



New Zealand
FILM COMMISSION



Te Tumu Whakaata Taonga

Māori Content – information sheet

The aim of Te Tumu Whakaata Taonga - the New Zealand Film Commission is to work in partnership to achieve mutually agreed aspirations with Iwi Māori in Aotearoa. [Te Rautaki Māori](#) Strategic objectives and its execution will be informed by the principles of Te Tiriti o Waitangi and Te Ao Māori. We champion partnerships with Māori film makers and build on New Zealand's legacy of excellence in film making and exceptional creativity, to Aotearoa and the world.

In working on these aspirations and goals, the NZFC expects productions that include Māori content to demonstrate clear established involvement of Māori in the project, and to provide details of this in their application.

What do we mean by Māori Content?

Māori Content is anything sourced and/or generated from a Māori world view, Te Ao Māori— including but not limited to:

- Māori characters;
- Māori language, words, proverbs, expression of language, dialect, genealogical information - whakapapa, naming conventions;
- Reference to or inclusion of Māori names including those of whānau, hapū, iwi, marae, people, places, characters or protocols.
- anything based on Māori history, cultural stories, songs, dance, or similar cultural expressions (whether or not these are in the public domain).
- Toi Māori – art, carving, moko and tā moko, raranga- weaving, clothing and adornments, visual arts, games, traditional or modern cultural expressions;
- Taonga Māori (highly valued treasures) – Te Reo Māori, landmarks, whakapapa, photographs, heirlooms, taonga tuku iho, tribal landmarks, artefacts in collections, flora and fauna – such as native trees, birds, taonga species;
- use of or reference to specific whānau, hapu, iwi tribal land, waterways, mountains, social systems and structures.
- Mātauranga Māori – anything that is sourced in the wide context of Māori knowledge, genealogy, cultural expressions and practices; including individual knowledge that is collectively relevant to whānau, hapū or iwi.



Productions with Māori content are encouraged to:

- have engaged early with secured advisor/s and or creatives with the cultural competency, te reo me ona tikanga (Māori language and cultural practices), and authority to lead and assure the Māori content as part of or alongside the creative team;
- reflect Māori representation in the creative team commensurate to the level of Māori content and capacity required for production;
- demonstrate as a production a clear partnership of engagement with, or inclusion of, Māori creative/s, Māori advisor/s and where applicable, hapū and/or Iwi across the production to ensure genuine consultation and where necessary, permission for use;
- have considerations into how the production will benefit the Māori film making industry or local communities through the narrative or production in those regions or local tribal communities.

For NZFC Production Investment, if you have significant Māori content, you will need Māori in at least one of the key creative roles (writer/director/producer). As a consideration, projects with more significant Māori content would have a higher proportion of key creative roles leading the project (e.g. producer, director, writer, animation director).

Te Reo Māori Language Plans:

Where te reo Māori is incorporated into dialogue or subtitles within content, it is important to ensure the carriage and quality of the language in its delivery in the film. Guidance of a language plan is required. For consistency on Te reo standards, we refer you to Te Māngai Pāho and their [Māori language plan](#) expectations. Please provide a copy of your te reo plan in your application to us.

NB: If you are seeking funds from NZFC and TMP, you do not have to make 2 plans. We require one language plan for NZFC & TMP should you seek investment from both funders.

As part of partnership arrangements that reflect Te Tiriti o Waitangi, careful consideration should also acknowledge the value of the intellectual property of the cultural creatives and content. NZFC is supportive of considerations by teams with intellectual property ('IP') sharing structures which speak to demonstrating a commitment to capacity and capability building to achieve mutually agreed aspirations as informed by the principles of Te Tiriti o Waitangi and Te Ao Māori. Sovereignty of the content continues beyond the production of the film – it extends to its distribution and archival or final storage. One example of benefit sharing that acknowledged sovereignty of the content, was the return of some rights to one Iwi collective trust for the purposes of commemoration and tribal events.

Credits:

Credits are another important convention in films where key roles of Producer, Director and Writer are the key named creatives when films travel to festivals or markets. This is an area where mindful consideration should be taken about your role in sharing Māori content to the world. Note that when films travel to festivals, usually only the 3 key roles are included.

Where the Māori content is sourced from experts that bring their mātauranga to the film, producing teams should acknowledge the key exponent/s or knowledge holders and the correct credit to be afforded. Having significant Māori content credited only to the non-Māori creative, may be considered disrespectful and counter to your overall distribution goals. For more assistance in this area please reach out to our Manukura to assist.

For queries regarding Māori Content in your film, please contact production@nzfilm.co.nz

