mātakitaki mā rātou.

Ko te whakautu a ngā apataki, ko te kaha o te hono mai. I te patapatai o Te Pae Kōrero, i puta i te rā tuatoru o te whakataetae, 38% o te hunga i patapataihia i mātaki mā runga MĀORI+, 15% i mātaki mā runga Whakaata Māori, e 9% mā runga TVNZ 2. Ehara i te mea i te mātaki noa iho nei te iwi. Ka pāngia rātou e te hihiko, e te ohooho, otirā e te whakahihī pai.

Ko te tikanga hei ārahi i te hangarau

I aro tonu te hangarau ki te tikanga. Ka huri a MĀORI+ hei marae matihiko, i reira rā pāhotia ai, tohaina ai hoki ko ia rōpū, ko ia haka, ko ia waiata hoki. E 92,721 ngā pāhotanga ataata, e matapaetia ana ka tupu mā te 22% ki te 1.3 miriona mātakahanga ataata i mua i te whakapaunga o te tau. E 58% o aua mātakahanga mā runga i ngā pūrere kawekawe, e 40% mā runga i ngā papamahi.

Te huringa ā-apataki me te toronga

Nā Te Matatini 2025 i huri ai ngā apataki, me te hirahira hoki. I kāhakahakitia e Whakaata Māori tētahi hunga apataki e rangatahi ake ana, ko tōna 52% o ngā kaimātaki e tamariki iho ana i te 35 tau, e whakaū ana i tā mātou pāpātanga taki kōrero. He tauira tēnei o te huri haere o ngā apataki hou, nāwai i noho noa hei kaimātaki hāngū, ka huri hei kaituku hohe.

Nā ngā pae pāhopori i whānui ake ai ngā pāpātanga. Nui atu i te 7.7 miriona whakaatahanga, i te 220,000 tirohanga anō hoki mā runga Pukamata (nā ngā apataki takitahi 35,000, nui atu, hōrapa ana i ngā rā e rima, ā, 401,045 hoki ngā mātakahanga ataata mā runga YouTube (nā ngā kaimātaki takitahi 24,093, ka whai mai ko te 1,500 ngā kairēhita hou), i haere tonu ngā whakapāpātanga, i tua noa atu i te mutunga o te hui ahurei, me te aha, hei tohu tērā i tā Te Matatini tuitui i tētahi hononga mau roa ki te ao Māori.

Ko te manawaroa me te kairangitanga ā-rautaki

Katoa ēnei mea i tutuki i tētahi tūārere e nui ana ngā panonitanga ā-whakahaere, i a Whakaaata Māori e āta takatū ana ki te mōnehu haeretanga o te pūtea taupua, e \$10.3 miriona te nui. Tērā i te tau, aro kē ana mātou ki ngā pakaritanga, ā, ka whakaatu atu, ina haere tahi a moruki ki a mārāma ā-ahurea, ka piki anō te kairangitanga. I hikina e ā mātou kaihoe te mānuka, ka whakatinana ai i ngā putanga ā-Kaihoe: ko te whakapakari i ngā pūkenga, i te māia me te hononga.

He kaupapa ka ora tonu

Ko te puta o te ihu o Te Kapa Haka o Ngāti Whakaue, he nui noa atu i te wikipōria whakataetae. Ko tā rātou waiatahanga o He Kōnui, He Kōroa, i hōrapa pai ki tua rā anō o te ao kapa haka, ā, he kaponga ahurea e tōiri tonu nei.

Mō Whakaata Māori, ehara Te Matatini 2025 i te whakapāhotanga noa. Koia tētahi whakatinanatanga ā-rautaki, ā-uara anō hoki o te wāhi ki a mātou hei kaipāpāho tūtika mō te ao Māori. Nāna i whakaatu atu ai, ehara i te mea ko te kairangitanga ka inehia noatia e ai anō ki tērā ka whakapuakina ki te whatārangi, engari, i runga anō hoki i tana whakarite i tētahi taiao e pūāwai ai te reo me te tikanga i ngā mahi o te ia rā ināiane, otirā, e rangatira ai te tukuna iho ai ki ā tātou mokopuna, haere ake nei.



Te Taumata o Apanui



Ngā Tūmanako



Toronga Pāhopori

E **7.7 million**
te taumata o te tupuranga ā-matihiko

Kei te tihi ngā pāhotanga mataora

E **479,500**
ngā kaimātakitaki i ngā pāhotanga mataora i ngā rā e rima.

Te Tupu o MĀORI+

E **252,000**
ngā kaiwhakamahi, ā, e

E **26,500**
ngā tikinga ake hou o te taupānga i te roanga o te ahurei

Pāpātanga Reo Māori

E **70%**
o ngā kaimātakitaki i uia i ki nā te pāhotanga i pakari ake ai ō rātou reo

He tau whakapuaki kōrero ā-motu

I te tau 2024-2025, kawea atu ai e Whakaata Māori ētahi o ngā kaupapa hirahira katoa o te motu ki roto ki ngā kāinga huri noa i Aotearoa me te ao. Ehara i te mea i kapohia noatia ēnei kaupapa, engari i manaakitia hoki, he mea arataki e te tikanga, ko te mahitahi hei tūāpapa, otirā i whakapāhotia kia whai wāhi ai ia whānau, ahakoa ki hea, ki te hitōria. Koinei tō mātou aronga. Ko te tiaki i ngā kaupapa e tāpua ana ā-ahurea, ā-motu anō hoki, me te whai kia rangona ā-kanohi, ā-taringa, ā-wairua hoki e te katoa o te hunga e tika ana kia pērā.

Mātaki tahi ana te motu

Te haerenga whakamutunga o Kiingi Tuuheitia

Nō te matenga o Kiingi Tuuheitia Pootatau Te Wherowhero te Tuawhitu i te marama o Ākuhata 2024, ka tangi kau te motu. Ka whitu rā ō mātou ohu Pāpāho, Mataora, Kawepūrongo hoki e mahi tahi ana ki ngā iwi, ki ngā kaipāpāho ā-iwi, me ngā hoa pērā i a Aukaha, e ū ai te tikanga me te mana i ngā pāhotanga. Ko ngā whānau kāore e oti te tae ā-tinana atu, i āhei tonu te tūhono atu ki ngā kōrero i rere i te paepae, ā, ko ngā hāpori huri noa i whai wāhi tonu atu ki tēnei poroporoaki hirahira. .

Te whakamānawa i ngā whakarerenga a Tariana Turia

Ko te matenga o Kahurangi Tariana Turia i te tau 2025, ko te poroporoaki i tētahi rangatira, ko ana whakaawenga i auaha i te ao Māori, otirā, i te ao tōrangapū o Aotearoa. Hei kaiārahi takirua o Te Pāti Māori, hei kaikōkiri hoki i a Whānau Ora, nāna i noho ai ko te whānau hei uho mō ngā whakatau. Nā ā mātou pāhotanga i taea ai e ngā whānau huri noa i te motu, ki tua atu anō hoki, te whakamānawa tonu atu i a ia, te titi hoki i tana kawē i te mana motuhake ki te pūmahara takitini o te motu.

Ko te whakanui i te ahurea me te hononga

Waka Ama Whawhati Mauhanga

Ko te pāhotanga o te Waka Ama e whakarenarena tonu ana i ngā taukaea i waenganui i ngā whānau, i ngā hapū, i ngā iwi hoki, ā, i te whakawhānuitanga o ngā ara mā ngā pae matihiko hou, kua nui ake te whakapāpātanga mai.

Nā ngā whakapāhotanga mataora i tōtika ai te kawē atu i ngā hohenga ki te hunga apataki, hei kinaki i ngā pāhotanga pouaka whakaata i toro atu ki tētahi huinga kaimātaki 120,343 tana rahi. E 44,800 ngā kaimātaki i kāhahihakitia e ngā huapāho mataora, ā, mō ngā ataata tononoa mō ngā reihī takitahi, 67,812 ngā mātākihanga. Nā konei 112,610 te tapeketanga o ngā mātākihanga ataata. I piki ake te nui o te hunga apataki mā te 19% tērā i tō te tau o mua, e whakaata ana i te pikinga ake o te arohia, o te whai wāhitanga mai hoki ki te kaupapa.

Te Haka mō te taitara ā-ao a Guinness

I Ngā Ana Wai, e 6,531 ngā kaihaka i whakahoki mai i te taitara ā-ao a Guinness mō te haka nui katoa. He mea kōkiri nā te Raukauri Music Therapy Trust, he mea hāpai nā Kahurangi Hinewehi Mohi, e \$270,000 i penapenahia e te kaupapa, ā, i kitea e te 320 miriona tāngata huri i te ao. Nā ā mātou pāhotanga motuhake i kawea atu ai tērā wairua whakahī i te whīra ki ngā kāinga puta noa i te ao, ā, i whakaūngia te haka hei taonga ora, hei reo hoki mō Aotearoa i te ao.

Te Tau 50 o Polyfest

E 77 katoa ngā kura, e 291 ngā kapa, ā, koni atu i te 11,000 rangatahi i tū ki te hui ahurei ASB Polyfest 50, me te aha, koia te hui ahurea nui katoa i te ao e whakanui ana i ngā rangatahi nō te Moana Nui a Kiwa. I tā mātou aro ki te atamira Māori, i kitea tā te rangatahi hura i te māia, te hononga me te hautūtanga mā roto mai i te whakangahau. He nui noa atu te Polyfest i te hui ahurei. Koia ko te whakatinanatanga o te manawaroa me te whakahihitanga ā-ahurea e kawea ana ki te anamata. E whakanui tonu ana a Polyfest i te pakari me te whakahī ā-ahurea, e tūhono ana i ngā reanga mā te ahurea me te tuakiri.

Ko te maumahara tahi

Te Rā ANZAC 2025

Ko te rā ANZAC tonu tō mātou rā takitahi i nui katoa te mātākihia i te tau 2025. He huhua ngā momo hōtaka i rere mō te roanga o te rā, ā, ko te hua ko tētahi hunga apataki mō te pouaka whakaata 234,481 te nui (-8% YOY) mō taua rā, me te 16,647 mātākihanga ataata matihiko, hōrapa ana i ngā huapāho katoa i MĀORI+ (-23% YOY).

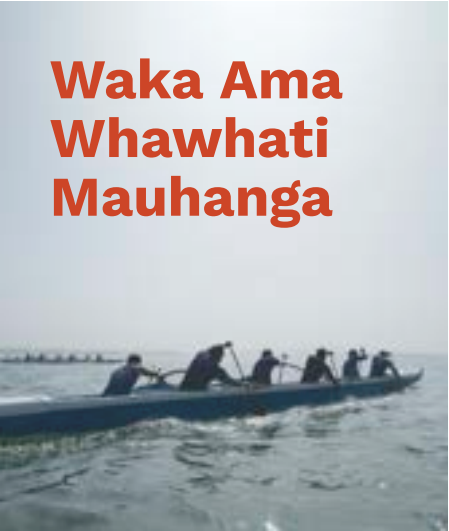
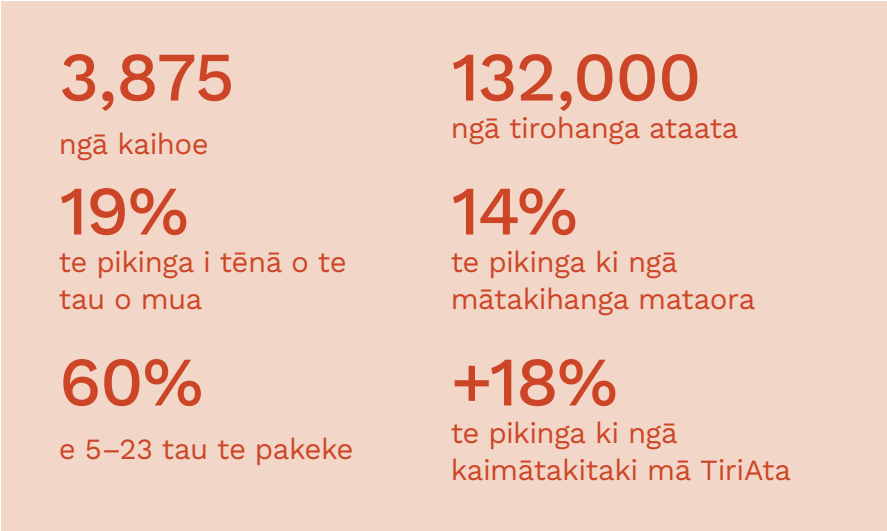
Ko te ANZAC 2025 Dawn Service i toro atu ki te 43,807 mā runga i SKY Open me Whakaata Māori, he hekenga -33% te nui i te hunga apataki mō te pouaka whakaata. He pikinga tonu tēnei, 42% tōna nui, i tō te pāhotanga wātaka-here mō te whakamaharatanga atatū i te tau 2023.

