

The New Zealand broadcasting environment is one of the most advanced and highly competitive in the world. The introduction of new technologies, the globalization of media companies and the involvement of international business in the industry present significant challenges for the New Zealand broadcasting industry.

These challenges must be met with leadership that appreciates the need and desirability for New Zealand to maintain an open audiovisual market, ensuring people can access new technologies and foreign programming, while preserving a range of possible policy options to ensure that New Zealanders also retain the capacity to see and hear themselves.

The NZ On Air model as a proven method of contestably funding and increasing the quantity of a wide range of locally produced television, radio and film content must continue to be supported.

The ideal broadcasting environment must offer genuine choice and access for audiences; clarity, certainty and fairness for broadcasters; and state involvement that is enabling rather than overbearing. The sector is characterised by the dominant position of TVNZ, which is maintained largely by the injection annually of millions of dollars of taxpayer funds for Charter related imperatives, with minimal transparency or public accountability, returning little of real value to the public.

## NATIONAL WILL:

- Abolish TVNZ's Charter, and redirect Charter-allocated funding through New Zealand On Air.
- Institute appropriate adjustments to New Zealand On Air to ensure comprehensive accountability framework, clear statement of objectives, and transparent funding processes.

# National's Plan for Broadcasting

- Through New Zealand On Air's funding arrangements, seek to strengthen minimum levels of quality New Zealand produced programming on television.
- Develop a new appointments process for the Boards of Radio NZ and TVNZ to secure apolitical appointments, and to recognize their role in our constitutional framework.