




Te Pūrongo ā-Tau  
Annual Report  
2021/22





Published by Te Māngai Pāho  
PO Box 10 004, Wellington Aotearoa, New Zealand  
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Enquiries should be made to the publisher  
ISSN 1173 3233  
Front cover image: Erica Sinclair

Te Māngai Pāho Annual Report  
2021/22 Presented to the House of  
Representatives Pursuant to Section 150  
of the Crown Entities Act 2004

Image: Hahana, Blackout Media Ltd

Te Pūrongo ā-Tau  
Annual Report  
2021/22



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Image: The Walkers, HiMama Ltd

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# Te Māngai Pāho

## Overview

# \$68m

Funding allocated

## He Arotake i te Tau

Year in Review 2021/22



### 174

Funded partners representing  
34 cities of New Zealand



### 44

Production  
companies funded



### 31

Industry capacity &  
training initiatives



### 235

Applications processed



### 186

Applications approved



### 35

Platforms supported

Images left to right: Matariki Dawn: Mānawatia a Matariki, Kahawai Productions; Waka Huia, Scottie Douglas Productions Ltd; Te Nūtube, Arataua Ltd; Kairākau II, Velvet Stone Media; Hahana, Blackout Media; East Coast Rising, Radio Ngāti Porou



## The first Māori public holiday in Aotearoa history



### MATARIKI CELEBRATION

A successful collaboration with every major broadcaster and media outlet in Aotearoa.

# 4.5m

a record number of viewers of Matariki content

# 25 YEARS

OF HELPING MĀORI LANGUAGE TO BE SEEN AND HEARD EVERYWHERE



## Funding programming of Māori stories

# 1,900

Hours of te reo Māori & Māori cultural content

# 1,100

Hours of Māori content archived

Images left to right: Kairākau, Velvet Stone Media; Whina, GFC (North) Ltd; Nix Adams; Theia

Te reo Māori is valued

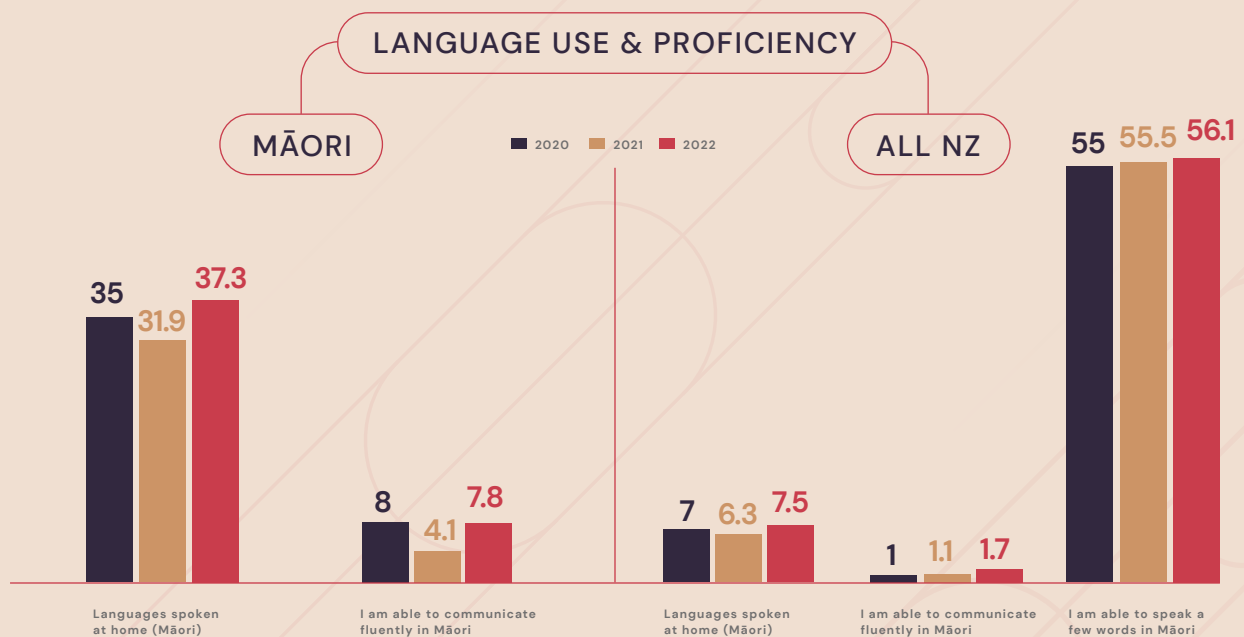
# 61.5%



OVER 3 IN 5 NEW ZEALANDERS (61.5%) THINK THAT TE REO MĀORI IS A VALUABLE PART OF NZ IDENTITY<sup>1</sup>

Images left to right: Gowns & Geysers, Te Noni Ltd; Piri's Tiki Tour, Pango Productions Ltd; Waka Huia, Scottie Douglas Productions Ltd

More people speaking Māori, more people proficient in Māori<sup>1</sup>



1. Source: Nielsen CMI Q3 21 – Q2 22 July 21 TV/Online Fused.

## Irirangi Māori Māori radio



TahuFM



Aukaha News



Aukaha News

21

Iwi radio stations

4

Regional news providers

79.2K

Hours of te reo Māori & Māori cultural content

ONE HUB FOR REGIONAL NEWS

## Puoro Māori Māori music

61,398,888

STREAMS

530,650

SPINS



Rei

85

TRACKS FUNDED

10

Waiata Māori Tracks

Featured in the NZ Top 20 Charts (5 funded by TMP)<sup>2</sup>

12

ARTISTS SUPPORTED

Top Waiata in Aotearoa<sup>2</sup>

- 1 35 – Ka Hao
- 2 Pepeha – Six60
- 3 Matemateāone – Stan Walker
- 4 He Aroha Hinemoa – Sons of Zion
- 5 Rehurehu – Muroki

<sup>2</sup> Source: Recorded Music New Zealand.

## Ngā Kaupapa Whānui Diverse content

### Top Rangatahi Show



Hahana, Blackout Media

# 4.4m

VIEW<sup>3</sup>S

Matariki Hahana

### Top Tamariki Show



Tākaro Tribe, Cinco Cine Productions

# 85%

ENGAGEMENT RATE<sup>4</sup>

Tākaro Tribe

### Top Whānau Show



My Māori Midwife, Great Southern Television Ltd

# 362K

REACH<sup>4</sup>

My Māori Midwife

## MĀORI CONTENT FOR ALL OF AOTEAROA

### Whānau content

# 1.2m

REACH<sup>4</sup>

The Casketeers

# 740K

REACH<sup>4</sup>

Match Fit Season 2

### News & current affairs

# 2.2m

PEOPLE REACHED<sup>4</sup>

Te Karere

# 800K

PEOPLE REACHED<sup>4</sup>

The Hui

# 742K

PEOPLE REACHED<sup>4</sup>

Marae



Scotty Morrison,  
Te Karere, TVNZ

3. Source: TMP admin data.

4. CTV: CONNECTED TV, Source: Nielsen TAM, AUD (Total People), 1 Minute Cumulative Reach (Total People), Average Time Spent Watching (Total People) for the time period Q3 21–Q2 22.

## Top reaching shows

- 1 Te Karere
- 2 The Casketeers
- 3 The Hui
- 4 Match Fit
- 5 Marae



## Top audience shows

- 1 The Casketeers
- 2 Match Fit
- 3 Stan Walker: Impossible Live
- 4 National Treasures
- 5 Piri's Tiki Tour



## Top engaging shows

- 1 Tākaro Tribe
- 2 Waiata Anthems
- 3 The Casketeers
- 4 Tamaiti Tū
- 5 My Māori Midwife



## Top fluent shows

- 1 Ohinga
- 2 Te Karere
- 3 Waka Huia
- 4 Kairākau II
- 5 Tākaro Tribe



## Top receptive shows

- 1 The Casketeers
- 2 Match Fit
- 3 Stan Walker: Impossible Live
- 4 National Treasures
- 5 Piri's Tiki Tour

# TOP 5

Images left to right:  
The Hui, Great Southern  
Television Ltd; Match Fit,  
Pango Productions Ltd;  
Tākaro Tribe, Cinco Cine  
Productions Ltd; Ohinga,  
Mahi Tahi Media Ltd;  
The Casketeers, Great  
Southern Television Ltd



# Tā Mātou Whakakitenga

## Our Vision

Ahakoā kei whea,  
Ahakoā āwheā,  
Ahakoā pēwheā,  
Kōrerotia te reo Māori!

Māori language –  
everywhere, every  
day, in every way!



Kairākau II, Velvet Stone Media Ltd



# He Kupu nā te Toihau

## From the Chair

Dr. Eruera Tarena  
Toihau

# 35

years since the landmark bill recognising te reo Māori as an official language in Aotearoa.

Nō onamata te mauri, kei anamata te aronga.

Kua tīkina atu ēnei kupu nō te wharekura o Ngā Taiātea  
Hei tohutohu i a tātou o iāinā.

Ko te tuatahi, kia kua rawa e wareware i a rātou i tuku mai  
I te mauri o te reo kia puāwai anō ai

Ki ngā wāhi katoa, i ngā wā katoa, haere nei te wā.

Ko te kawau mārō o Ngā Tamatoa, Te Ture Reo Māori 1987,  
Te Karere, Te Matatini anō hoki ētahi,

I aumangea ai te kōkiri, te tautohe, te tuki mō te reo te take.

Mei kore ake koutou, ka kore hoki tātou e kite a karu,

E rongu a taringa, i te mauriora ora o te reo o nāianeī.

Nā reira, kei ngā ringa hapahapi o te reo

Kua iri ki te tūpuni a Wehi-nui-a-mamao

E kore rawa e warewaretia.

Kua tawhiti kē te haerenga mai, kia kore e haere tonu.

Ka huri nei ōku mata, ki te anamata o te reo

Ko te hautapu, he rite ki te kai nā Matariki

Ko Matariki tēnā e tohu nei i te tipu o te mauri

Me te māhorahora o te reo kua titia ki ngākau nui o te mata tini

Taihoa ake rā ka kite anō tātou i te reo hei reo tuatahi ki ōna whenua

Koia rā te Hawaiki hou mō tātou te Māori

Te paenga tawhiti ka kūmea, kia tata,

Taihoa ake rā ka whakamāua kia tina

Hui e, tāiki e!





Image: Stuff

50

years since activists delivered the Māori Language Petition on parliament steps in 1972.

This year, we celebrated some significant milestones in Aotearoa. These milestones provided an opportunity to reflect on our history, the people who led the way and the actions still needed to realise our goals for te reo Māori.

In 2022, we celebrated 35 years since the landmark legislation recognising te reo Māori as an official language in Aotearoa. The Māori Language Act 1987 was the result of several years of campaigning by activists and groups such as Te Reo Māori Society and Ngā Tamatoa. Ngā Tamatoa this year also observed 50 years since they delivered the Māori Language Petition on the steps of parliament in 1972.

While not all the aspirations set out in the petition have been realised, it marked a crucial turning point in the Māori language journey. There has been incredible shift since te reo Māori was formally recognised as an official language of New Zealand. Agencies such as ours have been created for the sole purpose of promoting Māori language and culture and to help foster an environment where te reo Māori is valued.

One such ambition of the early activists was that te reo Māori education would be widely available. In 2022, we celebrated 40 years of the kōhanga reo movement. The creation of language nests for young children was a ground breaking initiative that showed a way for intergenerational transmission of the language. Thanks to kōhanga reo leading the way, we now have an entire generation of tamariki who have gone through kōhanga reo, kura kaupapa, wharekura, and whare wānanga. As a consequence, there is a cohort of young fluent speakers comfortable in two worlds, making an impact in every part of society.

We also celebrated 40 years of *Te Karere* this year. On the 21st February 1982, *Te Karere* aired for the first time. Initially airing in a four minute slot, the show now runs daily for 30 minutes and is a cornerstone in Māori news media. Te Māngai Pāho has continued to fund news shows such as *Te Karere* as we understand the importance of telling news and current events through a Māori lens. Not only is it an important language tool, but it is an important cultural tool as well.



Hahana, Blackout Media Ltd

Another significant milestone for te ao Māori was the 50th anniversary of Te Matatini. Kapa haka plays an incredibly important role in revitalising te reo Māori and Māori culture. This festival's growing popularity is testament to a cultural resurgence.

Most recently, this year saw our country celebrate Matariki with a public holiday. Te Māngai Pāho was privileged to join Te Arawhiti in planning for the inaugural Matariki celebrations with the support of agencies including Te Puni Kōkiri and NZ On Air. Collectively, we delivered an advertising campaign, social media campaign and funding of the national broadcast of the hautapu ceremony held at Te Papa. Recognising a Māori kaupapa steeped in mātauranga Māori for a public holiday is truly significant and is yet another milestone in a year of milestones. We thank the Matariki Advisory Group led by Professor Rangī Matamua for their leadership and guidance throughout this work.

Matariki represents a time of year where we can reflect, celebrate and set our intentions for the year ahead. As a Māori language agency, Te Māngai Pāho sees Matariki as the perfect opportunity to structure our planning and goal setting. It is a time where we remember those who have passed. This year we honour several staunch advocates in te ao Māori who have sadly passed. We remember those who dedicated their lives to

te ao Māori, we acknowledge their work and carry on to ensure the next generation lives out their aspirations and vision for Aotearoa.

In his speech after the Matariki hautapu ceremony at Te Papa in June 2022, Sir Pou Temara reflected on the moment in time and that "this is when we come of age." Te Māngai Pāho recognises that this moment in time is a result of all the actions, advocates and visionaries who have come before us. They paved the way for generations to revive te reo Māori and lead it into the future as a living language.

This year, we see a continued growth in the number of people whose understanding of te reo Māori has increased. Both Māori and non-Māori are increasing their te reo Māori capabilities whether it be from zero to basic, basic to conversational or conversational to fluent. We are also seeing an increasing number of roles advertised requiring te reo Māori capability. Year on year there is more demand for us to fund content that promotes te reo Māori and Māori culture.

Our ongoing research and use of the KoPA model we have developed with others in our sector, confirms that te reo Māori is more widely accepted and that attitudes towards it are steadily improving. Waiata reo Māori has

proved a significant tool for te reo Māori language revitalisation. Former Te Māngai Pāho board member, Dame Hinewehi Mohi, led the hugely successful Waiata Anthems kaupapa which saw a number of our most well-known artists producing te reo Māori versions of their hit waiata. That in turn has led to an acceptance of te reo in mainstream music playlists and charts that were not previously seen.

Te Māngai Pāho is a Māori language funding agency tasked with promoting te reo Māori and Māori culture. We strive to deploy strategies and policies that provide a fair and transparent funding path while also ensuring we invest in the highest quality content and initiatives to maximise our contribution to the growth of Māori language and culture.

It is always a challenge to critically assess one great idea against another; to try and imagine how they might be realised; to predict their potential impact; to consider the adequacy of skill, resources and budget available together with potential risks like the impact of COVID-19 on the project. I am grateful to our staff who work tirelessly on administering funding rounds, keeping in touch with funding applicants and managing hundreds of funding contracts. I also wish to thank the team of industry assessors who lend their skills and expertise to help us achieve our goals for te reo Māori and the Māori media sector.

In 2021/22, our staff and independent panellists assessed 235 applications. These had a combined value of \$87.9 million. Out of the applications received in our contestable rounds, we approved 186 proposals with a total value of \$36.4 million. Direct funding makes up the balance of funding allocated in 2021/22 to a total of \$68 million, and these contracts are negotiated and assessed in a different workstream.

66

**Our staff, past and present, work tirelessly to assist the Māori media sector and its disparate aspirations and have established a high expectation for excellence.**



Once the Board approves recommended applicants, our team then needs to contract the projects and carefully monitor them through to completion. Over the course of the year, our funding team have managed a total of 213 contracts.

Our staff, past and present, work tirelessly to assist the Māori media sector and its disparate aspirations and have established a high expectation for excellence. Our small team manages the distribution of millions of tax payer funds and takes care to see that each dollar is spent efficiently. Such a result does not happen by accident. It is due to the extensive industry knowledge and relationships, attention to detail, high levels of communication, and the ability to identify and resolve issues as they arise.

In 2021/22 the production sector continued to be disrupted by the impact of COVID-19. Auckland in particular endured a five month lockdown from August to December 2021 which resulted in several projects being halted and falling behind their timelines. We acknowledge the challenges our sector has faced and the way they have adapted and modified their ways of working to adjust to this different environment. I am also proud to say that all our contracted projects are underway and remain on track for completion.

This was a very challenging time, yet the content and ideas never wavered and we thank our production community for their resilience and dedication.



For our part, Te Māngai Pāho supported the nationwide Vaxathon in October 2021, in a campaign led by the Ministry of Health aiming to increase vaccine numbers across Aotearoa.

Iwi radio also continued to be a constant voice for their communities, particularly during the COVID-19 lockdowns and disruptions in 2021/22. They continue to serve their regions by broadcasting key information, waiata Māori and quality commentary every day.

Te Māngai Pāho prides itself on the skill set and values that it brings to the distribution of funding in support of increasing and revitalising te reo Māori in our media landscape. We are very proud to be able to highlight just some of the content and other results produced this year in our Annual Report.

Our work is guided by the goals of the Crown's Māori language strategy, the Maihi Karauna which is complementary to the iwi-lead Maihi Māori (the Māori language strategies of the Crown and iwi). Te Māngai Pāho is one of the many agencies contributing to an alliance of Crown and Māori organisations seeking to attain the goals of the Maihi Karauna and the Maihi Māori.

There has been some great progress in this space. We hope to continue to contribute to realising the shared strategy goals by encouraging more people to engage with quality media content in te reo Māori and having more young people excited about te reo Māori.

Te Māngai Pāho has always encouraged a collaborative approach and we continue to work with other agencies in this space. We have continued many collaborations including working with NZ On Air, the Film Commission, Te Puni Kōkiri, Te Arawhiti and others. We work in agency groups such as the Chief Executives' forum and the Shared Research Agenda group. Our hope is that by continuing to work alongside agencies under this strategy, it will allow us to pool our resources to achieve our common goals.

Our relationship with NZ On Air has continued to grow with our co-fund and Waiata Takitahi rounds. These rounds enabled us to fund a total of 12 productions and 13 songs with te reo Māori as their focus in 2021/22.

Te Māngai Pāho was also invited to participate in the administration of Te Puna Kairangi (the Premium Development Fund) alongside NZ On Air and the New Zealand Film Commission. This fund was developed to boost economic growth and employment in response to COVID-19. Overall, these collaborations have provided an increased number of opportunities and pūtea for our sector as well as new content creators to develop projects with a focus on te reo Māori and te ao Māori.



Images: Erica Sinclair and Kahawai Productions



Haka Life, Mako Media Ltd

As noted above, we lost some great stalwarts of Māoridom during the year.

It was with great sadness that we farewelled former Board chair, Sir Harawira (Wira) Gardiner (*Ngāti Awa, Te Whakatōhea, Te Whānau-a-Apanui, Ngāti Pīkiao*) who passed away on 17 March 2022. Sir Wira was Chair from 2003 to 2005. Sir Wira served at a pivotal time in our agency's history and his calm and steady approach ensured that our organisation emerged better than before.

We also sadly farewelled another former Board Chair of Te Māngai Pāho, Sir Toby Curtis, (*Ngāti Pīkiao, Ngāti Rongomai*) who passed away on 17 August 2022. Sir Toby was on the board of Te Māngai Pāho from 1994 and held the position of Chair from 1997 to 2003.

While remembered for their many accomplishments, both Sir Toby and Sir Wira will be fondly remembered by the Board and staff at Te Māngai Pāho for their staunch advocacy of te reo Māori and their significant contributions to Māori media.

It has been a busy and challenging year and I wish to thank my fellow Board members and the management and staff of Te Māngai Pāho for their loyalty and hard work through this time.

At the end of 2021, Vanessa Clark (*Waikato, Ngāti Tiipa, Ngāti Tahinga, Ngāti Āmaru*) completed her term as a board member for Te Māngai Pāho. Vanessa provided a valuable contribution as our first Board member from an IT background, working with an intentional focus on data, technology and connected systems across Te Māngai Pāho. She brought an equity lens to decision making to inform investment strategies. Vanessa always supported and promoted a culture of continuous learning. We thank Vanessa for the new focus she brought to the Board, her time and dedication and wish her well for the future.