I pōturi haere a MĀORI+, 12,518 ngā kaiwhakamahi i taua rā, hōrapa ana i te paetukutuku me te taupānga (-14% YOY). Ka whai ko Te Ao News, 3,892 ngā kaiwhakamahi i te rā (-51% YOY). He -30% tēnei e ai ki ngā tutukinga o nā tata nei.

Ko te pae pāhopori i toro atu ki te 60,850 i te rā, ā, i a ia ka 3,893 ngā whakahokitanga i taua rā ki te pae tukutuku o MĀORI+, ki Te Ao News hoki.

Te titiro whakamua

Mā roto mai i te hautūtanga ahurea me te auahatanga matihiko, ka oti i a Whakaata Māori ngā kaupapa tāpua ā-motu te kawē atu ki ia whānau. He nui noa atu ēnei kōrero i te whakapāhotanga noa. He taonga ka tukuna iho e whai maharatanga ai ā tātou mokopuna e whakakahangia ai te kotahitanga, te tuakiri me te wairua whakahī.



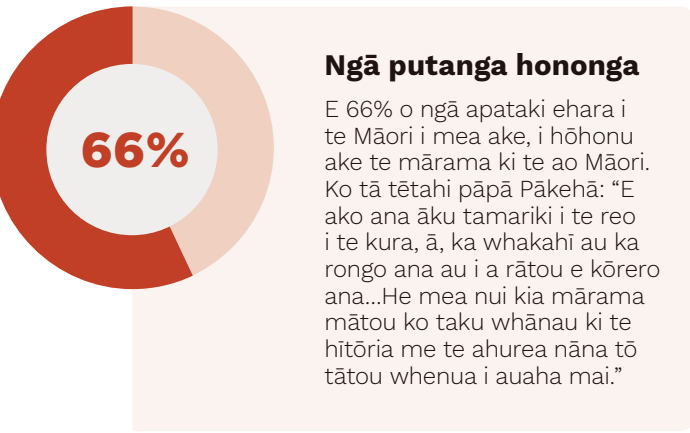
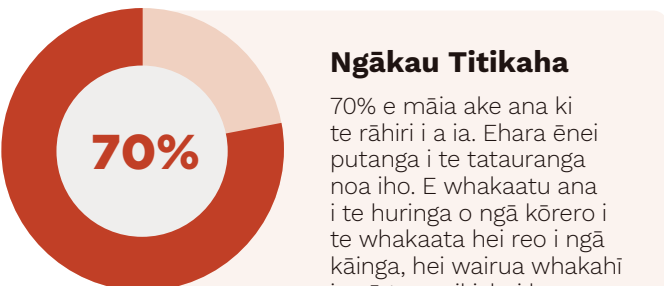
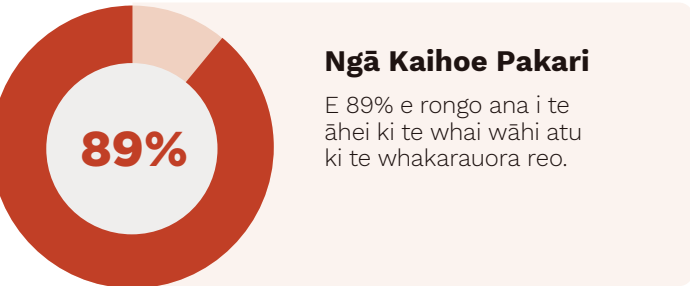
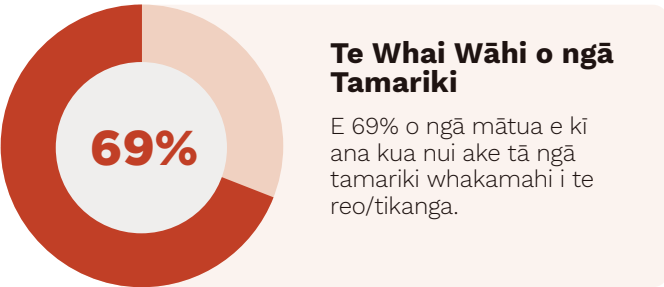
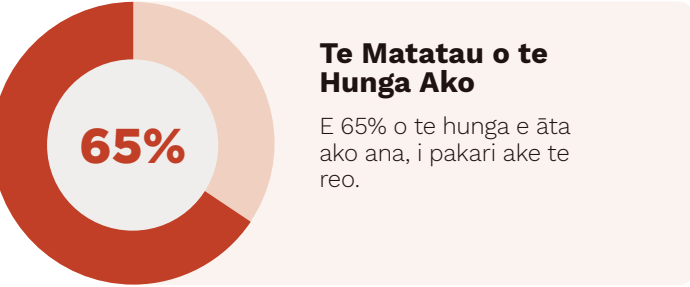
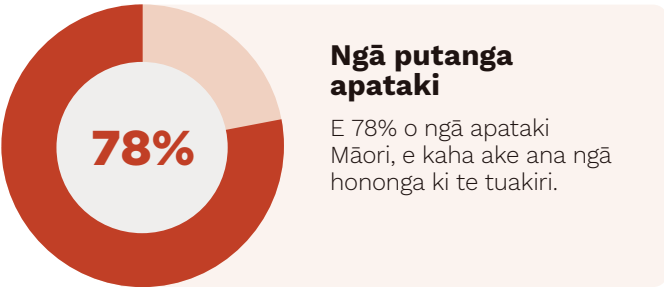
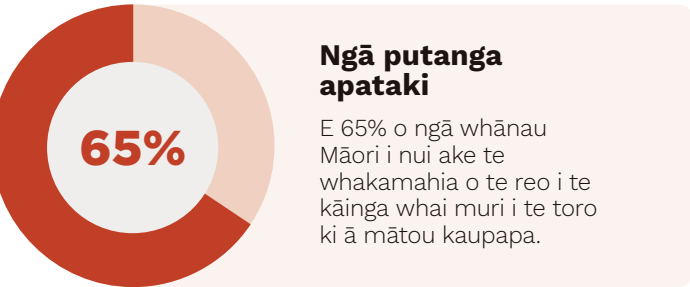
Tō mātou wāriu ā-pāpori: He whiwhinga inati mā Aotearoa

Ka \$50 miriona te nui o te haumitanga ki a Whakaata Māori, he \$114 miriona te wāriu pāpori e taea ana te ine ka hua mai. Ko tā tēnei arotaketanga motuhake nā Social Ventures Australia he whakaū i tā ngā whānau huri noa i Aotearoa e mōhio kē ana: ko Whakaata Māori hei hanganga ā-motu e waiwai ana ki te whakarauoratanga reo, te whakahihitanga ā-ahurea, me te kotahitanga ā-pāpori. I kōmihanatia e mātou te pūrongo nei i te mea e kore te whānuitanga o ngā kōrero e kapi i ngā tau pēnei i ngā pāpātanga me te tini o ngā pāwhiringa. Ko te mea nui, mēnā rānei e tautoko ana ā mātou mahi i te iwi kia nui ake te kōrerotia o te reo, kia tupu te māia ā-tuakiri, kia hōhonu ake anō hoki ngā hononga i waenga i a rātou.

Ngā pānga horapa i ngā apataki

I te tau 2023-2024, i toro a Whakaata Māori ki te 2.5 miriona kaimātaki pouaka whakaata, ki te 4.8 miriona kaiwhakamahi matihiko motuhake, ka mutu, 172 miriona ngā torohanga pae pāhopori i tutuki. Engari, ko te wāriu pono katoa kei te āhua e huri ai ēnei apataki nā runga i tērā e kitea ana, e rangona ana anō hoki e rātou.

Pūrongo Uara Papori | Ngā Putanga o Te Huapae



* Nō te patapatai apataki o te tau F23-24 ngā huinga tatauranga nei.
** Nō Te Tauāki Whāinga F24-25 ngā huihuinga tatauranga mō Te Huapae.

Ki tua o te ao pāpāho

Arā atu anō ngā mahi a Whakaata Māori i tua atu i te whakapāho kaupapa. He wāhanga nō te whare o te whakarauora reo, e whai wāhi ana ki ngā pou o te mōhio, te mana o te reo, te ako, te whakamahi, te pātaka reo, te hapori, me te whakahihikotanga.

Ko tā ngā whānau mai ki a mātou, kua nui ake tā rātou whakamahi i te reo i te kāinga. Kua kaha ake te rumakina o te tamariki ki te tikanga. Hei tā ngā apataki tauīwi, kua tupu ake te mārama ki te ao Māori. Ko ā mātou anō kaihoe e rongō ana i te kaha ki te tautoko i a 'kia mauriora te reo'.

Katoa ēnei hua e whakaata ana i te wāhi ki ngā Kaihoe i Te Huapae o te Rangī: ko te whakatupu i te āheinga, te māia, me te ngākau pono ā-ahurea i ō mātou tāngata, i te rāngai hoki.

Te hautūtanga ao whānui

Kitea ai hoki i te Pūrongo Wāriu Pāpori ko te wāhi ki a Whakaata Māori i te mōhioia o Aotearoa hei kaihautū i te ao mō te taha ki ngā mahi pāpāho iwi taketake. I te Wānanga Pūmau mō Ngā Kaupapa ā-Iwi taketake a te Kotahitanga o Ngā Iwi o te Ao i Te Āporo Nui, i tū tahi a Whakaata Māori ki ngā hoa i a UNESCO ka whakarewa i tana rangahau ao whānui tuatahi mō Ngā Iwi Taketake me te Ao Pāpāho. I tōai taua rangahau i ā mātou ake kitenge: Ehara ngā mahi pāpāho taketake i te tāpirihanga. He hanganga waiwai mō te reo, mō te tuakiri, mō te anamata.

E whai wāhi ana mātou ki tētahi kaupapa whānui ake. Mai i APTN i Kānata, ki NITV i Ahitereira, ki NRK Sápmi i Nōwei me TITV i Taiwan, e hāponotia ana e ngā kaipāpāho iwi taketake te kōrero tūturu kotahi: ka pakari ake ngā iwi i ngā mahi pāpāho kua tūāpatatia ki te ahurea.

Engari, e ū ai tēnei momo hautūtanga, me ngākau titikaha. Ko tā te pūrongo e whakaatu ana, ina heke te nui o te tahua mā te \$10 miriona tāra, ka tūpono riro te \$23 miriona o te wāriu pāpori i ia tau. Ko tōna rite, ko te kokenga reo o te 200,000 ākonga, ko te hononga ahurea rānei o te kotahi hāwhe miriona kaimātaki Māori.

He tūārere whai tikanga

E mārama ana ngā taunakitanga. Ko tā Whakaata Māori he whakapakari i te tuakiri, he whakawhānui i te māramatanga, he whakatere i te ākona o te reo, he whakatupu hoki i ngā kaihautū Māori i te ao pāpāho. Mā te haumitanga hūrokuroku, e koke ai ā tātou mokopuna ki tētahi āpōpō e tōnui ai te reo me te tikanga. Ki te kore, ka tūpono hoki whakamuri a Aotearoa, ā, me uaua ka koke anō.



Riria Dalton-Reedy,
Ako Ararau 2025

Atu i Aotearoa ki te Ao Ko te raranga i ngā whatunga pāpāho taketake o te ao

I te haeretanga atu o te kaikawe pūrongo rangatahi, o Te Aniwhaniwa Paterson, ki Te Āporo Nui i te marama o Āperira 2025, ki te kapo i ngā kōrero nō te Kotahitanga o Ngā Iwi o te Ao, i whakaatahia tō mātou manawanui ki te whakatakoto ara e whai wāhi ai te rangatahi ki te ao whānui. I tohua te hiranga nui o te haumi ki ngā kaihaurapa kōrero me ngā pae kōrero taketake, he whakaata hoki i tā UNESCO āki kia tiakina te reo, te tuakiri me te ahurea mā ngā arapāho. Nā āna kawē pūrongo i toko ake ngā tirohanga Māori ki te whatārangi o te ao, i whakaū hoki ko te whai wāhitanga o ō tātou reo ki ngā whakawhitinga kōrero o te ao whānui.

Mō ngā whānau i te kāinga, e whai wāhi ana ā tātou rangatahi ki ētahi āheinga tūturu e uru ai ki ngā tūrangā hautū, ka mutu, e rangona tahitia ana ngā kōrero Māori me ngā reo o ngā iwi taketake puta noa i te ao.

