

Irirangi Te Motu
NZ On Air



Te Ipukarea

O Irirangi Te Motu | NZ On Air

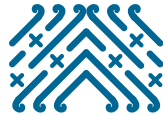
2024

Te Ipukarea o Irirangi Te Motu | NZ On Air

Our stories and songs are at the heart of who we are and where we are from. Irirangi Te Motu | NZ On Air is dedicated to enabling content that connects us and develops the unique culture of Aotearoa New Zealand.

We are a multi-cultural nation, built on a bi-cultural foundation. Like a braided river, our diverse streams follow their own paths but are unified by the one river and one future.

Braided rivers – He Awa Whiria, are such a distinctive element of the New Zealand landscape that we see them as the perfect way to represent the mahi of Irirangi Te Motu | NZ On Air underpinning our vision to have content flowing to serve all audiences as outlined in this, our foundational document, Te Ipukarea.



Our Purpose

To reflect and develop the identity and culture of Aotearoa New Zealand.



Our Vision

New Zealanders connected through our stories and songs.



Our Te Tiriti O Waitangi Commitment

As an autonomous Crown Entity, we acknowledge Te Tiriti o Waitangi as foundational to our identity as a country and the relationship with Māori at its heart. We recognise Māori right to tino rangatiratanga and will seek to integrate into our mahi, the following principles of Te Tiriti of Waitangi:

MANA TAURITE – EQUITY

Equitable outcomes for Māori creatives and audiences.

KŌWHIRINGA – OPTIONS

The right of choice for Māori to engage with te ao Māori and te ao Pākehā.

WHAKAMARUMARUTIA – ACTIVE PROTECTION

Encouragement of te Reo Māori and Tikanga Māori both within the agency and in funded content.

MAHI TAHI – PARTNERSHIP

Partnership with Māori stakeholders and Iwi to ensure mutually beneficial outcomes for all audiences.

Our Rautaki Māori will embody these principles and be reviewed annually to provide an ongoing demonstration of our commitment to honouring the intent of Te Tiriti o Waitangi.



He Awa Whiria – Our Commitment to Equity and Representation

We celebrate the rich tapestry of cultures within our country through our model of He Awa Whiria, the braided river. We are committed to serving the many audiences outlined in the Broadcasting Act and those represented in the changing face of Aotearoa New Zealand. We embrace and celebrate an inclusive and multi-cultural society, as evidenced by our Equity and Representation strategy, fostering connection at every opportunity.



Our Values

We will be guided in all our mahi by the values of:

KAITIAKITANGA – GUARDIANSHIP

We understand the responsibility of enabling and nurturing creativity and content creators.

We ensure the taonga we fund authentically reflect and serve Aotearoa and are professional and transparent in our decision-making.

MANAAKITANGA – CARE

We put people first, treating everyone with mana and respect. We are inclusive, supportive and empathetic.

MĀIA – COURAGE

We will take purposeful risks in the advancement of our purpose; we are brave and act with integrity when we have to make hard decisions and we have the confidence to lead change where it is needed.

Te Ipukarea in action

The commitments of Te Ipukarea flow through all our strategies and internal operations ensuring we live up to our vision and mission as articulated in our:

- Statement of Intent
- Statement of Performance Expectations
- Investment Strategy
- Rautaki Māori
- Moana Pacific Strategy
- Equity and Representation Strategy
- Internal policy, operations and procedures documentation.