During the year, we said goodbye to our Kaitiaki Pūtea | Corporate Accountant, Madelon Grant. We wish Madelon well in her new role and thank her for her many contributions to Te Māngai Pāho.



Aroha Nui: Say I Do, Great Southern Television Ltd

We were also pleased to welcome into our team Juneea Silbery (*Te Rarawa, Ngāti Maniapoto, Ngāi Tahu*) to the role of Kaitohutohu Ārahi Kaupapa | Content Advisor and Jess Tawhiri (*Ngāti Kahungunu, Ngāi Tahu*) to the role of Kaitohutohu Whakapā | Communications Advisor.

Moana Marsh (*Ngāti Raukawa, Ngāti Maniapoto*) also joined us this year, in the role of Kaiāwhina Tuku Pūtea | Funding Assistant, to cover one of our staff away on parental leave.

We would like to thank our summer intern Puna Whakaata Maniapoto–Love (*Ngāti Konohi, Ngāti Tūwharetoa, Ngāti Te Kohera, Ngā Paerangi, Tūhourangi Ngāto Wāhiao*) for her contributions over the summer of 2021/22.

---

## Conclusion

While we aim for an increase in engagement and improved attitudes towards te reo Māori every year, we must also take stock and remember the contributions of those who have come before us and the foundations they built for the future of the Māori language in the modern world. For a language to thrive it needs to be seen, heard and spoken everywhere by everyone.

On behalf of the Board, I would like to acknowledge all our stakeholders in government and the media industry. Each plays a vital part in contributing to the visions of those before us, and the vision of Te Māngai Pāho – ahakoa kei whea, ahakoa āwhea, ahakoa pēwhea, kōrerotia te reo Māori! Māori language – everywhere, every day, in every way!

Nāku noa, nā

Dr Eruera Tarena

Toihau

# He Kōrero mō Mātou

## About us



Aro



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## What are the challenges and opportunities?

As a Māori language agency our core function is to promote te reo Māori across the multi-media sector. We must contend with the challenges of new platforms and the increasing demand for content 'anytime, anywhere', however it also provides an opportunity to saturate those platforms, new and old, with content championing te reo Māori.

---

## How do we contribute?

We respond to these challenges by ensuring that our content is of a high quality and can be repurposed across multiple platforms and streams so that it will reach the widest possible audience when and in the way the audience wishes to engage with it.

In 2021/22, we funded \$68 million worth of Māori language and cultural programmes, programme makers, broadcasters, music producers and the archiving of programmes and content.

Our work looks to expose whānau, hapū, iwi, Māori communities and all New Zealanders to quality reo Māori and tikanga Māori content in all the places where media is consumed.

We aim to shift attitudes and behaviours in a positive direction towards valuing te reo Māori. Our investments in te reo Māori and cultural programmes are a catalyst for this change and contributes to how people think, feel and behave towards te reo Māori. They also ensure there is a thriving and proficient sector of broadcasters, producers, musicians and other stakeholders who bring Māori language and culture to a wide audience.

---

## What are our strategies?

On pages 44–47 we set out two strategies for our investment in programmes, content and other activities.

These are:

- › Investment in content that grows engagement and promotes Right-shift.
- › Investment in initiatives that grow consumption of Māori content and increase understanding of Māori language and culture.

In the following pages, we set out some examples of the initiatives we have supported in the past year, which support how we have contributed to our goals as an organisation.

In all contexts, we endeavoured to ensure that funded content:

- › Comprised a substantive measure of quality te reo Māori and/or conveyed relevant aspects of tikanga Māori;
- › Was produced and distributed across multiple platforms to attract as wide an audience as possible while also informing, entertaining and educating people of all ages and interests.

# Te Rārangi Whakapānga Directory

## Tō Mātou Poari Our Board



**Dr Eruera Tarena**  
Ngāi Tahu, Ngāti Porou,  
Te Whānau-ā-Apanui  
Toihau – Chair



**Paraone Gloyne**  
Ngāti Raukawa  
Toihau Tuarua – Deputy Chair



**Kim Ngarimu**  
Te Aitanga-ā-Mate,  
Ngāti Porou



**Tamalene Painting**  
Ngāpuhi



**Craig Owen**  
Heamana Motuhake Komiti Arotake  
Tūpono hoki – Audit and Risk  
Committee Independent Chair

## Kaimahi Staff

**Larry Parr ONZM**  
Ngāti Raukawa, Muaūpoko  
Kaihautū – Chief Executive

**Blake Ihimaera**  
Ngāpuhi, Te Rarawa,  
Ngāi Tahu  
Pou Ārahi Hōtaka –  
Head of Content

**Lynne Kruse-Parr**  
Ngāti Hāmoa  
Pou Tuku Pūtea –  
Funding Manager

**Thomas Hood**  
Pou Rātonga Rangapū  
– Corporate Services  
Manager

**Jess Tawhiri**  
Ngāi Tahu, Ngāti Kahungunu  
Kaitohutohu Whakapā –  
Communications Advisor

**Carl Goldsmith**  
Ngāti Porou, Te Aitanga-a-  
Māhaki, Ngāti Kahungunu,  
Rangitāne, Ngāti Apa  
Kaitohutohu Matua –  
Hōtaka – Senior Content  
Advisor

**Ruth Katene**  
Ngā Rauru, Ngāti Ruanui  
Kaitohutohu Matua –  
Pūtea – Senior Funding  
Advisor

**Ruiha Anderson**  
Ngāti Hako,  
Ngāti Maniapoto,  
Ngāti Whakauae  
Pou Tuarua –  
Ratonga Rangapū  
– Assistant Manager –  
Corporate Services

**Dr Soha Ahmed**  
Kaipūtaiao Raraunga –  
Data Scientist

**Nadia Marsh**  
Ngāti Raukawa,  
Ngāti Maniapoto, Te Rarawa  
Mātanga Puoro –  
Music Lead

**Rochelle Powers**  
Ngāti Maniapoto,  
Ngāti Kahungunu  
Kaitohutohu Matua –  
Pūtea – Senior Funding  
Advisor

**Bradley Barber-  
Hyland**  
Ngāpuhi, Te Rarawa,  
Ngāi Tahu  
Kaikaute –  
Corporate Accountant

**Kazia Makutu**  
Ngāti Kauwhata, Ngāti Porou  
Ringa Āwhina ki te Kaihautū  
– Executive Assistant to the  
Chief Executive

**Juneeva Silbery**  
Te Rarawa, Ngāti Maniapoto,  
Ngāi Tahu  
Kaitohutohu Ārahi Kaupapa  
– Content Advisor

**Ngamako Toroa Pomana**  
Ngāi Tāmanuhiri,  
Ngāti Porou  
Kaitohutohu Tuku Pūtea –  
Funding Advisor

**Moana Marsh**  
Ngāti Raukawa,  
Ngāti Maniapoto  
Kaiāwhina Tuku Pūtea  
– Funding Assistant –  
Contractor

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<b>Email</b>	info@tmp.govt.nz
<b>Website</b>	www.tmp.govt.nz
<b>Auditor</b>	Audit New Zealand on behalf of the Auditor-General
<b>Banker</b>	Westpac
<b>Solicitors</b>	Simpson Grierson McCaw Lewis Kāhui Legal

# Ngā Hirahiratanga Mahi

Performance  
highlights

Image: Erica Sinclair

# Capacity

## Goals

Strengthen the capacity of the Māori media sector to improve quality, efficiency and impact of Māori content

- › Help key stakeholders nurture new Māori speaking talent
- › Build innovative, collaborative partnerships

Te Māngai Pāho recognises the ever changing landscape and the need for further support and capacity building in the sector. We have focused on capacity building for a number of years, in an effort to ensure the Māori media sector is sustainable and future proof.

We have seen the power in collaborations and have sought opportunities which seek to benefit our sector. There has also been a strong call for support as we dealt with COVID-19 and the delta outbreak through the final quarter of 2021. Without additional relief funding provided to Te Māngai Pāho, collaborations have proved a useful tool in supporting the sector.

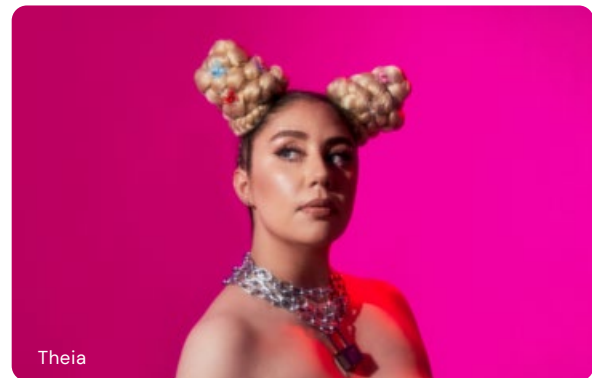


### PROJECT SPOTLIGHT

#### Funding collaborations

Several collaborations have continued this year including Te Puna Kairangi – the Premium Production Development fund which provided \$50 million to support Aotearoa’s production sector as it recovered from COVID-19. The final funding round held in May 2022 funded a total of nine projects. These projects have and will continue to contribute to the high quality content made in Aotearoa for local and international audiences.

We have also continued our close relationship with NZ On Air through our co-fund rounds. In 2021-22, we collaborated on the fourth co-fund round which funded 12 projects with a minimum of 30% te reo Māori. This contributes to a total of 21 projects funded to date through the co-fund. We also held our second Waiata Takitahi round which sought to fund more waiata reorua. In this round, we funded 13 waiata with a minimum of 25% te reo Māori. Te Māngai Pāho has also continued to collaborate with NZ On Air on the development and delivery of the Public Interest Journalism Fund.



Theia



### PROJECT SPOTLIGHT

#### George FM remix comps

Te Māngai Pāho has partnered with George FM to run a series of waiata reo Māori remix competitions in an effort to support up-and-coming producers and encourage them to engage in waiata reo Māori. George FM ran two remix competitions with Rei’s waiata *Whiti Te Rā* and Theia’s waiata *Te Kaahu*. The winning producers had their remix played on George FM.

This was a great opportunity to partner with a major radio station, encourage the use of waiata reo Māori while also providing up-and-coming producers the opportunity to work their magic. This has been a successful exercise and continued into the 2022/23 financial year.



## PROJECT SPOTLIGHT

### Matariki

#### Mānawatia a Matariki!

Led by Te Arawhiti, Te Māngai Pāho was invited to support celebrating Matariki and its first public holiday. With the support and guidance of Professor Rangi Matamua, Te Māngai Pāho contributed funding towards an awareness campaign, a social media campaign, a five-hour broadcast on the morning of the Matariki public holiday, and played a supporting role in other Matariki plans and preparations.

Te Māngai Pāho was tasked with the goal of spreading awareness around Matariki, encouraging the use of the phrase 'Mānawatia a Matariki', and ensuring mātauranga Māori is embedded in how Matariki is understood, represented and celebrated by the public.



Matariki Dawn:  
Mānawatia a Matariki,  
Kahawai Productions



## AWARENESS CAMPAIGN

Te Māngai Pāho funded Mahi Tahi Media Ltd to run an awareness campaign on TV, OnDemand, social media, out of home (OOH) advertising, digital advertising and radio.

This campaign reached millions of people with 1.1 million people viewing the TV ads, 1.46 million people engaging with Facebook and Instagram ads and 4.5 million ads played on YouTube.



Mānawatia a Matariki, Mahi Tahi Media Ltd



Mānawatia a Matariki, Mahi Tahi Media Ltd



## SOCIAL MEDIA CAMPAIGN

Blackout Media Ltd ran a social media campaign leveraging the popularity of their Hahana channels to engage rangatahi around Matariki. In total, 40 pieces of high-quality content was produced with an average of 110,000 views per episode across Facebook, Instagram and TikTok. Hahana content gained 4.4 million views on their Matariki content posted throughout June 2022.

4.4m

Views on Hahana's  
Matariki content



## MATARIKI BROADCAST

Te Māngai Pāho engaged Kahawai Productions Ltd to produce a five-hour broadcast on the morning of the Matariki public holiday. Hosted by Stacey Morrison and Mātai Smith, the broadcast showed the national hautapu ceremony at Te Papa followed by panel discussions, waiata and special *Matariki Explained* segments. In the first of its kind, this event saw every major broadcaster and media network collaborate and broadcast the same feed for the entire show. The broadcast played on TVNZ 1 and TVNZ+, Whakaata Māori and Māori+, Three and ThreeNow, Prime, RNZ, Stuff, NZHerald, Whare Kōrero and the [matariki.net.nz](http://matariki.net.nz) website. On linear TV, the broadcast reached a total of 385,000 people.<sup>5</sup>

Matariki was a significant milestone in our nation's history and an opportunity for Te Māngai Pāho and the Māori media sector to contribute to its awareness and celebration.

5. Source: Nielsen TAM: 1 Minute Average Reach (Total People)

# Creation

## Goals

Encourage creativity, innovation and excellence in the production of Māori content

- › Encourage creativity, innovation and excellence
- › Invest in quality te reo Māori content for diverse audiences

Te Māngai Pāho is always pushing for new and innovative ways to tell our stories and we encourage our sector to pave the way forward. With the current media landscape, various unknowns and the way in which media and platforms evolve so quickly, we recognise how important it is for our sector to have their finger on the pulse and for Te Māngai Pāho to enable new and creative ideas.



### PROJECT SPOTLIGHT

#### The Lion King Reo Māori

Disney's highly anticipated and much loved *The Lion King* was released in te reo Māori in June 2022. Produced by Matewa Media who delivered *Moana Reo Māori* in 2020, this adaptation puts te reo Māori on the big screen once again. Recognising the different mita in Aotearoa, each animal represents a different iwi Māori.



The Lion King Reo Māori, Matewa Media



Tappy, Steambox Collective Charitable Trust



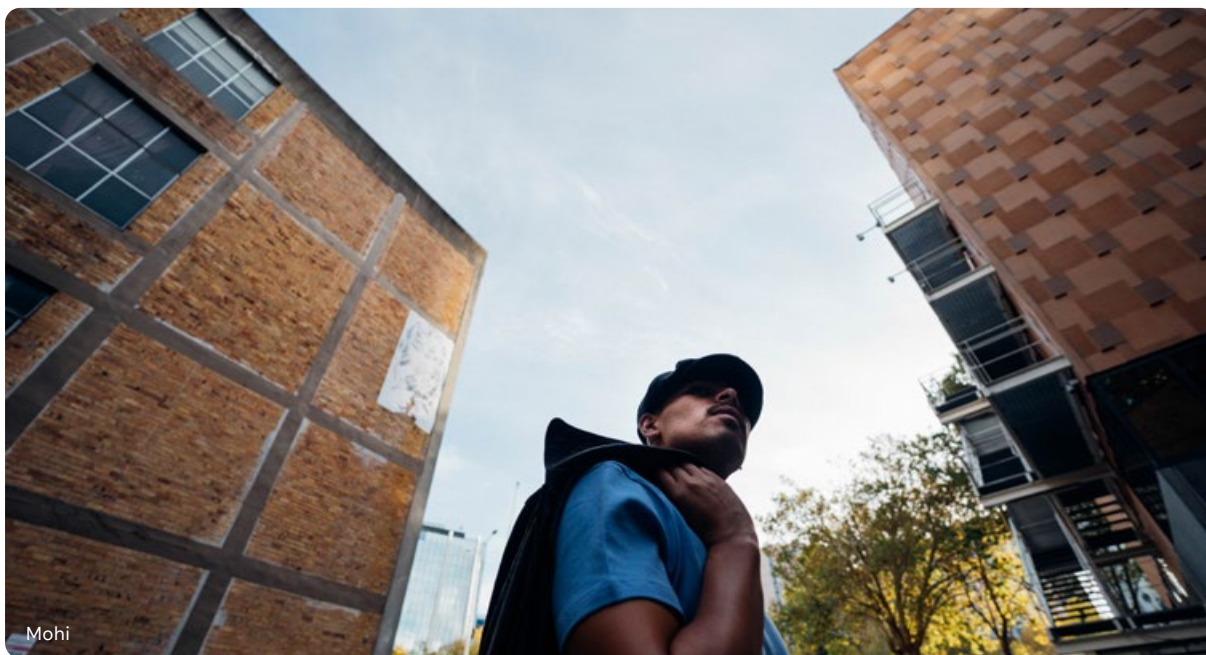
### PROJECT SPOTLIGHT

#### TVNZ Anthology Series

Co-funded by NZ On Air and Te Māngai Pāho, the TVNZ Anthology series showcased six supernatural stories from Māori, Pasifika and Filipino cultures.

Broadcast in March 2022 during prime-time on TVNZ 2, the six episodes supported diverse storytellers to share their stories and cultures to a variety of audiences across the motu.

Four of the episodes, *From the Mist/Te Pai o te Patupaiarehe*, *Tappy*, *Taumanu* and *Te Ao Mārama*, were funded through the NZ On Air and Te Māngai Pāho co-fund round.



Mohi



## PROJECT SPOTLIGHT

## MOHI

Mohi Allen (*Te Tai Tokerau, Tauranga Moana, Ngāti Kahungunu ki Te Wairoa*) has made waves as an emerging artist in the past year. As a solo artist entering the professional music sector, the process could be daunting. However, Mohi knew that there was funding and support available and that Te Māngai Pāho was the place to go for Māori music.

Some of the greatest learning experiences for Mohi have been everything involved in creating music that happens outside of the studio. Mohi reflects on the process noting that it is “challenging but really rewarding”. He references the work involved with applying for funding, keeping on top of your work, taking the opportunities made available, planning when to release a waiata and having strategies in place to push it to as many people as possible. Te Māngai Pāho offers new artists mentoring by Cushla Aston who supports them in learning about all the processes involved with writing, recording and releasing waiata and how the business side of things work.

Mohi’s biggest piece of advice for someone looking to apply for music funding, to just go for it. “Whether you receive funding or not the first round the main thing is that you get used to applying.” Experience in every step in the process is important, and that applicants should not feel discouraged if they are not successful in their first attempt. He advises applicants boast their achievements in their applications. Whether it was a gig at the marae,

standing at Te Matatini, or a waiata released a long time ago, everything contributes to building an understanding of your experience and who your potential audience is.

Mohi encourages engaging with a mātanga reo when recording your waiata reo Māori. “You want your waiata to be the best it can be and you want our beautiful reo to shine, and if there’s someone who can help you elevate the waiata, then why not?” Artists are required to work with mātanga reo on all successful projects funded by Te Māngai Pāho. Mātanga reo will support artists in the kupu, layout and pronunciation of their waiata. If there is a waiata that speaks to a kaupapa, then the mātanga reo can help make sure the reo used is correct and resonates in the right ways.

Mohi has seen the huge uptake in waiata reo Māori recently. In 2021, he released *Te Aroha Mauroa* and its English interpretation, *Lover’s Lane*. *Te Aroha Mauroa* has had almost 50,000 more streams than *Lover’s Lane* on Spotify, signalling to Mohi that there is interest and appetite for waiata reo Māori. Something that is important to Mohi when releasing waiata reo Māori is ensuring that our tamariki are exposed to waiata reo Māori in their kura, on radio, television and everywhere they consume media. Releasing waiata reo Māori makes an impactful contribution to language revitalisation and exposes so many people to the language. Te Māngai Pāho acknowledges and thanks Mohi for his contribution to waiata reo Māori through 2021/22 and looks forward to hearing more of his music.



66

**You want your waiata to be the best it can be and you want our beautiful reo to shine, and if there's someone who can help you elevate the waiata, then why not?"**



Mohi

# Audience

## Goals

Grow audiences and engagement with quality Māori content that is easily accessible

- › Grow audiences in all language categories
- › Increase audience engagement on all platforms

One of our core functions is to promote te reo Māori. We know that to do so, our language needs to be accessed by as many people as possible. We seek to grow audiences in all language categories and to encourage its use across all media platforms.

Every year we are faced with an increased number of funding applications across a wide range of platforms, which helps us understand that the appetite for te reo Māori content is growing and so too is its audience. Use of te reo Māori and te reo Pākehā together is not uncommon and we are seeing it everywhere from our news, waiata, favourite tv shows and social media influencers. Exposure to te reo Māori through different mediums and are accessible for different language proficiencies helps grow audiences and right-shift them along the KoPA continuum.



