



Level 2  
119 Ghuznee Street  
P O Box 9744  
Wellington 6141  
New Zealand

info@nzonair.govt.nz  
www.nzonair.govt.nz

Tel: 04 382 9524  
Fax: 04 382 9546

2 March 2026

By email: [REDACTED]

Tēnā koe [REDACTED]

### Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 10 February 2026.

You have requested:

- A full breakdown of all costs (to date) incurred in the development, promotion, consultation, and implementation of NZ On Air's new Strategic Framework, including (but not limited to):*
  - Staff and contractor time
  - Consultation or engagement work
  - Branding, marketing, or design work
  - Events or workshops related to its launch
  - Any external advice or peer review
- A copy of the Strategic Framework in full, including any internal or external briefing notes that describe:*
  - The goals of the Framework
  - How NZ On Air has defined "Treaty commitment," "diversity," "equity," and "guardianship"
  - The rationale or research behind targeting younger demographics
  - Any analysis of audience demand or evidence base supporting these strategic choices
- A list of content funded by NZ On Air since 2020 that explicitly explores or promotes themes relating to:*
  - Critical theory or post-colonial theory
  - Gender ideology or identity politics
  - Decolonisation or other activist frameworks
  - Any content that features drag, queer theory, or non-binary representation aimed at younger audiences
- Any audience research, surveys, or public engagement NZ On Air relied on to support investment in these types of themes and productions, especially as it relates to general public demand.*

Please see our response below:

- We understand the Strategic Framework you are referring to is NZ On Air's Investment Strategy last updated in May 2025. This strategy was developed on staff time with no additional costs. We therefore decline this part of your request under section 18(e) on grounds that the information does not exist.
- The documents that fall within the scope of this part of your request are available on our website. However, we have provided them here for convenience:
  - Our Investment Strategy is available on our website [here](#).

**Connecting and reflecting Aotearoa**

- b. Details of our equity and representation strategy is available [here](#). Our [Equity and Representation Strategy](#) and [Te Ipukarea](#) document include how we have defined treaty commitment, equity and partnership.
- c. Our *Where Are the Youth Audiences* research is available [here](#). For your information, our audience research reports are all available on our website [here](#).

Further, under section 36 of the Broadcasting Act, we are required to promote Māori language and culture and ensure that a range of broadcasts is available to provide for the interests of women, youth, children, persons with disabilities, and minorities.

3. NZ On Air does not hold information that categorises funded content according to concepts such as “critical theory”, “post-colonial theory”, “gender ideology”, “identity politics”, “decolonisation”, or “activist frameworks”. These terms are not defined in NZ On Air legislation, policy, or funding guidelines, and content is not assessed, tagged, or reported using these descriptors.

Similarly, NZ On Air does not maintain records identifying whether content “explicitly explores or promotes” particular ideological positions, nor does it classify representation of individuals or communities as ideological promotion.

We do not maintain records that identify content “*that features drag, queer theory, or non-binary representation aimed at younger audiences*”. All funding decisions, including content synopses, are made publicly available on our website.

As such, the information you have requested is not held by NZ On Air in the form sought. Accordingly, this part of your request is refused under section 18(e) of the Official Information Act, as the information requested does not exist.

4. Our audience research and stakeholder survey reports are available on our [website](#). Here are our most recent [Audience Research](#) and [Stakeholder Survey Report](#). We therefore decline this part of your request under section 18(d) as the information requested is publicly available.

For your information, funding provided by NZ On Air for all successful projects is [searchable](#) on our website. You can also [sign up](#) to receive our regular industry newsletter via our website.

You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). NZ On Air proactively releases information in accordance with the Government’s commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your name removed) will be published on the NZ On Air website shortly and will remain on our website for 12 months.

Thank you for your interest in our work.

Ngā manaakitanga,



Raewyn Rasch

**HEAD OF OPERATIONS, PARTNERSHIPS AND CULTURE**

**KAIHAUTŪ NGĀ WHAKAHAERE, NGĀ RANGIPŪ MAHITAHĪ ME TE AHUREA**

**Connecting and reflecting Aotearoa**