

New Zealand  
FILM COMMISSION

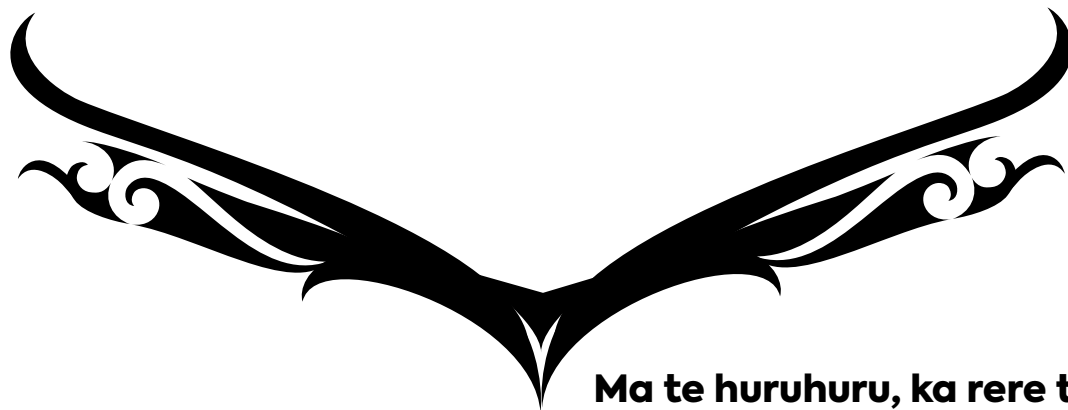


Te Tumu Whakaata Taonga

New Zealand  
FILM COMMISSION | MĀORI STRATEGY  
**TE RAUTAKI** 2018 - 2021



**TE TUMU WHAKAATA TAONGA / NEW ZEALAND FILM COMMISSION**  
**TE RAUTAKI MĀORI 2018 – 2021**



**Ma te huruhuru, ka rere te manu**  
**With feathers the bird will fly**

To empower one with knowledge and understanding,  
to strengthen one with humility and respect,  
to take the teachings of our elders and fly in the belly of the wind to the outer reaches of  
our sky father and mother earth, so that our messages are spread among the people.

The feathers of the bird represent protection, empowerment, strength, knowledge and  
support, they are the acknowledgement to our tipuna of years past, for the people of  
the present and for generations to come.

The kowhaiwhai pattern represents the wind upon which the bird takes flight.

Design: Len Hetet  
*Ngāti Tuwharetoa, Ngāti Maniapoto, Te Atiawa, Ngāti Apa*

Cover: Hunt for the Wilderpeople





**New Zealand**  
FILM COMMISSION



Te Tumu Whakaata Taonga



Waru



**TE TUMU WHAKAATA TAONGA / NEW ZEALAND FILM COMMISSION**  
**TE RAUTAKI MĀORI 2018 – 2021**

## **ACKNOWLEDGEMENT**

Te Tumu Whakaata Taonga New Zealand Film Commission recognises and respects the rangatira and kaumātua of film, who helped to create the foundations of our industry. Inspired by these leaders we look to the future, guided by their wisdom and example. We celebrate the unique and distinctive culture of Aotearoa that differentiates our national cinema. We seek to support and champion the unique voices and visions of current and future generations of Māori filmmakers.







The Dark Horse

## MISSION

To champion Māori film and filmmakers, in partnership with the Māori film industry, to Aotearoa and the world.



# FORE- WORD

Hunt for the Wilderpeople



## Kerry Prendergast

**Chair, Te Tumu Whakaata Taonga New Zealand Film Commission Board**

I am proud to present Te Rautaki Māori on behalf of Te Tumu Whakaata Taonga New Zealand Film Commission (NZFC) Board. Supporting and developing Māori filmmakers and their work is critical to the ongoing growth of the film industry of Aotearoa New Zealand.

This strategy sets the scene and tone for a new type of relationship between Te Tumu Whakaata Taonga and Māori filmmaking communities and has been developed via engagement and consultation with Māori film industry representatives across the nation. The relationship we are committed to achieving with the Māori film industry is one based on partnership.

Te Tumu Whakaata Taonga New Zealand Film Commission Board pays tribute to the work of former CEO Dave Gibson under whose leadership the process and development for Te Rautaki Māori was undertaken. We also celebrate the focus CEO Annabelle Sheehan and the NZFC team have applied to bringing the Māori strategy to life through the development of new funding initiatives for feature films and for professional and project development.

To fully support the Māori film industry, we are committed to building cultural awareness, support systems and capability inside the organisation as well as encouraging understanding of proper processes and protocols in the wider industry. We seek to bring Māori filmmaking expertise in-house, ensuring our proper connection and partnership.

We look forward to this being a long and enduring partnership; and anticipate the discovery of many rich and unique voices who will bring Māori stories to life on screens here and around the world.

On behalf of the Board, I am delighted to launch Te Rautaki Māori and we look forward to celebrating achievement of the strategy's shared goals.

