

**Pūronga-ā-tau**  
Annual Report 2011

**Māori Television Service**

**MĀORI**  
TELEVISION

  
**TE REO**

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## Annual Report of Māori Television Service for the year ended 30 June 2011

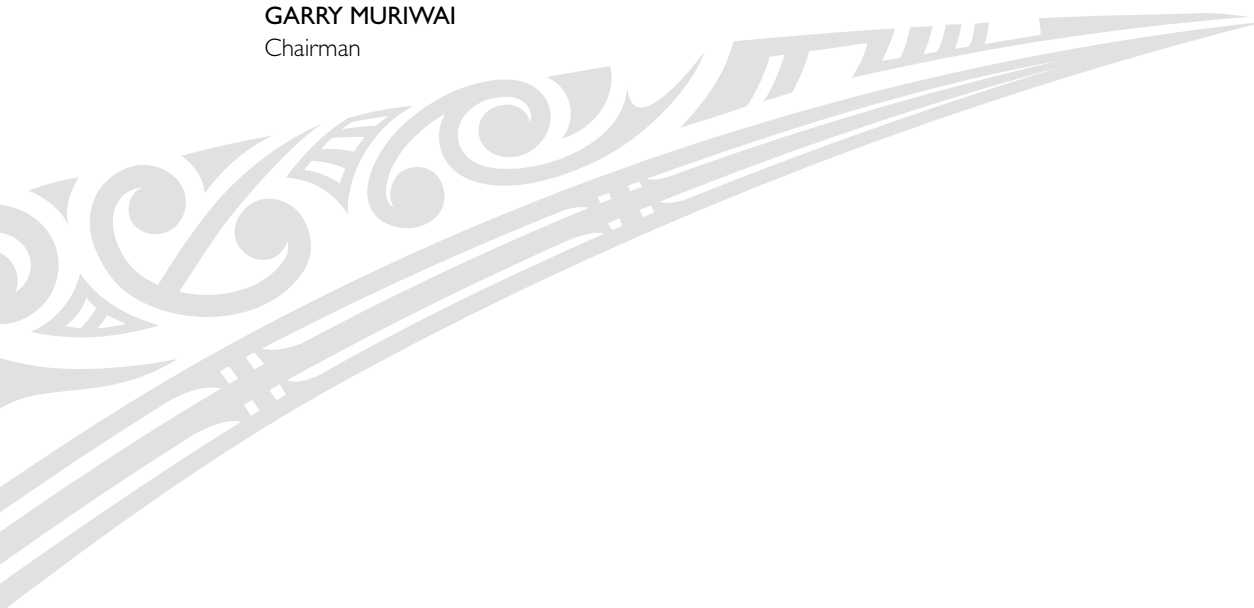
Presented to the House of Representatives pursuant to section 44(2) of the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003

### The Ministers of Māori Affairs and Finance

In accordance with section 44(2) of the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003 I present, on behalf of the Māori Television Board, the Annual Report on the operations of Māori Television for the year ended 30 June 2011.



**GARRY MURIWAI**  
Chairman



# Tirohanga Hou a te Heamana

**Nau mai ki tā Whakaata Māori Ripoata Ā-tau mō 2010-2011, he tuhinga mō te tahua ā-tau tuawhito o te pāhotanga reorua me tā te Hongere Te Reo tau tuatoru mo ngā hōtaka i roto i te reo-Māori anahe.**

I tēnei tau i kitea te taunaki a Whakaata Māori i tāna tūnga hei kaipāho ā-kāinga tupu tūturu mō Aotearoa whānui, i te wā e anga whakamua ana tāna whāinga auaha ki te whakaara ake i ngā tikanga Māori me te reo Māori.

Ngākau nui ana ā tātou kaimātaki ki te kite i ngā kōrero o Aotearoa mai i te tirohanga Māori. Ia marama, he 1.8 miriona ngā kaimātaki kua hono mai ki ā Whakaata Māori ā-kāinga-tupu rerehua, he 92% o ngā hōtaka ā Whakaata Māori i tēnei tau, i hangaia ā rohe. Nā te hōkai ngāwari o ā tātou hōtaka i runga i a [www.maoritelevision.com](http://www.maoritelevision.com) ka taea e ngā kaimātaki tini mano o rāwāhi, ina koa kei Ahitereiria, Amerika, UK, Tiamana me Kanata.

Kei te pūmau tonu a Whakaata Māori ki te awahi, ā tūranga-tūmatanui nei i ngā kaupapa e pā ana ki te motu whānui, i kitea i tēnei tau i te angitū anō o te Rā Anzac i whakapāhohia, mo te 18-haora. Ko Whakaata Māori te kaipāho ikanga mō 'Aranga-Ake Otautahi-Te Kotahitanga,' te kaikohi moni rū whenua 12-haora a Waitaha, i te marama o Haratua. Koinei te whakaaturanga ā Whakaata Māori i tino mātakhia, inā hoki 887,000 ngā kaimātaki.

Ko te arotake ngaio o Rise Up, hei ki tā Diana Wichtel, te kaiarotake whakaatu o te *New Zealand Listener*, na te kaupapa tonu "i whakatauiria mai te whānuitanga o te take kua riro ko Whakaata Māori te papa tautuku mō ngā whakaaturanga tūturu o Aotearoa."

I mua rā, na te kaiwānanga autai nei na Karl du Fresne te kōrero, ko Whakaata Māori "anake te teihana pāhokore-utu e kawē tonu ana i te wairua 'Aotearoatanga' ... whai anō he toru-koata o āna kaimātaki e rua miriona, kaore-i te Māori. Kua kohia ake e Whakaata Māori ngā wāhanga i whakarērea e TVNZ."

Heoti, kīhai a Whakaata Māori e noho puku. Ko tā mātou he whakapiki ake i ngā mahi kairangatira kua mahia i ngā tau e whitu kua taha, me te pupuri tonu i te kōunga me te rahinga, i a mātou e apo ana i ngā āhua arumoni hou, me te tuitui i ngā tātai whakawhanaunga whaikiko.

## Te Reo Māori

Ko te herenga ā-ture a te teihana kia mātua whakarite ko ngā wā-toitū pāpāho he reo Māori i te tuatahi, ā i ēra atu wā, te hiringa owenga o ngā hōtaka kei roto i te reo. I te tau 2010-2011, 3,256 hāora te roa o

ngā hōtaka reo Māori, reo rua hoki i whakaatuhia e Whakaata Māori, ki ngā kāinga noho o te motu, i te wā e whakaatuhia ana e Te Reo 1,461 hāora te roa o ngā hōtaka reo Māori-anahe.

Ko te mana kaha o te teihana nei ki te whakaū me te whakaora i te reo Māori i whakamanahia hei ki tā te rangahau whakarite-ā Te Puni Kōkiri, 'Te Tautoko a Whakaata Māori mō te reo Māori.' Ko te rangahau te tuatahi o tēnei momo, ā he paetohu hira, i toromokahia ki te 1,503 o ngā Māori 15 te pakeke neke atu rānei. I kitea te 'hononga ōrite i waenga i te rahi ake e mātakitaki ana i a Whakaata Māori me te kaha ake o te whakamahi i te reo, nui ake kei te ako i te reo, me te tupu ake o te matatautanga me te tiakitanga.'

Tā te rangahau otinga, 'Ngātahi nei, kei te tohu ēnei whakaputanga o te papātanga tino takatiki o Whakaata Māori ki te orange ake o te reo Māori. Ka pupū ake tēnei ma te whakahīkaka me te kipakipi i te tangata ki te whakaputa i o rātou pūkenga reo Māori, na me te whakarite wā-arotau hei whakare i o rātou ake pūkenga.

Ko te kōunga o te reo Māori i runga i a Whakaata Māori me Te Reo te mea nui, e tirohia ana e ngā mātanga tū motuhake. Harikoa au ki te riipoata i tēnei tau ko te kōunga o te reo Māori, 4.29/5, te taumata tike-tike o te wā. He whakaata paku, i te whanake o te tahua ā-tau o mua mo te Rautaki Reo Māori, e whakaatu ana i ngā tautikanga reo Māori mo te pāhotanga, me te wāhi mahi.

Ko taku harikoa ki ēnei whakaatu me taku kite he pai hei papa whakapakari.

## Whanaketanga Matua

I tēnei tahua ā-tau i whakaurua he arotake o ta Whakaata Māori whakawhiti ā-tihi āheinga me ngā arotau. I Pipiri, i whakamanatia e te Poari ngā mahere hei whakatinana i te rautaki ā-tihi hei whakatupu kuhunga ki ta mātou marau ā-ipurangi, waea pūkoru, pāpāho pāpori, me ngā hangarau hou i a te teihana nei e whakawhānui ana i tāna tuakiri hangarau mai i te kaipāho 'taketake' ki te kamupene mahere-ahu-maha e hora ana i ngā atamira maha me ngā arotau.

Ka whakamahi koromakitia te rautaki ā-tihi i te tau 2011-2012. Ma tēnei e aru mai ngā wā-aronga whakarawa hei whakanui ake i te tauneketanga me ngā kaimātaki, ina koa te whakatakoto pūrongo kirirarau.

Ka whakawhanaketia a Te Reo. Ka whakapau kaha tonu mātou ki te waihanganga i tā mātou pūranga hei maru hei tiri marau, ko to nuinga hoki he hiringa ahurea, he kōrero tūturu, ā he painga ā-motu.

Kua whakahāngaitia ki te rautaki ā-tihi he orokohanga o te wae putanga whakahi hei hiki i te korahi o ngā hotaka ā-whare, ki te tuku i ētahi atu whakaaturanga utu tōtika, ā me te whakaae kia riro i a Whakaata Māori te mana rangatiranga o āna ake mana whakairo hinengaro.

I kitea i tēnei tau te whakaotinga o ngā whakaritenga a Whakaata Māori mo tana kaupapa hākinakina nui rawa atu – te whakatūtangahia hei kaipāpāho matua ā-tihikore-utu mo te lpu Whutupōro o te Ao 2011, i tīmata i muri mai o ngā wiki tuaiwa o tēnei rīpoata, ka āhei a Whakaata Māori ki te whakaatu i to tātou māia ki te whakapāho me te whakatupu i te kähui kaimātaki.

Ahako te ara haere ki te tū o te RWC i āhua uaua, mārāma ana te kite mai i te tīmatanga ma te tauwhāinga pēnei te rahi e rato he wā aronga nui hei tuku hōtaka kia pā ki te manawa o te tuakiri hākinakina ā-motu, kia ū a Whakaata Māori ki ngā hinengaro me ngā ngākau o Aotearoa whānui, me te tuku i te reo me ngā tikanga, te angitu me te tū-ā-tangata o Ngai Māori ki te minenga whānui. Te tikanga ma ngā hōtaka RWC a Whakaata Māori e hono mai te tini kaimātaki hou.

### Tahua Tōtika

Ahako te piki o ngā utu ki a Whakaata Māori me te tahua kati i te wā e taumaha ana ngā āhuatanga ohanga, kei te āta penapena te anga whakamua a te roopū whakahaere kia ū ki ngā whakatao mo te putea i whakaritea. Kei te tino mau a Whakaata Māori ki āna utu-tōtika, kua puta kē ngā tohu whakaōritenga o ngā utu whakanaonga ki ngā tau ine ā motu, ā taiao hoki, inā kua toe he putea iti nei mo tēnei tau tahua.

### Mana Whakahaere

Tēnei tau, i poroporoakitia e te Poari o Whakaata Māori te rangatira nei a Wayne Walden ONZM. Mai i te Poari o Whakaata Māori, ko tēnei te tuku mihi kairangi ki a Matua Walden, na tōna toi kaihautu whakaharāhara me tōna mākohakoha umanga i pāwhaitua ki tā Whakaata Māori angitu. I hono mai a Wayne Walden ki te teihana nei i te tau 2002 hei Ahurei Pou Whakahaere Rangitahi. I te tau 2003, i whakatūria ko ia te Tiamana o te Poari o Whakaata Māori, ā i mau a ia ki tērā tūranga tae noa ki te tau 2007. Mai i tērā wā ki tōna rīhainatanga i Kohitātea 2011, i tū ia hei Tumuaki mo te Poari.

