FUTURE-PROOFING OUR CREATIVE SECTOR

National will continue to provide an environment for our internationally successful creative sector to grow and become more sustainable.

We will do this by promoting New Zealand content and intellectual property, and by making arts, heritage and broadcasting accessible to communities across New Zealand.

We will build on the successes of our screen sector, which has seen the announcement of numerous major international projects in the past year.

The arts have a strong role to play in social and personal development. That is why we have invested in schemes such as the highly successful Sistema Aotearoa, which has brought the opportunity to learn a musical instrument and play in an orchestra to children across South Auckland and other areas.

National wants New Zealanders to be able to receive and view broadcasting content when they want, and on the platform of their choice, while at the same time respecting copyright law.

National is future-proofing the distribution of TV, radio and movie content through the digital switchover and roll out of ultra-fast broadband.

We will maintain public ownership of Television New Zealand and Radio New Zealand, and encourage them to adapt to the digital distribution of content.

National is working to develop a stable and sustainable domestic creative sector that provides fulfilling and high-value jobs.

POLICY HIGHLIGHTS

➔ Roll out the Sistema Aotearoa programme to more communities in New Zealand.

➔ Investigate the feasibility of creating a National War Museum in Wellington, and Te Papa North in Auckland.

➔ Continue our work to grow the New Zealand screen sector.

➔ Make New Zealand television content more accessible.
NATIONAL IS...

BUILDING ON THE SCREEN SECTOR’S SUCCESS

✓ Providing certainty for producers, cast and crew through changes to the Employment Relations Act formalising years of industry practice and ensuring the filming of the Hobbit movies in New Zealand.

✓ Encouraging the production of foreign and domestic films, television and other format productions in New Zealand through screen production grants.

✓ A new screen advisory board – including James Cameron and Jon Landau – is providing advice and guidance to New Zealand screen and film makers looking to succeed internationally.

COMMEMORATING WORLD WAR I

✓ Making major progress for the centenary of World War I:
  - The National War Memorial Park in Wellington is on track for completion by ANZAC day 2015.
  - A temporary First World War museum has been established in Wellington, developed by Sir Peter Jackson.
  - Lotteries funding of $17 million is enabling many community and national projects commemorating the centenary of the First World War.

SUPPORTING THE ARTS IN NEW ZEALAND

✓ Reforming the Arts Council to remove layers of governance so the focus can be on artists.

✓ Teaching orchestral music to children across South Auckland through the highly successful Sistema Aotearoa Programme. This is now into its fourth year with a total of 240 children and a retention rate of 92 per cent.

✓ Enhancing support for orchestras nationwide, including the designation of the Auckland Philharmonic as a metropolitan orchestra.

✓ New Zealand’s participation at the Frankfurt Book Fair resulted in 68,000 visitors to our pavilion and a ten-fold increase in the sale of New Zealand books into Germany.

PROVIDING MORE DIGITAL CONTENT

✓ Increased opportunities to view more New Zealand content online by rolling out ultra-fast broadband. TVNZ On Demand streams, for example, now average more than 1 million per week. More New Zealand television and movie content can be viewed online through NZ on Screen and the NZ Film Commission.

✓ Ensured households have access to more content through more channels, with better picture quality and sound, as a result of the successful digital switchover.

SUPPORTING PUBLIC BROADCASTING

✓ Spending over $200 million a year on public broadcasting, of which $128 million is for NZ On Air to fund Radio New Zealand and promote New Zealand content.

✓ Increasing captioned content for hearing-impaired New Zealanders – over the past decade it has gone from 70 hours per week to 250 hours per week.
WHAT WE WILL DO NEXT…

1. BUILD ON THE SUCCESS OF SISTEMA AOTEAROA

→ Expand the highly successful Sistema Aotearoa programme, with the eventual goal of nationwide coverage.

An evaluation of the programme in November 2012 concluded that:

“Sistema Aotearoa is making a difference in the lives of the children and the families participating in the programme... Given sufficient time and resources, indications are that Sistema Aotearoa will have a long-lasting and transformative influence on the lives of participating children, their families as well as the wider community.”

2. CONSIDER A NATIONAL WAR MUSEUM AND TE PAPA NORTH

→ Investigate the feasibility of creating a National War Museum in Wellington.

The museum would be a commemorative legacy from the 100th anniversary commemorations of World War I, the 75th anniversary commemorations of World War II and the 150th anniversary of the Land Wars.

→ Investigate the creation of a Te Papa North exhibition, education and storage facility in South Auckland.

A Te Papa North exhibition would make the national collection more accessible to the population of our largest and most diverse city.

3. MAKE MORE TELEVISION CONTENT AVAILABLE ONLINE

→ Put more archived material online.

We are making New Zealand television content more accessible by unlocking the TVNZ archives. This is content made with the help of taxpayer money - it should be available to, and enjoyed by, all New Zealanders. National will make this archived material available online, providing a valuable resource for teachers, students and those with an interest in New Zealand heritage.

4. CONTINUE INCREASING THE AMOUNT OF CAPTIONED CONTENT

→ Continue to work with broadcasters to use digital technology to increase the amount of captioning both on television and online.

Over the past decade the amount of captioned content has greatly increased but we believe more can be done.

5. ENSURE BROADCASTING RULES FIT THE DIGITAL AGE

→ Examine the current legislative framework to ensure it is appropriate for the digital age.

Our current broadcasting model was set up 25 years ago. It was developed before the digital media environment our broadcasters and regulators now operate in. Television content can now be viewed multiple times on a variety of platforms. Content can also be produced and shown online by non-traditional broadcasters. The legislation needs to reviewed and updated to ensure it is appropriate for the digital age.
DON’T PUT IT ALL AT RISK

Labour and the Greens would:

✗ Cripple the film industry by repealing the legislation National passed to ensure blockbuster movies such as Avatar and The Hobbit were made in New Zealand.

✗ Prioritise arts bureaucracy over front-line practitioners.

✗ Disrupt the current settled broadcasting environment, creating uncertainty for broadcasters and the public alike.