



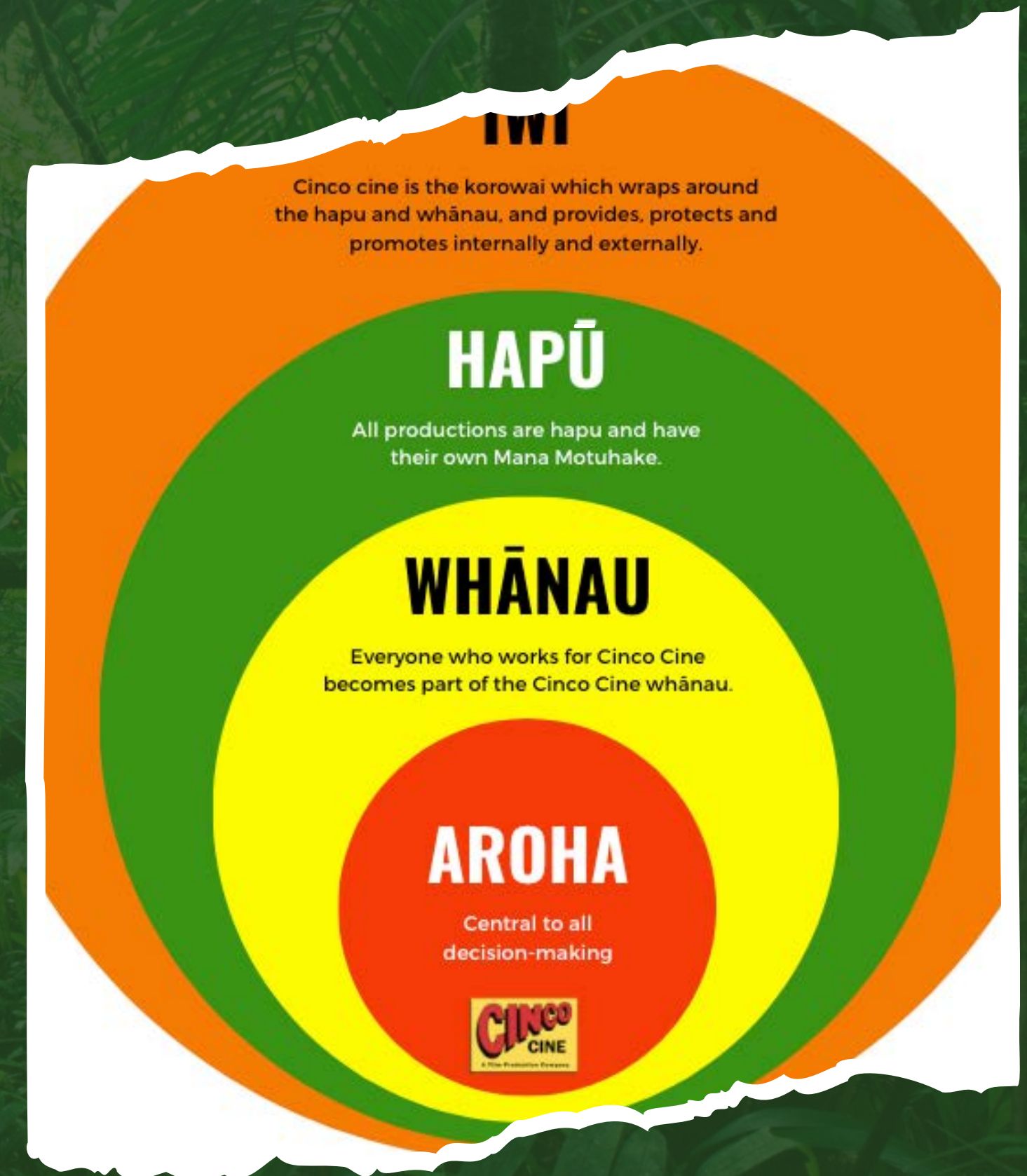
HOW WE AS A COMPANY DETERMINES MANA MOTUHAKE IN OUR WORKSPACE

CINCO CINE LOOSELY DEFINES MANA MOTUHAKE

- AS MANA THROUGH SELF-DETERMINATION AND CONTROL OVER ONE'S DESTINY.

To obtain our above goal of Mana Motuhake so it can be achieved by all, Cinco Cine is:

- Committed to training and up skilling all who work on Cinco Cine Productions.
- We are committed to continuity of staff across projects.
- Every two years at least 2 people move up in a more senior role than what they started in.
- Interviews with new junior must be bi-lingual with the interview in both te reo Māori and English, with te reo Māori being the dominant language spoken or written.