I heke atu a Tā Wira Gardiner mai i te Poari whai-muri i tōna wā poto.

I te 2009-2010 tahua ā-tau i uru atu te arotake manatū me ngā whakahaerenga o ta tātou Ture, te Māori Television Services (Te Aratuku Whakaata Irirangi Māori) Act

2003. Ko ngā take matahuhua, take tūāwhiorangi me ngā tikanga whakarite UHF, i tonoa kia āta mārāma kia āta whakatauhia anō hoki i roto i tēnei tirohanga, otirā kia tatū i roto i tēnei tahua ā-tau. Heoti, kāore anō te Pire kia horaina ki te aroaro o te Komiti Whiriwhiri whai take; ma te ihiihi o te mana whakahaere e aki he take nui tēnei kia kamakama. Heoti, ka haere tonu ta mātou whakatakoto mahere rautaki, i runga i te mōhio ko ngā tika whakahaere tūāwhiorangi 20-tau, ka tohaina ki a Whakaata Māori kua whakaaekēhia.

Na te mana whakahaere e tika ana ko ngā mema o te Poari me whai pūkenga hangarau, pūkenga ūmanga, tauhokohoko me te tohungatanga o te mana whakahaere. Me matua whakahaere ngā kaiwhakanga o ngā tirohia te ōritenga o ngā pūkenga e tika ana mo te tohu kaitono tōtika mo te Poari. Anō hoki kei te āwangawanga ahau na te roa o te Poari e tatari ana mo te tuarua o ngā tokorua whai tūnga mana kōkiri a te Karauna ki tōna kähui-mema.

### Tirohanga Whakamua

Mīharo taku uru ki tētahi ratonga me te ū o āna kaimahi kia auaha kia whaimana te whakaora me te whakataranga i te reo Māori me ngā tikanga, i a ia e taurite ana i te ture-whakahaere, te reo, ngā kaimātaki, te tahua, me ngā hiahia o ngā kaiwhakanga.

Hāngai te titiro a Whakaata Māori kia nui ake ngā kaimātaki i a ia e whakatairanga ana i te reo ki te whatumana o āna kaupapa katoa. A tērā tau, kua whānui ake te hongere Te Reo me te whakamahi i te rautaki ā-tihi kia wātea te ara ki te whanui me te huhua o ngā hōtaka ātaahua kei runga i a Whakaata Māori. Ka tūhurahia ngā wāhi Tauhokohoko ā, kia tokomaha ake ōna pātuitanga.

### Ngā Mihi

He pāwhaitua ngā tūmomo tāngata whakahi ki te angitu me te whanaketanga o Whakaata Māori. Ka mihi ahau ki te paihere o ōku hoa mema o te Poari, te rōpu whakahaere me ngā kaimahi o Whakaata Māori, inā koa te Tāhūhū Rangapū a Jim Mather. Ka mihi ahau ki te tautoko a te Karauna mai i ōna Minita kaiwhakanga, te Minita Māori (Hon Tākuta Pita Sharples) me te Minita Tahua (Hon Bill English). Ka mihi atu hoki ahau mō te tautoko a Te Pūtahi Paoho.

Kā tika me aro au ki te āwhina a to tātou tari pūtea matua, Te Māngai Pāho, me te tautoko aroturuki a Te Puni Kōkiri.

He mihi whakamutunga, ki te Kaunihera Kaumātua, te taumata pakeke, i tākohā mai nei i o rātau mātauranga kāmehameha hei ārahi i a tātau i roto i ngā tikanga me te reo. Ko ngā rangatira o te rōpū nei ko Huirangi Waikerepuru, ko Apirana Mahuika, ko Te Ariki Morehu, ko Hauata Palmer, ko Bill Wiki, ko Huata Holmes, ko Esther Davis me Timi Peri.

# Chairman's Review

Welcome to Māori Television's Annual Report for 2010-2011, documenting the service's seventh full financial year of bilingual broadcasting and Te Reo channel's third year of Māori-only programming.

The year has seen Māori Television cement its place as a genuinely home-grown broadcaster for all New Zealanders, while achieving great gains in its goal of making a significant contribution to the revitalisation of tikanga Māori and reo Māori.

Our viewers are evidently enjoying seeing New Zealand stories told from a Māori perspective. Each month, an average of 1.8 million viewers have tuned in to Māori Television's appealing home-grown content; 92% of this year's Māori Television shows were locally-made. The wide availability of our programming on [www.maoritelevision.com](http://www.maoritelevision.com) has led to substantial overseas audiences, notably in Australia, the US, the UK, Germany and Canada.

Māori Television continues to take an all-embracing, public-service stance to occasions of national interest, underlined this year by another successful 18-hour Anzac Day broadcast. The service was host broadcaster for *Rise Up Christchurch – Te Kotahitanga*, May's 12-hour Canterbury earthquake fundraiser. This became Māori Television's single most-watched show to date, with 887,000 viewers.

Reviewing *Rise Up*, *New Zealand Listener* television reviewer Diana Wichtel said the event had "demonstrated once again the extent to which Māori Television has become the default setting for genuinely New Zealand television."

Earlier, fellow critic Karl du Fresne described Māori Television as "the only free-to-air channel that consistently conveys a sense of 'New Zealandness' ... which helps explain why an astonishing three-quarters of its two million viewers are non-Māori. Māori Television has energetically seized some of the ground vacated by TVNZ."

However, Māori Television is not resting on its laurels. We intend to build on the excellent work that has been done over the last seven years, maintaining a focus on quality and quantity, while effectively harnessing new commercial opportunities and building effective partnerships.

## Māori Language

The channel's statutory obligation is to ensure that prime-time broadcasts are mainly in te reo and that at other times, a substantial proportion of programming is in te reo. During the 2010-2011 year, Māori Television beamed 3,256 hours of Māori language and bilingual programmes into the nation's living rooms, while Te Reo screened 1,461 hours of reo-only programmes.

The service's positive influence on the retention and revitalisation of te reo Māori was confirmed in a Te Puni Kōkiri-commissioned survey, *Impact of Māori Television on the Māori language (Te Tautoko a Whakaata Māori mō te reo Māori)*. The survey, the first of its type and an important benchmark, canvassed 1,503 Māori aged 15 years and over. It found a "consistent relationship between greater viewing of Māori Television and increasing language usage, greater language learning, and proficiency increases and maintenance."

**Māori Television is boosting te reo**  
**Survey results show a consistent relationship between greater viewing of Māori Television and increasing language usage, greater language learning, and proficiency increases and maintenance.**

*Impact of Māori Television on the Māori Language, Te Puni Kōkiri, 2010*

The survey concludes: "Collectively, these outcomes point towards Māori Television having a marked positive contributing impact on Māori language revitalisation. This occurs by motivating and prompting people to use their Māori language skills, while at the same time providing opportunities for individuals to enhance their existing skills."

The quality of te reo Māori on Māori Television and Te Reo is of critical importance and is closely monitored by independent experts. I am pleased to report that Māori-language quality was this year rated at 4.29/5, the highest to date. This reflects, in part, the development in the previous financial year of the Māori Language Plan, which outlines expected reo Māori standards on-air and at work.

I am very pleased with these results and see them as a platform on which to build.

### Key Developments

This financial year included a review of Māori Television's digital and interactive capabilities and options. In June, the Board endorsed plans to implement a digital strategy to increase access to our content via online, mobile, social media and emerging technologies, as the channel expands its structural identity from 'traditional broadcaster' to that of a multidimensional media company offering a choice of platforms and options.

### Māori Television reaches New Zealanders

- **63% of Māori aged 5 and over**
- **45% of all New Zealanders aged 5 and over.**

(2010-2011 year)

The digital strategy will be fully implemented in the 2011-2012 year. It will bring increased opportunities for greater interactivity with viewers, especially citizen journalism. Te Reo will be further developed. We will continue to build our archive as a way to safeguard and share content, much of which is of significant cultural, historical and national interest.

Aligned to the digital strategy is the creation of a dedicated production unit which will boost the proportion of programmes made in-house, offer more cost-effective production, and allow Māori Television full ownership of its intellectual property.

This year has seen final preparations for Māori Television's most significant sports event to date – being appointed lead free-to-air broadcaster for the Rugby World Cup 2011, which started nine weeks after the period covered by this report, will enable Māori Television to showcase our broadcasting capabilities and further develop our audience base.

Although the road to our RWC role was not without difficulties, it was clear from the outset that an event of this size provided an exceptional opportunity to deliver programming that cut to the heart of our nation's sporting identity, elevated Māori Television's status in New Zealanders' minds and hearts, and delivered language, culture, Māori success and pride to the widest possible audience. It is expected that Māori Television's RWC programming will gain significant new audiences.

### Māori Television is cost-effective

Average cost of production per programme hour:

- **Māori Television in-house: \$15,561**
- **Independent production for Māori Television: \$44,000**
- **Independent production (general): \$91,000**
- **International public television broadcasters: \$46,000**

(Sources: Māori Television, NZ On Air 2009 Annual Report, TMP 2009 Annual Report, International Public Broadcasters Survey 2007)

### Value for Money

Despite Māori Television's increasing costs and capped funding at a time of difficult economic conditions, the organisation is taking a fiscally-prudent approach to ensure it lives within budget. Māori Television remains extremely cost-effective, as indicated by a comparison of its production costs against national and international averages, and it has achieved a modest surplus this financial year.

### Most-watched Māori Television programmes

- **Rise Up Christchurch – Te Kotahitanga**
- **Boxing Live: Barrett v Tua**
- **Boxing Live: Tua v King**
- **Billy T James Special**
- **Hōmai te Pakipaki**

(To year ended 30 June 2011)

### Governance

This year, the Māori Television Board farewelled the long-serving Wayne Walden, ONZM. On behalf of the Māori Television Board, I wish to pay tribute to Mr Walden, whose exceptional leadership and business expertise have been integral to Māori Television's success. Mr Walden joined the channel in 2002 as Acting Chief Executive. In 2003, he was appointed Chairman of the Māori Television Board and held that position until 2007. From that time until his resignation in January 2011, he served as a Board Director.

Sir Wira Gardiner stepped down from the Board after a short period of service.

The 2009-2010 financial year included an obligatory review of the effectiveness and operation of our establishing Act, the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003. Various issues, including those relating to spectrum and UHF management rights, required clarification and resolution through this review, which was expected to be concluded in this financial year. However, the Bill has not yet been presented to the relevant Select Committee; the interests of good governance would suggest that this is a matter of some urgency. However, our strategic planning continues, based on the expectation that 20-year spectrum management rights will be allocated to Māori Television as agreed.

Good governance also requires that Board members possess a relevant mix of technical skills, business skills and commercial and governance expertise. It is imperative that our stakeholders ensure the appropriate balance of skills when board appointments are made. I also note, with some concern, that the Board has awaited for some time the second of two mandated Crown appointments to its membership.

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### Top five programme pages on [www.maoritelevision.com](http://www.maoritelevision.com)

- **Te Matatini o te Rā** (kapa haka national finals)
- **Te Kāea** (sub-titled news)
- **Hunting Aotearoa** (outdoor lifestyles)
- **Toi Whakaari** (kapa haka)
- **Hōmai te Pakipaki** (singing talent quest)

(To year ended 30 June 2011)

### Looking to the Future

I am proud to be part of an organisation whose people bring such passion and integrity to the important tasks of preserving and promoting Māori language and culture while balancing legislative, language, audience, financial and stakeholder requirements.

Māori Television is focused on continuing to grow its audience while putting language promotion at the heart of everything it does. In the year ahead, Māori Television will further develop the Te Reo channel and will fully implement its digital strategy, enhancing access to the broad and attractive range of content on Māori Television. Commercial opportunities will be explored and existing partnerships extended.

