

**Whakaawetia te  
whakaoranga o te  
reo Māori me ngā  
tikanga Māori**

**TE ANGA PUTANGA - 2019-2021**

**MĀORI**  
TELEVISION

  
**TE REO**



# TE RĀRANGI UPOKO

---

04

---

Te pūtake

05

---

Ngā putanga e whāia nei e  
mātou

06

---

Te āhua o te reo Māori

07

---

Tā mātou anga putanga

08

---

Putanga 1  
Kia tokomaha ake ngā  
tāngata e uara ana ki te reo  
me ngā tikanga Māori hei  
wāhanga o tō tātou tuakiri  
ā-motu

09

---

Putanga 2  
Kia tokomaha ake te hunga  
rangatahi e hiamō ana ki te  
reo Māori

10

---

Putanga 3  
Kia tokomaha ake ngā tāngata  
e toro ana i ngā kaupapa e  
kōunga nei te reo Māori

11

---

Putanga 4  
Kia whakaawetia te  
whakaoranga o te reo me  
ngā tikanga Māori e tā mātou  
whakahaere

12

---

Tā mātou hōtaka mahi

16

---

Te anga aroturuki,  
arotake hoki

# Te pūtake

**Ko tā tēnei anga he whakatakoto i ngā putanga e whāia ana e mātou kia tutuki hei ngā tau e toru e tū mai nei. He rauemi whai tikanga tēnei hei āwhina i a mātou kia āta aro ai mātou ki tā mātou e whai nei. Ko tā te anga putanga:**

- He whakaū i tā mātou mahi i Te Whare o Te Reo Mauri Ora me tā mātou whai wāhitanga atu ki te whakakitenga whānui o te whakaoranga o te reo, arā, kia mauri ora te reo Māori.
- He whakaū i te mahi whāiti e mahi nei mātou hei hāpai i ngā mahi a ētahi atu āpiti i raro i te Maihi Karauna (tā te Kāwanatanga Rautaki Reo Māori) me te Maihi Māori (tā ngā iwi me tā te Māori Rautaki Reo).
- He tautuhi atu ki ngā kaimahi me ngā āpiti matua i ngā whakamārama mō te āhua o te whai wāhitanga atu o ā rātou mahi ki ā mātou whāinga mō te reo Māori me ngā tikanga Māori puta noa i ngā terenga mahi o tā mātou whakahaere.
- He ārahi i ā mātou mahi, he whakaatu hoki me pēhea, ka pēhea hoki te whānui o te pānga huapai ki ngā ao o te hunga mātakitaki.
- He whakaatu mai he pēhea nei te āhua o tā te hunga mātakitaki uara ki te reo Māori me ngā tikanga Māori.
- He whakatakoto i te tūāpapa kia whakawhānuihia atu tā mātou pae matihiko.

Ko tā te anga he tohu i ō mātou hiahia kia whāia tētahi huarahi aru putanga kia whakakitea ai tā mātou e pīrangi nei kia tutuki mō te taha ki te hunga mātakitaki me ngā inenga hei aroturuki i te angitu. Ka herea tonutia mātou ki te whakatutuki i ngā putanga i tautuhia i tā mātou Pānui Whāinga mā te whai i tēnei huarahi, engari ka whakaū hoki mātou arā ētahi huringa ka puta ake i ā mātou haumitanga.

# Ngā putanga e whāia nei e mātou

## E whā ngā putanga e whāia nei e mātou:

### **1** Kia tokomaha ake ngā tāngata e uara ana ki te reo me ngā tikanga Māori hei wāhanga o tō tātou tuakiri ā-motu

Ka waihanga, ka whakaū, ka whakarato hoki mātou i ētahi kaupapa e uaratia ai te reo me te ahurea Māori hei wāhanga motuhake o te tuakiri o Aotearoa e ngā tāngata. Ka whakarato mātou i ētahi kaupapa hei āwhina i te tangata ki te ako, ki te whakamahi hoki i te reo e whakanui ana i te ahurea Māori. Ko tā mātou e whai nei kia whānui tā mātou toro ki ngā tāngata tokomaha, ā, ka whakaū mātou i ētahi hononga ki ngā tāngata me ngā āpiti tokomaha kia kōrerotia ai, kia rangona ai hoki te reo Māori i ngā hāpori puta noa.

### **2** Kia tokomaha ake te hunga rangatahi e hiamō ana ki te reo Māori me ngā tikanga Māori

Ka waihanga, ka whakaū, ka whakarato hoki mātou i ētahi kaupapa e hiamō ai te rangatahi ki te ao Māori, e whakaawetia ai hoki rātou kia uaratia, kia whakamahia hoki e rātou te reo Māori me ngā tikanga Māori.

### **3** Kia tokomaha ake ngā tāngata e toro ana i ngā kaupapa Māori me ngā kaupapa e kōunga nei te reo Māori

Ka whakaputa, ka whakaū, ka whakarato hoki mātou i ētahi kaupapa he kōunga te mahinga mai, ā, kāore hoki e rite ki ētahi atu kaupapa hei whakarata i te hunga mātakitaki, ā, ka wātea hoki i ētahi pae rerekē. Ka kōunga te āhua o ā mātou kaupapa reo Māori, ā, ka hāngai hoki ki ngā tāngata kei ngā taumata rerekē o te mōhio ki te reo. Ka whakaputa mātou i ētahi kaupapa e āhei ai te Māori ki te ako i ngā tāhuhu kōrero mō rātou anō kia takatū ai rātou mō ngā rā kei te tū mai.

### **4** Kia whakaawetia te whakaoranga o te reo Māori me ngā tikanga Māori e tā mātou whakahaere

Ka whakaū mātou i tētahi ahurea ā-whakahaere e tautoko ana i ō mātou tāngata me ō mātou āpiti kia auaha te whakamahinga o te reo Māori me ngā tikanga Māori.

# Te āhua o te reo Māori

E hono ana ā mātou putanga e whā ki te Maihi Karauna kia whai wāhi ai ā mātou mahi ki ngā mahi whakarauora a te pāpori whānui. Ko tā mātou he whakarite āhuatanga e puāwai mai ai te reo Māori, arā, 'kia māhorahora te reo'. Ka mahi hoki mātou ki ngā āpiti whakarauora i te reo Māori ki te tautoko i te whakamahinga o te reo Māori mā roto mai i tā mātou toro whānui ki Aotearoa.

## Ko ngā putanga a te Maihi Karauna ka whai wāhi atu mātou, ko ēnei:

- Kia tokomaha ake ngā tāngata e uara ana ki te reo me ngā tikanga Māori hei wāhanga o tō tātou tuakiri ā-motu
- Kia tokomaha ake te hunga rangatahi e hiamō ana ki te reo Māori
- Kia tokomaha ake ngā tāngata e toro ana i ngā pāhotanga kōunga me ngā kaupapa ā-ipurangi kōunga kei roto i te reo Māori

I ia tau, ka whakatakoto pūrongo mātou ki ērā atu āpiti kei roto i te Maihi Karauna mō tā mātou whai wāhi ki te whakatutukinga o ēnei putanga.

