

Investment Framework

Our vision

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

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

Ngā Uaratnga

Our values



Te hiringa
Excellence



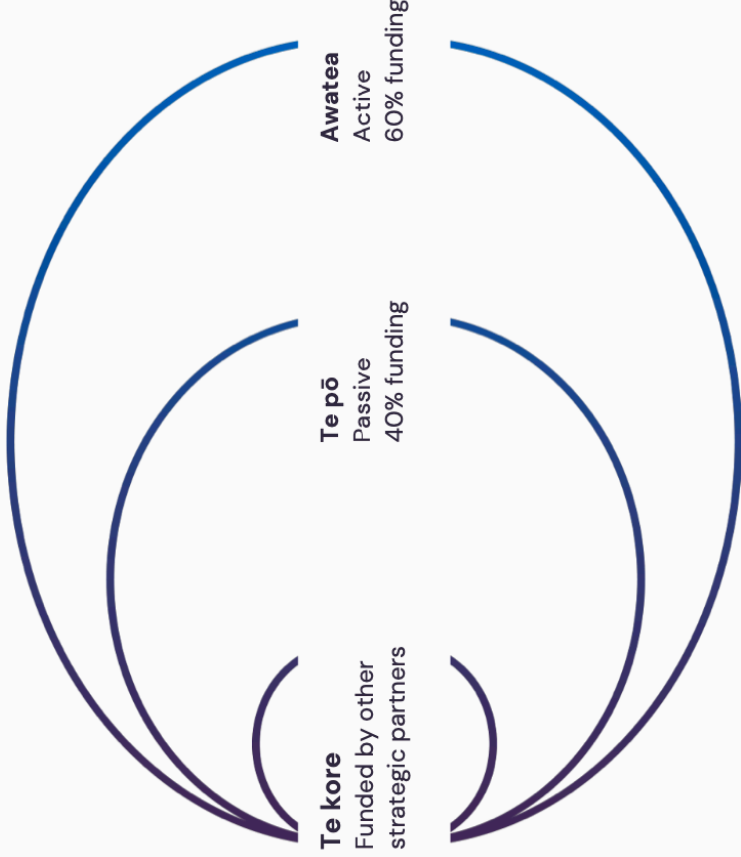
Ngā tikanga
Motivation



Mahi tahi
Collaboration



Te tauutuutu
Reciprocity



TMP Strategies

Investment in:

- initiatives that grow consumption of Māori content
- increased understanding of Māori language and culture
- content that grows (audience) engagement
- promotes Right-shift

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

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 fifteen and over will use te reo Māori as much as English

Intermediate outcome

Whānau, hapū, iwi and wider Aotearoa increasingly experience te reo Māori and tikanga Māori

Ngā arotahi matua

Key focus areas



Te raukaha
Capacity

Strengthen the ability of the Māori media sector to contribute to revitalization of te reo Māori



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.