### Acknowledgements

A wide range of dedicated people are integral to the success and development of Māori Television. I acknowledge the commitment of my fellow Board members and the management and staff of Māori Television, particularly Chief Executive Jim Mather. I acknowledge the support of the Crown through its shareholding Ministers, the Minister of Māori Affairs (Hon Dr Pita Sharples) and the Minister of Finance (Hon Bill English). I also acknowledge the support of Te Pūtahi Paoho, the Māori Electoral College.

It is also important that I recognise the assistance of our primary funding agency, Te Māngai Pāho, as well as the monitoring support provided by Te Puni Kōkiri.

Finally, I would like to pay a special tribute to the Kaunihera Kaumātua, our council of elders, whose guidance on culture and language is invaluable. Its vastly knowledgeable members are Huirangi Waikerepuru, Apirana Mahuika, Te Ariki Morehu, Hauata Palmer, Bill Wiki, Huata Holmes, Esther Davis and Timi Peri.

Nō reira, ko te reo te moko o te mana Māori.

Ko te mana o Whakaata Māori,

Me moko ki te reo.



**GARRY MURIWAI**  
Heamana/Chairman



# Tā te Tāhūhū Rangapū Ripota

**Tēnā koutou i roto i ngā āhuatanga o te wā. Ka mihi hoki ki o tātau aitua maha e hinga nei, e whakahoki atu ana ki te kōpu o te whenua. Me kii na koutou i tangi ngā mate o ērā marae, na mātau ēnei i mihi, haere nga mate. Ka huri kia tātou, tēnā tātou katoa.**

He tino manawa reka te kite atu i te kauneke huapai kei te whakamahia e Whakaata Māori, e ai ki ngā kōrero a te Heamana i tāna Rīpoata. Mai i te rautaki mataaho me ngā whāinga matua ka whakatakatoria ā-tau i waenga i te Poari me te Rangapū ka angitū tonu te whanake a Whakaata Māori hei kaipāho taketake.

I te tīmatanga o taku Rīpoata, e tika ana kia kitea na te whakamahere me te āta rautaki kā angitū ngā whāinga a o tātou kaimahi whakahihi. No reira, he mihi tēnei ki te hunga e mātatoru nei te puta o ngā painga o a rātou mahi, me ā tātou amokapua kei ngā taumata katoa kei te whakararawe i te ahu me te ārahitanga tino āhei. He mihi anō tēnei mo te tautoko ahurea me te arotakenga a te Kaunihera Kaumātua, me te mahi ngātahi o ngā hoa kaipakihī kaiwhakangao, Te Pūtahi Pāoho me te Kāwana.

## Whakakaupapatanga Rautaki

Ko tētahi tātai matua o ta tātou rautaki kia mātua whakarite i ngā wā katoa hei ratonga whakaata Māori utu-tōtika, angitū hoki. Te whakaritenga tahua motuhenga o Whakaata Māori i tērā tau kei te whakaata tonu i te ahurea o te tahua ngārahu me ngā whaka-haere ita i aromai i te whakahaere rautoha. Koinei te tuawhitu o ngā tau tāruarua kua toe i a Whakaata Māori he tahua tuwhene.

I arotau ngā whāinga rautaki matua ki te whakawhānui ake i ā tātou tuāpapa kaipāho taketake, kia rahi ake ngā tūmomo whakaatutanga. Whai muri i te whakam-anatanga a te Poari, i tīmata mātou ki te whakatinana i tētahi rautaki ā-tihi kia pai ake ai te hono mai a ngā kaimātaki ā-ipurangi, waea pūkoro, pāpāho pāpori hoki, ki a tātou taonga. E hāngai kōtui ana te whāinga te huri i ā Whakaata Māori mai i te kaipāho auaha rārangi taketake, ki te whakahaere pāpāho ā-tihi me te awhero kia nui ake te rangatiratanga ki ngā mōtika whakairorio ā hinengaro mō ā tātou hōtaka kia horapa ki ngā tūmomo whakaatutanga katoa. I runga i tērā, ka hangaia he tari Hanga Hōtaka hou hei whakakaha i tā tātou āheinga ki te hanga hōtaka ā-whare me te whakarato taumata nui ake mo ngā hōtaka na Whakaata Māori ake mo te hongere Te Reo me Whakaata Māori.

Ko te haere tonu o ngā mahi whanake i te hongere Te Reo 100 orau reo-Māori tētahi o ngā rautaki matua. Ko te whāinga ko te ōritetanga i waenga i te hongere Te Reo me Whakaata Māori e pā ana ki ngā haora pāho, ngā tūmomo mahi me te wātea ki te hono ki ngā papa whakaatutanga katoa.

## Arotahi ki Te Reo

Ko te mea whakaharahara o te tahua ā-tau 2011 ko te rangahau motuhake i whakaritea e Te Puni Kōkiri mo te whakamātau i te pānga o Whakaata Māori ki te reo Māori. Atu i ngā pānga huapai i horaina mai e te Heamana i tana rīpoata, tā te rangahau whakakitenga ko ēnei e whai ake nei:

- He hononga huapai kei waenga i te mātaki i a Whakaata Māori me te whakamahi i te reo-Māori. Ko te hunga e kaha whakamahi ana i te reo Māori tēnā ki ta rātou whakamahi i ngā marama 12 kua taha ake, he kaha ake te mātaki i a Whakaata Māori tēnā ki ētahi atu.
- He hononga huapai anō kei waenga i te mātaki i a Whakaata Māori me te ako i te reo Māori, otirā 78 ōrau o ngā akonga reo Māori i mātaki i te ratonga nei i ngā rangi e whitu i mua o te rangahau.
- Nā te wāteatanga o Whakaata Māori i hiahia ai te 66 ōrau o ngā kaiwhakautu ki te whakapiki ake i o rātou pukenga reo Māori.
- E 76 ōrau o ngā kaiwhakautu i whakapiki ake i tō rātou matatau ki te reo Māori i ngā marama 12 i mua atu, i mātaki anō i a Whakaata Māori i ngā rā-tuawhitu i mua o te rangahau.
- E 89 ōrau o rātou kei te tino matatau ki te reo Māori, i mātaki i a Whakaata Māori ia wiki ia wiki.

Ko ngā kitenga o te Rangahau Pānga i whakarāpopotohia pēnei: 'Ngātahi nei, kei te tohu ēnei whakaputanga ki a Whakaata Māori mo ngā huapai kua puta i a ia ki te whakaora ake i te reo Māori.'

## Te Tirohanga Whakamua

Ko te tau tahua 2011 te wā i mātua whakapau kaha ai a Whakaata Māori ki te whakamahere me te whakarite mo te whakapāho i te Ipu Whutupōro o te Ao 2011. Heipū te wā o te tōnamana, ko ngā whakatau ake ka puta ā tērā tau i te Rīpoata Ā-tau. Ahakoa tērā, nā te tūranga i tohua ki a tātou hei kaiwhakapāho matua ā-tihi-kore-utu mō te Ipu Whutupōro o te Ao 2011, tētahi whakaputanga whakarahara e tika ana kia kōrerohia i tēnei wā.

Ka koa taku tiro whakamua atu ki te rīpoata ā tērā tau mo te angitū o Whakaata Māori ki te whakatinana i āna mahere mo te Ipu Whutupōro o te Ao 2011 i whaipānga nui rawa atu ki a tātou whāinga mo te whakatairanga i te reo Māori ki te minenga kaimātaki tini-mano, i whakapepe, i pupuri hoki i ngā kaimātaki hou, ā me te hora i ētahi atu huarahi hei whanake whai wāhitanga mo te whiwhinga arumoni.

Kei te kaha tonu a Whakaata Māori ki te whakarite mō te whakarerekētanga hiranga i te ao pouaka whakaata. Mā te whakatinatanga o te Huringa Ake Ā-tihi a Whiringa-ā-rangi 2013 e whakatū a Whakaata Māori ki te taha o ētahi atu kaipāho ā-tihi-kore-utu kei te atamira Ā-tihi Kore-utu. Mā tēnei papa tautika ka torohū pea a Whakaata Māori ki te toro atu ki te minenga tini mano me āna hōtaka waitohu ahurei, marau-reo Māori hoki.

Ma te orokohanga o te wāhanga Ā-tihi hou, kei te urutau mātou ki te porotūtataki ehara anahe ko ngā whakaneketanga hangarau engari ko te whakarerekē i ngā raupapa e hiahiatia ana e ngā kaimātaki. Kei te kitea ka whai wahi tonu ngā kaimātaki ki ngā taumata nui ake o ngā marau raraupapa mā te whakamahi i nga tūmomo pūrere rokiroki tuku a te wā. Mai i tēnā, kaha kē atu te papātanga o ngā whanaketanga hangarau me ngā aratuku-whānui tere ki ā tātou mahere pakihia a te wā.

I te mutunga ake, kei te kaha tonu a Whakaata Māori ki te tautoko i te Kāhui Whakaaturanga Kaipāpāho Taketake o te Ao, inā hoki i whakapau kaha tātou ki te whakatū i te tau 2008. Mā tēnei e mātua whakarite kia whai hua tonu tātou mai i ngā mahinga ngātahi o tā tātou kāhui kaipāpāho taketake o te ao e tū mai na i Ingarangi, Uropi, Āhia, Amerika ki te Raki, Awherika ki te Tonga, ngā whenua o Australasia me te Moana-nui-ā-Kiwa. Ko te whakaaranga ake o ngā reo taketake me ngā tikanga mai i te aho pouaka whakaata e tupu haere ake ana hei taura motuhake kua kitea i te orokohanga o ngā ratonga hou e rua e tautokohia ana e te Kāwanatanga i Ahitereiria me Scotland, tae atu ki ngā kaipāpāho taketake e rua kei Hawai'i me Amerika.

Whakahihī ana mātou ki te uru ki roto i tētahi whānau whānui o te ao mo ngā kaipāpāho taketake kei te whakapau kaha ki te whakaora i o mātou ake reo me ā mātou tikanga. Mai i ngā mahi pērā i te whakawhitiwhiti kaimahi, te kaupapa tuari-hōtaka, me te ratonga kohinga kōrero ā-taiao, kei te whakapau kaha tonu tēnei kāhui ki te toha i ngā hua pai.

Hei whakakapi, ka kii anō ahau kei te taumata tiketike a Whakaata Māori i roto i āna mahi hei ratonga mahinga ngātahi kia whai wāhi a Aotearoa whānui ki te hono mai ki to tātou ahurea Māori tuku iho e tohu ana i to tātou ahurei ā iwi. Kā noho pono tonu tātou ki te mātua whakarite ko tō tātou tūranga hei kaipāpāho taketake ā-motu o Aotearoa ka ū tonu ki te takoha ki te reo Māori kia whakarawakuratia, kia manaakitia, ā kia kōrerotia.

Nō reira e te whānau, kia kaha i roto i ngā mahi ahakoa ngā angitūtanga o tēnei tau. Kia mahara ake ki te whakatauki nei: 'Ko te manu e kai ana i te miro nōna te ngahere, ko te manu e kai ana i te mātauranga nōna te ao'.

# Chief Executive's Report

**Tēnā koutou i roto i ngā āhuatanga o te wā. Ka mihi hoki ki o tātau aitua maha e ngapu nei te whenua i to rātau hinatanga. Me kii na koutou i tangi mai ngā mate o tēnā moka, na mātau i tangi ngā mate o tēnei moka. Tēnā tātau katoa.**

It is hugely satisfying to reflect on the positive progress being made by Māori Television as covered by the Chairman in his review. The clear strategy and key objectives set annually between the Board and the Executive continue to ensure the successful development of Māori Television as a world-class indigenous broadcaster.

At the outset of my report, it is appropriate to recognise that planning and strategising is ultimately transformed into successful outcomes by our team of dedicated staff. Accordingly, I acknowledge our people who continue to deliver excellent results, including our leaders at all levels who provide the necessary direction and guidance. I also acknowledge the strong cultural support and critique provided by our Kaunihera Kaumātua, alongside the work of the two stakeholder partners, Te Pūtahi Pāoho and the Government.

