

Te Tauākī Whāinga

Statement of Intent

Acceptance of the Statement of Intent
2026 – 2029

This Statement of Intent has been prepared in accordance with the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003, covering the period from 1 July 2026 to 30 June 2029.

Pursuant to relevant sections of the Act, the responsible Ministers and Co-Chairs of Te Mātāwai have accepted this Statement of Intent.



Tama Potaka

Hon Tama Potaka
Minister for Māori Development
11 August 2026



Nicola Willis

Hon Nicola Willis
Minister of Finance
11 August 2026



Brenda Soutar

Brenda Soutar
Co-Chair, Te Mātāwai
27 July 2026



Mātai Smith

Mātai Smith
Co-Chair, Te Mātāwai
27 July 2026

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

Mihimihi

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

Ngā mate tārūrū nui, e hinga mai nei, e hinga atu nā, haere koutou ki a Ruakūmea,
ki a Ruatōia, ki te āhuru mōwai mō tāua, mō te tangata, arā, ki Mirumiru-te-pō
Haere, haere whakaoti atu.

Tauārai o te pō ki a rātou, titoko ko te ao mārama ki a tātou!



Chair’s Foreword

Jamie Tuuta, Toihau

Whakaata Māori enters FY 2026/27 with a clear sense of direction and responsibility. This Statement of Intent sets out how the organisation will hold its course over the next three years, in accordance with the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003.

Whakaata Māori exists because the Crown and Māori together carry obligations under Te Tiriti o Waitangi to preserve, protect, and promote te reo Māori. That shared responsibility is expressed through Te Whare o te Reo Mauriora, where iwi-led and Crown-led effort is aligned through the Maihi Māori and Maihi Karauna. Within this system, Whakaata Māori contributes through national media that connects reo Māori to people, whānau, and everyday life across Aotearoa.

The role of Te Rūnanga Kaiwhakaterere o Whakaata Māori is stewardship. This Statement of Intent is informed by the Letter of Priorities from the Minister of Finance and the Minister for Māori Development, Te Mātāwai vision for te reo, “Kia ūkaipō anō te reo”. It sets out the medium-term intentions of Te Rūnanga Kaiwhakaterere o Whakaata Māori, the strategic issues that matter most, and the basis on which performance will be assessed. FY 2026/27 is a year of consolidation – Te Rūnanga Kaiwhakaterere o Whakaata Māori has prioritised focus, discipline, and long-term sustainability in the current environment and this fast-changing media landscape.

Te Huapae o te Rangi provides the long view. It reminds us that progress is cumulative and that decisions made now must strengthen outcomes over time, not just within a single year. This Statement of Intent reflects that responsibility.

Te Rūnanga Kaiwhakaterere o Whakaata Māori remains committed to strong governance, prudent financial management, and upholding the kaupapa that underpins the statutory mandate of Whakaata Māori.

On behalf of Te Rūnanga Kaiwhakaterere o Whakaata Māori, I acknowledge the kaihoe of Whakaata Māori for their commitment and care, and the trust placed in the organisation by Māori communities and by Aotearoa New Zealand. We approach the period ahead with clarity of direction and a strong sense of public accountability.

Jamie Tuuta



Chief Executive’s Foreword Shane Taurima, Kaihautū

This Statement of Intent is about how we do the work.

Each day, our work shows up in commissioning decisions, platform choices, and how teams prioritise their effort. These choices determine whether reo Māori is supported in the home, trusted in public life, and relevant to the people we serve.

Over recent years, Whakaata Māori has changed how it works. We have strengthened our operating model, shifted decisively to digital-first delivery, and applied greater discipline to where effort and resources are focused. FY 2026/27 is about embedding that change. It is not a year for doing more. It is a year for doing what works, and doing it well, again and again.

Te Huapae o te Rangi holds us to a long view. It challenges us to make disciplined choices every day. Reo revitalisation does not happen through volume or noise. It happens through consistency, relevance, and trust built over time. Tātai Whetū guides how that intent shows up in daily decisions, shaping commissioning, platform choices, capability development, and how teams work together.

This Statement of Intent sharpens our focus on outcomes that endure. We are deliberate about measuring what matters, including language use, cultural connection, identity confidence, and trust, while also caring for the capability and wellbeing of our people.

The financial approach set out in this document for FY 2026/27 is focussed on consolidation and reflects our commitment to stewardship, transparency, and sustaining impact rather than stretching delivery beyond what can be held.

I acknowledge the creativity, skill, and dedication of the kaihoe of Whakaata Māori, and the collective effort of others across Te Whare o te Reo Mauriora and the Māori Media Sector. We do not paddle alone and when our choices are aligned, the work is stronger and the impact lasts longer.

About Whakaata Māori

Whakaata Māori is an independent statutory entity established under the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003.

In recognition that the Crown and Māori together have an obligation under Te Tiriti o Waitangi to preserve, protect, and promote te reo Māori, the Act provides for the establishment of Whakaata Māori and sets out its functions, duties, powers, and accountability framework.

The principal function of Whakaata Māori is to contribute to the protection and promotion of te reo Māori me ngā tikanga Māori through the provision, in te reo Māori and English, of a high-quality, cost-effective broadcasting service that informs, educates, and entertains, while enriching the culture, society, and heritage of Aotearoa New Zealand.

In performing its functions, Whakaata Māori must ensure that:

- during prime time, programming is broadcast mainly in te reo Māori
- at other times, a substantial proportion of programming is in te reo Māori
- programming reflects the needs and preferences of tamariki, rangatahi, reo learners, and fluent speakers
- services are technically available throughout New Zealand and practicably accessible to as many people as reasonably possible

The establishment of Whakaata Māori reflects the outcome of sustained Māori advocacy for equitable representation and resourcing in broadcasting. Findings of the Waitangi Tribunal, including WAI 11 (Te Reo Māori) and WAI 176 (Māori Broadcasting), affirmed that te reo Māori is a taonga protected under Te Tiriti o Waitangi and that the Crown holds enduring obligations to support its revitalisation.

The work of Whakaata Māori gives effect to those obligations in practice. It is grounded in the vision of ‘Kia mauriora te reo’ Māori and guided by Te Tiriti o Waitangi, Te Ture mō te Reo Māori 2016, and the aspirations of whānau, hapū, iwi, and Māori communities.

Today, Whakaata Māori operates as a multi-platform media organisation reaching audiences across Aotearoa and internationally. A digital-first approach ensures that te reo Māori remains visible, accessible, and relevant across the platforms and formats people use in everyday life.

Content is delivered through a bilingual national television channel, the MĀORI+ and Te Ao Māori News mobile applications, a network of websites, and a growing social media presence.

Through contemporary media practice grounded in kaupapa Māori, Whakaata Māori works to ensure te reo me ngā tikanga Māori are not only protected but thrive now and into the future.

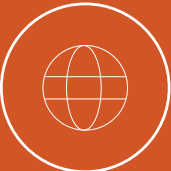
We deliver content through:



A bilingual national television channel



MĀORI+ and Te Ao Māori News mobile apps



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



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

Mahutonga:
Our Guiding Constellation of Vision and Values



Kia Tika –
Excellence and Accountability



Kia Pono –
Integrity and Trust



Kia Aroha –
Empathy and Whanaungatanga



Kia Māori –
Identity and Cultural Leadership

Just as Tāne and Tamarēreti brought light and knowledge to the world, we carry the reo, mātauranga, and aspirations of iwi, hapū and whānau — not across the heavens, but across the digital universe.

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

Whakaata Māori is guided by Mahutonga, the Southern Cross. Mahutonga is a constant reference point that provides orientation, clarity, and assurance.

For tipuna, Mahutonga offered certainty on long journeys, remaining visible and reliable despite changing conditions. For Whakaata Māori, it represents enduring values and a clear vision that do not shift year to year, even as the operating environment evolves.

These values shape how leadership is exercised, how decisions are made, and how the organisation relates to its audiences, partners, and communities.

The four anchoring stars express the values of Kia Tika, Kia Pono, Kia Aroha, and Kia Māori. Together, they guide conduct, expectations, and responsibility across all areas of work.

Completing Mahutonga is Te Kautu ki te Rangī, the fifth star. It represents the destination that gives meaning to the journey – kia mauriora te reo Māori.

This vision anchors the work of Whakaata Māori across generations and provides a clear line of sight toward Te Huapae o te Rangī, the long-term horizon toward which all effort is directed.

‘Kia mauriora te reo’ Māori is also the shared vision that underpins Te Whare o te Reo Mauriora, which is explained later.



Te Huapae o te Rangi: Our Destination and Outcomes Framework

Te Huapae o te Rangi defines the long-term destination toward which all work of Whakaata Māori is directed.

Te Huapae represents a future where te reo Māori and tikanga Māori are living, visible, and valued, and where Māori media plays a central role in strengthening cultural connection, identity confidence, and wellbeing across Aotearoa.

Te Huapae is not a programme, a project, or a funding cycle. It is the long-term horizon that provides coherence and continuity over time, ensuring that decisions made in any single year contribute to cumulative progress rather than short-term activity.

Progress toward Te Huapae is understood through sustained outcomes rather than individual outputs. When reo connection, cultural confidence, understanding, and trust are strong and enduring, Whakaata Māori is moving closer to its destination.

Te Huapae functions as both a strategic framework and an accountability tool. It provides a clear line of sight between statutory purpose, organisational mahi, and the impact Whakaata Māori seeks to support.

Te Whare o te Reo Mauriora

Vision and Shared Direction

Te Whare o te Reo Mauriora is the collective Māori–Crown framework for the revitalisation of te reo Māori. It gives effect to the shared responsibility under Te Tiriti o Waitangi to protect, promote, and sustain the Māori language for current and future generations.

The vision that sits at the centre of the whare is clear and enduring: ‘Kia mauriora te reo’ - that the Māori language lives.

This vision recognises that reo revitalisation is generational work. It requires coordinated effort across homes, communities, public life, institutions, and systems. No single organisation delivers this vision alone. Progress depends on alignment across complementary roles, responsibilities, and forms of leadership.

Within Te Whare o te Reo Mauriora, two interdependent strategies guide this collective effort: Maihi Māori and Maihi Karauna.

Maihi Māori *Kia ūkaipō anō te reo*

The Maihi Māori is the iwi-led strategy for revitalising te reo Māori as a language of the home and intergenerational transmission. It gives expression to the aspirations of iwi, hapū, and whānau to see te reo Māori nurtured, spoken, and passed on within whānau and communities.

Te Mātāwai holds the system leadership role for the Maihi Māori. Its focus is on supporting iwi-led language planning, strengthening language communities, and restoring te reo Māori as a living, nurturing first language. This approach prioritises intergenerational transmission and community connection, underpinned by the principles of mana motuhake and toitūtanga.

Whakaata Māori contributes to the Maihi Māori by using national media platforms to amplify and reinforce community-led revitalisation. This includes:

- elevating iwi, hapū, and whānau voices, including regional dialects and mātauranga Māori
- producing content that supports reo use within whānau spaces and across generations
- collaborating with iwi broadcasters, Māori production companies, and reo champions to extend reach and impact

Through governance settings, Te Mātāwai appoints four members to Te Rūnanga Kaiwhakaterere o Whakaata Māori. This embeds iwi and reo community perspectives directly into strategic oversight and ensures ongoing alignment with iwi-led revitalisation priorities.

Maihi Karauna *Kia māhorahora te reo*

The Maihi Karauna is the Crown-led strategy for embedding te reo Māori as a living, visible, and valued part of everyday life for all people in Aotearoa. Its focus is on normalisation, public visibility, and creating the conditions for widespread language use and positive language attitudes.

Whakaata Māori plays a central national media role in supporting this strategy.

Through television, digital platforms, mobile applications, and social media, Whakaata Māori enables te reo Māori to be seen, heard, and used in everyday contexts. It contributes by:

- delivering bilingual and accessible content that supports learners, non-speakers, and fluent speakers
- reaching broad audiences at scale through national and digital media
- shaping positive public attitudes toward te reo Māori through credible, engaging, and aspirational storytelling

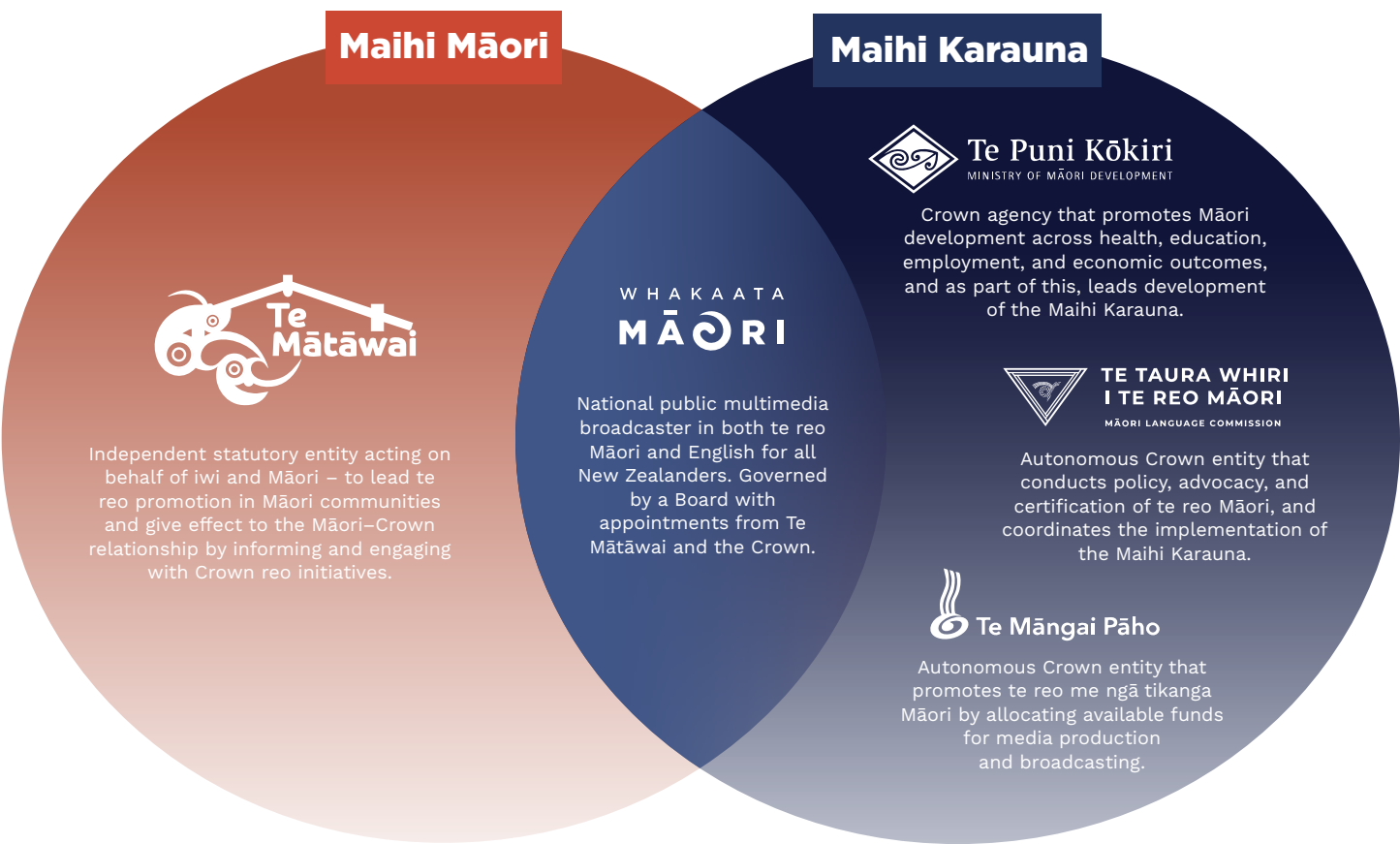
Whakaata Māori content contributes directly to the Maihi Karauna outcome areas of Aotearoatanga, Whakaako, and Whakamahi by strengthening understanding, supporting learning, and encouraging everyday use of te reo Māori in public life.

Position of Whakaata Māori Within the Whare

Whakaata Māori sits at the intersection of the Maihi Māori and Maihi Karauna. As an independent statutory broadcaster, it connects community-led revitalisation with national audiences, supporting both intergenerational transmission within whānau and the normalisation of te reo Māori across Aotearoa.

This positioning reflects the statutory purpose, governance arrangements, and contribution of Whakaata Māori to the wider reo Māori system. It enables the organisation to support alignment across the whare while remaining focused on its core role as a national Māori media organisation.

The diagram below illustrates the position of Whakaata Māori within Te Whare o te Reo Mauriora and its relationship with selected entities across the reo Māori system.



Te Whare o te Reo Mauriora:
roles and alignment across the Māori language revitalisation system

Language Revitalisation Framework

Whakaata Māori contribution to reo Māori revitalisation is informed by recognised Māori language planning approaches and aligned to the wider objectives of Te Whare o te Reo Mauriora.

The performance framework reflects five interconnected language planning pillars that help guide how long-term contribution and impact are understood across the reo Māori ecosystem:

Acquisition

Whakaata Māori supports language learning and proficiency development by creating content across a wide range of fluency levels, from tamariki and emerging learners through to fluent speakers. Content is designed to support both formal and informal learning environments and provide accessible pathways into te reo Māori for audiences at different stages of their reo journey.

Use

Whakaata Māori contributes to increasing everyday use of te reo Māori by ensuring the language is visible, heard, and normalised across news, current affairs, entertainment, sport, drama, digital platforms, and social media. Repeated exposure to authentic reo Māori supports confidence, familiarity, and use across homes and communities.

Status

Whakaata Māori strengthens the status and value of te reo Māori by positioning it as a living, contemporary language relevant to all parts of Aotearoa society. Through high-quality content, major national events, and trusted journalism, Whakaata Māori reinforces the place of te reo Māori within public life and national identity.

Awareness

Whakaata Māori deepens understanding of te reo Māori, tikanga Māori, mātauranga Māori, and Māori perspectives through storytelling, education, current affairs, and cultural content. This contributes to greater public awareness of the importance of reo revitalisation and supports stronger cultural understanding across Aotearoa.

Corpus

Whakaata Māori contributes to the growth, quality, and accessibility of reo Māori language resources and content. Through commissioning, editorial standards, subtitling, archives, and reo Māori production capability, Whakaata Māori supports the ongoing development and visibility of high-quality reo Māori content across media environments.

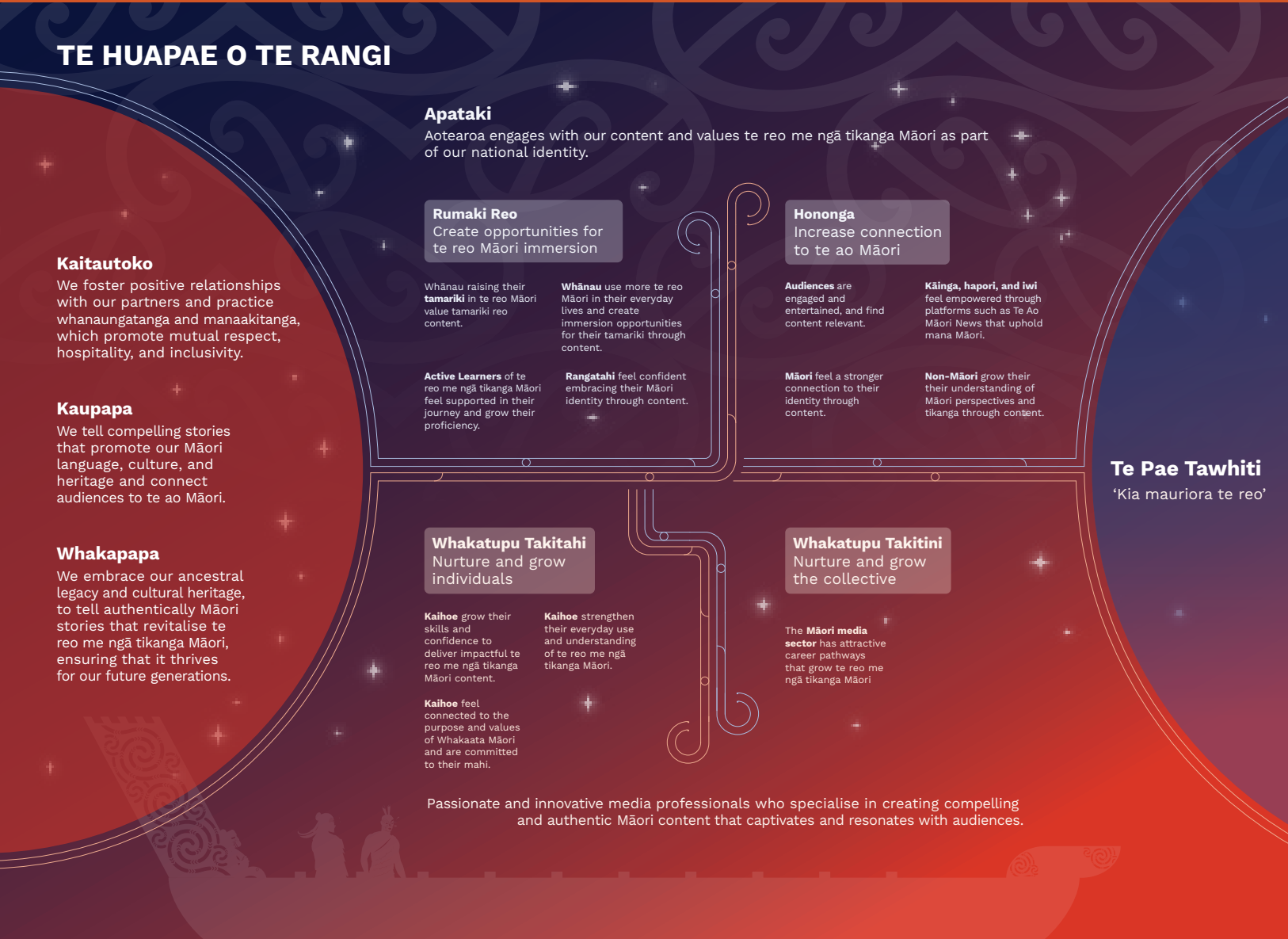
Together, these pillars support alignment with Maihi Māori and Maihi Karauna and strengthen the contribution of Whakaata Māori to collective reo Māori revitalisation outcomes across Te Whare o te Reo Mauriora.

This framework also supports a broader understanding of impact, recognising that changes in language use, identity confidence, cultural connection, and public attitudes occur cumulatively over time through consistent exposure, relevance, and trust.