### PROJECT SPOTLIGHT

#### Ka Hao – 35

Released during Waiata Anthems Week in 2021, part of their album *Ka Hao: One Tira, One Voice* and showcased on their online series, '35' became the summer anthem in Aotearoa. This waiata celebrates Te Tairāwhiti, home to the tira group Ka Hao, and is a tribute to where they come from. The music video featured key locations across Te Tairāwhiti and showcased the place they love and call home. Included in the video was a dance that quickly went viral across social media, with more than 20,000 videos made worldwide on TikTok. 35 was embraced by audiences across the world and saw many videos of people unfamiliar to te reo Māori engage with, sing, dance and appreciate the waiata.

Ka Hao Season 2, Te Amokura Productions





Hongi to Hāngī, Great Southern Television Ltd



#### PROJECT SPOTLIGHT

### Hongi to Hāngī

Co-funded with NZ On Air, *Hongi to Hāngī* seeks to answer some of the questions people may have, or were too afraid to ask about te ao Māori. The two-part series offered an insight into the customs and protocols on the marae, outlining the basic process of a pōwhiri and hearing experts and familiar faces offer their advice for navigating around the marae. Episode two dives into the significant role of kai and manaakitanga to Māori. They also reveal the secret to a great hāngī. The show aired around Matariki when there was already a keen interest around te ao Māori and has 659,458 combined television views.<sup>6</sup> The show creatively brought in new audiences in a way that was informing, educational and entertaining.



#### PROJECT SPOTLIGHT

### Ohinga

*Ohinga* is an online web series for Re: News that explores Aotearoa through the lens of rangatahi Māori with a current affairs edge. *Ohinga* gives a voice to rangatahi Māori to express their unique and authentic views of the world, using platforms to reach a large national audience. Episodes focus on all topics relevant to rangatahi, including their tikanga episodes (*What to do at a pōwhiri: tikanga explained*), traditional kai (*Not the one g: rangatahi react to eating terotero (intestines)*), to topical political discussions (*Building a Sydney marae: Our culture must thrive in another land*). At the end of June 2022, season two of *Ohinga* had 799,219 views on Facebook, 314,863 views on Instagram, and a combined total of 1,148,921 views across all online platforms.

The creators of *Ohinga* are also committed to ongoing training and support in areas of te reo Māori, tikanga and journalism. The team base their work around the principles of tuakana, teina. The tuakana provides guidance and leads the process, administration and reporting aspects of the production. The teina are given the license to drive the creative while learning the fundamental skills of reporting, researching, story crafting in the kaupapa they want to tell, and how they want to tell it.



Ohinga, Mahi Tahī Media Ltd

6. Source: Nielsen TAM: 1 Minute Average Reach (Total People)



# Te Tapae Pūrongo

## Reporting

# Te Pūrongo a te Kaitātari Kaute Motuhake

## Independent Auditor's Report

**AUDIT NEW ZEALAND**  
Mana Arotake Aotearoa

To the readers of Te Reo Whakapuaki Irirangi's financial statements and performance information for the year ended 30 June 2022

The Auditor-General is the auditor of Te Reo Whakapuaki Irirangi (known as Te Māngai Pāho). The Auditor-General has appointed me, Stephen Usher, using the staff and resources of Audit New Zealand, to carry out the audit of the financial statements and the performance information, including the performance information for an appropriation, of Te Māngai Pāho on his behalf.

### Opinion

We have audited:

- › the financial statements of Te Māngai Pāho on pages 82 to 104, that comprise the statement of financial position as at 30 June 2022, the statement of comprehensive revenue and expense, statement of changes in equity and statement of cash flows for the year ended on that date and the notes to the financial statements including a summary of significant accounting policies and other explanatory information; and
- › the performance information of Te Māngai Pāho on pages 42 to 74.

In our opinion:

- › the financial statements of Te Māngai Pāho on pages 82 to 104:
  - present fairly, in all material respects:
    - ◇ its financial position as at 30 June 2022; and
    - ◇ its financial performance and cash flows for the year then ended; and
  - comply with generally accepted accounting practice in New Zealand in accordance with Public Benefit Entity Reporting Standards; and
- › the performance information on pages 42 to 74:
  - presents fairly, in all material respects, Te Māngai Pāho’s performance for the year ended 30 June 2022, including:
    - ◇ for each class of reportable outputs:
      - its standards of delivery performance achieved as compared with forecasts included in the statement of performance expectations for the financial year; and
      - its actual revenue and output expenses as compared with the forecasts included in the statement of performance expectations for the financial year; and
    - ◇ what has been achieved with the appropriation; and
    - ◇ the actual expenses or capital expenditure incurred compared with the appropriated or forecast expenses or capital expenditure; and
  - complies with generally accepted accounting practice in New Zealand.

#### **Our audit was completed late**

Our audit was completed on 10 March 2023. This is the date at which our opinion is expressed. We acknowledge that our audit was completed later than required by section 156(3) of the Crown Entities Act 2004. This was due to an auditor shortage in New Zealand and the consequential effects of COVID-19, including lockdowns.

The basis for our opinion is explained below. In addition, we outline the responsibilities of the Board and our responsibilities relating to the financial statements and the performance information, we comment on other information, and we explain our independence.

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#### **Basis for our opinion**

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

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

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

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#### **Responsibilities of the Board for the financial statements and the performance information**

The Board is responsible on behalf of Te Māngai Pāho for preparing financial statements and performance information that are fairly presented and comply with generally accepted accounting practice in New Zealand. The Board is responsible for such internal control as it determines is necessary to enable it to prepare financial statements and performance information that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements and the performance information, the Board is responsible on behalf of Te Māngai Pāho for assessing Te Māngai Pāho’s ability to continue as a going concern. The Board is also responsible for disclosing, as applicable, matters related to going concern and using the going concern basis of accounting, unless there is an intention to merge or to terminate the activities of Te Māngai Pāho, or there is no realistic alternative but to do so.

The Board’s responsibilities arise from the Crown Entities Act 2004 and the Public Finance Act 1989.

## Responsibilities of the auditor for the audit of the financial statements and the performance information

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

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

For the budget information reported in the financial statements and the performance information, our procedures were limited to checking that the information agreed to Te Māngai Pāho's statement of performance expectations and the relevant Estimates and Supplementary Estimates of Appropriations 2021/22.

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

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

- › We identify and assess the risks of material misstatement of the financial statements and the performance information, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.

- › We obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Te Māngai Pāho's internal control.
- › We evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board.
- › We evaluate the appropriateness of the reported performance information within Te Māngai Pāho's framework for reporting its performance.
- › We conclude on the appropriateness of the use of the going concern basis of accounting by the Board and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on Te Māngai Pāho's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements and the performance information or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause Te Māngai Pāho to cease to continue as a going concern.
- › We evaluate the overall presentation, structure and content of the financial statements and the performance information, including the disclosures, and whether the financial statements and the performance information represent the underlying transactions and events in a manner that achieves fair presentation.

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

Our responsibilities arise from the Public Audit Act 2001.



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## Other information

The Board is responsible for the other information. The other information comprises the information included on pages 2 to 33, 78 to 81 and 108 to 118 but does not include the financial statements and the performance information, and our auditor's report thereon.

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

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

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## Independence

We are independent of Te Māngai Pāho in accordance with the independence requirements of the Auditor-General's Auditing Standards, which incorporate the independence requirements of Professional and Ethical Standard 1: International Code of Ethics for Assurance Practitioners issued by the New Zealand Auditing and Assurance Standards Board.

Other than in our capacity as auditor, we have no relationship with, or interests, in Te Māngai Pāho.



Stephen Usher

Audit New Zealand

On behalf of the Auditor-General

Wellington, New Zealand

# Tauākī Noho Haepapa

## Statement of Responsibility



**Te Māngai Pāho**

We are responsible for the preparation of Te Māngai Pāho's financial statements and statement of performance, and for the judgements made in them.

We are responsible for any end-of-year performance information provided by Te Māngai Pāho under section 19A of the Public Finance Act 1989.

We have the responsibility for establishing and maintaining a system of internal control designed to provide reasonable assurance as to the integrity and reliability of financial reporting.

In our opinion, these financial statements and statement of performance fairly reflect the financial position and operations of Te Māngai Pāho for the year ended 30 June 2022.

Signed on behalf of the Board:

**Dr Eruera Tarena**  
Chair  
10 March 2023

**Kim Ngarimu**  
Board Member  
10 March 2023



Kairākau II, Velvet Stone Media

# Te Arotake i ā Mātou Mahi

## Assessing Our Performance

In order to make progress towards our intermediate outcomes and implement our strategies, Te Māngai Pāho allocated \$68.085<sup>7</sup> million in funding during the 2021/22 year (2021 \$64.293 million) for television, digital and new media funding, radio and music and industry support to promote Māori language and culture, all of which cost \$3.196 million to administer (2021 \$3.391 million).

### The effects of COVID-19 on Te Māngai Pāho

The effects of COVID-19 were felt more strongly in the production community than directly by Te Māngai Pāho itself. The impact on the Māori production sector is reflected in the financial statements and in some service performance measures. The restrictions on audio visual production has resulted in a slow rate of uptake of approved funding, with companies unable to progress through milestones at their anticipated rate.

7. Comprising Diverse Content funding \$49.467 million, Iwi Radio funding \$15.083 million, Māori Music \$0.997 million and funding for Industry Support \$2.538 million.

Te Haakura Ihimaera-Manley  
and Atareta Milne, Aotearoa  
Music Awards 2021



# Poutarāwaho Rautaki Strategic Framework

WHĀIA WHIWHIA RAWEA HOUTUPU

## Matakite Our Vision

Ahakoā kei whea, ahakoā āwhea,  
ahakoā pēwhea, kōrero Māori!

Māori language – everywhere, every  
day, in every way!

## Ngā Uaratanga Our Values



**Te Hiranga**  
Excellence



**Ngā Tikanga**  
Motivation



**Mahi Tahi**  
Collaboration



**Te Tauutuutu**  
Reciprocity

CONTENT

INFRASTRUCTURE

## Te Kore

Funded by other  
strategic partners

WHĀIA WHIWHIA RAWEA HOUTUPU

## Ngā Arotahi Matua Key Focus Areas



## Te Raukaha

Capacity

Attract, nurture and  
develop Māori talent

HOUROA

TE ORA

TE AO MĀRAMA



### Te Pō

Passive  
40% funding

### Awatea

Active  
60% funding

HOUROA

TE ORA

TE AO MĀRAMA

## Ngā Putanga Matua Major Outcome

**Tokomaha ake ngā tāngata o Aotearoa e kōrero ana i te nui ake o te reo Māori**

More New Zealanders speaking more te reo Māori

## Whāinga Otinga Our Outcomes



**Behaviours and Attitudes**



**1 Million Speakers**

## Maihi Karauna goals

At least 85 percent of New Zealanders will value te reo Māori as a key part of national identity.

At least 1,000,000 New Zealanders will have the ability and confidence to talk about basic things in te reo Māori.

At least 150,000 Māori aged 15 and over will use te reo Māori as much as English.



### Te Waihanga

**Creation**

Encourage creativity, innovation and excellence in Māori content and music



### Te Minenga

**Audience**

Grow audiences and engagement with quality, accessible Māori content

# Poutarāwaho Whakaputa Hua

## Our Outcome Framework

This diagram sets out our Outcome Framework against which we develop our activities.

### Matakite Our Vision

**Ahakoā kei whea, ahakoā āwheā,  
ahakoā pēwheā, kōrero Māori!**

Māori language – everywhere, every day, in every way!

### Ngā Uaratanga Our Values



**Te Hiranga**  
Excellence



**Ngā Tikanga**  
Motivation



**Mahi Tahī**  
Collaboration



**Te Tauutuutu**  
Reciprocity

### Te ine i tō tātou Ahunga Whakamua Measuring Our Progress

We use the KoPA Right-shifting approach to measure attitudes and behaviours towards tikanga Māori.

We will also use results from our annual audience survey and KoPA segmentation model.

### Whāinga Matua 2021/22 Key Priorities 2021/22



**Te Raukaha**  
Capacity

Strengthen the capacity of the Māori media sector to improve quality, efficiency and impact of Māori content



**Te Waihanga**  
Creation

Encourage creativity, innovation and excellence in the production of Māori content



**Te Minenga**  
Audience

Grow audiences and engagement with quality Māori content that is easily accessible



## Ka Aha Mātou? What will we do?

### Whāinga Poto 1

#### Goal 1

Help key stakeholders nurture new Māori-speaking talent

### Whāinga Poto 2

#### Goal 2

Build innovative, collaborative partnerships

### Whāinga Poto 3

#### Goal 3

Encourage creativity, innovation and excellence

### Whāinga Poto 4

#### Goal 4

Invest in quality te reo Māori content for diverse audiences

### Whāinga Poto 5

#### Goal 5

Grow audiences in all language categories

### Whāinga Poto 6

#### Goal 6

Increase audience engagement on all platforms

## Ngā Putanga Matua Major Outcomes

### Tokomaha ake ngā tāngata o Aotearoa e kōrero ana i te nui ake o te reo Māori

More New Zealanders speaking more te reo Māori

Right-shift has occurred in the New Zealand population

## He aha ka tutuki i a mātou? What will we achieve?



### Ka Whakaarotia Te Reo Māori He Mea Hira

Māori Language Valued

More people speaking more Māori



### Kia Piki Te Māramatanga Mō Te Ahurea Māori

More Awareness of Māori Culture

Greater awareness of Māori values, practices and views within Aotearoa New Zealand



### Ngā Pānui Reo Māori Kounga Tiketike

Quality Māori Language Content

Our funded content inspires whānau, hapū, iwi, Māori communities and all New Zealanders to improve their reo Māori language capability and understanding of tikanga Māori.

# Te Whakatutuki i ngā Takune Rautaki

## Delivering our Strategic Intentions

### Our focus:

Attractive content;  
multiplatform; capability;  
collaboration; people

### What we do:

- › Fund content creation for television, radio, new media and other activities to promote Māori language and culture; and
- › Fund the broadcast operations of the iwi radio stations, the iwi radio network link system and training of iwi radio staff.



Kia Atawhai, The Kindness Institute

# Our strategy impact

During the year, we funded quality te reo Māori and tikanga Māori programmes that were able to be distributed on multiple platforms, broadcast on television and available online.

We also purchased core operational production and broadcast capability and te reo Māori content from iwi radio stations. We purchased national programmes for distribution.

We promoted programmes that gave voice to a Māori perspective by funding documentaries, debates, news and current affairs programmes that traversed current issues.

## KoPA Measurement Scale

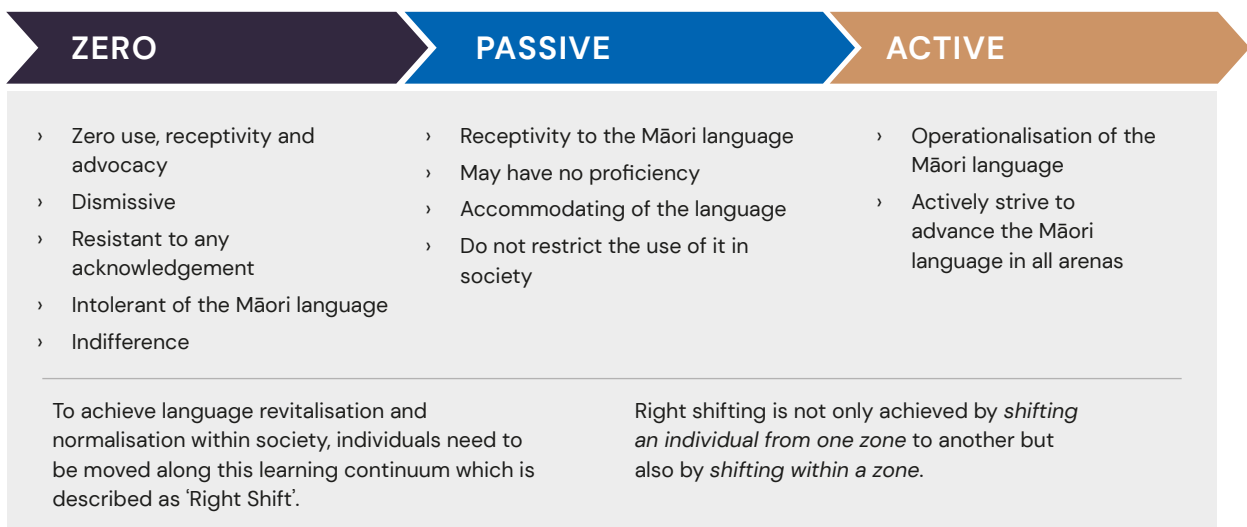
Our key indicator of Right-shift in the New Zealand population is the direction of movement in the midpoint on the KoPA (ZePA) measurement scale from year to year. A movement to the right on the scale is the impact that the Māori language sector collectively seeks at a population level.

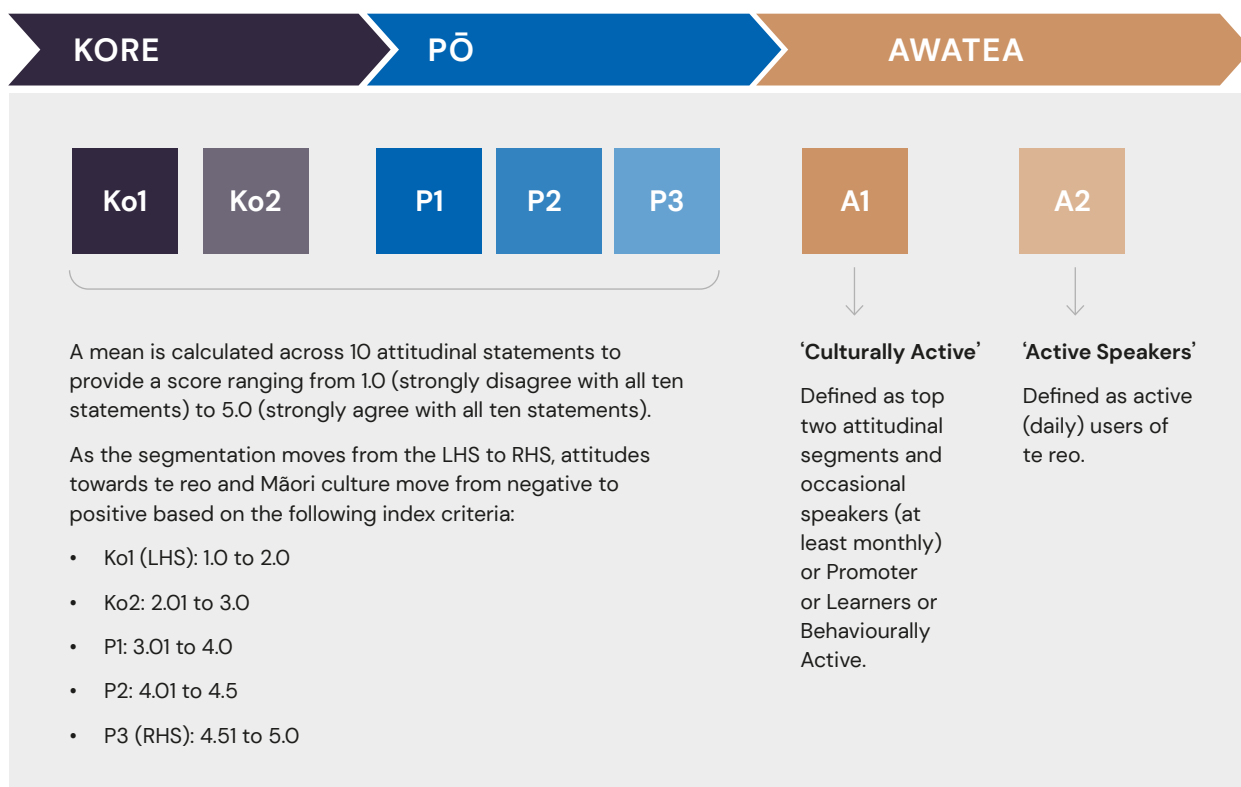
In 2017 Te Māngai Pāho commissioned the development of the ZePA measurement scale. The initial model was refined in 2019 with improved methodology and a more robust sample size. In 2019/20 we adopted a Māori translation for the name of the measurement scale, changing from ZePA (Zero- Passive-Active) to KoPA (Kore-Pō-Awatea).

This measurement is based on creating a representation of how the New Zealand population is situated on the KoPA (ZePA) continuum at a point in time.

Survey respondents are classified according to their *attitudes* and *behaviours* in relation to te reo Māori and tikanga Māori. The scale is not a measurement of fluency.

The challenge was creating a learning spectrum that not only defined the three major zones but also allowed for movement within each of the zones.





