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27 May 2026

By email: [REDACTED]

Tēnā koe [REDACTED]

Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 27 March 2026, with the response deadline extended till 27 May 2026.

You have requested:

I seek information regarding your policies on diversity and inclusion, as well as details on scripted screen content funded by NZ On Air that was created by or featured Asian New Zealanders.

Part 1: Diversity Policies and Initiatives

For the period from 2015 to 2025, please provide the following information:

1. **Policies:** *Copies of any formal policies, strategies, or guiding principles related to diversity, equity, and inclusion of Asian communities in NZ On Air's funding. Noting that we have access to the [Equity and Representation Strategy 2025](#) already.*
2. **Initiatives:** *A list and description of any specific initiatives, programmes, talent development, or funding rounds that were created specifically to uplift Asian representation*
3. **Impact:** *Any reports, evaluations, data analyses, or internal reviews that measure or assess the impact and outcomes of the initiatives listed in point (2). This could include data on the number of applications from, and funding awarded to, filmmakers and producers from Asian backgrounds.*
4. **Communications:** *Copies of key communications, such as press releases, official statements, or publicly distributed reports, regarding the policies and initiatives outlined in points (1) and (2).*

Part 2: Funding for Scripted Screen Content by or about Asian People

5. *For the period from 2015 to 2025, please provide a list of all scripted screen content (e.g., drama, comedy, and children's programming) that received NZ On Air funding and for which the key creative personnel (e.g., director, writer, producer) identify as Asian, OR which feature significant Asian representation on screen. For each project identified, please include the following details, where this information is held:*
 - a. **Title:** *The title of the funded project.*
 - b. **Key Creative Personnel:** *The names and roles (e.g., director, writer, producer) of the Asian creative personnel attached to the project.*
 - c. **Funding Amount:** *The total amount of NZ On Air funding awarded to the project.*
 - a. **Platform/Broadcaster:** *The platform or broadcaster for which the content was funded (e.g., TVNZ, Three, Stuff, Māori Television).*
6. *A copy of the application proposal, the funding recommendation paper, and the final producer report for Inked.*

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Part 3

7. In 2002, when the Charter was introduced, [it was announced that NZOA would receive an additional \\$6m per year to support the Charter](#). Is it possible to please receive a list of what was funded through this specific additional budget during the period of the charter (2003-2011), or if it was simply absorbed into existing NZOA funding streams, could you please confirm this? I have looked through the NZOA annual reports from this period and cannot see a reference to specific charter funding, which is why I ask.
8. In the [2006-07 New Zealand On Air annual report](#), there is a reference on Page 43 to "surveys on Asian programming and programming for gay and lesbian audiences completed during 2006 and results informed NZ on Air's approach to Special Interest programming".
 - a. Can I please clarify, is this in reference to the [Public Information and Opinion Monitor \(July 2007\)](#), in which an Asian booster sample was used for the first time? Or is this referring to a different survey not available online?

Please see our response below.

Part 1: Diversity Policies and Initiatives

1. **Policies:** Excluding the [Equity and Representation Strategy](#), these are the documents that fall in scope of your request:
 - a. NZ Media Fund Strategy (attached) – this strategy outlined our approach to prioritising Indian and Chinese audiences during the time it was in effect. Please note this strategy was replaced by our [Investment Strategy](#) effective from 1 July 2023.
 - b. [Te Ipukarea](#) – this is our foundational document recognising that Aotearoa New Zealand is a multicultural nation and underpins our vision to serve its audiences.
2. **Initiatives:** Here is a list of screen funding and capability initiatives for Asian talent development:

Year	Initiative/Programme/RFP	Description/Key Communications
2018	RFP: Pasifika or Asian Telefeature	Request for Proposals: Scripted Feature-Length Pasifika or Asian Project
2019	RFP: Scripted Pacific and Asian Storytelling	Request For Proposals: Scripted Pacific and Asian Storytelling Key Communications: https://www.nzonair.govt.nz/news/new-stories-new-pasifika-and-asian-storytellers/ https://www.nzonair.govt.nz/news/success-quest-find-fresh-asian-and-pasifika-storytellers-and-ideas/
2019	Pasifika & Asian Newer Storytellers: Script Lab	Capability initiative funded by NZ On Air. Please see Script to Screen website for further information.
2019	Asian Feedback Workshop	PASC capability initiative funded by NZ On Air.
2020	Applicant Workshop For Pan Asian Creatives	PASC capability initiative funded by NZ On Air.
2021	Factual RFP for Pan-Asian Creatives	Request for Proposals: Factual Projects with a focus on Pan-Asian Creatives and Content

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		Key Communications: https://www.nzonair.govt.nz/news/six-pan-asian-led-creative-teams-bring-their-stories-screens-across-motu/
2021	Episode One Initiative	PASC capability initiative funded by NZ On Air https://www.nzonair.govt.nz/news/nz-air-invests-pan-asian-voices/
2024	Episode One Redux	PASC capability initiative funded by NZ On Air.