Te Huapae: Our Vision and Outcomes Framework

The Te Huapae Outcomes Framework is anchored by four interconnected pou that describe the changes Whakaata Māori seeks to support over time.



Apataki:

Serving the audience of Aotearoa.

The outcome sought is that people engage with content and value te reo Māori me ngā tikanga Māori as part of national identity.

This pou focuses on immersion, connection, identity, and engagement through content and platforms.

Kaihoe

Supporting the people who deliver the mahi.

The outcome sought is a workforce of passionate and capable media professionals who specialise in creating compelling and authentic Māori content.

This pou recognises that sustainable impact depends on skilled, confident, and values-led people.

Whakatupu Takitahi and Whakatupu Takitini

Growing the individual and the collective.

The outcomes sought are that individuals grow in their reo and media journeys, and that the wider Māori media ecosystem is strengthened and future-ready.

This pou reflects the collective nature of reo revitalisation and the importance of system-level capability.

Te Pae Tawhiti

The long-term horizon.

The vision that connects all outcomes is 'Kia mauriora te reo' Māori, a future where the language lives across generations, platforms, and communities.

Together, these pou provide a coherent structure for understanding impact, prioritising effort, and maintaining accountability over time.

Outcomes and Theory of Change

Theory of Change

Need	Strategic Response	Tāngata	Activities
We see a need that we believe in...	...and we see an opportunity to make a difference.	People are at the heart of all we do...	...who take part in several activities...
Te Reo Māori is an official language. Whakaata Māori was launched in 2004 as a result of the Crown recognising its responsibility to support the revitalisation of te reo me ngā tikanga Māori through broadcasting. The Māori broadcasting sector was created to revitalise te reo Māori, being Māori governed and led, to self-determine Māori pathways and platforms for Māori stories and voices. We remain active stewards that must safeguard and protect the legacy entrusted to us for current and future generations, a legacy for Whakaata Māori to be a world-leading reo Māori Media entity which continues to serve the interests of whānau, hapū, iwi and Aotearoa. We work as part of Te Whare o te Reo Mauriora to achieve the national Māori language strategies, the Maihi Karauna and Maihi Māori; and with our partners to achieve our outcomes with our audiences through sharing compelling and authentic Māori stories, technologies and platforms and grow a capable world class Māori Media sector.	Since the inception of Whakaata Māori, we have been connecting and inspiring audiences in Aotearoa and around the world, with stories by Māori, about Māori, and in the Māori language. Our ambition is to meet the specific reo, mana and connection needs of each of our apataki segments, who span the full KoPA spectrum. Our aspiration is for our content to enable Maihi Māori audacious goals of growing Māori language in community immersion domains and as the first language of Māori children as well as the Maihi Karauna audacious goal for New Zealand to value te reo me ngā tikanga Māori as part of our national identity. Our aspiration is for a vibrant sector of talented media professionals delivering authentic and engaging Māori content. Whakaata Māori is committed to fostering wellbeing, opportunities for development and te reo Māori capability for all kaihoe; and to continuously improve the value we provide to kaihoe.	We foster positive relationships with our partners and practice whanaungatanga and manaakitanga, which promote mutual respect, hospitality and inclusivity. We work with two key people groups: Apataki Whānau raising their tamariki in te reo Māori. Active learners of te reo me ngā tikanga Māori. Fluent speakers. Rangatahi. Kaihoe Nurturing and growing capabilities to ensure a strong creative Māori media workforce.	Commission engaging, entertaining and relevant content. Distribution of content across platforms - digital, linear and social. Promotion and marketing of Whakaata Māori value, brand, content and events. Te reo me ngā tikanga Māori planning and Workforce Development for kaihoe. We receive funds to deliver these activities.

Outcomes	Vision	Priority outcomes
... that lead to short, medium and long-term outcomes for our people groups – creating the change we aspire to, nationally and internationally.		- Audiences are engaged and entertained, and find content relevant. - Whānau raising their tamariki in te reo Māori value tamariki reo content. - Whānau use more reo Māori in their everyday lives and create immersion opportunities for their tamariki through content. - Active learners of te reo me ngā tikanga Māori feel supported in their journey and grow their proficiency. - Rangatahi feel confident embracing their Māori identity through content. - Kāinga, haponi and iwi feel empowered through platforms such as Te Ao Māori News that uphold mana Māori. - Māori feel a stronger connection to their identity through content. - Non-Māori grow their understanding of Māori perspectives and tikanga through content. - 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.
Apataki	Whakapapa	
Aotearoa engages with our content and values te reo me ngā tikanga Māori as part of our national identity.	We embrace our ancestral legacy and cultural heritage, to tell authentically Māori stories that revitalise te reo me ngā tikanga Māori, ensuring that it thrives for our future generations.	
Rumaki Reo	Kaupapa	
Creating opportunities for te reo Māori immersion.	We tell compelling stories that promote our Māori language, culture, and heritage and connect audiences to te ao Māori.	
Hononga	Te Pae Tawhiti	
Increasing connection to te ao Māori.	‘Kia mauriora te reo.’	
Kaihoe		
We are passionate and innovative media professionals who specialise in creating compelling and authentic Māori content that captivates and resonates with audiences.		
Whakatupu Takitahi		
Nurturing and growing individuals.		
Whakatupu Takitini		
Nurturing and growing the collective.		

Theory of Change

Whakaata Māori theory of change is grounded in kaupapa Māori and practical delivery. It reflects the role of media as a lever for long-term change in language use, cultural connection, and identity confidence.

The work of Whakaata Māori focuses on investing in:

- high-quality reo Māori content
- accessible and relevant platforms
- skilled, values-led people

Through these investments, Whakaata Māori creates content and experiences that support increased use of te reo Māori, strengthen connection to te ao Māori, and build confidence in identity across audiences.

Over time, these changes contribute to sustained reo Māori revitalisation and improved cultural wellbeing. This contribution aligns with the shared objectives of Maihi Māori and Maihi Karauna and recognises that progress is cumulative rather than immediate.

This theory of change acknowledges that many of the outcomes sought are qualitative and long-term. Shifts in language use, confidence, and cultural connection occur over time and are influenced by repeated exposure, relevance, and trust. Consistency of delivery, clarity of intent, and alignment across mahi are therefore essential.

In the current operating environment, this reinforces the importance of focus and discipline. Rather than expanding activity, Whakaata Māori is concentrating on strengthening the connection between investment, delivery, and outcomes. This includes prioritising quality over volume, ensuring platforms are used purposefully, and applying insight to refine what is delivered and how.

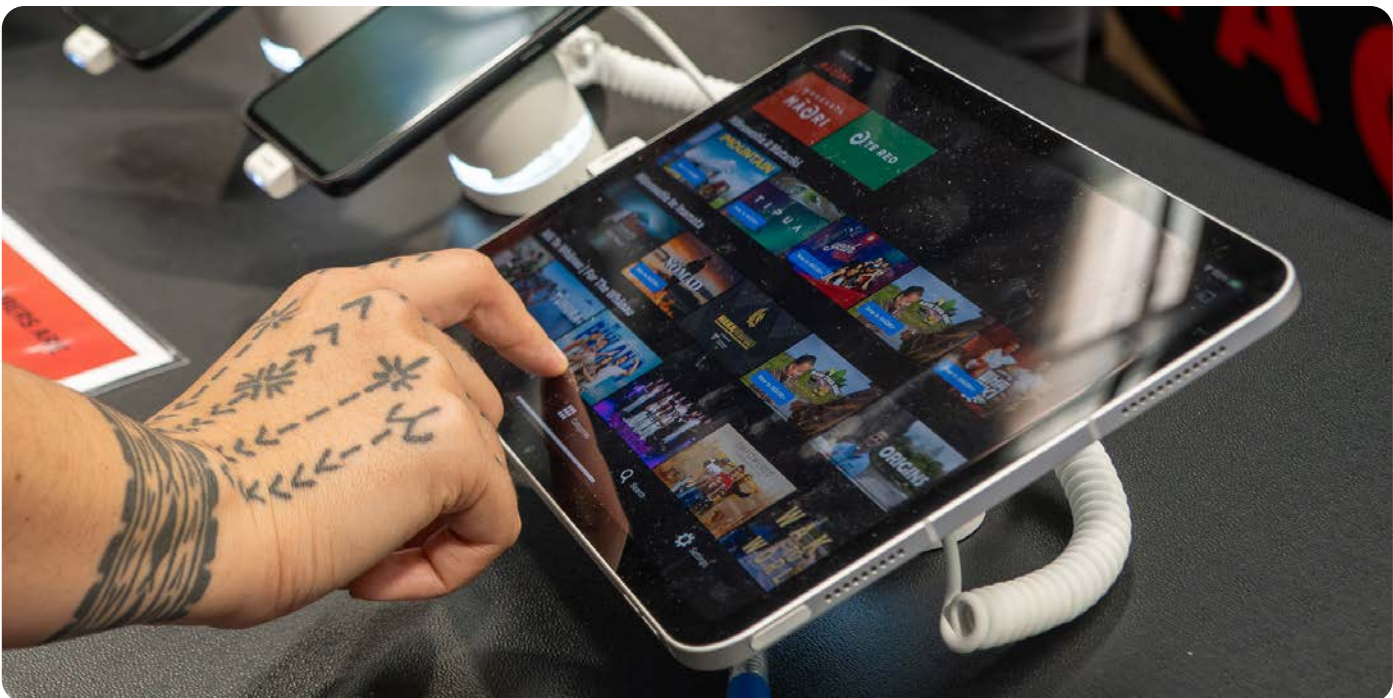


A Living Framework

The outcomes framework is not static. It is continually informed by data, audience insight and kōrero with partners across the sector, as well as learning from delivery and evaluation. Insights are used to guide commissioning strategies, inform content investment and strengthen the contribution of Whakaata Māori to the wider reo Māori ecosystem. The emphasis is on learning what works and applying that learning consistently, rather than frequent redesign.

Through tools such as Te Paepae Kōrero Panel and independent social value reporting leveraging ongoing Te Huapae outcomes, Whakaata Māori focuses on measuring changes that matter, including engagement, language use, identity and trust.

The outcomes framework is held steady and applied with discipline to maintain coherence across changing conditions while continuing to support long-term impact.



Tātai Whetū: The Mahi That Enables Te Huapae

Tātai Whetū describes how Whakaata Māori organises its mahi to support progress toward Te Huapae o te Rangi.

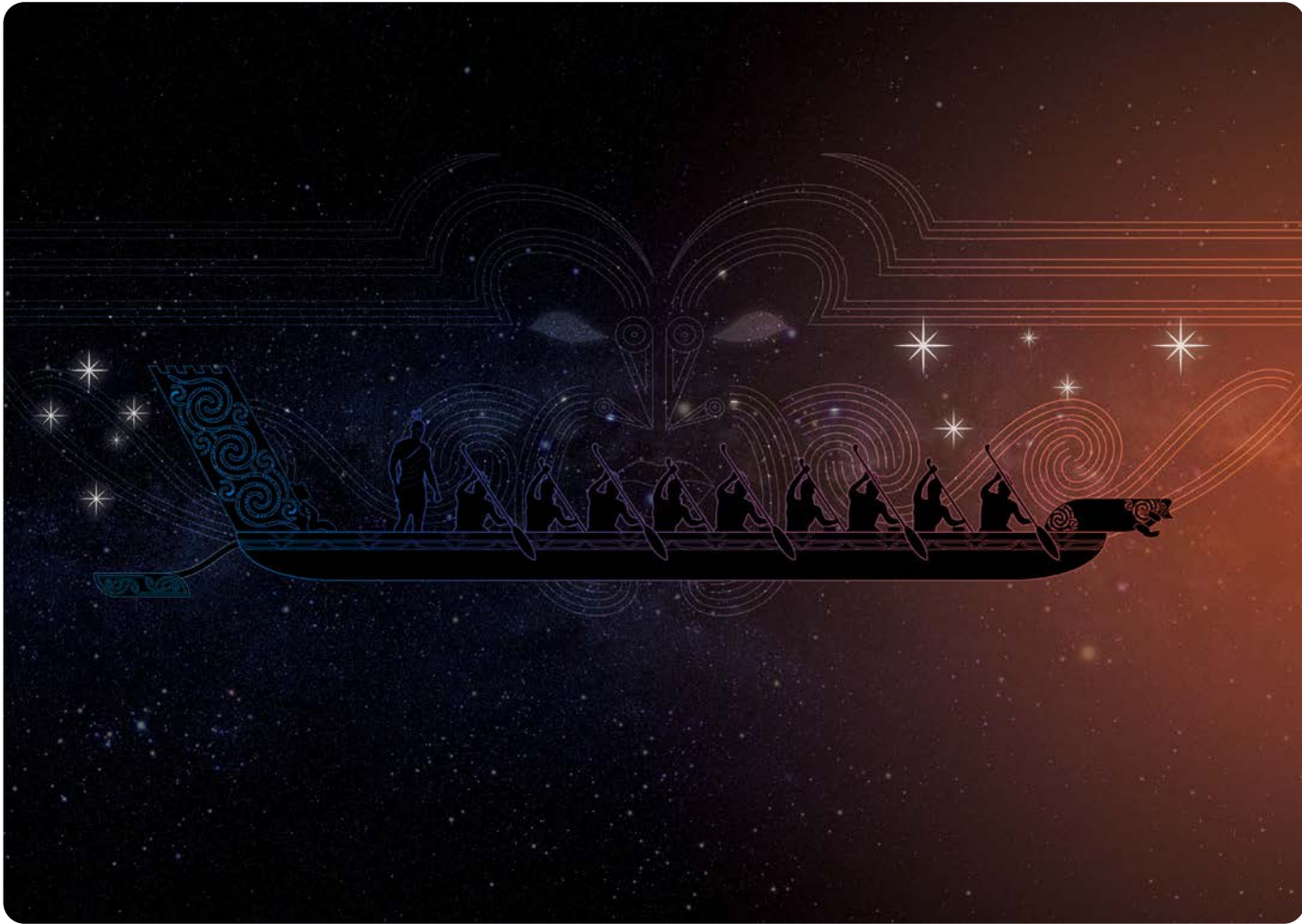
It is not a strategy in itself, nor a static plan. Tātai Whetū represents the ongoing pattern of work that enables outcomes to be delivered over time. It provides coherence across content, platforms, people, systems, and partnerships, ensuring that effort is aligned and cumulative rather than fragmented.

Through Tātai Whetū, Whakaata Māori connects day-to-day decision-making with long-term intent. It ensures that operational choices made in any one year remain consistent with the outcomes sought under Te Huapae, even as conditions change.

In the current operating environment, this requires clarity and discipline. The emphasis is on strengthening mahi that is delivering value, tightening connection across the organisation, and avoiding duplication or activity that does not contribute meaningfully to outcomes.

The Pou of Tātai Whetū

Tātai Whetū is expressed through seven pou that describe the core areas of mahi across Whakaata Māori. Together, they provide a practical framework for aligning effort, prioritising investment, and strengthening delivery.



Engaging Audiences



Whakaata Māori elevates te reo Māori me ngā tikanga Māori through content that is relevant, authentic, and responsive to audience needs. Audience insight is used to inform creative and commissioning and audience strategy decisions, ensuring content connects and supports immersion, connection, and identity across age, stage, and language ability.

Optimising Resources



Systems, processes, and planning are streamlined to reduce duplication and overhead. Where efficiencies are achieved, resources are deliberately redirected to core priorities, including content, platforms, and people.

Nurturing Talent and Leadership



Whakaata Māori invests in the development of kaihoe across creative, technical, reo, tikanga, and leadership domains. This strengthens organisational capability and contributes to a resilient Māori media workforce.

Commissioning for Impact



Commissioning is outcomes-led and designed to scale cultural, language and audience impact over time. Investment decisions directly contribute to Te Huapae priority areas including reo quality, cultural integrity, audience engagement, reo use and learning.

Partnership and Sector Collaboration



The organisation works alongside iwi broadcasters, Māori production companies, sector agencies, and Māori-led entities to align effort, share insight, and strengthen collective impact across the reo Māori ecosystem.

Digital Enablement



A digital-first mindset is embedded across the organisation. Platforms enable audience discovery and expand reach ensuring te reo Māori remains visible and relevant in contemporary media environments.

Tātai Whetū provides a consistent reference point for commissioning decisions, workforce and capability planning, platform strategy, partnership development, and operational prioritisation.

Flexible Operating Model



Ways of working are designed to adapt to change while maintaining focus. Cross-functional collaboration is prioritised to reduce silos, improve efficiency, and strengthen alignment between strategy and delivery.

By holding this framework steady, Whakaata Māori is able to apply focus and restraint where required, while continuing to deliver mahi that supports long-term outcomes. This approach supports consolidation without loss of purpose and enables deliberate choices about where effort and resources are best applied.

Tātai Whetū ensures that the organisation remains aligned to Te Huapae o te Rangi, with flexibility in delivery and clarity in intent.

Strategic Focus for FY 2026/27

FY 2026/27 is characterised by a deliberate focus on consolidation, discipline, and alignment.

The strategic direction of Whakaata Māori is not changing. The priority for FY 2026/27 is to strengthen impact by applying greater clarity to where effort is focused, how resources are allocated, and how mahi connects to outcomes under Te Huapae o te Rangī.

This focus reflects both the operating environment and the organisation’s maturity. Rather than expanding activity, Whakaata Māori is concentrating on doing fewer things well and ensuring that delivery is coherent and cumulative.

This disciplined approach to consolidation strengthens confidence in delivery. Whakaata Māori enters FY 2026/27 with a clearer alignment between strategy, capability, resources, and outcomes.

The focus is not on reducing ambition, but on strengthening sustainability, coordination, and consistency across the organisation.

By sharpening priorities and refining how mahi is delivered, Whakaata Māori is better positioned to maintain high-quality content, meet its statutory obligations, and continue supporting the revitalisation of te reo Māori in a focused and sustainable way.



Focus Areas for FY 2026/27

During FY 2026/27, strategic focus is directed toward the following areas.

Strengthening impact through content

Content investment is prioritised toward high-quality reo Māori programming that demonstrably supports immersion, connection, and identity confidence. Commissioning decisions emphasise reo integrity, audience relevance, and contribution to long-term outcomes rather than volume of output. News and current affairs is a daily reo touchpoint and contribute to audience trust, relevance and everyday use of te reo across digital platforms.

Digital First Approach

The digital-first approach at Whakaata Māori strengthens the visibility, accessibility, and everyday relevance of te reo Māori.

Reo Māori content is prioritised across MĀORI+, social platforms, and digital distribution channels through prominent placement, audience-led scheduling, and strategic amplification.

Unlike traditional linear broadcasting, digital audience behaviour varies by platform and format. Social engagement is often strongest in the afternoons, while long-form viewing on MĀORI+ is highest during evenings and weekends.

Whakaata Māori applies the principle of prime time to contemporary audience behaviour by prioritising reo Māori content during periods of highest audience engagement and visibility across digital platforms.

This includes prominent placement on MĀORI+, targeted promotion of reo Māori content, and amplification around major cultural moments and events where audience participation is highest.

Digital-first delivery does not replace reo-first delivery. It is the contemporary mechanism through which reo Māori reaches audiences at scale.

Applying discipline to operating model and resourcing

Ways of working continue to be refined to support agility and reduce duplication. Leadership and organisational structures are held steady, with emphasis on execution, cross-functional collaboration, and efficient use of resources.

Strengthening workforce capability and sustainability

Investment in people is targeted toward capability that directly supports delivery, including reo development, leadership capability, and specialist skills. The focus is on sustaining a skilled and engaged workforce rather than expanding roles or functions.

Deepening alignment across the reo Māori system

Partnership activity prioritises alignment and shared impact. Effort is focused on working effectively with iwi broadcasters, Māori production companies, and sector partners to reduce fragmentation and strengthen collective contribution to reo revitalisation.

Contributing to a Shared Outcomes Framework

Whakaata Māori will contribute to the development of a shared outcomes framework across Te Whare o te Reo Mauriora by using audience insight, data, and sector collaboration to strengthen understanding of what supports reo Māori revitalisation.

Whakaata Māori will continue to align commissioning, digital delivery, partnerships, and reporting with shared sector outcomes where appropriate, supporting greater coordination, clearer measurement of impact, and stronger collective progress across the reo Māori ecosystem.

This work will continue alongside Te Mātāwai, Te Māngai Pāho, Te Taura Whiri i te Reo Māori, iwi broadcasters, and other sector partners.

Te Huapae o te Rangī: Outcomes, Priorities and Measures 2026–2029

Whakaata Māori continues to prioritise reo Māori content across audience-led prime time viewing periods:

- **Tamariki** | 4:30pm–6:30pm
- **Whānau** | 6:30pm–8:30pm
- **Pakeke** | 8:30pm–11:30pm

These viewing periods support the organisation’s statutory obligation to ensure prime time programming is mainly in te reo Māori while reflecting the needs and preferences of different audience groups.

‘Kia mauriora te reo’ is the vision of Whakaata Māori and the shared vision of Te Whare o te Reo Mauriora. It reflects an aspiration for te reo Māori to thrive as a living language that is spoken, valued, and passed from one generation to the next. Te Huapae o te Rangī provides the framework through which Whakaata Māori understands, measures, and reports on its contribution to that vision.

Through content, platforms, and audience engagement, Whakaata Māori contributes to the aspirations of Maihi Māori and Maihi Karauna. This contribution is assessed through measures of language learning, language use, cultural connection, identity confidence, public understanding, and audience engagement.

This section sets out the outcomes, priorities, and measures that will be used across the 2026–2029 period to assess progress and support accountability to Parliament, audiences, communities, and the public.

Performance measurement is anchored in Te Huapae o te Rangī and focuses on outcomes rather than outputs. The framework combines measures of audience engagement with measures of audience impact, recognising that both are necessary to understand the contribution Whakaata Māori makes to reo Māori revitalisation and national identity.

The framework reflects:

- the outcomes of Te Huapae o te Rangī
- the objectives of Te Whare o te Reo Mauriora
- responsibilities within the Maihi Māori and Maihi Karauna
- statutory obligations under the Māori Television Service Act 2003

Many of the outcomes Whakaata Māori seeks to support occur over generations rather than within a single reporting period. Performance measures therefore focus on indicators that help assess whether progress is being maintained or strengthened over time.

Te Huapae o te Rangī recognises that long term change is influenced by both audience outcomes and organisational capability. Performance is therefore assessed through two complementary perspectives.