## Strategy Implementation

A key component of our strategy is to ensure that we provide at all times a cost-effective and successful Māori television service. The credible financial performance of Māori Television over the last year continues to reflect a culture of fiscal prudence and tight controls over operational expenditure. This is the seventh consecutive year that Māori Television has posted a surplus.

Key strategic objectives have centred on augmenting our traditional broadcaster foundations with an increased range of viewing options. After Board endorsement, we started implementing a digital strategy that will provide viewers with improved online, mobile and social media access to our content. Aligned with the goal of transforming Māori Television from a traditional linear broadcaster to a digital media organisation is the need to have greater ownership of intellectual property rights for our programming across a range of platforms. To that end, a new Production Department was created to strengthen our capacity to produce content in-house and provide greater levels of Māori Television-owned content for both our Te Reo and Māori Television channels.

The ongoing development of the 100% Māori-language Te Reo channel also remains a strategic priority. The objective is to achieve comparability between the Te Reo and Māori Television channels in terms of broadcast hours, genres of programming and accessibility on all broadcast platforms.

## Focus on Te Reo

A key highlight of the 2011 financial year was independent research commissioned by Te Puni Kōkiri that examined the impact of Māori Television on the Māori language. Aside from the positive impacts noted by the Chairman in his review, the research highlighted the following:

- A positive relationship exists between viewing Māori Television and Māori-language usage. People who are using the Māori language more than they did 12 months earlier have consistently higher rates of viewership of Māori Television than others.
- A positive relationship also exists between viewing Māori Television and learning the Māori language, with 78% of Māori language-learners having watched the service in the seven days prior to the survey.
- The availability of Māori Television made 66% of respondents want to improve their Māori language skills.
- 76% of respondents who improved their proficiency in te reo Māori in the previous 12 months had also watched Māori Television in the seven-day period prior to the survey.
- 89% of those with very high Māori language proficiency viewed Māori Television on a weekly basis.

The findings of the Impact Survey were summarised as follows:

**“Collectively these outcomes point towards Māori Television having a marked positive contributing impact on Māori language revitalisation.”**

## Facing the Future

The 2011 financial year marked a significant level of planning and preparation for Māori Television's broadcasting of the Rugby World Cup 2011. Given the timing of the tournament, the actual results will be reported in next year's *Annual Report*. However, our appointment as the lead free-to-air broadcaster of Rugby World Cup 2011 was a major breakthrough opportunity that warrants reference at this time.

I look forward to reporting next year that Māori Television's successful implementation of its Rugby World Cup 2011 plans has had a major positive impact on our objectives of promoting te reo Māori to record viewing audiences, has attracted and retained new viewers, and offered further avenues for developing commercial revenue opportunities.

Māori Television continues to prepare for significant change in the television landscape. The implementation of digital switchover by November 2013 will position Māori Television alongside other free-to-air television broadcasters on the Freeview digital platform. This level playing field will potentially allow Māori Television to reach a larger audience with its unique brand of programming and Māori-language content.

Through the establishment of a new Digital Division, we are adapting to meet not only technological developments but changing viewer preferences. It is recognised that viewers will be accessing greater levels of programming content using a range of storage and viewing devices in the near future. As a result, technological and fast-broadband developments will have even greater impact on our future business planning.

Finally, Māori Television continues to strongly support the World Indigenous Television Broadcasters' Network, in whose 2008 establishment we were instrumental. This will ensure that we continue to benefit from the collective efforts of this global network of indigenous broadcasters based in the United Kingdom, Europe, Asia, North America, South Africa, Australasia and the Pacific. The revitalisation of indigenous languages and cultures through the medium of television is a growing and proven model that has seen the recent establishment of two new Government-supported television organisations in Australia and Scotland, as well as two new indigenous broadcasters in Hawaii and the United States mainland.

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**“Our appointment as the lead free-to-air broadcaster of Rugby World Cup 2011 was a major breakthrough opportunity.”**

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We are proud to be a part of a worldwide family of indigenous broadcasters committed to revitalising our respective languages and cultures. With initiatives such as staff exchange opportunities, programme-sharing schemes and an international indigenous news-gathering service, the network continues to provide many positive benefits.

In closing, I re-affirm that Māori Television will continue to be a highly inclusive organisation that affords all New Zealanders opportunities to connect with our Māori cultural heritage that defines our uniqueness as a nation. We are also committed to ensuring that our role as New Zealand's national indigenous broadcaster will continue to contribute to the Māori language being increasingly valued, embraced and spoken.

Nō reira e te whānau, kia kaha i roto i ngā mahi ahakoa ngā angitūtanga o tēnei tau. Kia mahara ake ki te whakatauki nei: ‘Ko te manu e kai ana i te miro nōna te ngahere, ko te manu e kai ana i te mātauranga nōna te ao’.



**JIM MATHER**

Tāhūhū Rangapū / Chief Executive

# Performance Highlights

## Mission

Māori Television's mission is to make a significant contribution to the revitalisation of te reo Māori me ona tikanga by being an independent, secure and successful Māori television broadcaster.

## Major Outcomes

- Significantly contribute to te reo Māori me ona tikanga being increasingly valued, embraced and spoken
- Develop as an independent national Māori television broadcaster that is successful with an assured future

## Intermediate Outcomes

- Māori language revitalisation objectives are achieved
- Audience engagement and growth is maximised
- Business model is further developed and enhanced

## The following table sets out how targets within the intermediate outcomes have performed this year:

Outcome 1: Māori language revitalisation objectives are achieved	
Key Performance Indicators	
Mechanism	Deliverable
<b>Māori language content</b>	<div style="background-color: #2c3e50; color: white; padding: 2px;"><b>Māori Television Channel:</b></div> <p>Te reo Māori content on the Māori Television channel during prime time (6:00pm to 10:30pm)</p> <p>Te reo Māori content on the Māori Television channel across the broadcast schedule</p> <div style="background-color: #2c3e50; color: white; padding: 2px;"><b>Te Reo Channel:</b></div> <p>Te reo Māori content on the Te Reo channel <sup>1</sup></p> <div style="background-color: #2c3e50; color: white; padding: 2px;"><b>Both Channels:</b></div> <p>Te reo Māori content on both channels across the broadcast schedule</p> <div style="background-color: #2c3e50; color: white; padding: 2px;"><b>Language Learning Programming:</b></div> <p>Broadcast (average hours per month) programmes for all persons learning te reo Māori</p> <div style="background-color: #2c3e50; color: white; padding: 2px;"><b>Tamariki Programming:</b></div> <p>Broadcast (average hours per week) of programming intended for tamariki participating in te reo Māori immersion education</p>
<b>Māori language quality</b>	Average rating is achieved <sup>2</sup>
<b>Impact <sup>3</sup></b>	<p>Understanding of Māori language is improved by watching Māori Television</p> <p>Interest in learning Māori language is increased by watching Māori Television</p> <p>Māori Television provides a strong sense of connection to Māori people, lifestyles, language and culture</p>

1. The figures stated represent the levels of spoken reo Māori content excluding the occasional or inadvertent use of other languages, where there is no reo Māori equivalent, or where the speaker does not speak te reo Māori.
2. Māori Language Quality Assessment reviews were performed against the Te Taura Whiri I Te Reo Māori quality-indicator framework, during the period July 2010 to June 2011. Rating band is: 1 – Very poor; 2 – Poor; 3 – Good; 4 – Very Good; 5 – Excellent
3. These comments are taken from Te Puni Kokiri's Fact Sheet (009 – 2011) titled "Impact of Māori Television on the Māori Language". This impact survey, commissioned by Te Puni Kokiri in 2010 was designed to measure Māori Television's contribution towards achieving greater Māori language use, learning, and proficiency gains.

Target	Actual
51%	54%
60%	61%
95-100%	100%
70%	73%
20.00	29.25
10.00	12.84
4.00	4.29

Of those respondents who reported that their use of Māori language has increased, 75% had watched Māori Television within the last 7 days.

38% of those with increased usage indicated that they had specifically watched the Te Reo channel in the last 7 days.

66% of those with increased Māori language skills attributed some of their gain to the provision of Māori Television.

78% of Māori language learners had watched Māori Television within seven days prior to the survey.

The availability of the Māori Television Service made 66% of respondents want to improve their Māori language skills.

Of regular Māori Television and/or Te Reo viewers, 10% gave language learning as the first reason for watching those stations.

Of those viewing Māori Television within the seven-day period, 55% were viewing on a daily basis.

Survey Summary states: "Collectively these outcomes point towards Māori Television having a marked positive contributing impact on language revitalization. This occurs by motivating and prompting people to use their Māori language skills, while at the same time providing opportunities for individuals to enhance their existing skills."

## Outcome 2: Audience Engagement and Growth is Maximised

### Key Performance Indicators

Mechanism	Deliverable	Target	Actual
<b>Viewership</b> <sup>1</sup>	Number of Māori reached (aged 5 and over, on average per month)	50%	63%
	Number of New Zealanders reached (aged 5 and over, on average per month)	40%	45%
<b>Engagement</b> <sup>1</sup>	Daily Time Spent Viewing (on average per month)	17 minutes per day	18 minutes per day
<b>Contribution</b> <sup>2</sup>	Māori Television makes a valuable contribution to New Zealand's sense of nationhood.	78% of Māori and 56% of New Zealanders agree	
<b>Broadcast Hours</b>	Māori Television Channel - minimum hours of broadcast	3,000	3,256
	Te Reo Channel - minimum hours of broadcast	1,000	1,461
	Minimum hours of broadcast (both channels combined)	4,000	4,717
	Majority of programmes broadcast on Māori Television are locally produced.	80%	92%
<b>Transmission</b> <sup>3</sup>	<b>Provide broadcast services to as many people as practicable:</b>		
	Māori Television - 100% of NZ via Freeview satellite and Sky satellite	100%	100%
	Māori Television - 90% of population via analogue terrestrial	90%	90%
	Māori Television - 75% of population via Freeview digital terrestrial <sup>4</sup>	75%	74%
	Te Reo: 100% of NZ via Freeview satellite and Sky satellite	100%	100%

1. Viewership and engagement data is taken from Nielsen Media Research.

2. Contribution data taken from 2009 Māori Television Tracking Research.

3. Transmission data is taken from Kordia and from Johnston, Dick and Associates

4. Work has started to increase this to 87%

## Outcome 3: Business Model is Developed and Enhanced

### Key Performance Indicators

Mechanism	Deliverable	Target	Actual
<b>Efficiency</b>	<b>Cost effective and efficient operations:</b>		
	Average cost of production (per programme hour)	\$17,000: Māori Television In-house	\$15,561
	Compare with	\$44,000: Independent Production (for Māori Television)	
		\$91,000: Independent Production (general)	
		\$46,000: International Public Television Broadcasters	
	Average cost of broadcasting (per programme hour)	\$5,000: Māori Television	\$2,328
	Compare with	\$19,000: International Public Television Broadcasters	
<b>Financial</b>	<b>Financial targets are achieved:</b>		
	Net Surplus (Statement of Comprehensive Income)	\$78,000	\$228,000



# Governance and Accountability

The Board of Māori Television comprises up to seven non-executive directors. Four directors are appointed by Te Pūtahi Paoho and the remaining three by the Crown, represented by the Minister of Finance and the Minister of Māori Affairs. In the period under review, Wayne Walden and Sir Harawira Gardiner stepped down as directors.

## Garry Muriwai

*Ngāpuhi (Te Pūtahi Paoho appointment)*

Garry Muriwai is Chairman of the Board of Māori Television. Garry is the Director of the Bahrain Institute of Banking and Finance. He was formerly the Chief Executive of the New Zealand Institute of Chartered Accountants and the Chair of the Global Accounting Alliance. Prior to this, Garry was the Head of the School of Business at Auckland University of Technology. He has held senior accounting and information technology roles in the corporate sector, provided consultancy advice to a number of public and private sector organisations and has been a director of a number of companies.

