

29 May 2019

Bernadette Cavanagh  
Chief Executive  
Manatū Taonga Ministry of Culture and Heritage  
[Bernadette.Cavanagh@mch.govt.nz](mailto:Bernadette.Cavanagh@mch.govt.nz)

Dear Bernadette

I am writing to express RNZ's interest in retaining the 102 FM radio band for public broadcasting use.

As New Zealand's primary non-commercial public media organisation, RNZ sees value in providing a publicly owned outlet focused on the interests of Aotearoa's increasingly culturally diverse population, and catering for audiences which are not a priority for commercial media.

The strength of RNZ's current work is in providing trustworthy news, current affairs and information, and classical and adjacent music free of advertising or agendas. By their nature, these formats are of most interest to more mature New Zealanders.

RNZ believes it can greatly enhance its service for a far wider range of New Zealanders by providing a greater depth of content built around music and popular culture. We believe a radio station would provide the crucial core to this service, which would also incorporate online, visual and social media aspects.

In 2002 the government set aside frequencies in the 101-108 FM MHz band for non-commercial and community radio use. The plan was for 101 – 104 FM to be utilised for nation-wide public service radio stations including:

- RNZ National (as it is currently known) being introduced to 101 FM (previously AM only)
- RNZ Concert consolidated on a single nation-wide FM frequency (102 FM - this did not eventuate)
- A nation-wide Pasifika radio network (103 FM – Niu FM, Pacific Media Network)
- A nation-wide Maori radio network (104 FM - this did not eventuate).

104-108 FM was assigned to Access, community and Low Power FM stations.

102 FM was later made available to commercial operator Media Works in unusual circumstances, which broadcast Kiwi FM until it was closed in 2015.

102 FM is yet to be utilized for its intended public broadcasting purpose.

These frequencies are a significant publicly-owned resource which RNZ would like to deliver to the people on. We want to better fulfil our legislated purpose by providing a greater range of New Zealand music and youth culture, entertainment and information than we can within our current outlets. Doing this will support Aotearoa's unique culture, contribute to the wellbeing of society and provide non-commercial media that treats more New Zealanders as citizens, rather than consumers.

#### Why Radio?

Radio continues to have significant audience support in all age groups in New Zealand. It is a cost-effective means of connecting with people across the motu, and is free at the point of consumption. Its immediacy creates a sense of occasion and provides shared experiences. Its intimacy supports strong and loyal relationships between broadcaster and audiences. It is primarily aural, like music, and the two have gone together since radio was invented.

As RNZ sees from the synergy between RNZ National and [www.rnz.co.nz](http://www.rnz.co.nz), radio provides a central core from which to generate and support online and real-world stories and events which connect with new communities of interest. Digital media provides a world of opportunity but disperses audience attention. Continuous audio streams will persist, regardless of evolving means of distribution, but currently broadcast radio remains the best way to regularly engage a sizable community.

We believe this initiative supports current policy goals of the Minister for Culture and Heritage, and work currently underway by the Ministry regarding New Zealand music, and we seek your support to make this happen.

We would like to meet with you in July to discuss this proposition. My assistant Heather Abbott will be in touch to arrange a time that suits.

Yours sincerely



**Paul Thompson**  
Chief Executive & Editor-in-Chief

**From:** Paul Thompson  
**Sent:** Thursday, 13 February 2020 8:03 PM  
**To:** Paul Thompson  
**Subject:** Fwd: follow-up

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**From:** Colin Holden <Colin.Holden@mch.govt.nz>  
**Sent:** Tuesday, July 30, 2019 6:53:08 PM  
**To:** Paul Thompson <Paul.Thompson@rnz.co.nz>  
**Subject:** Re: follow-up

Thanks Paul

It was a good discussion, and it was good too to meet Willy.

Happy to give the Minister a heads up along the lines that you've outlined.

Regards  
Colin

Sent from my iPad

On 30/07/2019, at 6:02 PM, Paul Thompson <[Paul.Thompson@rnz.co.nz](mailto:Paul.Thompson@rnz.co.nz)> wrote:

Kia ora Colin

Thank you for your and Harry's time today.

On reflection, could I suggest that, as a courtesy, you give the Minister a heads-up on our broad, early thinking?

The key points are that:

- RNZ is interested in looking at whether we could access the 102FM frequencies for a new service for young New Zealanders that would play a large proportion (say, 40%) of NZ music.
- We are also looking at ways we can create more audience and Charter value from our investment in RNZ Concert.