Apataki focuses on the experience and impact of content on audiences, including immersion, learning, connection, identity, and engagement.

Kaihoe focuses on the capability, confidence, and commitment of the people who deliver the kaupapa and whose contribution underpins organisational impact.

Together, Apataki and Kaihoe provide a balanced view of how Whakaata Māori contributes to reo Māori revitalisation, audience outcomes, and organisational sustainability.

Apataki - Serving the Audience

Outcome

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

This outcome reflects the role of Whakaata Māori in supporting language revitalisation through content and audience engagement. It recognises that audience impact extends beyond reach alone and includes how content contributes to language learning, language use, cultural connection, identity confidence, and public understanding over time.

The measures that follow assess both the reach of content and the changes audiences report experiencing through engagement with that content.

Progress is assessed through two priority outcomes: Rumaki Reo and Hononga, which together reflect the language, cultural, and audience outcomes sought through Te Huapae o te Rangī.

Priority Outcomes for 2026–2029

Rumaki Reo

Create opportunities for te reo Māori immersion.

Rumaki Reo focuses on creating opportunities for audiences to hear, learn, use, and experience te reo Māori through content and platforms, contributing to long term revitalisation outcomes.

Hononga

Increase connection to te ao Māori, identity, and tikanga.

Hononga focuses on cultural connection, identity confidence, and understanding of Māori perspectives across Aotearoa. It recognises the role of content in helping audiences connect with te ao Māori and see te reo Māori me ngā tikanga Māori as part of national identity.

Measures for Apataki are grouped into performance domains that reflect how audiences experience impact.

The Apataki measures assess both audience impact and audience engagement, providing insight into language revitalisation, cultural connection, identity confidence, public understanding, and audience reach.

Measures are grouped into two categories:

- Outcome measures assess audience experiences and the contribution Whakaata Māori makes to language, identity, and cultural outcomes.
- Audience reach and engagement measures assess how audiences access and engage with content across broadcast, digital, and social platforms.



Table 1: Apataki Outcome Measures (2026/27)

The following measures assess the contribution of Whakaata Māori to language revitalisation, cultural connection, identity confidence, and public understanding through the Rumaki Reo and Hononga priority outcomes. FY2026/27 targets provide the primary basis for performance assessment during the first year of this SOI period. As performance information matures over time, target settings may be refined to support continuous improvement and robust performance measurement.

Priority Outcome	Performance Domain	Performance Measure	FY 2026/27 Target
Rumaki Reo	Content Quality and Cultural Connection	Reo Māori quality rating for assessed content	4/5
		Viewers who report that Whakaata Māori content is authentic and creates cultural connection	70%
	Language Use and Learning	Viewers reporting increased understanding of te reo Māori through Whakaata Māori content	60%
		Viewers reporting increased use of te reo Māori through Whakaata Māori content	60%
		Viewers reporting creation of reo immersion opportunities in the home through Whakaata Māori content	60%
		Viewers whose whānau increase their reo Māori usage through Whakaata Māori content	60%
		Viewers raising tamariki in te reo who value Whakaata Māori tamariki content	60%
		Viewers who use Whakaata Māori content to improve their proficiency in te reo Māori	60%
Hononga	Identity, Connection and Understanding	Rangatahi viewers reporting increased confidence in Māori identity through Whakaata Māori content	65%
		Māori viewers reporting stronger connection to identity and culture through Whakaata Māori content	65%
		Non-Māori viewers reporting increased understanding of Māori perspectives through Whakaata Māori content	65%
		Viewers who agree that Whakaata Māori content is relevant and entertaining	65%

Target levels reflect the nature of the outcome being assessed, including language acquisition and use, identity and cultural connection, audience value, and reo quality.

Audience Reach and Engagement

Table 2 sets out audience reach and engagement measures. These measures complement the outcome measures by providing insight into how audiences discover, access, and engage with Whakaata Māori content across broadcast, digital, and social platforms. Unless otherwise stated, the measures represent annual forecast engagement for FY2026/27. MĀORI+ Monthly Active Users represents the average monthly active users forecast over the same period.

Forecast changes reflect evolving audience behaviour and the organisation’s digital-first strategy. While linear television engagement is expected to decline over time, growth is anticipated across digital platforms and MĀORI+, supporting continued audience reach and engagement.

The FY 2026/27 MĀORI+ forecast reflects the introduction of authenticated user accounts, which is expected to reduce reported user volumes while improving the accuracy and reliability of audience measurement.

Table 2: Audience Reach and Engagement Measures (2026/27)

Measure	FY 2026/27 Forecast
Television Engagement	1,706,400
Web/App Engagement	2,000,000
Social Engagement	150,000,000
Te Ao Māori News Web/App Engagement	1,400,000
Te Ao Māori News Social Engagement	61,000,000
MĀORI+ Monthly Active Users	135,806

Kaihoe - Supporting Our People

Outcome

Passionate and innovative media professionals who specialise in creating compelling and authentic Māori content.

The ability of Whakaata Māori to achieve audience outcomes depends on the capability, confidence, and commitment of its people. Kaihoe outcomes recognise that organisational impact depends on people continuing to grow in their skills, deepen their connection to kaupapa, and contribute confidently to the future of Māori media.

Priority Outcomes for 2026–2029

- Kaihoe strengthen skills, confidence, and capability
- Kaihoe remain connected to kaupapa and purpose

Table 3: Kaihoe Outcomes and Measures (2026/27)

The following measures assess progress against Kaihoe outcomes and organisational capability.

FY 2026/27	Performance Measure	FY 2026/27
Kaihoe strengthen skills, confidence and capability	Kaihoe reporting improvement in reo and tikanga Māori capability	75%
	Participation in learning and development opportunities	75%
Kaihoe remain connected to kaupapa and purpose	Kaihoe engagement score	3.5/5
	Kaihoe reporting strong alignment with organisational values and purpose	75%

Use of Performance Information

Performance information is used to inform workforce planning, capability investment, leadership development, and organisational learning.

Reporting places emphasis on understanding whether capability, engagement, and connection to kaupapa are being maintained or strengthened over time, identifying areas of opportunity and risk, and informing future decision making.

Together, these measures provide a structured approach to understanding how workforce capability and organisational culture contribute to the achievement of Te Huapae o te Rangi and ‘Kia mauriora te reo’.

Governance and Accountability

Whakaata Māori is an independent statutory entity established under the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003. Governance is exercised by the Te Rūnanga Kaiwhakaterere o Whakaata Māori, that is responsible for setting strategic direction, overseeing performance, and ensuring the organisation fulfils its statutory functions and obligations.

Governance arrangements reflect the shared responsibility of Māori and the Crown for the protection and promotion of te reo Māori. Te Rūnanga Kaiwhakaterere o Whakaata Māori provides stewardship across strategic, financial, and organisational matters and ensures the organisation remains aligned to kaupapa Māori while operating with integrity, transparency, and accountability.

Governance and Accountability

Te Rūnanga Kaiwhakaterere o Whakaata Māori

Te Rūnanga Kaiwhakaterere o Whakaata Māori sets the strategic course for Whakaata Māori and oversees delivery against this Statement of Intent. Te Rūnanga Kaiwhakaterere o Whakaata Māori monitors organisational performance, financial sustainability, and risk management, and supports the Kaihautū to lead the organisation in line with agreed priorities and outcomes.

Te Rūnanga Kaiwhakaterere o Whakaata Māori comprises seven members. Three members are appointed jointly by the Minister for Māori Development and the Minister of Finance. Four members are appointed by Te Mātāwai. This composition reflects the organisation's accountability within the Māori language revitalisation system and ensures iwi, hapū, and whānau perspectives are embedded in governance.

Ngā Kaiwhakaterere o Whakaata Māori



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



Rohario Murray
Ngāi Te Rangī, Ngāti Ranginui, Tūhourangi, Waikato, Ngāpuhi
Initial Appointment | November 2025



Julian Wilcox
Ngāpuhi, Ngāti Tūwharetoa, Te Arawa
Initial Appointment | June 2026



Verona-Meiana Putaranui
Te Aitanga a Hauiti, Rongowhakaata, Ngāi Tamanuhiri, Ngāti Pāhauwera
Initial Appointment | June 2026



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



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



Kerensa Johnston
Ngāti Tama, Ngāruahine, Te Ātiawa, Ngāti Whawhakia
Initial Appointment | June 2026

Committees

Te Rūnanga Kaiwhakaterere o Whakaata Māori is supported by an Audit and Risk Committee. This committee provides oversight of financial management, internal controls, risk management, and assurance processes and supports Te Rūnanga Kaiwhakaterere o Whakaata Māori to meet its stewardship responsibilities.

Accountability and Reporting

Whakaata Māori is accountable to Parliament through Ministers and to the public through transparent reporting. This Statement of Intent provides the baseline against which performance is assessed over the medium term.

Progress against outcomes, priorities, and measures is reported regularly to Te Rūnanga Kaiwhakaterere o Whakaata Māori and through statutory reporting processes. Reporting focuses on changes in outcomes, delivery risks, and financial position to support effective oversight and timely adjustment.

Engagement with monitoring agencies and officials is maintained on a no surprises basis on matters of material risk, performance, or public interest.

Statutory Responsibilities

In performing its functions, Whakaata Māori must:

- contribute to the protection and promotion of te reo Māori me ngā tikanga Māori
- broadcast primarily in te reo Māori during prime time and maintain a substantial reo Māori presence across other time periods
- have regard to the needs and preferences of children in reo immersion education, rangatahi, learners, and fluent speakers
- ensure services are technically available throughout Aotearoa and accessible to as many people as reasonably possible
- deliver content across a range of platforms where this supports statutory functions

Governance oversight ensures these responsibilities are upheld while enabling the organisation to adapt to changes in audience behaviour, technology, and the operating environment.



Leadership and Management

The leadership and management of Whakaata Māori are responsible for translating the strategic direction set by Te Rūnanga Kaiwhakare o Whakaata Māori into effective delivery. This includes ensuring alignment across the organisation, maintaining focus on outcomes under Te Huapae o te Rangi, and operating within the resources and settings approved by Te Rūnanga Kaiwhakare o Whakaata Māori.

Leadership arrangements are designed to support coherence, accountability, and disciplined execution in a changing media and funding environment.

Kaihautū

The Kaihautū is responsible for the day-to-day leadership and management of Whakaata Māori. This role includes implementing the strategic priorities set out in this Statement of Intent, leading organisational performance, and ensuring that statutory obligations are met.

The Kaihautū works closely with Te Rūnanga Kaiwhakare o Whakaata Māori to provide assurance on performance, risk, and financial position, and to support informed decision-making. The role requires balancing pace with sustainability, maintaining organisational alignment, and ensuring that delivery remains focused on long-term outcomes.

Te Ranga Kaiurungi



Te Ranga Kaiurungi is the senior leadership team responsible for collective leadership across the organisation. The team provides strategic and operational oversight across content, platforms, people, systems, and resources.

Each Kaiurungi holds responsibility for their respective ranga and contributes to shared leadership decisions that affect organisational performance as a whole. The emphasis is on collective accountability rather than individual ownership, ensuring that decisions are aligned, coherent, and focused on outcomes.

Te Ranga Kaiurungi works together to:

- maintain alignment between strategy and delivery
- manage trade-offs across functions and priorities
- ensure risks to outcomes are identified and addressed early
- support consistent application of organisational values

Leadership Accountability

Leadership accountability is exercised through clear expectations, regular performance reporting, and shared responsibility for outcomes. Senior leaders are expected to apply discipline in decision-making, maintain alignment to strategic priorities, and protect the outcomes that matter most.

Leadership practice is supported by shared expectations that guide how decisions are made, how trade-offs are navigated, and how success is assessed across the organisation.

Management Systems and Controls

Management systems support effective planning, risk mitigation, reporting, and performance monitoring. These systems enable leadership to track progress against priorities, manage risk, and adjust delivery where required.

Together, the leadership and management arrangements ensure that Whakaata Māori remains focused, responsive, and accountable in delivering its kaupapa and statutory mandate.

Our People and Organisational Capability

Whakaata Māori capability is grounded in its people. Kaihoe across the organisation bring the skills, experience, and commitment required to deliver high-quality reo Māori content and to support long-term outcomes under Te Huapae o te Rangi.

The organisation's approach to people and capability is focused on sustainability, alignment, and purposeful development rather than growth in size or structure. Investment is directed toward strengthening capability that directly supports delivery and protects outcomes over time.

Workforce Capability

Workforce capability is developed across creative, technical, reo, tikanga, and leadership domains. This includes targeted development pathways that support:

- increased reo Māori proficiency and confidence
- strong tikanga and kaupapa understanding
- specialist media and digital skills
- leadership capability aligned to organisational values

Capability development is prioritised where it contributes directly to quality, consistency, and impact in delivery.

Reo and Tikanga Capability

Te reo Māori me ngā tikanga Māori are central to organisational capability. Whakaata Māori supports kaihoe to strengthen reo proficiency and cultural confidence as part of everyday mahi, recognising this as essential to content quality, credibility, and integrity.

Reo and tikanga capability is embedded across roles rather than confined to specific functions, supporting a consistent organisational standard.



Organisational Culture

Organisational culture is guided by Mahutonga and the values of Kia Tika, Kia Pono, Kia Aroha, and Kia Māori. These values shape how people work together, how decisions are made, and how responsibility is exercised across the organisation.

A culture of trust, accountability, and shared purpose supports collaboration and enables kaihoe to contribute effectively to collective outcomes.

Workforce Sustainability

Workforce sustainability is supported through careful workforce planning, clear role expectations, and attention to wellbeing. The focus is on maintaining a capable and engaged workforce that can operate effectively within available resources and changing conditions.

Decisions relating to workforce structure and capability are made with regard to long-term sustainability and alignment with strategic priorities.

Contribution to the Wider Māori Media Workforce

Through commissioning, partnerships, and collaboration, Whakaata Māori contributes to the strength and resilience of the wider Māori media workforce. This includes supporting Māori production companies, iwi broadcasters, and emerging talent as part of a connected and future-ready ecosystem.

By investing in people and capability within and beyond the organisation, Whakaata Māori supports delivery today while strengthening the foundations for long-term impact.



Risk Management and Assurance

Whakaata Māori operates in an environment characterised by rapid change, financial constraint, and evolving audience behaviour. Effective risk management and assurance strategies are essential to protecting delivery, sustaining impact, and meeting statutory obligations.

Risk management is integrated into governance, leadership, and operational decision-making. It supports informed choices, early identification of issues, and timely adjustment where risks to outcomes, reputation, or sustainability emerge.

Risk Management Framework

Whakaata Māori maintains a structured risk management framework that identifies, assesses, and manages strategic, operational, financial, and reputational risks. Risks are monitored and reported regularly, reviewed by management and Te Rūnanga Kaiwhakaterere o Whakaata Māori to ensure they remain within acceptable tolerance levels.

Key risk areas include:

- sustained funding constraint and cost pressures
- audience fragmentation and changes in media consumption
- technology change and platform dependency
- reo quality, cultural integrity, and public trust
- workforce capability and capacity
- delivery continuity and system resilience
- rising production costs, particularly for large-scale scripted and premium content

Careful prioritisation is critical to ensure sustainability. Risk management focuses on protecting outcomes under Te Huapae o te Rangi and ensuring that mitigation strategies support long-term delivery rather than short-term avoidance.

Assurance and Controls

Assurance is provided through a combination of internal controls, reporting, and independent audit. Financial controls, delegations, and policies support responsible stewardship of public funding and organisational assets.

The Audit and Risk Committee provides oversight of assurance processes, including financial reporting, risk management, internal controls, and external audit findings. This supports Te Rūnanga Kaiwhakaterere o Whakaata Māori in meeting its stewardship and accountability responsibilities.

Monitoring and Reporting

Risks are monitored through regular reporting to Te Ranga Kaiurungī and Te Rūnanga Kaiwhakaterere o Whakaata Māori. Reporting focuses on:

- changes in risk profile
- emerging risks to outcomes or delivery
- effectiveness of mitigation actions
- interdependencies across strategic, financial, and operational risks

This approach supports early intervention and informed decision-making.

Continuous Improvement

Risk management and assurance practices are reviewed periodically to ensure they remain fit for purpose and responsive to changes in the operating environment. Learning from delivery, incidents, and external review is used to strengthen controls and improve resilience over time.

Through disciplined risk management and assurance, Whakaata Māori supports sustainable delivery, protects public trust, and maintains confidence in its ability to fulfil its statutory mandate.

Projected
Financial
Statements

Financial Strategy and Sustainability

Whakaata Māori operates within a dynamic and constrained media and funding environment. Changes in audience behaviour, rapid technological evolution, and ongoing cost pressures require deliberate financial stewardship and disciplined decision-making.

While over the FY 2026/27 to FY 2028/29 period, the organisation is managing a materially constrained funding context, the Budget 2026 funding allocation provides an opportunity to accelerate platform development, content innovation, capability development and evidence generation to strengthen te reo Māori outcomes and support the ongoing digital transformation of Whakaata Māori.

Whakaata Māori is focused on maintaining financial stability while continuing to deliver on its statutory mandate and long-term outcomes under Te Huapae o te Rangi.

Financial Strategy

The financial strategy is anchored in Te Huapae o te Rangi and applied through Tātai Whetū. This ensures that financial decisions are aligned to kaupapa Māori and long-term impact rather than short-term activity or growth.

The approach is guided by the following principles:

- prioritising investment that directly supports reo Māori revitalisation and cultural wellbeing
- aligning expenditure to strategic focus and outcomes
- strengthening efficiency and reducing duplication across systems and ways of working
- maintaining financial resilience to support sustained delivery

Managing Within Constraint

Operating Environment

Audience visibility and scale are increasingly influenced by global platforms and algorithm-driven environments. Whakaata Māori continues to refine content investment approaches, and shift toward digital-first delivery to strengthen reach and efficiency.

In response to funding reductions, Whakaata Māori has taken deliberate action to stabilise its financial position. This includes organisational realignment to support a more agile operating model, consolidation of leadership and functions, refinement of content investment approaches, and a continued shift toward digital-first delivery where it strengthens reach and efficiency.

These actions are designed to ensure the organisation can operate within available funding while maintaining delivery momentum and protecting core outcomes.

Investment Priorities

Within available resources, investment is prioritised toward:

- high-impact reo Māori content aligned to outcomes under Te Huapae

- platforms and digital capability that extend reach and relevance
- workforce capability, leadership development, and reo proficiency
- partnerships that strengthen alignment and reduce fragmentation across the sector

Where efficiencies are achieved, savings are deliberately reallocated toward these priorities.

Financial Resilience and Risk Management

As a result of the deliberate initiatives undertaken, Whakaata Māori maintains prudent cash reserves and a strong equity position. Financial management is supported by regular forecasting, pro-active cost management, active risk monitoring, and clear governance oversight.

Key risks, including cost escalation, inflationary impact, technology change, and audience fragmentation, are actively monitored and managed to protect sustainability and delivery.

Contribution to the Reo Māori Ecosystem

As a contributor within Te Whare o te Reo Mauriora, Whakaata Māori financial settings support not only internal operations but also the wider Māori media and reo Māori ecosystem. This includes investment in iwi broadcasters, Māori production companies, and sector capability through aligned commissioning and partnerships.

Through disciplined financial stewardship, Whakaata Māori seeks to maximise collective impact while operating within its means.

Projected Funding			
\$m	2026/27	2027/28	2028/29
(a) Projected Funding from Vote Māori Development			
Including GST	47.45	47.45	46.30
Excluding GST	41.26	41.26	40.26
(b) Projected Commercial Revenue			
Advertising Revenue	0.51	0.52	0.53
Interest Revenue	1.06	0.99	0.98
Other Revenue	0.57	0.59	0.60

Statement of Projected Comprehensive Revenue and Expense			
\$m	2026/27	2027/28	2028/29
Income			
Crown Appropriation	41.26	41.26	40.26
Advertising Revenue	0.51	0.52	0.53
Interest Earned	1.06	0.99	0.98
Other Revenue	0.57	0.59	0.60
Total Income	43.40	43.36	42.37
Expenditure			
Kaihoe Costs	15.58	15.90	16.39
Depreciation and Non-programme Amortisation	2.39	2.28	2.47
Programme Costs inc. Amortisation	14.85	14.45	13.62
Other Operating Costs	10.59	10.73	9.89
Total Expenditure	43.40	43.36	42.37
Surplus (Deficit)	-	-	-

While Whakaata Māori is projecting a break-even financial position for all three years, it recognises that the operating environment continues to evolve rapidly. Whakaata Māori actively manages the operating and strategic risks that could impact its ability to deliver on the vision of kia mauriora te reo.

Investments primarily comprise short-term deposits and reserves held to support prudent liquidity management, financial resilience, and future operational requirements.

Maintaining appropriate reserves supports organisational stability, including managing funding variability, future capital replacement needs, and continued investment in digital infrastructure, platform capability, and long-term sustainability.

Te Rūnanga Kaiwhakaterere monitors reserve levels and investment settings as part of its broader stewardship responsibilities and commitment to prudent financial management.

Statement of Projected Financial Position			
\$m	2026/27	2027/28	2028/29
Public Equity			
Opening Equity	40.03	40.03	40.03
Add Surplus (Deficit)	-	-	-
Closing equity at 30 June	40.03	40.03	40.03
Represented by:			
Current Assets			
Cash and Cash Equivalents	5.41	5.26	5.15
Investments	27.67	27.53	27.33
Programme Rights	0.48	0.48	0.48
Receivable and Other Current Assets	2.19	2.22	2.23
Total Current Assets	35.74	35.48	35.18
Property Plant and Equipment (PPE)			
PPE at Book Value	8.64	8.73	8.72
Total Assets	44.38	44.21	43.91
Current Liabilities	3.78	3.74	3.57
Non-current Liabilities	0.56	0.43	0.30
Net Assets Employed	40.03	40.03	40.03

Statement of Projected Cashflows			
\$m	2026/27	2027/28	2028/29
Cashflows from operating activities			
Cash was provided from:			
Crown Appropriation	41.26	41.26	40.26
Other Income	2.14	2.10	2.11
Cash was distributed to:			
Payment to Suppliers and Employees	(41.28)	(41.27)	(40.22)
Net Cashflows from operating activities	2.12	2.09	2.16
Cashflows from investing activities			
Cash was provided from:			
Investments	0.00	0.14	0.20
Cash was distributed to:			
Purchase of Property, Plant & Equipment	(4.86)	(2.37)	(2.47)
Investments	(0.06)	0.00	0.00
Net cash from investing activities	(4.80)	(2.24)	(2.31)
Reconciliation of cash and cash equivalents			
Net increase/(decrease) in cash held	(2.81)	(0.15)	(0.11)
Opening cash	8.22	5.41	5.26
Closing cash balance	5.41	5.26	5.15

Te Tauākī Whāinga

Te Whakaaetanga ki te Tauākī Whāinga

2026 – 2029

Kua whakaritea te Tauākī Whāinga nei i runga i te whakahau a te Ture o Te Aratuku Whakaata Irirangi Māori 2003, mō te wā atu i te 1 o Hūrae 2026 ki te 30 o Hune 2029.