Te hanga i te tūāpapa

I ngā tau e rua kua hori, kua whai wāhi a Whakaata Māori ki ā UNESCO whakatewhatewha mō te pāpāho taketake, ā, kua whakauru i ngā tirohanga Māori ki ngā wānanga ā-ao mō te ara e whai pūtea ai, otirā, e toitū ai ngā pae pāpāho iwi taketake.

I kitea e UNESCO ngā whare pāpāho taketake e 308 i ngā whenua e 74. Whakahaerehia ai te nuinga i roto i ō rātou anō reo, engari e tata ana ki te katoa, he tokoiti iho i te 10 kaimahi, ā, hei tohu tērā o tō rātou kaha, me tō rātou makuhane anō hoki.

I te 24 o ngā Wānanga Pūmau mō Ngā Kaupapa ā-Iwi taketake a te Kotahitanga o Ngā Iwi o te Ao, ko mātou ko ngā kaipāpāho me ngā kaitaunaki taketake i whakaū i tētahi kōrero pono māāmā: ko ngā mahi pāpāho iwi taketake ka whai pūtea tautoko tūmatanui, ehara i te kōwhiringa noa iho. He hanganga ahurea e waiwai ana.

Ko te para huarahi hou

E huri ai ngā taunakitanga hei mahi, i tautoko a Whakaata Māori i te whakatūnga mai o te Indigenous News Alliance (INA) i te tau 2024. Ko tā INA he tūhono i ngā pae pāpāho iwi taketake o te ao e whakaponotia ana, kia hua mai ai ko tētahi whatunga mō te ripoata ngātahi e tūturu ana, e motuhake ana, ka mutu, e whai pāpātanga ana. Ko te kaupapa mahi tahi tuatahi, ko te pāhotanga ngātahi o te Wānanga Pūmau mō Ngā Kaupapa ā-Iwi taketake a te Kotahitanga o Ngā Iwi o te Ao 2025, i whakakotahi mai i ngā kaihaurapa kōrero nō ngā whenua e toru, ā, i toro ki ngā apataki huri noa i te ao. Hei te tau 2026, ka haere mai ngā hoa rangapū INA ki Aotearoa kia whakahaere i ētahi wānanga whakatupu āheinga i Whakaata Māori tonu, otirā puta noa i te rāngai pāpāho Māori.

Mō ngā apataki, mā konei e nui ake ai ngā kōrero ka whakapuakina e ai anō ki te tirohanga iwi taketake, ā, mō ngā kaihoe, he pūkenga hou, he whatunga hou, he ara hautūtanga hou te hua mai.



Ko Te Aniwhaniwa Paterson (kei waenganui) rātou ko Allison Kelliher, ko emma Rawson-Te Patu nō te Indigenous Determinants of Health Alliance

Ngā pānga whatunga

Ko ēnei mahi katoa e auaha ana i tētahi pūnaha hauropi pāpāho iwi taketake mō te ao whānui. Mō Whakaata Māori, he mea ine ngā hua mā roto i Te Huapae o te Rangī:

Ko tā UNESCO rangahau e miramira ana i ngā taero kei mua tonu i te aroaro. He tini ngā whare pāpāho taketake e raru ana i te pota o te rauemi, i te nui o ngā utu waihangā, me ngā āputa ā-pūkenga matihiko nei. Nā reira a Whakaata Māori e haumi tonu nei ki ngā kaupapa whakangungu, auaha matihiko anō hoki, e riro ai i ngā kaiwaihangā Māori tērā e tika ana kia tōnui ai.

Mai i ngā taiwhanga poari o Te Kotahitanga o Ngā Iwi o te Ao, ki ngā pae AtaKōri, ko ā mātou kōtuitanga e whakarite āheinga ana mō ā tātou kaiwhakapuaki kōrero, kei ngā tūārere katoa. Ko ngā mahi pūrongorongoro a Te Aniwhaniwa tētahi tauira noa iho o ngā hua ka puta ka tukuna ana te rangatahi kia koke whakamua i runga i te māia me te whakahi.

Te titiro whakamua

Ko Whakaata Māori hei reo e whakaponotia ana i te rāngai pāpāho taketake o te ao. Ka whakapāhotia e mātou ētahi kaupapa pāho kōunga ki ngā apataki nō te ao whānui, waihoki, ka para i ētahi huarahi hei whai mā ngā kaihaurapa kōrero, ngā kaihangā, me ngā kaiwaihangā kaupapa matihiko Māori mā roto mai i ngā whakangungutanga whai whakamana me ngā kaupapa mahi i tāwāhi.

Mō ā tātou mokopuna, mā ēnei mahi i te ao whānui e whakaū ko ō rātou reo ka rangona i te kāinga, ka whakautehia hoki i te whatārangi ā-ao.



Kairākau Terenga 4, Velvet Stone Media

KAIRĀKAU



Haka World Record 2024, Smoke Photo and Video



Tūhura, Mako Media, 2024

Te Kōmihana Kaupapa kia Whai Putanga He Tūāpapa Rautaki

Kua tautuhi anō a Whakaata Māori i te āhua o te kōmihana. Engari anō te ine angitu e ai anō ki ngā hāora pāpāho, ki ngā pāpātanga rānei, ko ia kaupapa ka aromatawai kētia e ai anō ki ngā putanga ki te reo, te tikanga me te tuakiri. Kua tūāpapahia ki Te Huapae o te Rangī ko te whakarauoratanga ahurea me te huringa haporī hei manawa tonu mō tēnei rautaki. E mārama ana te whakakitenga: kia mauriora te reo.

Ko te whakamāramatanga māmā, kei te āhua o tēnei mea te kōmihana kaupapa kia whai putanga, me rerekē ngā pātai. Kua ko “e hia hāora i pau?”, engari ia, “I tautokona rānei te iwi kia nui ake te kōrerotia o te reo, kia poho kūkupa i tōna Māoritanga, kia mārama ake anō tēnā, ki tēnā?”. I whakaū ngā rangahau apataki i ētahi hua e taea ana te ine mō te whakamahia o te reo, te māia ā-ahurea, me te mārama kōwhiti i waenga i ngā ahurea. Ehara ēnei i te putanga pāpāho noa iho nei; he tohu o te kokenga ahurea ā-motu.



NOMAD, Fire Fire, 2025

Māori All Blacks: Bound by Blood (Pango Productions)

Ko tā tēnei pakipūmeka, e whā ōna wāhanga, he whai i ngā kaitākaro e ono i te haerenga o te tima ki Hapani, he whakatewhatewha i te āhua o te tō atu i te tikanga me te whakapapa ki te ao hākinakina whaiutu. Nā te mahi tahi ki New Zealand Rugby, i hōrapa ai te kaupapa ki te ao mā NZR+, me te aha, kite ana te rangatahi i ētahi tauira e whakaatu ana i te whakahihitanga ahurea i te whīra, i wāhi kē atu anō hoki. Mā te tuku raihana mātāmuri mō te hōtaka ki a New Zealand Rugby, hei whakairi māna ki tana pae ā-ao, ki NZR+, he hunga apataki hou hei whakaaweawe mā tō tātou ahurea, me tō tātou reo.

Ngā Kōrero Whai Aronga

I hua i te rauna tuatahi o te Kōmihana kia Whai Putanga i te tau 2024 ko ētahi hōtaka i te tau 2025 i whakakotahingia ai te ngākau pono ā-ahurea me te toronga apataki.

NOMAD (Fire Fire Productions)

Ko tā Kahurangi Mahuika hāereere pūnaha tūmatanui-kore nei i Te Waipounamu, he tūhono i ngā haporī ki te whenua, ki te whānau, ki te mātauranga Māori anō hoki. Kei koni atu i te 100,000 kaimātakitaki hōrapa i Whakaata Māori, he hāwhe miriona hoki mā ngā pae pāhoporī.

Under the Whāriki (Mauri Media)

He ipāho i mātāmua ai ngā pae pāhoporī nā Te Ataakura Sharland-Pewhairangi rāua ko Tahu Hollis i whakataki, i whakatūria ai he wāhi e mātātoa ai te kōrerotia o ngā kaupapa he rite tonu te taupokina. He mea pāpāho mā MĀORI+ me ngā pae pāhoporī, nāna i kitea ai tā te auahatanga matihiko whakakaha ake i ngā reo Māori me te ū tonu ki te tikanga.



Hikina Te Mānuka (ManiaTai)

Ko tā tēnei kaupapa mō te whānau Māhinera, nō Te Tai Tokerau, he whakaatu i tā ngā akoranga a ngā tupuna whakaora, poipoi hoki i te manawaroa. Ka kitea tā te mātauranga Māori para tonu i ngā ara mō ngā whakareanga o āpōpō.

Ko ēnei kaupapa e whakatinana ana i ngā putanga o Te Huapae, mā ngā ara e kitea ai, e rangona ai hoki e te tangata.

Apataki: ko te tautoko i ngā apataki kia nui ake te reo e whakamahia ana i ia rā

Hononga: ko te whakawhānui i te māramatanga, ko te whakapakari hoki i ngā hononga puta noa i Aotearoa.

Kaihoe: ko te whakatupu i ngā pūkenga me te māia o ngā kaiwhakapuaki kōrero, kei mua, kei muri hoki o te kāmera e mahi ana.

Ko te auahatanga hei painga mō te kaupapa

Kua horo te tupu o MĀORI+, ā, e whakaū ana tērā ko te auahatanga matihiko hei kaikōkiri i te toronga ā-ahurea me te pāpātanga. Nā te whakatau i te Hune 2025, kia tōia mai ko ngā pae matihiko katoa ki raro i te maru o MĀORI+, i noho ai ko Whakaata Māori hei kaihautū i te ao o te whakahoutanga matihiko. Mā konei e ū tonu ai ko te whai wāhitanga, te toronga ao whānui, me ngā huarahi pai ake mō te reo me te tikanga, engari ka tutuki hoki ko ngā āhuatanga e matea ana e ngā apataki o te wā. Aotearoa.

This strategy cements Whakaata Māori as a global leader in Indigenous media and ensures that our mokopuna inherit a thriving language and culture.

Ko ngā whakamiha nō waho atu o ō tātou haporī

Ko tēnei aronga e arahina ana e te kaupapa e whakaaweawe nei i ngā paerewa puta noa i te rāngai, ā, he tini ngā tautapatanga i riro mai i te 2024 New Zealand Television Awards. Mō ngā whānau, he mea nui ēnei

momo mihi inā hoki e whakaatu ana ehara i te mea e uara noatia ana ngā kaupapa pāho Māori i roto i ō tātou haporī. E whakautengia ana i te ahumahi whānui, ā, e hāpono ana he wāhi tō ā tātou kōrero i ngā kāinga katoa.

Te Huapae kei mua i te aroaro

Ko te tūārere e whai ake nei o te Kōmihana kia Whai Putanga, māna e titi kaha ake ai te pāpātanga ā-ahurea, hōrapa ana i ngā mahitahi ā-pūtea katoa. Ka kaha tonu te mahitahi ki ngā kaiwhakaputa, ki ngā puna pūtea anō hoki, whakaputa haere ai i ngā huapāho e kounga ana, i ngā whakaputanga hoki o Te Huapae.

E mārama ana ngā whakaarotau:

- Kia whakawhānui i te toronga mā te whakapakari i te tukuhanga matihiko, me te tiaki tonu i te kounga ahurea.
- Kia whakatupu i te āheinga o te rangatahi i ngā tūranga auaha, hangarau, hautūtanga anō hoki.
- Kia haumi ki ngā hangarau me ngā momo e maea ake ana kia taurite tonu ai te haere ki ngā panonitanga.
- Kia whakapakari i ngā hononga ki ngā kaipāpāho iwi taketake, i ngā mahinga tahi hoki puta noa i te ao, me te whakarato tonu i ngā whānau i Aotearoa nei.

Mā te whakakotahi i ngā tukanga whakapuaki kōrero o mua ki ngā pae o te wā, ko tā Whakaata Māori e whakaū nei ko tētahi tukuhanga ahurea e aronui ana ki te nāianeī me te āpōpō.

Kōrero Whakatepe

Mā te kōmihana kia whai putanga e hua mai ai ko ngā panonitanga, ka āwhinatia ngā whānau kia nui ake te whakamahia o te reo, ka māia ake te rangatahi mō te taha ki te tuakiri, ka tupu hoki ko te māramatanga kōwhiti i waenga ahurea i Aotearoa.