## Annabelle Sheehan

**CEO, Te Tumu Whakaata Taonga New Zealand Film Commission**

It is of great significance to me in my role as CEO of Te Tumu Whakaata Taonga New Zealand Film Commission to present our Te Rautaki Māori. I am particularly pleased to be able to link the strategy to considerable new funding initiatives to support substantial production and development opportunities. I sincerely thank the NZFC Board for decisions taken that support the effective resourcing of Te Rautaki Māori that reflect the care and consideration this kaupapa deserves.

During 2016/17 Te Tumu Whakaata Taonga staff, led by then CEO Dave Gibson, formed a working group with external advisors and took part in a series of engagement hui with Māori filmmakers, storytellers and other industry and community representatives around the country. This foundational work involved face to face hui with actors, directors, producers, crew and funders who made their views very clear to us. The feedback included filmmakers' aspirations and ways in which we can improve NZFC cultural skills and competencies. Te Rautaki Māori was developed and drawn up from these conversations and we will continue to consult and build our partnership.

The strength of the Māori screen sector is already evident with so many Māori filmmakers and stories leading the way at the New Zealand box office. This strategy and these funding initiatives seek to support the sector to fulfill its rich potential.

Māori voices are integral to the success of the film industry of Aotearoa New Zealand. We will work in partnership with the Māori film industry to support and champion the unique voices of Māori filmmakers of this generation, and for generations to come.



# AIM

To work in partnership to achieve mutually agreed aspirations. This strategy and its execution will be informed by the principles of the Treaty of Waitangi and Te Aō Māori. We acknowledge there is more than one Māori world view; our aim is to be respectful of tikanga and kawa, with advice and support from the Māori film industry.



Ramai Hayward, Rudall Hayward



Boy



# OBJECTIVES

In partnership with the Māori film industry we will work together to achieve Te Rautaki objectives.

## REPRESENTATION

Promote authentic representation of Māori characters, stories, places, history and culture and support high quality films led by Māori creatives.

## PROTOCOLS

Partner with experts and advisors in matauranga Māori to develop a Māori partnership plan and explore industry frameworks and guidelines for engagement with Māori stories.

## CAPACITY AND CAPABILITY

Build internal capacity at Te Tumu Whakaata Taonga to engage with Māori and their stories. Support capacity development in the Māori film industry by supporting and developing initiatives that address barriers and increase connections and communication.



Mt Zion

Ramai Hayward, Rudall Hayward



# Objectives



Mauri



## REPRESENTATION

- Promote authentic representation of Māori characters, stories, places, history and culture.
- Support high quality films led by Māori creatives.
- Encourage kaupapa Māori initiatives.
- Progress new and emerging Māori talent.
- Address under-representation of Māori in the film industry.
- Champion Māori films and filmmakers nationally and internationally.
- Enable Māori filmmakers to continue making amazing, original, satisfying films of cultural significance.



## 2

**PROTOCOLS**

- Develop a Māori partnership plan.
- Explore frameworks for engagement with Māori interests, including intellectual and cultural property, protocols, and processes when developing and producing films in Aotearoa.
- Support the creation of industry guidelines and tools for engagement with Māori stories, people and communities.
- Implement internal cultural evaluation and assessment processes for films with Māori content, stories and characters.

## 3

**CAPACITY AND CAPABILITY****For Te Tumu Whakaata Taonga:**

- Promote cultural awareness and capability.
- Provide professional development opportunities for staff to improve their cultural competency.
- Increase Māori representation in the NZFC staff.
- Deliver regular Treaty of Waitangi and partnership training.

**For the Māori Film Industry:**

- Assess and develop initiatives to address barriers.
- Explore kaupapa Māori development frameworks.
- Strengthen partnership with Ngā Aho Whakaari and other industry partners.
- Increase connections and communication across the Māori film industry.



Born to Dance



Mt Zion



# 2018 – 2019 RAUTAKI

## ACTION PLAN AND FUNDING INITIATIVES

The following action plan and funding initiatives have been established to enable Te Tumu Whakaata Taonga, with the Māori filmmaking community, to achieve the objectives of Te Rautaki Māori 2018–2021.

### SHORT TERM (Jan – June 2018)

#### Action Plan

- Improve Te Tumu Whakaata Taonga cultural capacity through continuing development programmes, including te reo and tikanga classes, and waiata practice.
- Review recruitment processes and procedures to ensure jobs are accessible to Māori, including senior decision-making and industry-facing roles.
- Establish Pou Whakahaere role by May 2018.
- Undertake research to increase knowledge and understanding of the Māori film industry.
- Identify barriers and opportunities for Māori filmmakers.
- Evaluate previous and current Māori-focused initiatives to identify strengths and weaknesses.

#### Funding Initiatives

- Māori Screen Excellence Award – An annual grant celebrating creative excellence in the screen industry, for Māori filmmakers whose work has achieved national and/or international recognition.
- Aho Shorts – Māori short film production grants through our partnership with Ngā Aho Whakaari.

