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13 February 2020



Ponsonby
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by email:

Dear

Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 13 February 2020.

You have requested:

- *Documents produced by NZ On Air, or received by NZ On Air, about changes to Radio New Zealand's Concert programme and the establishment of a new radio station at RNZ.*
- *Communications received or sent by NZ On Air, over the past month, about changes to RNZ Concert and the proposed establishment of a new station at RNZ*

NZ on Air was advised verbally about a pending consultation with RNZ staff on a new music strategy. We received an email regarding this process on Wednesday 5th February 2020, this is attached. Slight redacts have been made for privacy reasons.

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.

Yours sincerely

Clare Helm
ACTING CHIEF EXECUTIVE

From: Paul Thompson <[REDACTED]>
Sent: Wednesday, 5 February 2020 8:10 AM
To: Clare Helm <clare@nzonair.govt.nz>
Cc: John Barr <[REDACTED]>
Subject: RNZ Music Strategy Update -

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Mōrena Clare

I hope you are well.

As discussed last week, at 10am today we will begin consulting staff about the implementation of the new Music Strategy.

See below a stakeholder update that provides the background. This will go out before 11am.

Please call if you have questions.

Cheers

Paul

Stakeholder Update

Over the past twelve months RNZ has carried out a review of our music services, exploring opportunities for music to engage with younger and more diverse audiences in line with RNZ's Charter obligations.

Today RNZ began implementing the new music strategy that will expand our range of services to New Zealanders.

The objective of the strategy is to diversify and grow audiences by developing an innovative new music brand aimed at young people. The new commercial-free brand will showcase New Zealand artists and their music in line with our Charter.

The new multimedia brand will be based in Auckland. It will be launched in the second half of 2020 and will be available online, on-demand, on streaming platforms and will be broadcast on FM nationwide.

As part of the strategy, the RNZ Concert service will continue and will undergo some changes in the next few months. It will be focused on playing classical music 24/7. RNZ will continue recording and broadcasting concerts alongside orchestras and other established music industry partners.

From the middle of 2020 RNZ Concert will no longer be available on FM but it will still be widely and easily available through online streaming and on-demand services.

RNZ Concert listeners will continue to access the content on Freeview channel 51 and Sky Digital channel 422, reaching 86% of homes in New Zealand. It will be available on mobile devices through

the RNZ app and our streaming partners like iHeart Radio, and Spotify, and through any other internet connected device.

RNZ Concert will also now be broadcast nationwide on AM radio on the Parliamentary Network when Parliament is not sitting, making it accessible to more than 3.5 million people or 83% of the New Zealand population.

RNZ has begun consulting staff affected by this plan.

We will be able to provide an update and more detailed information on the new strategy in April once staff consultation is completed and the implementation plan for the strategy is confirmed.

Please email me or call me on 029 2013426 if you have questions.

Ngā mihi nui

Paul Thompson

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