3. **Impact:** Please find attached:
 - a. A copy of the review of the RFP for development proposals: Scripted Feature-Length Pasifika or Asian project - May 2019
 - b. A copy of the Feedback Workshop Proposal in response to the above RFP review.
 - c. A copy of the Episode One 2022 Report for Stakeholders
4. **Communications:** Please see response at 2 and 3.

Part 2: Funding for Scripted Screen Content by or about Asian People

5. To clarify, NZ On Air does not track the ethnicity of specific key personnel. We therefore decline this part of your request under 18(e) of the OIA as the information does not exist. However, we can provide a list of specific scripted screen content we identified that would have delivered some Asian onscreen cultural representation. Please find this list attached.

We can also provide the following list of scripted projects from our [Seen On Screen 2024](#) report, which examines representation in funded scripted looking at 30 scripted drama and comedy projects funded between July 2021 to 30 June 2023. As there is no standard definition or metric for what counts as “significant Asian representation on screen”, please see the role definitions on page 35 of the report as a guide to help with quantifying the level of ‘significance’.

- *Homebound 3.0* (comedy) is a story about Chinese New Zealanders with 56% of the cast comprised of actors from an Asian background, including the lead characters.
- *Raised By Refugees 2* (comedy) is a story following an Iranian-Pakistani family as they settle into New Zealand life. All the lead characters are from an Asian/pan-Asian background and Asian characters make up 41% of the cast.
- *Ships In The Night* (drama) features one lead character of Asian descent who makes up 50% of the cast.
- 38% of *Far North 's* (drama) cast are characters of Asian descent across the supporting, series regular, and recurring tiers.
- *Long x Xia* (drama) has an entirely Asian cast (albeit a cast of 3) two of whom are lead characters.
- *Kāinga* (drama) tells the stories of 8 women from pan-Asian backgrounds. 92% of Kāinga’s cast are of pan-Asian descent.
- *Miles From Nowhere* (comedy) has 7 actors of Indian descent (3 supporting, 1 series regular, 1 recurring, and 2 guest stars) who make up 35% of the cast.
- *Spinal Destination* (drama) has 2 Asian characters (1 supporting and 1 series regular role) who make up 9% of the cast.
- *n00b* (drama) has 2 supporting characters of Asian descent who make up 18% of the cast

6. I have attached the following documentation for *Inked*:
- A copy of the proposal. Please note some key personnel had changed since the proposal was submitted. The key people attached to the project was Roo Reihana-Wilson (Producer), Helen Wu (Associate Producer) and Fiona Copland (Executive Producer).
 - A copy of the Staff Investment Committee Funding Recommendation Paper.
 - A copy of the final producer report and stats reporting.

We have made redactions under section 9(2)(a) of the OIA to protect the privacy of natural persons. We have also redacted details of third-party funding under section 9(2)(b)(ii) to protect information that would likely unreasonably prejudice the commercial position of the person who is the subject of the information.

Part 3

7. Please see our [Statement of Intent 2002-2003](#). This document indicates that the total funds available for allocation in the 2002/2003 financial year remained unchanged with the previous year and *“reflects the Government’s decision, announced in May, to allocate an additional \$5.33 million to NZ On Air for 2002/2003 and out-years.”* This additional funding had *“off-set the effects of the termination of collections of residual Public Broadcasting Fees and the absence of a one-off allocation of an additional \$2.2 million (excluding GST) provided last year by the Government.”*

We therefore decline your request for a list of what was funded specifically through this additional funding under section 18(e) of the OIA given the Statement of Intent outlines that the funding was absorbed into NZ On Air’s existing allocations, which remained unchanged in comparison with the 2001/2002 financial year.

8. We confirm the survey referenced in the 2006/07 report refers to the [Public Information and Opinion Monitor \(July 2007\)](#).

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

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Attachments:

1. NZ Media Fund Strategy
2. Review of the RFP for development proposals: Scripted Feature-Length Pasifika or Asian project - May 2019
3. Feedback Workshop Proposal in response to the above RFP review.
4. Episode One 2022 Report for Stakeholders
5. List of scripted screen content we identified between 2015-2025 that would have delivered some Asian onscreen cultural representation
6. *Inked* - Proposal
7. *Inked* - Staff Investment Committee Funding Recommendation Paper
8. *Inked* - Final producer report and stats reporting