



Ngā Aho Whakaari
Maori in Film, Video and Television Inc

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Submissions on the Digital Broadcasting : Review of Regulation

The first submission is that there is a need to review the regulations as a result of the changes to the broadcasting environment brought about as a result of new technologies, new legislation relating to access to technologies and new examples of fair and balanced viewpoint. A desired outcome of the review of regulation is the strengthening of those provisions that recognize the need for new broadcasting technologies to be managed in a way that provides for the development and retention of Te Reo Māori.

The second submission is that Maori should have a dynamic and significant role in the drafting of new regulations and in the monitoring and implementation of any new regulatory framework. It is noted that the experience of the Consultation paper and Discussion Paper as presented, was for Māori an exercise in translating a monocultural analysis into a Māori world picture. In this respect I believe we were disadvantaged in the consultation process and that this can be put right.

The third submission is that Nga Aho Whakaari as an organisation representing Māori in Broadcasting and Film should effectively participate with The Ministry of Maori Development, Te Puni Kokiri and The Ministry for Culture and Heritage in the review process and the drafting of new regulations.

I participated as an Iwi representative on the drafting of The Hauraki Marine Park Bill and its subsequent implementation with the establishment of the Hauraki Forum. Its success is in part at least due to the inclusion of Iwi values defined by Iwi participants.

I have included a simple outline of key issues on the next page as a reference to area's for deeper and specific consideration.

Naku na Pita Turei
 Executive Officer



Nga Aho Whakaari
Maori in Film, Video and Television Inc

Key issues

to be covered by any effective regulation should include consideration and regard for;

ACCESS

Reception, quality of reception, cost of reception, investment in infrastructure, reception of choice of programming.

CONTENT

The need for non generic programming that provides for linguistic diversity.
Reconnecting sporting role models in communities with low pay Sport TV uptake.
Social responsibility, eg. gambling, pornography, monocultural news presentation.

COMPETITION

Maintaining the market share and status of local distribution networks.
Maintaining the integrity of local funding agencies.
Maintaining the quality of Te Reo and Maori programming.

CONTROL

Allocation of frequencies, 'must carry' and 'must pay' local %, rules
Ongoing and dynamic, regulation.
Recognition of Kaitiakitanga in the realm of Digital Broadcasting.

CRIME

Issues of copyright and regard for orphan material of cultural significance.
Definition of standards in a bi-cultural context.
Implications for the status of Te Reo me ona Tikanga.
Judgment and the restoration of injured parties.