

**From:** [REDACTED]  
**To:** [Dean Shirley](#)  
**Subject:** RE: Electoral Commission enquiry - Rawiri Waititi animation in Tamariki Haka Programme  
**Date:** Friday, 13 September 2024 12:59:15 pm  
**Attachments:** [image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)  
[image009.jpg](#)

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Tēnā koe Dean. We have viewed the episode in question, Tamariki Haka. Season 3 Episode 6:

<https://www.maoriplus.co.nz/show/tamariki-haka/play/6320513602112>

The animation segment appears from 03:00.

Tamariki Haka is a programme that profiles kapa haka from kura tuatahi around Aotearoa.

In this particular episode, the kura talks about one of their bracket items names 'E hika E Rawiri Waititi.' They explain who he is, where he comes from, his schooling background, and his role as a rangatira in Te Pāti Māori. They talk about his unique characteristics (hei tiki, mataora, cowboy hat). They then perform their waiata ringa bracket 'E hika E Rawiri Waititi.'

The programme is entertainment. It is not sponsored, nor is it a news item or an advertorial.

[REDACTED]

Pou Whatu Tangata

Publicity & Communications Manager

Phone [REDACTED]

Mobile [REDACTED]

[www.maoriplus.co.nz](http://www.maoriplus.co.nz)



PO Box 64-341, Botany, Auckland 2163, New Zealand  
433 East Tāmaki Road, East Tāmaki, Auckland 2013, New Zealand



**From:** Dean [REDACTED] <[REDACTED]@elections.govt.nz>  
**Sent:** Friday, 13 September 2024 10:25 am  
**To:** [REDACTED] <[REDACTED]@whakaatamaori.co.nz>; [REDACTED] <[REDACTED]@whakaatamaori.co.nz>; [REDACTED] <[REDACTED]@whakaatamaori.co.nz>  
**Subject:** RE: Electoral Commission enquiry - Rawiri Waititi animation in Tamariki Haka Programme

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Kia ora all,

Just checking in to see where this has gotten to?

Ngā mihi

Dean [REDACTED] | Senior Advisor Legal | Electoral Commission | Te Kaitiaki Take Kōwhiri  
PO Box 3220 | Level 10, 34-42 Manners Street | Wellington



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ELECTORAL COMMISSION  
TE KAITIAKI TAKE KŌWHIRI  
[vote.nz](https://vote.nz)

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**From:** [REDACTED] <[REDACTED]@whakaatamaori.co.nz>  
**Sent:** Friday, 23 August 2024 4:05 pm  
**To:** Dean [REDACTED] <[REDACTED]@elections.govt.nz>; [REDACTED] <[REDACTED]@whakaatamaori.co.nz>; [REDACTED] <[REDACTED]@whakaatamaori.co.nz>  
**Subject:** RE: Electoral Commission enquiry - Rawiri Waititi animation in Tamariki Haka Programme

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Kia ora Dean,  
I'm looping in [REDACTED] and [REDACTED] on this enquiry and we will come back to you.  
Ngā mihi, nā Maria

[REDACTED]  
Kaiurungi Kaupapa  
Director of Content

Phone [REDACTED]  
Mobile [REDACTED]  
[www.maoriplus.co.nz](https://www.maoriplus.co.nz)  
[www.teaonews.co.nz](https://www.teaonews.co.nz)



PO Box 64-341, Botany, Auckland 2163, New Zealand  
433 East Tāmaki Road, East Tāmaki, Auckland 2013, New Zealand



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**From:** Dean [REDACTED] <[REDACTED]@elections.govt.nz>

**Sent:** Friday, August 23, 2024 10:43 AM

**To:** [REDACTED] <[REDACTED]@whakaatamaori.co.nz>

**Subject:** FW: Electoral Commission enquiry - Rawiri Waititi animation in Tamariki Haka Programme

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Kia ora,

I sent the below email to a general email, but have had no response. I am hoping you may be able to pass this to an appropriate person within your organisation.

Ngā mihi

Dean [REDACTED] | Senior Advisor Legal | Electoral Commission | Te Kaitiaki Take Kōwhiri

PO Box 3220 | Level 10, 34-42 Manners Street | Wellington

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**From:** Dean [REDACTED]

**Sent:** Monday, August 5, 2024 1:55 PM

**To:** [communications@whakaatamaori.co.nz](mailto:communications@whakaatamaori.co.nz)

**Subject:** Electoral Commission enquiry - Rawiri Waititi animation in Tamariki Haka Programme

Kia ora,

The Electoral Commission is an Independent Crown Entity and is responsible for the conduct of elections. The Commission is also responsible for the administration of election advertising and providing guidance to assist candidates, parties, third parties and the public in respect of election advertising and broadcasting.

Under the Broadcasting Act, an election programme cannot be broadcast on radio or TV outside the election period (from writ day to the day before the election). The definition of an election programme in the Broadcasting Act includes a programme that appears to encourage or persuade voters to vote, or not to vote, for a political party or candidate. There are exceptions to this including editorial content such as news items and/or when the decision to use content in the programme is at the discretion of the editor.

The Commission has received an enquiry regarding an animation segment which features Rawiri Waititi in season 3, episode 6 of Tamariki Haka:

[MĀORI+ | Tamariki Haka \(maoriplus.co.nz\)](https://maoriplus.co.nz)

To help us respond to the enquiry, can you please provide a brief description of the programme that

includes the Rawiri Waititi animation segment and advise whether this is editorial content (i.e., the segment is part of the programme such as news, comment, current affairs, entertainment, documentary) which is at the discretion of the channel/editor and is not advertising, advertorial or sponsored content)?

Ngā mihi

Dean [REDACTED] | Senior Advisor Legal | Electoral Commission | Te Kaitiaki Take Kōwhiri  
PO Box 3220 | Level 10, 34-42 Manners Street | Wellington



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