E kōkiritia ana ngā mahi whakarauora reo ā-hapori e Te Mātāwai mā roto mai i tā rātou rautaki, i te Maihi Māori. Ko tā te Maihi Māori he whai kia nui ake ngā kaupapa reo Māori, kia nui ake hoki ngā huarahi e tahuri ai ngā iwi me ngā whānau ki te whakarauora i te reo Māori i roto i ō rātou hapori. E whai nei mātou ki te hāpai i ngā kaupapa reo Māori ā-rohe i te kāinga me te hapori mā te whakarato i ētahi kaupapa reo Māori i te pouaka whakaata me te ipurangi. Kia renarena ake te hononga i roto i te wā i waenga i te Maihi Māori me te Maihi Karauna ka kaha ake te hiahia o ngā kaupapa reo Māori i ngā pae rerekē hei whāngai i tētahi hunga mātakitaki kanorau e tipu tonu ana, e uara ana anō hoki ki te reo Māori me ngā tikanga Māori.

## E kōkiritia ana te whakarauoratanga o Te Reo Māori e:



# Tā mātou anga putanga

## Tā mātou whakakitenga:

Te kūaha ki te ao Māori

## Mā mātou e whai te hunga mātakitaki

Te hunga e hiahia nei ki te reo Māori me ngā tikanga Māori

## E aru ana mātou i ngā putanga e whā e whai nei

1. Kia tokomaha ake ngā tāngata e uara ana ki te reo me ngā tikanga Māori hei wāhanga o tō tātou tuakiri ā-motu
2. Kia tokomaha ake te hunga rangatahi e hiamō ana ki te reo Māori me ngā tikanga Māori
3. Kia tokomaha ake ngā tāngata e toro ana i ngā kaupapa Māori me ngā kaupapa e kōunga nei te reo Māori
4. Kia whakaawetia te whakaoranga o te reo Māori me ngā tikanga Māori e tā mātou whakahaere

## Mā mātou e ine te angitu o ā mātou putanga mā te titiro ki ngā wāhanga hei aro mā mātou e whai nei

**Ngā hononga:** Ko te mahi ngātahi ki ngā āpiti kia kaha ake te whai wāhi mai a ētahi ki te reo Māori me ngā tikanga Māori

**Te hunga mātakitaki:** Ko te whakaū i tētahi hononga mau roa i waenga i tō mātou ingoa me te hunga mātakitaki kanorau

**Ngā kaupapa:** Ko te whakauru i ētahi kōrero motuhenga ki roto i ngā kaupapa e whakaratoa ana kia tokomaha ake ai te hunga mātakitaki me tāna toro i te reo

**Te pae:** Ko te tuku i ngā kaupapa reo Māori me ngā kaupapa tikanga Māori ki te hunga mātakitaki ahakoa te wāhi me te wā

## Putanga 1

# Kia tokomaha ake ngā tāngata e uara ana ki te reo me ngā tikanga Māori hei wāhanga o tō tātou tuakiri ā-motu

He reo ōkawa te reo Māori nō Aotearoa, ā, he taonga te reo me whakatairanga, me tiaki anō hoki. Haere ngātahi ai ngā tikanga Māori me te reo Māori, nā konā i ahurei ai te reo me te ahurea ki Aotearoa hei wāhanga nō te tuakiri o ngā tāngata o Aotearoa.

### E tutuki ai tēnei putanga, ka whai a Whakaata Māori ki te:

Te arotahinga	Ngā mahi kua whakamaheretia
Ngā hononga	<ul style="list-style-type: none"><li>Mahi ngātahi ki ngā āpiti ki te whakatairanga, ki te whakapakari anō hoki i te reo Māori</li><li>Mahi ki ngā āpiti ki te whakanui, ki te whakatairanga hoki i te angitu o te Māori me te hāpai i a Aotearoa me ngā kaupapa Māori, pēnei i Ngā Tohu o Matariki</li></ul>
Te hunga mātakitaki	<ul style="list-style-type: none"><li>Tautoko i ētahi kaupapa Māori whāiti e whakakite ana i te uara, e whakatairanga ana hoki i te mōhiotia o te ao Māori, pēnei i Ngā Tohu Hākinakina Māori, i Ngā Tohu Reo Māori me Ngā Tohu Puoro</li><li>Whakapā atu ki ngā tāngata kia kitea ai he aha e āki ana i a rātou ki te uara ki te reo Māori me ngā tikanga Māori</li></ul>
Ngā kaupapa	<ul style="list-style-type: none"><li>Whakatairanga i te reo Māori me ngā tikanga Māori mā te whakapāho i ngā pāpono nui whakaharahara ā-motu me ngā rangatira kua tino whai wāhi ki te ao Māori me Aotearoa hoki</li><li>Whakatairanga i te reo Māori me ngā tikanga Māori mā te whakapāho i ngā kaupapa e kōkiritia ana e ngā toa reo Māori, pēnei i ngā kaipāpāho rongonui o te pouaka whakaata me te reo irirangi e whakamahi ana i te reo Māori</li></ul>
Te pae	<ul style="list-style-type: none"><li>Whakatairanga tika i ngā kaupapa me te whakarato i aua kaupapa i ētahi pae rerekē kia wātea kau ai ki te hunga mātakitaki e whāia ana</li><li>Mahi ngātahi ki ngā kaituku pūtea me te hono hoki ki ētahi atu pae kia whānui ai te tuku i ngā kaupapa e kounga nei te reo Māori ki ngā hunga mātakitaki whānui</li></ul>

### Ko te whāinga a Whakaata Māori kia:

- Whai wāhi te reo Māori me ngā tikanga Māori ki ngā kaupapa taketake katoa (100%)<sup>1</sup>. Kei te āhua o te hunga mātakitaki e whāia ana te āhua o te nui o ngā kaupapa reo Māori, hei tauira ka 20-30% te nui o te reo Māori mō te hunga whakarongo.

### Ka ine a Whakaata Māori i te whakatutukinga o tēnei putanga mā te:

- Whakahaere i tētahi uiui (ki ētahi atu āpiti) kia mārama ai mātou ki ngā huringa ā-waiaro, ā-whanonga rānei o te hunga mātakitaki ki te reo Māori me ngā tikanga Māori, hei tauira ka whakamahi te uiui i te tauira o ZePA
- Aroturuki i tā te hunga mātakitaki toro i ngā kaupapa reo Māori, tikanga Māori hoki

1. Ko ngā kaupapa taketake ko ngā kaupapa hou kua whakaputaina e Whakaata Māori anō, kua whakaputaina rānei māna.



## Putanga 2

### Kia tokomaha ake te hunga rangatahi e hiamō ana ki te reo Māori me ngā tikanga Māori

He wāhi nui tō te rangatahi, tae atu hoki ki ērā ehara i te Māori ki te whanaketanga me te toitūtanga o te reo Māori hei ngā tau e tū mai nei. Neke atu i te 30% o te taupori o Aotearoa, waihoki e 54% o te iwi Māori kei raro iho i te 25 tau. Me whai mātou kia aro mai te hunga rangatahi ki te reo Māori mā roto mai i ētahi kaupapa ngangahau, whakaihiihi hoki e wātea kau ana ki a rātou e tutuki ai ngā whāinga whakarauora reo whānui. E aro tonu ana mātou ki te whakawhānui i te hunga mātakitaki rangatahi.

