



E vave taunu'u le malaga pe a tatou alo va'a fa'atasi

(Our destiny is within sight when we paddle our canoe together) Samoan proverb

As a South Pacific nation, Pacific peoples hold a special and unique place in Aotearoa New Zealand. Irirangi Te Motu | NZ On Air has developed this strategy in conjunction with the screen sector group, The Moana Wayfinders, to ensure Pacific audiences and communities in Aotearoa New Zealand are well-served with a sustainable supply of Moana Pacific stories produced by a strong and capable Moana Pacific media sector.

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. This underpins our vision to have content flowing to serve all audiences, as outlined in our foundational document, [Te Ipukarea](#). This Moana Pacific Strategy reaffirms NZ On Air's commitment to serving Moana Pacific communities as one of our priority audiences, in alignment with our mandate under the Broadcasting Act 1989.

Background

The Moana Wayfinders group, representing the Aotearoa New Zealand Pacific screen production sector, was established in 2021. It comprised Taualeo'o Stephen Stehlin, Lisa Taouma, Kerry Warkia, Stallone Vaiaoga-loasa and Caren Rangi. At the time, the sector was impacted by the COVID 19 pandemic, and it was felt that a pathway was needed to strengthen the opportunities for authentic Moana voices and the presence of Tagata Moana across the media sector. Of particular concern were the limited development opportunities for the Moana Pacific media sector given its relative size and issues around story sovereignty, with instances of Pacific stories being told by non-Pacific content creators.

In July 2022, NZ On Air funded the group to produce a draft strategy which was presented in 2023 and finalised in May 2024 as [The Moana Media Sector Strategy](#). The group also provided Moana Media Strategy Guidelines for NZ On Air as advice for funding assessors.

This work has been instrumental in shaping this strategy, which covers all aspects of NZ On Air funding including music.

Who is Moana Pacific?

The term Moana Pacific, along with terms such as Pasifika, refers to the diaspora of New Zealanders who trace their origin to nations of the South Pacific such as the NZ Realm states of Cook Islands, Niue and Tokelau. The Ministry of Pacific Peoples also acknowledges and supports the languages of those who trace their ancestry to Samoa, Tonga, Fiji, Kiribati, Rotuma, Tuvalu, Vanuatu, Solomon Islands and Papua New Guinea.

While the use of terms that group Pacific nations together has become widespread, NZ On Air recognises that each ethnic group has its own culture, language and traditions. NZ On Air is committed to ensuring content authentically reflects and serves Pacific communities.

Strategic Objectives

While NZ On Air acknowledges the umbilical ties between communities in the South Pacific and Aotearoa New Zealand, the agency's focus remains on domestic Pacific Moana audiences, in particular prioritising communities with significant populations and strong cultural connections. To provide for these audiences, NZ On Air acknowledges the need to encourage and support the continued development of a vibrant local Moana media sector.

The Pacific offers a rich source of stories and content, and we recognise that NZ On Air should do all it can to ensure those stories are told by those who whakapapa (are connected) to them to ensure authenticity and the growth of the Moana Pacific production sector. That said, we must also balance the needs of the audience against the current size of the Moana Pacific production sector and create strategies that serve both.

NZ On Air is committed to supporting the following strategic objectives:

- Equity – acknowledging the special and unique relationship and place of Pacific people in Aotearoa, and seeing this reflected in ongoing investment in Moana content.
- Story sovereignty – recognising and valuing the self-determination of Moana stories and the cultural authority of the Moana media sector.
- Sustainable capacity and capability – the strategic development and growth of pipelines and pathways towards a robust and prosperous Moana media sector.

Music

Music is a vital part of Pacific culture and expression and NZ On Air works to uplift contemporary Pacific musicians and artists. The first New Music Pasifika funding round was held in January 2019 and was created to boost NZ On Air's reach to Pacific audiences, which

had been identified as under-served in our ‘Where Are the Audiences’ research in 2018. Unlike New Music Single funding, New Music Pasifika has no entry threshold criteria for applying, reducing the barriers artists identified as problematic for them. The fund is open to all Pasifika-identifying artists.

The following are the four goals and actions NZ On Air commits to with this strategy.

GOAL 1: Moana Pacific audiences are seen as a priority and Moana Pacific content is encouraged and supported.
ACTIONS
<p>Create strategies that demonstrate the value of Moana Pacific content and its prioritisation in keeping with Section 36c of the Broadcasting Act 1989.</p> <p>Work with commissioning platforms to better encourage Moana Pacific content strategies in alignment with NZ On Air goals.</p> <p>Create research strategies that allow greater understanding of the needs of Moana Pacific audiences and how to better deliver to them.</p> <p>Build engagement with Pacific stakeholders, organisations and communities to help us better serve Pacific audiences.</p>
GOAL 2: Encourage high quality partnerships, to uphold the mana of authentic Moana productions and processes.
ACTIONS
<p>Where content subject matter is Moana Pacific-related but the applicant is non-Pacific, establish a requirement for there to be at least two Moana practitioners in above-the-line positions.</p> <p>Create funding guidelines that safeguard and support authentic Moana productions and processes, encouraging applications that demonstrate:</p> <ul style="list-style-type: none"> • Ownership by Moana Pacific practitioners or; • equitable high-level decision-making positions for Moana practitioners • Co-productions with Moana production companies and shared IP with Moana concept creators • Island-specific expertise where appropriate • Tuakana/teina models of production training • Clear evidence of Cultural Expert/Specialist involvement in a production and contribution to production decision-making processes. <p>Work to identify and mitigate issues that may inhibit Moana Pacific content funding and creation.</p> <p>Establish staff training to ensure NZ On Air Staff understand the Moana Pacific production sector and needs of the audience.</p>
GOAL 3: Strengthen the capability and capacity of the Moana Pacific production sector.
ACTIONS

Measure current levels of funding targeting Moana Pacific content outcomes to provide a baseline for growth.

Work alongside industry and government partners to uplift Moana Pacific capability in the screen sector.

Encourage a spirit of collaboration across the wider sector that supports the development of the Moana Pacific production sector through co-production, partnerships and shared initiatives.

GOAL 4: To increase the amount of funded quality contemporary Pasifika music content available for Pacific audiences.

ACTIONS

Identify and support contemporary Pacific music artists, to enhance the production quality and visual and promotional elements for singles that have great potential to connect with those audiences and engage wider mainstream audiences.

Continue to run an annual targeted New Music Pasifika funding round.