



## Māori Content – information sheet

### Te Rautaki Māori

The aim of Te Rautaki Māori Strategy is 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 Ao Māori. Its mission is to champion Māori film and film makers in partnership with the Māori Film Industry, to Aotearoa and the world.

In working to these aspirations and goals, Te Rautaki Māori 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 words, proverbs, expression of language, dialect, genealogical information, naming conventions;
- reference to or inclusion of Māori names, people, places, characters, protocols.
- anything based on Māori history, stories, myths & legends, songs, dance, cultural expressions that may or may not be in public domain.
- Toi Māori – art, carving, tā moko (cultural tattooing), weaving, visual arts, games, both traditional and modern cultural expressions;

- Taonga Māori (highly valued treasures) – te reo, landmarks, whakapapa, photographs, heirlooms, tribal landmarks, museum artefacts, flora and fauna – 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, its expression and cultural practice.

**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 the 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.

As a consideration, projects with significant Māori content would have a higher proportion of key creative roles leading the project (e.g. producer, director, script writer, animation director).

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.

For queries regarding Te Rautaki Māori contact [rautaki@nzfilm.co.nz](mailto:rautaki@nzfilm.co.nz).

---

Please note that this assessment is not the same as the significant New Zealand content test used to determine eligibility for the New Zealand Screen Production Grant, or the co-production test.

If you are applying for a co-production, please check our website [www.nzfilm.co.nz/international-productions/co-productions](http://www.nzfilm.co.nz/international-productions/co-productions).

Find out more about the Screen Production Grant on our website [www.nzfilm.co.nz/international-productions/incentives](http://www.nzfilm.co.nz/international-productions/incentives).

---