We will keep you briefed as we develop our plans, and I will update the Minister the next time I see him.

Please let me know if you need more information.

Regards

Paul

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**From:** Paul Thompson <Paul.Thompson@rnz.co.nz>  
**Sent:** Tuesday, 30 July 2019 6:02 PM  
**To:** Colin Holden  
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Kia ora Colin

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On reflection, could I suggest that, as a courtesy, you give the Minister a heads-up on our broad, early thinking?

The key points are that:

- RNZ is interested in looking at whether we could access the 102FM frequencies for a new service for young New Zealanders that would play a large proportion (say, 40%) of NZ music.
- We are also looking at ways we can create more audience and Charter value from our investment in RNZ Concert.

We will keep you briefed as we develop our plans, and I will update the Minister the next time I see him.

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Regards

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Out of scope

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**From:** Colin Holden <Colin.Holden@mch.govt.nz>  
**Sent:** Thursday, November 7, 2019 14:11  
**To:** Paul Thompson  
**Subject:** RE: 102FM

Thanks Paul

Let's catch up in the margins of the CEs meeting next Wednesday.

Cheers  
Colin

**From:** Paul Thompson <Paul.Thompson@rnz.co.nz>  
**Sent:** Thursday, 7 November 2019 1:00 PM  
**To:** Colin Holden <Colin.Holden@mch.govt.nz>  
**Subject:** RE: 102FM

Thanks Colin – our planning is progressing and we intend to launch the new brand in mid-2020 (subject to board approval of the business case in December).

The plan does not require the new spectrum but if that is an option we would like to explore it with you.

Should we have a chat about this?

Cheers

Paul

**From:** Colin Holden <Colin.Holden@mch.govt.nz>  
**Sent:** Thursday, 7 November 2019 12:54 PM  
**To:** Paul Thompson <Paul.Thompson@rnz.co.nz>  
**Subject:** 102FM

Kia ora Paul,

We met in July to discuss RNZ's initial thinking about developing a music and youth focused station.

I'm interested in whether RNZ has progressed its thinking about this, and in particular whether you are still interested in exploring the use of the spectrum at 102FM that was reserved many years ago for a youth radio service. If you're intending to push ahead, we'll need to do some thinking about a process for allocating this spectrum, and engage with the Minister etc. If the proposal is on hold, I won't allocate any resource to this.

Happy to chat!

Tx  
Colin

Colin Holden | Deputy Chief Executive, Policy and Sector Performance (acting)  
Manatū Taonga | Ministry for Culture & Heritage  
*He ngākau tiitika, he hononga tangata*  
*Promoting a confident and connected culture*  
Public Trust Building, 131 Lambton Quay, Wellington  
PO Box 5364, Wellington 6140  
9(2)(a)  
[colin.holden@mch.govt.nz](mailto:colin.holden@mch.govt.nz) | [www.mch.govt.nz](http://www.mch.govt.nz)

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9(2)(a)

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Ph 9(2)(a)  
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**From:** Paul Thompson <Paul.Thompson@rnz.co.nz>  
**Sent:** Tuesday, 10 December 2019 5:13 PM  
**To:** Bernadette Cavanagh; Colin Holden; Olivia Cross  
**Cc:** John Barr  
**Subject:** FW: Note to RNZ staff about the new music strategy

**Categories:** Red Category

Kia ora Colin, Olivia and Bernadette

I hope you are all well.

FYI, today I updated RNZ staff on the development of our new music strategy and the creation of an additional service aimed at people aged 18-34.

My note to staff is below.

It is still a high-level plan at present and at this stage we are not making an external announcement.

We expect to provide further detail on the implementation of the strategy by late January.

Please let me know if you have questions.

Cheers

Paul

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**From:** Paul Thompson  
**Sent:** Tuesday, 10 December 2019 4:09 PM  
**To:** All Staff 9(2)(k)  
**Subject:** Note to staff about the new music strategy

Kia ora koutou

Over the past few months the RNZ Executive Team has been working on a new music strategy aimed at attracting young audiences. The thinking has been shaped by RNZ's overarching mission: **to form lifelong relationships with ALL the people of Aotearoa.**

As I have explained at my staff talks this year, RNZ must connect with more young people if we are to fulfil our role as New Zealand's public broadcaster.

I presented the music strategy to the RNZ board last week and they have approved it. The objective of the strategy is for RNZ to become as successful with young audiences through music as we are with older audiences through news and current affairs.

