



MP for Mana

Minister of Broadcasting, Communications and Digital Media

Minister of Civil Defence

Minister of Commerce and Consumer Affairs

Minister of Customs

Associate Minister of Immigration

13 DEC 2018

Dr Ruth Harley CNZM

Chair

NZ On Air

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WELLINGTON

Tēnā koe Dr Harley

LETTER OF EXPECTATIONS 2019/20

This letter sets out my expectations for NZ On Air in 2019/20. Its purpose is to assist the Board to develop its Statement of Performance Expectations 2019/20.

The enduring letter of expectations¹ to all statutory Crown entities remains in force, including the two expectations specifically emphasised in this letter - effective governance and 'no surprises'.

'No surprises' refers to the expectation that you will inform me in a timely manner about matters of significance within my portfolio responsibilities, particularly where these matters may be controversial or may become the subject of public debate.

Sector outcomes

The Government's priority outcomes for New Zealand fall under three key themes.

- An economy that is growing and working for all of us.
- Improving the wellbeing of New Zealanders and their families.
- Making New Zealand proud.

One of the 12 priority outcomes is valuing who we are as a country. Within this, the Arts, Culture and Heritage Ministers have identified three priorities for the portfolio. NZ On Air has an important role in delivering to these both independently and in collaboration with others.

Fig.1 Government priorities for Arts, Culture and Heritage portfolio



¹ Refer to <http://www.ssc.govt.nz/expectations-letter-crown-entities-july12>

Public Media Objectives

There are also six public media objectives for the broadcasting portfolio. These are:

- Supporting quality NZ content in all genres across a variety of platforms
- Better catering to Māori, Pacific and other under-served audiences
- Enhancing national identity
- Supporting plurality in the provision of news and current affairs across New Zealand
- Promoting an informed democracy
- Safeguarding the media's independence

I expect the NZ On Air to articulate the impact of the contributions NZ On Air makes to the sector outcomes for New Zealand and the public media objectives, and its delivery to cultural wellbeing and the Living Standards Framework, through its accountability documents and reporting.

I have also asked the Ministry for Culture and Heritage (the Ministry) to develop a small set of indicators that build a data picture of communities' access to, and participation in, cultural activities. I expect NZ On Air to participate in developing the indicators and to regularly report against them from 1 July 2019.

Expectations

My specific expectations for NZ On Air are that it will:

- Continue to support the production of more and diverse local content and boost reach to under-served audiences, in particular Māori, Pacific, regional audiences, children and young audiences
- Investigate different delivery platforms, with a focus on digital delivery, to reach new and different audiences
- Collaborate with RNZ to produce innovative content e.g. through the Joint Innovation Fund
- Continue to increase levels of captioning and audio description, particularly for online content
- Maintain robust investment frameworks
- Demonstrate best practice governance at the Board level
- Produce robust audience research to support content investment
- Continue to promote New Zealand music.

Governance

I expect that you will continue to oversee the performance and long-term strategic direction of NZ On Air and provide best-practice governance. This includes self-evaluation of governance practices and ensuring consistency with Institute of Directors' best practice and alignment with the State Services Commission '*It Takes Three*' framework.

While your Board has the most immediate and direct responsibility for monitoring the performance of NZ On Air, I expect it to continue to provide the Ministry, as my agent, with information on performance against planning documents and timely information on risks and opportunities. I have asked the Ministry to focus on the quality and timeliness of reporting information.

I invite you to respond to this letter, outlining the key strategic challenges and opportunities facing NZ On Air, how you intend to contribute to the sector outcomes and respond to the specific expectations contained in this letter.

Finally, I would like to acknowledge the work of the board and NZ On Air, and look forward to a successful year ahead.

Nāku noa, nā

A handwritten signature in blue ink, appearing to read 'Kris Faafoi', written in a cursive style.

Hon Kris Faafoi
Minister of Broadcasting, Communications and Digital Media

cc: Jane Wrightson, Chief Executive, NZ On Air

cc: Renee Graham, Acting Chief Executive, Ministry for Culture and Heritage