I raro i ngā wehenga o te Ture e hāngai ana, kua whakaaetia e ngā Minita whai kawenga me ngā Hoa-Toihau o Te Mātāwai te Tauākī Whāinga nei.



Tama Potaka

Hon Tama Potaka
Minita Whanaketanga Māori
Nō te rā: 11 o Ākuhata 2026



Nicola Willis

Hon Nicola Willis
Minita Pūtea
Nō te rā: 11 o Ākuhata 2026



Brenda Soutar

Brenda Soutar
Hoa-Toihau, Te Mātāwai
Nō te rā: 27 o Hōngongoi



Mātai Smith

Mātai Smith
Hoa-Toihau, Te Mātāwai
Nō te rā: 27 o Hōngongoi 2026

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

Mihimihi

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

Ngā mate tārūrū nui, e hinga mai nei, e hinga atu nā, haere koutou ki a Ruakūmea, ki a Ruatōia, ki te āhuru mōwai mō tāua, mō te tangata, arā, ki Mirumiru-te-pō
Haere, haere whakaoti atu.

Tauārai o te pō ki a rātou, titoko ko te ao mārama ki a tātou!



He kupu takamua nā te Toihau

Jamie Tuuta, Toihau

E koke atu ana a Whakaata Māori ki te tau pūtea 2026/27, ko tana ahunga me ana haepapa e mārāma katoa ana. E takoto ana i tēnei Tauākī Whāinga ko te mahere e ū tonu ai te whakahaere ki tana kaupapa hei ngā tau e toru e haere ake nei, e ai ki te Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003.

E tū nei a Whakaata Māori inā hoki e kawē ngātahi nei te Karauna me ngāi Māori i ētahi haepapa i raro i Te Tiriti o Waitangi kia tiakina, kia manaakitia, kia whakatairangatia hoki te reo Māori. E whakapuakina ana taua haepapa ngātahi mā Te Whare o te Reo Mauriora, i reira rā whakahāngaitia ai ngā kōkiritanga ā-iwi, ā-Karauna hoki mā roto mai i te Maihi Māori me te Maihi Karauna. I tēnei pūnaha, ka whai wāhi atu a Whakaata Māori mā ngā pāhotanga ā-motu e tūhono nei i te reo Māori ki ngā iwi, ki ngā whānau, otirā ki ngā mahi o te ia rā huri noa i Aotearoa.

Ko te wāhi ki Te Rūnanga Kaiwhakaterere o Whakaata Māori ko te kaitiakitanga. He mea ārahi tēnei Tauākī Whāinga e te Reta Take Mātāmua nā Te Minita Tahua me Te Minita Whanaketanga Māori me tā Te Mātāwai whakakitenga mō te reo, “Kia ūkaipō anō te reo.” Ko tāna he whakatakoto i ngā whāinga wāwaenga a Te Rūnanga Kaiwhakaterere o Whakaata Māori, ngā take rautaki hiranga nui, me te tūāpapa mō te ine i ngā whakatutukitanga. Ko te tau pūtea 2026/27, he tau whakapūioio - kua whakamātāmuhia e Te Rūnanga Kaiwhakaterere o Whakaata Māori ko te arotahi, ko te urupū, me te toitūtanga wāroa i te taiao o te wā me tēnei taiao pāpāho e tere huri nei.

Ko tā Te Huapae o te Rangī ko te pae tawhiti. Ko tāna he whakamahara i a tātou, ko ngā kauneketanga he mea tupu, ā, ko ngā whakatau o te nāiane me mātua whakapakari i ngā putanga i roto i te wā, kaua i te tau kotahi. E whakaata ana tēnei Tauākī Whāinga i taua haepapa rā.

E ngākau titikaha tonu ana Te Rūnanga Kaiwhakaterere o Whakaata Māori ki te mana urungī pakari, ki ngā whakahaeretanga pūtea matawhāiti, me te ū tonu anō hoki ki te kaupapa e noho nei hei tūāpapa mō te mana kōkiri ā-ture o Whakaata Māori.

E mihi ana Te Rūnanga Kaiwhakaterere o Whakata Māori ki ngā kaihoe o Whakaata Māori mō rātou i ū, i aroha hoki ki te kaupapa, tae atu hoki ki te whakaponi mai a ngā hāpori Māori me Aotearoa whānui ki te whakahaere. E koke atu ana mātou ki te tūārere kei mua i te aroaro, ko te ahunga e mārāma ana, ā, e tino rongō ana hoki i te papanga nui ki a ngāi tūmatanui.

Jamie Tuuta



He kupu takamua nā te Tumu Whakarae

Shane Taurima, Kaihautū

E hāngai ana tēnei Tauākī Whāinga ki te āhua o tā mātou kawē i ā mātou mahi.

Kitea ai ā mātou mahi i roto i ngā whakataunga kōmihana, i ngā kōwhiringa pae pāpāho, me te āhua hoki o tā ngā tīma whakamātāmua i ā rātou whakapaunga kaha. Mā ēnei kōwhiringa e tohu mēnā rānei ka tautokona te reo Māori i ngā kāinga, ka whakaponotia i ngā mahi tūmatanui, ka whaitake hoki ki ngā tāngata e whakarato nei mātou.

I ngā tau tata nei, kua panonihia e Whakaata Māori tana āhua mahi. Kua whakapakaritia te anga whakahere, kua kotahi atu ki tētahi ara tuku e noho mātāmua ai te ao matihiko, ka mutu, kua nui ake te āta whakaraupapa i te āhua e whakapauhia ai te kaha me ngā rauemi. Ko te aronga i te tau pūtea 2026, ko te whakaū i taua panonitanga. Ehara i te tau e nui ake ai ngā mahi. He tau e mahia ai ngā mahi whai hua, waihoki, kia kounga, kia rite tonu hoki te pērā.

Mā Te Huapae o te Rangī e mau ai te titiro ki te pae tawhiti. Ko tāna he wero i a mātou, kia urupū ā mātou kōwhiringa i ia rā. Ehara i te mea mā te nui, mā te hoihoi rānei e tutuki ai te whakarauora reo. Ka tutuki kē mā te tūwhena, mā te hāngai, me te whakaponi ka tupu i roto i te wā. Ko Tātai Whetū e ārahi ana i te whakatinanatangā mai o tērā whāinga i roto i ngā kōwhiringa o ia rā, mā te auaha i ngā mahi kōmihana, mā ngā kōwhiringa pae pāpāho, mā te whakapakari āheinga, mā te āhua hoki e mahi tahi ai ngā tīma.

Mā tēnei Tauākī Whāinga e hāngai ake ai te aro ki ngā putanga tūroa. E hakunē ana tā mātou ine i ngā mea e whai tikanga ana, tae atu ana ki te whakamahia o te reo, ki te tūhonotanga ahurea, ki te māia ā-tuakiri, me te whakaponi, ā, e manaakitia ana hoki ko ngā āheinga me te oranga o ō mātou tāngata.

Ko te ara pūtea e takoto ana i tēnei pūrongo mō te tau pūtea 2026/27 e aro ana ki te whakapūioio, ā, e whakaata ana i tō mātou ngākau titikaha ki te kaitiakitanga, te mārāmatanga, me te mau tonu o ngā pāpātanga tēnā i te whakawhānui i ngā ratonga ki tua i tērā ka tutuki pai.

E mihia ana te auaha, ngā pūkenga, me te manawa ū o ngā kaihoe o Whakaata Māori, tae atu hoki ki ngā mahi i oti i ērā puta noa i Te Whare o te Reo Mauriora me te Rāngai Pāpāho Māori. Kāore mātou e hoe takitahi ana, ā, ka hāngai ana ā mātou kōwhiringa, ka pakari ake ngā mahi, ka roa ake anō hoki e rangona ana ngā hua.

Mō Whakaata Māori

He hinonga motuhake ā-ture a Whakaata Māori e whai mana ana i raro i te ture, he mea whakatū i raro i te Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003.

Hei whakaū i ngā herenga ngātahi o te Karauna me te Māori i raro i Te Tiriti o Waitangi kia tiakina, kia manaakitia, kia whakatairangatia hoki te reo Māori, ko tā te ture he whakawātea i te ara kia tū ai ko Whakaata Māori, he whakatakoto hoki i ana āhuatanga, i ana mahi, i tana mana, me tana anga papanga.

Ko te mahi matua a Whakaata Māori ko te hāpai i te manaakitia me te whakatairangatia o te reo me ngā tikanga Māori mā te whakahaere i tētahi ratonga pāpāho i te reo Māori me te reo Pākehā, e kounga nui ana, e whaihua ana ā-utu, ka whakamōhio, ka whakaako, ka whakanga-hau anō hoki, ka mutu ka whakahaumako i te ahurea, te pāpori, me te hitōria o Aotearoa.

I roto i āna mahi, me whakaū a Whakaata Māori:

- kia reo Māori te nuinga o ngā pāhotanga i ngā hāora pāho matua.
- kia reo Māori tētahi wāhanga nui o ngā pāhotanga i ngā wā kē atu
- kia whakaata ngā pāhotanga i ngā hiahia me ngā mariu o te tamariki, te rangatahi, te hunga e ako ana, i me te hunga matatau
- kia wātea ā-hangarau nei ngā ratonga puta noa i Aotearoa, kia māmā hoki te whai wāhi atu a te tokomaha nui katoa e taea ana.

Ko te whakatūnga mai o Whakaata Māori e whakaata ana i te hua o ngā kōkiritanga hūrokuroku a te Māori kia tautika te whakaahuahanga me te wāwāhi rauemi i te ao pāpāho. Ko ngā kitenga a Te Rōpū Whakamana i Te Tiriti o Waitangi, tae atu ki WAI 11 (Te Reo Māori) me WAI 176 (Pāpāho Māori), i whakaū i te reo Māori hei taonga e manaakitia ana i raro i Te Tiriti o Waitangi, ka mutu, nō te Karauna ētahi herenga tauroa ki te tautoko i te whakarauoratia mai ōna.

Ko ngā mahi a Whakaata Māori e whakatinana nei i aua herenga rā. Hei tūāpapa ko te whakakitenga e kī ana ‘kia mauriora te reo Māori’, ā, e arahina ana hoki e Te Tiriti o Waitangi, Te Ture mō te Reo Māori 2017, me ngā manako o ngā whānau, ngā hapū, ngā iwi me ngā hāpori Māori.

Mohoa nei, he whakahaere pāpāho pae-rau a Whakaata Māori, e whātoro atu ana ki ngā apataki puta noa i Aotearoa me te ao whānui. Mā te whakamātāmua i ngā ara matihiko e kitea tonutia ai, e wātea tonu ai, e hāngai tonu ai hoki te reo Māori i ngā pae me ngā hanga katoa ka whakamahia e te tangata i ngā mahi o te ia rā.

Tukuna ai ngā huapāho mā tētahi hōngere pouaka whakaata reorua ā-motu, mā ngā taupānga o Māori+ me Te Ao Māori, mā tētahi whatunga pae tukutuku, me tētahi awenga pāhopori e tupu tonu nei.

Mā roto mai i ngā mahi pāpāho o nāiane kua whai tūāpapa i te kaupapa Māori, e whai ana a Whakaata Māori kia whakamaruhia te reo me ngā tikanga Māori, kia tōnui hoki i āiane, ā, haere ake nei.

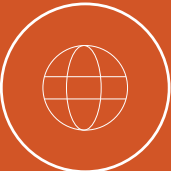
Ka pāhotia ā mātou huapāho mā:



te hōngere pāho reorua ki te motu



ngā taupānga taputapu kawekawe MĀORI+ me Te Ao Māori News



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



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

Ko Mahutonga: Tō mātou Kāhui Whetū Ārahi i te Whakakitenga me ngā Uara



**Kia Tika –
Te Kounga me te Noho Haepapa**



**Kia Pono –
Te Ngākau Tapatahi me te Ngākau Pono**



**Kia Aroha –
Te Ngākau Aroha me te Whanaungatanga**



**Kia Māori –
Te Tuakiri me te Rangatiratanga**

Pērā ana i tā Tāne rāua ko Tamarēreti kawē mai i te māramatanga me te mātauranga ki te ao, ko tā mātou e kawē nei ko tō tātou reo, ko te mātauranga, ko ngā tōmina nui hoki o ngā iwi, o ngā hapori me ngā whānau hoki – kaua i ngā rangi tūhāhā, engari i te whānuitanga o te ao matihiko.

Ehara kau a Puna Ariki i te kōrero tukuiho noa iho – engari he waka huahuatau kē. Ko tāna he whakamahara i a mātou, he kaupapa tapu, whai rautaki hoki tēnei. Ko ngā whakataunga katoa – mai i te kōmihana huapāho ki te haumi ki ngā pae – me mātua arataki e te māramatanga ki te reo Māori me ngā whetū.

Arahina ai a Whakaata Māori e Mahutonga. Hei kāpehu a Mahutonga e kitea ai, e mārama ai te ahunga, e tau ai hoki ko te mauri.

Mō ngā tipuna, nā Mahutonga i taurangi ai te ahunga i ngā haerenga roa, i mataaho tonu te kitea ōna, ā, hei pou whirinaki tonu ia, ahatia ngā huringa taiao. Mō Whakaata Māori, koia hei whakamaunga mō ngā uaratanga tūroa, me tētahi whakakitenga mārama, kāore e nekeneke i ia tau, ahakoa te taiao whakahaere e huri tonu nei.

Auahangia ai e ēnei uaratanga te āhua o te hautū, ngā whakataunga, me te hāngai hoki o te whakahaere ki ana apataki, ki ana hoa haere kōtui me ngā hapori.

Ko ngā punga e whā e whakaata nei i ngā uara o Kia Tika, Kia Pono, Kia Aroha me Kia Māori. Katoa mai, ko tā rātou he ārahi i ngā mahi, ngā kawatau me ngā haepapa puta noa i ngā mahi katoa.

Ko Te Kautu ki te Rangi te whetū tuarima o Mahutonga. Koia tonu te tauranga whakamutunga nāna i whai tikanga ai te haerenga – ‘Kia mauriora te reo’ Māori.

E whakaū ana tēnei whakakitenga i ngā mahi a Whakaata Māori puta i ngā whakareanga, ā, nāna i mārama ai te tirohanga atu ki Te Huapae o te Rangi, arā, ki te pae tawhiti e aro atu nei ngā mahi katoa.

Ko ‘Kia mauriora te reo’ Māori te whakakitenga ngātahi e noho nei hei tūāpapa mō Te Whare o te Reo Mauriora, ka whakamāramatia ā tōna wā.



Te Huapae o te Rangī: Tō Mātou Pae Tawhiti, Anga Putanga hoki

Ko Te Huapae o te Rangī e tautuhi ana i te pae tawhiti e aro atu nei ngā mahi katoa a Whakaata Māori.

Ko Te Huapae hei tohu i tētahi āpōpō e ora mārika ana, e kitea ana, e uaratia ana hoki te reo me ngā tikanga Māori, otirā, e whai wāhi nui ai ngā mahi pāpāho Māori ki te whakapakaritia o te tūhonotanga ahurea, te māia ā-tuakiri, me te oranga puta noa i Aotearoa.

Ehara a Te Huapae i te hōtaka, i te kaupapa mahi, i te hurihanga pūtea rānei. Heoi anō ko te pae tawhiti kē e mārama ai, e rere tonu ai ngā mahi i roto i te wā, e whakaū ana kia hāpai ngā whakatau nō tētahi tau i te kauneketanga tāpiripiri, tēnā i ngā mahi wāpoto noa iho nei.

Te Whare o te Reo Mauriora

Te whakakitenga me te ahunga ngātahi

Ko Te Whare o te Reo Mauriora te anga kiritōpū a te Māori me te Karauna mō te whakarauoratanga o te reo Māori. Ko tāna he whakaū i ngā haepapa ngātahi i raro i Te Tiriti o Waitangi kia tiakina, kia whakatairangatia, kia manaakitia hoki te reo Māori mō ngā uri o nāianeī, o anamata anō hoki.

E mārama ana, e tūroa ana hoki te whakakitenga kei te awarua o te whare: ‘Kia mauriora te reo’.

Whakaūngia ai e tēnei whakakitenga ko te whakarauora reo he mahi mā ngā whakareanga. Me mahi tahi i ngā kāinga, ngā hapori, ngā mahi o te ia rā, ngā whakahaere me ngā pūnaha. E kore e oti i tētahi whakahaere kotahi. E hua ai he kauneketanga, me hāngai ko ngā tūranga, ko ngā haepapa me ngā momo hautū e taituara ana.

I roto tonu i Te Whare o te Reo Mauriora, arahina ai ēnei mahi ngātahi e ētahi rautaki taupuhipuhi e rua: ko te Maihi Māori me te Maihi Karauna.

Maihi Māori Kia ūkaipō anō te reo

Ko te Maihi Māori te rautaki ka arahina e ngā iwi mō te whakarauora i te reo Māori hei reo i te kāinga, mō te tuku ihotanga hoki o te reo. Whakatinanahia ana e ia ko ngā manako o ngā iwi, ngā hapū, me ngā whānau kia poipoia, kia kōrerotia, kia tukuna iho hoki te reo Māori i ngā whānau me ngā hapori.

Arohia ai ngā kokenga ki Te Huapae e ai anō ki ngā putanga hūrokuroku, tēnā i ngā whakaputanga takitahi. Ka pakari ana, ka tūroa ana hoki te taha ki ngā hononga reo, te māia ā-ahurea, te māramatanga me te whakapono, e whakatata atu ana a Whakaata Māori ki tana tauranga.

Ko Te Huapae hei anga rautaki, hei taputapu papanga hoki. Nāna i mārama ai te ara i waenga i te kaupapa matua i raro i te ture, ngā mahi a te whakahaere, me ngā momo pāpātanga e whai nei a Whakaata Māori.

Ko Te Mātāwai te kaipupuri i te mauri o te Maihi Māori. Ko tana aronga ko te tautoko i ngā mahi whakamahere reo ā-iwi, ko te whakapakari i ngā hapori reo, ko te whakarauora hoki i te reo Māori kia ūkaipō anō ai. Tōmua mai ko te tukunga iho o te reo me ngā hononga hapori, hei paihere i ngā mātāpono o te mana motuhake me te toitūtanga.

Ka hāpai a Whakaata Māori i te Maihi Māori mā te whakamahi i ngā pae pāpāho ā-motu hei whakatenatena, hei whakaū anō hoki i ngā kaupapa whakarauora ā-hapori. E kapi ana i tēnei ko:

- te hāpai i ngā reo ā-iwi, ā-hapū, ā-whānau hoki, tae atu hoki ki ngā mita ā-iwi me te mātauranga Māori
- te waihanga huapāho e tautoko ana i te whakamahia o te reo i roto i ngā wāhi whānau, i waenga hoki i ngā whakareanga
- te mahi tahi ki ngā kaipāpāho ā-iwi, ngā whare pāpāho Māori, me ngā toa o te reo Māori kia whānui ake ai te whātoro me te rangona o ngā hua.

Mā roto mai i ngā tukanga urungī, tokowhā ngā mema ka kopoua e Te Mātāwai ki Te Rūnanga Kaiwhakatere o Whakaata Māori. Mā konei whakaūngia ai ngā tirohanga ā-iwi, ā-hapori reo anō hoki ki ngā mahi rautaki, e hāngai tonu ai ngā mahi ki ngā take whakarauora mātāmua ā-iwi.

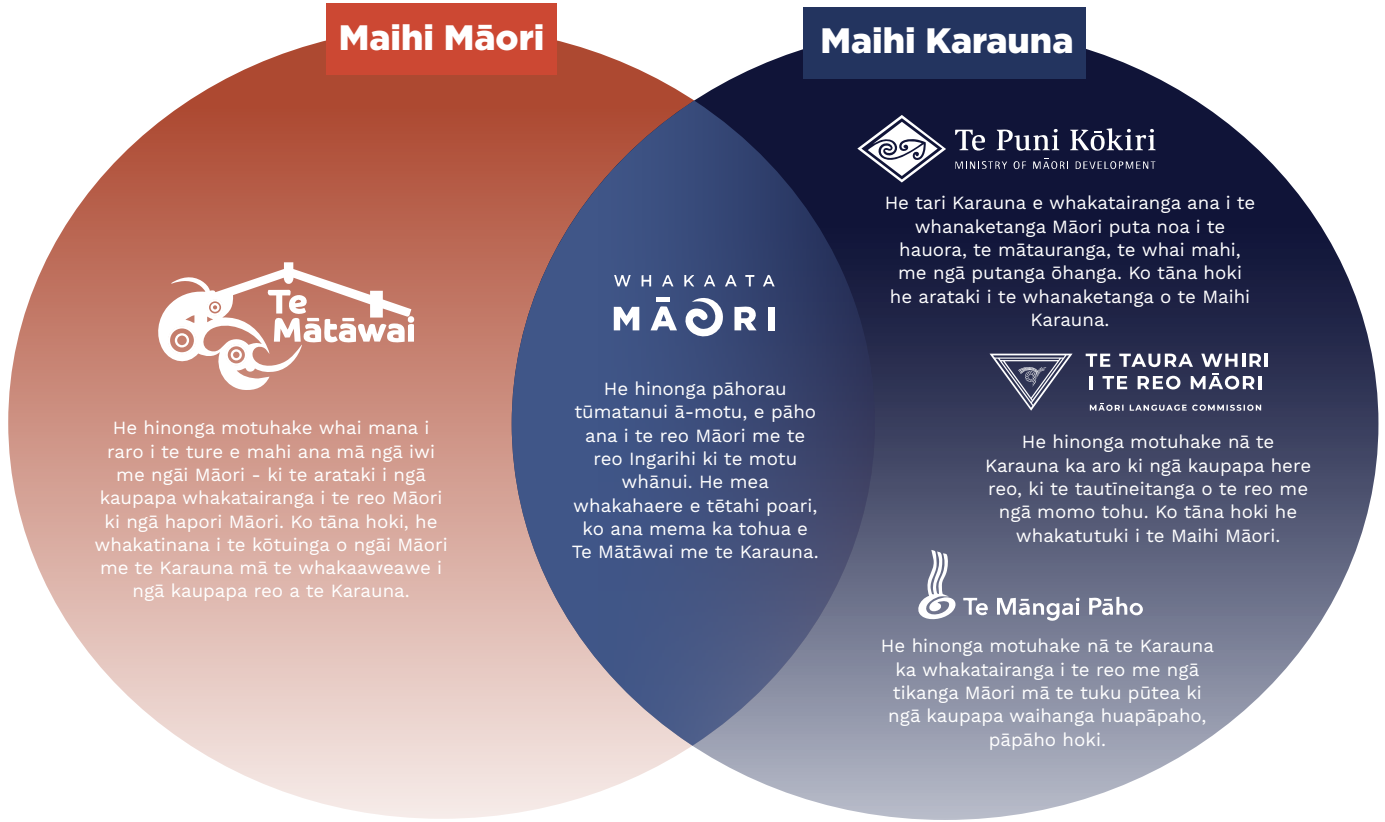
Maihi Karauna Kia māhorahora te reo

Ko te Maihi Karauna te rautaki a te Karauna e whai nei ki te whakatō i te reo Māori hei reo e ora ana, e kitea ana, e uaratia ana hoki i ngā mahi o te ia rā, e ngā tāngata katoa o Aotearoa. Ko tana aronga ko te māori o te noho o te reo Māori, ko te kitea tūmatawhānuitia ōna, ko te whakarite hoki i tētahi taiao e whānui ai te whakamahia o te reo, e pai anō ai ngā waiaro ki te reo.