The strategy relies on RNZ's well-established *10 New Zealanders* segmentation research into audience needs and preferences. This identified a clear opportunity to engage with these hard-to-reach younger audiences with music content delivered differently to RNZ's current outputs.

At the heart of the strategy will be the creation next year of an additional music brand aimed at New Zealanders aged 18-34. The new brand will be available on multiple platforms and will celebrate and showcase New Zealand artists and their music.

This will be an exciting opportunity to connect with younger people, strengthen our Charter performance and diversify and grow RNZ's audiences.

A team led by music content director Willy Macalister will now work on a plan detailing how we will implement the strategy in 2020.

The proposal is likely to result in changes across all RNZ Music outputs, including RNZ Concert.

We will continue to develop our plans over the next few months and expect to be in a position to provide more details in the first quarter of 2020

In the meantime, please talk to Willy or Dave Allan if you have questions.

Ngā mihi

Paul

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**From:** Paul Thompson  
**Sent:** Wednesday, 5 February 2020 8:07 AM  
**To:** Olivia Cross; Bernadette Cavanagh; 'Juston.Anderson@treasury.govt.nz'  
**Cc:** John Barr  
**Subject:** RNZ Music Strategy Update  
**Attachments:** RNZ Music Strategy Communications FAQ & A.docx

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Kia ora Bernadette, Juston and Olivia

As discussed last week, at 10am today we will begin consulting staff about the implementation of the new Music Strategy.

See below a stakeholder update that provides the background. This will go out before 11am.

I have also attached a set of FAQs to provide you with further context.

Please call if you have questions.

Cheers

Paul

#### Stakeholder Update

Over the past twelve months RNZ has carried out a review of our music services, exploring opportunities for music to engage with younger and more diverse audiences in line with RNZ's Charter obligations.

Today RNZ began implementing the new music strategy that will expand our range of services to New Zealanders.

The objective of the strategy is to diversify and grow audiences by developing an innovative new music brand aimed at young people. The new commercial-free brand will showcase New Zealand artists and their music in line with our Charter.

The new multimedia brand will be based in Auckland. It will be launched in the second half of 2020 and will be available online, on-demand, on streaming platforms and will be broadcast on FM nationwide.

As part of the strategy, the RNZ Concert service will continue and will undergo some changes in the next few months. It will be focused on playing classical music 24/7. RNZ will continue recording and broadcasting concerts alongside orchestras and other established music industry partners.

From the middle of 2020 RNZ Concert will no longer be available on FM but it will still be widely and easily available through online streaming and on-demand services.

RNZ Concert listeners will continue to access the content on Freeview channel 51 and Sky Digital channel 422, reaching 86% of homes in New Zealand. It will be available on mobile devices through the RNZ app and our streaming partners like iHeart Radio, and Spotify, and through any other internet connected device.

RNZ Concert will also now be broadcast nationwide on AM radio on the Parliamentary Network when Parliament is not sitting, making it accessible to more than 3.5 million people or 83% of the New Zealand population.

RNZ has begun consulting staff affected by this plan.

We will be able to provide an update and more detailed information on the new strategy in April once staff consultation is completed and the implementation plan for the strategy is confirmed.

Please email me or call me on 9(2)(a) if you have questions.

Ngā mihi nui

Paul Thompson

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## RNZ Music Strategy 2020. FA Q & A Sheet Public / Listener Feedback and Media Enquiries

- RNZ Music Strategy General Q&A

- RNZ Concert Specific Q&A

### RNZ Music Strategy General Q&A

#### What is happening?

Over the past twelve months RNZ has carried out a full review of its music services.

The purpose of the review was to evaluate current music content, audience needs, work-flows and resourcing and to explore any opportunities for RNZ Music to play a lead role in reaching new, younger, and more diverse audiences.

As a public service broadcaster RNZ has a duty to engage with ALL New Zealanders and RNZ cannot meet its Charter obligations without broadening the diversity of its audiences.

For RNZ to achieve this goal, it will have to attract completely new and different sectors of the New Zealand population.

A new music strategy has been developed to achieve this and it has been approved by the RNZ Board. The strategy includes an initiative to develop an entirely new RNZ Music brand.