#### E tutuki ai tēnei putanga, ka whai a Whakaata Māori ki te:

Te arotahinga	Ngā mahi kua whakamaheretia
Ngā hononga	<ul style="list-style-type: none"><li>▪ Poapoa i ētahi kaiwhakaawe rangatahi mā rātou e whakatairanga te reo Māori me ngā tikanga Māori</li><li>▪ Tautoko i ētahi kaupapa rangatahi whāiti e whakakite ana i te angitu o te rangatahi, pēnei i te Polyfest, i ētahi atu kaupapa rānei e whai ana i te hunga rangatahi, pēnei i a #talk2me</li></ul>
Te hunga mātakitaki	<ul style="list-style-type: none"><li>▪ Whakapā atu ki te rangatahi ki te tautuhi i ō rātou hiahia, kia mārama ai hoki he aha ngā mea e āki ana i a rātou</li><li>▪ Whakawhanake i tētahi kaupapa whakatairanga e whakanui ana i te uara o te reo Māori i waenga i te rangatahi</li></ul>
Ngā kaupapa	<ul style="list-style-type: none"><li>▪ Whakaputa i ētahi kaupapa reo Māori, i ētahi kaupapa Māori hoki e hāngai ana, e pārekareka ana, e wātea ana anō hoki ki te hunga mātakitaki rangatahi</li><li>▪ Tautoko i ngā kaihangā kaupapa rangatahi ki te whakaputa i ētahi kaupapa reo Māori, i ētahi kaupapa Māori anō hoki</li></ul>
Te pae	<ul style="list-style-type: none"><li>▪ Whakatairanga tika i ngā kaupapa me te whakarato i aua kaupapa i ētahi pae rerekē kia wātea kau ai ki te hunga mātakitaki rangatahi</li><li>▪ Mahi ngātahi ki ngā kaituku pūtea me te hono hoki ki ētahi atu pae kia whānui ai te tuku i ngā kaupapa e kounga nei te reo Māori ki te hunga rangatahi</li></ul>

#### Ko te whāinga a Whakaata Māori kia<sup>2</sup>:

- Kaua e iti iho i te 30% ngā kaupapa taketake e whai ana i te hunga mātakitaki rangatahi

#### Ka ine a Whakaata Māori i te whakatutukinga o tēnei putanga mā te:

- Whakamātau i ētahi kaupapa ki te rangatahi
- Whakahaere uiui ano hoki

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2. E hāngai ana tēnei whāinga ki ngā hāora katoa o te tau 2017 me te tau 2018

## Putanga 3

### Kia tokomaha ake ngā tāngata e toro ana i ngā kaupapa Māori me ngā kaupapa e kounga nei te reo Māori

He pānga huapai tō te whakarato i ētahi kaupapa e kounga nei te reo Māori ki te āhei me te hiahia o te tangata ki te kōrero, ki te whakarongo, ki te ako hoki i te reo Māori. Me whakarite ngā kaupapa me ngā pae whakarato kia hāngai ai ki ngā hiahia o te hunga mātakitaki.

#### E tutuki ai tēnei putanga, ka whai a Whakaata Māori ki te:

Te arotahinga	Ngā mahi kua whakamaheretia
Ngā hononga	<ul style="list-style-type: none"><li>▪ Mahi tahi ki ngā āpiti ki te hoahoa ngātahi, ki te whakaputa ngātahi, ki te haumi ngātahi hoki i ētahi kaupapa Māori, i ētahi kaupapa e kounga nei hoki te reo Māori</li><li>▪ Whakaaro ki te whakarite hononga ki ētahi whare wānanga kia tirohia ai ngā huarahi e pai ake ai te whakamatihikohia me te whakatairangahia o te reo Māori me ngā kaupapa Māori</li></ul>
Te hunga mātakitaki	<ul style="list-style-type: none"><li>▪ Whakahaere rangahau (raraunga, rōpū whāiti) e titiro ana ki ngā whanonga me ngā hiahia matua o te hunga mātakitaki hei ārahi i ngā whakatau mō ngā kaupapa</li></ul>
Ngā kaupapa	<ul style="list-style-type: none"><li>▪ Whakawhanake i tētahi rautaki kaupapa e whakamārama ana i te huarahi ka whāia e whakarato ai mātou i ngā kaupapa kounga</li><li>▪ Whakarato kaupapa hei poapoa i ngā reanga katoa o te whānau kia tukua iho ai te reo Māori i tētahi reanga ki tētahi</li><li>▪ Tautoko i te auahatanga o ngā kaupapa Māori ā-rohe me ngā kaupapa motuhenga kei roto i te reo Māori</li></ul>
Te pae	<ul style="list-style-type: none"><li>▪ Whakarato i ngā kaupapa i ētahi pae rerekē kia wātea kau ai ki te hunga mātakitaki e whāia ana</li><li>▪ Mahi ngātahi ki ngā kaituku pūtea me te hono hoki ki ētahi atu pae kia whānui ai te tuku i ngā kaupapa e kounga nei te reo Māori ki te hunga mātakitaki whānui</li></ul>

#### Ko te whāinga a Whakaata Māori kia<sup>3</sup>:

- Kia kua e iti iho i te 50% ngā kaupapa taketake e whai ana i te hunga mātakitaki e matatau ana
- Kia kua e iti iho i te 80% ngā kaupapa taketake e wātea kau ana i runga i ā mātou pae ipurangi.

#### Ka ine a Whakaata Māori i te whakatutukinga o tēnei putanga mā te:

- Whakahaere uiui.

3. E hāngai ana tēnei whāinga ki ngā hāora katoa o te tau 2017 me te tau 2018, hei tauira e 290.5 ngā hāora kōmihana, ā, e 891.5 ngā hāora i te whare mahi

## Putanga 4

### Kia whakaawetia te whakaoranga o te reo Māori me ngā tikanga Māori e tā mātou whakahaere

He pīrangī tō mātou kia tū mātou hei kaiārahi i ngā mahi whakarauora reo. E tutuki ai tēnei me whakarite mātou i tētahi ahurea kairangi e whakaatu ana i te auaha, i te hou, i te ahu whakamua me te hāngai o te wāhi mahi ki ngā wāhi e kōrerotia noatia ai te reo Māori. Ka tautoko mātou i ā mātou kaimahi ki te ako, ki te whakapakari, ki te whakaharatau hoki i ō rātou mōhio ki te reo Māori me ngā tikanga Māori ahakoa te taumata o te mōhio. E ora ai te reo Māori me whakarite mātou i tētahi wāhi mahi e whāia noatia ai ēnei uara.

#### E tutuki ai tēnei putanga, ka whai a Whakaata Māori ki te:

Te arotahinga	Ngā mahi kua whakamaheretia
Ngā hononga	<ul style="list-style-type: none"><li>Whakarite hononga ki ētahi hinonga tūmatanui, tūmataiti hoki, ki ētahi atu hoki ki te whakawhānui i te hunga arataki i te whakarauoratanga o te reo Māori</li></ul>
Te hunga mātakitaki	<ul style="list-style-type: none"><li>Whakarite i tētahi taiao e āhei ai ngā kaimahi ki te whakamahi me te ako i te reo Māori me ngā tikanga Māori i ā rātou mahi o ia rā</li><li>Akiaki, ki te whakarite huarahi mahi puta noa i tā mātou whakahaere, tae atu ki te ahumahi whānui</li></ul>
Ngā kaupapa	<ul style="list-style-type: none"><li>Whakawhanake i tētahi mahere reo mā te whakahaere e rima nei ōna wāhanga whakamahere reo – Mārama Pū, Mana, Ako, Puna, Whakamahi</li><li>Whakawhanake i tētahi pūnaha aroturuki kia pai ai te tiro tiro me te pūrongo i te whakatinanatanga o ngā kaupapa reo Māori</li></ul>
Te pae	<ul style="list-style-type: none"><li>Whakamahi i ngā hangarau hou hei whakarauora i te reo Māori puta noa i te whakahaere</li><li>Whakaraupapa kia noho tētahi huarahi matihiko hei mātāmua i tā mātou whakahaere</li></ul>