Nā tēnei rautaki i ū ai ko Whakaata Māori hei kaihautū i te ao whānui mō ngā kaupapa pāpāho iwi taketake, māna hoki e whai wāhi ai ā tātou mokopuna ki tētahi reo me tētahi ahurea e tōnui ana

Wai Whakaata | Ko te haerenga whakahou o Tātai Whetū

Wai Whakaata: He tūārere huritao

I te tau 2024, i tīmata tā mātou takahi i tētahi ara huritao i tapaina ai ko Wai Whakaata. Ko tōna tikanga, ko “ngā wai whakaata”, arā, he huarahi e kitea ai ngā whetū mā roto mai i te ata i te wai. Nāna tātou i whakamahara kia tū, kia tiro whakaroto, whakawaho anō hoki, ka kimi māramatanga ai i ngā wā o te panonitanga.

I te mōnehu haeretanga o te tahua kāwanatanga taupua, \$10.3 miriona te nui, tōna hauwhā o ā mātou rawa ka mōrea. Engari anō te whanga kia utaina noatia mātou ki ngā panonitanga, ka whakatau mātou kia wawe kē te kōkiri. Nā Wai Whakaata i wātea ai mātou ki te āta arotake i a mātou anō, me te whaiwhakaaro ki tō mātou āhua, otirā ki ngā ara e pakari ake ai te rere o te waka mō ngā tau e rua tekau kei mua i te aroaro.



Ko Whatitiri Te Wake - Ki Te Hoe - Tōkihi 2025



Pure ki Rangī-mata-rau. Tohunga Te Amohanga Rangihau

Ko te kōwhiri i te ara whakahou

Nā te huritao, ka kōkiri whakamua. I whakahou mātou i tō mātou whakahaere kia aro ai ki ngā whakaarotau e noho mātāmua ana ko te taha matihiko, i whakahāngai anō i te taha hautūtanga ki ngā tāngata, ngā kaupapa pāho me te auahatanga, ka mutu, i huri i te hōngere o Te Reo, i whakarewangia tuatahitia i te tau 2008, kia noho ai hei pāhotanga matihiko anake.

He mea arataki ia whakatau e tētahi aronga: kia tiakina, kia whakaturia anō hoki te reo Māori. Nā konei i mate ai hoki mātou ki te poroporoaki i ētahi o ō mātou tāngata, he mea āta whakatau, i runga hoki i te whakaute. Ko ā rātou koha hei wāhanga tonu nō te tūāpapa e tū tonu nei mātou i tēnei wā.

Tātai Whetū: Te Kāhui Arataki

Tātai Whetū

Ko Tātai Whetū ngā whetū me ngā kāhui whetū e karapoti nei i a tātou, he kōrero hoki tēnei mō te tikanga kōkōrangī e aroa ai ngā whetū me ngā kāhui whetū hei ārahi i te haerenga – onamata, inamata, anamata. Ka mutu, ko Tātai Whetū te ingoa o tō mātou haerenga panonitanga e tārai nei i te waka o Whakaata Māori mō te anamata, otirā, he whakaū i tō mātou āheitanga kia tōnui i te horanuku hurihuri o te ao pāpāho, o te matihiko me te whakarauora reo.

Ko tā ngā mātāpono ārahi i a Tātai Whetū he whakatakoto i te anga ka whakamahia e Whakaata Māori kia panoni, otirā, kia ahuahua tō mātou anamata. Mā te whakatinana i ēnei mātāpono, e whai nei a Whakata Māori kia tū hei pae pāho para i te huarahi whakaatu i ngā pūrākau Māori houtupu, kia whakatairanga hoki i ngā tirohanga, ngā kōrero, me te mana Māori.

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 whakaterēa 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 tōiora 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 Aotearoa.

Ngā Pou Tātai Whetū:

Ko tā Tātai Whetū he whakarite i ngā mātāpono ahua i tō mātou hanganga, ngā haumitanga, me ngā mahi i ia rā. He whakaū i tā mātou whakatere i runga i te takune, te tapatahi, me te pāpātanga.

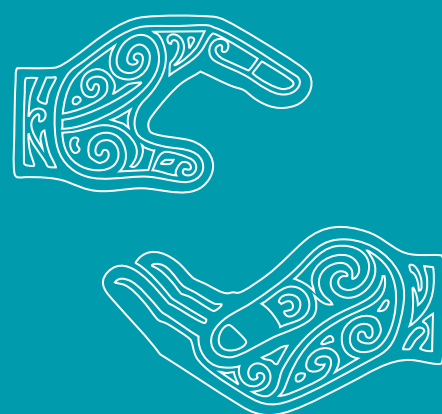
Hui katoa, he kāhui ēnei Pou hei ārahi i ngā whakataunga katoa, mai i ngā pūrākau ka tautokohia e mātou tae atu rā ki ngā hangarau ka whakamahia, me ngā kotuinga ka aruhia e mātou.

Ko tā rātou he tūhono i ā mātou mahi katoa ki Te Huapae o te Rangī, te paerangi e whāia nei e mātou mō ngā apataki, ngā hapori, me ngā mokopuna.



Te Poipoi Pūmanawa, me te Hautūtanga

Kia mahea te ara koke mō ngā tūranga i te reo, i te tikanga, i te auahatanga, i te hangarau, i te hautūtanga anō hoki, e taea ai te tupu, me te angitū anō hoki o te kaihoe i te rāngai arapāho. E taurima ana mātou i te ahurea o te kairangitanga, e whakakaha ana i ō mātou tāngata kia pūawai mai ai tō rātou pitomata.



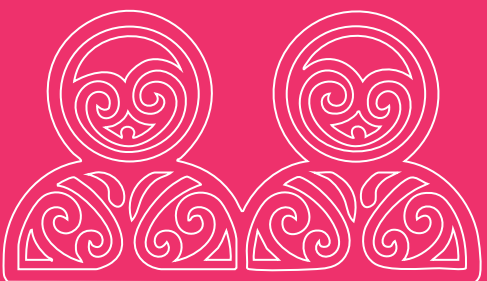
Te Kōmihana kia whai putanga

E whai take ana ia kōrero e kōmihana nei mātou, he putanga whai inetanga ka hua mai, e hāngai ana ki ā mātou putanga mō Te Huapae, e whakapakari ana anō hoki i te reo Māori huri noa i ngā apataki kanorau.



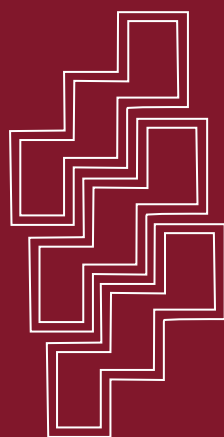
Te Anga Whakahaere Pīngore

Ko tā mātou anga whakahaere e pīngore ana, e takatū ana ki te āpōpō, e rāhiri ana i ngā tukanga mahi hou, me te hohe tonu o tana urutau ki ngā panonitanga i te rāngai - he whakaū i te taurite o te toitū, me te ngākau tapatahi ā-ahurea nei.



Te Mahi Tahī me te Kōtuinga ki te Rāngai

E āta poipoi ana mātou i ngā kōtuinga e hāngai ana ki ō mātou toa, e mahi tahī ana ki te rāngai whakaputa Māori me ngā hinonga arapāho taketake o te ao whānui, hei kawē atu i ētahi tū kōrero motuhake ki ngā apataki o te ao, me te whakatutuki hoki i ngā whāinga ā-ahurea e tapatahi ana.



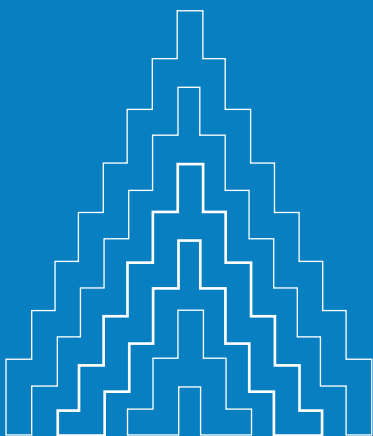
Te whakapoapoa apataki

Mā te whakatairanga i te reo me ngā tikanga Māori i ngā huapāho pārekareka, e waihanga ana mātou i ngā hononga e whai pānga ana ki ngā matea o tō mātou hunga apataki e kukune haere nei, me te whakanui anō hoki i tā mātou toronga ā-ahurea ki te ao whānui.



Te Āheinga Matihiko

E whakamahi ana mātou i ngā taputapu me ngā hangarau matihiko hei kōkiri i te auahatanga, i te whāmotanga anō hoki, hōrapa ana i tō mātou waka, e aumangea ana i tētahi whakaritenga e noho mātāmua ai te matihiko, kia noho ai ko tātou hei manu tātaki i ngā rerenga o te rāngai, kia tiakina tonuhia ai ko te hāponotanga ā-ahurea.



Te Whakamarohi Rawa

E whakakoutata ana mātou i ngā tukanga, e whakapakari ana i ngā whakamahere, e whakatū ana hoki i ngā punaha whāomo hei tiaki i ngā pūtea, i a mātou e āta haumi ana i ngā rauemi ki te iho tonu o tā mātou kaupapa ā-ahurea, me ngā whakaarotau ā-huapāho.

Ko Tātai Whetū tā mātou mahere, kāpehu hoki. Māna tātou e hautū tahī ai i te waka, e arahina ana e ngā whetū o ō tātou tīpuna mō ngā mahi o te rā nei, kia koke tonu ai tātou mā ia kōrero ka whakapuakitia, mā ia whakaaro ka auahatia, ka whakatata ake ai ki tētahi āpōpō e ora nei te reo i ngā wāhi katoa. Mā Tātai Whetū tātou e ū tonu ai ki te ara tika. Kotahi te waka, kotahi te ahunga, kia mauriora te reo.

Te Ao Māori: He reo e whakaponotia ana i tētahi taiao pāpāho e hurihuri nei

He aha i whaitake ai ngā mahi haurapa kōrero Māori

He wāhi nui tō ngā mahi haurapa kōrero Māori i Aotearoa nei. Māna e rangona ai ngā reo Māori i ngā tautohetohe o te motu, e whāia ai te tikanga, e whai wāhi atu ai hoki ā tātou tirohanga ki ngā puritanga hitōria. I tētahi wā e tere hōrapa ana ngā kōrero whakapōhēhē, e kaha ana hoki tā te ao pāpāho auraki arokore atu, whakatapeha rānei i ngā take Māori, ko Te Ao Māori News hei reo motuhake, hei reo kaupapa Māori hei whakapono atu mā ngā whānau.

Kua koni atu i te 20 tau a Te Ao Māori News e hāpono ana i ana painga mā te tae ake ki ngā wāhi e whaitake katoa ana – ki ngā kaupapa, ki ngā whare, ki ngā whare kāwanatanga hoki. He mea arataki e te reo me te tikanga, ka karawhiua e ā mātou kairipoata ā rātou mahi i runga i te pono e pai ai tā ngā apataki whakawhirinaki mai, kaua mō te mōhiohio noa iho nei, engari mō te whakaatatanga, te horopaki me te hononga.

I te tau 2024-25, i te wā i tino hiahiatia kia rangona ngā reo Māori, i tū tahi mātou ki te iwi i ngā wā o te porotū, o te hoki mahara, o te whakanui ā-ahurea hoki, e pāho atu ana i aua reo ki ngā kāinga huri noa i te motu, puta atu ana ki te ao.

Ko ngā kaupapa i āta tautuhi i te āhua o te tau

Ko te poroporoaki i a Kiingi Tuheitia me te aranga mai o Te Arikinui Kuini Nga wai hono i te po

Nā ā mātou pāhotanga i te tangihanga o Kiingi Tuheitia i taea ai e ngā whānau i ngā wāhi katoa te hono mai, i tiakina ai ngā tikanga, i whai wāhi atu ai hoki ngā tirohanga Māori ki te puritanga kōrero ā-motu. I ngā kaupapa whakanui i te Koroneihana, i te rā o Waitangi me ANZAC, i oti i ā mātou kairipoata ētahi pūrongo mataora, taurite anō hoki e whakamānawa ana i ngā tikanga, e whakatewhatewha ana hoki i ngā take e hirahira ana ki te motu.



Ko Te Arikinui Kuini Nga wai hono i te po ki te tangihanga o Kiingi Tuheitia

Hikoi mō te Tiriti

Whakaopeti atu ana te 42,000 tāngata ki Pāremata, ka kapohia e ā mātou kāmera te mana o te kotahitanga. Ka whakahorapatia ā mātou pūrongo e ngā whare pāpāho i tāwāhi, tae atu ana ki te BBC me te New York Times, me te aha i rangona ngā reo Māori ki tua rā anō o tēnei whenua o tātou.