The KoPA model continuum uses an attitudinal segmentation to define the Kore and Pō segments, and uses behavioural definitions to create the 'active' end of the spectrum, Awatea.

Although there has not been much movement in this measure this year, the results show that in fact for 2021/22, the midpoint has moved (very slightly) to the left.

More encouragingly, the key measures for language ("My understanding of te reo Māori has increased" and tikanga Māori ("My understanding of Māori culture has increased") show that targets were exceeded in both areas.

Overall, 50% of our strategy targets were achieved or were close to achieved. We achieved the target in 3 of our 9 strategy impact indicators and maintained last year's result for one other measure.<sup>8</sup>

8. All the strategy impact measures and audience based measures are based on our 2022 Kantar Public KoPA survey.

- The methodology consists of a mix of telephone and online interviewing:
  - N = 1000 interviews among the Māori General Population aged 15 plus, interviewed via telephone using a random sample from the Māori Electoral Roll
  - N = 1502 interviews among the Rest of NZ Population aged 15 plus interviewed via online panel surveying.
- Interviewing was conducted between 11th July 2022 and 21st August 2022.

## Our Strategy impact

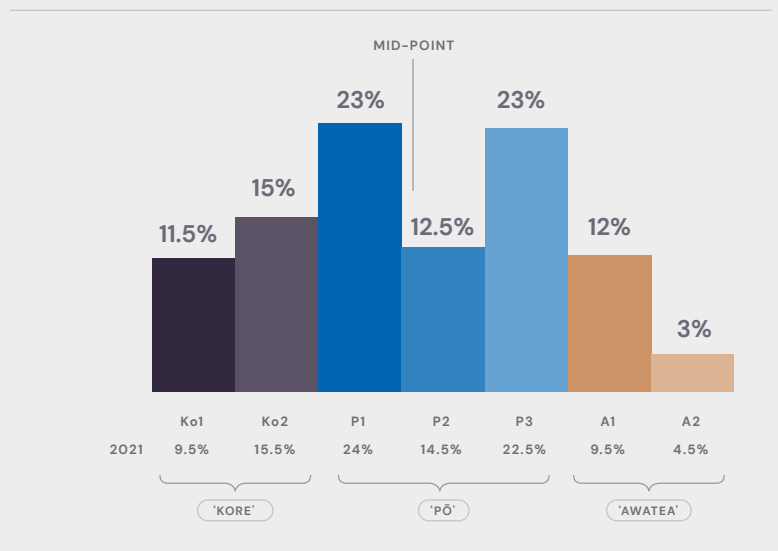
### STRATEGY IMPACT MEASURE

Right-shift has occurred in the New Zealand population.

### STRATEGY

Investment in content that grows engagement and promotes Right-shift.

KoPA model segmentation (2022)



### STRATEGY IMPACT MEASURE

Right-shift has occurred in the New Zealand population.

2019/20 KOPA MEASUREMENT SURVEY	2021/22 TARGET	2022 KOPA SURVEY SCORE	TARGET MET
Midpoint = 2/29 of P2	Midpoint is to the right of the 2019/20 measure (=2/29 of P2)	Midpoint = 1/25 of P2 <sup>9</sup>	<b>Not Achieved</b>

The midpoint for the New Zealand population in terms of attitudes and behaviours towards te reo Māori and tikanga Māori has shifted to the right on the KoPA measurement scale.

9. The midpoint is calculated as the 50th percentile point along the continuum.

In the 2022 survey, this is calculated as follows:

$Ko1\ 11.5\% + Ko2\ 15.0\% + P1\ 23.0\% = 49.5\%$

The midpoint is therefore 0.5/12.5 or 1/25th of P2.

# Major Outcome

## More people speaking more Māori

The major outcome of our investments is to increase the number of people who speak te reo Māori

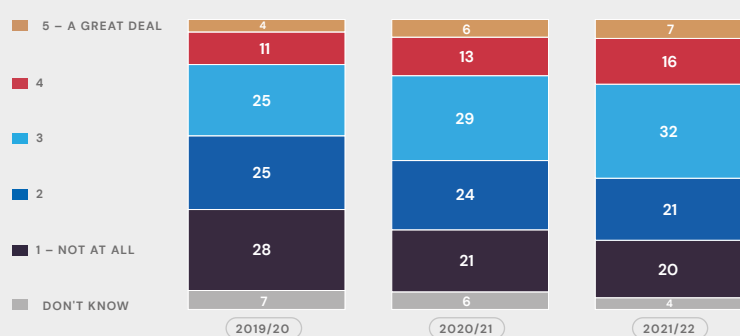
### STRATEGY

Investment in initiatives that grow consumption of Māori content and increase understanding of Māori language and culture.

### IMPACT

More New Zealanders say that their understanding of te reo Māori has increased.

#### My understanding of te reo Māori has increased



2019/20 KOPA MEASUREMENT SURVEY	2021/22 TARGET	2022 KOPA SURVEY SCORE	TARGET MET
40%	40%+	55%	Achieved

### STRATEGY IMPACT MEASURE

More New Zealanders say that their understanding of te reo Māori has increased.

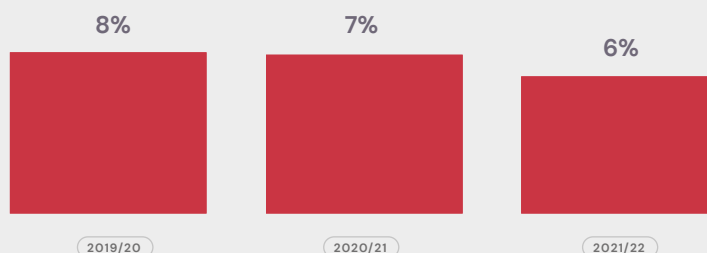
### STRATEGY

Investment in Māori content that help grow the number of people who use te reo Māori in everyday conversations.

### IMPACT

More New Zealanders say that they are able to have a conversation about a lot of everyday things in te reo Māori.

#### Able to have a conversation about a lot of everyday things in te reo Māori



2019/20 KOPA MEASUREMENT SURVEY	2021/22 TARGET	2022 KOPA SURVEY SCORE	TARGET MET
8%	8%+	6%	Not Achieved

### STRATEGY IMPACT MEASURE

More New Zealanders say that they are able to have a conversation about a lot of everyday things in te reo Māori.

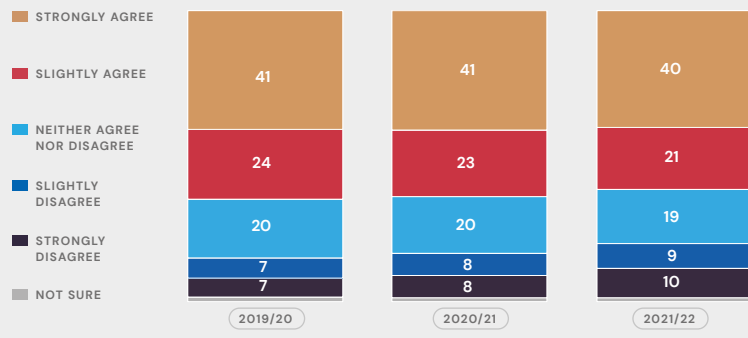
# Achievement Target

## Māori Language Valued

### STRATEGY

Support Māori content that promotes Māori language and makes more people value Māori Language.

Te reo Māori is valued by all New Zealanders



### STRATEGY IMPACT MEASURE

More New Zealanders say that te reo Māori should be valued by all New Zealanders.

2019/20 KOPA MEASUREMENT SURVEY	2021/22 TARGET	2022 KOPA SURVEY SCORE	TARGET MET
65%	65%+	61%	Not Achieved

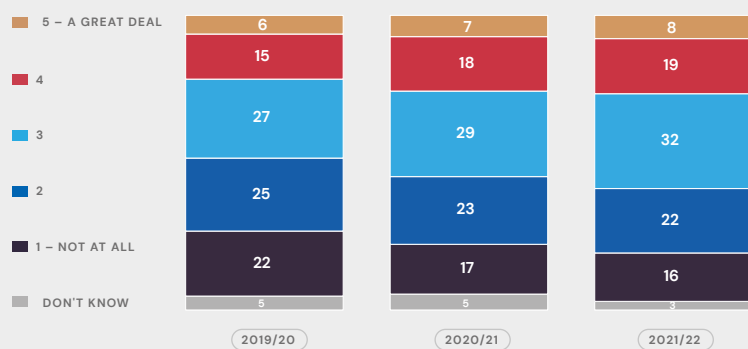
### STRATEGY

More awareness of Māori culture.

### IMPACT

Greater awareness of Māori values, practices, and views within Aotearoa New Zealand.

My understanding of Māori culture has increased



### STRATEGY IMPACT MEASURE

More New Zealanders say that they have good or very good understanding of Māori culture.

2019/20 KOPA MEASUREMENT SURVEY	2021/22 TARGET	2022 KOPA SURVEY SCORE	TARGET MET
48%	48%+	59%	Achieved



## Achievement Target Māori Language Valued

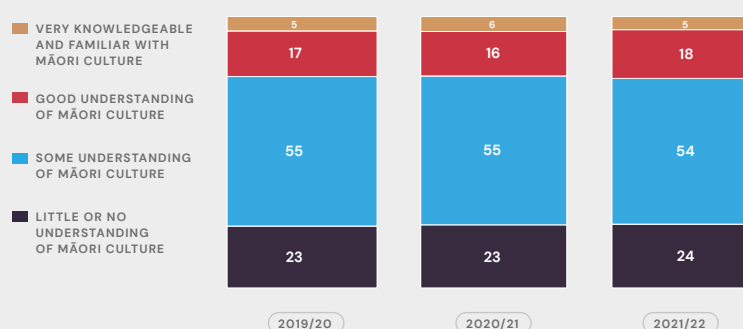
### STRATEGY

More awareness of Māori culture.

### IMPACT

Greater awareness of Māori values, practices, and views within Aotearoa New Zealand.

#### My understanding of Māori culture is “Good or “Very Good”



2019/20 KOPA MEASUREMENT SURVEY	2021/22 TARGET	2022 KOPA SURVEY SCORE	TARGET MET
22%	22%+	23%	Achieved

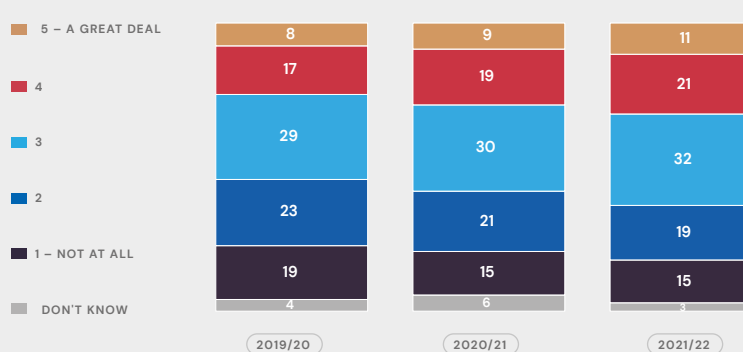
### STRATEGY IMPACT MEASURE

More New Zealanders say that they have good or very good understanding of Māori culture.

### STRATEGY IMPACT MEASURE

Rated 3 or above on a 5 point scale that “My awareness and knowledge of Māori perspectives has increased”.<sup>10</sup>

#### My awareness and knowledge of Māori perspectives has increased



2019/20 KOPA MEASUREMENT SURVEY	2021/22 TARGET	2022 KOPA SURVEY SCORE	TARGET MET
54%	54%+	63%	Achieved

10. The measure is based on the top three elements of the rating scale, ie: 5=“I am very knowledgeable and familiar with Māori culture”, 4=“I have a good understanding of Māori culture” 3=“I have some understanding of Māori culture”

# Achievement Target

## Quality Māori Language Content

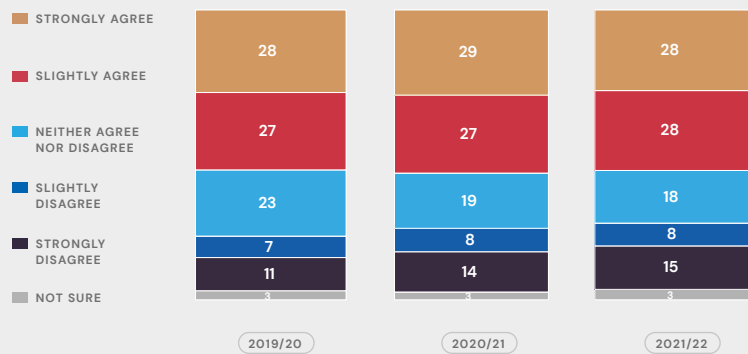
### STRATEGY

Our funded content inspires whānau, hapū, iwi, Māori communities and all New Zealanders to learn and improve their reo Māori language capability and understanding of Māori culture.

### IMPACT

More New Zealanders say that they would like to improve their understanding of te reo Māori.

I would like to improve my understanding of te reo Māori

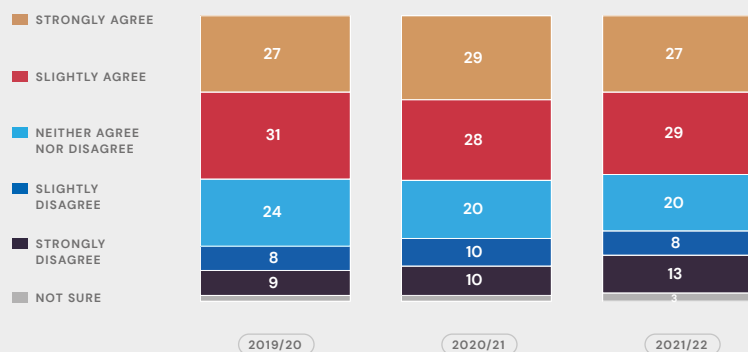


### STRATEGY IMPACT MEASURE

More New Zealanders say that they would like to improve their understanding of te reo Māori.

2019/20 KOPA MEASUREMENT SURVEY	2021/22 TARGET	2022 KOPA SURVEY SCORE	TARGET MET
55%	55%+	55%	No Change

I would like to learn more about Māori culture



### STRATEGY IMPACT MEASURE

I would like to learn more about Māori culture.

2019/20 KOPA MEASUREMENT SURVEY	2021/22 TARGET	2022 KOPA SURVEY SCORE	TARGET MET
57%	57%+	56%	Not Achieved



Measurement of these attitudes is significant as they are an indication of the broad social change that Te Māngai Pāho and other agencies are seeking to promote. It is within the broader social context that the real work of Māori language revitalisation has to occur and without wider social support the targeted efforts in Māori language domains will not succeed. It is the support of the wider community that enables language initiatives to flourish.

The challenge is for Te Māngai Pāho (and other Māori language sector agencies) to determine how to capitalise on a growing level of support and turn positive attitudes into concrete actions and behaviours.



# Te Whai Hua o ā Mātou Putanga

## Our Output performance

To comply with our responsibilities under the Public Finance Act regarding our activities funded through the Crown via the appropriations within Vote Māori Development, and how performance is measured for each activity, details from the Information Supporting the Estimates are outlined within each output class. The associated funding is disclosed in the Cost of Services Statement below.

### Overall comment on the impact of COVID-19 on service performance

The achievement of one of our key priorities for 2021/22 (Capacity) and results for three performance measures were impacted by COVID-19, as noted below.

Targets for the following measures were not met for reasons partly or wholly due to COVID-19:

- › Funding Recipients selected for review (wholly impacted).

### Cost of Services

Te Māngai Pāho has a single output class and all revenue and expenses incurred are the totals as disclosed in the financial statements on page 82.

The appropriation revenue received by Te Māngai Pāho equals the Government's actual expenses incurred in relation to the appropriations.

Details of appropriations and expenditure by activity and total expenditure are set out below:

Output Expenses	2021/22 Budget	2021/22 Actual	2020/21 Actual
	\$000	\$000	\$000
<b>REVENUE</b>			
Total Appropriations	69,200	69,259 <sup>11</sup>	68,759
Total Other Revenue	100	416	372
Total Interest Received	300	241	308
<b>TOTAL REVENUE</b>	<b>69,600</b>	<b>69,916</b>	<b>69,439</b>
<b>OUTPUT EXPENSES</b>			
Diverse Content	47,000	49,467	46,245
Māori Radio	15,000	15,083	12,896
Māori Music	1,000	997	939
Industry Support and Capacity Building	4,000	2,538	4,213
Operating Expenditure	4,000	3,196	3,391
<b>TOTAL OUTPUT EXPENSES</b>	<b>71,000</b>	<b>71,281</b>	<b>67,684</b>
<b>Net Movement in Reserves as per Statement of Comprehensive Revenue and Expense</b>	<b>(1,400)</b>	<b>(1,365)</b>	<b>1,755</b>

### Vote Māori Development: Non-departmental output expense

To comply with our obligations under the Public Finance Act 1989, activities undertaken by Te Māngai Pāho that are funded through Vote Māori Development non-departmental output expenses.

A summary of appropriations funded through Vote Māori Development information supporting the Estimates 2021/22 is provided in the table below.

Non-departmental output expense	What is intended to be achieved with this appropriation	Actual 2021/22 \$000	Supplementary estimates 2021/22 \$000	Appropriation estimates 2021/22 \$000	Actual 2020/21 \$000
Māori Broadcast and Streamed Services (M46) (A24)	This appropriation is limited to the promotion of the Māori language and culture through television and radio broadcasting or streamed content; and the administration of Te Māngai Pāho.	69,259	69,259	69,259	68,759

11. The actual appropriation for 2021/22 is more than the actual appropriation in 2020/21 as a result of an additional appropriation received in Budget 2021 for sector capability.



Six60

### 2021/22 Estimates End of Year Performance Reporting

This appropriation is intended to achieve progress towards Māori protecting, sustaining and growing their reo, taonga, mātauranga and tikanga.

	Budget Standard	2021/22 Actual	2020/21 Actual
Te Māngai Pāho funding contracts for Māori content creation, content distribution and other activities to promote Māori language and culture support the goals of the Maihi Karauna.	100%	100%	100% <sup>12</sup>
Funding is distributed to third parties for Māori content distribution and other activities to promote Māori language and culture.	94%	95.5%	95%
Percentage increase in audiences for Māori language content. <sup>13</sup>	>5%	<b>Television, Digital and New Media</b> Not Achieved (-18%) <sup>14</sup> <b>Māori Radio</b> Not Achieved (-4%) <sup>15</sup>	Not Achieved (No change) Not Achieved (+3%)
Māori language content produced by partners achieves a quality standard of at least 90% on the Māori Language Evaluation Framework.	Achieved	Achieved 96% <sup>16</sup>	Achieved

12. Result for equivalent measure in 2020/21. The 2020/21 measure was "All Te Māngai Pāho contracts meet key criteria to promote Māori language and culture."

13. Audience numbers are based on our 2022 Kantar Public KoPA survey. Please refer to footnote 8 above for details of the survey methodology. Note also that the audience change is based on the General Māori population, our key target audience.

14. Television viewership generally is challenged by the fragmentation of audiences across multiple platforms.

15. While the 5% increase target was not achieved, television and digital audiences are holding steady and iwi radio audiences are still trending in a positive direction.

16. Note that the quality measures for Māori Radio are based on survey results for three out of four quarters.

# 21 Key 22 Priorities

## Priority Areas

### Audience

Grow audiences in all language categories

Increase audience engagement on all platforms

### Creation

Encourage creativity, innovation and excellence

Invest in quality te reo Māori content for diverse audiences

### Capacity

Help key stakeholders nurture new Māori speaking talent

Build innovative, collaborative partnerships

## Audience 2021/22 Results

While overall audience growth did not meet expectations, the year did see flourishes of success in some key areas.

### Matariki

Working with Te Arawhiti, Te Puni Kōkiri, and NZ On Air, considerable effort was put into the campaign to raise awareness of Matariki and planning for the celebration of Matariki as a new public holiday.

We worked to ensure that Matariki branding was developed and available (the *Mānawatia a Matariki* logo) and that the broadcast on the day was available on the [matariki.net.nz](http://matariki.net.nz) website.

Te Māngai Pāho proposed a unique approach to the broadcast of this special occasion. The proposal was that all public broadcasters (and any commercial broadcaster that wished to) collaborate in the delivery of the events from Te Papa on 24 June 2022. Our view was that this was a unique day in our history and it was an opportunity for all of us to model different ways of doing things.