#### Ko te whāinga a Whakaata Māori kia:

- Kia kua e iti iho i te 80% ngā kaimahi e māia ana i ō rātou mōhio ki te reo Māori me ngā tikanga Māori

#### Ka ine a Whakaata Māori i te whakatutukinga o tēnei putanga mā te:

- Whakahaere uiui
- Aroturuki i te whakatinanatanga o te mahere reo

## Tā mātou hōtaka mahi e tutuki ai ā mātou putanga, e inea ai hoki te angitu

Te arotahinga	Ngā mahi kua whakamaheretia	He aha i kōwhiria ai tēnei mahi?	Inenga
<p>Kia tokomaha ake ngā tāngata e uara ana ki te reo me ngā tikanga Māori hei wāhanga o tō tātou tuakiri ā-motu</p>	<ul style="list-style-type: none"> <li>▪ Whakapā atu ki ngā tāngata kia kitea ai he aha e āki ana i a rātou ki te uara ki te reo Māori me ngā tikanga Māori</li> <li>▪ Mahi ngātahi ki ngā āpiti ki te whakatairanga, ki te whakapakari anō hoki i te reo Māori</li> <li>▪ Mahi ki ngā āpiti ki te whakanui, ki te whakatairanga hoki i te angitu o te Māori me te hāpai i a Aotearoa me ngā kaupapa Māori, pēnei i Ngā Tohu o Matariki</li> <li>▪ Whakatairanga i te reo Māori me ngā tikanga Māori mā te whakapāho i ngā pāpono nui whakaharahara ā-motu, pēnei i Te Rā o Waitangi, i Te Rā o Anzac, i Te Pūtake o te Riri, i Te Matatini me Matariki.</li> <li>▪ Tautoko i ētahi kaupapa Māori whāiti e whakakite ana i te uara, e whakatairanga ana hoki i te mōhiotia o te ao Māori, pēnei i Ngā Tohu Hākinakina Māori, i Ngā Tohu Reo Māori me Ngā Tohu Puoro</li> <li>▪ Whakahaere i Ngā Tohu o Matariki i ia tau e tautuhi ana, e whakanui ana hoki i te hunga e tino hāpai ana i a Aotearoa me ngā kaupapa Māori.</li> <li>▪ Whakapāho i ngā tangihanga o ngā rangatira Māori kua tino whai wāhi ki te ao Māori me Aotearoa hoki</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mā ēnei mahi e puta ai ētahi huarahi hei whai mā ngā kaiwhakaputa kaupapa ā-rohe me ngā iwi ki te whakatairanga i te uara me te ahurei o te reo Māori me ngā tikanga Māori</li> <li>▪ Mā te whakanui i te angitu o te Māori me ngā whai wāhitanga huapai e poapoaina tētahi hunga mātakitaki whānui</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ka rerekē te nui o ngā hāora e whakaatu ana i te reo Māori me ngā kaupapa Māori</li> <li>▪ Ka rerekē te nui o te hunga mātakitaki</li> <li>▪ Ka rerekē te āhua o te toro me te tiki ake i ngā kaupapa o Whakaata Māori</li> <li>▪ Ka rerekē te nui o te hunga e mātaki ana i ngā kaupapa reo Māori i ia taumata o te mōhio (te hunga whakarongo, te hunga reo tuarua me te hunga matatau)</li> </ul>

Te arotahinga	Ngā mahi kua whakamaheretia	He aha i kōwhiria ai tēnei mahi?	Inenga
<p>Kia tokomaha ake te hunga rangatahi e hiamoa ana ki te reo Māori me ngā tikanga Māori</p>	<ul style="list-style-type: none"> <li>▪ Whakapā atu ki te rangatahi ki te tautuhi i ō rātou hiahia, kia mārama ai hoki he aha ngā mea e āki ana i a rātou</li> <li>▪ Whakaputa i ētahi kaupapa reo Māori, i ētahi kaupapa Māori hoki e hāngai ana, e pārekareka ana, e wātea ana anō hoki ki te hunga mātakitaki rangatahi</li> <li>▪ Tautoko i ngā kaihanganga kaupapa rangatahi ki te whakaputa i ētahi kaupapa reo Māori, i ētahi kaupapa Māori anō hoki</li> <li>▪ Whakawhanake i tētahi kaupapa whakatairanga e whakanui ana i te uara o te reo Māori i waenga i te rangatahi</li> <li>▪ Tautoko i ētahi kaupapa rangatahi whāiti e whakakite ana i te angitu o te rangatahi, pēnei i te Polyfest, i ētahi atu kaupapa rānei e whai ana i te hunga rangatahi, pēnei i a #talk2me, i a Ahikaaroa me Stand Up Stand Out</li> <li>▪ Poapoa i ētahi kaiwhakaawe rangatahi mā rātou e whakatairanga te reo Māori me ngā tikanga Māori, hei tauira mā roto i ngā vlogs</li> <li>▪ Whakatairanga tika i ngā kaupapa me te whakarato i aua kaupapa i ētahi pae rerekē kia wātea kau ai ki te hunga mātakitaki rangatahi</li> <li>▪ Mahi ngātahi ki ngā kaituku pūtea me te hono hoki ki ētahi atu pae kia whānui ai te tuku i ngā kaupapa e kounga nei te reo Māori ki te hunga rangatahi</li> </ul>	<ul style="list-style-type: none"> <li>▪ Me whakarite ētahi huarahi e toro ai te rangatahi i ngā kaupapa Māori</li> <li>▪ Mā te whakatairanga ā-pāpori e poapoina ai te rangatahi</li> <li>▪ Kia whakamanahia te rangatahi ki te hanga kaupapa e hāngai ana ki a rātou anō. E ai ki ngā rangahau ā-ao kei te ipurangi te rangatahi, kāore e rite tonu tā rātou mātakitaki pouaka whakaata</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ka rerekē te nui o ngā hāora e whakaatu ana i te reo Māori me ngā kaupapa Māori e hāngai ana ki te rangatahi</li> <li>▪ Ka rerekē te nui o te hunga mātakitaki rangatahi</li> <li>▪ Ka rerekē te āhua o te toro me te tiki ake i ā mātou kaupapa</li> <li>▪ Ka huri ngā waiaro ki te reo Māori</li> <li>▪ Ka rerekē ngā kaupapa i ngā pae rerekē</li> </ul>