LANGUAGE PLAN FOR CINCO CINE

Cinco Cine is committed to the revitalization of te reo Māori via all media. We recognise critical components of language revitalisation must be focused on the reinstating of te reo Māori in the home and in the workplace, intergenerationally.

Ko te rautaki reo a Cinco Cine kei te whirinaki te haere i waenganui i tā mātau take matua me te kīanga nei - Ko Wai a Cinco Cine.

Cinco Cine's language strategy is bound inextricably between our Mission Statement and Who We Are As a Company.

KO WAI A CINCO CINE

Ko mātau tētahi o ngā kaiārahi o te whakarauora i te reo Māori mā te waihanga kaupapa mō te ao taupānga ā-ipurangi me ngā taupānga arotake. He kaiwhakatere mātau i ngā kaupapa reo me ngā hōtaka. E mārāma ana mātau ko ngā koromatua o te whakarauora reo me tautoko i te whakapakia katanga o te reo Māori ki ō tātau kāinga maha me ngā taiao mahi e whanake ai te tuku ihotanga ā-māori noa iho nei

MISSION STATEMENT

Te whai kia āwhiowhio te kakara o te reo me ngā tikanga Māori ki ngā tōpito katoa o tōna te ao, i runga i ngā mahi matihiko me ngā mahi pouaka whakaata.

To ensure the fragrance of Māori language and customs waft to every recess of the world through all digital mediums, film and analogue television.

RAPUNGA THE HUNT

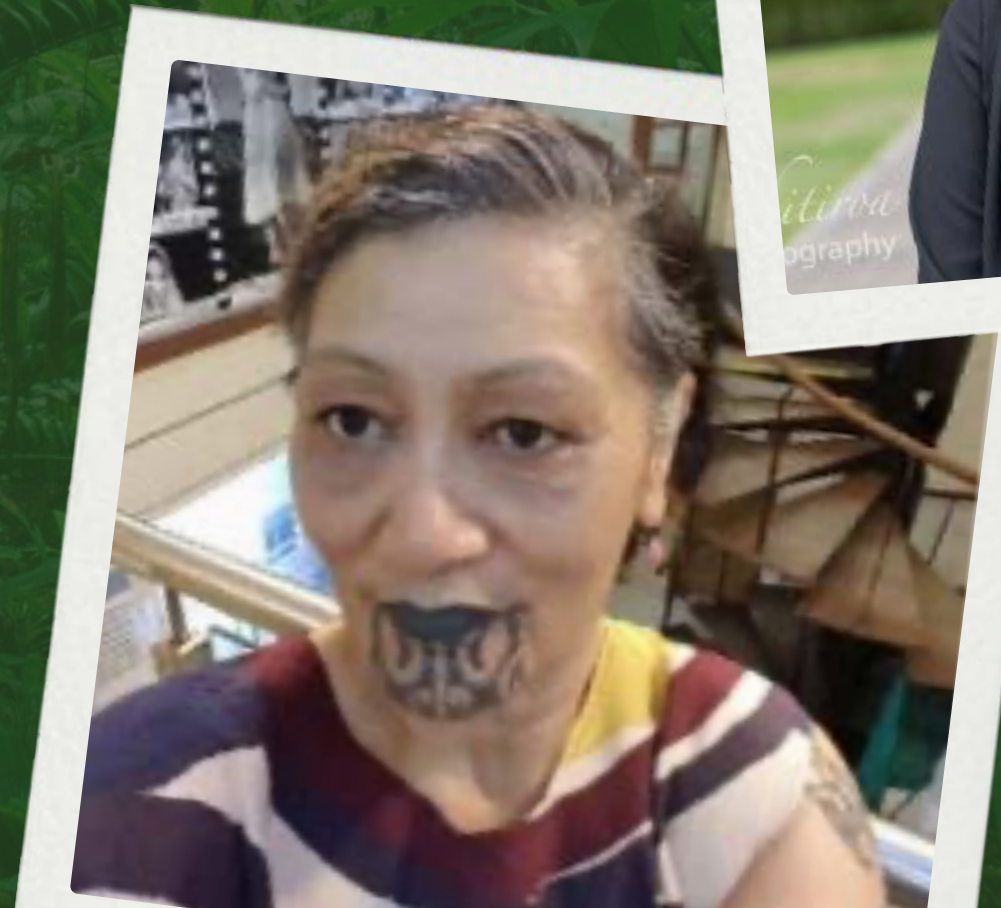
OVER ARCHING AIM

E mātakitaki ana ā mātau apataki i ā mātau kaupapa e kawē ana i te tirohanga Māori e whakatairangatia ana e te hōtaka e matakina ana e rātau - Puakina ō karu ka kite ai ki tua i te awe māpara.