### MEDIUM TERM (July 2018 – June 2019)

#### Action Plan

- Review existing Te Tumu Whakaata Taonga development programmes for Māori films.
- Explore ways to address gaps, and support the Māori filmmaking community to build capability and develop projects.
- Create a Māori partnership plan to help build capacity and infrastructure within the Māori film industry.
- Develop frameworks and guidelines to assist with decision-making about Māori film content and funding, including the creation of “cultural safety guidelines” for the industry and stakeholders.
- Facilitate an annual hui and development workshop to improve communication and engagement with the Māori film industry, in partnership with Ngā Aho Whakaari.

#### Funding Initiatives

- Te Rautaki Māori Feature Film initiative – One-off production financing initiative of up to \$2m for films by Māori.
- Feature film support fund – Bespoke support for Māori filmmaking teams funded through Te Rautaki Māori Feature Film initiative.
- He Pounamu (A Treasure) Te Reo Māori Feature Film Fund – On-going production funding of up to \$2.5m per dramatic feature film in Te Reo Māori.
- Te Reo Development Fund – Flexible fund for development of Te Reo Māori shorts, features and online content.
- Tuakana teina- Mentoring support for Māori producers, directors and writers working with Māori talent.
- Rangatahi Development Fund – Grants for collectives and organisations to run programmes for young Māori creatives.
- He Ara – Devolved funding for the development of Māori and Pasifika feature film projects.
- Māori talent attachments – Attachments for Māori talent on New Zealand and international feature films.









**Te Tumu Whakaata Taonga acknowledges the mahi and leadership of the following people in helping to create this strategy.**

**Internal working group**  
(Leadership sub-group)

Dale Corlett  
Karin Williams  
Francesca Carney

**Wider internal working group**

Conal Thompson  
Marc Ashton  
Tracey Brown  
Jude McLaren  
Mladen Ivancic  
Paul Fagamalo  
Adrianne Roberts  
Jemma Taylor

**External consultants**

Mahanga Maru and Anaru Mill

**Born to Dance**

Director Tammy Davis  
Screenplay Steve Barr, Hone Kouka, Casey Zilbert  
Producer Jill Macnab, Leanne Saunders, Daniel Story  
Cast Stan Walker, Tia Maipi, Kherington Payne, John Tui

**Boy**

Director Taika Waititi  
Screenplay Taika Waititi  
Producer Cliff Curtis, Ainsley Gardiner, Emanuel Michael  
Cast James Rolleston, Te Aho Eketone-Whitu, Taika Waititi, Craig Hall, Maakariini Butler, Cohen Holloway

**The Dark Horse**

Director James Napier Robertson  
Screenplay James Napier Robertson  
Producer Tom Hern  
Cast Cliff Curtis, James Rolleston, Kirk Torrance, Miriama McDowell

**Hunt For the Wilderpeople**

Director Taika Waititi  
Screenplay Taika Waititi  
Producer Carthew Neal, Leanne Saunders, Taika Waititi  
Cast Sam Neill, Julian Dennison, Rima Te Waiata, Stan Walker, Oscar Kightley, Rhys Darby, Rachel House, Cohen Holloway

**Mahana**

Director Lee Tamahori  
Screenplay John Collee  
Producer Robin Scholes  
Cast Temuera Morrison, Nancy Brunning, Jim Moriarty, August Keefe

**Matariki**

Director Michael Bennett  
Screenplay Michael Bennett, Gavin Strawhan  
Producer Fiona Copland  
Cast Jarod Rawiri, Pua Magasiva, Jason Wu, Susan Tang, Sara Wiseman, Iaheto Ah Hi

**Mauri**

Director Merata Mita  
Screenplay Merata Mita  
Producer Merata Mita  
Cast Eva Rickard, Anzac Wallace

**Mt Zion**

Director Tearepa Kahi  
Screenplay Tearepa Kahi  
Producer Quinton Hita  
Cast Stan Walker, Temuera Morrison, Miriama Smith, Troy Kingi, David Wikaira-Paul, Darcey-Ray Flavell-Hudson

**Ngati**

Director Barry Barclay  
Screenplay Tama Poata  
Producer John O'Shea  
Cast Wi Kuki Kaa, Ross Girven, Judy McIntosh

**Once Were Warriors**

Director Lee Tamahori  
Screenplay Riwia Brown  
Producer Robin Scholes  
Cast Rena Owen, Temuera Morrison, Cliff Curtis, Julian Arahanga

**Waru**

Director Briar Grace-Smith, Casey Kaa, Ainsley Gardiner, Katie Wolfe, Renae Maihi, Chelsea Cohen, Paula Jones, Josephine Stewart-Te Whiu  
Screenplay Briar Grace-Smith, Casey Kaa, Ainsley Gardiner, Katie Wolfe, Renae Maihi, Chelsea Cohen, Paula Jones, Awanui Simich-Pene  
Producer Kerry Warkia, Kiel McNaughton  
Cast Miriama McDowell, Tanea Heke, Kararaina Rangihau, Roimata Fox, Ngapaki Moetara, Acacia Walker, Maria Walker, Awhina-Rose Ashby, Amber Curreen