

Irirangi Te Motu
NZ On Air



Equity and Representation Strategy

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Equity and Representation Strategy

NZ On Air | Irirangi Te Motu recognises that every person has inherent mana and is deserving of our respect. It does not matter what background, race, religion, gender, disability or age, we all deserve to be treated in ways that not only acknowledge our mana but nurture it.

We want to be a mana-enhancing organisation and that means working hard to ensure all who engage with us feel seen, heard and respected. Moreover, we recognise the unique role NZ On Air plays in building an inclusive society where all New Zealanders feel represented.

Amplifying all the voices of Aotearoa New Zealand is at the heart of our mission, and this Equity and Representation Strategy outlines the goals and actions we will take to ensure we are delivering to that mission.

Aotearoa New Zealand is 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 NZ On Air, underpinning our vision to have content flowing to serve all audiences as outlined in our foundational document, [Te Ipukarea](#).

As an organisation committed to Te Tiriti o Waitangi, we acknowledge the status of tangata whenua recognised in our Rautaki Māori, [Te Pae Tata 2024](#).

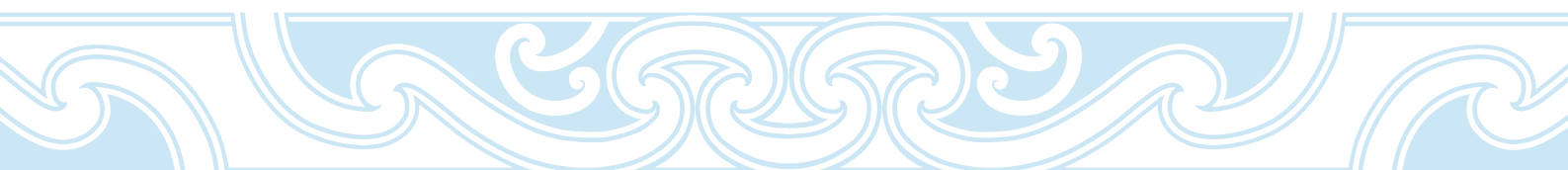
This plan will be reviewed annually alongside our Rautaki Māori, to ensure it remains aligned and is progressing towards achievement of its goals.

What does Equity and Representation mean?

Equity refers to fairness, impartiality and justice in providing resources, opportunities and treatment to individuals or groups. It involves recognising and addressing the unique needs and circumstances of different people to ensure that everyone has an equal chance to thrive and succeed. Equity acknowledges that individuals may start from different positions due to various factors such as race, gender, socioeconomic status, disability and more, and seeks to level the playing field by removing barriers and providing support where needed.

Representation refers to the fair and accurate inclusion or portrayal of individuals from diverse backgrounds in various settings such as media, organisations and decision-making processes. It involves ensuring that people from different races, ethnicities, genders, sexual orientations, disabilities, religions and socioeconomic backgrounds are adequately represented and have a voice in matters that affect them. In the context of media representation, it means depicting a wide range of identities and experiences in TV shows, movies, music and games, news and advertising without relying on stereotypes or marginalising certain groups. In organisational contexts, representation involves diverse employees, leaders and board members reflecting the

Connecting and reflecting Aotearoa



diversity of the community or society they serve. In policymaking or governance, representation means seeking the perspectives and needs of all groups when making decisions or creating policies to promote fairness and inclusivity.

How can we be mana enhancing?

- By working with and listening to a diverse range of stakeholders, communities and applicants to ensure we strive to meet their needs. By seeking to remove biases and barriers that make it more difficult for some to access and engage with us, our funding, or our content. To provide for equitable outcomes, we may need to tailor processes to mitigate barriers and enable a more even and accessible playing field.
- By training our staff to recognise biases and barriers in our mahi and giving them the skills to reduce impacts.
- By encouraging and supporting a diverse and representative workforce.

NZ On Air is empowered in this mahi by:

- The Broadcasting Act 1989 which requires NZ On Air to:

...ensure that a range of broadcasts is available to provide for the interests of —
 Women, youth, children, persons with disabilities, minorities in the community
 including ethnic minorities and to encourage a range of broadcasts that reflect
 the diverse religious and ethical beliefs of New Zealanders.