#### Why is RNZ making changes?

- As a public service broadcaster RNZ has a duty to engage with ALL New Zealanders.
- This is a critical time for RNZ. Audiences are changing and New Zealand as a society is changing. RNZ must adapt its service delivery to meet changing audience demands.
- It is vital that RNZ continues to innovate and deliver content that resonates beyond its traditional audience base.
- RNZ is not yet relevant to people in all their life stages and it fails to connect with some groups, including Maori, Pacific, and Asian people and younger audiences.
- RNZ is not currently connecting to all New Zealanders.
  - It needs to reach younger audiences especially those 18 - 35
  - It needs to reach more diverse audiences
  - It needs to reach Auckland audiences

- Music provides an ideal way of reaching those audiences that do not currently engage with RNZ.

### **How does this fit with RNZ's strategic plan?**

As a public service broadcaster RNZ has a duty to engage with ALL New Zealanders. Research shows that RNZ has been unable to reach a significant number of New Zealanders with its current programming and services. RNZ cannot meet its Charter obligations without broadening the diversity of its audience.

### **When will these changes happen?**

We don't know for certain but it is proposed that the new music brand will be launched later this year. Now the music strategy has been approved by the Board detailed planning will start.

### **Will there be job losses? How many jobs are going? Will there be redundancies?**

We need to work through a level of detail before we can confirm any changes to jobs or roles.

### **What will this cost?**

Costs for the new service will be met through existing RNZ funding.

### **What does the RNZ Charter say about music?**

The Charter says RNZ: "must endeavour to provide services of the highest quality stimulate, support, and reflect a wide range of music, including New Zealand composition and performance."

RNZ cannot meet its wider Charter obligations without broadening the diversity of its audiences.

The RNZ Charter can be found online here: <https://www.rnz.co.nz/about/charter>

### **Doesn't the Charter say RNZ has to take account of services provided by other broadcasters?**

Yes, it does, and this has been taken into account with the new strategy.

RNZ cannot meet its wider Charter obligations without broadening the diversity of its audiences.

The RNZ Charter can be found online here: <https://www.rnz.co.nz/about/charter>

### **Will RNZ still record live performances?**

Yes

**What about festivals like WOMAD?**

RNZ will maintain proactive engagement with a range of long established music industry partners and will continue recording live performances.

**How will this affect the amount of New Zealand music played on RNZ?**

RNZ expects to substantially increase its levels of New Zealand music played across its services.

**How much New Zealand music will you play?**

We don't know until planning is completed, but it will be significantly more than RNZ currently broadcasts.

**How much New Zealand music does RNZ currently play on RNZ Concert and RNZ National?**

New Zealand music and composition played on RNZ Concert is currently 5.9%  
New Zealand music played on RNZ National is 36%

**Aren't you prioritising younger listeners over the needs of older listeners?**

We are looking to grow new audiences and maintain existing audiences. Older listeners will still be serviced by the current RNZ radio brands – RNZ National and RNZ Concert together with a range of online and digital services.

**How are you going to get new audiences?**

RNZ is not currently engaged musically with younger audiences. The Music Strategy is designed to increase engagement with new audiences.

The new music brand will be radically different to anything RNZ has delivered before. The platforms, content, and the team appointed to develop the new brand will reflect the needs of the diverse audiences we aim to reach.

**Why are you going to share your music content?**

Sharing our music content is a key part of the strategy to connect with young New Zealanders.

**What will the new music channel be called?**

That is not known and will be part of the planning process.

**What platforms will it be on?**

That won't be fully known until completion of planning, and assessment of options but the new brand will use all the platforms the target audiences use.

## **Is Auckland the focus of this strategy? Why is this?**

The strategy does focus on Auckland not only because it's the biggest and most diverse market, but because Auckland is the main centre for music and entertainment in New Zealand.

## **RNZ Concert Q&A**

### **Are you closing RNZ Concert?**

No, RNZ Concert is not closing down, however, it has been reviewed as part of new music strategy. Some changes will be made to the way listeners access RNZ Concert content.

### **Young people don't listen to the radio but older people do so why are you taking away our FM frequencies?**

73% of people aged under 35 listen to New Zealand radio. For the quarter of New Zealanders that don't listen it doesn't mean they don't want to listen, it is more a comment about the content they are currently being offered. RNZ plans to change that.

### **Isn't RNZ obliged under the Charter to broadcast RNZ Concert?**

The RNZ Charter makes no specific mention of RNZ Concert but it does require RNZ to: "provide services of the highest quality stimulate, support, and reflect a wide range of music, including New Zealand composition and performance."

One of the reasons for RNZ introducing a new music strategy is to ensure it meets Charter obligations to all New Zealanders. RNZ cannot meet its Charter obligations without broadening the diversity of its audiences.