## Cathy Dewes

*Te Arawa, Ngāti Porou (Te Pūtahi Paoho appointment)*

Cathy Dewes is a long-time advocate of the Māori language and has been actively involved in various Māori language revitalisation initiatives for more than three decades. She was a part of Te Reo Māori Society which was instrumental in establishing the first Koha and Te Karere programmes as well as the first training programme for Māori television producers and directors. A founding member of the kura kaupapa Māori movement, Cathy is the principal of Te Kura Kaupapa Māori o Ruamata in Rotorua which is a pioneer in the delivery of national secondary qualifications in te reo Māori. She is also a former Chairperson of Te Rūnanganui o Ngā Kura Kaupapa Māori o Aotearoa and still serves on the executive council. Cathy was the first woman to serve on Te Arawa Māori Trust Board and represented Ngāti Rangitīhi through to the settlement of their lakes claim.

## Te Kou Rikirangi Gage

*Te Whānau-a-Apanui, Ngāti Porou, Te Whakatōhea, Ngāti Maniapoto (Te Pūtahi Paoho appointment)*

Rikirangi Gage is the Chief Executive of Te Rūnanga o te Whānau tribal authority – a position he has held for more than 20 years. He was a Board member of Te Papa for three years and is a current director of the Māori fisheries commission, Te Ohu Kaimoana. He has also served as a member of a specialist advisory

panel for Te Ture Whenua Māori Act 1993, the Ministerial Advisory Committee on Oceans Policy and the Board of Enquiry for the New Zealand Coastal Policy Statement 2008-2009. An active member of the Ringatu Church, Mr Gage has been a negotiator for Te Whānau-a-Apanui on its foreshore and seabed claims. He has experience in governance and management roles and issues for iwi, Māori organisational development, Māori economic development, Māori education initiatives, leadership within Māori churches, youth justice and indigenous rights.

## Donna Ngaronoa Gardiner

*Ngaiterangi, Ngāti Ranginui, Ngāti Pūkenga (Crown appointment)*

Donna Gardiner (BA, MEd, Dip Indigenous Diplomacy) has extensive experience in whānau and hapū development, community development and the public service as well as a lifelong commitment to Māori and indigenous development. Governance, Māori political representation and strategic leadership are significant areas of interest to Ms Gardiner. She is currently employed by Ngā Pae o te Māramatanga – New Zealand's Māori Centre of Research Excellence at The University of Auckland. She was previously a senior lecturer at Auckland University of Technology's Te Ara Poutama, and prior to this, she managed the Manukau outpost of Te Whare Wānanga o Awanuiārangi for three years. Ms Gardiner is working on her PhD.

## Tahu Potiki

*Ngāi Tahu (Te Pūtahi Paoho appointment)*

Tahu Potiki has been a major influence in the Māori language revitalisation initiatives of South Island tribe Ngāi Tahu over the past two decades and is a former Board member of the Māori broadcasting funding agency, Te Māngai Pāho. Tahu and his whānau run a business from the Otago Peninsula and he is involved in a number of community organisations and Māori development projects. He currently represents Otakou on the tribal council, Te Rūnanga o Ngāi Tahu.

## Role of the Board

The Board's governance responsibilities, which are defined in the Māori Television Service (Te Aratuku Whakaata Irirangi Māori) Act 2003, include:

- The annual completion of a Statement of Intent, which is to be agreed upon with the Minister of Māori Affairs and the Minister of Finance (the 'responsible Ministers') and Te Pūtahi Paoho;
- The annual completion of an Output Agreement, which is to be agreed upon with the responsible Ministers;
- The provision of quarterly reports against the Output Agreement to the Chairperson of Te Pūtahi Paoho and the responsible Ministers;
- The provision of an Annual Report to the responsible Ministers and the Chairperson of Te Pūtahi Paoho;
- The delegation of responsibility to the Chief Executive for the efficient and effective administration of the day-to-day operations of Māori Television.

The Board concentrates on setting policy and strategy and holds regular meetings to monitor progress towards the achievement of those strategic objectives and to ensure that the affairs of Māori Television are being conducted in accordance with the Board's policies.

The Board has two standing committees:

- **Audit Committee**  
During the year, members of the Audit Committee were Wayne Walden, Sir Harawira Gardiner, Tahu Potiki and Cathy Dewes.
- **Remuneration Committee**  
During the year, members of the Remuneration Committee were Garry Muriwai, Donna Gardiner and Te Kou Rikirangi Gage.

## Conflicts of Interest

A director who has an interest in a transaction, or a proposed transaction, or another matter relating to Māori Television, must disclose the nature of the interest to the Chairperson of the Board. If the director is the Chairperson, disclosure must be made to the responsible Ministers and the Chairperson of Te Pūtahi Paoho.

## Risk Management

The Board acknowledges that it is ultimately responsible for the management of risks to Māori Television. The Board has charged the Chief Executive with establishing and operating a prudent risk management programme.

## Programme Standards

The Board acknowledges Māori Television's responsibility to comply with programme codes adopted by the Broadcasting Standards Authority. Māori Television has implemented procedures to ensure formal complaints are investigated and appropriate action taken.

## Occupational Health and Safety

Māori Television is committed to maintaining a safe and healthy working environment and has implemented a health and safety policy to promote accident prevention and best practice in the workplace.

# Statement of Responsibility

## For the year ended 30 June 2011

The Board and management of Māori Television accept responsibility for the preparation of the annual Financial Statements and the judgements used in them.

The Board and management of Māori Television accepts responsibility for establishing and maintaining a system of internal control designed to provide reasonable assurance as to the integrity and reliability of financial and non-financial reporting.

In the opinion of the Board and management of Māori Television, the annual Financial Statements including the Statement of Service Performance for the year ended 30 June 2011, fairly reflect the financial position and operations of Māori Television.



**GARRY MURIWAI**  
Chairman  
18 October 2011



**JIM MATHER**  
Chief Executive  
18 October 2011

# Audit Report

## To the readers of Māori Television Service's financial statements and statement of service performance for the year ended 30 June 2011

The Auditor-General is the auditor of the Māori Television Service. The Auditor-General has appointed me, David Walker, using the staff and resources of Audit New Zealand, to carry out the audit of the financial statements and statement of service performance of the Māori Television Service on her behalf.

### We have audited:

- the financial statements of the Māori Television Service on pages 22 to 37, that comprise the statement of financial position as at 30 June 2011, the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date and notes to the financial statements that include accounting policies and other explanatory information; and
- the statement of service performance of the Māori Television Service on pages 20 to 21.

### Opinion

In our opinion:

- **the financial statements of the Māori Television Service on pages 22 to 37:**
  - comply with generally accepted accounting practice in New Zealand; and
  - fairly reflect the Māori Television Service's:
    - financial position as at 30 June 2011; and
    - financial performance and cash flows for the year ended on that date.
- **the statement of service performance of the Māori Television Service on pages 20 to 21:**
  - complies with generally accepted accounting practice in New Zealand; and
  - fairly reflects, for each class of outputs for the year ended 30 June 2011, the Māori Television Service's
    - service performance compared with the forecasts in the statement of forecast service performance for the financial year; and

- actual revenue and output expenses compared with the forecasts in the statement of forecast service performance at the start of the financial year.

Our audit was completed on 18 October 2011. This is the date at which our opinion is expressed.

The basis of our opinion is explained below. In addition, we outline the responsibilities of the Board and our responsibilities, and we explain our independence.

### Basis of opinion

We carried out our audit in accordance with the Auditor-General's Auditing Standards, which incorporate the International Standards on Auditing (New Zealand). Those standards require that we comply with ethical requirements and plan and carry out our audit to obtain reasonable assurance about whether the financial statements and statement of service performance are free from material misstatement.

Material misstatements are differences or omissions of amounts and disclosures that would affect a reader's overall understanding of the financial statements and statement of service performance. If we had found material misstatements that were not corrected, we would have referred to them in our opinion.

An audit involves carrying out procedures to obtain audit evidence about the amounts and disclosures in the financial statements and statement of service performance. The procedures selected depend on our judgement, including our assessment of risks of material misstatement of the financial statements and statement of service performance, whether due to fraud or error. In making those risk assessments, we consider internal control relevant to the Māori Television Service's preparation of the financial statements and statement of service performance that fairly reflect the matters to which they relate. We consider internal control in order to design audit procedures that are appropriate in the circumstances but not for the purpose of expressing an opinion on the effectiveness of the Māori Television Service's internal control.

An audit also involves evaluating:

- the appropriateness of accounting policies used and whether they have been consistently applied;
- the reasonableness of the significant accounting estimates and judgements made by the Board;
- the adequacy of all disclosures in the financial statements and statement of service performance; and
- the overall presentation of the financial statements and statement of service performance.

We did not examine every transaction, nor do we guarantee complete accuracy of the financial statements and statement of service performance. We have obtained all the information and explanations we have required and we believe we have obtained sufficient and appropriate audit evidence to provide a basis for our audit opinion.

### Responsibilities of the Board

The Board is responsible for preparing financial statements and a statement of service performance that:

- comply with generally accepted accounting practice in New Zealand;
- fairly reflect the Board's financial position, financial performance and cash flows; and
- fairly reflect its service performance.

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

The Board's responsibilities arise from the Māori Television Service Act 2003.

### Responsibilities of the Auditor

We are responsible for expressing an independent opinion on the financial statements and statement of service performance and reporting that opinion to you based on our audit. Our responsibility arises from section 15 of the Public Audit Act 2001 and section 43(2) of the Māori Television Service Act 2003.

### Independence

When carrying out the audit, we followed the independence requirements of the Auditor-General, which incorporate the independence requirements of the New Zealand Institute of Chartered Accountants.

Other than the audit, we have no relationship with or interests in the Māori Television Service.



**DAVID WALKER**

Audit New Zealand  
On behalf of the Auditor-General  
Auckland, New Zealand

**AUDIT NEW ZEALAND**  
Mana Arotake Aotearoa

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### Matters relating to the electronic presentation of the audited financial statements

*This audit report relates to the financial statements of Māori Television Service for the year ended 30 June 2011 included on the Māori Television Service's website. The Māori Television Service's Board is responsible for the maintenance and integrity of the Māori Television Service's website. We have not been engaged to report on the integrity of the Māori Television Service's website. We accept no responsibility for any changes that may have occurred to the financial statements since they were initially presented on the website.*

*The audit report refers only to the financial statements named above. It does not provide an opinion on any other information which may have been hyperlinked to, or from, the financial statements. If readers of this report are concerned with the inherent risks arising from electronic data communication, they should refer to the published hard copy of the audited financial statements and the related audit report dated 18 October 2011 to confirm the information included in the audited financial statements presented on this website.*

*Legislation in New Zealand governing the preparation and dissemination of financial information may differ from legislation in other jurisdictions.*

# Statement of Service Performance

## Non-Departmental Output Class

Māori Television receives operational funding from Vote: Māori Affairs. The description of the output class through which Māori Television receives operational funding is as follows:

The Minister of Māori Affairs will purchase this class of outputs from Māori Television to:

- Enable Māori Television to meet its statutory functions, including the promotion of te reo me ngā tikanga Māori through the provision of a high quality, cost-effective Māori television service, in both Māori and English, that informs, educates and entertains a broad viewing audience and, in so doing, enriches New Zealand's society, culture and heritage;

- Pursue the outcomes in its 2010-2011 Statement of Intent;
- Support the operational costs of Māori Television; and
- Purchase and produce programmes to be broadcast on Māori Television.

Performance measures for this class of outputs will be included in the following document:

- Māori Television 2010-2011 Output Plan.

