



Whakaaturia ngā mahi a ō koutou tūpuna hei raukura mā ngā uri whakatipu

Henare Tūwhāngai

Tēnā koe e te Rangatira,

For most Māori working in the screen industry te reo me ngā tīkanga Māori are taonga handed down to us. Our role is to create and present our stories, our language and our culture in an audio visual form that reaches out to Māori whānau, hapu and iwi. These films and television programmes are treasured taonga for present and future generations. This is the key reason that many of our kaumātua, kuia, tipuna allowed their stories to be recorded and broadcast.

Ngā Aho Whakaari is the national representative body for Māori working in screen, which includes film, television, digital and gaming. Our members range from actors, directors and independent production companies to presenters, producers, technicians, writers to broadcasting students and educators.

Our purpose is to represent our stakeholders in matters they see as important. The matter before us and of great concern is the current relationship TVNZ has with Getty Images with regard to archival footage.

Ngā Aho Whakaari is alarmed that all of TVNZ's archival footage from the last 50-years are being licensed for commercial use by global distribution company Getty Images. TVNZ has claimed ownership of footage including all Waka Huia, KOHA and Marae footage as well as Māori footage within programmes such as Country Calendar and many others.

The lack of appropriate consultation is of concern and we want to stop the licensing of Māori programmes and footage by TVNZ through Getty Images. Ngā Aho Whakaari want the archival Māori programmes and footage to be protected as a taonga.

Ngā Aho Whakaari are concerned that

1. Māori programmes were tax-payer funded and this includes news footage - TVNZ did not and does not pay for Māori programmes

2. Programmes such as Waka Huia feature kaumātua and tīpuna who gave their time and knowledge without cost for future generations
3. Waka Huia was started with funding from the Ministry of Education and the Māori Affairs Department
4. At any time, TVNZ is in danger of being sold and with it all Māori footage
5. Māori are a Treaty of Waitangi partner but have been completely sidelined in the consultation process
6. At NO TIME were Māori consulted on the licensing deal

In April 2018, TVNZ and Getty Images announced an exclusive global distribution partnership for Getty Images to license and distribute TVNZ's video content all around the world. Documentary filmmakers can now access the TVNZ Collection through Getty Images' website from anywhere 24 hours a day.

We have met with TVNZ representatives and they say they are the guardians of the TVNZ Archives and that they take their role seriously particularly in connection to Māori footage.

However we noted that there are no Māori senior managers or executives at TVNZ and this has been the case since the Māori and Pasifika Department was closed in 2014.

TVNZ assured Ngā Aho Whakaari that all "Māori" footage licensed will first be cleared by the Māori and Pasifika Commissioner. The Māori and Pasifika Commissioner has what amounts to veto rights.

That Commissioning role is a part-time role. The fact that the role of curator of Māori *and* Pasifika material is one role, and a part-time role at that is troubling. We wonder if the Pasifika community were consulted.

Ngā Aho Whakaari as a representative of the Māori screen industry is deeply concerned about the protection of valuable archives held by our national broadcaster.

Ngā Aho Whakaari are requesting the licensing agreement with Getty Images of any Māori programmes, images and footage cease.

We want the Māori programme footage put under protection as an archival taonga where due diligence is practiced where Māori whānau, Māori hapu and Māori iwi have cost effective access to the taonga that their kaumātua, kuia, tīpuna shared in order to pass on knowledge, our language and our culture to future generations.

Ko ngā tāngata, nga kuia, koroua nā rātou i tautoko te kaupapa ki te hopu ngā kōrero, ngā waiata, ngā mātauranga mai ngā tūpuna e tūmanako ana tērā he māramatanga e puta ki ngā iwi o Aotearoa mō ngā tamariki mokopuna e whai ake nei.

Nō reira e te Rangatira, tenei he kaupapa nui ake i a mātou i a tātou katoa hei kaitiaki o enei taonga.

Nāku noa nā,

Hineani Melbourne

Toihau – Chair
Ngā Aho Whakaari