The RNZ Charter can be found online here: <https://www.rnz.co.nz/about/charter>

### **What this means for the current RNZ Concert service and audience**

RNZ Concert continues to be broadcast.

RNZ Concert will continue to offer New Zealand listeners a 24/7 classical music service.

### **How will I hear RNZ Concert in future?**

RNZ Concert continues on all existing platforms for now. The distribution channels for the new RNZ music service won't be known until planning is completed but RNZ Concert will ultimately become a fully automated music service available on the AM Network and digital channels.



RNZ Concert listeners will continue to access the content on Freeview channel 51, Sky Digital channel 422, on their mobile through the RNZ app and our streaming partners like iHeart Radio, Rova & Spotify, and through any other internet connected device.

From the middle of 2020 RNZ Concert will no longer be available on FM but it will still be widely and easily available through online streaming and on-demand services. It will be available on Sky TV and Freeview, reaching 86% of homes in New Zealand.

RNZ Concert will also be broadcast nationwide on AM radio on the Parliamentary Network when Parliament is not sitting, making it accessible to more than 3.5 million people or 83% of the New Zealand population.

### **What will happen to New Zealand music organisations that depend on RNZ Concert to support them?**

RNZ will continue to support New Zealand music organisations and it will continue to record selected live concerts with specialist engineering staff for both RNZ Concert and RNZ National.

### **Will RNZ still record live performances?**

Yes

### **What about festivals like WOMAD?**

RNZ will maintain proactive engagement with a range of long-established music industry partners and will continue recording live performances.

### **How much New Zealand music does RNZ currently play on RNZ Concert and RNZ National?**

New Zealand music and composition played on RNZ Concert is currently 5.9%  
New Zealand music played on RNZ National is 36%

### **What has happened to the news on RNZ Concert?**

RNZ Concert's summer schedule included news bulletins at 7, 8, and 9 am daily. For more news coverage, listeners tuned to RNZ National or visited [www.rnz.co.nz/news](http://www.rnz.co.nz/news).

In the event of major breaking news, RNZ Concert will respond with increased news coverage.

### **Why have you reduced the news on RNZ Concert?**

RNZ Concert includes news bulletins at 7, 8, and 9 am daily.

Audience research has shown that more than ever, New Zealanders interested in extensive news and weather coverage tune into RNZ National, or online sources such as [www.rnz.co.nz/news](http://www.rnz.co.nz/news)

In the event of major breaking news, RNZ Concert will respond with increased news coverage.

**What happens if there is a major breaking news story? How will I know what's happening?**

In the event of major breaking news, RNZ Concert will respond with increased news coverage.

Radio listeners in New Zealand who are interested in extensive news and weather coverage tune into RNZ National, or online sources such as [www.rnz.co.nz/news](http://www.rnz.co.nz/news).

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**From:** Bernadette Cavanagh  
**Sent:** Friday, 7 February 2020 4:02 PM  
**To:** Ruth Palmer; Peter Ramage; Louise Lennard; Anna Butler; Olivia Cross  
**Cc:** Matthew Oliver  
**Subject:** Fwd: follow-up notes

**From:** Paul Thompson <Paul.Thompson@rnz.co.nz>  
**Date:** 7 February 2020 at 11:03:02 AM NZDT  
**To:** Bernadette Cavanagh <Bernadette.Cavanagh@mch.govt.nz>  
**Subject:** follow-up notes

Kia ora Bernadette

Thanks for your time on the phone today.

Te recap, the new RNZ Music strategy has four components:

1. The restructure of RNZ Concert into a leaner and automated operation utilising modern broadcast technology. That will free resource for us to do new things for underserved, young audiences (see point 2 below) while maintaining an effective classical music service.
2. The launch of a new music brand aimed at young people (18-34), particularly Māori and Pacific people. The new brand will help RNZ deliver more strongly to our Charter obligations by diversifying audiences, better showcasing NZ artists and their music and significantly boosting the range and volume of NZ content we publish and broadcast.
3. Making the best use of the various platforms to distribute/broadcast both the lean RNZ Concert and new music brand. Under the new strategy, we will prioritise FM for the new brand.
4. If additional platforms are made available and are affordable – eg new FM frequencies – we will be happy to use them.

In terms of timing, the outcome of the staff consultation will shape the timeline. Nothing is yet locked-in in terms of when services will change.

Finally, we will start working on an initial estimate of the capex and opex required to deliver a new FM network.

Please call if you wish to discuss.