Outputs will be provided at a total forecast cost of Outputs 1 and 2

Māori Television will deliver two outputs through this output class. A description, the cost and performance measures for each output are described below (actual performance shown in italics):

Output 1 – Television Service Operations	
Description	Performance Measures
To support the operational costs of Māori Television so that it can meet its statutory functions.	<p><b>Quantity</b></p> <p>Broadcast 4,000 hours of programming for the year.</p> <p><i>Māori Television broadcasted a total of 4,717 hours (2010: 4,558 hours) during the year.</i></p> <hr/> <p>Broadcast programmes mainly in te reo Māori.</p> <p><i>73% (2010: 72%) of all programmes broadcast on Māori Television were in te reo.</i></p> <hr/> <p><b>Quality</b></p> <p>Two six-monthly reviews by Te Taura Whiri i te Reo Māori (Māori Language Commission) confirm that a selection of programmes broadcast during the general prime-time meet its quality indicator framework.</p> <p><i>Six Māori Language Quality Assessment reviews were performed against the Te Taura Whiri i Te Reo Māori quality-indicator framework, during the period July 2010 to June 2011.</i></p> <p><i>The average rating achieved by those programmes assessed achieved an average grading of 4.29 (2010: 3.92) (very good, 4.0 and excellent, 5.0).</i></p>
	<p><b>Cost</b></p> <p><b>2011 Actual: \$32.884 million (2011 Budget: \$31.354 million)</b> 2010 Actual: \$33.445 million</p>

## Output 2 – Transmission coverage

Description	Performance Measures
<p><b>Provide broadcast services that are technically available throughout New Zealand and are accessible to as many people as is reasonably and economically possible.</b></p>	<p><b>Quantity</b></p> <p>Provide free-to-air terrestrial UHF transmission coverage to at least 90% of New Zealand's population.</p> <p><i>Māori Television has 90% (2010: 90%) free-to-air transmission coverage in UHF analogue and 74% (2010: 74%) free-to-air transmission coverage on Freeview's digital terrestrial service.</i></p> <hr/> <p>Provide free-to-air satellite transmission coverage to 100% of New Zealand's population.</p> <p><i>Māori Television has 100% (2010: 100%) satellite transmission coverage via Freeview satellite and Sky TV.</i></p>
<p><b>Cost</b></p>	<p><b>2011 Actual: \$3.326 million</b> (2011 Budget: \$3.437 million) 2010 Actual: \$3.105 million</p>
<p><b>Total Output Costs equals Total Expenditure per Statement of Comprehensive Income</b></p>	<p><b>2011 Actual: \$36.210 million</b> (2011 Budget: \$34.791 million) 2010 Actual: \$36.550 million</p>

## Statement of Comprehensive Income

For the year ended 30 June 2011

	Note	Actual 2011 \$000's	Budget 2011 \$000's	Actual 2010 \$000's
<b>Income</b>				
Revenue from the Crown		16,611	16,611	17,974
Te Mangai Paho Production Funding		16,120	16,120	16,120
Other Production Funding		1,616	650	2,276
Advertising Income		1,598	1,034	1,146
Interest Income		488	454	491
Other Income		5	-	3
<b>Total Income</b>		<b>36,438</b>	<b>34,869</b>	<b>38,010</b>
<b>Expenditure</b>				
Personnel Costs	3	12,100	12,273	11,899
Depreciation & Amortisation Expense	4	1,323	1,558	1,369
Finance Costs	4	1	-	-
Programme Management Costs	4	13,920	13,915	15,019
Other Operating Costs	4	8,866	7,045	8,263
<b>Total Expenditure</b>		<b>36,210</b>	<b>34,791</b>	<b>36,550</b>
Surplus		228	78	1,460
Other Comprehensive Income		-	-	-
<b>Total Comprehensive Income</b>		<b>228</b>	<b>78</b>	<b>1,460</b>

Explanation of significant variances against budget are detailed in Note 23.

## Statement of Changes in Equity

For the year ended 30 June 2011

	Note	Actual 2011 \$000's	Budget 2011 \$000's	Actual 2010 \$000's
Balance at 1 July		18,053	17,947	16,593
Total Comprehensive Income		228	78	1,460
<b>Balance at 30 June</b>		<b>18,281</b>	<b>18,025</b>	<b>18,053</b>

The accompanying notes form part of these financial statements.



## Statement of Financial Position

As at 30 June 2011

	<i>Note</i>	Actual 2011 \$000's	Budget 2011 \$000's	Actual 2010 \$000's
<b>Public Equity</b>				
General Funds		18,281	18,025	18,053
<b>Total Public Equity</b>		<b>18,281</b>	<b>18,025</b>	<b>18,053</b>
Represented by:				
<b>Assets</b>				
<b>Current Assets</b>				
Cash and Cash Equivalents	5	3,169	3,180	4,290
GST Receivable		413	223	395
Bank Deposits	6	5,200	6,207	4,700
Trade and Other Receivables	7	3,455	380	399
Intangibles – Programme Rights	9a	2,215	4,064	4,038
<b>Total Current Assets</b>		<b>14,452</b>	<b>14,054</b>	<b>13,822</b>
<b>Non-Current Assets</b>				
Property, Plant and Equipment	8	6,586	6,690	6,922
Intangibles	9b	429	-	112
<b>Total Non-Current Assets</b>		<b>7,015</b>	<b>6,690</b>	<b>7,034</b>
<b>Total Assets</b>		<b>21,467</b>	<b>20,744</b>	<b>20,856</b>
<b>Liabilities</b>				
<b>Current Liabilities</b>				
Trade and Other Payables	10	1,994	1,664	1,665
Employee Entitlements	11	1,192	987	1,138
Unearned Income		-	68	-
<b>Total Current Liabilities</b>		<b>3,186</b>	<b>2,719</b>	<b>2,803</b>
<b>Total Liabilities</b>		<b>3,186</b>	<b>2,719</b>	<b>2,803</b>
<b>Net Assets</b>		<b>18,281</b>	<b>18,025</b>	<b>18,053</b>

The accompanying notes form part of these financial statements.

## Statement of Cash Flows

For the year ended 30 June 2011

	Actual 2011	Budget 2011	Actual 2010
Note	\$000's	\$000's	\$000's
<b>Cash Flows from Operating Activities</b>			
<b>Cash was provided from:</b>			
Receipts from Crown Revenue	16,611	16,611	13,481
Te Mangai Paho Production Funding	13,476	16,120	16,120
Other Production Funding	1,432	650	2,276
Interest Received	434	454	413
Advertising Revenue	1,440	1,030	1,260
Other Income	18	-	2
<b>Cash was applied to:</b>			
Payments to Employees	(12,025)	(12,273)	(11,854)
Payments to Suppliers	(10,845)	(21,089)	(9,696)
Interest Paid	(1)	-	-
Goods and Services Tax (Net)	(18)	137	(604)
<b>Net Cash from Operating Activities</b>	<b>12</b>	<b>10,522</b>	<b>11,398</b>
<b>Cash Flows from Investing Activities</b>			
<b>Cash was applied to:</b>			
Acquisition of Bank Deposits	(500)	-	(2,000)
Purchase of Property, Plant and Equipment	(917)	(1,344)	(355)
Purchase of Computer Software	(387)	-	(109)
Purchase of Intangibles – Programme Rights	(9,839)	-	(13,236)
<b>Net Cash Flows from Investing Activities</b>	<b>(11,643)</b>	<b>(1,344)</b>	<b>(15,700)</b>
Net Increase/(Decrease) in Cash and Cash Equivalents	(1,121)	296	(4,302)
Cash and Cash Equivalents at the beginning of the year	4,290	2,884	8,592
<b>Cash and Cash Equivalents at the end of the year</b>	<b>3,169</b>	<b>3,180</b>	<b>4,290</b>

The GST (net) component of operating activities reflects the net GST paid and received with the Inland Revenue Department. The GST (net) component has been presented on a net basis, as the gross amounts do not provide meaningful information for financial statement purposes.

*The accompanying notes form part of these financial statements.*

# Notes to the Financial Statements

For the year ended 30 June 2011

## 1. Statement of Accounting Policies

The financial statements of Māori Television are for the year ended 30 June 2011. The financial statements were authorised by the Board of Directors on 18 October 2011. The following accounting policies that materially affect the measurement of financial performance, financial position and cash flows have been applied:

### (a) Reporting Entity

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

The purpose of Māori Television is to contribute to the protection and to promote te reo Māori and as such the objective is to provide a service to the public of New Zealand as opposed to that of making a financial return. Accordingly Māori Television has designated itself as a public benefit entity for the purposes of New Zealand Equivalents to International Financial Reporting Standards ("NZ IFRS").

### (b) Statement of Compliance

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

The financial statements comply with NZ IFRS and other applicable Financial Reporting Standards, as appropriate for public benefit entities.

### (c) Measurement Base

The financial statements have been prepared on an historical cost basis except where derivative financial instruments have been measured at fair value.

### (d) Standards, amendments and interpretations issued that are not yet effective and have not been early adopted

Standards, amendments, and interpretations issued but not yet effective that have not been early adopted, and which are relevant to Māori Television are:

- NZ IAS 24 Related Party Disclosures (revised 2009) replaces IN IAS 24 Related Party Disclosures (issued 2004). The revised standard simplifies the definition of a related party,

clarifying its intended meaning and eliminating inconsistencies from the definition. Currently, management are determining the impact this standard will have on RFA and group's financial statements.

- FRS-44 New Zealand Additional Disclosures and Amendments to NZ IFRS to harmonise with IFRS and Australian Accounting Standards (Harmonisation Amendments) – These were issued in May 2011 with the purpose of harmonising Australia and New Zealand's accounting standards with source IFRS and to eliminate many of the differences between the accounting standards in each jurisdiction. The amendments must first be adopted for the year ending 30 June 2012. Management has not yet assessed the effects of FRS-44 and the Harmonisation Amendments.

### (e) Changes in Accounting Policy

There have been no changes in accounting policies during the financial year.

### (f) Functional and Presentation Currency

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

### (g) Forecast Financial Statements

#### Budget Figures

The budget figures are derived from the statement of intent as approved by the Board at the beginning of the financial year. The budget figures have been prepared in accordance with NZ IFRS, using accounting policies that are consistent with those adopted by Māori Television for the preparation of the financial statements.

### (h) Foreign Currencies

Transactions denominated in a foreign currency are converted at the exchange rate ruling at the date of the transaction.

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

**(i) Revenue**

Revenue is measured at the fair value of consideration received or receivable.

Māori Television is primarily funded through revenue received from the Crown, which is restricted in its use for the purpose of Māori Television meeting its objectives as specified in the Statement of Intent. Revenue from the Crown is recognised as revenue when earned and is reported in the financial period to which it relates.

Production funding from Te Māngai Pāho and others (e.g., NZ On Air) is recognised when earned.

Advertising revenue is recognised when advertising spots have gone to air.

Interest income is recognised when earned.

**(j) Leases****Operating Leases**

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

**(k) Cash and Cash Equivalents**

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

**(l) Investments**

At balance date Māori Television assesses whether there is any objective evidence that an investment is impaired.

**Bank deposits**

Investments in bank deposits are initially measured at fair value plus transaction costs.

After initial recognition investments in bank deposits are measured at amortised cost using the effective interest method.

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

**(m) Trade and Other Receivables**

Trade and other receivables are measured at fair value.

Impairment of a receivable is established when there is objective evidence that Māori Television will not be able to collect amounts due according to the original terms of the receivable.

The amount of the impairment is the difference between the asset's carrying amount and the present value of estimated future cash flows. The carrying amount of the asset is reduced through the use of an allowance account, and the amount of the loss is recognised in the surplus or deficit. When the receivable is uncollectible, it is written off against the allowance account for receivables. Overdue receivables that have been renegotiated are reclassified as current (i.e., not past due)

**(n) Financial Instruments**

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

**(o) Intangibles****Software:**

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

Costs associated with the development and maintenance of the Māori Television website are recognised as an expense when incurred.

