Irirangi Te Motu
NZ On Air

Te Ipukarea

NZ On Air's foundational document and strategy

Te Ipukarea o Irirangi Te Motu | NZ On Air

Our stories and songs are at the heart of who we are and where we are from. Irirangi Te Motu - NZ On Air is dedicated to enabling content that connects us and develops the unique culture of Aotearoa New Zealand.

We are a multi-cultural nation, built on a bi-cultural foundation. Like a braided river, our diverse streams follow their own paths but are unified by the one river and one future.

Braided rivers – He Awa Whiria, are such a distinctive element of the New Zealand landscape that we see them as the perfect way to represent the mahi of Irirangi Te Motu - NZ On Air underpinning our vision to have content flowing to serve all audiences as outlined in this, our foundational document, Te Ipukarea.

Our purpose

To reflect and develop the identity and culture of Aotearoa New Zealand

Our vision

New Zealanders connected through our stories and songs

Our values

We will be guided in all our mahi by the values of:

Manaakitanga - Care

We put people first, treating everyone with mana and respect. We are inclusive, supportive and empathetic

Kaitiakitanga - Guardianship

We understand the responsibility of enabling and nurturing creativity and content creators. We ensure the taonga we fund authentically reflect and serve Aotearoa and are professional and transparent in our decision-making

Māia - Courage

We will take purposeful risks in the advancement of our purpose; we are brave and act with integrity when we have to make hard decisions and we have the confidence to lead change where it is needed

Our Te Tiriti o Waitangi Commitment

As an autonomous Crown Entity, we acknowledge Te Tiriti o Waitangi as foundational to our identity as a country and the relationship with Māori at its heart. We recognise Māori right to tino rangatiratanga and will seek to integrate into our mahi, the following principles of Te Tiriti of Waitangi:

Mana Taurite – Equity

Equitable outcomes for Māori creatives and audiences

Whakamarumarutia – Active Protection
Encouragement of te Reo Māori and Tikanga Māori both within the agency and in funded content

Kōwhiringa – Options
The right of choice for Māori to engage with te ao Māori and te ao Pākehā

Mahi Tahi – Partnership
Partnership with Māori stakeholders and Iwi to ensure mutually beneficial outcomes for all audiences.

Our Rautaki Māori embodies these principles and will be reviewed annually to provide an ongoing demonstration of our commitment to honouring the intent of Te Tiriti o Waitangi.

He Awa Whiria – Our Commitment to Equity and Representation

We celebrate the rich tapestry of cultures within our country through our model of He Awa Whiria, the braided river. We are committed to serving the many audiences outlined in the Broadcasting Act and those represented in the changing face of Aotearoa New Zealand. We embrace and celebrate an inclusive and multi-cultural society, as evidenced by our Equity and Representation strategy, fostering connection at every opportunity.

Te Ipukarea in action

The commitments of Te Ipukarea flow through all our strategies and internal operations ensuring we live up to our vision and mission as articulated in our:

- Statement of Intent
- Statement of Performance Expectations
- Investment Model
- Rautaki Māori
- Moana Pacific Strategy
- Equity and Representation Strategy
- Internal policy, operations and procedures documentation

Our approach

Kohikohi ngā kākano, whakaritea te pārekereke, kia puāwai ngā hua
Gather the seeds, prepare the seedbed carefully, and you will be gifted with abundance of food

Our strategy is built upon our purpose, fundamental principles of public media, and Te Tiriti o Waitangi. These encompass enhancing the culture of Aotearoa New Zealand, expanding the variety and inclusivity of local content accessible to New Zealanders, guaranteeing that content is easily accessible, strengthening social cohesion, and promoting well-informed discussions.

The Broadcasting Act 1989 s.36(1) requires us

(a) to reflect and develop New Zealand identity and culture by

(i) promoting programmes about New Zealand and New Zealand interests; and

(ii) promoting Māori language and Māori culture.

We are required to meet a range of performance measures agreed to with Government (see our Statement of Performance Expectations).

Our Strategic Framework

Our Strategic Framework brings together our vision, purpose, commitments and goals, providing a clear and shared 'why' for our work. It articulates our role as a public media funder in a rapidly changing media environment, and the outcomes we seek for audiences, creators and the wider creative and cultural sectors.

The Strategic Framework is structured around five interconnected pillars - **Engage**, **Enable**, **Respond**, **Inform** and **Elevate**. Together, these pillars describe the way NZ On Air focuses its effort and investment to reflect and develop New Zealand identity and culture. These pillars support our cultural and economic objectives and align with the Government's *Amplify* strategy and its goals of investing for maximum impact, nurturing talent, and reducing barriers to growth across the creative and cultural sectors.

The Framework is deliberately outcomes-focused and enduring. It guides organisational priorities, decision-making, performance and culture, while allowing flexibility in how we respond to change. The principles, priorities and rules that translate this direction into day-to-day funding decisions sit within our Investment Model, which functions as our operational strategy.

In essence, *Te Ipukarea* and the *Strategic Framework* define our direction, our ambition and our contribution - setting out who we are and how NZ On Air uses public funding to ensure New Zealanders are connected through our stories and songs, now and into the future.

TĀ MĀTOU ANGA RAUTAKI
Our Strategic Framework

Irirangi Te Motu
NZ On Air

Our Vision
TĀ MĀTOU KITENGA

New Zealanders connected through our stories and songs

Our Purpose
TĀ MĀTOU KORONGA

To reflect and develop New Zealand's identity and culture

Our Pillars **Ā MĀTOU POU**	**ENGAGE** Audiences discover, value and enjoy diverse New Zealand content	**ENABLE** Invest in the people and skills that power New Zealand's creative future	**RESPOND** Ensure funding models are adaptive, fit-for-purpose and accessible	**INFORM** Deliver trusted insights that enable New Zealand content to flourish	**ELEVATE** Increase the ambition, scale, and global reach of New Zealand content
Our Goals **Ā MĀTOU WHĀINGA**	**Increase audience connection with local content through:** • investment in a strong and diverse slate of content; and • strategic discoverability plans across all funded content.	**Strengthen and diversify the creative talent pipeline by:** • supporting quality content creation at different budget levels; and • supporting career pathways and skills development.	**Reduce barriers to accessing funding by:** • streamlining processes; and • adapting to emerging formats and industry needs.	**Position NZ On Air as the authoritative source for local audience and industry insights by:** • collecting, analysing and publishing content performance data, audience intelligence, and sector trends; and • using insights to guide strategic funding decisions and industry wide strategies.	**Increase the quality and ambition of funded content by:** • encouraging co-investment and co-production to scale local content with international ambition; and • supporting partnership pathways to support local and international success.
Funding Streams **NGĀ AHO PŪTEA**	**Creation** **Discoverability**	**Creation** **Capability**	**Discoverability**	**Insights**	**Creation** **Discoverability** **Capability**