Cheers

Paul

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9(2)(a)

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**From:** Peter Ramage  
**Sent:** Friday, 7 February 2020 4:49 PM  
**To:** Olivia Cross; Luke Hiscox; Ruth Palmer  
**Cc:** Louise Lennard; Bernadette Cavanagh; Anna Butler  
**Subject:** RE: Additional information for Cabinet on Monday  
**Attachments:** BR2015 052 RNZ Concert Costs - Seen by Min.pdf

Kia ora,

1. RNZ no longer splits out RNZ Concert from other expenditure in its reporting. The 2015 Funding Agreement provided RNZ Concert approximately \$5m per year, broken down as follows. We expect it to cost at least as much in 2020.

9(2)(b)(ii), 9(2)(ba)(i)

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9(2)(b)(ii), 9(2)(ba)(i)

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Ngā Mihi

Peter Ramage

9(2)(a)

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**From:** Olivia Cross <Olivia.Cross@parliament.govt.nz>

**Sent:** Friday, 7 February 2020 3:46 PM

**To:** Luke Hiscox <Luke.Hiscox@mch.govt.nz>; Peter Ramage <Peter.Ramage@mch.govt.nz>; Ruth Palmer <Ruth.Palmer@mch.govt.nz>

Cc: Louise Lennard <louise.lennard@mch.govt.nz>; Bernadette Cavanagh <Bernadette.Cavanagh@mch.govt.nz>; Anna Butler <Anna.Butler@mch.govt.nz>

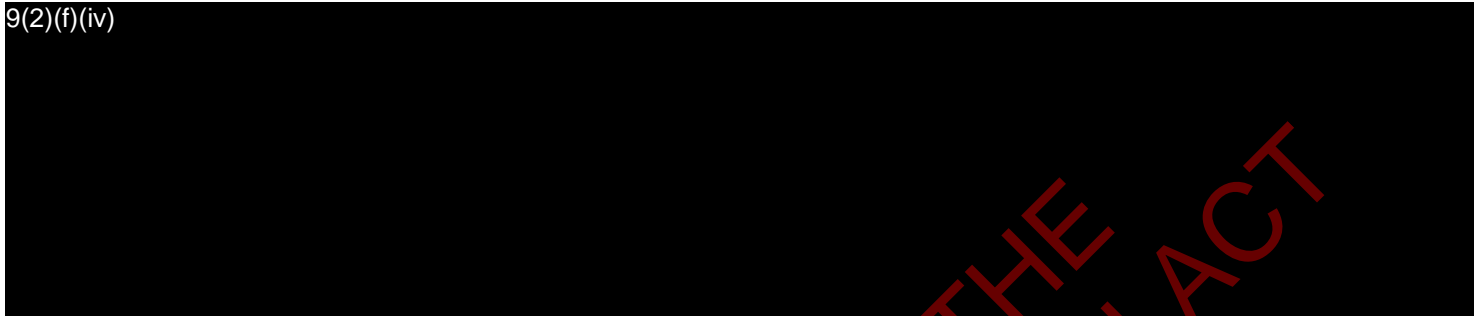
Subject: Additional information for Cabinet on Monday

Hi all,

Thank you again for the quick turnaround on the Minister’s talking points for Cabinet. The Minister has asked for a few more details in addition to the talking points by 10am Monday.

1. Can he have costings for how much it costs to run Concert.

9(2)(f)(iv)



An email covering off those three points will be sufficient. As always feel free to give me a call.

Ngā mihi  
Olivia

**Olivia Cross | Private Secretary – Broadcasting**

Office of Hon Kris Faafoi | Minister of Broadcasting, Communications and Digital Media

Email: [olivia.cross@parliament.govt.nz](mailto:olivia.cross@parliament.govt.nz) | DDI: [REDACTED] | Mobile: [REDACTED]

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10 February 2015

BR 2015/52

**Aide Memoire**

**Minister of Broadcasting**

**RNZ CONCERT COSTS**

- 1 Your office has asked on your behalf for background information on Radio New Zealand Concert in relation to the topics and questions below. This aide memoire contains information and comment from both Treasury and MCH. It follows and elaborates on informal advice to your office from MCH, and may assist in your consideration of the RNZ budget bid.

9(2)(f)(iv)

***Has RNZ thought about achieving what it does with Concert in a more cost-effective way?***

- 3 *Treasury comments:* There are two ways to achieve material reductions in costs:
  1. change the nature of its content; and
  2. reduce the number and/or coverage of its transmission platforms.