**Programme Rights:**

All programmes are valued at their cost to Māori Television. Cost being defined as total cost paid by Māori Television not including any Māori Television overheads. Third-party contributions for individual programmes are recorded in the Statement of Comprehensive Income as revenue. Under NZ IAS 38, Māori Television recognises the following types of programmes at cost and amortises each programme over its economic useful life:

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

An annual impairment assessment is carried out on all intangibles recognised by Māori Television.

#### Frequency Licenses:

The cost of acquiring frequency licenses is amortised on a straight-line basis over the period of the licenses, typically 20 years. The current frequency licenses were acquired at zero cost.

#### (p) Amortisation

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

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

Acquired computer software	3 years
Frequency licenses	20 years

#### Programme Rights

Programmes which primarily deal with current events, and/or transmitted within a very short-time of their production, and/or are unlikely to be replayed at any future time (e.g., genres such as current affairs, sport, live events) are fully amortised at the time of their first transmission.

Programmes with longer shelf lives, that are intended to be transmitted several times over a number of months or years, are amortised as they are broadcast. The amortisation formula may be varied depending on the specifics of the programme but the default amortisation policy is based on 60% first play, 20% second play and 20% third play.

#### (q) Property, Plant and Equipment and Depreciation

Property, plant and equipment are stated at historical cost less accumulated depreciation or impairment losses. The provision for

depreciation is calculated on a straight-line basis to allocate the cost of the assets by equal instalments to an estimated residual value at the end of the economic life of the asset. Important depreciation periods are:

Computer Equipment	3 years
Office Equipment	3-10 years
Studio Equipment	5 years
Studio Fitout	10-80 years
Building Soft Fitout and Office Equipment	5-12 years

The residual value and useful life of an asset is reviewed, and adjusted if applicable, at each financial year end.

#### (r) Impairment of non-financial assets

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

Value-in-use is the depreciated replacement cost for an asset where the future economic benefits or service potential of the asset are not primarily dependent on the asset's ability to generate net cash inflows and where Māori Television would, if deprived of the asset, replace its remaining future economic benefits or service potential.

If an asset's carrying amount exceeds its recoverable amount, the asset is impaired and the carrying amount is written down to the recoverable amount. For assets not carried at a revalued amount, the total impairment loss is recognised in the surplus or deficit.

#### (s) Trade and Other Payables

Trade and other payables are measured at fair value.

#### (t) Employee Entitlements

Employee entitlements that Māori Television expects to be settled within 12 months of balance date are measured at undiscounted nominal values based on accrued entitlements at current rates of pay. These include salaries and wages accrued up to balance date and annual leave earned, but not yet taken at balance date.

Currently there is no provision in employment contracts for long-service leave or retirement leave.

**(u) Goods and Services Tax (GST)**

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

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

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

Commitments and contingencies are disclosed exclusive of GST.

**(v) Statement of Cash Flows**

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

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

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

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

**(w) Management of Liquidity Risk**

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

**(x) Capital Management**

Māori Television's capital is its equity, which is comprised of retained earnings and is represented by net assets.

**(y) Interest in Jointly Controlled Entity**

The interest in a joint-venture entity is accounted for in the consolidated financial statements using the equity method of accounting and is carried at cost by Māori Television. Under the equity method, the Group's share of the results of the joint venture is recognised in the Statement of Comprehensive Income and the share of movements in reserves is recognised in the Statement of Financial Position.

**(z) Critical accounting estimates and assumptions**

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

**Property, plant and equipment – useful lives and residual values**

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

An incorrect estimate of the useful life or residual value will impact the depreciation expense recognised in the surplus or deficit, and carrying amount of the asset in the statement of financial position. Māori Television minimises the risk of this estimation uncertainty by:

- physical inspection of assets;
- asset replacement programs;
- review of second-hand market prices for similar assets; and
- analysis of prior asset sales.

Māori Television has not made significant changes to past assumptions concerning useful lives and residual values.

#### Programme rights – useful lives and residual values

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

#### (aa) Critical judgements in applying Māori Television's accounting policies

Management has exercised the following critical judgments in applying Māori Television's accounting policies for the period ended 30 June 2011:

##### Leases classification

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

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

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

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

#### (bb) Comparatives

Last year's comparatives have been restated due to a difference in the way amortisation is recorded. In addition to this, the classification of certain categories has been amended this year and last year's figures have been updated under this new classification system. The overall impact of these changes is nil.

## 2. Taxation

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

## 3. Personnel Costs

	2011 \$000's	2010 \$000's
Salaries and Wages	11,859	11,676
Board Members' fees	131	142
Employer Contributions to Defined Contribution Plans	110	81
<b>Total</b>	<b>12,100</b>	<b>11,899</b>

## 4. Expenditure

	2011 \$000's	2010 \$000's
<b>The net surplus is after charging for:</b>		
<b>Fees paid to Auditors</b>		
Attest Audit Fees	65	61
<b>Other Operating Expenses includes:</b>		
Bad and Doubtful Debts	-	16
Interest Expense	1	-
Rental Expense on Operating Leases	988	980
<b>Depreciation &amp; Non-Programme Amortisation:</b>		
Property, Plant & Equipment (Note 8)	1,253	1,336
Computer Software (Note 9b)	70	33
<b>Total Depreciation &amp; Non-Programme Amortisation</b>	<b>1,323</b>	<b>1,369</b>
<b>Programme Management Costs</b>		
Programme Amortisation (Note 9a)	11,664	13,223
Programme Overhead Costs	2,256	1,796
<b>Total Programme Management Costs</b>	<b>13,920</b>	<b>15,019</b>

## 5. Cash and Cash Equivalents

	2011 \$000's	2010 \$000's
Cash at Bank and On Hand	3,169	4,290
Short-term Deposits Maturing 3 Months or Less from Date of Acquisition	-	-
<b>Net Cash and Cash Equivalents for the Purposes of the Statement of Cash Flows</b>	<b>3,169</b>	<b>4,290</b>

The carrying value of cash at bank and short-term deposits with maturity dates of three months or less approximates their fair value.

## 6. Bank Deposits

Investments are represented by bank deposits which have maturities greater than three months from the date of acquisition.

### Impairment

There are no impairment provisions for bank deposits. No bank deposits are either past due or impaired (2010: nil).

### Fair Value

The carrying amounts of investments approximate their fair value.

### Maturity Analysis and Effective Interest Rates of Investments

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

	2011 \$000's	2010 \$000's
Bank Deposits with Maturities greater than 3 months and less than 12 months	5,200	4,700
<b>Total Bank Deposits</b>	<b>5,200</b>	<b>4,700</b>
<i>Weighted Average Effective Interest Rate</i>	5.11%	4.96%

## 7. Trade and Other Receivables

	2011 \$000's	2010 \$000's
Receivables	830	216
Less Provision for Impairment	-	(16)
Prepayments	84	55
Other	2,541	144
<b>Total</b>	<b>3,455</b>	<b>399</b>

The carrying value of receivables approximates their fair value.

As at 30 June 2011 and 2010 all overdue receivables have been assessed for impairment and appropriate provisions applied as detailed below:

	2011 \$000's		
	Gross	Impairment	Net
Not past due	488	-	488
Past Due 1-30 days	288	-	288
Past Due 31-60 days	54	-	54
Past Due 61-90 days	-	-	-
Past Due > 91 days	-	-	-
<b>Total</b>	<b>830</b>	<b>-</b>	<b>830</b>

	2010 \$000's		
	Gross	Impairment	Net
Not past due	181	-	181
Past Due 1-30 days	17	-	17
Past Due 31-60 days	-	-	-
Past Due 61-90 days	-	-	-
Past Due > 91 days	18	(16)	2
<b>Total</b>	<b>216</b>	<b>(16)</b>	<b>200</b>

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

	2011 \$000's	2010 \$000's
Balance at 1 July	(16)	(9)
Additional Provisions made during the year	-	(16)
Receivables written off during the period	16	9
<b>Total</b>	<b>-</b>	<b>(16)</b>



## 8. Property, Plant and Equipment

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

	Office Equipment \$000's	Computer Equipment \$000's	Studio Equipment \$000's	Studio Fitout \$000's	Building Soft Fitout \$000's	Artwork \$000's	Total \$000's
<b>Cost</b>							
Balance at 1 July 2009	277	1,049	11,210	5,721	919	200	19,376
Additions	39	225	59	17	9	6	355
Disposals	-	-	-	-	-	-	-
<b>Balance at 30 June 2010</b>	<b>316</b>	<b>1,274</b>	<b>11,269</b>	<b>5,738</b>	<b>928</b>	<b>206</b>	<b>19,731</b>
Balance at 1 July 2010	316	1,274	11,269	5,738	928	206	19,731
Additions	42	86	554	194	6	36	918
Disposals	-	(85)	(7)	-	(1)	-	(93)
<b>Balance at 30 June 2011</b>	<b>358</b>	<b>1,275</b>	<b>11,816</b>	<b>5,932</b>	<b>933</b>	<b>242</b>	<b>20,556</b>
<b>Accumulated Depreciation</b>							
Balance at 1 July 2009	132	867	8,637	1,313	524	-	11,473
Depreciation Expense	73	127	833	234	69	-	1,336
Depreciation on Disposals	-	-	-	-	-	-	-
<b>Balance at 30 June 2010</b>	<b>205</b>	<b>994</b>	<b>9,470</b>	<b>1,547</b>	<b>593</b>	<b>-</b>	<b>12,809</b>
Balance at 1 July 2010	205	994	9,470	1,547	593	-	12,809
Depreciation Expense	65	145	735	239	69	-	1,253
Depreciation on Disposals	-	(84)	(7)	-	(1)	-	(92)
<b>Balance at 30 June 2011</b>	<b>270</b>	<b>1,055</b>	<b>10,198</b>	<b>1,786</b>	<b>661</b>	<b>-</b>	<b>13,970</b>
<b>Carrying Amounts</b>							
At 1 July 2009	145	182	2,573	4,408	395	200	7,903
At 30 June and 1 July 2010	111	280	1,799	4,191	335	206	6,922
<b>At 30 June 2011</b>	<b>88</b>	<b>220</b>	<b>1,618</b>	<b>4,146</b>	<b>272</b>	<b>242</b>	<b>6,586</b>

### 9a. Intangibles – Programme Rights

	Programme Rights - Internal	Programme Rights - External	Programme Rights - Work in Progress	Total
<b>Year ended 30 June 2011</b>				
At 1 July net of Accum. Amortisation	1,390	1,972	677	4,039
Additions	7,889	2,690	-	10,579
Provision for Write Off	-	(62)	-	(62)
Movements in Work In Progress	-	-	(677)	(677)
Amortisation Charge	(9,214)	(2,450)	-	(11,664)
<b>Closing net book value</b>	<b>65</b>	<b>2,150</b>	<b>-</b>	<b>2,215</b>
<b>As at 30 June 2011</b>				
Cost	64,541	10,480	-	75,021
Accumulated Amortisation	(64,476)	(8,330)	-	(72,806)
<b>Total</b>	<b>65</b>	<b>2,150</b>	<b>-</b>	<b>2,215</b>

	Programme Rights - Internal	Programme Rights - External	Programme Rights - Work in Progress	Total
<b>Year ended 30 June 2010</b>				
At 1 July net of Accum. Amortisation	2,822	2,801	-	5,623
Additions	8,823	2,138	-	10,961
Disposals	-	-	-	-
Movements in Work In Progress	-	-	677	677
Amortisation Charge	(10,256)	(2,967)	-	(13,223)
<b>Closing net book value</b>	<b>1,389</b>	<b>1,972</b>	<b>677</b>	<b>4,038</b>

<b>As at 30 June 2010</b>				
Cost	56,652	7,790	677	65,119
Accumulated Amortisation	(55,263)	(5,818)	-	(61,081)
<b>Total</b>	<b>1,389</b>	<b>1,972</b>	<b>677</b>	<b>4,038</b>

### 9b. Intangibles – Computer Software

	2011 \$000's	2010 \$000's
<b>At 1 July net of accumulated amortisation</b>	<b>112</b>	<b>36</b>
Additions	387	109
Disposals	-	-
Amortisation charge	(70)	(33)
<b>Closing net book value</b>	<b>429</b>	<b>112</b>

<b>At 30 June</b>		
Cost	1,313	926
Accumulated Depreciation	(884)	(814)
<b>Total</b>	<b>429</b>	<b>112</b>

### 10. Trade and Other Payables

Trade and other payables are non-interest bearing and are normally settled on 30-day terms, therefore the carrying value approximates their fair value.