The broadcast on the morning of 24 June 2022 went very well. It took the Hautapu Ceremony to the nation and provided Aotearoa with a window into the significance of Matariki. The five-hour broadcast carried a mix of lively panel discussions, information and music. More than 375,000 viewers watched the broadcast of the Matariki live coverage in connected TV. Overall social media throughout the campaign achieved over 7 million views.

There is little doubt that the launch of Matariki as a public holiday was a resounding success. Te Māngai Pāho is pleased to have had the opportunity to play a part in that success.

### Māori Music

We continue to see significant benefits for the profile of Māori musicians and of te reo Māori.

Ten Waiata Māori tracks featured in the NZ Top 20 Charts in 2021/22 and 85 music tracks were funded against the target of 60 tracks. This includes 13 tracks co-funded with NZ On Air. Māori music streaming rose an impressive 57.7%, against a target of a 25% increase. Funding has also been provided to support music events and artist support.

# 21 Key 22 Priorities

## Creation 2021/22 Results

Overall, Te Māngai Pāho has performed well in this space, particularly in the music area.

### Waiata Anthems Week 2021

Waiata Anthems Week 2021 was an industry wide initiative coordinated by the Waiata Anthems Coalition. From 6–12 September 2021, 27 new waiata reo Māori were launched. The week generated great television and radio publicity. There was good uptake by media, from RNZ to Newstalk ZB, Te Karere to Seven Sharp, interviewing artists and providing airtime for the new tracks. Ka Hao (featuring Rob Ruha) became the second highest trending TikTok in Aotearoa three days after releasing their track 35.

### Vaxathon

Te Māngai Pāho supported the “Vaxathon” held on Saturday 16 October 2021 which exceeded its 100,000 target by achieving 124,000 vaccinations on the day. The *Super Saturday Vaxathon* was a live broadcast featuring stars including Lorde, Taika Waititi, Patrick Gower, Suzy Cato, Jason Gunn, Robyn Malcolm, Antonia Prebble, Bennee, Neil Waka, Hollie Smith and the then Prime Minister Jacinda Ardern as part of the drive to get people vaccinated. Te Māngai Pāho cross-posted live streams via our Facebook page.

The event also set an international per capita daily vaccination record. Former Te Māngai Pāho staff member Sonny Ngatai played a key role in the organisation and presentation of this event.

# 124,000

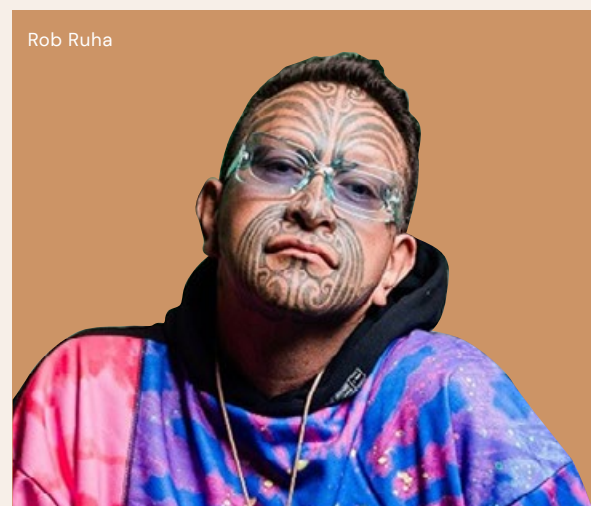
Vaccinations during Vaxathon

### Music-led Vaccination Campaign

Te Māngai Pāho joined Te Puni Kōkiri and the National Hauora Coalition to support a music-led campaign to encourage vaccination and access to summer concerts. The campaign ran on social media from November to early December 2021. During that period, the message reached 5.15 million people in total via Tiktok, Youtube, Facebook and Instagram. The total combined impressions across all platforms was 8.03 million. The campaign also delivered 67,319 clicks to the <https://karawhiua.nz/summer-pass/> landing page.

### ReoAko

Te Māngai Pāho funded Octave to develop ReoAko. ReoAko is a website plug-in that provides a translation of embedded Māori words. To extend the scope of the tool, an agreement was signed this year with the trustees of Te Aka Dictionary for the integration of the full dictionary with ReoAko. ReoAko continues to expand with more entities working to onboard ReoAko to their websites.



Rob Ruha



# 21 Key 22 Priorities

## Capacity 2021/22 Results

Progress in this area has been impacted by COVID-19. However, there was strong collaboration with other sector entities and we built on our relationships with innovative partners.

### Te Puna Kairangi – The Premium Development Fund

The Premium Development Fund is designed to support projects that are ambitious and bold with international appeal. The fund is administered by the New Zealand Film Commission and NZ On Air however it has a bi-cultural leadership model with a Governance Panel that includes Te Māngai Pāho representatives, Board Chair Dr Eruera Tarena and Board member Tamalene Painting. This ensured that Māori projects were represented in the successful funding applicants.

### Industry Support

Support for the Matariki campaign was the key item funded from the industry capacity budget. During the year, funding was also provided for items such as industry groups, industry awards, iwi radio training, industry internships and a symposium.

### Regional Hubs and Public Interest Journalism Fund (PIJF)

During the year, Te Māngai Pāho worked with NZ On Air on the administration of the \$55 million Public Interest Journalism Fund (PIJF). Te Māngai Pāho gratefully acknowledges the collaborative attitude of NZ On Air.

Results for the second round of the PIJF were published in September 2021. Several of our funded entities were successful in this round, including Whakaata Māori, Radio Waatea, and Te Hiku Media.

This year saw the establishment of four regional news hubs within the iwi radio network.

Both the Regional Stories initiative funded by Te Māngai Pāho and the PIJF have dramatically increased the funding opportunities for Māori providers.

### Waiata Hou Compilation

The first Waiata Hou compilation went out to iwi radio and a list of media contacts on 5 July 2021. The compilation is a consistent way to ensure that radio and media have regular access to waiata reo Māori, as they each develop their reo Māori music strategies.

### Punga Replacement

An EOI/RFP process was carried out to identify providers to supply a replacement for the Māori radio network contribution/distribution system (Punga). A revised RFP round closed on 30 June 2022. Applications were assessed in July 2022 and a successful tenderer has since been selected.

**\$55m**  
Public Interest  
Journalism Fund

# Ngā Ine Whai Hua ā-Haumitanga

## Investment Performance Measures

### Performance Measures for All Content

Performance Indicator	Performance Standard	2021/22 Actual Performance	2020/21 Actual Performance
<b>AUDIENCE</b>			
Increase audiences for funded programmes across combined broadcast and digital platforms. <sup>17</sup>	Achieved >5%	<b>Not Achieved</b> (TV and digital decreased by 18% and iwi radio decreased by 4%)	Not achieved (No change for TV and digital Iwi radio +3%)
<b>CREATION</b>			
<i>Quality</i>			
<i>The following quality measures are based on samples of funded projects or programmes completed in the 2021/22 year.<sup>18</sup></i>			
<i>Quality</i>			
All initiatives funded have identified Māori language and/or Māori cultural outcomes and are widely accessible.	Achieved	<b>Achieved</b>	Achieved
<i>Quality</i>			
Samples of content reviewed are assessed as meeting a quality standard of (at least) 4.5 or above on a five-point scale.	Achieved >90%	<b>Achieved</b> <b>95%</b>	Achieved 96%
<i>Quantity</i>			
At least 90% of samples of completed projects or programmes are assessed as meeting the required Māori language content according to target audience group.	Achieved >90%	<b>Achieved</b> <b>91%</b>	Achieved >90%

17. Audience numbers are based on our 2022 Kantar Public KoPA survey. Please refer to footnote 8 above for details of the survey methodology.

18. Quality and quantity are assessed on an ongoing basis according to the stage of production. A sample of programmes nearing completion in the current year were reviewed by registered Māori language consultants. These included programmes funded from the period 1 June 2020 to 30 June 2021. These were reviewed in order to confirm that the language quality was at a minimum of 'good', meaning the quality is marked by good pronunciation, a competent range of vocabulary and grammatical structures, and some idiomatic sayings which enable the speaker to use the language, though errors occur, in specific settings. Fluent speaking talent is an added bonus. Where issues were identified, these were communicated to the broadcaster. The intention of the target was to report on an averaged basis of the quality and quantity scores of assessments throughout the year.



# Diverse Content

Through this activity, Te Māngai Pāho intended to:

- › promote Māori language and culture through audio and visual media;
- › purchase programming to be broadcast on television or on other platforms; and
- › promote capability in the Māori television, media and production sector.

## Performance Measures for Diverse Content

Performance Indicator	Performance Standard	2021/22 Actual Performance	2020/21 Actual Performance
<b>CREATION</b>			
The majority of content produced by Whakaata Māori (Māori Television) under the 2021/22 Direct Funding Contract is fluent category content (a minimum of 70% Māori language content)	60%	<b>Achieved</b> 68 <sup>19</sup>	Achieved 74%
Number of diverse content initiatives funded from contestable fund	70	<b>Not achieved</b> 67	Achieved 71

19. Whakaata Māori (Māori Television) reports that in the 2021/22 year, their broadcast schedule achieved 68% te reo Māori content (2020/21 74%).





Aukāna News


# Māori Radio

Through this activity, Te Māngai Pāho intended to:

- › promote Māori language and culture through radio broadcasting;
- › promote capability in the Māori radio broadcasting sector;
- › continue to support the operational costs of the iwi radio stations; and
- › purchase programmes and music for broadcast on iwi radio.

## Performance Measures for Māori Radio

Performance Indicator	Performance Standard	2021/22 Actual Performance	2020/21 Actual Performance
<b>AUDIENCE</b>			
Increase iwi radio listenership across the combined broadcast and digital platforms by >5%. <sup>20</sup>	Achieved >5%	<b>Not Achieved</b> -4% <sup>21</sup>	Not Achieved +3%
<b>CREATION</b>			
Broadcast quality The on-air content of station broadcasts is assessed as achieving a quality standard of at least 80% based on our agreed Māori Radio Broadcasting Evaluation Framework (Quality is assessed on twelve quality aspects, each on a five-point scale where 5 is Excellent and 1 is Poor). <sup>22</sup>	Achieved 4	<b>Not achieved</b> <b>Average broadcast quality score across the iwi radio network was 3.5</b>	Not achieved Average broadcast quality score across the iwi radio network was 3.6 <sup>23</sup>

20. Audience numbers are based on our 2022 Kantar Public KoPA survey. Please refer to footnote 8 above for details of the survey methodology.

21. Results are based on the percentage difference in the iwi radio audience among the General Māori population as measured by the 2022 Kantar Public Audience Survey Report.

22. Quality is assessed on twelve quality aspects, each on a five point scale where 5 is Excellent and 1 is Poor.

23. The Broadcast Quality score for 2020/21 was reported as 72% which is 3.6 out of five.

# Māori Music

Through this activity, Te Māngai Pāho intended to:

- › promote Māori language and culture through Māori music; and
- › promote capability in the Māori music sector.

## Performance Measures for Māori Music

Performance Indicator	Performance Standard	2021/22 Actual Performance	2020/21 Actual Performance
<b>AUDIENCE: GREATER REACH</b>			
Increase online audiences for te reo Māori music	25%	<b>Achieved</b> <b>58% increase</b>	Not achieved 22.7%
<b>CREATION: LOVED SONGS</b>			
Number of tracks funded	60	<b>Achieved</b> <b>96</b>	Achieved 80
Number of te reo Māori music spins on radio	600,000	<b>Not achieved</b> <b>586,116 spins</b> <b>(98% of target)</b>	Not achieved 585,908 spins
Number of te reo Māori tracks in the NZ Top 20	5	<b>10<sup>24</sup></b>	New measure for 2021/22
<b>CAPACITY: NEW COMPOSERS</b>			
New composers supported in development	15	<b>Not Achieved</b> <b>10</b>	Achieved 15

24. Of the ten waiata Māori tracks in the top 20 in 2021/22, five of these tracks were funded by Te Māngai Pāho.



Georgia Lines



# Capacity Building and Promotion

Through this activity, Te Māngai Pāho intended to:

- › support the archiving of Māori radio and television programming; and
- › support other activities to promote Māori language and culture.

## Performance Measures for Capacity Building and Promotion

Performance Indicator	Performance Standard	2021/22 Actual Performance	2020/21 Actual Performance
Number of other initiatives funded	20	Achieved 36	Achieved 29

# Costs for Māori Language Content

Funding for the production and distribution of Māori language content

Performance Indicator	Performance Standard	2021/22 Actual Performance	2020/21 Actual Performance
	\$000	\$000	\$000
Total Cost of Diverse Content	\$47,000	\$49,467	\$46,245
Total Cost of Māori Radio	\$15,000	\$15,083	\$12,896
Total Cost of Māori Music	\$1,000	\$997	\$939
Total Cost of Industry Support	\$4,000	\$2,538	\$4,213
<b>Total Cost of Māori Language Content (GST exclusive)</b>	<b>\$67,000</b>	<b>\$68,085</b>	<b>\$64,293</b>



Kairākau II, Velvet Stone Media

# Operational Expenditure

Operational expenditure covers the cost of the administrative activities of Te Māngai Pāho including meeting accountability requirements, consultation obligations and the provision of contract management services.

Through this activity, Te Māngai Pāho intended to achieve:

- › the sound management and disbursement of funds to promote Māori language and culture; and
- › the maintenance of systems and procedures to assist Te Māngai Pāho meeting its statutory functions.

## Performance Measures for Operational Expenditure

Performance Indicator	Performance Standard	2021/22 Actual Performance	2020/21 Actual Performance
Percentage of funding decisions notified to applicants within 24 hours of Board meeting	100%	100% <sup>25</sup>	Achieved
Funding recipients independently reviewed to ensure that reported costs are appropriate, complete and correct.	2 platform, 3 content and 1 capacity building contracts	Not achieved Reviews initiated but not completed <sup>26</sup>	Not achieved Reviews initiated but not completed <sup>27</sup>

## Costs for Operating Expenditure

Performance Indicator	Performance Standard	2021/22 Actual Performance	2020/21 Actual Performance
	\$000	\$000	\$000
Contract management cost	\$4,000	\$3,196	\$3,391
<b>Total operating expenditure (GST exclusive)</b>	<b>\$4,000<sup>28</sup></b>	<b>\$3,196<sup>29</sup></b>	<b>\$3,391</b>

25. Notification letters are issued on the Friday following a Thursday monthly Board meeting.

26. Reviews were contracted with a chartered accountancy firm but all could not be completed by year end due to COVID-19. The reviews will be completed in 2022/23.

27. Reviews were contracted with a chartered accountancy firm but all could not be completed by year end due to COVID-19. The reviews were completed in 2021/22.

28. The performance standard is the budgeted cost approved by the Board.

29. The \$0.804 million saving against budget was a result of tight cost control throughout the year and savings were also made as a result of the response to COVID-19. Actual expenditure is similar to last year.



# 03

# Tō Mātou Rōpū Whakahaere

## Our Organisation

# Te Arotake i te Hauora me ngā Āheinga ā-Whakahaere

## Assessing Our Organisational Health and Capability

### Our Organisation

#### ■ Governance

##### Board Code of Conduct

Te Māngai Pāho has adopted a Board Code of Conduct and applies the State Services Commissioner's Standards of Integrity and Conduct for management and staff. Board members complete six monthly independence and confidentiality declarations.

##### Legislative Compliance

The Board ensures that Te Māngai Pāho complies with all legislation. The Board has delegated responsibility to the Kaihautū-Chief Executive for the development and operation of a programme to identify compliance issues, and to ensure that staff members are aware of relevant legislative requirements and comply with them.

##### Avoiding Conflicts of Interest

To maintain integrity in decision making each Board member must advise the Board of any potential conflict of interest. If a conflict of interest exists the Board member concerned will have no involvement in the decision making process relating to that matter. A schedule of Board members' interests is reviewed at every Board meeting.



## Audit and Risk

Te Māngai Pāho operates an Audit and Risk Committee which has an independent Committee Chair. The Audit and Risk Committee operates under a Charter which was reviewed in 2019/20.

## Risk Management

The Board accepts it is responsible for the management of organisational risks. The Board has introduced a strategic risk management framework and reviews operational risk reports at its monthly meetings.

### ■ Reporting Under All of Government Direction – NZ Business Number

Te Māngai Pāho is working with its software providers to accommodate use of NZ Business Number (NZBN).

### ■ Good Employer Policies

Te Māngai Pāho has fifteen permanent staff roles. Although we are a small organisation our workplace profile shows that we employ a diverse staff in terms of age, gender and ethnicity. Our staff turnover has been low for some time and our average length of service is nine years.

## Leadership

Our size makes it easy for us to engage with staff and we do this using a variety of formal and informal channels to ensure a direct and inclusive decision-making approach.

Staff meetings are held regularly and these provide a forum for people to share information about current and upcoming work, raise queries or ask for co-operation from the team.

Staff are involved in decision making in their own areas and devise and manage their own solutions.

Te Māngai Pāho also requires funding recipients to follow EEO principles, in accordance with the Broadcasting Act.

## Recruitment, selection and induction

As a good employer, Te Māngai Pāho continued to support and promote equal employment opportunities for all people. We have an expectation that all our vacancies are advertised in mainstream as well as Māori specific media and utilise selection panels that are balanced from an internal/external, gender and English/Māori language proficiency perspective.

We have an induction process which provides new staff with a comprehensive introduction to the organisation's values and policies.

## Workplace Profile

Our workplace profile below shows that, although relatively small, we continue to employ a diverse staff.

### Te Māngai Pāho – Workplace Profile

Role	Total Staff Roles	Gender						Ethnicity						With a self-identified disability	Age		
		Male		Female		Māori		Non-Māori		Pasifika		21-40	41-50		50+		
		FT	PT	FT	PT	FT	PT	FT	PT	FT	PT						
Management	4	2	0	2	0	2	0	1	0	1	0	0	0	1	3		
Professionals / Technical	11	2	0	9	0	10	0	1	0	0	0	0	9	1	1		
Support Services	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
<b>Total</b>	<b>15</b>	<b>4</b>	<b>0</b>	<b>11</b>	<b>0</b>	<b>12</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>2</b>	<b>4</b>		



Kia Atawhai, The Kindness Institute

**Employee development, promotion and exit**

An annual staff appraisal is undertaken and staff are encouraged to develop an annual training needs assessment as part of this process. Te Māngai Pāho is a small organisation so it is difficult for staff to always identify a career path within the organisation. Our commitment is that, if staff do decide to leave, we will have assisted them in furthering their career and they leave as a good ambassador for Te Māngai Pāho. Exit interviews are undertaken to capture feedback and identify any areas of concern.

**Flexibility and work design**

Te Māngai Pāho operates a family friendly environment. We have a 'Children in the Workplace' policy, which complements our other flexible workplace practices, whereby we support staff working from home, working part-time, taking leave to care for sick children and other dependants and taking leave during school holidays.

Remote access capability has been installed to assist staff who need to work remotely or from home if required.

**Remuneration, recognition and conditions**

Te Māngai Pāho maintains equitable gender-neutral remuneration policies that are periodically tested against the market for external parity. Te Māngai Pāho has a gender pay gap of 33%.

**Harassment and bullying prevention**

There are policies in place which provide for prevention and zero tolerance of bullying or harassment of any kind.

**Staff and healthy environment**

Te Māngai Pāho is committed to provide for the physical, psychological and emotional safety of staff.

A safe and healthy work environment is promoted by measures that include a well-resourced civil defence emergency kit and staff being encouraged to take or update their first aid training. Annual eye tests, influenza vaccinations and an ongoing Employee Assistance Programme (EAP) are all available to staff if required.

Staff are encouraged to participate in health and exercise activities and to maintain awareness of work / life balance.

**Ongoing review of Human Resources policies**

Human resources policies are regularly reviewed and updated to make sure they are current, legally compliant and appropriate for the organisation.