He wāhanga nui tō Whakaata Māori, pāpāho ā-motu nei, ki te tautokona o tēnei rautaki.

Mā runga i te pouaka whakaata, i ngā pae matihiko, i ngā taupānga, me ngā pae pāhopori, mā Whakaata Māori e kitea ai, e rangona ai, e whakamahia ai hoki te reo Māori i ngā horopaki o te ia rā. Ko te wāhi ki a ia ko:

- te whakaputa i ngā huapāho reorua, wātea hoki, hei tautoko i te hunga akoako, reo kore mai, matatau mai anō hoki.
- te whātoro ki ngā apataki kanorau tokomaha mā ngā ara pāpāho ā-motu, matihiko anō hoki.
- te auaha i ngā waiaro pai o ngāi tūmatawhānui ki te reo Māori mā te pāho kōrero horopū, whakahihiko, poipoi awhero hoki.



Ko ngā huapāho a Whakaata Māori e hāpai tōtika ana i ngā putanga o te Maihi Karauna, arā, i te Aotearoatanga, te Whakaako me te Whakamahi mā te whakapakari i te mārama ki te reo, mā te tautoko i te ako, mā te akiaki hoki kia whakamahia te reo Māori i ngā mahi o te ia rā.

Te tūranga o Whakaata Māori i te Whare

Noho ai a Whakaata Māori ki te pūtahitanga o te Maihi Māori me te Maihi Karauna. Hei kaipāpāho ā-ture motuhake, ka tūhonotia ngā kaupapa whakarauora ā-hapori ki ngā apataki o te motu, me te aha, ka tautokona te tukunga iho o te reo i roto i ngā whānau, me te whai kia māori te reo Māori puta noa i Aotearoa.

Ko tā tēnei tūranga he whakaata i te kaupapa ā-ture, i ngā whakaritenga urungī, me te wāhi ki a Whakaata Māori i te pūnaha reo Māori whānui. Nāna i taea ai tā te whakahaere tautoko i te taha ki te whakahāngai kaupapa puta noa i te whare, me te aro tonu ki tana mahi matua hei whakahaere pāpāho Māori ā-motu.

Ko tā te hoahoa i raro nei he whakaatu i te tūranga o Whakaata Māori i roto i Te Whare o te Reo Mauriora me tana whanaungatanga ki ētahi hinonga puta noa i te pūnaha reo Māori.

Language Revitalisation Framework

Ko ngā tāpaetanga a Whakaata Māori ki te whakarauoratanga o te reo Māori e arahina ana e ngā kaupapa whakamahere mō te reo Māori, e hāngai ana hoki ki ngā whāinga whānui o Te Whare o te Reo Mauriora.

E whakaata ana te anga whakatutukitanga i ētahi pou whakamahere reo kōtui e rima e ārahi ana i te āhua e arohia ai ngā tāpaetanga me ngā pāpātanga wāroa puta noa i te pūnaha hauropi reo Māori:

Ako

Ka tautoko a Whakaata Māori i te taha ki te ako i te reo, ki te whakatupu hoki i te matatau mā te waihanga huapāho mō ētahi taumata reo whānui, mai i te tamariki me te hunga tauhou ki te reo, tae atu ki te hunga matatau. He mea waihanga ngā huapāho hei tautoko i ngā taiao ako ōkawa, ōpaki anō hoki, hei whakatakoto ara anō hoki ki te reo Māori mō ngā apataki kei ngā tūārere rerekē o te haerenga reo.

Whakamahi

Ka tautoko a Whakaata Māori i te taha ki te whakapiki i te whakamahinga o te reo Māori i te ia rā mā te āta whai kia kitea, kia rangona, kia māori hoki te noho o te reo puta noa i ngā kaupapa rongō o te wā, ngahau, hākinakina, whakaari hoki, otirā i ngā pae matihiko, pāhopori hoki. Mā te rite tonu o te whai wāhi ki te reo Māori houtupu e māia ake ai, e taunga ake ai hoki ki te reo, e nui ake ai hoki te whakamahia ōna puta noa i ngā kāinga me ngā hapori.

Mana

Ka hāpai ake a Whakaata Māori i te mana me te uara o te reo Māori mā te āta whakaū i a ia hei reo ora, nō te nāianeī, e hāngai ana ki ngā wāhanga katoa o te pāpori o Aotearoa. Mā ngā huapāho e kounga nui ana, mā ngā kaupapa hirahira ā-motu, mā ngā mahi haurapa kōrero e whakaponotia ana hoki, ka whakaū a Whakaata Māori i te wāhi o te reo Māori ki te ao tūmatanui, ki te tuakiri ā-motu anō hoki.

Tūoho

Ka whakahōhonu a Whakaata Māori i te māramatanga ki te reo, ki te tikanga, ki te mātauranga me ngā tirohanga Māori mā ngā huapāho whakapuaki kōrero, mātauranga, rongō o te wā, me te ahurea hoki. Mā reira tupu ai te tūoho o te iwi whānui ki te hiranga o te whakarauora reo, ka whānui ake anō hoki te māramatanga ki ngā āhuetanga ahurea puta noa i Aotearoa.

Putunga

Ka hāpai a Whakaata Māori i te tupuranga, i te kounga me te wātea o ngā rauemi me ngā huapāho reo Māori. Mā te kōmihana, mā ngā paearu ētita, mā ngā kupu hauraro, mā ngā whakaputunga me ngā āheinga whakaputa i ngā kaupapa reo Māori, ka tautoko a Whakaata Māori i te whanake tonutanga me te kitea tonutia o ngā huapāho reo Māori e kounga nui ana puta noa i ngā taiao pāpāho.

Katoa ēnei pou e tautoko ana i te tiaroarotanga ki te Maihi Māori me te Maihi Karauna, ka whakapakari hoki i ngā tāpaetanga a Whakaata Māori ki ngā putanga ngātahi mō te whakarauoratanga o te reo Māori puta noa i Te Whare o te Reo Mauriora.

Mā tēnei anga anō hoki e whānui ake ai te māramatanga ki ngā pāpātanga, me te mōhio anō hoki ko ngā huringa i te taha ki te whakamahia o te reo, te māia ā-tuakiri nei, te tūhono ā-ahurea, me ngā waiaro o ngāi tūmatanui ka tupu i roto i te wā mā te rite tonu o te whai wāhitanga, te hāngai me te whakapono.



Te Anga Putanga o Te Huapae

E whā ngā pou e paihere ana i te anga putanga o Te Huapae, e āta whakatakoto ana i ngā panonitanga e hiahia nei a Whakaata Māori ki te tautoko i te takanga o te wā.

Apataki:

Te manaaki i ngā apataki o Aotearoa

Ko te putanga e whāia ana, kia tahuri mai te iwi whānui ki ngā huapāho, kia uaratia hoki te reo me ngā tikanga Māori hei wāhanga o te tuakiri ā-motu.

Aro ai tēnei pou ki te rumaki, te tūhononga, te tuakiri, me te toronga mai mā ngā huapāho me ngā pae.

Kaihoe

Te tautoko i ngā tāngata e whakatutuki nei i ngā mahi

Ko te putanga e whāia ana, ko tētahi tira kaihoe e ngākau whiwhita ana, e whai pūkenga ana hoki, ka aro pū ki te waihanga huapāho Māori e pārekareka ana, e tūturu ana hoki.

Ko tā tēnei pou, e toitū ai ngā pāpātanga, ko ngā kaihoe me pūkenga, me māia, me arataki hoki e ngā uaratanga.

Whakatupu Takitahi me Whakatupu Takitini

Te whakatupu i te takitahi me te takitini

Ko ngā putanga e whāia ana, kia tupu ngā tāngata takitahi, ā-reo nei, ā-pūkenga pāpāho nei, kia pakari ake anō hoki te pūnaha hauropi o te pāpāho Māori whānui, kia rite ai mō te āpōpō.

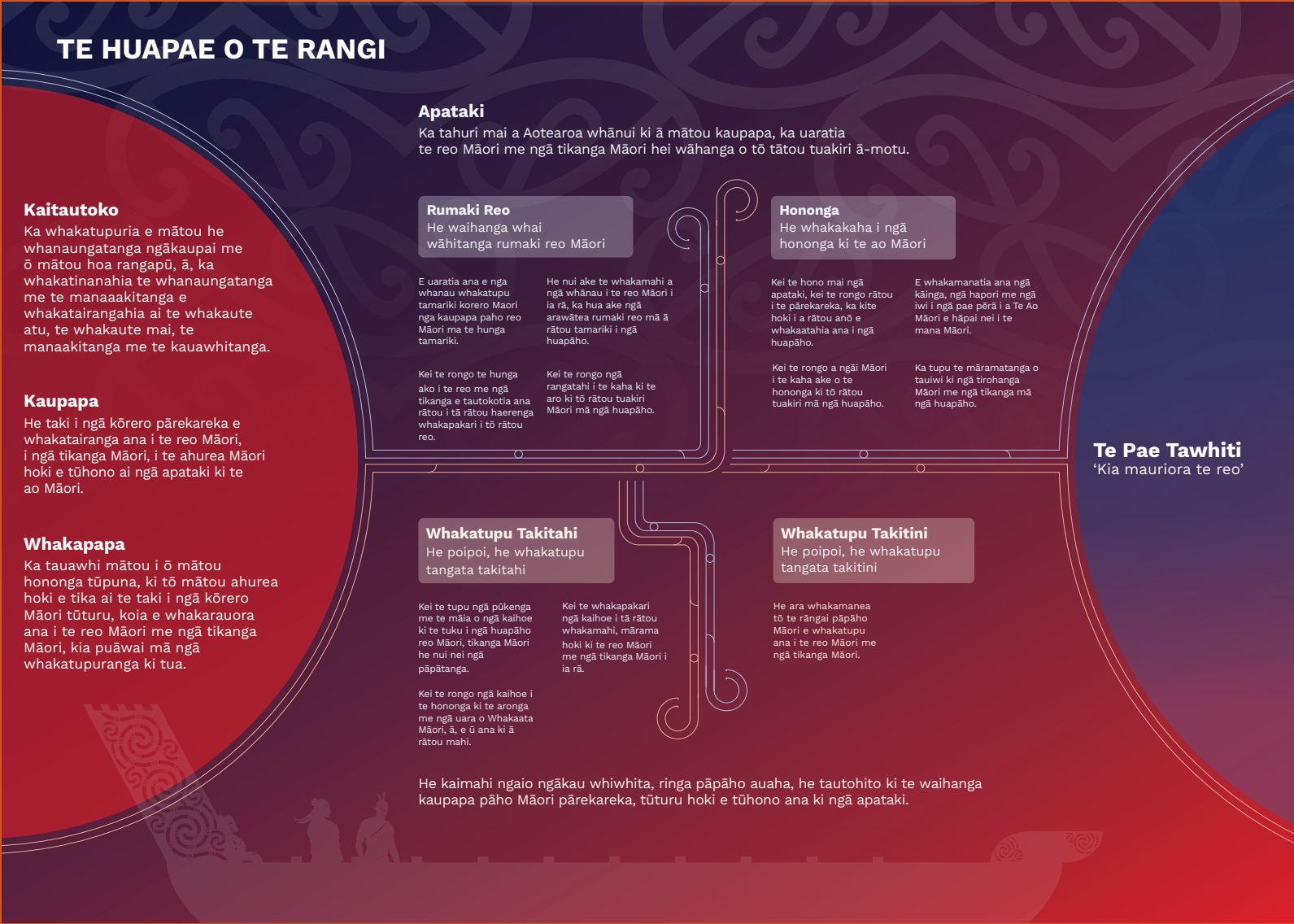
Whakaatahia ana e tēnei pou ko te wairua kōtuitui o te whakarauora reo, me te whai tikanga nui o ngā āheinga ā-pūnaha.

Te Pae Tawhiti

Te huapae wāroa.

Ko te whakakitenga e tūhono ana i ngā putanga katoa ko ‘kia mauriora te reo Māori’, arā, ko tētahi anamata e ora ai te reo puta noa i ngā whakatupuranga, ngā pae me ngā hapori.

Hui katoa mai, ko tā ēnei pou, ko tētahi anga e whai māramatanga ai ki ngā pāpātanga, ki te āhua e whakamātāmuahia ai ngā mahi, me te noho papanga tonu i te takanga o te wā.



Theory of Change

Hiahia	Uruparenga Rautaki	Tāngata	Ngā Momo Mahi
Ka kitea he matea e whakapono nei mātou	...kei te kitea hoki te āheinga kia tipu, kia whanake.	Ko ngā tāngata kei te iho o ā mātou mahi katoa...	...ka whai wāhi atu ki ngā momo mahi maha...
He reo whai mana te reo Māori. I whakamānutia a Whakaata i te tau 2004 nā runga i ngā haepapa a te Karauna kia tautokotia te whakarauoratanga o te reo me ngā tikanga Māori i te ao pāpāho. I hangaia te rāngai pāpāho Māori hei whakarauora i te reo Māori. He mea whakahaere, he mea ārahi e ngāi Māori ki ngā huarahi, ngā pae pāpori, ngā kōrero tuku me ngā reo e whai kiko ana ki a ngāi Māori. Ka noho mātou hei kaitiaki i te taonga nei kua whakarērea mai ki a mātou, ā, ki ngā whakatipuranga ki tua. Ka haere tonu tēnei taonga e toa ai a Whakaata Māori i āna mahi hei hinonga pāpāho reo Māori, kia whai hua tonu ki ngā whānau, ngā hapū, ngā iwi me Aotearoa. Ka whai wāhi atu mātou ki Te Whare o te Reo Mauriora kia tutuki ai ngā rautaki ā-motu, arā, ko te Maihi Karauna me te Maihi Māori. Ka mahi tahi hoki me ō mātou hoa kōtui ki te whakatutuki i ngā putanga mā ā mātou apataki mā te tiri i ngā kōrero Māori, ngā hangarau, me ngā pae papori kia whanake ake te rāngai pāpaho Māori.	Mai anō i te tīmatanga o Whakaata Māori, kua tūhono atu, kua whakaaweawe mātou i ngā apataki o Aotearoa, ā, huri noa i te ao ki ngā kōrero e pā ana ki a ngāi Māori, i te reo Māori. Ko te whāinga, kia tutuki ngā matea reo, ngā matea mana, me ngā matea hononga o ngā apataki kei ngā taumata katoa o te anga KoPA. Ko te tūmanako, kia tutuki te whāinga a Te Maihi Karauna me te Maihi Māori kia tahuri mai a Aotearoa whānui ki te ako i te reo me ngā tikanga Māori e whai mana ai te tuakiri ā motu. Ko te tūmanako, kia toiora te rāngai whai pūkenga nui e hua ai ētahi kaupapa Māori whai kiko. E manawanui ana a Whakaata Māori kia tupu te ora me ngā āheinga whakawhanake i te reo Māori mō ngā kaihoe katoa; kia piki haere tonu te uaratanga ki ngā kaihoe.	Ka tupu he hononga me ō mātou hoa kōtui i runga i te whanaungatanga me te manaakitanga e hua ai he wairua whakaute, manaaki, mahi tahi hoki. Ka mahi tahi atu mātou ki ēnei rōpū e rua: Apataki Ngā whānau whakatipu i ā rātou tamariki i te reo Māori. Te hunga ako i te reo me ngā tikanga Māori. Te hunga matatau. Te hunga rangatahi. Kaihoe He poipoi, he whakatipu i ngā āheinga e kaha ai te rāngai pāpāho Māori auaha.	He kōmihana huapāho whakarekareka, whakangahau, hāngai hoki. He tuku huapāho ki ngā paepāho – matihiko, pouaka whakaata, pāhopori hoki. He whakatairanga i te uara, te waitohu, ngā huapāho me ngā taiopenga a Whakaata Māori. He whakatakoto mahere mō te reo me ngā tikanga, he whakapakari hoki i ngā kaihoe. Ka riro i a mātou te pūtea ki te whakatutuki i ēnei mahi.

Ngā Putanga	Whakakitenga	Ngā Putanga Matua
...kia hua ake ngā putanga toipoto, toi-tata, toiroa hoki mā ō mātou kāhui tāngata – kia panoni ai te motu, waihoki te ao.		- E uaratia ana e ngā whānau whakatupu tamariki kōrero Māori ngā kaupapa pāho reo Māori mā te hunga tamariki. - He nui ake te whakamahi a ngā whānau i te reo Māori i ia rā, ka hua ake ngā arawātea rumaki reo mā ā rātou tamariki i ngā huapāho. - Kei te rongo te hunga ako i te reo me ngā tikanga e tautokotia ana rātou i tā rātou haerenga whakapakari i tō rātou reo. - Kei te rongo ngā rangatahi i te kaha ki te aro ki tō rātou tuakiri Māori mā ngā huapāho. - E whakamanatia ana ngā kāinga, ngā haporī me ngā iwi i ngā pae pērā i a Te Ao Māori e hāpai nei i te mana Māori. - Kei te rongo a ngāi Māori i te kaha ake o te hononga ki tō rātou tuakiri mā ngā huapāho. - Ka tupu te māramatanga o tauiwi ki ngā tirohanga Māori me ngā tikanga mā ngā huapāho. - Kei te hono mai ngā apataki, kei te rongo rātou i te pārekareka, ka kite hoki i a rātou anō e whakaatahia ana i ngā huapāho. - Kei te tupu ngā pūkenga me te māia o ngā kaihoe ki te tuku i ngā huapāho reo Māori, tikanga Māori he nui nei ngā pāpātanga. - Kei te whakapakari ngā kaihoe i tā rātou whakamahi, mārama hoki ki te reo Māori me ngā tikanga Māori i ia rā. - Kei te rongo ngā kaihoe i te hononga ki te aronga me ngā uara o Whakaata Māori, ā, e ū ana ki ā rātou mahi.
Apataki	Whakapapa	
Ka tahuri mai a Aotearoa whānui ki ā mātou huapāho, ka kitea ngā hua o te reo me ngā tikanga Māori hei wāhanga hirahira o tō tātou tuakiri ā-motu.	Ka pūmau mātou ki ō mātou hononga tipuna, ki tō mātou ahurea e tika ai te tiri i ngā kōrero tuku iho hei whakarauora i te reo me ngā tikanga Māori kia ora tonu ai mā ngā uri whakaheke.	
Rumaki Reo	Kaupapa	
He waihanga āheinga kia rumakina ki te reo Māori.	He tiri i ngā kōrero hirahira hei whakatairanga i te reo, ngā tikanga me te ahurea Māori e tūhono ai ngā apataki ki te ao Māori.	
Hononga	Te Pae Tawhiti	
Kia kaha ake ngā hononga ki te ao Māori.	‘Kia mauriora te reo.’	
Kaihoe		
He kaimahi mātou e ngākau remurere nei ki ngā auahatanga pāpāho, e ngākau nui nei ki te waihanga huapāho Māori whai hua ki te hunga apataki.		
Whakatupu Takitahi		
He poipoi kia tupu ai te tangata kotahi.		
Whakatupu Takitini		
He poipoi kia tupu ai te katoa.		

Theory of Change

Hei tūāpapa mō te ariā panoni a Whakaata Māori ko te kaupapa Māori, me te tukuhanga raungāwari. Ka whakaatahia te wāhi ki ngā mahi pāpāho hei kauwhiti mō ngā panonitanga wāroa i te whakamahia o te reo, te tūhononga ahurea, me te māia ā-tuakiri.

Ko ngā mahi a Whakaata Māori e aro nei ki te haumi ki:

- ngā huapāho reo Māori e kounga nui ana
- ngā paepāho e wātea ana, e hāngai ana hoki
- te hunga whai pūkenga, e aratakina ana hoki e ngā uaratanga

Mā ēnei haumitanga ka hua i a Whakaata Māori ko ētahi huapāho me ētahi wheako e whakapiki nei i te whakamahia o te reo Māori, e whakapakari nei i ngā hononga ki te ao Māori, e whakatupu nei anō hoki i te māia ā-tuakiri puta noa i ngā apataki.

I te takanga o te wā, ko tā ēnei panonitanga he tautoko i te toitūtanga o ngā mahi whakarauora reo Māori, me te whakapikitanga o te oraanga ahurea. E hāngai ana tēnei ki ngā whāinga ngātahi o te Maihi Māori me te Maihi Karauna, ka mutu, e tautoko ana i te whakaaro ko ngā kauneketanga he āhuatanga tāpiripiri, tēnā i te tangetange.

I raro i tēnei ariā panoni he inekounga, he wāroa hoki tētahi wāhi nui o ngā putanga e whāia ana. Ko ngā nekehanga i te wāhi ki te whakamahia o te reo, te māia, me te tūhononga ahurea ka hua ake i te takanga o te wā, waihoki, he mea whakaaweawe e te auau o te rangona, te hāngai, me te whakapono. Nō reira, he mea waiwai te tūwhena o te whakatutuki mahi, te mārāma o te aranga, me te hāngai o ngā mahi.

