



Our values

Innovation
new ideas, creativity,
quality production
standards

Diversity
people, projects,
platforms

Skilful investment
cost effective content
reaching intended
audiences

Our Vision

Connecting and reflecting
our nation

Our Aim

Great New Zealand content is
valued and enjoyed by many
New Zealand audiences



What will we do? Investment goals

USE THE NZ MEDIA FUND TO



**Support quality
content** (Goal 1)



**Support diverse
content** (Goal 2)



**Ensure discoverable
content** (Goal 3)



How will we do it? Operating strategies

- ▶ Consistently apply the nine investment principles outlined in the Funding Strategy
- ▶ Encourage collaboration among stakeholders to promote innovation and commitment to local content
- ▶ Promote funded content to help audience discovery



Our Drivers

Clear focus: in the content outcomes business
Informed contributors: knowledgeable in our fields
Continual improvement: open to new ideas
Responsible stewards: careful with public funds
Friendly faces: collaborative and people-focused
Spirit: positive - we love what we do
Economic contributors: actively consider economic growth goals
Fairness: fair, transparent and simple processes



What will we achieve? Impacts



Quality
NZ audiences enjoy well-made
local content that matters



Diversity
NZ audiences value local content
made for a range of communities



Discoverability
NZ audiences can find and
appreciate local content