## Assessing Our Organisational Health & Capability

Focus Area	Performance Measure	Performance Indicator Actual Performance	2021/22 Actual Performance	2020/21 Actual Performance
Good Employer	Annual Staff Turnover	10% or less	6%	15%
	Zero Tolerance of harassment, bullying and discrimination	Achieved	Achieved	Achieved
	Equal Employment Opportunities included in all relevant documents and practices.	Achieved	Achieved	Achieved
Managing Risk	No funding commitments are overturned as a result of an identified departure from Te Māngai Pāho's statutory requirements, guidelines and policies	Achieved	Achieved	Achieved
Management Control Environment	Annual Audit Rating	Achieve "Very Good" Rating	Achieved	Achieved
Financial Information Systems and Controls	Annual Audit Rating	Achieve "Very Good" Rating	Achieved	Achieved
Service Performance Information and Associated Systems and Controls	Annual Audit Rating	Achieve "Very Good" Rating	Not Achieved (2021/22 Audit Rating was assessed as "Good")	Not Achieved (2020/21 Audit Rating was assessed as "Good")
Effectiveness and Efficiency	At least 95% of the appropriation / funding is distributed to third parties to fund the production and distribution of Māori language content.	At least 95%	Achieved 95.5%	Achieved 95%

# Ngā Tauākī Pūtea

## Financial Statements

### Statement of Comprehensive Revenue And Expense

For the year ended 30 June 2022

2021 Actual \$000		Notes	2022 Actual \$000	2022 Budget \$000
<b>Revenue</b>				
68,759	Funding from the Crown		69,259	69,200
680	Other revenue	2	657	400
<b>69,439</b>	<b>Total revenue</b>		<b>69,916</b>	<b>69,600</b>
<b>Expenditure</b>				
3,391	Administration	3 & 4	3,196	4,000
Funding				
46,245	Diverse Content	5	49,467	47,000
939	Māori Music	5	997	1,000
12,896	Iwi Radio	5	15,083	15,000
4,213	Industry Support	5	2,538	4,000
<b>67,684</b>	<b>Total expenditure</b>		<b>71,281</b>	<b>71,000</b>
<b>1,755</b>	<b>Surplus (deficit)</b>		<b>(1,365)</b>	<b>(1,400)</b>
<b>0</b>	<b>Other comprehensive revenue and expense</b>		<b>0</b>	<b>0</b>
<b>1,755</b>	<b>Total comprehensive revenue and expense</b>		<b>(1,365)</b>	<b>(1,400)</b>

Explanations of major variances against budget are provided in note 19.  
The accompanying notes form part of these financial statements.

## Statement of Changes In Equity

As at 30 June 2022

2021 Actual \$000		2022 Actual \$000	2022 Budget \$000
	<b>EQUITY</b>		
4,912	Balance at 1 July	6,667	1,800
1,755	Total comprehensive revenue and expense for the year	(1,365)	1,400
6,667	<b>Balance at 30 June</b>	<b>5,302</b>	<b>3,200</b>

## Statement of Financial Position

As at 30 June 2022

2021 Actual \$000		Notes	2022 Actual \$000	2022 Budget \$000
6,667	<b>PUBLIC EQUITY</b>		5,302	3,200
	Represented by:			
	<b>Assets</b>			
	<b>Current assets</b>			
4,389	Cash and cash equivalents	6	7,107	200
92	Receivables	7	810	700
23,920	Investments	8	25,000	16,800
28,401	<b>Total current assets</b>		<b>32,917</b>	<b>17,700</b>
	<b>Non-current assets</b>			
96	Property, plant and equipment	9	76	100
298	Intangible assets	10	249	700
394	<b>Total non-current assets</b>		<b>325</b>	<b>800</b>
28,795	<b>Total assets</b>		<b>33,242</b>	<b>18,500</b>
	<b>Liabilities</b>			
	<b>Current liabilities</b>			
487	Payables	11	322	600
152	Employee entitlements	12	180	200
21,489	Funding liabilities	13	27,438	14,500
22,128	<b>Total current liabilities</b>		<b>27,940</b>	<b>15,300</b>
22,128	<b>Total liabilities</b>		<b>27,940</b>	<b>15,300</b>
6,667	<b>NET ASSETS</b>		<b>5,302</b>	<b>3,200</b>

Explanations of major variances against budget are provided in note 19.

The accompanying notes form part of these financial statements.

## Statement of Cash Flows

For the year ended 30 June 2022

2021 Actual \$000	Notes	2022 Actual \$000	2022 Budget \$000
<b>Cash flows from operating activities</b>			
<b>Cash was provided from:</b>			
68,759	Receipts from Crown revenue	69,259	69,200
340	Interest received	256	300
372	Receipts from other revenue	1	100
69,471		69,516	69,600
<b>Cash was applied to:</b>			
1,745	Payments to employees	1,953	1,800
1,467	Payments to suppliers	1,323	2,300
60,408	Payments to content creators & platforms	62,243	68,200
366	GST (net)	85	0
63,986		65,604	72,300
<b>5,485</b>	<b>Net cash flows from operating activities</b>	<b>3,912</b>	<b>(2,700)</b>
<b>Cash flows from investing activities</b>			
<b>Cash was provided from:</b>			
0	Receipts from sale of property, plant and equipment	0	0
20,803	Maturing investments	23,920	20,000
<b>Cash was applied to:</b>			
67	Purchase of fixed assets	20	0
166	Purchase of intangible assets	95	400
23,920	Purchase of investments	25,000	17,000
<b>(3,350)</b>	<b>Net cash flows from investing activities</b>	<b>(1,195)</b>	<b>2,600</b>
<b>2,135</b>	<b>Net increase / (decrease) in cash and cash equivalents</b>	<b>2,717</b>	<b>(100)</b>
<b>2,254</b>	<b>Plus opening cash and cash equivalents</b>	<b>4,389</b>	<b>300</b>
<b>4,389</b>	<b>Cash and cash equivalents at the end of the year</b>	<b>7,107</b>	<b>200</b>

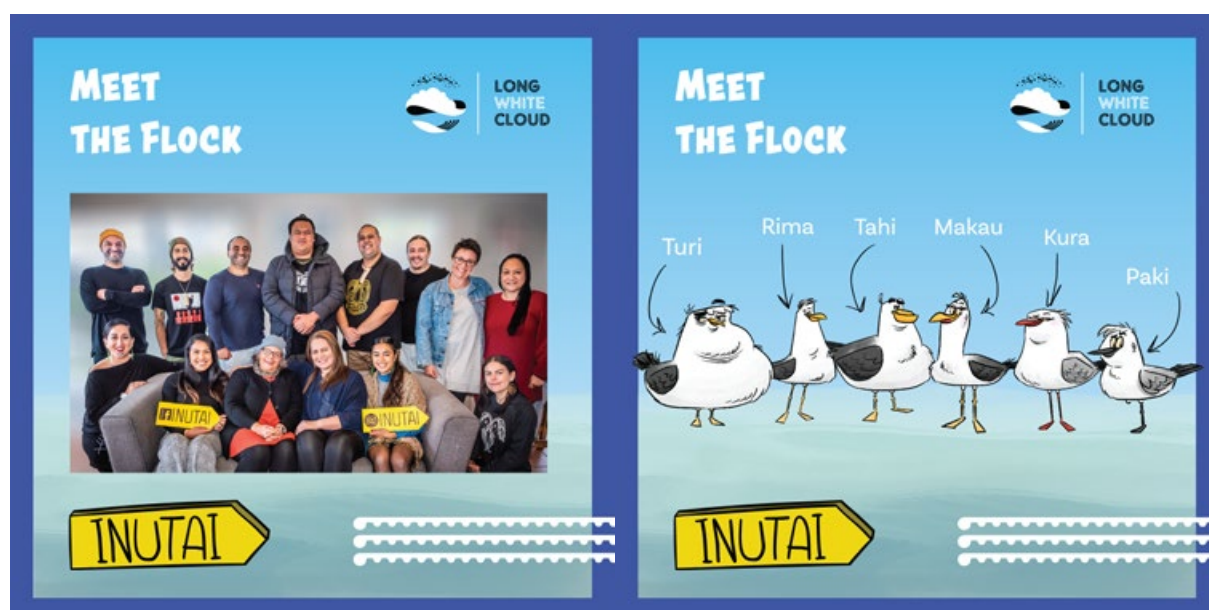
Explanations of major variances against budget are provided in note 19.  
The accompanying notes form part of these financial statements.

## Reconciliation of Net Surplus/(Deficit) to Net Cash Flow from Operating Activities

For the year ended 30 June 2022

	2022 Actual \$000	2021 Actual \$000
Net surplus/(deficit)	(1,365)	1,755
<b>Add/(Less) non- cash expenditure/(income)</b>		
Depreciation	40	(8)
Amortisation	144	121
<b>Total non-cash items</b>	<b>184</b>	<b>113</b>
<b>Add/(Less) items classified as investing or financing activities:</b>		
(Gains)/losses on disposal of property, plant and equipment	0	43
<b>Total items classified as investing or financing activities</b>	<b>0</b>	<b>43</b>
<b>Add/(Less) movements in working capital items</b>		
(Increase) /decrease in accrued interest	15	32
(Increase) /decrease in accounts receivable	(733)	(37)
Increase / (decrease) in accounts payable	(265)	86
Increase / (decrease) in funding provisions	6,134	3,885
Increase / (decrease) in GST payable	(85)	(368)
Increase / (decrease) in employee entitlements	28	(24)
<b>Net movements in working capital items</b>	<b>5,094</b>	<b>3,574</b>
<b>Net cash flow from operating activities</b>	<b>3,912</b>	<b>5,485</b>

The accompanying notes form part of these financial statements.



Inutai, Long White Cloud Productions

## 1. Statement of accounting policies for the year ended 30 June 2022

### ■ Reporting Entity

Te Māngai Pāho is a Crown Entity as defined by the Crown Entities Act 2004 and is domiciled and operates in New Zealand. The relevant legislation governing Te Māngai Pāho's operations includes the Broadcasting Act 1989, the Crown Entities Act 2004 and Te Ture mō Te Reo Māori 2016. Te Māngai Pāho's ultimate parent is the New Zealand Crown.

The primary function of Te Māngai Pāho is to promote the Māori language and Māori culture by making funds available for broadcasting, the production of programmes to be broadcast and archiving programmes.

As a secondary function Te Māngai Pāho may also make funds available for transmitting on demand, producing content for transmitting on demand and archiving content.

In the exercise of these functions Te Māngai Pāho will consult from time to time with representatives of Māori interests, broadcasters and others who, in the opinion of Te Māngai Pāho, can assist in the development of funding policies.

Te Māngai Pāho has designated itself as a public benefit entity (PBE) for financial reporting purposes and does not operate to make a financial return.

The financial statements of Te Māngai Pāho are for the year ended 30 June 2022 and were approved by the Board on 10 March 2023.

### ■ Basis of Preparation

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

### Statement of compliance

The financial statements have been prepared in accordance with the requirements of the Crown Entities Act 2004 which includes the requirement to comply with generally accepted accounting practice in New Zealand (NZ GAAP).

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

### Presentation currency and rounding

The financial statements are presented in New Zealand dollars and all values are rounded to the nearest thousand dollars (\$000).

Standards issued and not yet effective and not early adopted

### PBE IPSAS 41 Financial Instruments

PBE IPSAS 41 replaces the service performance reporting requirements of PBE IFRS 9 Financial Instruments and is effective for the year ending 30 June 2023, with earlier adoption permitted. Te Māngai Pāho has assessed that there will be little change as a result of adopting the new standard, as the requirements are similar to those contained in PBE IFRS 9. Te Māngai Pāho has not early adopted the standard.

### PBE FRS 48 Service Performance Reporting

PBE FRS 48 replaces the service performance reporting requirements of PBE IPSAS 1 Presentation of Financial Statements and is effective for reporting periods beginning on or after 1 January 2022. Te Māngai Pāho has not yet determined how application of PBE FRS 48 will affect its statement of performance. Te Māngai Pāho has not early adopted the standard.

### ■ Summary of Significant Accounting Policies

Significant accounting policies are included in the notes to which they relate.

Significant accounting policies that do not relate to a specific note are outlined below.

### Goods and services tax

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, it is recognised as part of the related asset or expense.

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

The net GST received from, or paid to Inland Revenue, 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.

### Income tax

Te Māngai Pāho is exempt from the payment of income tax in accordance with section 53O of the Broadcasting Act 1989.



## Budget figures

The budget figures are derived from the statement of performance expectations as approved by the Board at the beginning of the financial year. The budget figures have been prepared in accordance with NZ GAAP, using accounting policies that are consistent with those adopted by the Board in preparing these financial statements.

## Cost allocation

The cost of output classes, as presented in the statement of performance, report the total funding allocations made for the television and radio outputs for the year ended 30 June 2022. The costs of administering the television and radio outputs are also reported.

There have been no changes to the cost allocation methodology since the date of the last audited financial statements.

## Critical accounting estimates and assumptions

In preparing these financial statements, Te Māngai Pāho has made estimates and assumptions concerning the future. These estimates and assumptions may differ from subsequent actual results. The estimates and assumptions are based on historical experience and other factors, including expectations of future events, that are believed to be reasonable under the circumstances. The estimates and assumptions are evaluated on an ongoing basis.

## Critical judgements in applying accounting policies

Management has exercised critical judgement in applying the accounting policy in relation to Funding Expenditure – refer to Note 5.

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## 2. Revenue

### ■ Accounting policy

#### Funding from the Crown

Te Māngai Pāho is primarily funded from the Crown. This funding is restricted in its use for the purposes set out in Section 53 of the Broadcasting Act 1989 and the scope of the relevant Crown appropriations.

Te Māngai Pāho considers there are no conditions attached to the funding and it is recognised as revenue at the point of entitlement, which is considered to be the start of the appropriation period to which the funding relates.

The fair value of revenue from the Crown has been determined to be equivalent to the amounts due in the funding arrangements.

#### Interest revenue

Interest revenue is recognised by accruing, on a time proportion basis, the interest due for the investment.

#### Breakdown of other revenue and further information

	2022 Actual \$000	2021 Actual \$000
<b>Other revenue includes:</b>		
Interest revenue	241	308
Previous funding allocations reversed	415	370
Revenue from programme sales	1	2
<b>Total other revenue</b>	<b>657</b>	<b>680</b>

The level of funding allocations reversed is variable, depending on the amount of funding unspent or not taken up by third parties, each for different reasons acceptable to Te Māngai Pāho.

### 3. Personnel costs

#### ■ Accounting policy

##### Salaries and wages and employee entitlements

Employee entitlements to salaries and wages, annual leave and other similar benefits are recognised in the Statement of Comprehensive Revenue and Expense when they accrue to employees.

#### ■ Superannuation schemes

##### Defined contribution scheme

Employer contributions to KiwiSaver are accounted for as contributions to a defined contribution superannuation scheme and are recognised as an expense in the surplus or deficit as incurred.

##### Breakdown of personnel costs and further information

	2022 Actual \$000	2021 Actual \$000
Salary and wages	1,901	1,670
Employer contributions to defined contribution scheme	55	46
Increase/(decrease) in employee entitlements (note 12)	(28)	(24)
Other personnel costs	50	77
<b>Total personnel costs</b>	<b>1,978</b>	<b>1,769</b>

In 2022 six employees received total remuneration in excess of \$100,000. Their remuneration bands are as follows:

	2022 Number of Employees	2021 Number of Employees
Total remuneration paid or payable:		
\$100,000–\$110,000	0	1
\$110,001–\$120,000	0	2
\$120,001–\$130,000	1	0
\$130,001–\$140,000	1	0
\$140,001–\$150,000	0	1
\$150,001–\$160,000	2	1
\$170,001–\$180,000	0	1
\$180,001–\$190,000	1	0
\$220,001–\$230,000	0	1
\$230,001–\$240,000	1	0
<b>Total employees</b>	<b>6</b>	<b>7</b>

During the year ended 30 June 2022 no employee received compensation and other benefits in relation to cessation. (2021: nil)

The total value of remuneration paid or payable to each Board member during the year was as follows:

	2022 Actual \$000	2021 Actual \$000
Dr. Eruera Tarena (Chair)	28	28
Paraone Gloyne (Deputy Chair)	11	11
Kim Ngarimu	9	7
Tamalene Painting	11	9
Vanessa Clark (to December 2021)	4	9
<b>Total board fees</b>	<b>63</b>	<b>64</b>

Payment of \$2,160 was made to the independent chair of the Audit and Risk Committee during the financial year. (2021 \$720)

Employer's Liability insurance cover was held during the financial year in respect of the liability or costs of Board members and employees.

No Board members received compensation or other benefits in relation to cessation. (2021 nil)



Te Haakura Ihimaera-Manley and Atareta Milne, Aotearoa Music Awards 2021

## 4. Administration expenditure

### ■ Accounting policy

#### Operating leases

An operating lease is a lease that does not transfer substantially all the risks and rewards incidental to ownership of an asset to the lessee.

Lease payments under Te Māngai Pāho's operating lease for its premises are recognised as an expense on a straight-line basis over the lease term.

#### Breakdown of administration expenditure

	2022 Actual \$000	2021 Actual \$000
<b>Overheads</b>		
Personnel costs	1,978	1,769
Office overheads	451	303
Depreciation	39	35
Amortisation	144	121
Fees to auditor:		
Audit fees for financial statements audit	60	47
Fees for assurance and related services	2	32
Operating lease expense	161	174
Professional services and consultants fees	106	281
Board and sub-committee costs		
- fees	63	64
- travel, accommodation, other	9	28
	<b>3,013</b>	<b>2,854</b>
<b>Consultation</b>		
Hui/Liaison	13	69
	<b>13</b>	<b>69</b>
<b>Development</b>		
Monitoring/surveys	57	325
Professional assessors	39	76
Publications and reports	51	56
Promotions	23	11
	<b>170</b>	<b>468</b>
<b>Total administration expenditure</b>	<b>3,196</b>	<b>3,391</b>

## ■ Operating leases as lessee

The future minimum lease payments to be made for Te Māngai Pāho premises are as follows:

	2022 Actual \$000	2021 Actual \$000
Not later than 1 year	64	174
Later than 1 year and not later than 5 years	0	0
Later than 5 years	0	0
<b>Total lease payments</b>	<b>64</b>	<b>174</b>

The lease expires in May 2023

## 5. Funding expenditure

### ■ Accounting policy

The allocation of funds to broadcasting projects is recognised as expenditure in the financial year the allocation is made provided that, prior to the end of the financial year, the project has received Board approval and both of the parties have signed the contract.

Funding expenditure includes funds related to contracts signed by both parties but not paid out at year end. The funds not paid out are recorded as funding liabilities in the statement of financial liability. This liability is reduced as the applicant is paid according to the drawdown schedule.

### ■ Critical judgements in applying accounting policies

Te Māngai Pāho has exercised judgement in developing its funding expenditure accounting policy above, as there is no specific accounting standard for funding expenditure.

Te Māngai Pāho is of the view that once the conditions in the policy have been met, the funding recipient has a valid expectation that funding will be paid, and that is the point at which expenditure is recognised. Any milestones included in underlying contracts are for administrative purposes only.

Since the introduction of the new PBE accounting standards there has been debate on the appropriate framework to apply when accounting for such expenditure. Te Māngai Pāho is aware that the need for a clear standard or authoritative guidance on accounting for funding expenditure has been raised with the New Zealand Accounting Standards Board and will consider any developments.

## Breakdown of funding expenditure and further information

Funding Expenditure	2022 Actual \$000	2021 Actual \$000
<b>Diverse Content</b>		
Whaakata Māori	19,150	16,000
Other programmes	34,455	33,500
Less: Attributable to NZ On Air	(4,139)	(3,385)
Contestable Funding	30,316	30,115
Ngā Aho Whakaari	0	130
<b>Total Diverse Content</b>	<b>49,467</b>	<b>46,245</b>
<b>Iwi Radio</b>		
Iwi station operational funding	12,600	10,896
Radio distribution network	420	420
Programmes	2,063	1,450
Te Whakaruruhau o Ngā Reo Irirangi Māori	0	130
<b>Total Iwi Radio</b>	<b>15,083</b>	<b>12,896</b>
<b>Total Māori Music</b>	<b>997</b>	<b>939</b>
<b>Industry Support</b>		
Archiving	575	575
Capacity building	1,245	2,350
Other	719	1,288
<b>Total Industry Support</b>	<b>2,538</b>	<b>4,213</b>
<b>Total funding expenditure</b>	<b>68,085</b>	<b>64,293</b>

Further information about funding expenditure is reported in the performance information on pages 42–74 and in details of funding expenditure on pages 108–117.

## 6. Cash and cash equivalents

### ■ Accounting policy

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

### Breakdown of cash and cash equivalents

	2022 Actual \$000	2021 Actual \$000
Cash at bank and on hand	111	4
Bank deposits held at call	8,053	4,705
Less: Attributable to NZ On Air	(1,057)	(320)
Bank deposits held at call net	6,996	4,385
<b>Total cash and cash equivalents</b>	<b>7,107</b>	<b>4,389</b>

## 7. Receivables

### ■ Accounting policy

Short-term receivables are recorded at the amount due, less any provision for uncollectability.

