

***Space for the New***  
**NZ On Air children's programming strategy**  
**October 2003**

**Discussion**

Under section 36 (c) (ii) of the Broadcasting Act 1989 NZ On Air is required to,

*"...ensure that a range of broadcasts is available to provide for the interests of children."*

In line with the strategic plan the Board of NZ On Air examined all of its areas of interest to assess whether its actions in each area are still relevant and if so how outcomes can be improved.

This Children's Funding Strategy: *Space for the New* brings NZ On Air children's programming policy into line with the broad strategic direction of NZ On Air.

It incorporates NZ On Air's broad strategic objectives and recent experience. The policy will be reviewed biennially.

**Objectives**

In line with the strategic plan the objectives for Children's Programming are as follows:

- To maintain and, where possible, improve children's (and parents) satisfaction levels with the programmes funded on their behalf.
- To work with the industry to achieve a strong, growth-focused children's programming sector, delivering consistently high-standard and innovative programmes and broadcasts (to both New Zealand and international children's audiences).
- To contribute, through children's programming services supported by NZ On Air, to the development of a knowledge economy and social cohesion in New Zealand.

**Outcomes**

As a result of achieving our objectives, NZ On Air expects the following outcomes:

- There will be a strongly visible presence of diverse New Zealand children's content across the range of public and commercial broadcasting services, representing good value for New Zealand taxpayer dollars.
- Locally produced children's programmes and broadcasts will be well received by their intended audience, and will be seen to be "world class". New Zealand audience satisfaction levels with children's television programmes will be maintained or increased.

- New Zealand made children's television programmes will be more visible internationally, as well as within New Zealand.
- Public and commercial broadcasters will be encouraged to take more risks with children's programmes made with NZ On Air funding.
- Creative and innovative local children's programming, including programming that reflects our bicultural base, our multi-cultural society and our place as a South Pacific nation, will contribute to a stronger sense of New Zealand identity.

In line with these strategic outcomes and in light of the discussion that opens this strategy, the following action points will be pursued.

## Outcome

There will be a strongly visible presence of diverse New Zealand children's content across the range of public and commercial broadcasting services, representing good value for New Zealand taxpayer dollars.

## Action Points

### NZ On Air will:

### Timetable

continue to support a range of programmes catering for: <ul style="list-style-type: none"> <li>• pre-school</li> <li>• early childhood</li> <li>• 7-11 years</li> <li>• 12-14 years</li> <li>• youth (15-18)</li> </ul>	Ongoing
work with Government, broadcasters, other agencies and stakeholders to increase the amount of funding for children's programming over the longer term.	Ongoing
consider proposals for programmes of interest to young New Zealanders, with support from broadcasters with a nationwide audience reach, at any of its six funding meetings throughout the year.	Trial from October 2003 to June 2004. Decision in June 2004
in the short to medium term, move to the position of a minority investor in "linking" or "variety" programmes. Over time NZ On Air will exit from funding of this type of programme entirely.	Ongoing from October 2003.
conduct a funding matrix exercise (using data from the preceding calendar year) to assess current balance and diversity.	In February of each calendar year
tender for new shows through normal processes and special initiatives.	Ongoing
communicate NZ On Air priorities to producers and broadcasters.	Ongoing

## Outcome

Locally produced children's programmes and broadcasts will be well received by their intended audience, and will be seen to be "world class". New Zealand audience satisfaction levels with children's programmes will be maintained or increased.

## Action Points

NZ On Air will:	Timetable
conduct a funding matrix exercise (preceding calendar year) to assess balance and diversity.	In February of each calendar year
communicate NZ On Air priorities to producers and broadcasters.	Ongoing
tender for new shows through normal processes and special initiatives.	Ongoing
conduct research employing a range of methodologies (including snapshot research into individual programmes) and publish the results. In the case of "snapshot" research the results will be fed back directly to the relevant broadcasters and producers through a consultation process.	Ongoing
consider funding for the <u>development</u> of selected children's programmes, with matching broadcaster contributions at any of NZ On Air's board meetings	Ongoing
co-ordinate a preschool programming forum	November 2003

## Outcome

New Zealand-made children's television programmes will be more visible internationally, as well as within New Zealand. (This outcome will not be pursued at the expense of New Zealand relevance.)

## Action Points

NZ On Air will:	Timetable
support responsible merchandising and multi-media initiatives that enrich children's experience of the programme and result in a boost to the programme (through funds back into products and/or increased promotion of the programme)	Ongoing
negotiate on the return on its investment in recognition of producers' intellectual property in line with NZ On Air's <i>Making and Marketing</i> policy and published guidelines	Ongoing
support the marketing of children's programmes with development loans under the <i>Making and Marketing</i> initiative.	Ongoing

## Outcome

Public and commercial broadcasters will be encouraged to take more risks with children's programmes made with NZ On Air funding.

## Action Points

### NZ On Air will:

### Timetable

consider proposals for programmes of interest to young New Zealanders with support from broadcasters, with a nationwide audience reach, at any of its six funding meetings throughout the year.	Trial from October 2003 to June 2004. Decision in June 2004
conduct research employing a range of methodologies (including snapshot research into individual programmes) and publish the results. In the case of "snapshot" research the results will be fed back directly to the relevant broadcasters and producers through a consultation process.	Ongoing
tender for new shows through normal processes and special initiatives.	Ongoing
assist in the funding of cost-effective children's animation.	Ongoing
host a biennial forum on children's programming issues, to present research results and discuss directions with broadcasters, producers and other stakeholders.	Every two years
run at least one children's programming initiative per annum using research results, including the funding matrix, to target areas of need in children's programming.	April to October annually

## Outcome

Creative and innovative local children's programming, including programming that reflects our bi-cultural base, our multi-cultural society and our place as a South Pacific nation, will contribute to a stronger sense of New Zealand identity.

## Action Points

NZ On Air will:	Timetable
continue to use the updated NZ On Air children's priorities to underpin the Board's approach to children's programmes by guiding the Board's prioritisation and selection of these programmes	October 2003 onwards.
consider funding for the <u>development</u> of selected children's programmes, with matching broadcaster contributions, at any of NZ On Air's board meetings	Ongoing
conduct research employing a range of methodologies (including snapshot research into individual programmes) and publish the results. In the case of "snapshot" research the results will be fed back directly to the relevant broadcasters and producers through a consultation process.	Ongoing
arrange regular, informal meetings between children's producers, broadcasters and the Television Manager and Chief Executive	Ongoing
communication of NZ On Air's priorities to producers and broadcasters	Ongoing
apply gap analyses to inform its staff recommendations and Board decisions.	Ongoing

**Priorities in Children's Programming**  
**NZ On Air Children's Programming Forum**  
**13 October 2000**

**To find a way to do more children's programming.**

**To make shows for children as citizens, not simply as consumers**

**To fund a balance of programmes for preschool, primary and teenagers**

**To provide positive role models and content for girls and young women**

**To provide positive role models and content for boys and young men**

**To provide positive role models and content for Maori and Pacific Island children and young people**

**To fund programmes where children and young people are active participants in the programme and have their own voice.**

**To continue our emphasis on Maori language and culture; and**

**To enhance the experience of Maori language and culture by the provision of subtitles where possible and appropriate.**

**To fund programmes that encourage creativity amongst children and young people**

**To fund cost-effective animation**

**To fund up to two children's drama series in each financial year**

**To deliver education to children in ways that will encourage them to watch it.**