

CODE OF MĀORI SCREEN ETHICS

a Māori screen industry guide to protect mana and cultural integrity in our work

Ko te kaupapa kei mua

The kaupapa comes first.

Not you! When a project has a kaupapa and a sense of vision, all efforts by all people are directed towards its fruition. Clear communication of all goals is necessary. All actions and their ramifications are understood. Everyone is in the loop and knows about their bit of loop.

Me hui ā kanohi - ahakoa te aha

Gather to meet, face to face, no matter what.

The most succinct, direct, and open way to communicate amongst the production team, and with the talent, is through face-to-face meetings. It is best done with the assistance of the normal protocols of hui Māori: Mihi, poroporoaki and karakia all enhance good communications and collaboration.

Me ū tonu ki ngā tikanga Māori

Have meaningful respect for Māori lore.

There must be acknowledgement of the values that tikanga Māori bring to any endeavour. Conscious and sincere adherence to them forges good professional and personal relationships. Implicit in this, is to recognise the need for guidance in the customs of the culture. This is best achieved by the input of recognised kaumātua.

Me mātau ki tō te ao kawekōrero

Be knowledgeable about screen storytelling.

To produce small or big screen stories is complex work. The best practitioners are highly skilled professionals. They understand the challenges every production faces. The average citizen does not. When members of the public consent to participate they must understand the consequences and benefits.

Me whai mana tonu ngā mea e mana ana

Respect grows respect

The unique mana tūturu of all individuals and their specific roles in a production is respected. Anyone and anything with mana is honoured: This includes stories and ideas, as well as their authoritative ownership: Intellectual Property, Copyright and Tino Rangatiratanga.

Me whai hua te katoa – mai runga mai raro

There will be benefits for All.

Making screen stories is a huge exercise in teamwork and partnership. Every party involved in the creation of a storytelling taonga will receive benefits from their involvement. Those benefits may be great or small, but they need to be apparent. Be win win. It can always be done.

Heoi.