A receivable is considered uncollectable when there is evidence that the amount due will not be fully collected. The amount that is uncollectable is the difference between the amount due and the present value of the amount expected to be collected.

### Breakdown of receivables and further information

	2022 Actual \$000	2021 Actual \$000
<b>Exchange transactions</b>		
- Accrued interest receivable	10	25
- Sundry debtors	3,947	2,794
- Less Attributable to NZ On Air	(3,147)	(2,727)
<b>Total receivables</b>	<b>810</b>	<b>92</b>

All receivables greater than thirty days are considered to be past due.

## 8. Investments

### ■ Accounting policy

#### Bank term deposits

Bank term deposits are initially measured at the amount invested. Interest is subsequently accrued and added to the investment balance.

### Breakdown of investments and further information

	2022 Actual \$000	2021 Actual \$000
Term deposits current portion	25,000	23,920
Term deposits non-current portion	0	0
<b>Total investments</b>	<b>25,000</b>	<b>23,920</b>

The carrying amount of all term deposits approximates their fair value.

## 9. Property, plant and equipment

### ■ Accounting policy

Property, plant and equipment consists of five asset classes. These are office equipment, furniture and fittings, computer equipment, leasehold improvements and motor vehicles. All these asset classes are measured at cost less accumulated depreciation and impairment losses.

#### Additions

The cost of an item of property, plant and equipment is recognised as an asset only when it is probable that future economic benefits or service potential associated with the item will flow to Te Māngai Pāho, and the cost of the item can be measured reliably.

In most instances an item of property, plant and equipment is initially recognised at its cost. Where an asset is acquired through a non-exchange transaction it is recognised at its fair value as at the date of acquisition.

Costs incurred subsequent to initial acquisition are capitalised only when it is probable that future economic benefits or service potential associated with the item will flow to Te Māngai Pāho and the cost of the item can be measured reliably.

The costs of day-to-day servicing of property, plant and equipment are expensed in the surplus or deficit as they are incurred.

#### Disposals

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount of the asset. Gains and losses on disposals are reported net in the surplus or deficit.

#### Depreciation

Depreciation is provided on a straight-line basis on all property, plant and equipment at rates that will write off the cost of the assets to their estimated residual values over their useful lives. The useful lives and associated depreciation rates of the classes of property, plant and equipment have been estimated as follows:

Office equipment	5 years	20%
Furniture and fittings	9 to 10 years	11%
Computer equipment	3 years	33%
Leasehold improvements	4 to 6 years	17–25%
Motor vehicle	5 years	20%

Leasehold improvements are depreciated over the unexpired period of the lease, or the estimated remaining useful lives of the improvements, whichever is the shorter.

#### Impairment of property, plant and equipment

Property, plant and equipment held at cost 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 carrying amount of the asset exceeds its recoverable amount. The recoverable service amount is the higher of the asset's fair value, less costs to sell, and value in use.

Value in use is the present value of an asset's remaining service potential. It is determined using an approach based on depreciated replacement cost.

If an asset's carrying amount exceeds its recoverable amount the asset is regarded as impaired and the carrying amount is written down to the recoverable amount. The total impairment loss is recognised in the surplus or deficit.

The reversal of an impairment loss is recognised in the surplus or deficit.



## ■ Critical accounting estimates and assumptions

The useful lives and residual values of property, plant and equipment are reviewed at each balance date. In doing this, a number of factors are considered, including the physical condition of the asset, the expected period of use of the asset by Te Māngai Pāho and expected disposal proceeds from the future sale of the asset.

Te Māngai Pāho has not made changes to past assumptions concerning useful lives and residual values.

### Breakdown of property, plant and equipment and further information

	Office equipment \$000	Furniture and fittings \$000	Computer equipment \$000	Leasehold improvements \$000	Motor vehicle \$000	Total \$000
<b>Cost or valuation</b>						
<b>Balance at 1 July 2020</b>	44	60	123	129	40	396
Additions	0	2	26	0	40	68
Disposals	0	0	(3)	0	(40)	(43)
<b>Balance at 30 June 2021</b>	<b>44</b>	<b>62</b>	<b>146</b>	<b>129</b>	<b>40</b>	<b>421</b>
<b>Balance at 1 July 2021</b>	44	62	146	129	40	421
Additions	0	0	20	0	0	20
Disposals	0	0	0	0	0	0
<b>Balance at 30 June 2022</b>	<b>44</b>	<b>62</b>	<b>166</b>	<b>129</b>	<b>40</b>	<b>441</b>
<b>Accumulated depreciation and impairment losses</b>						
<b>Balance at 1 July 2020</b>	36	36	92	129	40	333
Depreciation expense	4	4	20	0	7	35
Eliminate on disposal	0	0	(3)	0	(40)	(43)
Impairment losses	0	0	0	0	0	0
<b>Balance at 30 June 2021</b>	<b>40</b>	<b>40</b>	<b>109</b>	<b>129</b>	<b>7</b>	<b>325</b>
<b>Balance at 1 July 2021</b>	40	40	109	129	7	325
Depreciation expense	4	3	24	0	8	39
Eliminate on disposal	0	0	0	0	0	0
Impairment losses	0	0	0	0	0	0
<b>Balance at 30 June 2022</b>	<b>44</b>	<b>43</b>	<b>134</b>	<b>129</b>	<b>15</b>	<b>365</b>
<b>Carrying amounts</b>						
At 1 July 2020	8	24	31	0	0	63
At 30 June and 1 July 2021	4	22	37	0	33	96
<b>At 30 June 2022</b>	<b>0</b>	<b>19</b>	<b>32</b>	<b>0</b>	<b>25</b>	<b>76</b>

## 10. Intangible assets

### ■ Accounting policy

#### Software acquisition and development

Acquired computer software licences are capitalised on the basis of the costs incurred to acquire and bring to use the specific software.

Costs that are directly associated with the development of software for internal use are recognised as an intangible asset. Direct costs include software development employee costs and an appropriate portion of relevant overheads.

Staff training costs are recognised as an expense when incurred.

Costs associated with maintaining computer software are recognised as an expense when incurred.

Costs associated with development and maintenance of Te Māngai Pāho's website are recognised as an expense when incurred.

#### Amortisation

The carrying value of an intangible asset with a finite life is amortised on a straight-line basis over its useful life. Amortisation begins when the asset is available for use and ceases at the date that the asset is derecognised. The amortisation charge for each financial year 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	33%
Developed computer software	4 years	25%

#### Impairment of intangible assets

Refer to the policy for impairment of property, plant and equipment in Note 9. The same approach applies to the impairment of intangible assets.

### ■ Critical accounting estimates and assumptions

The useful lives of the software are considered reasonable based on the current performance and use of the software and there are currently no indicators that the period of use of the software will be materially different.

## Breakdown of intangible assets and further information

	Acquired software \$000	Developed software \$000	Total \$000
<b>Cost</b>			
<b>Balance at 1 July 2020</b>	40	907	947
Additions	0	166	166
Disposals	0	0	0
<b>Balance at 30 June 2021</b>	<b>40</b>	<b>1,073</b>	<b>1,113</b>
<b>Balance at 1 July 2021</b>	40	1,073	1,113
Additions	0	94	94
Disposals	0	0	0
<b>Balance at 30 June 2022</b>	<b>40</b>	<b>1,168</b>	<b>1,208</b>
<b>Accumulated amortisation and impairment losses</b>			
<b>Balance at 1 July 2020</b>	40	654	694
Amortisation expense	0	121	121
Disposals	0	0	0
Impairment losses	0	0	0
<b>Balance at 30 June 2021</b>	<b>40</b>	<b>775</b>	<b>815</b>
<b>Balance at 1 July 2021</b>	40	775	815
Amortisation expense	0	144	144
Disposals	0	0	0
Impairment losses	0	0	0
<b>Balance at 30 June 2022</b>	<b>40</b>	<b>919</b>	<b>959</b>
<b>Carrying amounts</b>			
At 1 July 2020	0	253	253
At 30 June 2021	0	298	298
<b>At 30 June 2022</b>	<b>0</b>	<b>249</b>	<b>249</b>

There are no restrictions over the title of Te Māngai Pāho's intangible assets, nor are any pledged as security for liabilities.

## 11. Payables

### ■ Accounting policy

Short-term payables are recorded at the amount payable.

### Breakdown of payables

	2022 Actual \$000	2021 Actual \$000
<b>Exchange transactions</b>		
- Trade creditors	87	47
- Accruals	144	370
<b>Non exchange transactions</b>		
- GST payable	92	409
- Attributable to NZ On Air	0	(339)
<b>Total payables</b>	<b>322</b>	<b>487</b>

## 12. Employee entitlements

### ■ Accounting policy

#### Short-term employee entitlements

Employee benefits that are due to be settled within twelve months after the end of the period in which the employee provides the related service are measured based on accrued entitlements at current rates of pay. These include salaries and wages accrued up to balance date, annual leave earned but not yet taken at balance date.

A liability and an expense are recognised for bonuses where there is a contractual obligation or where there is past practice that has created a constructive obligation and a reliable estimate of the obligation can be made.

#### Breakdown of employee entitlements

	2022 Actual \$000	2021 Actual \$000
<b>Current employee entitlements are represented by:</b>		
Accrued salaries and wages	7	0
Annual leave	173	152
<b>Total employee entitlements</b>	<b>180</b>	<b>152</b>

## 13. Funding liabilities

### ■ Accounting policy

At the time projects are approved by the Board of Te Māngai Pāho and both parties have signed the contract, expenditure is charged against the current year's income and recorded as a liability. The liability is reduced as the funding recipient is paid according to the drawdown schedule specified in the funding contract. It is expected that the majority of these liabilities will be paid out over the next twelve months.

### Breakdown of funding liabilities and further information

	2022 Actual \$000	2021 Actual \$000
Diverse Content	24,842	19,572
Iwi Radio	476	212
Māori Music	902	360
Industry Support	1,218	1,345
<b>Total funding liabilities</b>	<b>27,438</b>	<b>21,489</b>

Movements for each class of liability are as follows:

	Notes	DIVERSE CONTENT	IWI RADIO	MĀORI MUSIC	INDUSTRY SUPPORT	Total
<b>2022</b>		\$000	\$000	\$000	\$000	\$000
<b>Balance at 1 July 2021</b>		<b>19,572</b>	<b>212</b>	<b>360</b>	<b>1,345</b>	<b>21,489</b>
Additional funding allocated	5	52,384	15,083	997	4,289	72,753
Less: Attributable to NZ On Air		(2,917)	0	0	0	(2,917)
Less: Attributable to Matariki Income		0	0	0	(1,750)	(1,750)
Additional funding allocated		49,467	15,083	997	2,539	68,086
Amounts used		(43,961)	(14,819)	(414)	(2,457)	(61,651)
Unused amounts reversed		(237)	0	(41)	(208)	(486)
<b>Balance at 30 June 2022</b>		<b>24,841</b>	<b>476</b>	<b>902</b>	<b>1,218</b>	<b>27,438</b>

### 2021

<b>Balance at 1 July 2020</b>		<b>16,027</b>	<b>740</b>	<b>113</b>	<b>725</b>	<b>17,605</b>
Additional Funding		49,630	12,896	939	4,213	67,678
Less: Attributable to NZ On Air		(3,385)	0	0	0	(3,385)
Additional funding allocated	5	46,245	12,896	939	4,213	64,293
Amounts used		(42,686)	(13,394)	(659)	(3,533)	(60,272)
Unused amounts reversed		(14)	(30)	(33)	(60)	(137)
<b>Balance at 30 June 2021</b>		<b>19,572</b>	<b>212</b>	<b>360</b>	<b>1,345</b>	<b>21,489</b>

## 14. Contingencies

### ■ Contingent liabilities

There are no contingent liabilities at balance date (2021 \$nil)

### ■ Contingent assets

Te Māngai Pāho has no contingent assets at balance date (2021 \$nil)

## 15. Equity

### ■ Accounting policy

Equity is measured as the difference between total assets and total liabilities and comprises accumulated funds.

### Capital management

Te Māngai Pāho's capital is its equity.

Te Māngai Pāho is subject to the financial management and accountability provisions of the Crown Entities Act 2004, which impose restrictions in relation to borrowings, acquisition of securities, issuing guarantees and indemnities, and the use of derivatives. All these provisions have been complied with during the year.

Te Māngai Pāho manages its equity as a by-product of prudently managing revenues, expenses, assets, liabilities, investments and general financial dealings, to ensure it effectively achieves its objectives and purpose, while remaining a going concern.

## 16. Related party transactions

Te Māngai Pāho is controlled by the Crown.

Related party disclosures have not been made for transactions with related parties that are within a normal supplier or client/recipient relationship and are on terms and conditions no more or less favourable than those that it is reasonable to expect Te Māngai Pāho would have adopted in dealing with the party at arm's length in the same circumstances.

Transactions with other government agencies, such as government departments and Crown entities, are not disclosed as related party transactions when they are on normal terms and conditions consistent with the normal operating arrangements between government agencies.

There were no transactions with any related party or government agency that did not come within the above criteria (2021 \$nil).

### Key management personnel compensation

Key management personnel includes Board members, the chief executive and the three other members of the senior management team.

	2022 Actual \$000	2021 Actual \$000
Salary and other short term employee benefits comprise:		
- Remuneration of board members	63	64
Full time equivalent board members	0.5	0.5
- Remuneration of senior management team	828	778
Full time equivalent senior management team members	4	5
<b>Total key management personnel compensation</b>	<b>891</b>	<b>842</b>
<b>Total full-time equivalent personnel</b>	<b>4.5</b>	<b>5.5</b>

The full-time equivalent for Board members has been determined based on the frequency and length of Board meetings and the estimated time for Board members to prepare for meetings. An analysis of Board member remuneration is provided in Note 3.

## 17. Financial instruments

### ■ Financial instrument categories

The carrying amounts of financial assets and liabilities in each of the financial instrument categories are as follows:

	2022 Actual \$000	2021 Actual \$000
<b>Loans and receivables</b>		
Cash and cash equivalents	7,107	4,389
Receivables	810	92
Investments – term deposits	25,000	23,920
<b>Total loans and receivables</b>	<b>32,917</b>	<b>28,401</b>
<b>Financial liabilities measured at amortised cost</b>		
Payables	322	487
Funding provisions	27,438	21,489
<b>Total financial liabilities measured at amortised cost</b>	<b>27,760</b>	<b>21,976</b>

### ■ Fair value

All financial instruments are recognised in the statement of financial position at their carrying amounts and, because of the short term nature of the financial instruments, these amounts are considered to be a reasonable approximation of their fair value.

There has been no change from the previous period in the method for determination of the fair values of financial instruments.

### ■ Financial instrument risks

Te Māngai Pāho's activities expose it to a variety of financial instrument risks including market risk, credit risk and liquidity risk. Te Māngai Pāho has policies to manage these risks and seeks to minimise exposure from financial instruments. These policies do not allow transactions that are speculative in nature to be entered into.

#### Market risk

The only market risk that Te Māngai Pāho is subject to is interest rate risk. Interest rate risk is the risk that the fair value of, or cash flows from, financial instruments will fluctuate because of changes in market interest rates.

Te Māngai Pāho's exposure to fair value and cash flow interest rate risk is limited to its bank deposits. Interest rate risk is managed by having a spread of investment maturity dates, in order to limit exposure to short term interest rate movements.

#### Sensitivity analysis

As at 30 June 2022, if the floating interest rate on bank call deposits had been 100 basis points higher or lower, with all other variables held constant, the surplus/deficit for the year would have been \$71,070 (2021 \$43,890) higher or lower.

■ **Credit risk**

Credit risk is the risk that a third party will default on its obligation to Te Māngai Pāho, causing it to incur a loss.

Te Māngai Pāho is exposed to credit risk from cash and term deposits with banks, and from receivables.

The maximum credit exposure is the carrying amount in the statement of financial position.

Due to the timing of cash inflows and outflows, Te Māngai Pāho invests surplus cash with banks which are registered in New Zealand and which have Standard and Poor's credit ratings of AA- or above. Te Māngai Pāho's investment policy limits the amount of credit exposure to any one institution.

There is no significant concentration of credit risk pertaining to accounts receivable.

No collateral or security is required to support financial instruments.

**Credit quality of financial assets**

The credit quality of financial assets is assessed by reference to Standard and Poor's credit ratings (if available) or to historical information about counterparty default rates:

	30 June 2022 Actual \$000	30 June 2021 Actual \$000
<b>Counterparties with credit ratings</b>		
<b>Cash at bank and term deposits</b>		
AA-	32,107	28,309
<b>Total cash at bank and term deposits</b>	<b>32,107</b>	<b>28,309</b>

**Counterparties without credit ratings**

<b>Receivables</b>		
With no defaults in the past	810	88
<b>Total Receivables</b>	<b>810</b>	<b>88</b>



## ■ Liquidity risk

Liquidity risk represents Te Māngai Pāho's ability to meet its contractual obligations associated with financial liabilities.

Te Māngai Pāho evaluates its liquidity requirements on an on-going basis, by preparing monthly budget analysis which are used to coordinate the timing of investment maturity with payments due.

The table below analyses Te Māngai Pāho's financial liabilities into relevant maturity groupings based on the remaining period at balance date to the contractual maturity date. The amounts disclosed are the contractual undiscounted cash flow amounts.

	Less than 6 months \$000	Between 6 months and 1 year \$000	Between 1 and 5 years \$000
<b>2022</b>			
Payables (note 11)	322	0	0
<b>2021</b>			
Payables (note 11)	487	0	0

Te Māngai Pāho also has funding provisions of \$27.438m at 30 June 2022 (2021: \$21.489m). It is expected that these will be paid by 30 June 2022. Most of these payments will be made on the achievement of milestones or activities whose timing is not specified, rather than on contractual dates.

## 18. Post balance day events

There were no significant events after balance date 2022 (2021: Nil)

Te Māngai Pāho was required under section 156(3) of the Crown Entities Act 2004 to complete its audited financial statements and statement of performance by 31 December 2022. This timeframe was not met because Audit New Zealand was unable to complete the audit within this timeframe due the consequential effects of COVID-19, including an auditor shortage.

## 19. Explanation of major variances against budget

Explanations for significant variations from Te Māngai Pāho's budgeted figures in the Statement of Performance Expectations are as follows:

### ■ Statement of financial position

*Investments* were more than budgeted, by \$8.200 million, mostly due to a slower rate of payment of contract milestones than in past years.

*Current liabilities* were more than budgeted, by \$12.640 million, mostly due to the level of funding provisions unpaid at year end.

### ■ Statement of cash flows

*Net cash flows* from operating activities were more than budgeted by \$6.612 million as an additional \$0.059 million was received in Crown revenue and \$6.934 million less cash was disbursed on payments to suppliers and for funding by year end than budgeted.

*Net cash flows applied to investing activities* were less than budgeted by \$3.795 million as more cash was available to invest. This was due to projects being completed at a slower rate than usual so that disbursements were less than budgeted as noted above.

*Cash and cash equivalents* were \$6.907m more than budgeted, largely due to more investments being placed on term deposit with maturity dates of less than three months.

■ **Financial Impact of COVID-19**

The effect on our operations is reflected in these financial statements, based on the information available the date these financial statements are signed.

We have also disclosed in the financial statements our significant assumptions and judgements regarding any future potential impacts that may have a material impact on Te Māngai Pāho.

The main impacts on Te Māngai Pāho’s financial statements due to COVID-19 are explained below.

■ **Funding Expenditure**

**Operating Expenses**

Although total operating expenditure is under budget, this was not attributable to COVID-19. While there were some savings in terms of travel, accommodation and other meeting costs during lockdown, this was not significant in the full year result.

**Investments and Funding Liabilities**

The impact of COVID-19 restrictions meant that many projects had their timetables delayed. This in turn meant that milestones were not met in the expected timeframe so that less cash was disbursed at year end than would have normally been the case. Consequently, funding liabilities are \$5,949 million more than last year and investments and cash on hand are \$3.798 million more than 2020/21.