If the format and/or the type of music broadcast were changed then it would be possible to reduce staffing and programme production costs.

The main risk is audience loss. Another is a reduced ability to present the music of other publicly funded organisations (e.g. the New Zealand Symphony Orchestra).

- 4 A reduction in transmission costs would entail a review of the value of maintaining FM broadcast of Concert throughout the country (approximately 90%+ coverage). RNZ management are starting a cost-benefit study of RNZ's transmission platforms for all current radio services including the statutory civil emergency obligations.

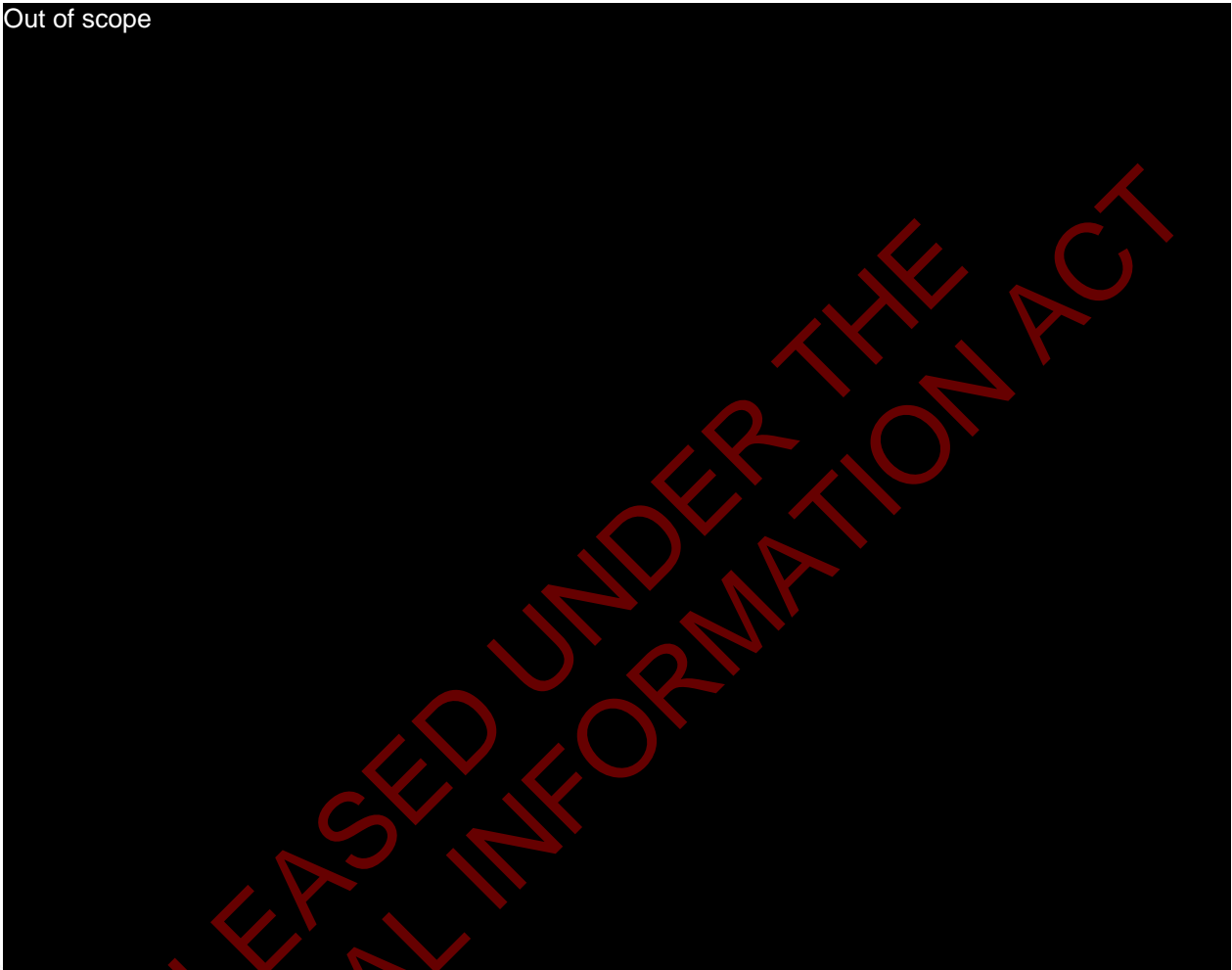
***Has streaming only been considered, for example?***