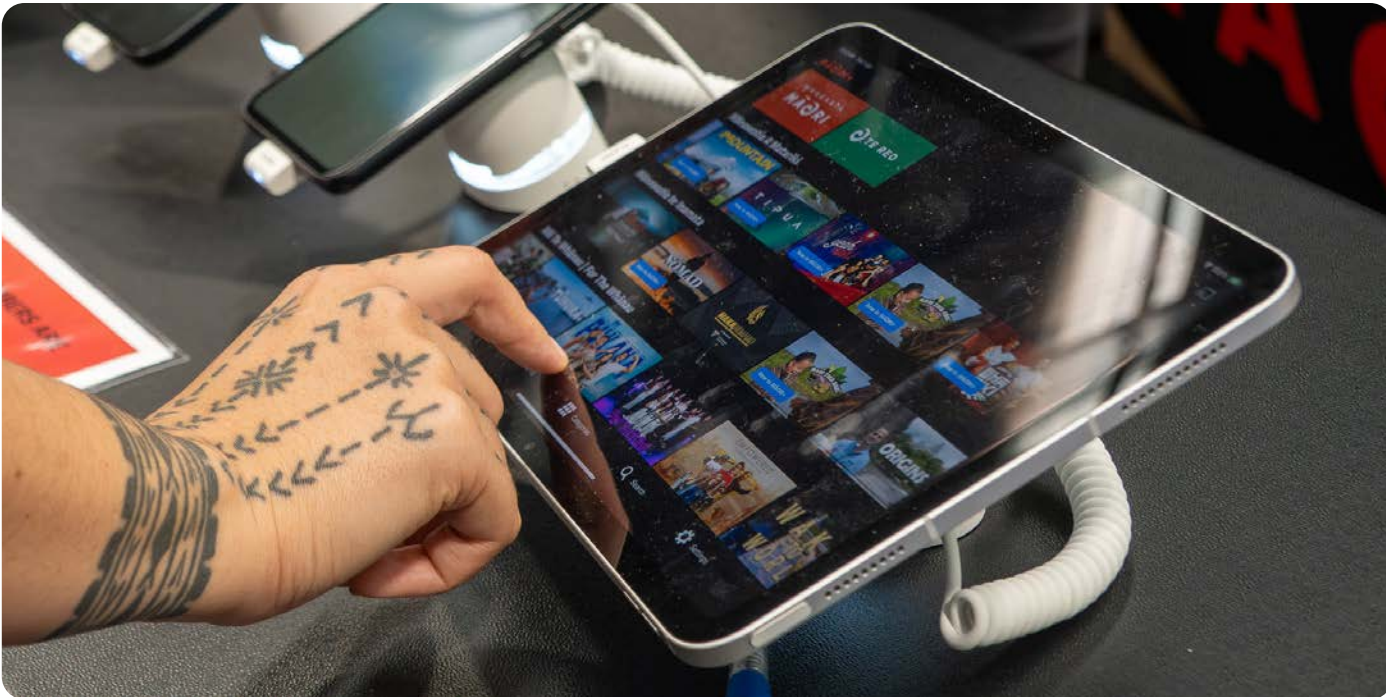
I te taiao whakahaere o te wā, ka nui te hiranga o te āta aro me te urupū. Tēnā i te whakawhānui i ngā mahi, e aro pū ana a Whakaata Māori ki te whakapakari i te hononga i waenga i te haumitanga, i te whakatutuki mahi me ngā putanga. E kapi ana i tēnei ko te noho mātāmua o te kounga, tēnā i te nui, ko te whaitake o te whakamahia o ngā paepāho, ko te whakatinana hoki i ngā mōhiotanga hei whakapai ake i ngā huapāho ka tukuna, me ngā ara e pērā ai.

He Anga Ora

Ehara i te mea he pateko te anga putanga. He rite tonu whai wāhi mai o ngā raraunga, ngā mōhiotanga ki ngā apataki, me ngā kōrero ki ngā hoa haere kōtui puta noa i te rāngai, tae atu hoki ki ngā akoranga ka puta i te whakatutuki me te arotake i ngā mahi. Whakamahia ai ngā kitenga hei arataki i ngā rautaki kōmihana, hei tautoko i ngā haumitanga huapāho, hei whakapakari hoki i te wāhi ki a Whakaata Māori i te pūnaha hauropi reo Māori whānui. Mātāmua mai ko te kimi i ngā mea e whai hua ana, ā, ko te whakaū i aua akoranga, tēnā i te hokihoki atu ki te whakahou.

Mā ngā taputapu pēnei i Te Paepae Kōrero, me ngā pūrongo uara pāpori motuhake e whakamahi nei i ngā putanga o Te Huapae, e aro ana a Whakaata Māori ki te ine i ngā panonitanga e whai tikanga ana, tae atu ana ki ngā toronga mai, te whakamahia o te reo, te tuakiri me te whakapono.

Ka āta whāia te anga putanga kia hāngai tonu ai ngā mahi i tētahi taiao mahi e hurihuri nei, ka mutu, ka tautoko tonutia ngā pāpātanga wāroa.



Tātai Whetū: Ngā mahi i taea ai a Te Huapae

Ko tā Tātai Whetū he whakaahua i tā Whakaata Māori whakarite i ana mahi kia tautoko i te kauneketanga ki Te Huapae o te Rangi.

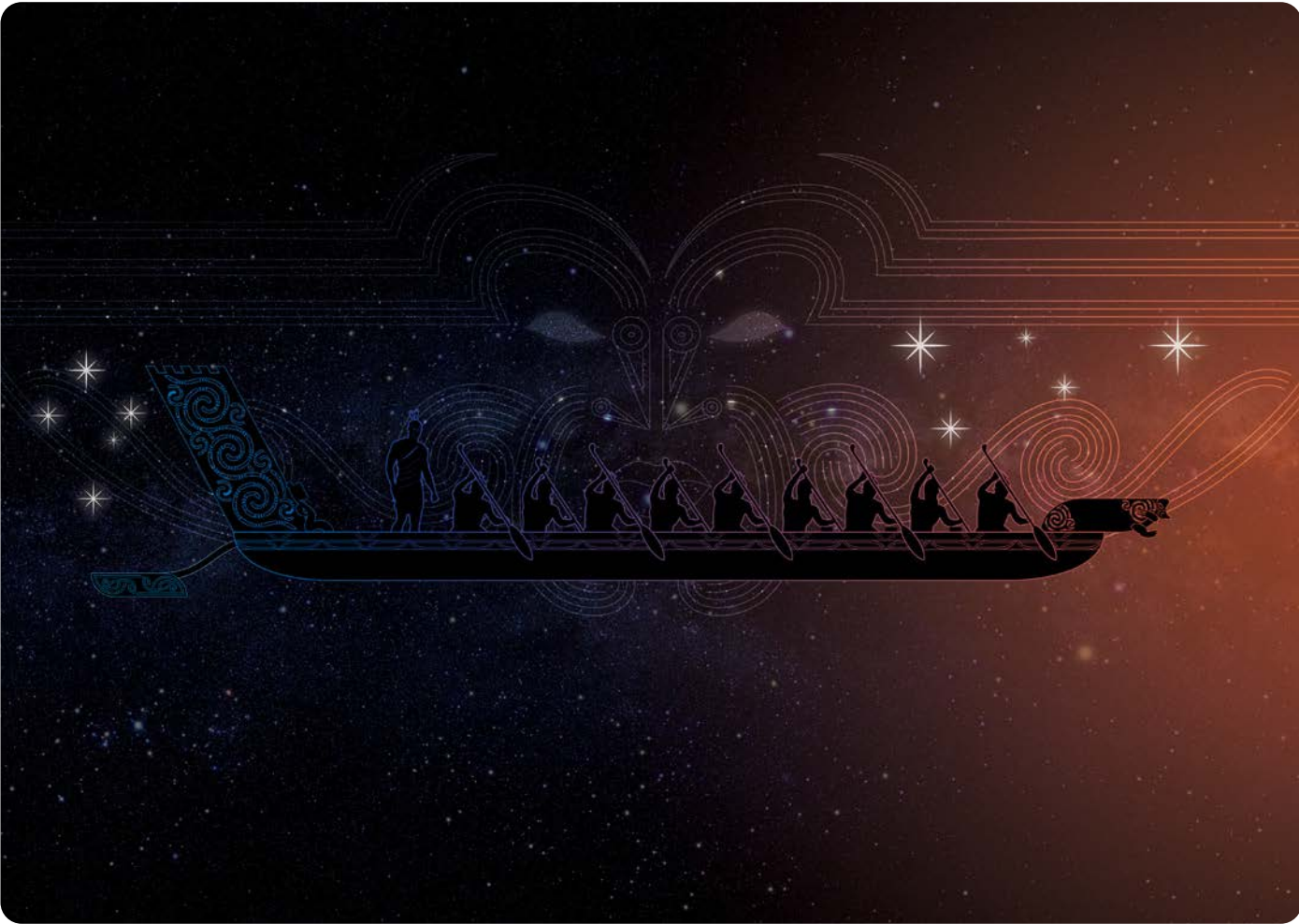
Ehara i te rautaki pū, i te mahere pateko rānei. Ko Tātai Whetū ko te tauira mahi moroki e hua ai ngā putanga i te takanga o te wā. Māna e tapatahi ai te takoto o ngā huapāho, ngā paepāho, ngā tāngata, ngā pūnaha, me ngā kōtuitanga, kia hāngai ai, kia tāpiripiri ai hoki ngā mahi, kia kore ai e timokamoka.

Mā Tātai Whetū, ka tūhono a Whakaata Māori i ngā whakatau o te ia rā, ki ngā whāinga wāroa. Mā te pērā e hāngai tonu ai ngā whakatau whakahaere nō tētahi tau ki ngā putanga e whāia ana i raro i Te Huapae, hāunga ngā panonitanga o te wā.

I te taiao whakahaere o te wā, e taea ai tēnei, me mārama, me urupū hoki. Ko te aronga nui ko te whakapakari i ngā mahi e puta nei he wāriu, ko te renarena i ngā hononga puta noa i te whakahaere, ko te karo hoki i ngā mahi pūrua, i ngā mahi rānei kāore e tautoko ana i ngā putanga.

Ngā Pou o Tātai Whetū

E whitu ngā pou o Tātai Whetū e whakaahua nei i ngā wāhanga mahi matua puta noa i Whakaata Māori. Hui katoa mai, he anga raungāwari tēnei mō te whakahāngai i ngā mahi, te whakamātāmua i ngā haumitanga, me te whakapakari i te whakatutuki mahi.



Toronga Apataki



Ka whakatāiri ake a Whakaata Māori i te reo me ngā tikanga Māori mā ngā huapāho e hāngai ana, e tūturu ana, e aro ana hoki ki ngā matea o ngā apataki. Whakamahia ai ngā kitenga apataki hei arataki i ngā whakatau rautaki auaha, kōmihana, apataki hoki, e tautoko ai ngā huapāho i te taha ki te rumaki, te tūhonohono, me te tuakiri puta noa i ngā reanga, ngā taumata, me ngā āheinga reo.

Te Kōmihana kia Whai Hua ai



He mea arataki ngā mahi kōmihana huapāho e ngā putanga, ka mutu, he mea auaha kia tupu ai ngā pāpātanga ā-ahurea, ā-reo, ā-apataki hoki i te takanga o te wā. Ka tautoko pū ngā whakatau haumi i ngā wāhanga matua o Te Huapae, tae atu ki te kounga o te reo, te mana ahurea, te toronga apataki, te whakamahia o te reo me te ako.

Āheinga Matihiko



Ka whakaūngia he tirohanga e noho mātāmua mai ai te ao matihiko puta noa i te whakahaere. Mā ngā paepāho e taea ai tā ngā apataki tūhurahura, e whānui ake anō ai te whātoro, mā reira rā e kitea tonutia ai, e hāngai tonu ai hoki te reo Māori i ngā taiao pāpāho o te wā.

He Anga Whakahaere Pingore



He mea whakarite ngā āhua mahi kia takatū ai ki ngā panonitanga, engari kia mau tonu te aro. Tōmua mai ko te mahi tahi i ngā kawenga mahi katoa kia iti iho ai te mahi motuhake, kia whai hua ake ai ngā mahi, kia whakapakari ake hoki i te hāngai o te rautaki ki te whakatinanatanga.

Te Tiaki Rauemi



Ka whakaritea ngā pūnaha, ngā tukanga me ngā mahi whakamahere kia iti iho ai te pūrua me ngā utu whakahere. Ka kitea ana he penapenatanga, ka tukuna tōtikatia aua rawa rā ki ngā aronga mātāmua, tae atu ana ki ngā huapāho, ngā paepāho me ngā kaihoe.

Ko te poipoi pūmanawa me te hautūtanga



Ka haumi atu a Whakaata Māori ki ngā mahi whakawhanake kaihoe mō te taha ki te auaha, te hangarau, te reo, ngā tikanga, te mana hautū hoki. Mā konei e pakari ake ai ngā āheinga o te whakahaere, ka tautoko hoki i te whakatupuria o tētahi tira mahi pāpāho Māori e aumangea ana.

Te Kōtuitanga me te Mahi Tahi i te Rāngai



Ka mahi tahi te whakahaere ki ngā kaipāpāho ā-iwi, ngā whare pāpāho Māori, ngā hinonga nō te rāngai me ngā hinonga Māori kia whakahāngai ai i ngā whakapaunga kaha, kia whakahoahoa i ngā mōhiotanga, kia whakapakari hoki i ngā pāpātanga ngātahi puta noa i te pūnaha hauropi reo Māori.

He kāpehu a Tātai Whetū mō ngā whakataunga kōmihana, mō te whakamahere kaimahi, āheinga hoki, mō te rautaki paepāho, mō te whakawhanake kōtuitanga, mō te whakamātāmua hoki i ngā whakahaere.

Mā te ū ki tēnei anga, e taea ai tā Whakaata Māori āta aro, āta whakatina rānei mēnā e tika ana, me te mahi tonu i ngā mahi e tautoko ana i ngā putanga wāroa. Mā te pēnei, ka tautokona tonutia te whakapūioio, tē mahue ai ko te kaupapa, ā, māna hoki e taea ai ngā kōwhiringa hāngai mō ngā wāhi e tika ana kia whakapaua te kaha me ngā rauemi.

Mā Tātai Whetū e ū tonu ai te whakahaere ki Te Huapae o te Rangi, ko te ara tuku e pingore ana, ko te whāinga e mārama ana.

Te Aronga Rautaki mō te Tau Pūtea 2026/27

I te tau pūtea 2026/27 ka āta arohia te whakapūioio, te whakaraupapa, me te whakahāngai.

Kāore te ahunga rautaki o Whakaata Māori e panoni. Tōmua mai mō te tau pūtea 2026/27 ko te whakapakari i ngā pāpātanga mā te whakawhānui i te māramatanga ki ngā wāhi e whakapauhia ai te ngao, ki te āhua e wāwāhingia ai ngā rauemi, me ngā hononga i waenga i ngā mahi ki ngā putanga i raro i Te Huapae o te Rangī.

Ko ēnei aronga e whakaata ana i te taiao whakahaere o te wā, me te pakeke o te whakahere. Tēnā i te whakawhānui i ngā mahi, e whai kē ana a Whakaata Māori kia iti iho ngā mahi, engari kia kounga, ka mutu, kia hāngai, kia tāpiripiri hoki te whakatutuki.

Mā tēnei aronga urupū ki te whakapūioio e nui ake ai te whakapono ki te whakatutukitanga. E ahu atu ana a Whakaata Māori ki te tau pūtea 2026/27, ā, e mārama ake ana te hāngaitanga i waenga i te rautaki, i ngā āheinga, i ngā rauemi me ngā putanga.

Ehara i te mea ko te aronga kia iti iho ai te awhero, engari kē ko te whakapari i te toitūtanga, te mahi tahi, me te tūwhena o ngā mahi puta noa i te whakahaere.

Mā te āta whakatau i ngā take mātāmua, mā te whakapai ake hoki i te taha ki te whakatutukihia o ngā mahi, ka māmā ake tā Whakaata Māori whakaputa tonu i ngā huapāho e kounga nui ana, tana whakatutuki i ana herenga i raro i te ture, otirā tana tautoko i te whakarauoratanga o te reo Māori, ka mutu kia hakune, kia toitū ai hoki te pērā.



Ngā Aronga mō te Tau Pūtea 2026/27

I te tau pūtea 2026/27, ko ngā aronga rautaki ko ēnei e whai ake nei.

Ko te whakapakari i ngā pāpātanga mā ngā huapāho

Tōmua mai i ngā haumitanga huapāho ko ngā hōtaka reo Māori kounga e whai taunaki ana te tautoko i te rumaki, te tūhonotanga, me te māia ā-tuakiri. Aronui ai ngā whakatau kōmihana ki te kounga o te reo, te hāngai ki ngā apataki, me ngā putanga wāroa, tēnā i te nui o ngā whakaputanga. Ko ngā rongu o te wā tētahi ara e rangona ai te reo i ia rā, ā, ka hāpai i te whakapono o ngā apataki, te hāngai, me te whakamahia o te reo i ia rā puta noa i ngā pae matihiko.

Te Whakamātāmua i Ngā Ara Matihiko

Ko tā Whakaata Māori whakamātāmua i ngā ara matihiko e whakapakari nei i te taha ki te kitea, te wātea, me te hāngai o te reo Māori i te ia rā.

Ka whakamātāmuhia ko ngā huapāho reo Māori puta noa i a MĀORI+, i ngā pae pāhopori me ngā aratuku matihiko mā te āta whakatau atu ki ngā tūranga kōhure, mā te whakatau i te rārangi hōtaka e ai anō ki ngā apataki, mā te whakarahi hoki e whai rautaki ana. Kāore i pērā i ngā pāhotanga paehe, ka rerekē te āhua o ngā whanonga o te apataki matihiko puta noa i ngā pae me ngā momo kaupapa. Ko ngā ahiahi te wā e kaha katoa ai te toronga ki ngā pae pāhopori, heoi, ko te pō, ko ngā mutunga wiki hoki ngā wā e kaha katoa ana te mātākihia o ngā hōtaka roa mā MĀORI+.

Ka whakahāngai a Whakaata Māori i te mātāpono o te wā arotini ki ngā whanonga o ngā āpataki o nāianei mā te whakamātāmua i ngā huapāho reo Māori i ngā wā e kaha katoa ana te toro mai o te apataki, me te kitea o ngā huapāho puta noa i ngā pae matihiko.

E kapi ana i tēnei ko te whakatau atu i ngā huapāho ki ngā tūranga kōhure i MĀORI+, ko te tōtika o te whakatairanga i ngā huapāho reo Māori, ko te whakarahi anō i aua huapāho rā i ngā kaupapa ā-ahurea e hirahira ana, i ngā kaupapa anō hoki e nui katoa ana te whai wāhitanga o te apataki.

Ehara i te mea ko te tukuhanga e whakamātāmua nei i ngā ara matihiko hei whakakapi i ngā tukuhanga e mātāmua ana ko te reo. Heoi anō ko ia te ara o te nāianei, e whānui ai te toro o te reo Māori ki ngā apataki.

Kia urupū te aro ki te anga whakahaere me ngā rauemi

E whakapai tonutia ana ngā āhua mahi kia raka ake ai te karawhiu, kia heke hoki te tāruatanga. Ka ū tonu ki ngā anga hautū, whakahaere anō hoki, ā, ko te aronui ko te whakatutuki, ko te mahi ngātahi i ngā kawenga katoa, ko te whakamahi hoki i ngā rauemi kia whai hua ai.

Kia whakapakari i ngā āheinga o te hunga kaimahi me te toitūtanga

Ko ngā haumitanga ki ngā kaimahi e aro nui ana ki ngā āheinga ka tautoko pū i te whakatutuki mahi, tae atu ki te whanaketanga o te reo, ki ngā āheinga hautū, me ngā pūkenga motuhake. Ko te whāinga nui, kia mau tonu ki tētahi kāhui mahi e whai pūkenga ana, e ū ana hoki, tēnā i te whakawhānui i ngā tūranga me ngā kawenga.

Te whakangoto i te hāngaitanga puta noa i te pūnaha reo Māori

Tōmua mai i ngā mahi kōtui ko te hāngaitanga me ngā pāpātanga ngātahi. Aronuitia ana ko te whai hua o te mahi tahi ki ngā whare pāpāho ā-iwi, ngā whare pāpāho Māori, me ngā hoa haere kōtui i te rāngai, kia iti iho ai te noho marara, kia whakapakari hoki i ngā tukuhanga ā-kāhui ki te whakarauora reo.

Te Whai Wāhitanga ki tētahi Anga Putanga Ngātahi

Ka tautoko a Whakaata Māori i te whanaketanga o tētahi anga putanga ngātahi puta noa i Te Whare o te Reo Mauriora mā te whakamahi i ngā kitenga apataki me ngā raraunga, mā te mahi hoki ki te rāngai kia whānui ake ai te māramatanga ki ngā āhuatanga e tautoko nei i te whakarauoratanga o te reo Māori.

Ka whakahāngai tonu a Whakaata Māori i ngā mahi kōmihana, i te tukuhanga matihiko, i ngā whakaritenga mahi tahi, me ngā mahi pūrongo ki ngā putanga ā-rāngai mēnā e tika ana kia pērā, kia kaha ake ai te mahi tahi, kia mārama ake ai te inehia o ngā putanga, kia nui ake ai hoki ngā kauneketanga kōtui puta noa i te pūnaha hauropi reo Māori.

Ka haere tonu ēnei mahi ki a Te Mātāwai, ki a Te Māngai Pāho, ki a Te Taura Whiri i te Reo Māori, ki ngā kaupāpāho ā-iwi, me ngā hoa rangapū kē atu nō te rāngai.

Te Huapae o te Rangī: Outcomes, Priorities and Measures 2026–2029

Ka whakamātāmua tonu a Whakaata Māori i te huapāho reo Māori puta noa i ngā wā arotini e arahina ana e ngā apataki:

- **Tamariki** | 4:30pm–6:30pm
- **Whānau** | 6:30pm–8:30pm
- **Pakeke** | 8:30pm–11:30pm

Ko tā ēnei wā mātakitaki he tautoko i te wāhi ki ngā here ā-ture o te whakahaere kia āta whai kia reo Māori te nuinga o ngā hōtaka ka whakapāhotia i ngā wā arotini, kia whakaata tonu hoki i ngā hiahia me ngā āhuatanga mariu o ngā kāhui apataki rerekē.