- The five priorities of the [Papa Pounamu Public Service work programme](#)
 - Te Urupare i te Mariu | Addressing bias
 - Hautūtanga Kākano Rau | Fostering diverse leadership
 - Te āheinga ā-ahurea | Cultural competence
 - Ngā tūhononga e kōkiritia ana e ngā kaimahi | Employee-led networks
 - Hautūtanga Ngākau Tuwhera | Inclusive leadership
- [Kia Toipoto](#)— Closing Gender, Māori, Pacific and Ethnic Pay Gaps Public Service Action Plan 2021-24

The goals and action points on the following pages are divided between our role as a funder and our role as an employer.

Section 1 – NZ On Air as a funding agency

GOAL 1: Local audiences connect with a diversity of content made by, for and about their cultures and communities with at least 25% of NZ On Air funding for Scripted and Non-fiction content that represents and/or is intended for targeted audiences, including s36(1)(c) (from SPE).

ACTIONS

Design and implement a framework that categorises, and provides a means to report on, NZ On Air funded content in relation to diverse audiences.

Work with commissioning platforms to better understand their audiences and diverse content strategies and improve alignment with NZ On Air goals.

GOAL 2: At least 75% of NZ audiences appreciate the diversity of public media funded by NZ On Air and 25% of people aged 15+ report feeling represented as a person (e.g. values, identity and experiences) in New Zealand-made television/online programmes, films., music and games.

ACTIONS

Undertake research and engagement to understand the media consumption and preferences of diverse audiences.

Create strategies that support the creation of content for under-represented audiences.

Engage diverse opinions to ensure funded content is representative.

GOAL 3: Content in more than 40 languages (including nine Pacific) is supported.

ACTIONS

Capture data around the diverse language content being funded.

Encourage diverse language content wherever possible.

Improve discoverability of diverse language content.

GOAL 4: Strengthen the capability and capacity of a diverse range of creators and music artists by codifying historical data to inform evidence-based strategies and promote equity.

ACTIONS

Continue to gather diversity data from funded content creators.

Work alongside other funding agencies and sector groups to encourage diversity at all levels of production.

Encourage development and training programmes that build the capability of diverse voice content creators.

Create resources for content creators that will help meet the needs of audiences with disabilities and encourage accessibility across the screen, music and gaming sectors.

GOAL 5: Creators will have equitable access and opportunities to make local content, ensuring that the principle of "nothing about us without us" is upheld and that diverse perspectives are represented.

ACTIONS

Develop a strategy that builds active engagement with a range of diverse communities.

Work to improve access and mitigate issues that may inhibit diverse content creators engaging with us and our funding.

Look to establish advisory groups to ensure open lines of communication and an ability to connect with diverse communities.

Section 2 – NZ On Air as an employer

We seek to be:

- **Diverse:** A more diverse workforce and leadership that reflects and values Aotearoa New Zealand equity and representation.
- **Equitable:** A fair workplace with equitable pay and people practices.
- **Inclusive:** A workplace culture where everyone feels included, valued and comfortable being themselves at work.

Our [Kia Toipoto | Pay Gap Action Plan](#) provides a detailed programme of actions that feed directly from the following goals.

GOAL 6: Ensure all NZ On Air staff are treated with respect and dignity in an environment in which they can thrive and succeed.

ACTIONS

Ensure no unjustified pay gaps for people performing similar roles.

Provide reasonable office conditions that support individual needs, access and cultural needs.

Provide flexible working arrangements that enable work-life balance.

Allow for development opportunities that acknowledge individual cultural needs.

Seek accreditation under the NZ Disability Employers' Network – Accessibility Tick programme.

GOAL 7: Ensure NZ On Air staff understand the importance of equity and representation and have appropriate skills.

ACTIONS

Provide ongoing training, awareness and leadership skills in areas such as Te Tiriti o Waitangi, unconscious bias, cultural awareness and accessibility issues.

Maintain 100% of staff attending unconscious bias training.

Monitor staff sentiment in relation to equity and representation.

Where possible and appropriate, align practices with the Ministry of Social Development's [Accessibility Guide 2021](#).

GOAL 8: To provide a workforce that is inclusive, representative and equitable.
ACTIONS
<p>Ensure senior leaders demonstrate equity and representation values with tier 2 and 3 leadership roles maintaining at least 50% women.</p> <p>Ensure recruitment policies and practices encourage a diverse workforce.</p> <p>Continue workforce surveys, ensuring scores remain above the public sector average, and complete an annual diversity, equity and inclusion assessment of NZ On Air to demonstrate progress.</p> <p>Review staff policies to ensure diversity is encouraged at all levels.</p> <p>Continue to publish gender and ethnicity data in our annual report.</p> <p>Continue to produce a Kia Toipoto Pay Gap Action Plan in line with the Public Service Commission.</p>