Matariki Dawn: Mānawātia a Matariki, Kahawai Productions



Hahana, Blackout Media Ltd

# O4L

# Ngā Rārangi Pūtea

## Funding

# Ngā Kaupapa Whānui

## Diverse Content Funding

Contract Title	Registered Provider Name	Allocated Amount	Number of Episodes and Duration	Total Duration	Platform
Kia Mate ā Ururoa!	2B Media Limited	\$160,000	1 x 56 minutes	56	Whakaata Māori
REOViews	Aorewa Creative	\$47,000	8 x 10 minutes	80	YouTube
Tamariki Haka 3	Arataua Limited	\$267,115	20 x 9 minutes	180	YouTube
Auraki	Black Iris	\$293,561	8 x 26 minutes	208	Whakaata Māori
Taiororua Takeover	Blackout Media	\$177,000	85 x 3 minutes	255	Instagram
Poniponi	Cinco Cine Film Productions Limited	\$338,592	12 x 9.5 minutes	114	Whakaata Māori
Tākaro Tribe (Series 5)	Cinco Cine Film Productions Limited	\$499,987	20 x 12 minutes	240	Whakaata Māori
Pūkana 2022	Cinco Cine Film Productions Limited	\$1,350,000	80 x 26 minutes	2080	Whakaata Māori
E.I.A.I.E Kaupapa Anthems	Creative Natives	\$235,000	30 x 3 minutes	90	Facebook
Toru x Te Wiki o Te Reo Māori	Discovery NZ	\$150,000	N/A	N/A	Other
Law Over Lore	Faultline Films	\$258,221	1 x 40 minutes + 5 x 8 minutes	80	NZME
1.5 Degrees a Global Warning	Faultline Films	\$284,138	8 x 25 minutes + 8 x 8 minutes	264	Whakaata Māori
The Art of War	Fire Fire Limited	\$210,000	6 x 10 minutes	60	YouTube

Contract Title	Registered Provider Name	Allocated Amount	Number of Episodes and Duration	Total Duration	Platform
Imposter	Fire Fire Limited	\$87,500	5 x 10 minutes	50	Facebook
No Limits	Fire Fire Limited	\$97,500	6 x 10 minutes	60	Whakaata Māori
Whānau Kai – The Giving Series 2.0	Gourmet Pepper Limited	\$175,683	40 x 10 minutes + 80 x 60 minutes	5200	Instagram
Kia Ora, Good Evening	Great Southern Television Limited	\$115,939	1 x 44 minutes	44	Discovery
The Hui Series 7	Great Southern Television Limited	\$965,000	40 x 28 minutes	1120	Three
The Casketeers Series Six	Great Southern Television Limited	\$299,451	8 x 23 minutes	184	TVNZ1
Waka to Worlds	HiMama Limited	\$400,000	6 x 26 minutes + 12 x 10 minutes	276	Facebook
Nanakia 2	Hikoi NZ	\$530,980	10 x 24 minutes	240	Whakaata Māori
Mahi Pai	HiMama Limited	\$250,360	20 x 9 minutes	180	Whakaata Māori
The Walkers Season 2	HiMama Limited	\$640,000	6 x 22.5 minutes	135	TVNZ2
I Will Not Speak Māori	HiMama Limited	\$297,330	1 x 44 minutes	44	TVNZ1
M9	J & A Productions	\$138,330	27 x 10 minutes	270	Stuff
Hōiho – Riding On	Kapu TT Productions Limited	\$390,000	8 x 26 minutes	208	Whakaata Māori
Nā Wai i Tekā? Series 2	Kura Productions Limited	\$358,870	32 x 45 minutes	1440	Facebook
Te Pāmu Kūmara	Kura Productions Limited	\$550,348	6 x 10 minutes	60	Whakaata Māori
Ahikāroa Series 5	Kura Productions Limited	\$2,500,000	20 x 26 minutes	520	Whakaata Māori
IMPOSSIBLE: STAN WALKER	Kura Productions Limited	\$183,873	1 x 44 minutes	44	TVNZ2
Pipi Mā – Terenga 6	Long White Cloud Productions	\$500,000	12 x 6 minutes	72	Whakaata Māori
Living By The Stars – Season 4 – Te Maramataka	Long White Cloud Productions	\$400,000	20 x 3 minutes	60	Whakaata Māori
Ariki 3	Mahi Tahi Media Limited	\$588,349	13 x 26 minutes	338	Whakaata Māori
Ohinga, Series 2	Mahi Tahi Media Limited	\$500,000	50 x 4 minutes	200	TVNZ
HAKA LIFE Te Matatini 2023	Mako Media Limited	\$204,109	10 x 10 minutes	100	Facebook
Livin Māori	Manaia M Limited	\$273,636	5 x 4 minutes	20	Facebook
Getting Through	Manaialuke Limited	\$240,000	60 x 3 minutes	180	Facebook-Instagram-TikTok
2021/22 Māori Television Content Production Funding	MĀORI TELEVISION SERVICE	\$19,150,000	32370	32370	Whakaata Māori

Contract Title	Registered Provider Name	Allocated Amount	Number of Episodes and Duration	Total Duration	Platform
Ngā Kōtiro o Taranaki	Māoriland Charitable Trust	\$256,013	10 x 5 minutes	50	Whakaata Māori
Feature Animation Series	Matewa Media	\$450,000	2 x 95 minutes	190	Whakaata Māori
Hurō Pepi II	Mauri Media	\$424,348	8 x 26 minutes	208	Whakaata Māori
UNTITLED URSULA WILLIAMS PROJECT	Monsoon Pictures International Limited	\$200,000	1 x 80 minutes	80	Whakaata Māori
Mother Tongue	Matapihi Limited	\$80,000	9 x 8 minutes + 3 x 30 minutes	162	Whakaata Māori
Waiata Anthems Series Two	Notable Pictures Limited	\$547,219	6 x 15 minutes + 6 x 4 minutes + 6 x 4 minutes	138	TVNZ
Marae 2022	Pango Productions Limited	\$1,601,899	40 x 22 minutes	880	TVNZ
Piri's Tiki Tour – Season 05	Pango Productions Limited	\$721,540	10 x 23 minutes	230	Three
MATCH FIT 2	Pango Productions Limited	\$935,915	6 x 44 minutes	264	Three
National Treasures 02	Pango Productions Limited	\$609,428	4 x 44 minutes	176	TVNZ
Get the Name Right	Pango Productions Limited	\$346,687	6 x 22 minutes	132	ThreeNow
The River	Pito Productions Limited	\$216,034	6 x 12 minutes	72	Whakaata Māori
NGĀTI POROU: EAST COAST	Radio Ngāti Porou Charitable Trust	\$500,212	4 x 22 minutes	88	Iwi Radio
Waka Huia	Scottie Douglas Productions Limited	\$1,250,000	40 x 29 minutes	1160	TVNZ1
Wild Kai Legends 3	Scottie Douglas Productions Limited	\$594,200	10 x 23 minutes	230	TVNZ Duke
Shortland Street – Te Wiki o te Reo!	South Pacific Pictures Limited	\$80,000	5 x 22 minutes	110	TVNZ
Hua Parakore	Storybox	\$307,287	8 x 26 minutes	208	Whakaata Māori
I Will Not Speak Māori	Tame Iti Limited	\$149,900	12 x 3 minutes	36	TVNZ1
#Proud to be Māori / Tū Māori ki te ao	Te Amokura Productions	\$275,229	25 x 2 x 60 minutes	3000	Whakaata Māori
The Adventures of Piripi Kaiwaru, AKA PHILLIP narrated by his mother!	Te Amokura Productions	\$149,628	6 x 5 minutes	30	RNZ
Homesteads	Te Imurangi Limited	\$403,728	8 x 30 minutes	240	Whakaata Māori
Tamaiti Tū	Te Noni Limited	\$351,270	20 x 9 minutes	180	Whakaata Māori
Rage Against The Rangatahi Season 2	Te Noni Limited	\$440,000	20 x 30 minutes	600	Whakaata Māori
Deed of Variation to the Te Reo o Te Uru Regional News (No.1)	Te Reo Irirangi o Taranaki Charitable Trust	\$400,000	28 x 30 minutes	840	Facebook
Deed of Variation to Tahu News (formerly Aoraki Matatū)	Te Rūnanga o Ngāi Tahu (trading as Tahu FM)	\$525,000	140 x 3 minutes	420	Facebook



Contract Title	Registered Provider Name	Allocated Amount	Number of Episodes and Duration	Total Duration	Platform
Paki Kēhua	Te Wānanga o Aotearoa	\$270,231	52 x 13 minutes	676	YouTube – Spotify
Te Karere 2021–22	Television New Zealand Limited	\$2,500,000	259 x 22.5 minutes	5827.5	TVNZ1
STOLEN LANDS – Betrayal of a Chief	Ten Canaries	\$349,656	5 x 26 minutes	130	RNZ
Alien Weaponry – The Film	The Down Low Concept Limited	\$150,000	1 x 90 minutes	90	Movie Theatres
Ka Pō Ka Ao (Rob Ruha with the APO – Matariki Concert)	Tipukura Limited	\$25,000	1 x 120 minutes	120	RNZ
DOV: Kairākau II	Velvet Stone Media Limited	\$150,000	6 x 26 minutes	156	Whakaata Māori
DOV: MOKO	Velvet Stone Media Limited	\$15,100	8 x 26 minutes	208	Whakaata Māori
The All Goods Race	WEST PARK	\$83,968	8 x 10 minutes	80	RNZ
<b>Total Allocated</b>		<b>\$49,467,365</b>			
<b>Budget</b>		<b>\$47,000,000</b>			



# Ngā Reo Irirangi Māori

## Radio Funding

Contract Title	Registered Provider Name	Allocated Amount
Deed o Variation to the Punga System Management Support Services (2020-21) (No.3)	Audio Video Consulting Group Limited	\$210,000
Deed of Variation to the Punga System Management Support Services (2020-21) (No.2)	Audio Video Consulting Group Limited	\$210,000
Deed of Variation to the Tai Pari Tai Timu Show (No. 3)	Moana Communications	\$140,000
Iwi Platform Funding Agreement (2021-2022) – Atiawa Toa FM	Atiawa Toa FM Limited	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Awa FM	Te Reo Irirangi o Whanganui Incorporated	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Kia Ora FM 89.8	Kia Ora FM 89.8 Trust	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Maniapoto FM	Te Reo Irirangi o Maniapoto	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Moana Radio	Moana Communications	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Ngā Iwi FM	Te Reo Irirangi o Pare Hauraki	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Ngāti Hine FM	Ngāti Hine Limited	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Radio Kahungunu	Te Reo o Ngāti Kahungunu Incorporated	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Radio Ngāti Porou	Radio Ngāti Porou Charitable Trust	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Radio Waatea	UMA Broadcasting Limited	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Raukawa FM	Te Reo Irirangi o Ngāti Raukawa	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Tahu FM	Te Rūnanga o Ngāi Tahu (trading as Tahu FM)	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Tainui Live	Te Whakakitenga o Waikato Incorporated (trading as Tainui Live)	\$600,000



Contract Title	Registered Provider Name	Allocated Amount
Iwi Platform Funding Agreement (2021-2022) – Tautoko FM	Te Whare Āwhina o Te Iwi Communtly Trust	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Te Arawa FM	Te Reo Irirangi o Te Arawa Trust	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Te Hiku 97.1 FM	Te Reo Irirangi o Te Hiku o Te Ika Incorporated	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Te Korimako o Taranaki 94.8 FM	Te Reo Irirangi o Taranaki Charitable Trust	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Te Ūpoko o Te Ika	Te Reo Irirangi o Te Ūpoko o Te Ika Trust Incorporated	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Tūmeke FM	Te Reo Irirangi o Te Mānuka Tūtahi	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Tūranga FM	Te Reo Irirangi o Tūranganui-a-Kiwa Limited	\$600,000
Iwi Platform Funding Agreement (2021-2022) – Tūwharetoa FM	Tūwharetoa FM Charitable Trust	\$600,000
Music Royalty Licence Fees Funding Agreement (2021-2022)	APRA New Zealand Limited	\$129,150
National Māori Radio News Service (2021-2022)	UMA Broadcasting Limited	\$1,600,000
Ngā Manu Kōrero Nationals 2021	Kia Ora FM 89.8 Trust	\$36,000
Radio Distribution Licence Fees (2021-2022)	Recorded Music New Zealand	\$157,500
<b>Total Allocated</b>		<b>\$15,082,650</b>
<b>Budget</b>		<b>\$15,000,000</b>

# Ngā Puoro Māori

## Music Funding

Contract Title	Registered Provider Name	Amount
Te Matatini Herenga Waka Herenga Tangata	Aotearoa Kapa Haka Limited	\$10,000
APRA Reo Māori Songhubs 2022	APRA New Zealand Limited	\$50,000
Whaikōrero Raps 2	Arataua Limited	\$35,000
Te Nūtube Waiata	Arataua Limited	\$40,000
Ātahu	Black Pearl Limited	\$10,000
Maiea	Black Pearl Limited	\$6,000
Sweet Mix Kids Te Reo Dance EP	C & S Partnership	\$12,000
Additional Funding to Pākia	Callan James	\$500
DOV: Pākia	Callan James Melaugh	\$1,000
Ka Puta Mai	Chad Chambers	\$10,000
He Ao, He Ao, He Aotearoa	CO2 Media Limited	\$10,000
Ngā Toi o Te Aro	Creative Capital Arts Trust	\$30,000
Music Mentoring Services 2021	Cushla Aston	\$12,000
Hauraki	Dallas Reti-Taukiri	\$10,000
Waiata Reo Māori Showcase	Dun Entertainment Limited	\$23,000
Dreamer	East Coast Music Limited	\$10,000
Whāia	Eugene Temara	\$8,000
UHA	Faith Stewart	\$10,000
Hoko Mātaitai	Hani Totorewa	\$10,000
Ngā Reo	IA Music Limited	\$10,000
Takahia Takoto	James Greenslade	\$10,000
Ora	Kaulab Limited	\$40,000
Tukua Te Kūata	Kog Mastering Limited	\$10,000
DOV Anhera	Kog Mastering Limited	\$500
DOV Tukua Te Kūata	Kog Mastering Limited	\$500
He Oro Taiohi 2.0	Kōkōmako Limited	\$4,800
Kōhimuhimu Mai	Kōkōmako Limited	\$10,000
Māranga Matika	Korou Digital Agency Limited	\$10,000
Anna's Reo EP (working title)	Loop Media NZ Limited	\$40,000

Contract Title	Registered Provider Name	Amount
Administration Funding Agreement (2021-2022) – MMIC	Māori Music Industry Coalition	\$125,000
Takahā	Mātahi Media Limited	\$10,000
Ake Ake Ai	Mātahi Media Limited	\$10,000
George FM Waiata Reo Remix Comp	MediaWorks Holdings Limited	\$20,000
Tōku Reo Tōku Taonga	Minaaka Limited	\$10,000
Te Atarau	Mohi Allen	\$9,600
Reversal – Pre-production	Mohi Allen	-\$1,536
Poutama	Native Niche	\$12,000
Kupe	Native Niche Limited	\$10,000
Reversal Poutama	Native Niche Limited	-\$12,000
Te Kura Tāpuhi	Nganeko Kararaina Eriwata	\$4,050
Te Rere o Kapuni	Nganeko Kararaina Eriwata	\$5,650
Waiata Takitahi	NZ On Air	\$72,000
Rangiaowhia	Oceans Before Me Charitable Trust	\$35,355
Pasifika Festival 2022 – Aotearoa Village Showcase	Pasifika Festival Trust	\$27,315
E Ihowa	Rākai Hakeke Whauwhau	\$10,000
DOV He Aroha	Rākai Whauwhau	\$500
Whina (Walk of Freedom)	Riqi Harawira	\$10,000
DOV Whina (Walk of Freedom)	Riqi Harawira	\$500
E Rere Mai (Fly Away)	Riqi Harawira	\$10,000
Reversal – Timely Completion	Riqi Morin Harawira	-\$500
Tō Roke	Shotcrete Construction Limited	\$10,000
DOV Tō Roke	Shotcrete Construction Limited	\$500
Hoki Mai Rā	Skyla-Jane Mark	\$10,000
Tiroiro Tawhiti	Taki Rua Productions Society Incorporated	\$5,500
Pouākai	Taki Rua Productions Society Incorporated	\$7,500
Nōku Nei Te Aroha	Tamarakau Hiini	\$10,000
Petihana Reo Māori	Te Reo o Ngāti Kahungunu Incorporated	\$10,000
Rongo ki te Oro	The Harmonic Resonators Limited	\$40,000
Producer Pilot	Tikidub Limited	\$46,200
He Aroha	Toni Huata Creations Limited	\$10,000
DOV Tūwhitia Te Hopo	Troy Kingi	\$500
Tirama	Tuakoi Ohia	\$10,000
Keihea (Music Video)	UMA Broadcasting Limited	\$6,400
Te Ata Hāpara (Music Video)	UMA Broadcasting Limited	\$2,000
Titiro Whakamuri, Haere Whakamua	UMA Broadcasting Limited	\$10,000
Isle Of View	Woodcut Productions Limited	\$6,400
DOV Isle of View	Woodcut Productions Limited	\$500
Nanny Pia	Woodcut Productions Limited	\$10,000
<b>Total Allocated</b>		<b>\$996,734</b>
<b>Budget</b>		<b>\$1,000,000</b>

# Te Pūtea Tautoko Ahumahi me te Whakatipu Raukaha

## Industry Support and Capacity Building

Contract Title	Registered Provider Name	Amount
Kupu X	Adrenalin Group Limited	\$25,000
2021 APRA Silver Scroll Awards	APRA New Zealand Limited	\$18,000
Tangata INC	Awa films Limited	\$50,000
VAXATHON	Blackout Media NZ	\$100,000
Feed the stars – Mānawatia a Matariki	Blackout Media NZ	\$20,000
Feed the stars	Blackout Media NZ	\$300,000
The Outlook for Someday	Connected Media Charitable Trust	\$50,000
Ngā Tamatoa Interviews	Creative Native Limited	\$25,000
Waitangi 2022	Discovery NZ	\$149,460
Reversal of unspent fund of Waitangi Day 2022	Discovery NZ	-\$28,554
How to Vanquish Kēhua and other supermaturals	Electric Shoelace Productions	\$30,000
Taneatua Express	Fifty Cent Mixture Limited	\$30,000
NZTV Awards 2021	J & A Productions Limited	\$20,000
2022 Big Screen Symposium	J & A Productions Limited	\$20,000
Matariki Dawn	Kahawai Productions Limited	\$650,000
Matariki website	Kernl Digital Limited (trading as Octave)	\$25,220
Karawhīua video	Loop Media NZ Limited	\$50,000



Contract Title	Registered Provider Name	Amount
Mānawatia a Matariki	Mahi Tahi Media Limited	\$30,000
Matariki – Look to the Stars	Mahi Tahi Media Limited	\$440,000
Māori All Blacks – NZ MĀORI RUGBY REUNION	MĀORI TELEVISION SERVICE	\$15,000
Matariki Awards 2022 – Mānawatia a Matariki	MĀORI TELEVISION SERVICE	\$150,000
Māoriland Film Festival 2022	Māoriland Charitable Trust	\$20,000
The Breeze Jingle in Māori	MediaWorks Holdings Limited	\$6,600
He Toa Takitini 2021 Music Showcase	Minaaka Limited	\$5,000
Capacity Building Internship	Miss Conception Films Limited	\$21,640
2021–22 Ngā Aho Whakaari – Administration Funding	Ngā Aho Whakaari	\$130,000
2021/2022 Archiving Services	Ngā Taonga Sound and Vision	\$575,000
Loading Docs: Te Mana o ngā Tae o te Ngākau	Notable Pictures Limited	\$40,000
DOV: Ōkupu	Ōkupu ki Tua Limited	\$50,000
Advertising Campaign	OMD New Zealand Limited	\$550,000
2021 Aotearoa Music Awards	Recorded Music New Zealand	\$75,000
Reversal of unspent fund for APRA Awards 2021 – Maioha Award	APRA NEW ZEALAND LIMITED	-\$3,000
Administration Funding Agreement (2021–2022)	Te Whakaruruhau o Ngā Reo Irirangi	\$130,000
Administration of Metadata Content (2021–2022)	Te Whare Wānanga o Awanuiārangi	\$40,000
Iwi Radio Training Services (2021–2022)	Te Whare Wānanga o Awanuiārangi	\$210,000
Purapura Whetū	Television New Zealand Limited	\$219,196
Matariki Contribution	Te Puni Kōkiri & Te Arawhiti Contribution	-\$1,750,000
Waiata Māori Music Awards 2021	Waiata Māori Awards Charitable Trust	\$50,000
<b>Total Allocated</b>		<b>\$2,538,562</b>
<b>Budget</b>		<b>\$4,000,000</b>