Ko ‘Kia mauriora te reo’ ko te whakakitenga o Whakaata Māori, ko te whakakitenga ngātahi hoki o Te Whare o te Reo Mauriora. E whakaatahia ana ko te awhero kia tōnui te reo Māori hei reo ora ka kōrerotia, ka uaratia, ka tukuna iho hoki i tētahi whakareanga ki tētahi. Ko Te Huapae o te Rangī ko te angā mā reira a Whakaata Māori e mārama ai, e ine ai, e pūrongo ai hoki i ana tāpaetanga ki te whakatinanatanga o taua whakakitenga rā.

Mā te huapāho, mā ngā pae, me te toronga apataki, ka hāpai ake a Whakaata Māori i ngā awhero nō roto i te Maihi Māori me te Maihi Karauna. Arotakehia ai ēnei tāpaetanga mā ētahi inenga mō te ākona o te reo, mō te whakamahia o te reo, mō te hononga ahurea, mō te māia ā-tuakiri, mō te mārama o ngāi tūmatanui, me te toronga apataki.

E takoto ana i tēnei wāhanga ko ngā putanga, ngā take mātāmua me ngā inenga ka whakamahia puta noa i ngā tau 2026-2029 hei arotake i ngā kauneketanga, hei tautoko hoki i te noho papanga ki a Pāremata, ki ngā apataki, ki ngā hapori, me ngāi tūmatanui.

Nō Te Huapae o te Rangī takea mai ai te ine whakatutukitanga, ā, ka arohia ko ngā putanga ā-hua nei, tēnā i ngā whakaputanga ā-mahi noa iho. Whakakotahingia ai e te anga nei ko ētahi ine mō te toronga apataki ki ētahi mō ngā pāpātanga ki ngā apataki, i runga i te mōhio me aro rawa ko ngā mea e rua e mārama ai ki te wāhi o Whakaata Māori ki te whakarauoratanga o te reo Māori, otirā ki te tuakiri ā-motu. E whakaata ana te angā whakatutukitanga i:

- ngā putanga nō Te Huapae o te Rangī
- ngā whāinga o Te Whare o te Reo Mauriora
- ngā haepapa nō roto i te Maihi Māori me te Maihi Karauna
- ngā herenga ā-ture i raro i te Māori Television Service Act 2003

Ko te huhua o ngā putanga e whai ana a Whakaata Māori ki te tautoke ka āta kitea puta noa i ētahi whakareanga, tēnā i tētahi wā pūrongo kotahi. Nō reira, ka aro kē ngā ine whakatutukitanga ki ngā tūtohu ka arotake mēnā e tiakina ana, e whakapakarihia ana rānei te kauneketanga i te takanga o te wā.

Whakaūngia ai e Te Huapae o te Rangī ko ngā panonitanga wāroa ka whakaawengia e ngā putanga apataki me ngā āheinga ā-whakahaere. Nō reira, inehia ai ngā whakatutukinga mā ētahi tirohanga e rua e whakahāngai ana.

Ko **Apataki** e aro ana ki ngā wheako me ngā pāpātanga o te huapāho ki ngā apataki, tae atu ki te noho rumaki, te ako, te tūhonotanga, te tuakiri me te manawa ū.

Ko **Kaihoe** e aro ana ki ngā āheinga, te māia, me te ngākau titikaha o ngā kaiwhakatutuki i te kaupapa, otirā o te hunga ko ā rātou tāpaetanga hei tūāpapa mō te pāpātanga ā-whakahere.

Hui katoa, mā Apataki rāua ko Kaihoe e taurite ai te tirohanga ki te wāhi o Whakaata Māori ki te whakarauoratanga o te reo Māori, ngā putanga ā-apataki, me te toitūtanga ā-whakahaere.

Te whakarato i te apataki

Putanga

E kuhu ana a Aotearoa ki ngā huapāho, e uaratia ana hoki ko te reo me ngā tikanga Māori hei wāhanga o te tuakiri ā-motu.

Ka whakaata tēnei putanga i te wāhi ki a Whakaata Māori ki te whakarauoratanga reo mā te huapāho me te toronga apataki. E mārama ana hoki ko te pāpātanga ā-apataki he nui noa atu i te whatorotanga aneke, ā, kapi ana i a ia ko te wāhi o te huapāho ki te ākona me te whakamahia o te reo, te tūhonotanga ahurea, te māia ā-tuakiri, me te mārama o ngāi tūmatanui i roto i te wā.

Ko ngā ine e whai ake nei ka aromatawai i te whānui o te toro o ngā huapāho, i ngā panonitanga hoki ka wheakongia e ngā apataki nō rātou ka whai wāhi atu ki aua huapāho rā.

Aromātaihia ai ngā kauneketanga mā ētahi putanga mātāmua e rua: ko Rumaki Reo me Hononga, ā, ko rāua tahi ka whakaata i ngā putanga ā-reo, ā-ahurea, ā-apataki anō hoki e whāia ana i Te Huapae o te Rangī.

Ngā putanga mātāmua mō te tau 2026-2029

Rumaki Reo

Te waihanga whai wāhitanga mō te noho rumaki i te reo Māori.

Ko Rumaki Reo ka aro ki te whakarite ara e rongō ai, e ako ai, e whakamahi ai, e wheako ai hoki ngā apataki i te reo Māori mā ngā huapāho me ngā pae, hei tautoko i ngā putanga wāroa mō te whakarauoratanga (reo).

Hononga

Te whakapiki ake i te tūhonotanga ki te ao Māori, ki te tuakiri, me te tikanga.

Ko Hononga ka aro ki te tūhonotanga ahurea, te māia ā-tuakiri, me te whai māramatanga ki ngā tirohanga Māori puta noa i Aotearoa. E mārama ana te wāhi o te huapāho ki tā ngā apataki tūhono ki te ao Māori, ka mutu, ka arohia te reo me ngā tikanga Māori hei wāhanga o te tuakiri ā-motu.

E whakarōpūhia ana ngā inenga o Apataki ki ngā rohenga putanga e whakaata ana i te āhua o tō te apataki wheako i te pāpātanga.

Ko tā ngā inenga o Apataki he aromātai i ngā pāpātanga me te toronga ā-apataki nei, mā reira rā whai mōhiotanga ai ki te whakarauoratanga reo, ki te tūhonotanga ahurea, ki te māia ā-tuakiri, ki te māramatanga o ngāi tūmatanui, me te whātorotanga ki ngā apataki.

Kua whakarōpūngia ngā inenga ki ētahi momo e rua:

- Ko ngā inenga putanga ka arotake i ngā wheako o ngā apataki, me te wāhi ki a Whakaata Māori i ngā putanga ā-reo, ā-tuakiri, ā-ahurea anō hoki.
- Ko ngā inenga mō te whātoro me te toronga apataki ka arotake i te whai wāhitanga me te toro o ngā apataki ki ngā huapāho puta noa i ngā pae pāpāho, matihiko, pāhopori anō hoki.



Table 1: Ngā Inenga Putanga Apataki (2026/27)

Ko tā ngā inenga e whai ake nei he arotake i ā Whakaata Māori tāpaetanga ki te whakarauoratanga reo, te tūhonotanga ahurea, te māia ā-tuakiri me te māramatanga tūmatanui mā ngā putanga mātāmua o Rumaki Reo me Hononga. Ko ngā paearu mō te tau pūtea 2026/27 hei tūāpapa matua mō te aromatawai whakatutukitanga i te tau tuatahi o tēnei Tauākī Whāinga. Ka arotake tonutia ngā whakaritenga paearu, ka whakahoungia hoki ka hua mai ana ētahi mōhiohio whakatutukitanga atu anō.

Putanga Mātāmua	Rohenga Whakatutukitanga	Inenga Whakatutukitanga	Te Paearu mō Te tau pūtea 2026/27
Rumaki Reo	Content Quality and Cultural Connection	Te pae kounga reo Māori mō ngā huapāho e a rotakengia ana	4/5
		Ko te hunga mātaki e mea ana kei te hāpono ngā huapāho a Whakaata Māori, me te aha ka tupu ko te hononga ahurea.	70%
	Language Use and Learning	Ko te hunga mātaki e mea ana kua piki te māramatanga ki te reo Māori nā ngā huapāho a Whakaata Māori.	60%
		Ko te hunga mātaki e mea ana kua kaha ake te whakamahia o te reo nā ngā huapāho a Whakaata Māori.	60%
		Ko te hunga mātaki e mea ana kua nui ake te wāhi ki te rumaki reo i te kāinga nā ngā huapāho a Whakaata Māori	60%
		Ko te hunga mātaki e mea ana kua kaha ake tā tō rātou whānau whakamahi i te reo Māori nā/mā ngā huapāho a Whakaata Māori.	60%
		Ko te hunga mātaki e whakatupu tamariki ana ki te reo e uara ana i ngā huapāho a Whakaata Māori mā te tamariki.	60%
		Ko te hunga mātaki e whakamahi nei i ngā huapāho a Whakaata Māori hei whakapakari i te matatau ki te reo Māori.	60%
Hononga	Identity, Connection and Understanding	Ko ngā kaimātaki rangatahi e mea ana kua tupu te māia ā-tuakiri Māori nā ngā huapāho a Whakaata Māori	65%
		Ko te hunga mātaki Māori e mea ana kua pakari ake te hononga ki te tuakiri me te ahurea nā ngā huapāho a Whakaata Māori	65%
		Ko ngā kaimātakitaki tauiwi e mea ana kua mārama ake ki ngā tirohanga Māori nā ngā huapāho a Whaakata Māori	65%
		Ko te hunga mātaki e whakaae ana kei te hāngai, kei te ngahau hoki ngā huapāho a Whakaata Māori	65%

Ko ngā paearu e whakaata ana i te āhua o te putanga e aromatawaingia ana, tae atu ki te ākona me te whakamahia o te reo, te tuakiri me te hononga ahurea, te uara ki te apataki, me te kounga o te reo.

Te Whātoro me te Toronga Mai o te Apataki

E takoto ana i te ripanga 2 ko ngā inenga mō whātoro me te toronga mai o te apataki. Hei whakahāngai ēnei ine ki ngā ine putanga mā te whakamārama i te āhua e tūhura ai, e whai wāhi mai ai, e toro mai ai anō hoki te apataki ki ngā huapāho a Whakaata Māori puta noa i ngā pae pāpāho, matihiko, pāhopori anō hoki. Ki te kore e kiia he mea rerekē, e whakaatu ana ngā ine i te matapaetanga mō te toronga mai a te apataki i te Tau Pūtea 2027/27. Ko Ngā Kaiwhakamahi Hohe i a MĀORI+ i te Marama e whakaatu ana i te matapaetanga toharite mō ngā kaiwhakamahi hohe i taua wā anō rā.

Ko ngā panonitanga e matapaetia ana e whakaata ana i ngā whanonga apataki e huri haere nei, otirā, i tā te whakahaere rautaki e whakamātāmuahia ana ko ngā ara matihiko. Ahakoa e matapaetia ana ka heke te toronga mai ki ngā pāhotanga whakaata i roto i te wā, tērā tonu te matapae ka tupu kē ko ngā pae matihiko me MĀORI+, mā reira rā tautoko tonutia ai ko te taha ki te whātoro apataki me te toronga mai a te apataki.

Ko ngā matapae mō MĀORI+ mō te Tau Pūtea 2026/27 e whakaata ana i te whakamahia o ngā pūkete kaiwhakamahi kua hāponotia, me te aha, ko te kawatau ka heke te nui o ngā kaiwhakamahi ka pūrongoitia, heoi anō, ka tika ake, ka horopū ake anō hoki ngā inenga apataki.

Ripanga 2: Ngā Inenga mō te Whātoro me te Toronga Mai o te Apataki (2026/27)

Measure	Te Matapae mō Te tau pūtea 2026/27
Toronga Pouaka Whakaata	1,706,400
Toronga Ipurangi/Taupānga	2,000,000
Toronga Pāpori	150,000,000
Toronga ki te ipurangi/taupānga o Te Ao Māori News	1,400,000
Toronga ā-Pāhopori ki Te Ao Māori News	61,000,000
Ngā kaiwhakamahi hohe i a MĀORI+ i te marama	135,806

Kaihoe - Te Tautoko i ō Mātou Tāngata

Putanga

He kaipāpāho ngaio e ngākau hihiri ana, e auaha ana, e mātanga ana ki te waihangā i te huapāho Māori whakatautau, motuhenga hoki.

Ko te āhei o Whakaata Māori ki te whakatutuki i ngā putanga apataki e whakawhirinaki ana ki ngā āheinga, te māia me te ngākau titikaha o ōna tāngata. Ko ngā putanga kaihoe e whakaū ana ko te pāpātanga whakahaere e whakawhirinaki ana ki tā ngā kaihoe whakapakari tonu i ō rātou pūkenga me ngā hononga ki tekaupapa, otirā ki te māia o tā rātou whai wāhitanga atu ki te āpōpō o te ao pāpāho Māori.

Ngā Putanga Mātāmua mō ngā tau 2026-2029

- Ka whakapakari i ngā pūkenga, i te māia me ngā āheinga o ngā Kaihoe
- E whai hononga tonu ana ngā Kaihoe ki te kaupapa me te whāinga.

Ripanga 3: Ngā Putanga me Ngā Inenga Kaihoe (2026/27)

Ko ngā inenga e whai ake nei ka aromatawai i ngā kauneketanga e ai anō ki ngā putanga Kaihoe me ngā āheinga ā-whakahaere.

FY 2026/27	Performance Measure	FY 2026/27
Ka whakapakari i ngā pūkenga, te māia me ngā āheinga o ngā Kaihoe	Ko ngā kaihoe e mea ana kua mātau ake ki te reo me te tikanga Māori	75%
	Ko te kuhu ki ngā ara ako me te whakawhanake	75%
E whai hononga tonu ana ngā Kaihoe ki te kaupapa me te whāinga.	Te tauine tūhonotanga o ngā Kaihoe	3.5/5
	Ko ngā kaihoe e mea ana e kaha ana te hāngai ki ngā uara me te kaupapa o te whakahaere.	75%

Te Whakamahinga o ngā Mōhiohio Whakatutukitanga

Whakamahia ai ngā mōhiohio whakatutukitanga hei ārahi i te whakamahere rāngaimahi, i ngā haumitanga ki ngā āheinga, i te whanaketanga o te hautūtanga me ngā akoranga o te whakahaere.

Aronui ai ngā mahi pūrongo ki te kimi mēnā rānei e tiakina ana, e whakapakarihia ana rānei ngā āheinga, te whātoro, me te hononga ki te kaupapa i roto i te wā, hei tautohu i ngā

āheinga me ngā tūraru, hei ārahi hoki i ngā whakataunga hei te anamata.

Ko ēnei inenga hei anga e whai māramatanga ai ki te wāhi o ngā āheinga o te rāngaimahi me te ahurea o te whakahaere ki te whakatutukihia o Te Huapae o te Rangī me ‘Kia mauriora te reo’.

Te Mana Urungi, me te Papanga

He hinonga motuhake ā-ture a Whakaata Māori, he mea whakatū i raro i te Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003. Ko te whakatinanatanga o te mana urungi, ko te poari o ngā ringatohu, arā ko Te Rūnanga Kaiwhakaterere o Whakaata Māori, nōna te haepapa ki te whakatau i te ahunga rautaki, ki te mātai i ngā whakatutukitanga, me te whakaū i tā te whakahaere whakatutuki i ana mahinga ā-ture me ana kawenga ā-ture hoki.

E whakaata ana ngā whakaritenga mana urungi i te haepapa ngātahi o ngāi Māori me te Karauna ki te whakamaru me te whakatairanga i te reo Māori. Ko tā Te Rūnanga Kaiwhakaterere o Whakaata Māori ko te kaitiakitanga huri noa i ngā take rautaki, pūtea, whakahaere anō hoki, ā, māna e whakaū e hāngai tonu ana te whakahaere ki te kaupapa Māori, me te mahi i roto i te ngākau tapatahi, i te puata, me te noho haepapa.

Governance and Accountability

Te Rūnanga Kaiwhakaterere o Whakaata Māori

Ko Te Rūnanga Kaiwhakaterere o Whakaata Māori e whakatau ana i te ahunga rautaki o Whakaata Māori, e mātai ana hoki i ngā whakatutukitanga mahi e ai ki tēnei Tauākī Whāinga. Ko Te Rūnanga Kaiwhakaterere o Whakaata Māori e aroturuki ana i ngā whakatutukitanga o te whakahaere, i te toitūtanga pūtea, me te whakahaere tūraru, e tautoko ana hoki i tā te Kaihautū ārahi i te whakahaere e ai ki ngā take mātāmua me ngā putanga kua whakaaetia

Tokowhitu ngā mema o Te Rūnanga Kaiwhakaterere o Whakaata Māori. Tokotoru nā te kopou tahi a te Minita Whanaketanga Māori rāua ko te Minita Pūtea. Tokowhā he mea kopou nā Te Mātāwai. Ko tēnei hanga e tohu ana i te āhua o tā te whakahaere noho haepapa ki te pūnaha whakarauora reo Māori, ā, e whakaū ana i te tāmautanga o ngā tirohanga iwi, hapū, whānau hoki ki ngā mana urungi.

Ngā Kaiwhakaterere o Whakaata Māori



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



Rohario Murray
Ngāi Te Rangī, Ngāti Ranginui, Tūhourangi, Waikato, Ngāpuhi
Initial Appointment | Nōema 2025



Julian Wilcox
Ngāpuhi, Ngāti Tūwharetoa, Te Arawa
Initial Appointment | Hune 2026



Verona-Meiana Putaranui
Te Aitanga a Hauiti, Rongowhakaata, Ngāi Tamanuhiri, Ngāti Pāhauwera
Initial Appointment | Hune 2026



Holly Bennett
Te Arawa, Ngāti Whakaue, Ngāti Pīkiao
Initial Appointment | Āperira 2025



Tiwana Tibble
Ngāti Porou, Ngāti Tūwharetoa, Ngāti Raukawa
Initial Appointment | Hūrae 2020



Kerensa Johnston
Ngāti Tama, Ngāruahine, Te Ātiawa, Ngāti Whawhakia
Initial Appointment | Hune 2026

Ngā Komiti

E tautokohia ana Te Rūnanga Kaiwhakaterere o Whakaata Māori e tētahi Komiti Tātari, Tūraru hoki. Ko tā te komiti nei, ko te mātai i ngā whakahaere pūtea, i ngā hanganga whakahaere rāroto, i te whakahaere tūraru, me ngā tukanga whakataurangī, hei tautoko i tā Te Rūnanga Kaiwhakaterere o Whakaata Māori whakatutuki i ana haepapa kaitiaki.

Te Noho Haepapa me te Pūrongo

E noho haepapa ana a Whakaata Māori ki te Pāremata mā ngā Minita, ki a ngāi tūmatanui hoki mā te puata o ana pūrongo. Ko tā te Tauākī Whāinga nei ko te whakatakoto i te paearu mā reira rā e arotakehia ai te whakatutukitanga i te wāwaenga.

He rite tonu te pūrongo i ngā kaunekehanga e ai ki ngā putanga, ki ngā take mātāmua, me ngā inenga ki Te Rūnanga Kaiwhakaterere o Whakaata Māori, mā roto hoki i ngā tukanga pūrongo ā-ture. E aronui ana ngā pūrongo ki ngā huringa i ngā putanga, ki ngā tūraru ki te whakatutuki mahi, ki te tūnga pūtea anō hoki, hei tautoko i te whai hua o te whakahaere me te wawe o ngā panonitanga.

E ū ana te mahi tahi ki ngā hinonga aroturuki me ngā āpiha i runga i tētahi tikanga tumeke-kore mō ngā take e whai pānga ana te tūraru nui, te whakatutukitanga rānei, e whai take ana rānei ki ngāi tūmatanui.

Ngā Kawenga ā-Ture

I roto i āna mahi, me oti i a Whakaata Māori:

- te tautoko te whakamarutanga me te whakatairanga o te reo me ngā tikanga Māori
- te whakamātāmua te reo Māori i ngā pāo-hotanga o ngā hāora pāho matua, ā, me nui hoki te wāhanga ki te reo Māori i ngā wā kē atu
- te aronui ki ngā matea me ngā mariu o ngā tamariki ki ngā kura rumaki reo, o ngā rangatahi, o ngā ākongā, me ngā kaikōrero matatau
- te whakaū kua wātea ā-hangarau nei ngā ratonga puta noa i Aotearoa, kua āhei hoki te whai wāhi atu o te tokomaha nui katoa ka taea
- te tuku huapāho ki ētahi paepāho huhua, ina tautoko te pērā ki ngā mahi ā-ture

Ko ngā mātaitanga o te mana urungi e whakaū ana i te whakatutukitanga o ēnei kawenga me te urutau hoki o te whakahaere ki ngā huringa i ngā whanonga apataki, i te hangarau, me te taiao mahi anō hoki.



Te Hautūtanga me te Whakahaere

Kei ngā mana hautū me ngā mana whakahaere o Whakaata Māori te haepapa ki te whakamāori i te ahunga rautaki nā Te Rūnanga Kaiwhakaterere o Whakaata Māori i whakatakoto, e whai hua ai te whakatutuki mahi. E kapi ana i tēnei ko te whakaū i te tapatahi huri noa i te whakahaere, ko te ū tonu ki ngā putanga i raro i Te Huapae o te Rangī, me te whakatutuki i ngā mahi mā roto i ngā rauemi me ngā whakaritenga kua whakaaetia e Te Rūnanga Kaiwhakaterere o Whakaata Māori.

E auahatia ana ngā whakaritenga hautūtanga hei tautoko i te mārama, i te noho haepapa, me te urupū o te whakatutuki i ngā mahi i tētahi taiao pāpāho, pūtea hoki, e hurihuri nei.

Kaihautū

Nō te Kaihautū te haepapa ki te hautūtanga me te whakahaeretanga o Whakaata Māori i te ia rā. E kapi ana i te tūranga nei ko te whakaū i ngā take mātāmua rautaki e whakapuakina ana i tēnei Tauāki Whāinga, ko te ārahi i te whaka-tutukitanga o te whakahaere, me te whakaū i te whakatutukihia o ngā kawenga ā-ture.