Ngā kaupapa tāpua ā-motu

Mai i ngā kaupapa whakanui i te Koroneihana ki te rā o Waitangi me ANZAC, nā Te Ao Māori News ngā kaupapa tāpua ā-motu i kawe atu ki roto ki ngā kāinga. I te Koroneihana 2024, ko ā mātou pāhotanga i whakaata i te mana o te kaupapa, engari whakawātea tonu i te ara kia tautohengia ngā take tōrangapū, nā reira i rere ai ngā wānanga ā-motu. I te rā o Waitangi 2025, i oti i ā mātou kairipoata ētahi pūrongo taurite te tuku i Te Tii Marae, huri noa i te motu anō hoki, e manaaki tonu ana i ngā tikanga i a rātou e whakatewhatewha ana i ngā take nui. I te rā o ANZAC, i whatuhia ngā reo Māori ki roto ki ngā whakamaharatanga, e noho tonu ai ko ngā mahi nui i oti i Te Hokowhitu a Tū hei uho i tō tātou hitōria tōpū.

Te Porotū Haka ki Pāremata

Tākina ana e te mema pāremata rangatahi, e Hana-Rāwhiti Maipi-Clarke tētahi haka ki rō Pāremata, nā ā mātou pūrongo te kaha o ngā reo Māori i te whare pāremata i kapo, me te aha, i whānui te rere o te wānanga.

Te Rōpū Whakamana i Te Tiriti o Waitangi me ngā Mōtika Māori

I te aroākapa mātou e whai ana i ngā whanaketanga Taraipiunara mātuatua: ko te pūrongo taupua mō tā te Kāwanatanga Treaty Principles Bill, ko ngā whakawākanga whāwhai mō ngā wāri Māori, me te 50 tau o te Taraipiunara. Nā ā mātou pāhotanga i miramira ngā angitutanga o mua, pēnei i ngā kerēme mō te reo, tae atu ki te wāhi nui tonu o te Taraipiunara i ēnei rā nei, ki te manaaki tonutia o ngā mōtika Māori.

Ko tā ngā apataki mai ki a mātou

Ko tā ngā apataki mai ki a mātou, ko ngā pāhotanga mataora ērā i p nuitia, ā, ka piki ngā toronga ki te taumata ikeike katoa ka whai wāhi atu ana te iwi ki ngā kaupapa i te wā tonu e rere ana. I nui ake ngā toronga ki ngā kōrero ka whakapuakina ki te reo Māori, ā, ka whai kupu hauraro hoki, tēnā i ngā karere i te reo Pākehā anake. I tūhono mai te rangatahi mā KoriAta me Paeāhua, ko te hunga kaumātua i toro mai mā Pukamata me ngā pāhotanga mataora, ā, ka whakahorapatia whānuitia ngā kōrero e ngā whānau puta i ngā pae pāhopori.

Ko te huringa kia mātāmua ai ko te matihiko

Nō te Tihema 2024 tō ai te rā ki te tūārere, e 20 tau te roa, i pāhotia ai ngā rongo o te wā i ia rā. Ko te huringa hei whare kawerongo matihiko i kōkiritia i runga i ngā hiahia o ngā apataki, i whakaata hoki i te taiao whai pūtea o te wā. I tuwhera, i mārama hoki tā mātou ripoata i te huringa, ā, he nui te tautoko mai a ngā apataki kia kitea ētahi momo ratonga kawerongo Māori hou.

Nā tēnei huringa, kua kakama ake, kua māmā ake te whai wāhi mai, ka mutu, kua pai ake tā mātou aro ki ngā wāhi kei reira rā ngā apataki. Ko tērā kāore anō i rerekē, ko te kaupapa: ko te haurapa kōrero kua tūāpatatia ki te ao Māori, ko te aro ki te iwi i runga i te pono, ko te māia, me te ngākau tapatahi.

Ko te whakapāho i ngā kōrero Māori ki te ao

Ehara i te mea e aro noa ana a Te Ao Māori News ki ngā apataki i te kāinga, engari e kawea ana hoki ko ngā tirohanga Māori ki te ao. Mā te Whatunga Kaipāpāho Iwi Taketake Ao Whānui (WIBN), ka whakawhiti pūrongo ā mātou kairipoata ki ngā hoa rangapū taketake puta noa i te ao. Ka kitea ngā kōrero Māori i ngā pae ā-ao, ā, ka whakapāho hoki mātou i ngā reo taketake nō te ao ki ngā apataki o konei.

Ahakoa e aro ana ki ngā mōtika taketake i te Te Kotahitanga o Ngā Iwi o te Ao, ki ngā pāpātanga āhurangi i Te Moana Nui a Kiwa, ki te manawaroa ā-ahurea rānei i Te Tiri o te Moana ki te Raki, mā tēnei kōtuitanga e whakapono ai te iwi he wāhanga rātou nō tētahi kaupapa ā-ao whānui. Ka kite hoki te ao, ko ngā reo Māori e pakari ana, e auaha ana, ka mutu, e waiwai ana ki ngā wānanga ā-ao.

Nō reira, mō ngā whānau i te kāinga, ka kitea ngā kōrero Māori ki tua rā anō o ngā ripa o konei. Mō te rangatahi, ka tuwhera ētahi ara ki ngā mahi haurapa kōrero ao whānui. Ka mutu, mō Aotearoa, ka whakaūngia te wāhi ki a mātou hei kaihautū i te ao pāpāho iwi taketake.

He aha i whaitake ai

Nā ngā mahi a Te Ao Māori News i kōkiri whakamua ai ngā putanga o Te Huapae o te Rangī:

Apataki

ko te akiaki kia whakamahia te reo, ko te tūhono hoki I te Māori ki ngā take e whai pānga nei ki a ia.

Hononga

ko te whakapakari i te māramatanga puta noa i Aotearoa, ko te whakatū and building bridges with Indigenous voices worldwide.

Kaihoe

ko te whakatupu i ngā pūkenga o ngā kairipoata, ngā kaihanga me ngā kaiwhakapuaki kōrero Māori, ko te tuku hoki i a rātou kia hautū.

Mō ngā whānau, ka ū te mana i ngā whakaatahanga. Mō ngā haporī, ka āta kapohia ngā uauatanga me ngā whakatutukinga. Mō Aotearoa, ko te hua, ko tētahi manapori e pakari ake ana, ka whakahaumakotia ana ki ngā tirohanga Māori.

Te titiro whakamua

E takahi atu ana a Te Ao Māori News i tana ara hou

hei whare kawerongo matihiko, e mau tonu ana ki te whakapono i tupu haere i te 20 tau kua hori. E mārama ana ā mātou takohanga: kia noho tonu ai hei pae pāpāho e mātāmua ai ngā reo Māori i ngā pūrongo, e noho ai te reo me te tikanga hei wāhanga o te ia rā, e kite ai hoki ngā whānau i a rātou anō i ngā rongo kōrero e auaha nei i tēnei whenua.

Mō ā tātou mokopuna, ka whai wāhi rātou ki tētahi ratonga kawerongo Māori e whakaponotia ana, otirā, e whakaata ana i a rātou i runga i te wairua whakahī me te ngākau pono, e noho tonu ai ko ngā reo Māori hei uho i ngā kōrero mō Aotearoa, whakareanga atu, whakareanga mai.

Te Ao with Moana

Mai anō i tana tīmatanga ki Whakaata Māori i te tau 2019, kua puta a Te Ao with Moana hei reo pāho mō ngā take o te wā, ka nui te whakaponotia ōna, me te whakawhiwhia ōna ki ngā tohu whakanui. E hou ana tana rongo i te atamai o ana tātaritanga, i te auaha hoki o ana taki kōrero, ā, e tuitui ana te hōtaka nei i ngā mātāpono haurapa kōrero me tētahi tirohanga Māori ake nei, taketake ake nei. Ahakoa kei te ao Māori tonu tōna tūāpapa, ko ana tirohanga me te kounga ake o te whakaputanga e aronuitia ana e ngā apataki ki tua noa atu i ngā haporī Māori, e wero ana i ngā kōrero auraki, e whakatairanga ana hoki i ngā reo taketake.

E tātakihia ana e Moana Maniapoto, e whakautea ana e te ao whānui, ā, ko Hikurangi Jackson, ringatohu, kaikawepūrongo hoki, ko Cameron Bennett, he lka ā-Whiro i te ao haurapa kōrero, rātou ko ētahi atu kaituku kōrero nō ngā pito katoa o te taiao pūrongo Māori. Ko tā Te Ao with Moana, he tuku i ngā pūrongo taipitopito nui ka pāhotia i ōna anō whenua, i ngā kāhui kaikōrero, i ngā tewhatewhatanga, i ngā uiuitanga taupiri anō hoki. I te māori tonu o tana kōkiri, ka māmā ake te whai māramatanga ki ngā take tuatini, ka hua ake ai ko ngā whakawhitinga kōrero ki te tōrangapū, ki te ahurea, ki te toi, ki ngā kōkiritanga taketake hoki i te ao whānui. I te tau 2025, i whakawhānuihia ake te toronga o te hōtaka mā tētahi rautaki motuhake hei toha huapāho, i māmā noa ake ai te whai wāhitanga atu ki te hōtaka mā ngā pae matihiko, mā te pae pāhopori, mā Te Ao Māori News, me ngā pae kē atu o ngā hoarangapū. I te whakawhānuitanga nei, kua tupu ake te hunga apataki i te ono marama kua hori ki tua o te 5 miriona, ā, i runga i te whakapāpātanga whakamiharo nei, e kitea ana ko Te Ao with Moana hei kaikōkiri matua i ngā putanga o Te Huapae. Ahakoa ngā herenga ā-tahua, kua whakamātāmuatia e Whakaata Māori te tuku tōtika i te pūtea, i te taha o Te Māngai Pāho, ki Te Ao with Moana i te tau 2025, ā, kua taurangitia te pērā anō i te tau 2026, hei whakaute i te wāhi hirahira ki a ia i te hoahoa i ngā whakawhitinga kōrero, i te tūhono hoki i ngā kōrero Māori ki te ao whānui.



Te Ao with Moana



I haka a Te Mema Pāremata,
a Hana-Rawhiti Maipi-Clarke.
RNZ/ Samuel Rillstone

Ko ngāi matihiko rangatahi Atu i Pāremata ki ngā Pae Pāhopori

Ka riro ana i te rangatahi te rākau kōrero, he nui ake te mahi i te kōrero. Ka nekehia e rātou ngā kōrero mō Aotearoa, ka tūhonotia atu ki te ao.

I whakapaetia e Whakaata Māori taua nekehanga rā, ka hangaia mai ai ko ngā pae hei pikau atu, ka whai hoki kia rangona ngā reo Māori atu i Pāremata ki ngā whīra, i ngā whāngaitanga KoriAta ki ngā pae wānanga ā-ao.



HAKA LIFE Wharekura,
Mako Media, 2024

Pāorooro ai te haka i te ao

I te 14 o Nōema 2024, ka tū te mema tōrangapū, a Hana Rāwhiti Maipi-Clarke i Pāremata, ka hakaina ai ko “Ka Mate” hei tohe atu i te Treaty Principles Bill. Nā te haka i tū ai ngā mahi i te whare, i rere ai hoki ko te wānanga i te ao.

I reira a Whakaata Māori, kaua noa hei pūrongo, engari hei hāpai ake anō i te kaupapa. I eke ngā tirohanga ki ā mātou pāhotanga, hōrapa i a MĀORI+ me ngā pae pāhopori, ki tua o te 560 miriona, ā, āpiti atu ko ngā tuaritanga, ka tupu te rahinga apataki ki tua o te kotahi piriona. Mō ngā rangatahi i konei, i whakatauiratia ko te mana o te tū pakari ā-tuakiri nei. Mō ngā Māori i tāwāhi, he wā e rangona ai te whakahī. Mō te ao, he akoranga mō te mana motuhake e whakatinanahia mārikatia ana.



Ariki Terenga 4,
Mahi Tahī

MĀORI ACTIVE: Ko te reo i te whīra

Ko te hākinakina tētahi o ngā papa e kaha katoa ai te tuakiri rangatahi. Kitea ai e te rangatahi, e ō rātou whānau anō hoki, te whakanuihia o ā rātou kēmu, o ō rātou hoa me tō rātou reo i ngā whakaata. Pāhotia ai te whutūpōro, te poitūkohu me te poitarawhiti kura tuarua, e rere tahi ana me te pito kōrero mataora i te reo Māori, i noho ai ko te reo Māori hei wāhanga tonu nō te kēmu.

I whakaūngia ai te hiakai ki tēnei momo nā ngā tirohanga ataata kei koni atu i te 600,000 me ngā whakaatahanga e 51 miriona. Kitea ai e te rangatahi te whakanuihia o ā rātou kēmu, o ō rātou hoa me tō rātou reo i ngā whakaata. Ka aro mai hoki ko ngā hoa rangapū nō tāwāhi, me te aha, ko ētahi kaipāpāho iwi taketake kē atu e aro ana ki a MĀORI ACTIVE hei tauira mō te whakaū i te reo ki roto ki te hākinakina. Koia tēnei ko te reo Māori i whakahāngaitia ki te ia rā, ki te ao whānui anō hoki i te wā kotahi.