CAPACITY BUILDING

TE REO MĀORI AND MĀORI CAPACITY BUILDING ARE TWO OF THE POU CENTRAL TO CINCO CINE'S PHILOSOPHY.

Since Cinco Cine started producing Te reo Māori me tikanga Māori programmes in 1999, capacity building of te reo speaking crew has been at the forefront of our employment policy. Our aim was to have competent and highly trained te reo Māori speakers heading up the Producing, Directing, Post Production team with them passing on their knowledge to the next generation. We have achieved this many times over and in doing so provided and trained for the industry many sort after reo speaking Producers, Directors, Language Advisors, Production Staff, HOD's, Editors, Actors and Writers who are also strong and confident in their tikanga and wider knowledge of Te Ao Māori.



CAPACITY BUILDING HIGHLIGHTS



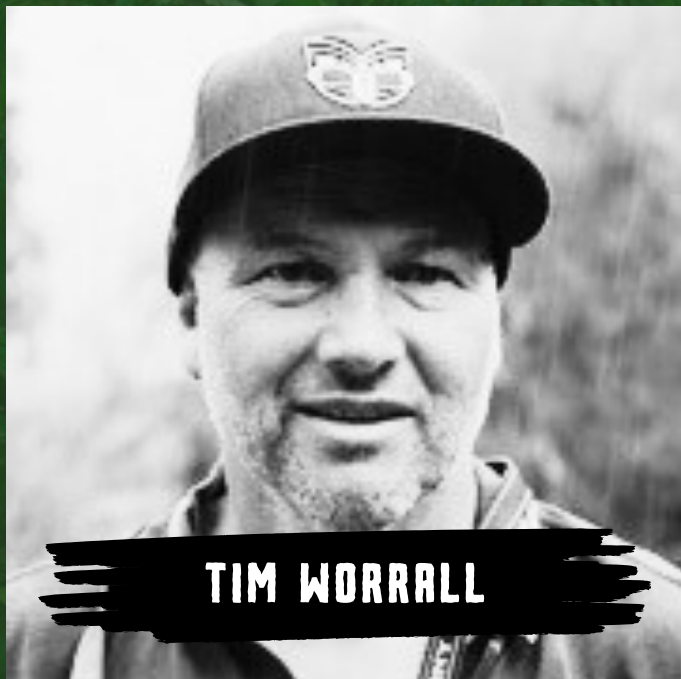
MATRI SMITH



REIHURA KAHİ



MAHANGA PIHAMA



TIM WORRALL



TURIA SCHMIDT-PEKE



TURANGA KEREOPA

RAPUNGA THE HUNT



CAPACITY BUILDING

WE KNOW ALL ABOUT THAT!

TĀKARO TRIBE YOUTUBE CHANNEL

AUDIENCE IMPACT

607.3K

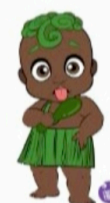
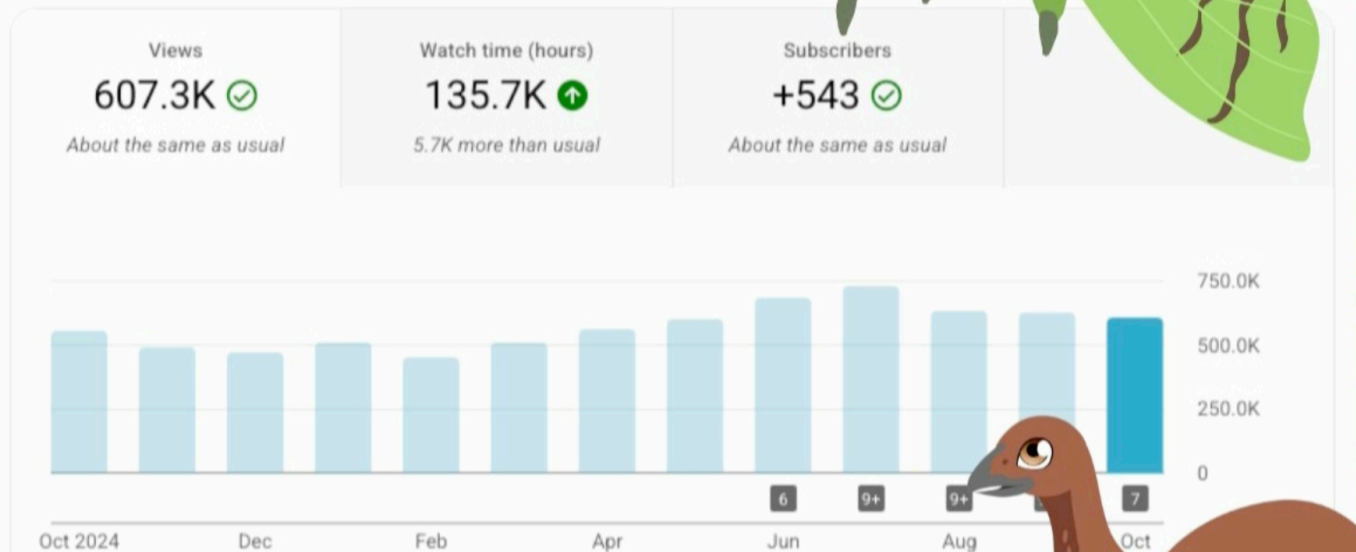
OCTOBER 2025