He rite tonu te mahi tahi a te Kaihautū ki Te Rūnanga Kaiwhakaterere o Whakaata Māori, hei whakataurangi i te whakatutukitanga, i te tūraru, i te tūnga pūtea anō hoki, ki te tautoko hoki i te whai mōhiotio o ngā whakatau. I te tūranga nei me whai te kauhanganui i waenga i te tere o te whakatutuki me te toitūtanga, te rauhi i te tapatahi o te whakahaere, me te whakaū e mau tonu ana te aronga o te whakatutukihia o ngā mahi ki ngā putanga wāroa.

Te Ranga Kaiurungi



Ko te Ranga Kaiurungi te kahui kaihautū mātāmua, nō rātou rā te haepapa ki te hautūtanga ngātahi huri noa i te whakahaere. E ārahi ana te ranga nei i ngā take rautaki, whakahaere hoki huri noa i ngā huapāho, i ngā paepāho, i ngā tāngata, i ngā pūnaha, me ngā rauemi hoki.

E noho haepapa ana ia Kaiurungi ki tōna anō ranga, ā, e whai wāhi atu ana hoki ki ngā whakatau ngātahi a te hautūtanga e pā ana ki te whakatutukitanga o te whakahaere whānui. Ko te whāinga, ko te noho haepapa ā-rangapū, tērā i te puritanga takitahi, me te whakaū i te tapatahi, i te mārama hoki o ngā whakatau, me te aronui atu ki ngā putanga.

E mahi tahi ana Te Ranga Kaiurungi kia:

- hāngai tonu ai ngā rautaki ki ngā whakatinanatanga
- whakahaeretia ngā tautukuhanga huri noa i ngā mahi me ngā take mātāmua
- whakaūngia te wawe o te tūhura me te whakamauru i ngā tūraru ka tūpono pā ki ngā putanga
- rite tonu te whakatinana i ngā uara o te whakahaere

Te Noho Haepapa a te Hunga Hautū

E whakatinanahia ana te noho haepapa a te hunga hautū mā te purata o ngā kawatau, mā te putuputu o te pūrongo i ngā whakatutukitanga, me te noho haepapa ngātahi ki ngā putanga. Ko te kawatau ki ngā kaiārahi mātāmua, kia urupū ngā whakatau, kia mau tonu te hāngai ki ngā take mātāmua rautaki, me te whakamarumarua i ngā putanga hiranga nui.

Ko ngā mahi hautū e tautokohia ana e ngā kawatau ngātahi, e ārahi ana i te āhua o te whakaoti i ngā whakatau, te whiriwhiri i ngā tautukuhanga, me te arotake hoki i te angitū huri noa i te whakahaere.

Ngā Pūnaha me ngā Hanganga Whakahaere

E tautoko ana ngā pūnaha whakahaere i te whaihua o te whakamahere, o te whakamauru tūraru, o te whakaputa pūrongo, me te aroturuki whakatutukitanga. Mā ēnei pūnaha e taea ana e te hautūtanga te ine te whakatutukitanga o ngā take mātāmua, te whakahaere tūraru, me te panoni i te whakatutuki mahi ina hiahiaia.

Mā te tōpūtanga o ngā whakaritenga hautūtanga, whakahaeretanga hoki e whakaū e aronui tonu ana, e urupare tonu ana, e noho haepapa tonu ana hoki a Whakaata Māori ki te hāpai i tana kaupapa me tana mana kōkiri ā-ture.

Ko ō Mātou Kaihoe me te Āheinga ā-Hinonga

Ko te āheinga o Whakaata Māori kei ōna tāngata. Huri noa i te whakahaere nei, kei ngā Kaihoe ngā pūkenga, ngā wheako, me te ngākau titikaha e hiahiaia ana e taea ai te whakaputa ngā huapāho reo Māori e kouna ana, me te tautoko i ngā putanga wāroa i raro i Te Huapae o te Rangī.

Mō te wāhi ki te tangata me te āheinga, e aronui ana te whakahaere ki te toitūtanga, te hāngaitanga, me te whanaketanga e whai tikanga ana, tērā i te tupu noa ā-rahi nei, ā-hanganga rānei. E tiritiria ana te haumitanga ki te whakapakari i ngā āheinga e tōtika nei te tautoko i te whakatutuki mahi, me te tiaki i ngā putanga i roto i te wā.

Te Āheinga Rāngaimahi

E whanakehia ana te āheinga rāngaimahi huri noa i ngā rohenga auaha, hangarau, reo, tikanga, hautūtanga anō hoki. E kapi ana i tēnei ko ētahi huarahi whanaketanga motuhake hei tautoko i:

- te matatau me te māia haere ki te reo Māori
- te mārama pū ki te tikanga me te kaupapa
- ngā pūkenga a te mātanga pāpāho, matihiko hoki
- te āheinga hautūtanga e ngākau tapatahi ana ki ngā mātāpono o te whakahaere

E noho mātāmua ana te whanaketanga āheinga i ngā wāhi e tōtika ana te whai pānga ki te kouna, ki te tūwhena, me te pāpātanga o te whakatutuki mahi.

Te Āheinga Reo, Tikanga Hoki

Ko te reo me ngā tikanga Māori hei iho mō te āheinga ā-whakahaere. E tautoko ana a Whakaata Māori i ngā kaihoe kia whakatupu i te matatau ki te reo me te māia ā-tuakiri hei wāhanga o ngā mahi o te ia rā, i runga i te mōhio he mea waiwai ēnei ki te kouna, ki te horopū me te pono o ngā huapāho.



Te Ahurea o te Whakahaere

Ko te ahurea o te whakahaere e arahina ana e Mahutonga me ngā uara o Kia Tika, Kia Pono, Kia Aroha, me Kia Māori. Ko ngā uara nei e auaha ana i te āhua o te mahi tahi a ngā tāngata, o ngā whakataunga, me te whakatinanatanga o ngā haepapa huri noa i te whakahaere.

Ko tā te ahurea o te whakapono, o te noho haepapa, me te whāinga ngātahi he tautoko i te mahi tahi, māna hoki e taea ai tā ngā kaihoe tāpae hua ki ngā putanga a te takitini.

Te Toitū o te Rāngaimahi

He mea tautoko te toitūtanga o te rāngaimahi, mā te āta whakamahere, mā te mārāma o ngā kawatau o ngā tūranga, me te aro nui ki te waiora. Ko te aronga matua, kia mau tonu tētahi rāngaimahi e mātau ana, e ū ana hoki, e āhei ana te whakatutuki i ā rātou mahi ki ngā herenga rauemi me ngā āhuatanga hurihuri o te wā.

E takea mai ana ngā whakataunga mō te hanganga me ngā āheinga o te rāngaimahi i te whakaaro ki te toitūtanga wāroa, me te hāngai ki ngā take mātāmua rautaki.

Te Tautoko i te Rāngai Pāpāho Māori whānui

Mā te kōmihana, mā te haere kōtui ki ngā hoa, me te mahi tahi, e whai pānga ana a Whakaa-ta Māori ki te pakari me te mārohi o te rāngai pāpāho Māori whānui. E kapi ana i tēnei ko te tautoko i ngā whare pāpāho Māori, i ngā kaupāpāho ā-iwi, me ngā iho pūmanawa e maea mai ana, hei wāhanga o tētahi pūnaha hauropi e tūhonohono ana, e takatū ana hoki ki te anamata.

Mā te haumi ki ngā tāngata me ngā āheinga nō roto, nō waho hoki o te whakahaere, e tautoko ana a Whakaata Māori i te whakatutuki mahi i nāiane, me te whakapakari hoki i te tūāpapa e wāroa ai te pāpātanga.



Te Whakahaere me te Whakataurangi Tūraru

Ko te taiao e mahi nei a Whakaata Māori, he horo te huri, he iti te pūtea, he hurihuri hoki ngā whanonga apataki. E waiwai ana kia tika ngā rautaki whakahaere, whakataurangi hoki i te tūraru, e whakahautia ai te whakatutuki mahi, e toitū ai te pāpātanga, e tutuki ai hoki ngā haepapa ā-ture.

Kua tuia te whakahaere tūraru ki te mana urungī, ki te hautūtanga, ki ngā whakatau whakahaere anō hoki. E tautoko ana i ngā whiringa whai mōhiotanga, i te wawe o te tūhura i ngā raru, me te huri i te wā tika ka ara ake ana he tūraru e pāngia ai pea ko ngā putanga, ko te mana, ko te toitūtanga rānei.

Te Anga Whakahaere Tūraru

E ū ana a Whakaata Māori ki tētahi anga whakahaere tūraru ka tūtohu, ka arotake, ka whakahaere hoki i ngā tūraru rautaki, whakahaere, pūtea, mana anō hoki. E putuputu ana te aroturuki me te pūrongo i ngā tūraru, ka arotakehia ai e ngā mana whakahaere me Te Rūnanga Kaiwhakaterere o Whakaata Māori kia ū ai ki ngā tepenga manawanui e whakaaetia ana.

E kapi ana i ngā rohenga tūraru matua, ko:

- te poto mauroa o te pūtea me ngā taimahatanga utu
- te marara haere o te apataki, me ngā huringa o te kai huapāho
- te huringa hangarau, me ngā whirinakitanga paepāho
- te kounga o te reo, te ngākau tapatahi ki te ahurea, me te whakapono mai o ngāi tūmatanui
- te āheinga me te raukaha o te rāngaimahi
- te tūwhena o te whakatutuki mahi, me te mārohi o te pūnaha
- ngā pikinga utu hanga hōtaka, inarā ko ngā huapāho nui, e tuhia nei ngā kōrero, e kounga ana te āhua

E toitū ai, e waiwai ana te āta whakamātāmua. E aronui ana te whakahaere tūraru ki te whakahaumanu i ngā putanga i raro i Te Huapae o te Rangī, me te whakaū i te tautoko a ngā rautaki whakamauru i te whakatutuki mahi wāroa, tērā i karo wāpoto noa iho.

Te Whakataurangi me ngā Hanganga Whakahaere

Ka hua mai te taurangi mā tētahi huinga o ngā hanganga whakahaere rāroto, o te pūrongo, me te arohaehae motuhake. Ko ngā hanganga whakahaere, ko ngā whakamanatanga, me ngā kaupapa here e pā ana ki te pūtea e taunaki ana i te whakatinana tika i te kaitiakitanga o te pūtea tūmatanui me ngā rawa o te whakahaere.

Ko tā te Kōmiti Tātari Tūraru, he ārahi i ngā tukanga taurangi tūraru, tae atu ki te pūrongo pūtea, te whakahaere tūraru, ngā hanganga whakahaere rāroto, me ngā kitenga o ngā arohaehae ā-waho. He taunaki tēnei i tā Te Rūnanga Kaiwhakaterere o Whakaata Māori whakatutuki i ōna haepapa me ana kawenga hei kaitiaki.

Te Aroturuki me te Pūrongo

E aroturukitia ana ngā tūraru mā te pūrongo putuputu ki Te Ranga Kaiurungi me Te Rūnanga Kaiwhakaterere o Whakaata Māori. E aronui ana ngā pūrongo ki:

- ngā huringa o te kāhua tūraru
- ngā maeatanga tūraru e pā ana ki ngā putanga, ki te whakatutuki mahi rānei
- te whaihua o ngā whakamaurutanga
- ngā whakawhirinakitanga i waenga i ngā tūraru rautaki, pūtea, whakahaere anō hoki

Mā te pēnei e tautokona ai te wawe o te whakamauru, me te whai mōhiohio o te whakatau.

Te Whanaketanga Tūmau

E arotakengia ana ngā whakaritenga whakahaere, whakataurangi hoki i te tūraru i ōna wā, hei whakaū i te hāngai tonu, me te urupare hoki ki ngā huringa i te taiao whakahaere. E whakamahia ana ngā akoranga nō te whakatutuki mahi, nō ngā maiki, nō ngā arotake ā-waho anō hoki hei whakapakari ake i ngā hanganga whakahaere, hei whakapiki hoki i te mārohirohi haere i roto i te wā.

Mā te urupū o te whakahaere me te whakataurangi tūraru, e tautoko ana a Whakaata Māori i te toitū o te whakaputa hua, i te mau tonu o te whakapono mai o ngāi tūmatanui, me tana māia hoki ki te whakatutuki i tana mana kōkiri ā-ture.

Ngā Tauākī Matapae Pūtea

Te Rautaki Pūtea me Te Toitūtanga

Ko te taiao pāpāho, pūtea hoki e mahi nei a Whakaata Māori, he hihiri, he taparere anō hoki. I te huringa o ngā whanonga apataki, i te tere hurihuri o ngā hangarau, me te pēhi tonu mai o ngā utu, me hakune te tiaki pūtea, me urupū hoki te whiringa whakatau.

Ahakoā i te rerenga o ngā tau pūtea 2026/27 ki te 2028/29, e whakatere ana te whakahaere nei i tētahi horopaki pūtea e taparere ana te rawa, nā te wāwāhinga pūtea i tohua i Te Tahua 2026 i hua ai ko te āheinga ki te whakahohoro i te whanaketanga pae, te auahatanga huapāho, te whanaketanga āheinga, me te whakaputa taunakitanga hei whakapakari i ngā putanga reo Māori, hei tautoko hoki i te whanaketanga ā-matihiko o Whakaata Māori e haere tonu nei.

E aronui ana a Whakaata Māori ki te whakaū i te tautika ā-pūtea, me te whakatinana tonu i tana mana kōkiri ā-ture, i ana putanga wāroa hoki i raro i Te Huapae o te Rangī.

Te Rautaki Pūtea

E ū ana te rautaki pūtea ki Te Huapae o te Rangī, ā, e whakatinanahia ana mā Tātai Whetū. Mā te pēnei e hāngai ai ngā whakatau pūtea ki ngā kaupapa Māori, ki ngā pāpātanga wāroa anō hoki, tērā i ngā hohenga wāpoto, i te tupu wāpoto rānei.

E arahina ana tēnei kōkiritanga e ngā mātāpono e whai ake nei:

- te whakamātāmua i ngā haumitanga e tōtika ana te tautoko i te whakarauora reo Māori, i te waioara ā-ahurea anō hoki
- te whakahāngai i te whakapau pūtea ki ngā aronga me ngā putanga rautaki
- te whakapakari i te whāomotanga, te whakaheke hoki i te tāruaruatanga i waenga i ngā pūnaha, me ngā tukanga mahi
- te whakaū i te manawaroa ā-pūtea hei tautoko i te toitū o te whakatutuki mahi.

Te Whakahaere mā roto i te Taparere

Te Taiao Whakahaere

Ko te kitea me te rahinga o te apataki e nui haere ana te whakaaweawetia e ngā paepāho o te ao whānui, e ngā taiao hoki e hautūngia ana e te hātepe. E whakapakari tonu ana a Whakaata Māori i te āhua o te haumi ki ngā huapāho, me te hūnuku atu ki tētahi ara tuku e mātāmua nei te matihiko hei whakapakari i te whātoro me te whāomotanga.

Hei urupare ki ngā hekenga pūtea, kua hakune te whai a Whakaata Māori kia whakawhena i tana tūranga pūtea. E kapi ana i tēnei ko te whakahāngai anō i te whakahaere hei tautoko i tētahi tauira whakahaere e mōruki ake ana, ko te whakapūioio hoki i te hautūtanga me ana mahi, ko te whakapakari hoki i ngā ara haumi ki ngā huapāho, me te hūnuku tonu atu ki tētahi ara tuku e mātāmua ana te matihiko i ngā wāhi he whakapakaritanga tō te pērā mō te whātoro me te whāomotanga.

He mea whakarite ēnei kōkiritanga e oti tonu ai i te whakahaere ana mahi ki te pūtea e wātea mai ana, engari e mau tonu ai hoki ko te ānga o te whakatutuki mahi, e tiakina tonutia ai ko ngā putanga matua.

Ngā Haumitanga Mātāmua

I te puna rauemi e wātea mai ana, tōmua mai ko te haumi ki:

- ngā huapāho reo Māori e nui nei te pāpātanga, e hāngai ana ki ngā putanga i raro i Te Huapae.
- ngā paepāho me te āheinga matihiko e whakawhānui ake ana i te whātoro me te hāngaitanga
- te āheitanga o te rāngaimahi, te whanaketanga o te hautūtanga, me te matatau ki te reo
- te haere kōtui ki ngā hoa e pakari ake ai te tīaroarotanga, e heke iho ai te whatiwhati huri noa i te rāngai

Ka tutuki ana ngā whāomotanga, ko ngā tiakitanga rawa hoki e hakune ana te tiritiri anō ki ēnei haumitanga mātāmua nei.

Te Mārohirohi ā-Pūtea, me te Whakahaere Tūraru

Nā runga i ngā kaupapa kua hakune te kōkiritia, e mau tonu nei i a Whakaata Māori he tāpuitanga pūtea e matawhāiti ana, e pakari ana hoki tana tūnga tūtanga. He mea tautoko te whakahaere pūtea i te putuputu o te matapae, i te kakama o te tiaki i ngā utu, i te mataara o te aroturuki tūraru, me te purata o te whakahaere a te mana urungi.

Ko ngā tūraru matua, tae atu ki te pikinga utu, ki te pāpātanga o te tāmi ahumoni, ki ngā huringa hangarau, me te whatiwhati haere o te apataki, e hohe ana te aroturukihia, te whakahaerehia hoki e haumaru ai te toitūtanga me te whakatutuki mahi.

Te Tāpaetanga ki te Pūnaha Hauropi o te Reo Māori

Hei kaihāpai nō roto i Te Whare o te Reo Mauriora, ko tā ngā whakaritenga pūtea a Whakaata Māori e tautoko ana, ko āna whakahaere rāroto, otirā ko te rāngai pāpāho Māori whānui, ko te pūnaha hauropi reo Māori anō hoki. E kapi ana i tēnei ko te haumi ki ngā kaupāpāho ā-iwi, ki ngā whare pāpāho Māori, me te āheinga o te rāngai hoki mā ngā kōmihana, me ngā kōtuitanga e hāngai ana.

Mā te tautiakitanga pūtea e urupū ana, e whai ana a Whakaata Māori ki te whakamōrahi i te pāpātanga takitini, mā roto tonu i ngā rawa i a ia.

Projected Funding			
\$m	2026/27	2027/28	2028/29
(a) Projected Funding from Vote Māori Development			
Including GST	47.45	47.45	46.30
Excluding GST	41.26	41.26	40.26
(b) Projected Commercial Revenue			
Advertising Revenue	0.51	0.52	0.53
Interest Revenue	1.06	0.99	0.98
Other Revenue	0.57	0.59	0.60

Statement of Projected Comprehensive Revenue and Expense			
\$m	2026/27	2027/28	2028/29
Income			
Crown Appropriation	41.26	41.26	40.26
Advertising Revenue	0.51	0.52	0.53
Interest Earned	1.06	0.99	0.98
Other Revenue	0.57	0.59	0.60
Total Income	43.40	43.36	42.37
Expenditure			
Kaihoe Costs	15.58	15.90	16.39
Depreciation and Non-programme Amortisation	2.39	2.28	2.47
Programme Costs inc. Amortisation	14.85	14.45	13.62
Other Operating Costs	10.59	10.73	9.89
Total Expenditure	43.40	43.36	42.37
Surplus (Deficit)	-	-	-

Ahakoā e matapae ana a Whakaata Māori ka taurite tana tūnga pūtea mō ngā tau e toru katoa, e mōhio tonu ana ki te horo tonu o te kukune haere o te taiao whakahaere. E hohe ana tā Whakaata Māori āta rauhi i ngā tūraru whakahaere, i ngā tūraru rautaki anō hoki ka tūpono pā pea ki tōna āhei ki te whakatutuki i te whāinga ‘kia mauriora te reo’.

Ko te nuinga o ngā haumitanga, ko ngā kuhunga moni wāpoto me ngā tāpuitanga ka puritia hei tautoko i te whakahaeretanga pūtea matawhāiti, te manawaroa ā-pūtea, me ngā hiahia ā-whakahaere o te anamata.

Mā te whakarite i ngā tāpuitanga e tika ana ka taukona te tautika ā-whakahaere, tae atu ki te rauhi i ngā whitiwhitinga pūtea, ngā whakahoutanga rawa ka hiahiatia hei te anamata, me te haumi tonu ki ngā hanga matihiko, ngā āheinga ā-pae, me te toitūtanga wāroa.

Ko Te Rūnanga Kaiwhakatare e aroturuki ana i ngā tāpuitanga me ngā whakaritenga haumitanga hei wāhanga o ana haepapa whānui hei kaitiaki, i runga hoki i tana ngākau titikaha ki ngā whakahaeretanga pūtea e matawhāiti ana.

Statement of Projected Financial Position			
\$m	2026/27	2027/28	2028/29
Public Equity			
Opening Equity	40.03	40.03	40.03
Add Surplus (Deficit)	-	-	-
Closing equity at 30 June	40.03	40.03	40.03
Represented by:			
Current Assets			
Cash and Cash Equivalents	5.41	5.26	5.15
Investments	27.67	27.53	27.33
Programme Rights	0.48	0.48	0.48
Receivable and Other Current Assets	2.19	2.22	2.23
Total Current Assets	35.74	35.48	35.18
Property Plant and Equipment (PPE)			
PPE at Book Value	8.64	8.73	8.72
Total Assets	44.38	44.21	43.91
Current Liabilities	3.78	3.74	3.57
Non-current Liabilities	0.56	0.43	0.30
Net Assets Employed	40.03	40.03	40.03

Statement of Projected Cashflows			
\$m	2026/27	2027/28	2028/29
Cashflows from operating activities			
Cash was provided from:			
Crown Appropriation	41.26	41.26	40.26
Other Income	2.14	2.10	2.11
Cash was distributed to:			
Payment to Suppliers and Employees	(41.28)	(41.27)	(40.22)
Net Cashflows from operating activities	2.12	2.09	2.16
Cashflows from investing activities			
Cash was provided from:			
Investments	0.00	0.14	0.20
Cash was distributed to:			
Purchase of Property, Plant & Equipment	(4.86)	(2.37)	(2.47)
Investments	(0.06)	0.00	0.00
Net cash from investing activities	(4.80)	(2.24)	(2.31)
Reconciliation of cash and cash equivalents			
Net increase/(decrease) in cash held	(2.81)	(0.15)	(0.11)
Opening cash	8.22	5.41	5.26
Closing cash balance	5.41	5.26	5.15



W H A K A A T A
MĀORI