Ahikāroa Terenga 6, Kura Productions

Ko te ahurea hei māiatanga

Mai i Ngā Manu Kōrero ki te Polyfest, ki Ngā Kapa Haka Tuarua, nā Whakaata Māori i whakakaha ngā reo o te rangatahi i tū ki te whakangahau, ki te kōrero, ki te tātaki hoki.

Ko ngā tirohanga mataora me ngā tirohanga ataata ki Ngā Manu Kōrero i eke ki te 66,000, kei koni atu i te tāpara i tēnā o te tau i mua. Ko te kapa haka kura tuarua i tata eke ki te kotahi miriona tirohanga, ā, ko te Polyfest i tana tau rima tekau i āpiti i te 158,000 mā MĀORI+, me te 63,000 mā te pouaka whakaata.

Ehara ēnei i te taiopenga noa iho nei. He whakaputanga ā-tuakiri. Nā rātou i kite ai ngā whānau e pakari ana te tuakiri o ā tātou tamariki me ā tatou mokopuna, ā, i whai matapihi anō ai te ao ki te manawaroa me te auaha o te Māori.

Te titiro whakamua: Ko te whakatinanatanga o te tauatanga

E hakune ana tā Whakaata Māori haumi ki te rangatahi. Ehara i te mea ko TUKU, ko MĀORI ACTIVE, ko ngā kaupapa e aro nei ki te rangatahi hei kaupapa mō te nāianeī anake, hei ara hoki ki tua. Ko ia terenga, ko ia pāhotanga mataora, ko ia haka whai kupu hauraro, hei wāhanga nō tētahi rautaki whānui ake kia whakatupungia ko ētahi kaihautū Māori, e matatau nei ki te reo me te tikanga, e māia ana hoki i ngā horopaki matihiko.

Mō ngā whānau, māna e kite ai ngā tamariki i ētahi tauira, e rite nei ō rātou hanga, me te āhua o te reo, ki ō rātou. Mō te rangatahi, māna e tuwhera ai ētahi āheinga ā-umanga, e parahia ai ētahi huarahi i tētahi rāngai e whakaata ana i ō rātou uaratanga. Mō Aotearoa, māna e tiakina ai, e whakakahangia ai hoki te tuakiri Māori hei wāhanga nō te āpōpō o te motu.

Ka hautū ana te rangatahi, ehara i te mea ka whakarongo noa iho a Aotearoa. Ka ako hoki. Ka mutu, ka noho tonu a Whakaata Māori hei waka e hāpai nei i ō rātou reo, e whakatupu nei i te māia, e whai ana kia rangona hoki rātou huri noa i te motu, puta noa i te ao, tae atu hoki ki ngā mokopuna kāore anō kia whānau mai.

Ahikāroa: Mātāmua ko te matihiko, Pūmau ko te Rangatahi

I rewa te terenga tuaono o Ahikāroa me tētahi rautaki e mātāmua ai te matihiko, me te whaihua hoki. Kei koni atu i te 132,000 ngā tirohanga ataata, ko ia tētahi o ngā hōtaka angitu katoa o te tau 2024. I hua ai ana pāpātanga i tana hāponotanga: he kiripuaki rangatahi, he reo tūturu, he take tūturu.

He nui noa atu a Ahikāroa i te hōtaka whakangahau. Nāna i kitea ai, e pirangī ana te rangatahi kia whakapuakina ā rātou kōrero e ai anō ki tā rātou i pai ai, ki ā rātou anō pae, ki tō rātou anō reo. I whakaatuhia atu ki ngā apataki nō tāwāhi he tino pēhea nei te āhua o te whakapuaki kōrero Māori, whakapāha kore nei, i te nāianeī, ā-matihiko nei anō hoki.

Ko te tuku i ngā reo Māori ki te ao

Mā te Whatunga Pāpāho Iwi Taketake ā-Ao (WIBN), ka whai wāhi atu a Te Ao Māori me ngā kaiwaihanga rangatahi ki tētahi pūnaha hauropi ao whānui. Whakapāhotia ai ngā kōrero nō Aotearoa ki ngā paepāho iwi taketake i tāwāhi, ā, ko ngā reo nō Kānata, nō Ahitereiria, nō Te Moana Nui a Kiwa anō hoki ka whakahokia mai ki ō tātou whānau i konei.

Mā tēnei whakawhitinga e kite ai te rangatahi Māori i a rātou anō, kaua i te motuhaketanga, engari hei wāhanga nō tētahi kaupapa iwi taketake ao whānui. Mā reira ka oti i ō rātou reo ētahi wānanga i Ottawa, Poihākena Taipei rānei te timata, pērā tonu i Ōtāhuhu, i Ōpōtiki rānei.

Ko te whakawhanake i ngā kaihoe

Ko te whakapakari tahi i te waka

Ka kite ana koe i tō kaihana e haka ana i Te Matatini, i tō whaea rānei e karanga ana i te marae, i tō whanaunga rānei e whakataki ana i tētahi hōtaka i te pouaka whakaata, e tūpono ana koia hoki tētahi o ā mātou kaihoe. Ko rātou te manawataki o Whakaata Māori. Kawea tahitia ai e ia kaihoe ko ō rātou whānau, hapū, iwi hoki ki roto ki ngā mahi. Ka haumi ana mātou ki ngā kaihoe, ehara i te mea ko tā mātou he whakatupu noa i ētahi kaimahi pāpāho ngaio e whai pūkenga ana, e whakapakari ana hoki mātou i ngā kaihautū ā-ahurea ka tūhono atu ki ngā hapori, ka whai hoki kia ū ko te mana i roto i ā tātou kōrero.

Ki te Hoe – Tōkihi 2025

I te Āperira me te Mei, koni atu i te iwa tekau ngā kaihoe i hui atu ki Te Māhurehure Marae mō Ki te Hoe – Tōkihi, he wānanga marae, he mea whakarite kia tautuhi anō, kia tūhonohono anō, kia whakapakari hoki i te waka. Tīmataria ai ngā rā ki te pure i te moana, i te atatū tonu, whāia rā ko te kapa haka, ko te raranga, ko ngā wānanga maramataka hoki, nā te tohunga, he mea whakahaere nā Rereata Makiha.

He nui noa atu tēnei i te kaupapa whakangungu ngaio. Ko tāna, he whakaū anō i ō mātou uara o Kia Tika, o Kia Pono, o Kia Aroha, o Kia Māori anō hoki. Ko tāna anō ko te whai māramatanga ki a Tātai Whetū, ki te anga i maea ake i a Wai Whakaata, otirā ki te āhua o tā ana whetū ārahi auaha i ā mātou mahi. Mō ētahi kaihoe maha, i konei rātou āta kite ai i te hononga i waenga i ō rātou tūranga me te whāinga ā-kāhui: ko te tiaki, ko te whakatupu anō hoki i te reo, hei painga mō ngā whakareanga e pihi ake ana.

Whakamana – Ko te whakatau whāinga i runga i te aronga

E haere tahi ana ki tēnei, i aro ia kaihoe ki te whakatau whāinga Whakamana, he tukanga ka whakahāngai i ngā whāinga whaiaro ki a Tātai Whetū me ō mātou uara. Ehara a Whakamana i te mahi tohu pouaka noa. Ko tāna, ko te whakatupu i te reo, i te tikanga, i ngā āheinga me ngā tukuhanga atu ki te waka. Ka whakaū ngā kaihoe i ētahi whāinga ka hono pū atu ki ngā putanga ā-apataki, ā-hapori hoki, mai i te waihanga kaupapa pāho e mōmona ana ā-reo nei, ki te whakapakari i te mahi tahi a ngā tīma, ki te whakawhanake i ngā pūkenga hou ā-kaupapa/hangarau, ā-auaha hoki. E whai hononga ana ia whāinga ki tō mātou whāinga ā-kāhui, ā, ka tupu ana tētahi kaihoe, ko te waka katoa ka koke whakamua.

Nō reira, mō ngā whānau, ko ngā kōrero ka rangona, ka kitea hoki, ka puritia e ētahi tāngata e tautokona ana, e whanaketia ana, e whakahihi ana hoki i ā rātou mahi. Mō ngā mokopuna, koia tērā ko te koke ki tētahi anamata e arahina ana te ao pāpāho Māori e ētahi tāngata whai pūkenga, e māia ana, e kōkiri whakamua ana hoki i runga i ngā uara.

Ko te tautoko i ngā kaihoe kia hāpaitia ētahi kaupapa kē

E mārama ana mātou, ehara i te mea he kaimahi pāpāho ngaio anake ngā kaihoe, engari kē he kaiārahi, he kaimahi marae, he kaihaka, he ringawera, he kaitautoko anō hoki i ō rātou anō whānau, hapū, iwi, hapori hoki. Ka āta tautoko a Whakaata Māori i ngā kaihoe e pai ai tā rātou pikau i aua mahi mā te whakarite kia whai whakamatuatanga ā-ahurea mō te tangihanga, te kapa haka, me ētahi kaupapa kē atu e whai take nui ana ki ō rātou anō tāngata. Ehara tēnei i te wā whakatā i te mahi. Hei wāhanga kē nō ngā mahi whakawhenua anō i a mātou ki te ahurea, ki ngā hapori anō hoki e whai wāhi atu nei mātou.

Ngā Toa Whakaihuwaka | Te Whakanui i te Angitu

Ko te tupuranga me te whanaketanga o ā mātou kaihoe puta noa i te tau ka tino kitea i Ngā Toa Whakaihuwaka, arā, ko tā mātou kaupapa whakanui i te kairangitanga ka tū i ia tau. Koia te ara e whakanuia ai ērā ka nui noa atu te mahi i tērā e noho haepapa nei rātou, e whakatinanahia ai hoki ō mātou uara mā roto mai i ngā mahi a ō mātou tāngata.

Whakatūria ai a Ngā Toa Whakaihuwaka hei whakanui i te kairangitanga, engari hei whakaatu hoki i te whakatinananatanga mai o Kia Tika, Kia Pono, Kia Aroha, Kia Māori. Ko tā ēnei tohu he whakawātea i te ara kia whakanuia ngā pāpātanga puta noa i te waka, he whakapakari i te whakahi me te whanaungatanga, he whakamahara hoki i a tātou, ko te angitu i Whakaata Māori, he whakatutukihanga ā-kāhui.

Nā ngā kaihoe nō te whakahaere whānui ngā tautapanga, ā, ka riro mā ngā kaiwhiwhi o mua me te Kaiurungi hei whakawā. Mā tēnei tukanga e whakaatahia ai e Ngā Toa Whakaihuwaka ko te reo o ō mātou tāngata, o ngā kaiurungi hoki o te waka.



————— Kaihoe ki te 2025 Ako Ararau Māori Expo

Toa Whakaihuwaka | Te Kairangitanga

Kia Tika | Ko te mahi i tērā e tika ana

Frank Bencsik

Ngāti Rangiwewehi

I tana mauri tau, me te taurite o tana aro ki ana mahi, he pou whirinaki kē a Frank. Ka nui noa atu tana mahi i tēnā e noho haepapa nei ia, ka āta mahi, ka mutu, mō te tautuhi me te whakatika hapa, kāore he painga i a ia. Ka nui te whakaponohia ōna e ana hoa mahi, ka whai a Frank kia eke ana mahi ki ngā taumata ikeike, ā, kounga katoa ana ana mahi. He tangata ngāwari, he ihu oneone, he ringa tautoko i ngā kaupapa pēnei i Te Matatini, ko Frank te whakatinanatanga o Kia Tika.

Kia Pono | Ko te koke i runga i te pono

Mere Black

Ngāi Tūhoe

He kuia a Mere e whakautehia ana, ka ārahi i runga i te pono, i te ngākau whakaiti me te ngākau tapatahi. Hei tūāpapa mō ana mahi ko te whiriwhiri whakatau i runga i ngā uara, e hāpaitia ake ai ko tangata kē, e hua ai he wāhi haumaru, kauawhi anō hoki, e rere ai te kōrero. Ko tana āhua tau ka whatu i te tikanga Māori ki ngā mahi o te ia rā i Whakaata Māori, me te aha, ko ia hei tino tauira o te pono me te ngākau tuwhera.

