

# Maori debate - mana or money?

by Sarah Worthington

New Zealanders should take Maori culture within themselves and present it to the world, but should do so with respect and mana.

That was the message from guest speakers at the media korero held at last week's AUT Maori Expo.

Mana magazine editor Derek Fox, former All Black Dallas Seymour and singer Hinewehi Mohi, discussed the question "Can Maori make a dollar without threatening our mana?"

While all speakers agreed Maori culture was enjoying a positive resurgence at home and overseas, they also believed care needed to be taken to ensure

that Maori culture and traditions were not exploited.

Ngamaru Raerino, a director of 4Winds Films and kaumatua for *Whale Rider* and *Shortland Street*, said he was concerned about how people practised and understood Maori rituals overseas, especially karakia.

"We must make sure they don't plunder or pilfer or exploit the very old karakia," he said. "They need to understand the rituals around karakia, otherwise people might get hurt."

He spoke of his experience as the language adviser on the set of *Mataku* and of a need to portray Maori culture accurately.

"There are a lot of things behind the scenes that need to be looked after. On *Mataku* we had to be sure that if we used a

particular karakia the dialogue around it was appropriate."

Tamati TeNohotu (formerly Rice) believed extra care needed to be taken when Maori were portrayed in overseas productions.

"There is a lot of interest in the land, the culture, the people and the Maori," he said.

When working on an American production, TeNohotu was threatened with legal action when he refused to perform an "inappropriate" haka.

The dispute was eventually resolved but he said film-makers often had a perception of what Maori culture was all about and wanted to reproduce that on camera.

"They just wanted that Rotorua thing and were pre-



Derek Fox (left) and Don Selwyn

pared to exploit Maori to get it," he said.

Hinewehi Mohi has a very different experience of Maori language and culture overseas.

Her hit song "Kotahitanga" is

the theme song for a popular Brazilian soap opera and she recently travelled to Brazil to promote Maori waiata.

"Everywhere I go there is such an amazing response to waiata Maori," she said.

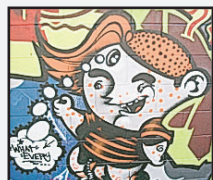
"It's a wonderful experience and a real honour to take kaupapa Maori to an international stage."

She said many tourists visiting New Zealand had a real interest in Maori culture and that more should be done to promote it responsibly.

"The thing that attracts visitors to New Zealand is Maori, and that needs to be celebrated while the integrity is retained."

"There are some exciting young people coming through," she said.

## CONTENTS



**Rethinking graffiti - P8**  
New bill is not the answer to the tagging problem

**Publican runs for MP - P9**  
Luck of the Irish called in for Auckland Central seat



**Expanding airwaves - P15**  
Bedroom radio stations are popping up all over Auckland

**Winter whitewash - P23**  
AUT student takes out top prize at Winter Games



News	P1-5 & 9-10
Opinions	P6-8
Features	P12-19
Reviews	P20-21
Sports	P22-24

### Editorial Team

Editor	Nicholas Moody
Chief sub-editor	Fiona Peat
Chief reporter	Britton Broun
Chief photographer	Michelle Whiteford
Picture editors	Sarah Kaci, Zoe Walker
Politics editor	John Aspden
Features editor	Lucy Grigg, Suenje Paasch-Colberg
Reviews editor	Catherine Westwood
What's On editor	Tammy Buckley
Sports editor	Duncan Greive
Sub-editors	Paul Halton, Emma Page
Distribution	Emma Page
Illustrations/Caroons	Sarah Restall, Rufus McEwan, Tim Laing

Course advisers: David Robie, Allan Lee. Thanks to Allison Oosterman and Susan Boyd-Bell, and David Sinfield from the AUT School of Art and Design for his assistance.  
ISSN 1176 4740

Written and edited by student journalists on the Graduate Diploma in Journalism and Bachelor of Communication Studies courses at Auckland University of Technology. Views expressed are those of the editorial team and not of the university.

Fax: (64-9) 921 9987 Email: wahanui@aut.ac.nz Website: www.journalism.aut.ac.nz

PUBLISHED BY:  
School of Communication Studies  
Auckland University of Technology  
Private Bag 92006  
Auckland 1020



## US free trade block 'costs \$1b a year'

by John Aspden

National MP Lockwood Smith claims the Government's failure to secure a free trade deal with the United States is costing New Zealand \$1 billion a year.

The Opposition spokesperson for foreign affairs and trade was speaking at a University of Auckland debate last month. Smith said Labour's biggest shortcoming during its last two terms in Parliament was a failure to improve relations with the US and to attain a bilateral free trade agreement between the two countries.

But Minister for Foreign Affairs Phil Goff said he believed a free trade deal with the US would mean an increased commitment to other American foreign policies which the Labour Government was unwilling to make.

The American free-trade deal has become a hot topic in the build-up to next week's election following a comment made by National Party leader Dr Don Brash.

He is claimed to have said that obstructions to a free trade deal with the US, such as New Zealand's nuclear-free policy, would be "gone by lunchtime" if a National Government was elected.

Rejecting Smith's comments on Labour's free trade policy, Goff told the forum he would welcome a free trade deal with the US but not compromise New Zealand's foreign policies.

New Zealand's nuclear policy "won't be gone by lunchtime and



TRADE BARRIER: Phil Goff (from right), Lockwood Smith and Dale Jones debate a hot topic.

we don't need an American thinktank to help us deliberate on that issue".

"New Zealand has finally thrown off the colonial cringe and no longer has to walk in lock-step with the US."

Green Party spokesperson for foreign affairs Keith Locke said he was unsure whether a deal with the US was in New Zealand's best interest.

Bilateral free trade agreements disproportionately benefited the wealthier nations and the emphasis should be on "fair trade" not "free trade", he said.

University of Auckland academic Professor Jane Kelsey also disagreed with National's plans to initiate a free trade deal with the US.

She questioned Smith during the debate, asking whether a

National Government would investigate the costs and benefits of such free trade deals and base its policies on research.

Smith said he believed sufficient research already existed and he would conduct no further investigation.

The benefits of free trade have long been debated in New Zealand where the negative effects of removing trade barriers have left thousands unemployed.

The Labour governments of 1984 and 1987 both sought to provide cheaper goods by reducing tariffs on imports.

Subsequently, international manufacturers, such as Toyota, which produced vehicles in Thames, began production in Asia to take advantage of lower wages.

## AUT students 'NAB' three advertising awards

AUT students have scooped three out of seven citations awarded by the National Advertising Bureau.

*Te Waha Nui* is running one of the series of the competition ads this semester. The ads were created by Rachael George and Erin Grey.

The last edition featured Che Guevara, this edition features Mother Theresa on page 16 and the next edition on September 23 will feature Nelson Mandela.

The bureau gave a special award for copywriting to AUT graduate diploma students Jess Neale and Kate Rylatt.

Paul White, programme leader for AUT's graduate diploma in advertising, says he was impressed with the students' campaigns.

"For students that have been studying for less than a semester, I was really pleased at the high standard and so was the client and the advertising industry." - Caitlin McGee