Te arotahinga	Ngā mahi kua whakamaheretia	He aha i kōwhiria ai tēnei mahi?	Inenga
<p>Kia tokomaha ake ngā tāngata e toro ana i ngā kaupapa Māori me ngā kaupapa e kounga nei te reo Māori</p>	<ul style="list-style-type: none"> <li>▪ Mahi tahi ki ngā āpiti ki te hoahoa ngātahi, ki te whakaputa ngātahi, ki te haumi ngātahi hoki i ētahi kaupapa Māori, i ētahi kaupapa e kounga nei hoki te reo Māori</li> <li>▪ Whakaaro ki te whakarite hononga ki ētahi whare wānanga kia tirohia ai ngā huarahi e pai ake ai te whakamatihikohia me te whakatairangahia o te reo Māori me ngā kaupapa Māori</li> <li>▪ Whakahaere rangahau (raraunga, rōpū whāiti) e titiro ana ki ngā whanonga me ngā hiahia matua o te hunga mātakitaki hei ārahi i ngā whakatau mō ngā kaupapa</li> <li>▪ Whakawhanake i tētahi rautaki kaupapa e whakamārama ana i te huarahi ka whāia e whakarato ai mātou i ngā kaupapa kounga</li> <li>▪ Whakarato kaupapa hei poapoa i ngā reanga katoa o te whānau kia tukua iho ai te reo Māori i tētahi reanga ki tētahi</li> <li>▪ Tautoko i te auahatanga o ngā kaupapa Māori ā-rohe me ngā kaupapa motuhenga kei roto i te reo Māori</li> <li>▪ Whakarato i ngā kaupapa i ētahi pae rerekē kia wātea kau ai ki te hunga mātakitaki e whāia ana</li> <li>▪ Mahi ngātahi ki ngā kaituku pūtea me te hono hoki ki ētahi atu pae kia whānui ai te tuku i ngā kaupapa e kounga nei te reo Māori ki te hunga mātakitaki whānui</li> </ul>	<ul style="list-style-type: none"> <li>▪ Mā ngā pāhotanga me ngā ratonga pāhotanga arorangi e whakaputa i te reo Māori ki tētahi hunga mātakitaki whānui me te whakanui anō i tōna whakamahinga e te tangata</li> <li>▪ Hei tā ngā tātāritanga i te hunga mātakitaki nā Te Māngai Pāho arā tētahi hunga mātakitaki nui ka whai i ngā kaupapa reo Māori e pārekareka ana</li> <li>▪ E ai ki ngā kaimātaki i a Whakaata Māori e 53 ōrau, kua pakari ake ō rātou reo mā te mātaki i ngā kaupapa o Whakaata Māori</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ka rerekē te nui o ngā hāora e whakaatu ana i te reo Māori me ngā kaupapa Māori</li> <li>▪ Ka rerekē te nui o te hunga mātakitaki</li> <li>▪ Ka rerekē te āhua o te toro me te tiki ake i ngā kaupapa o Whakaata Māori</li> <li>▪ Ka huri ngā waiaro ki te reo Māori me ngā kaupapa Māori</li> </ul>

Te arotahinga	Ngā mahi kua whakamaheretia	He aha i kōwhiria ai tēnei mahi?	Inenga
<p>Kia whakaawetia te whakaoranga o te reo Māori me ngā tikanga Māori e tā mātou whakahaere</p>	<ul style="list-style-type: none"> <li>▪ Whakarite i tētahi taiao e āhei ai ngā kaimahi ki te whakamahi me te ako i te reo Māori me ngā tikanga Māori i ā rātou mahi o ia rā</li> <li>▪ Akiaki, ki te whakarite huarahi mahi puta noa i tā mātou whakahaere, tae atu ki te ahumahi whānui</li> <li>▪ Whakawhanake i tētahi mahere reo mā te whakahaere e rima nei ōna wāhanga whakamahere reo – Mārama Pū, Mana, Ako, Puna, Whakamahi</li> <li>▪ Whakawhanake i tētahi pūnaha aroturuki kia pai ai te tiro tiro me te pūrongo i te whakatinanatanga o ngā kaupapa reo Māori</li> <li>▪ Whakarite hononga ki ētahi hinonga tūmatanui, tūmataiti hoki, ki ētahi atu hoki ki te whakawhānui i te hunga arataki i te whakarauoratanga o te reo Māori</li> <li>▪ Whakamahi i ngā hangarau hou hei whakarauora i te reo Māori puta noa i te whakahaere</li> <li>▪ Whakaraupapa kia noho tētahi huarahi matihiko hei mātāmua i tā mātou whakahaere</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ka kōrero Māori ngā kaimahi me ngā manuhiri i roto i te wāhi mahi</li> <li>▪ Ka hāpai noa ngā kaimahi me ngā manuhiri i ngā tikanga Māori i roto i te wāhi mahi</li> <li>▪ Mā te whakamahere reo e piki ai te nui o te reo Māori e whakamahia ana i ia rā i te mahi</li> <li>▪ Mā ngā hononga ki ētahi atu āpiti whakarauora reo e rite nei ngā whakaaro e kaha ake ai te arotahinga o ngā kaupapa reo Māori</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ka rerekē te whakamahinga o te reo Māori i ia rā e ngā kaimahi puta noa i a Whakaata Māori</li> <li>▪ Ka rerekē te mōhiotia me te hāpaitia o ngā tikanga Māori e ngā kaimahi i ia rā</li> <li>▪ Ka rerekē ngā kaupapa here ā-whakahaere, ngā tikanga me ngā tukanga e pā ana ki te kawē i ngā tikanga Māori</li> <li>▪ Ka huri te waiaro o te whakahaere ki te whakamahinga o te reo Māori me ngā tikanga Māori i roto i a Whakaata Māori</li> <li>▪ Ka rerekē ngā tohu reo Māori kia tino kitea ai, kia whaihua ai anō hoki</li> </ul>

## Te anga aroturuki, arotake hoki

Ngā putanga	Ngā tohu i te angitu	Inenga
<p>E uara ana te hunga mātakitaki ki te reo Māori me ngā tikanga Māori hei wāhanga nō tō tātou tuakiri ā-motu</p>	<ul style="list-style-type: none"> <li>▪ Ka rerekē te nui o ngā hāora e whakaatu ana i te reo Māori me ngā kaupapa Māori</li> <li>▪ Ka rerekē te nui o te hunga mātakitaki</li> <li>▪ Ka rerekē te āhua o te toro me te tiki ake i ngā kaupapa o Whakaata Māori</li> </ul>	<p>Ka inea ngā tohu me ngā putanga mā te whakamahi i ētahi tikanga raraunga tatau me ētahi tikanga raraunga kounga hei kōhi i ngā raraunga i ētahi hunga mātakitaki rerekē. Ka whai mātou ki te:</p> <ol style="list-style-type: none"> <li>1. Whakarite i tētahi uiui raraunga tatau mē tētahi uiui raraunga kounga hei kōhi pārongo mō ngā waiaro, ngā whanonga me ngā kaiāki i ngā kaimātaki e pā ana ki te whakamahinga o te reo Māori me ngā tikanga Māori. Me e taea ana ka mahi tahi mātou ki ētahi āpiti matua ki te whakahaere uiui, pēnei i a Te Māngai Pāho.</li> </ol>
<p>Kia tokomaha ake te hunga rangatahi e hiamō ana ki te reo Māori me ngā tikanga Māori</p>	<ul style="list-style-type: none"> <li>▪ Ka rerekē te nui o ngā hāora e whakaatu ana i te reo Māori me ngā kaupapa Māori e hāngai ana ki te rangatahi</li> <li>▪ Ka rerekē te nui o te hunga mātakitaki rangatahi</li> <li>▪ Ka rerekē te āhua o te toro me te tiki ake i ngā kaupapa o Whakaata Māori</li> </ul>	<ol style="list-style-type: none"> <li>2. Whakamahi i ngā uiui hei ine i te mōhio me te āhua o te whakamahinga o te reo Māori me ngā tikanga Māori puta noa i tā mātou whakahaere.</li> </ol>
<p>Kia tokomaha ake ngā tāngata e toro ana i ngā kaupapa Māori me ngā kaupapa e kounga nei te reo Māori</p>	<ul style="list-style-type: none"> <li>▪ Ka rerekē te nui o ngā hāora e whakaatu ana i te reo Māori me ngā kaupapa Māori</li> <li>▪ Ka rerekē te nui o te hunga mātakitaki</li> <li>▪ Ka rerekē te āhua o te toro me te tiki ake i ngā kaupapa o Whakaata Māori</li> </ul>	
<p>Kia whakaawetia te whakaoranga o te reo Māori me ngā tikanga Māori e tā mātou whakahaere</p>	<ul style="list-style-type: none"> <li>▪ Ka rerekē te whakamahinga o te reo Māori i ia rā e ngā kaimahi puta noa i a Whakaata Māori</li> <li>▪ Ka rerekē te mōhiohia me te hāpaitia o ngā tikanga Māori e ngā kaimahi i ia rā</li> <li>▪ Ka rerekē ngā kaupapa here ā-whakahaere, ngā tikanga me ngā tukanga e pā ana ki te kawē i ngā tikanga Māori</li> <li>▪ Ka huri te waiaro o te whakahaere ki te whakamahinga o te reo Māori me ngā tikanga Māori i roto i a Whakaata Māori</li> <li>▪ Ka rerekē ngā tohu reo Māori kia tino kitea ai, kia whaihua ai anō hoki</li> </ul>	