Kia Aroha | Ko te whakauaki i te aroha me te manaakitanga

Linda Moana

Ngāti Porou

Ko Linda te whakatinanatanga o te aroha, i ōna katoa. Ko tana ngākau atawhai, tana aroha, me tana wairua mākohakoha ka kaha te rangona i Whakaata Māori, i tua atu anō. Ka koke ia ki tua e pai ai tana manaaki i ngā tono whakaputunga a ngā iwi, ngā hapori me ngā tāngata takitahi, i runga i te ngākau whakaute. Ka nui tana mākohakoha i tana whakawātea i a ia anō, ka mārō hoki tana tautoko i ētahi kē atu, me te aha, he rite tonu tana tautoko i ngā hōtaka me ngā kaupapa. He ngākau tuwhera, he pou whirinaki, he puna aroha, manaaki hoki a Linda, ka whakahihiko i ngā wāhi katoa e whai wāhi atu ai ia.



————— Kaihoe at Ki Te Hoe – Tōkihi 2025

He whakanui ā-kāhui

Ehara i te mea ko Ngā Toa Whakaihuwaka e whakanui noa ana i ngā whakatutukinga takitahi. E whakaatahia ana ko te āhua o Whakaata Māori, he waka i koke whakamua ai nā ētahi tāngata e whakatinana ana i ō mātou uara,

Kia Māori | Ko te whakaū i te reo me te tikanga Māori

Fe’ao Latu

Ko Fe’ao, ko tētahi toa whakatairanga i te ao Māori. Ahakoa e whakakanohi ana i a Whakaata Māori ki ngā tangihanga, e tautoko ana rānei i ngā hōtaka i waho atu o ngā hāora mahi, e mahi ana rānei hei mema o te Ohu Reo, ka kitea ko whakaiti, ko manaaki, ko kaha. He rite tonu tana mahi i muri, otirā i te kīhini i ngā kaupapa e rere ana, ā, ko tana whai wāhi atu e tūāpapatia ana ki te tikanga me te noho haepapa. Ko Fe’ao te whakatinanatanga o te kaupapa Māori i ia rā.

Apataki | Ko te whāngai i ngā apataki ki te kairangitanga

Wiremu Te Kiri

Tūhoe, Te Arawa

Ko Wiremu te tino tauira o te aro ki ngā apataki i runga i te ngākau hihiko, i te aronui me te kairangitanga. Tōia mai ai e ia ko te aronga whakatipu ki ana mahi, ā, he rite tonu tana aro ki ngā whakahokinga kōrero i runga i te ngākau tuwhera me te kōhure, ka āta whakapai ake ai i ana mahi kia hāngai ake ai ki tērā e matea ana e ngā apataki, ki ngā rautaki ā-pae anō hoki. E tuwhera ana ki ngā hanga hou me te whakaaro auaha, e whanake haere ana a Wiremu hei kaiwhakapuaki kōrero matihiko, ka mau tonu ko ngā apataki hei uho mō ana mahi. Nā tana ngākau hihiko, tana mānawanawa me tana mākohakoha ki ana hoamahi, nā te mārama me te whakahi hoki i ana mahi, me riro ka tika i a ia te tohu Apataki.

Toa Whakaihuwaka | Overall Excellence Grace O’Neill

Te Atiawa, Ngāti Ruanui

I tapaina hoki a Grace ko te Toa Whakaihuwaka mō te tau 2025. Ko ia te tauira o te kairangitanga, te whakaiti, me te ngākau titikaha ki te kaupapa. Ka oti i a ia ko ngā mahi e kounga nui ana, i runga i te mauri tau me tētahi āhua e rangona ai tētahi māia. Ko tana kaha ka ahu mai kua i ana pūkenga anake, engari i te nui o tana manaaki. Ko tā Grace he whakarite i ētahi wāhi haumaru, kauawhi anō hoki, ka tautokona ōna hoamahi ki te aroha me te wairua mākohakoha, ka nui noa atu hoki ngā mahi i tēnā e hiahiatia ana, tē kimi korōria ai. Ahakoa ko te ako i te reo Māori, ko te mahi kapa haka, ko te tautoko rānei i ētahi tangata kē, ka rangona mārikatia tana ngākau titikaha hōrapa i te waka.



————— Kaihoe at Ki Te Hoe – Tōkihi 2025

he pononga hoki nā te kaupapa. Ko ia kaiwhiwhi hei whakahihitanga mā ō rātou whānau, hapū, iwi, hapori anō hoki, ā, katoa rātou e whakamahara nei i a mātou, ko te angitu he āhuatanga ā-kāhui.

Ko te Whatunga Pāpāho Iwi Taketake ā-Ao: Ko ngā kōrero Māori kei ngā whatārangi o te ao whānui

E whai wāhi atu ana a Whakaata Māori ki tētahi whānau kaipāpaho taketake ā-ao ka tapaina ko Te Whatunga Pāpāho Taketake ā-Ao (WIBN). Ko tā mātou, he whakapuaki ngātahi i ngā kōrero, he whakapakari i tēnā, i tēnā, he whai hoki kia rangona ngā reo iwi taketake i ngā wāhi katoa.

Ko te whakapuaki kōrero puta noa i tea o

I ia wiki, whakapāhotia ai ngā kōrero Māori ka hangaia mai i konei ki ngā pae iwi taketake ki ngā wāhi pēnei i Kānata, Ahitereira, Sápmi me Taiwana. Waihoki, ko ā rātou pūrongo ka whakahokia mai ki te kāinga hei kai mā ā mātou apataki. Mō ngā whānau, ka hua ana he kaupapa whai tikanga i konei, ko ngā uauatanga, ko ngā whakatutukinga ka kitea, ka whakautehia hoki i tawāhi. Ka mutu, ka hua ana he kaupapa nui whakaharahara mō iwi taketake kē atu, ko tātou hoki ka ako.

Ko te hōtaka karetao tamariki a te iwi Sámi, ko Binnabánnaš me Ujjuju, kua whakamāoritia, me te aha ka taea e ngā tamariki i konei tō rātou anō reo te ako i a rātou ka kite tonu atu i te āhua o te ao o tamariki taketake kē atu.

Ko te whakatupu i ngā hononga me ngā āheinga

Mā te WIBN, ko ngā pūrongo Māori mō te porotū, te kapa haka, te hurihanga āhuarangi, me te arahitanga rangatahi kua whakapāhotia ki ngā pae o te ao. Nā tērā, kua whakapāhotia hoki e mātou ko ngā reo o ngā iwi taketake i Kānata, o ngā hapori Sámi i Ūropi, me ngā iwi taketake nō Te Moana Nui a Kiwa.

Mō te rangatahi, ka parahia ko ētahi huarahi hou. Ka kitea ngā kairipoata Māori e ripoata ana i Aotearoa, engari e tū ana hoki ki ngā whatārangi o te ao, e auaha ana i ngā wānanga puta noa i te ao. Ka kite ake rātou, ka oti hoki i a rātou te hautū i te ao pāpāho, te auahatanga matihiko, me ngā mahi whakapuaki kōrero hoki.



Hui WIBN 2025 ki Taiwan

Ko te whakawhānui i te whatunga

He tini noa atu ngā kaipāpāho taketake e hono mai ana ki te whatunga, tae atu ana ki a Hakka TV i Taiwana, ā, e rere ana ngā wānanga ki ētahi kē atu i Airani, Kotirangi me Hawai'i. Whakakahangia ai te kāhui e ia mema hou, ā, mā reira e tiakina tonutia ai, e whakanuia tonutia ai hoki ngā reo me ngā ahurea iwi taketake.

Kua whakahou hoki te WIBN i te āhua e mahi tahi ai ngā mema. Kua whai ara e māmā ake ai te whakawhitiwhiti hōtaka, kua whakaritea he rārangi kaupapa pāho whakahoahoa, kua whakahoungia hoki te āhua o te noho i te taiao ipurangi. Ka hāngai tā ngā mema whakahoahoa kaupapa pāho mā ngā pae pāhopori, me te aha, ka wawe tā ngā whānau kite i ngā kōrero taketake, ahakoa ki hea rātou tau ai.

Te titiro whakamua

E aro whakamua ana hoki te whatunga. E whai whakaaro ana ngā mema ki ngā ara e auahangia ai e ngā iwi taketake ngā hangarau hou kia tūturu tonu ai ko ngā kōrero, kia tiakina tonutia ai hoki ko te reo. Mō te Māori, koia tērā ko te whai kia tiakina tonutia te reo, ngā tikanga me ngā taonga i te ao matihiko, ka mutu, kia tika tonu tā ngā taputapu o āpōpō kawē i ō tātou reo.

Nā te WIBN, e whakautehia ana ngā kaiārahi pāpāho Māori i te ao. Ko tō tātou reo me ā tātou tikanga ka titia ki ngā ngākau o ngā iwi taketake huri noa, ā, ko ā tātou kōrero ka uaratia hei wāhanga nō tētahi whānau iwi taketake ao whānui.

Mō ngā whānau, ka uaratia ā tātou kōrero puta noa i te ao. Mō Aotearoa, ka toka ake te wāhi ki a tātou hei kaiārahi i te ao pāpāho iwi taketake. Ka mutu, mō ngā mokopuna, mā reira e rangona ai ō rātou reo i ngā wā katoa, ahakoa ki hea rātou tau ai i te ao.



Hui WIBN 2025 ki Taiwan



Ko Shane Taurima rātou ko ngā kaiārahi o TITV ki te Hui WIBN 2025 ki Taiwan

Tō Mātou Pāpātanga - Ngā Putanga o Te Huapae

2024-25

Ka whaihua ā mātou huapāho

E whakahī ana a Whakaata Māori ki te tuku i ngā kitenga hirahira e pā ana ki ngā putanga o Te Huapae i tēnei tau.

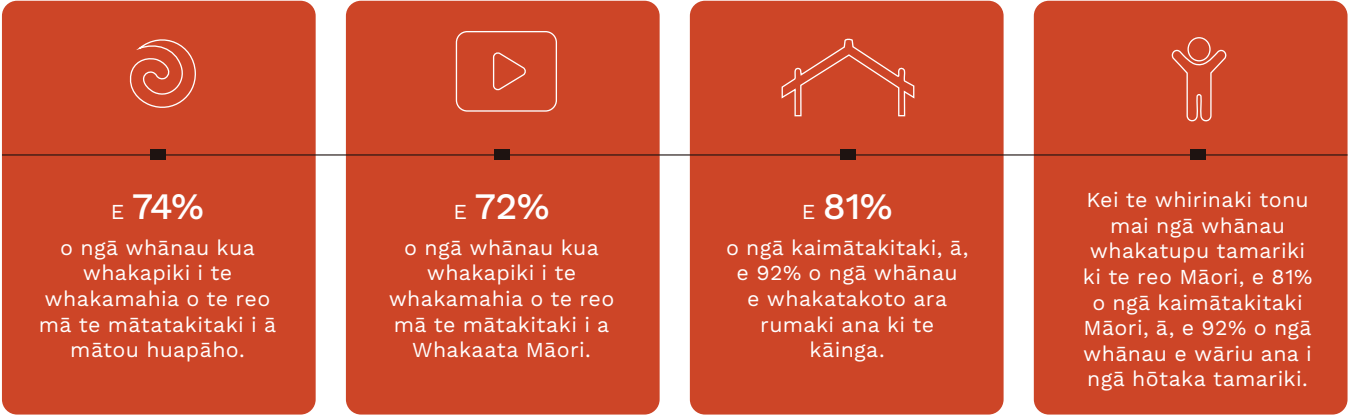
He mea tautoko ā mātou hōtaka i ngā whānau kia tupu ō rātou reo, kia kaha ake ō rātou hononga ki te ao Māori, kia whakaatahia hoki te hirahira o te kōrero pūrākau Māori. Ka mutu, ko ā mātou huapāho e toro ana ki tua rā anō o

ngā apataki Māori, e 92% o ngā kaimātakitaki tauwi e kī ana kua hōnonu ake tō rātou māramatanga ki ngā tikanga me ngā tirohanga Māori.

Te Reo Māori i ō Tātou Ao

Kei te kaha kē atu tā ngā whānau raranga i te reo Māori ki ō rātou nā ao i ia rā mā ngā huapāho a Whakaata Māori.

