



Nga Aho Whakaari

GENERAL GUIDELINES AND PROTOCOLS FOR FILMING WITHIN IWI (TRIBAL) BOUNDARIES

Preface

Maori were the original inhabitants, tangata whenua (people of the land), of Aotearoa (New Zealand) over 1000 years ago.

It is the concept that land is a taonga (treasure) that constitutes the principle upon which Maori protocols and guidelines for filming are based.

The Maori concept of land ownership is one of collective ownership by iwi [tribal] and hapu [sub-tribe] rather than individuals. The whole country is viewed, in Maori terms, to be under the guardianship of iwi. Therefore any filming undertaken in areas of significant importance to local iwi, particularly maunga (mountains), awa (rivers), moana (seas/lakes), ngahere (bush/forest areas), requires the approval of local iwi.

Courtesy and consultation must prevail with local iwi about proposed projects in their rohe (region).

Use of the Guidelines

These protocols and guidelines not only extend to the use of land, but also include:

- Use of indigenous knowledge
- Misuse/misappropriation of iwi history/stories/legends
- Perceived inappropriate use of culturally significant images
- Significant adverse effects on the environment, including indigenous species
- Consultation with the wrong iwi or individual.

'Filming' refers to screen production including television programmes, feature films and commercials. These guidelines are prepared to help address issues raised by iwi regarding filming within their tribal areas. The fundamental rationale of these guidelines is to promote mutual respect.

Intellectual Property Issues

There should be no use of iwi spiritual, cultural, historical or traditional association ("intellectual property") without first consulting with and obtaining the permission of the appropriate iwi. Conditions that will be sought when there is use of iwi intellectual property include:

- Payment for iwi liaison to source information, talent, props, locations and negotiate location agreements
- Release forms and vetting of information
- Agreed designated uses of footage

- Acknowledgement by the production company of the rights of tangata whenua to its intellectual property
- Acknowledgement by tangata whenua of the rights of the production company to its intellectual property
- Acknowledgement in the credits
- Where negotiated, a VHS copy of the final film material
- Where negotiated, copies of field footage and/or copies of stills.

Location Issues

The appropriateness of the location(s) planned for filming in regard to its cultural significance to the iwi and the environmental effects of the proposed filming must be taken into consideration.

Relationship Issues

Consultation is required at the earliest stage with local iwi for any proposed filming:

- on land that may have significant cultural value
- of Maori taonga (treasures)
- involving iwi intellectual property rights.

The purpose is to ensure that with early discussion, the consultation process and the future film making process is efficient, respectful and mutually beneficial.

Contact details

Iwi contacts can be obtained from:

Te Puni Kokiri (Ministry of Maori Development) Head Office

Tel: +64 4 922 6000

Acknowledgement

These guidelines have been prepared by Nga Aho Whakaari - Maori in Film & Video Inc., using the guideline jointly prepared by Ngai Tahu (the Maori tribe of the southern islands of New Zealand) and the Screen Production and Development Association (SPADA).