# Inspiring the revitalisation of te reo Māori and tikanga Māori

Outcomes Framework - 2019-2021

**MĀORI**  
TELEVISION

  
**TE REO**



# Contents

---

22

---

Purpose

23

---

Outcomes we're working  
towards

24

---

The Māori Language  
Landscape

25

---

Our Outcomes  
Framework

26

---

Outcome 1  
More people value te reo  
Māori me ngā tikanga

27

---

Outcome 2  
More young people are excit-  
ed about te reo Māori

28

---

Outcome 3  
More people are engaged  
with high quality reo Māori  
and Maori content

29

---

Outcome 4  
Our organisation inspires the  
revitalisation of te reo Māori  
me ngā tikanga

30

---

Our Work Programme

32

---

Monitoring and  
evaluation framework

# Purpose

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**This framework lays out the outcomes we want to achieve over the next three years. It is an important tool to help us target what we need to focus on. The outcomes framework:**

- Acknowledges our role in Te Whare o Te Reo Mauri Ora and our contribution to the overall vision of te reo revitalisation, kia mauri ora te reo Māori.
- Recognises the specific work we will be doing to complement the work of other partners under the Maihi Karauna (the Government's Māori Language Strategy) and Maihi Māori (the Language Strategy of iwi and Māori).
- Provides staff and key partners with a reference point on how their work contributes to what we are trying to achieve across our organisation's work streams for te reo Māori me ngā tikanga Māori.
- Will guide the way we do things and show how and the extent to which we are having a positive impact on the lives of our audience.
- Will show how our audience value te reo Māori me ngā tikanga Māori.
- Lays the foundations for the broadening of our digital platform.

The framework signals our intention to move to an outcomes based approach to show what we want to achieve for our audience and measurements to monitor its success. In using this approach, we are still committed to meeting the outputs outlined in our Statement of Intent 2019-2021, though we also want to ensure our investments are making a difference.

# The outcomes we're working towards

We are working towards four outcomes:

**1 More people value te reo me ngā tikanga Māori as part of our national identity**

We will create, obtain and deliver content that enables people to value the Māori language and culture as a unique identity of Aotearoa. We will deliver content that supports people to use and learn the language, and celebrates the Māori culture. We want to reach out to as many people as possible, and we will have relationships with more people and partners so te reo Māori is heard and spoken throughout our communities.

**2 More young people are excited about te reo Māori me ngā tikanga Māori**

We will create, obtain and deliver content that excites young people about te ao Māori and inspires them to value and use te reo Māori me ngā tikanga Māori.

**3 More people are engaged with high quality reo Māori and Māori content**

We will create, obtain and deliver content that is well made and has a unique point of difference that will engage audiences and be available on various platforms. Our reo Māori content will be of high quality, and will target audiences of different reo Māori abilities. We will produce content that provides Māori with an opportunity to learn more about their past to prepare them for their future.

**4 Our organisation inspires the revitalisation of te reo Māori me ngā tikanga Māori**

We will provide an organisational culture that supports our people and partners to use te reo Māori me ngā tikanga Māori in an innovative and creative way.

# The Māori language landscape

Our four outcomes are linked to the Maihi Karauna so that our work contributes to wider society’s revitalisation efforts. Our role is to create conditions for te reo Māori to flourish - ‘kia māhorahora te reo’ and we will work with te reo Māori revitalisation partners to support and enable the use of te reo Māori utilising our wide reach across Aotearoa.

## The Maihi Karauna outcomes that we will contribute towards are:

- More people value te reo me ngā tikanga Māori as part of our national identity
- More young people are excited about te reo Māori
- More people are engaging with quality broadcast and online content in te reo Māori.

Every year, we will report to the other partners within Maihi Karauna on our contribution to achieving these outcomes.

Community revitalisation efforts are being led by Te Mātāwai and delivered through their strategy, Maihi Māori. The Maihi Māori seeks to provide more reo Māori activities and opportunities for iwi and whānau to revitalise te reo Māori in their communities. We seek to complement locally led reo Māori activities in the home and communities with reo Māori content availability on television and online. Over time, as the relationship and synergy between the Maihi Māori and Maihi Karauna matures, we should see increased demand for access to reo Māori content on different platforms to nurture a growing and diverse audience whom value te reo Māori me ngā tikanga Māori

## Te Reo Māori revitalisation is being led out by:

	 <p><b>Te Puni Kōkiri</b> REALISING MĀORI POTENTIAL</p>			<p><i>'Kia ita!'</i> <i>Te Taura Whiri i te Reo Māori</i> MĀORI LANGUAGE COMMISSION</p> 
Māori Television	Te Puni Kōkiri	Te Mātāwai	Te Māngai Pāho	Te Taura Whiri i te Reo Māori

  

 <p><b>Manatū Taonga</b> Ministry for Culture &amp; Heritage</p>	 <p><b>MINISTRY OF EDUCATION</b> TE TĀHUHU O TE MĀTAURANGA</p>	 <p><b>Te Tari Taiwhenua</b> Internal Affairs</p>	
Ministry for Culture and Heritage	Ministry of Education	Department of Internal Affairs	Iwi, hapū and whānau



# Our outcomes framework

## Our Vision

Te kūaha ki te ao Māori

## We will target our audience

People with an interest in te reo Māori me ngā tikanga Māori

## We seek the following outcomes

1. More people value te reo Māori me ngā tikanga Māori as part of our national identity
2. More young people are excited about te reo Māori me ngā tikanga Māori
3. More people are engaged with high quality reo Māori and Māori content
4. Our organisation inspires the revitalisation of te reo Māori me ngā tikanga Māori

## We will measure the success of our outcomes by looking at the following focus areas

**Partnerships:** Working together with partners to increase participation in te reo Māori me ngā tikanga Māori

**Audience:** Building a solid connection between our brand and our diverse audience base

**Content:** Incorporating more authentic stories into our content offering to increase audience and language engagement

**Platform:** To provide our audience with te reo Māori me ngā tikanga Māori content anywhere and at any time

## Outcome 1

### More people value te reo Māori me ngā tikanga as part of our national identity

Te reo Māori is an official language of Aotearoa and is a taonga that should be promoted and protected. Ngā tikanga Māori goes hand in hand with te reo Māori, making language and culture unique to Aotearoa and providing an identity to people of Aotearoa.