	2011 \$000's	2010 \$000's
Trade Creditors	1,561	1,220
Accrued Expenses	433	445
<b>Total</b>	<b>1,994</b>	<b>1,665</b>

### 11. Employee Entitlements

	2011 \$000's	2010 \$000's
Annual Leave	726	781
Accrued Wages	446	316
ACC Levies	20	41
<b>Total</b>	<b>1,192</b>	<b>1,138</b>

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

	2011 \$000's	2010 \$000's
<b>Net Surplus for the Year</b>	<b>228</b>	<b>1,460</b>
<b>Add/(Less) Non Cash Movements</b>		
Depreciation - Property, Plant & Equipment	1,253	1,336
Amortisation - Programme Rights	11,664	13,223
Amortisation - Computer Software	70	33
Provision for Doubtful Debts	(16)	7
	<b>13,199</b>	<b>16,059</b>

#### Add/(Less) Movements in Working Capital

Less (Increase)/Add Decrease in Prepayments & Other Receivables	(2,428)	(32)
Less (Decrease)/Add Increase in Payables & E'ee Entitlements	383	361
Less (Increase)/Add Decrease in Receivables	(614)	107
Less (Increase)/Add Decrease in GST Receivable	(18)	(604)
Less (Decrease)/ Add Increase in Unearned Income	-	(4,493)
<b>Net Cash Flows from Operating Activities</b>	<b>10,522</b>	<b>11,398</b>

### 13. Related Party Transactions and Key Management Personnel

Māori Television has been established as a body corporate with perpetual succession whose key stakeholders are the Crown and Māori.

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

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

The following transactions were carried out with related parties other than those described above.

During the year a number of directors and the chief executive officer had the following related party transactions with Māori Television. Goods and services were purchased from the organisations listed below, and all transactions were made at 'arms length'.

Related Party	Māori Television Director or Chief Executive and nature of their interest in the related party		Transaction Value between Māori Television and related party		Balance outstanding between Māori Television and related party	
			2011 \$000's	2010 \$000's	2011 \$000's	2010 \$000's
<b>Freeview</b>	Jim Mather - Director	Payments	118	206	-	-
		Receipts	469	410	-	*(44)
<b>Te Runanga O Ngai Tahu</b>	Tahu Potiki - Representative	Payments	9	5	-	-
		Receipts	-	6	-	6
<b>Te Reo Irirangi O Te Arawa</b>	Cathy Dewes - Board Member	Payments	51	78	-	-
<b>Mauri Ora Productions</b>	Wena Tait** - Whānau Employed	Payments	-	13	-	-

\* This represents an advance owed from Freeview to Māori Television at balance date

\*\* Retired 16/4/2010

Key Management Personnel Compensation	2011 \$000's	2010 \$000's
Salaries and other short-term employee benefits	2,792	2,838
Post employee benefits	-	-
Other long-term benefits	-	-
Termination benefits	46	-
<b>Total Key Management Personnel Compensation</b>	<b>2,838</b>	<b>2,838</b>

Key management personnel consisted of 28 individuals (25 as at 30 June 2010) including all board members, the chief executive and remaining members of the senior management team.

## 14. Employees' Remuneration

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

	2011 \$000's	2010 \$000's
\$100,001 - \$110,000	2	2
\$110,001 - \$120,000	1	1
\$120,001 - \$130,000	2	4
\$130,001 - \$140,000	1	1
\$140,001 - \$150,000	-	-
\$150,001 - \$160,000	1	-
\$160,001 - \$170,000	2	-
\$170,001 - \$180,000	2	1
\$180,001 - \$190,000	1	-
\$190,001 - \$200,000	-	1
\$200,001 - \$210,000	-	3
\$210,001 - \$220,000	-	-
\$220,001 - \$230,000	1	-
\$230,001 - \$240,000	-	-
\$240,001 - \$250,000	1	-
\$270,001 - \$280,000	-	1

## 15. Board Fees

Board members earned the following fees during the period:

	2011 \$000's	2010 \$000's
Garry Muriwai	36	36
Wayne Walden ***	10	18
Rod Cornelius **	-	14
Wena Tait **	-	14
Cathy Dewes	18	18
Tahu Kingi-Potiki	18	18
Rikirangi Gage	18	18
Donna Gardiner *	18	3
Sir Wira Gardiner **+	13	3
<b>Total</b>	<b>131</b>	<b>142</b>

\* Appointed 16 April 2010

\*\* Resigned 16 April 2010

\*\*\* Resigned 31 January 2011

+ Resigned 4 April 2011

## 16. Loan Facilities

Māori Television has a letter of credit facility with the bank for \$200,000. At balance date this facility was un-utilised.

## 17. Good Employer Policy

Māori Television continues to discharge its obligations as a good employer by providing fair employment contracts and policies which provide for proper conduct of the business and opportunities for team members to consult on matters of concern to them.

The seven most senior positions of chief executive and six general managers have a 6:1 male-to-female gender split and 5:2 ethnic split between Māori and Other.

In terms of the organisation as a whole, Māori Television has a total staff base of 168 employees with all but four classified as full-time. Māori Television has a 49:51 percent male-to-female gender split while the ethnic split between Māori and Other is approximately 78:22 percent.

## 18. Employment Matters

During the year, Māori Television made three (2010: 3) severance payments to employees totalling \$61,000 (2010: \$60,000).

## 19. Post-Balance Date Events

No significant events have occurred since balance date which will have any material effect upon the financial statements for the year ended 30 June 2011.

## 20. Commitments and Operating Leases

	2011 \$000's	2010 \$000's
Transmission and Satellite Linking	18,020	20,292
Programme Production	3,520	6,090
Programme Acquisitions	202	396
<b>Total</b>	<b>21,742</b>	<b>26,778</b>

### Transmission and Satellite Linking

We have entered into long-term agreements with Sky Network Television, Television New Zealand, Telecom, JDA and Kordia for transmission and linking services.

	2011 \$000's	2010 \$000's
Less than 1 year	2,000	2,448
1-2 years	1,995	1,983
2-5 years	5,967	5,924
More than 5 years	8,058	9,936
<b>Total</b>	<b>18,020</b>	<b>20,291</b>

### Programme Production

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

### Programme Acquisitions

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

### Non-Cancellable Operating Lease Commitments

	2011 \$000's	2010 \$000's
Less than 1 year	888	995
1-2 years	5	876
2-5 years	-	5
More than 5 years	-	-
<b>Total</b>	<b>893</b>	<b>1,876</b>

## 21. Contingencies

### Court costs from ex-employee

Māori Television and an ex-employee are currently waiting for a decision from the Registrar of the Court of Appeal relating to the quantum of Court of Appeal costs payable by Māori Television. The costs are expected to be less than \$5,000. No liability has been recognised for this claim as there is uncertainty as to what the amount will be and the amounts are immaterial.

There were no other contingent assets or liabilities at year end 30 June 2011.

## 22. Interest in Joint Venture

Māori Television has a 17.7% interest in Freeview Limited, an incorporated joint venture with Television New Zealand, TVWorks Limited, Māori Television Service and Radio New Zealand Limited. Freeview Limited is audited by Ernst Young and has a balance date of 30 June.

The carrying amount of the company's investment in Freeview Limited is \$nil (2010: \$nil)

The following table provides summarised financial information relating to Freeview Limited joint venture:

### Extract from the joint venture Statement of Financial Position

	2011 \$000's	2010 \$000's
Current Assets	532	343
Non-Current Assets	391	596
<b>Total Assets</b>	<b>923</b>	<b>939</b>

Current Liabilities	875	710
Non-Current Liabilities	48	229
<b>Total Liabilities</b>	<b>923</b>	<b>939</b>

<b>Net Assets</b>	-	-
<i>Māori Television's share of joint venture's net assets</i>	-	-

### Extract from the joint venture Statement of Comprehensive Income

	2011 \$000's	2010 \$000's
Income	6,622	6,669
Expenses	6,622	6,669
Net Surplus	-	-
<i>Māori Television's share of joint venture's net surplus</i>	-	-

There are no contingent liabilities relating to Māori Television's interest in the joint venture and no contingent liabilities or capital commitments of Freeview Limited itself.

## 23. Significant Budget Variances

- (a) Last year's Crown revenue included a one-off payment of \$1.363m for capital expenditure.
- (b) Other Production Funding Income. This type of income is unpredictable in nature and is difficult to budget for, because of the uncertainty involved in determining what will be received in any given financial year. However, the extra production income received is matched by a corresponding increase in the cost of programme production.
- (c) Advertising Income exceeded budget and last year's results. The effects of the global financial crisis continued into last year and as a result, budgets for the 2010 – 2011 year were set conservatively. While there continues to be some instability in the global markets, there does seem to be a recovery of sorts in Advertising Income which has been experienced this year.
- (d) The favourable variance in Depreciation & Amortisation to budget is due mainly to the timing of when the capital expenditure was incurred. 80% of the planned capital expenditure was purchased in the last 6 months of the financial year, meaning less depreciation being charged to the Statement of Comprehensive Income.
- (e) The favourable variance to budget in Programme Management Costs occurred mainly in the area of Programme Amortisation. Variances in this area usually arise out of a change in repeat rates, the mix of programming between in-house, commissioned and acquisition and total transmission hours.
- (f) The unfavourable variance to last year in Other Operating Costs was due to an increase in Transmission Costs and RWC-related Marketing Costs budgeted for in the 2011/2012 financial year but incurred in the current financial year.

## 24. Financial Instruments

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

### Credit Risk

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

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

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

There is no significant concentration of credit risk.

The maximum amount of credit risk for each class is the carrying amount in the Statement of Financial Position.

### Liquidity Risk

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

### Currency Risk

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

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

**Interest Rate Risk**

Interest rate risk is the risk that the value of a financial instrument will fluctuate due to changes in market interest rates. There are no interest rate options or interest rate swap options in place as at 30 June 2011.

The Board does not consider that there is any significant interest exposure on Māori Television's investments.

**24(a) Financial Instrument Categories**

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

	2011	2010
	\$000's	\$000's
<b>FINANCIAL ASSETS</b>		
<b>Loans &amp; Receivables</b>		
Cash & Cash Equivalents	3,169	4,290
Bank Deposits	5,200	4,700
Trade and Other Receivables	3,868	794
<b>Total Loans &amp; Receivables</b>	<b>12,237</b>	<b>9,784</b>
<b>FINANCIAL LIABILITIES</b>		
<b>Financial Liabilities at Amortised Cost</b>		
Trade and Other Payables	1,994	1,665
<b>Total Financial Liabilities at Amortised Cost</b>	<b>1,994</b>	<b>1,665</b>

**25(b) Financial Instrument risks****Maximum exposure to credit risk**

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

	2011	2010
	\$000's	\$000's
Cash at Bank and Bank Deposits	8,369	8,990
Debtors and Other Receivables	3,868	794
<b>Total Credit Risk</b>	<b>12,237</b>	<b>9,784</b>

**Credit quality of financial assets**

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

	2011	2010
	\$000's	\$000's
<b>COUNTERPARTIES WITH CREDIT RATINGS:</b>		
<b>Cash at Bank and Bank Deposits</b>		
AA	8,369	8,990
<b>Total Cash at Bank and Bank Deposits</b>	<b>8,369</b>	<b>8,990</b>

**COUNTERPARTIES WITHOUT CREDIT RATINGS:**

<b>Debtors and Other Receivables</b>		
Existing counterparty with no defaults in the past	3,868	794
<b>Total Debtors and Other Receivables</b>	<b>3,868</b>	<b>794</b>

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