

# Strategic Framework for a Sustainable Media System

A vibrant, trusted and diverse media system that fulfils the information, education, entertainment and cultural aspirations of all New Zealanders.

## Vibrant

A thriving, commercial media system that is growing revenue and, is a strong contributor to New Zealand's economic and social wellbeing.

### Actions to support a growing and **vibrant** media system

- Supporting media organisations to realise the value of their content in a digital environment.
- Growing the revenues of New Zealand media companies by promoting investment in content production, people and skills.
- Enhancing the role of NZ On Air.
- Streamlining and modernising the regulatory system.
- Regular measurement and monitoring of the media system against the objectives and goals of the strategic framework.
- Supporting outcomes for Māori through the media system.

## Trusted

An independent and trusted media system that reflects New Zealand's values and serves the public interest.

### Actions to support a **trusted** media system

- Delivering and implementing the Aotearoa New Zealand Public Media work programme.
- Supporting the Department of Internal Affairs and working with our media stakeholders on modernising the content regulatory system.
- Working in partnership with Te Puni Kōkiri to strengthen the Māori media sector.
- Maintain the freedom of expression of the media through best practice media and journalistic guidance and regulation.

## Diverse

A media system that contains many different voices, creating a range of content that supports social cohesion and accounts for the uniqueness of New Zealand Communities.

### Actions to support a **diverse** media system

- Working with the industry to address workforce training and development.
- Working in partnership to ensure the success of the Māori media system.
- Refreshing the role of community radio.
- Supporting the use of Pacific languages in media and broadcasting.
- Protect and promote the taonga of te reo Māori.

## What will success look like?

- Our commercial media companies have growing revenues and are resilient to future trends.
- Our media system contributes to the wider economy through jobs, increased revenues, demand for specialist skills and by attracting the world's best media talent.
- Our media system has a plurality of voices, and plurality of ownership is maintained or enhanced.
- Our media system creates, produces and promotes media content that is valued and recognised worldwide.
- Our media system is trusted and recognised as maintaining best practice standards for all types of content.
- Our public media is recognised as a public good and is the cornerstone of a thriving media system.
- Our media is accessible to all communities on a variety of platforms when and where people need it.
- Our media system is diverse and supports social cohesion.
- Our media legislation is fit for purpose, modern, fair and equitable.
- Our media system protects and promotes te reo Māori me ngā tikanga Māori.
- Our media system reflects greater diversity in the media workforce and leadership at all levels.

## Aotearoa New Zealand Public Media

### Actions to support **strong** public media

- Establishing, and supporting a new public media entity that serves as the cornerstone of the media system.
- Monitoring the performance of Aotearoa New Zealand Public Media and its impact on the media system.