#### To achieve this outcome, Māori Television will:

Focus Area	Planned Actions
Partnerships	<ul style="list-style-type: none"><li>▪ Work collaboratively with partners to promote and strengthen te reo Māori</li><li>▪ Work with partners to celebrate and promote Māori success and commitment to Aotearoa and kaupapa Māori e.g. Matariki Awards</li></ul>
Audience	<ul style="list-style-type: none"><li>▪ Support specific kaupapa Māori that showcase the value and promote awareness of te ao Māori e.g. Māori Sports Awards, Ngā Tohu Reo Māori, Māori Music Awards</li><li>▪ Engage with people to determine the drivers that makes them value te reo Māori me ngā tikanga Māori</li></ul>
Content	<ul style="list-style-type: none"><li>▪ Promote te reo Māori me ngā tikanga Māori through coverage of nationally important events and people</li><li>▪ Promote te reo Māori me ngā tikanga Māori through content that is led by influential reo champions, e.g. renown TV and radio personalities using te reo Māori.</li></ul>
Platform	<ul style="list-style-type: none"><li>▪ Market content well and distribute on a range of platforms to enable our target audience to access content as and when they want</li><li>▪ Collaborate with funders and partner with other platforms to ensure a broad distribution of quality Māori content to wide audiences</li></ul>

#### Māori Television target is:

- All (100%) original content<sup>1</sup> will include te reo Māori me ngā tikanga Māori content. The amount of te reo Māori content will be determined by the target audience for example 20-30% for receptive audiences.

#### Māori Television will measure the achievement of this outcome by:

- Undertaking a survey (with other partners) to understand the changes in attitudes or behaviour of our audience to te reo Māori me ngā tikanga Māori.
- Monitoring audience engagement in te reo Māori me ngā tikanga Māori content.

1. Original content refers to new content that is produced by, or for, Māori Television

## Outcome 2

### More young people are excited about te reo Māori me ngā tikanga Māori

Young people or rangatahi including non-Māori are pivotal to growing and sustaining te reo Māori in the future. Over 30% of the New Zealand population and importantly, 54% of Māori are under 25 years. Targeting the younger generation and inspiring them to engage in te reo Māori through vibrant, exciting and accessible content is necessary to achieve the broader language revitalisation goals. We remain focused on capturing more of the rangatahi audience base.

#### To achieve this outcome, Māori Television will:

Focus Area	Planned Actions
Partnerships	<ul style="list-style-type: none"><li>Engage rangatahi influencers that can promote te reo Māori me ngā tikanga Māori</li><li>Support specific kaupapa rangatahi that showcase rangatahi success e.g. Polyfest or are aimed at rangatahi audiences e.g. #talk2me</li></ul>
Audience	<ul style="list-style-type: none"><li>Engage with rangatahi to define their needs and better understand their indicators and drivers</li><li>Develop a social marketing campaign to promote the value of te reo Māori amongst rangatahi</li></ul>
Content	<ul style="list-style-type: none"><li>Produce te reo Māori and Māori content that is relevant, accessible and exciting to rangatahi audiences</li><li>Support rangatahi content makers to produce te reo Māori and Māori content</li></ul>
Platform	<ul style="list-style-type: none"><li>Market content well and distribute on a range of platforms to enable rangatahi to access content as and when they want</li><li>Collaborate with funders and partner with other platforms to ensure a broad distribution of quality Māori content to rangatahi</li></ul>

#### Māori Television target is<sup>2</sup>:

- At least 30% of original content will be targeted at younger viewers

#### Māori Television will measure the achievement of this outcome by:

- Testing content with rangatahi
- Surveys.

2. This target is based on 2017/18 total original hours

## Outcome 3

### More people are engaged with high quality te reo Māori and Māori content

Providing quality te reo Māori content has a positive effect on people's ability and desire to speak, listen to and learn te reo Māori. It is critical that content and distribution platforms are tailored to the needs of our audience.

#### To achieve this outcome, Māori Television will:

Focus Area	Planned Actions
Partnerships	<ul style="list-style-type: none"><li>▪ Work together with partners to co-design, co-produce and co-invest in high quality te reo Māori and Māori content</li><li>▪ Consider partnerships with educational institutions to consider ways in which te reo Māori and Māori content can be better digitalised and marketed</li></ul>
Audience	<ul style="list-style-type: none"><li>▪ Conduct research (data, focus groups) that look at audience behaviours, preferences and needs to inform content decisions</li></ul>
Content	<ul style="list-style-type: none"><li>▪ Develop a content strategy that outlines how we will deliver high quality content</li><li>▪ Deliver content that engages whānau across generations to enable intergenerational transmission of te reo Māori</li><li>▪ Support the creation of localised and authentic te reo Māori and Māori content</li></ul>
Platform	<ul style="list-style-type: none"><li>▪ Distribute content on a range of platforms to enable our target audience to access content as and when they want</li><li>▪ Collaborate with funders and partner with other platforms to ensure a broad distribution of quality Māori content to wide audiences</li></ul>

#### Māori Television target is<sup>3</sup>:

- At least 50% of original content will be targeted at fluent audiences
- At least 80% of original content will be available on demand via our online platforms.

#### Māori Television will measure the achievement of this outcome by:

- Surveys.

3. This target is based on 2017/18 total original hours, i.e. commissioning 290.5 hours, in-house 891.5 hours

## Outcome 4

### Our organisation inspires the revitalisation of te reo Māori me ngā tikanga Māori

We want to be a leader in the language revitalisation space. To achieve this, we need to create a culture of excellence that reflects a work environment that is creative, innovative, forward-looking and adaptive to where te reo Māori is naturally spoken. We will support our staff to learn, enhance and practice their te reo me ngā tikanga Māori skills regardless of their competency levels. For te reo Māori to live, we must create a work place where these values are the norm.

#### To achieve this outcome, Māori Television will:

Focus Area	Planned Actions
Partnerships	<ul style="list-style-type: none"><li>Establish partnerships with public, private entities and others to grow a committed network for te reo Māori revitalisation leadership</li></ul>
Audience	<ul style="list-style-type: none"><li>Enable staff to use and learn te reo Māori and practice tikanga Māori in their everyday work</li><li>Encourage and enable career pathways throughout our organisation and in the wider industry</li></ul>
Content	<ul style="list-style-type: none"><li>Develop a language plan for the organisation that is based on the five language planning elements – Mārama Pū, Mana, Ako, Puna, Whakamahi</li><li>Develop a monitoring system for tracking and reporting on the implementation of te reo Māori initiatives</li></ul>
Platform	<ul style="list-style-type: none"><li>Embrace new technologies to revitalise te reo Māori throughout the organisation</li><li>Prioritise a digital first approach to our organisation</li></ul>

#### Māori Television target is:

- At least 80% of staff are confident in te reo Māori me ngā tikanga Māori

#### Māori Television will measure the achievement of this outcome by:

- Surveys
- Monitoring implementation of language plan.