607.3K Watch time (hours)

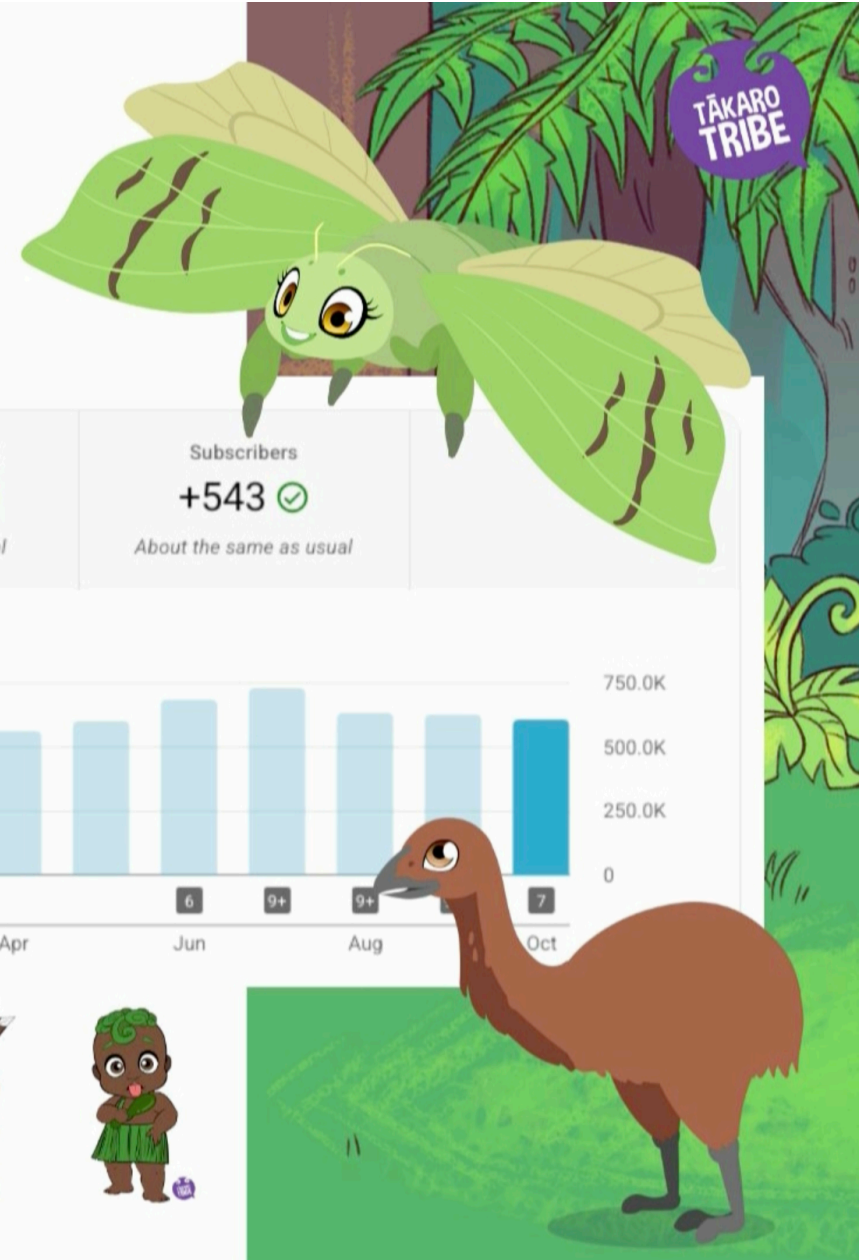
543 New Subscribers

135.7K Watchtime Hours

4,377 Daily Watchtime hours



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TĀKARO TRIBE YOUTUBE CHANNEL

AUDIENCE IMPACT

33.5M

LIFETIME

33.5MK Watch time (hours)

43.1K Subscribers

6.6M Watchtime Hours

Your channel has gotten 33,527,232 views so far