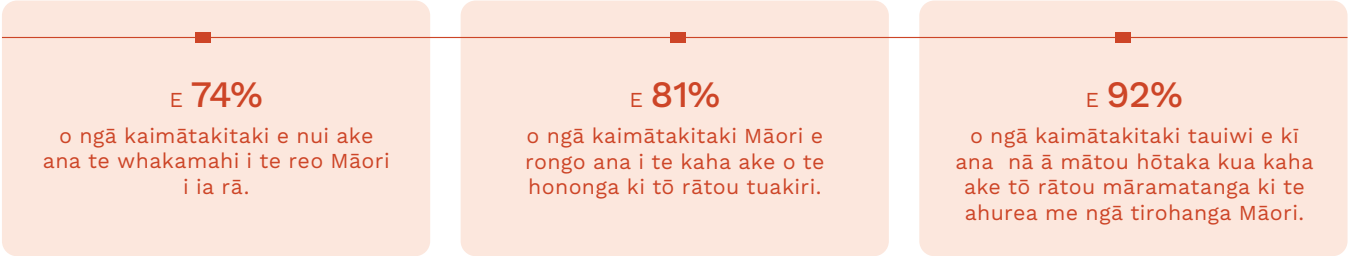
Ngā Miramiratanga:



Te Ngākau Titikaha me te Tuakiri

Ko ā mātou pūrākau e hiki ana i te ngākau whakahī me te tuakiri, e tino pērā ana mā te rangatahi.

Ngā Miramiratanga:



Te Ako me te Matatautanga

Kei te whakaponotia tonutia a Whakaata Māori hei puna ako i te reo.

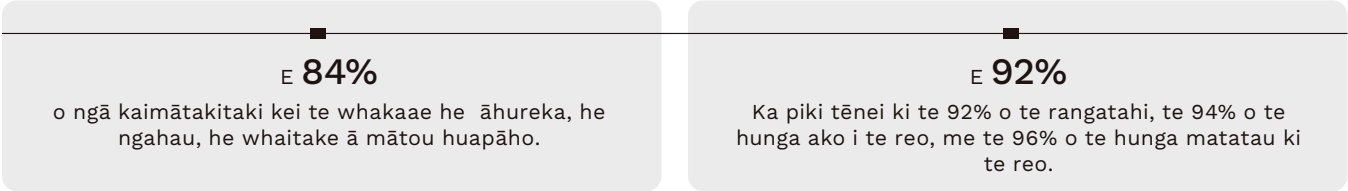
Ngā Miramiratanga:



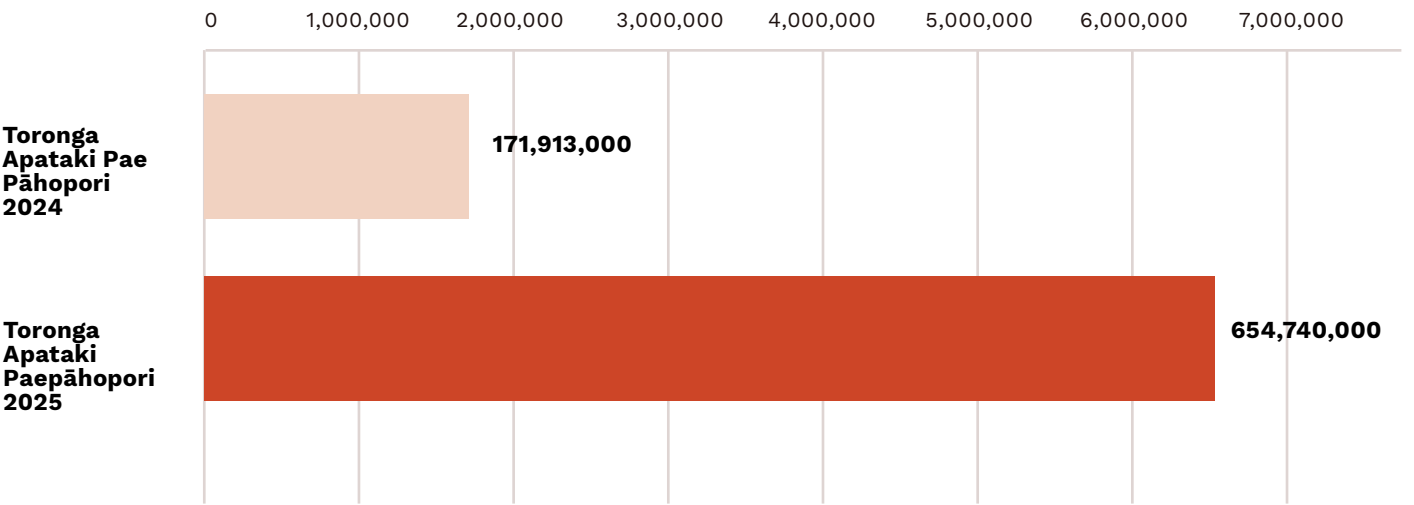
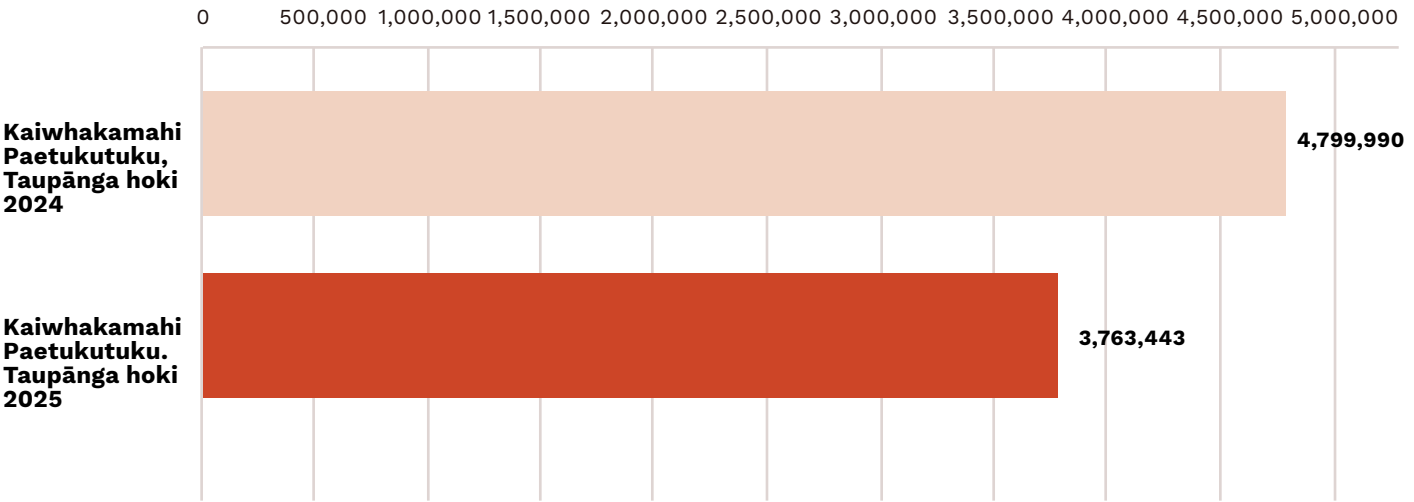
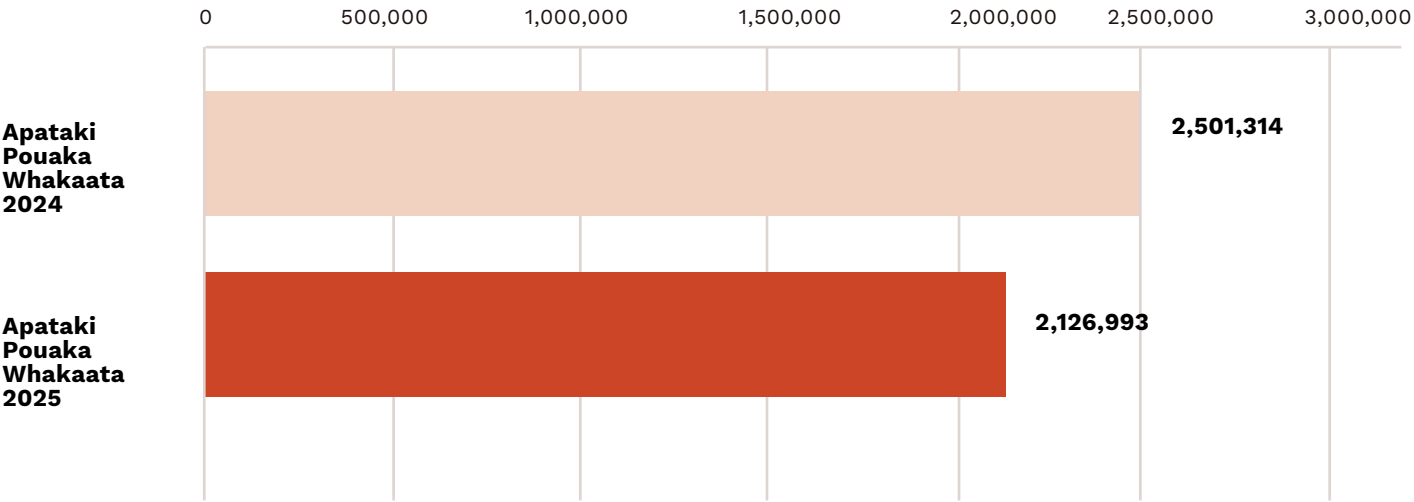
Te Whakapāpā me te Kounga

IKua tohungia ā mātou huapāho reo Māori e ngā kaiarotake tū motuhake ki te taumata teitei, arā, ki te 5/5. Kei te whakaū hoki ngā kaimātakitaki i tō mātou whaitake.

Ngā Miramiratanga:



Tā ngā Apataki Hono mai ki a Mātou



Kei te whanake te āhua e hono mai ai ngā apataki ki a mātou. He pērā i ngā kaiwhakapāho katoa, kei te kitea e mātou te tokoiti iho o ngā tāngata mātakitaki i te pouaka whakaata o nehe, he tokomaha ake e hono ana mā ngā pae matihiko me ngā pae pāhopori. I tēnei tau, i āta

2025

Toronga Pae Pāhopori:

E **654** million

Taupānga MĀORI+

E **68,671** ngā tikinga ake hou i te 12 marama ka hori

E **170,241** te hunga whakamahi i te taupānga i ia marama

Ngā Kaiwhakamahi Paetukutuku me te Taupānga

E **3.7** miriona

Pae kē:
Ko tōna

20,000

ngā tāngata i pā mai ki ā mātou huapāho mā ētehi atu pae whakarato.



Ngā Apataki o Te Ao Māori:

E **431,000**

E **2.1** miriona mā te paetukutuku me te taupānga,

ā, e **53.5** million miriona mā ngā pae pāhopori.

Ō Mātou Tāngata, Tō Mātou Kaha

Ko ō mātou kaihoe te hotu manawa o Whakaata Māori. Ahakoa te ita o ngā here pūtea, te panonitanga Wai Whakaata i whakahou i te nuinga o ō mātou tūranga, kua pāmārō tonu te manawa ū. Kei te tupu ngā pūkenga o tō mātou tira, ā, e ū tonu ana ki te kaupapa.

Ngā Miramiratanga:

E **84%** o ngā kaihoe i kī kua pakari ake tō rātou reo me ō rātou pūkenga nā te mahi ki konei.

Kaihoe gave an engagement score of

E **3.8** o te 5

te inenga whaiwāhi o ngā kaihoe, he mea whakaatu i te kaha o te hononga ki tō mātou aronga me ngā uara.

Kua kauneke te āhua o tā mātou pūrongo i te tupu o te reo me ngā tikanga. Kei te hāngai ngā otinga ki te whakahokinga kōrero mai a ngā kaihoe.

Ngā Tikanga mō ngā Putanga Apataki

He mea ine ngā putanga apataki mā tētehi tukanga e motuhake nei te whakahaere me te whakaū kia ū tonu ki te tika me te pono. He mea whakahaere tā mātou uiuinga apataki ā-tau e Dynata, ko tētehi o ngā pae rangahau nui o Aotearoa, kua hou hoki tōna rongō, ā, he mea tautoko mā te āta whakahaere tatauranga ka ōtitangia e Ernst & Young.

Ko te uiuitanga o te 2025 he mea tuihono te kawē i te mutunga o Hūrae, i arotahi atu ki ngā tāngata i whai wāhi

mai ki ngā huapāho a Whakaata Māori mā te hongere pouaka whakaata, mā MĀORI+, mā Te Ao News, me ngā pae pāhopori i ngā marama e toru ka hori. He mea whakaū taua aronga i te whakaata mai o ngā whakahokinga kōrero i ngā wheako me ngā waiaro tūturu o ngā kaimātakitaki tūturu, ā, i whakaatu i te hangapori ā-motu me ngā rahinga hangapori, matawhenua hoki, ka mutu e 831 ngā tāngata, e 157 ngā kaiurupare Māori, ko te pae hapa e ±3.4% i te manatoko e 95%.



Pūkana, Cinco Cine Film Productions, 2025



End of the Valley, Miro Productions, 2025

W H A K A A T A
MĀORI