## Our work programme to achieve our outcomes and measure our success

Focus Area	Planned Actions	Intervention Logic – why this action?	Measure
More people value te reo Māori me ngā tikanga Māori as part of our national identity	<ul style="list-style-type: none"> <li>Engage with people to determine the drivers that makes them value te reo Māori and tikanga Māori</li> <li>Work together with partners to promote and strengthen te reo Māori.</li> <li>Work with partners to celebrate and promote Māori success and commitment to Aotearoa and kaupapa Māori e.g. Matariki Awards.</li> <li>Promote te reo Māori me ngā tikanga Māori through coverage of nationally important events e.g. Waitangi Day, Anzac Day, Te Pūtake o te Riri, Te Matatini, Matariki.</li> <li>Support specific kaupapa Māori that showcase the value and promote awareness of te ao Māori e.g. Māori Sports Awards, Ngā Tohu Reo Māori, Māori Music Awards.</li> <li>Host the annual Matariki Awards which highlights and celebrates outstanding commitment to Aotearoa and kaupapa Māori.</li> <li>Provide coverage of tangihanga of esteemed Māori leaders that have made a significant contribution to te ao Māori and Aotearoa.</li> </ul>	<ul style="list-style-type: none"> <li>These actions will create opportunities from local content makers and iwi to promote the value and uniqueness of te reo Māori me ngā tikanga Māori</li> <li>Celebrating Māori successes and positive contributions is an effective way to engage a range of audiences</li> </ul>	<ul style="list-style-type: none"> <li>Change in te reo Māori and Māori content hours</li> <li>Change in viewership traffic volume</li> <li>Change in access/downloads for Māori Television content</li> <li>Change in attitudes towards te reo Māori me ngā tikanga Māori</li> <li>Change in views in reo Māori content by level (receptive, second language and fluent)</li> </ul>
More young people feel excited about te reo Māori me ngā tikanga Māori	<ul style="list-style-type: none"> <li>Engage with rangatahi to define their needs and better understand their indicators and drivers.</li> <li>Produce te reo Māori and Māori content that is relevant, accessible and exciting to rangatahi audiences.</li> <li>Support rangatahi content makers to produce te reo Māori and Māori content.</li> <li>Develop a social marketing campaign to promote the value of te reo Māori amongst rangatahi</li> <li>Support specific kaupapa rangatahi that showcase rangatahi success e.g. Polyfest or are aimed at rangatahi audiences e.g. #talk2me Ahikaarora, Stand Up Stand Out</li> <li>Engage rangatahi influencers that can promote te reo Māori me ngā tikanga Māori, e.g. through vlogs</li> <li>Market content well and distribute on a range of platforms to enable rangatahi to access content as and when they want</li> <li>Collaborate with funders and partner with other platforms to ensure a broad distribution of quality Māori content to rangatahi</li> </ul>	<ul style="list-style-type: none"> <li>Providing a range of avenues for young people to access Māori content</li> <li>Social marketing is an effective way to engage rangatahi</li> <li>Empowering rangatahi to create content that speaks to them, and is relevant. Global research shows that rangatahi are online and not on linear</li> </ul>	<ul style="list-style-type: none"> <li>Change in te reo Māori and Māori content hours directed at young people</li> <li>Change in viewership traffic volume by young people</li> <li>Change in access/downloads for our content</li> <li>Change in attitudes towards te reo Māori</li> <li>Change in content for various platforms</li> </ul>

Focus Area	Planned Actions	Intervention Logic – why this action?	Measure
<p>More people are engaged with high quality reo Māori and Māori content</p>	<ul style="list-style-type: none"> <li>▪ Work collaboratively with partners to co-design, co-produce and co-invest in high quality te reo Māori and Māori content</li> <li>▪ Consider partnerships with educational institutions to consider ways in which te reo Māori and Māori content can be better digitalised and marketed</li> <li>▪ Conduct research (data, focus groups) that look at audience behaviours, preferences and needs to inform content decisions</li> <li>▪ Develop a content strategy that outlines how Māori Television will deliver high quality content</li> <li>▪ Deliver content that engages whānau across generations to help with the transmission of knowledge and kōrero especially in te reo Māori</li> <li>▪ Support the creation of localised and authentic te reo Māori and Māori content</li> <li>▪ Distribute content on a range of platforms to enable our target audience to access content as and when they want</li> <li>▪ Collaborate with funders and partner with other platforms to ensure a broad distribution of quality Māori content to wide audiences</li> </ul>	<ul style="list-style-type: none"> <li>▪ Broadcast and streamed services have significant potential to expose a wide audience to te reo Māori and enhance the way people value it</li> <li>▪ Audience analysis undertaken by Te Māngai Pāho shows there is a large potential audience for interesting and engaging te reo Māori content</li> <li>▪ 53 percent of viewers of Māori Television believed their reo improved as a result of watching Māori Television content</li> </ul>	<ul style="list-style-type: none"> <li>▪ Change in reo Māori and Māori content hours</li> <li>▪ Change in viewership traffic volume</li> <li>▪ Change in access/downloads for Māori Television content</li> <li>▪ Change in attitudes towards te reo Māori and Māori content</li> </ul>
<p>Our organisation inspires the revitalisation of te reo Māori me ngā tikanga Māori</p>	<ul style="list-style-type: none"> <li>▪ Enable staff to use and learn te reo Māori and practise tikanga Māori in their everyday work</li> <li>▪ Encourage and enable career pathways throughout our organisation and in the wider industry</li> <li>▪ Develop a language plan for Māori Television that is based on the five language planning elements – Mārama Pū, Mana, Ako, Puna, Whakamahi</li> <li>▪ Develop a monitoring system for tracking and reporting on the implementation of te reo Māori initiatives</li> <li>▪ Establish partnerships with public, private entities and others to grow a committed network for te reo Māori revitalisation leadership</li> <li>▪ Embrace new technologies to revitalise te reo Māori throughout the organisation</li> <li>▪ Prioritise a digital first approach to our organisation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Staff and manuhiri speak Māori within the workplace</li> <li>▪ Staff and manuhiri naturally practise tikanga Māori in the workplace</li> <li>▪ Language planning is an effective means to increase the volume of te reo Māori use in the daily work environment</li> <li>▪ Relationships with similar minded reo revitalisation partners will lead to improved buy-in for te reo Māori content.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Change in te reo Māori use on a daily basis by staff across Māori Television</li> <li>▪ Change in staff awareness/practise of tikanga Māori practices on a daily basis</li> <li>▪ Change in organisation policies, practises and processes regarding the use of tikanga Māori practices</li> <li>▪ Change in attitude towards using te reo Māori me ngā tikanga Māori within Māori Television</li> <li>▪ Change in te reo Māori signage making it prominent and useful</li> </ul>

## Monitoring and evaluation framework

Outcomes	Indicators of Success	Measurement
Our audience values te reo Māori me ngā tikanga Māori as part of our national identity	<ul style="list-style-type: none"> <li>Change in te reo Māori and Māori content hours</li> <li>Change in viewership traffic volume</li> <li>Change in access/downloads for Māori Television content</li> </ul>	<p>The indicators and outcomes will be measured using a mix of quantitative and qualitative approaches to gather the data across a range of target audiences. The approach will include:</p> <ol style="list-style-type: none"> <li>A quantitative and qualitative survey will be developed to gather information on viewers' attitudes, behaviours and motivations regarding the use of te reo Māori me ngā tikanga Māori. Where possible, opportunities to collaborate with key partners to undertake the surveys will occur, e.g. Te Māngai Pāho.</li> <li>A survey will be used to measure proficiency and use of te reo Māori me ngā tikanga Māori across our organisation.</li> </ol>
More young people are excited about te reo Māori me ngā tikanga Māori	<ul style="list-style-type: none"> <li>Change in te reo Māori and Māori content hours directed at young people</li> <li>Change in viewership traffic volume by young people</li> <li>Change in access/downloads for Māori Television content</li> </ul>	
More people are engaged with high quality reo Māori and Māori content	<ul style="list-style-type: none"> <li>Change in reo Māori and Māori content hours</li> <li>Change in viewership traffic volume</li> <li>Change in access/downloads for Māori Television content</li> </ul>	
Our organisation inspires the revitalisation of te reo Māori me ngā tikanga Māori	<ul style="list-style-type: none"> <li>Changes in te reo Māori use on a daily basis by staff</li> <li>Changes in staff awareness/ practise of tikanga Māori practices on a daily basis</li> <li>Change in organisation's policies, practises and processes regarding the inclusion of tikanga Māori practices</li> <li>Change in attitude of the organisation towards using te reo Māori me ngā tikanga Māori</li> <li>Changes in te reo Māori signage making it prominent and useful</li> </ul>	









