

Ngahautanga + Imagination

(fun)

Engaging

Auahatanga

(creativity)

Curiosity

Autonomy Mastery, Interests, Creative, STEAM, Characters,
Comedy, Pranks, Languages, Song, Music, Dance, Events, Games

Kanorautanga + Diversity

(diversity)

Difference | Uniqueness

Aotearoa | Local

Whanaungatanga

(relationship, kinship)

Te Ao Māori, Cultural diversity, Local stories and history,
Friends and whānau, Communities, Outdoor play, World culture,
Animals and habitats, Diverse content genres, Connectedness
Ecological sustainability, Caring for our planet



Tuakiritanga + Identity

(identity)

Whare Tapa Whā

(physical/spiritual/family/mental health)

Kete aronui

(basket of knowledge of aroha)

Whakatewhatewha

(examine, inquire, explore)

Taha tinana (physical health), Taha wairua (spiritual health),
Taha whānau (family health), Taha hinengaro (mental health),
Emotions and behaviours, Seasons and weather,
Taking care of myself, Sport, My body, Cultural identity

Hirangatanga + Excellence

(quality)

Accessible

Innovative

Safe

Technology, Interactive, AR / MR / VR / AI, Coding,
User-generated topics, Mobile-optimised, Usability, Captions
Tailored for different platforms, Audio, Events, Keeping safe

kanorautanga + diversity
(diversity)

hirangatanga + excellence
(quality)

**It is committed to telling engaging and quality
local stories that have a positive impact on
the lives of children; using technology to spark
their creativity and curiosity.**

ngahautanga + imagination
(fun)

tuakiritanga + identity
(identity)

ngahautanga + imagination
(fun)



tuakiritanga + identity
(identity)

kanorautanga + diversity
(diversity)

Focus on tamariki
- relevant to age, background,
whānau, abilities, community,
place, safety

hirangatanga + excellence
(quality)

Pou

Content Principles

Content Pillars

Ngahautanga + Imagination

(fun)

Stories are vital for the development of identity and imagination. Stories relevant to their age and culture should be available to children of all ages.

Children must be enabled to exercise their creativity and mastery in engaging with content.

1. Engaging
2. Auahatanga (creativity)
3. Curiosity

Tuakiritanga + Identity

(identity)

Children's content should reflect our relationship with the natural environment and our tūrangawaewae.

Children should have access to content which stimulates and educates them and which allows them to develop to their fullest potential.

4. Whare Tapa Whā (physical/spiritual/family/mental health)
5. Kete aronui (basket of knowledge of aroha)
6. Whakatewhatewha (examine, inquire, explore)

Kanorautanga + Diversity

(diversity)

Children of all backgrounds, ethnicities and abilities should see themselves, their culture, their life experiences and hear their accents reflected positively in a range of content.

Children's content should help build and affirm their sense of self, cultural identity, community and place.

7. Difference | Uniqueness
8. Aotearoa | Local
9. Whanaungatanga (relationship, kinship)

Hirangatanga + Excellence

(quality)

Children have a right to quality, local content which is made specifically for them and available at times and places useful to and used by children.

Children's content should be wide-ranging in genre and content, but should not exploit them or harm them in any way.

10. Accessible
11. Innovative
12. Safe

Ngahautanga + Imagination

(fun)

Engaging

Auahatanga

(creativity)

Curiosity

Kanorautanga + Diversity

(diversity)

Difference | Uniqueness

Aotearoa | Local

Whanaungatanga

(relationship, kinship)



Tuakiritanga + Identity

(identity)

Whare Tapa Whā

(physical/spiritual/family/mental health)

Kete aronui

(basket of knowledge of aroha)

Whakatewhatewha

(examine, inquire, explore)

Hirangatanga + Excellence

(quality)

Accessible

Innovative

Safe

Kanorautanga + Diversity

(diversity)

Difference | Uniqueness

Aotearoa | Local

Whanaungatanga

(relationship, kinship)

- Te Ao Māori
- Cultural diversity
- Local stories and history
- Friends and whānau
- Communities
- Outdoor play
- World cultures
- Animals and habitats
- Diverse content genres
- Connectedness
- Ecological sustainability
- Caring for our planet

“I want to see positive stories about myself, my whānau, my community”

“Show me the world”

“I want to see stories that celebrate difference”

Hirangatanga + Excellence

(quality)

Accessible

Innovative

Safe

- Technology
 - Interactive
 - AR / MR / VR / AI
 - Coding
 - User-generated topics
 - Mobile-optimised
 - Usability
- Captions
 - Tailored for different platforms
 - Audio
 - Events
 - Keeping safe

"I want to feel safe"

"I want content experiences to feel like they were made just for me"

"Show me the future"

Tuakiritanga + Identity

(identity)

Whare Tapa Whā

(physical/spiritual/family/mental health)

Kete aronui

(basket of knowledge of aroha)

Whakatewhatewha

(examine, inquire, explore)

- **Taha tinana** (physical health)
- **Taha wairua** (spiritual health)
- **Taha whānau** (family health)
- **Taha hinengaro** (mental health)
- **Emotions and behaviours**
- **Seasons and weather**
- **Taking care of myself**
- **Sport**
- **My body**
- **Cultural identity**

“I care about the world and my place within it”

“I want to feel healthy and happy”

“Show me stories where I can see myself reflected back”

Ngahautanga + Imagination

(fun)

Engaging

Auahatanga

(creativity)

Curiosity

- **Autonomy Mastery**
- **Interests**
- **Creative**
- **STEAM**
- **Characters**
- **Comedy**
- **Pranks**
- **Languages**
- **Song**
- **Music**
- **Dance**
- **Events**
- **Games**

**“I love laughing,
learning,
discovering,
building, making,
playing and
creating”**