- 5 *Treasury comments:* Yes, but RNZ considers that this would not currently be successful. To deliver nationwide to a mass audience, broadcast transmission is cost-effective (for consumer and broadcaster). Digital delivery via live streaming and on-demand listening complement and support broadcast transmission with increasing use predicted over time.
- 6 Concert is available by streaming - estimated at 16,000 streams a month from the website and apps. (It is unknown how many use other forms such as Tuneln.) That compares with the weekly live cumulative audience for Concert of 134,000 people.
- 7 The review of transmission platforms will also cover the optimal mix of distribution methods for Concert.
- 8 If the traditional radio broadcasts were dis-continued and it was exclusively streamed online the saving would be approximately \$1.7 million of transmission costs, with costs to produce the programme content unchanged.
- 9 *MCH comments:* The impact on other publicly funded musical organisations, as noted by Treasury, is a particular issue with Concert, and reflects its close integration with the country's musical life. For Concert only to be streamed, then, would not only entail losing much of its audience: it would reduce the value achieved through the public funding of the NZSO and the various ensembles and composers, funded through Creative New Zealand, that are showcased to a larger audience on Concert. In general, the approach over the last seven-eight years – because funding levels have had to be static – has been to require the publicly owned broadcasters to expand to all platforms and thus maximise value.
- 10 A streaming- or online-only approach may be what convergence eventually leads to, as "radio" and internet-linked devices merge. But we are conscious of the view, not only of RNZ but of (for example) the Chief Executive of TVNZ, working in a highly commercial environment, that it is



important not to get "ahead of the audience" by abandoning conventional transmission prematurely. That is, despite the steady growth in the use of new platforms, audiences are likely to remain attached to conventionally transmitted broadcasting for some years to come. The benchmark NZ On Air/Colmar Brunton survey shows the persistence of radio listening.

Out of scope



↳ MCH 28/8/17

*C Cooke*

Carrie Cooke  
for Chief Executive

Amy Adams  
Minister of Broadcasting  
...../February/2015

out of scope

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**From:** Paul Thompson <Paul.Thompson@rnz.co.nz>  
**Sent:** Monday, 10 February 2020 12:44 PM  
**To:** Bernadette Cavanagh; Olivia Cross  
**Cc:** Peter Ramage; Anna Butler; Ruth Palmer  
**Subject:** RE: FM network costings

Thank you, Bernadette

Some slight suggested tweaks below in red.

Regards

Paul

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**From:** Bernadette Cavanagh <Bernadette.Cavanagh@mch.govt.nz>  
**Sent:** Monday, 10 February 2020 12:27 PM  
**To:** Paul Thompson <Paul.Thompson@rnz.co.nz>; Olivia Cross <Olivia.Cross@parliament.govt.nz>  
**Cc:** Peter Ramage <Peter.Ramage@mch.govt.nz>; Anna Butler <Anna.Butler@mch.govt.nz>; Ruth Palmer <Ruth.Palmer@mch.govt.nz>  
**Subject:** RE: FM network costings

Kia ora Paul – many thanks for these costings.

Olivia – I've just spoken to Paul to clarify that these costings are on the basis that Concert's **transmission** remains as is ie this is the cost of maintaining Concert's **existing FM network** and adding a new youth station on the 102 network. If some **staffing** changes were made to Concert (**as has been proposed in the staff consultation that RNZ has under way**), there could be savings which could be applied to the **staffing and operational costs of the** new youth station, but until those decisions are made the amounts can't really be quantified. So for the Minister's purposes today, these are the highest costs. We would work with RNZ on refining them, if a decision was made to go down this path.

Paul and I discussed the potential changes to Concert and the implications for RNZ's funding agreement with NZ on Air and the Radiocommunications Act. Paul clarified that RNZ would not take any actions that would see them breach their agreements or be unlawful. That could have an impact on the timeframe for any changes, which RNZ would work through after the consultation process is finished. Paul has requested further legal advice on the Radiocommunications Act 1989. The SPE process would enable any proposed changes (or not) to be worked through with the government as shareholder.

Finally, Paul wanted to make clear that RNZ was listening to the comments being made and the legitimate concerns being expressed, there was a genuine consultation process underway, and RNZ wants to work with the shareholder on a way ahead.

[Paul – feel free to correct me if I have anything wrong.]

Ngā mihi  
B

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**From:** Paul Thompson <[Paul.Thompson@rnz.co.nz](mailto:Paul.Thompson@rnz.co.nz)>  
**Sent:** Monday, 10 February 2020 10:45 AM  
**To:** Bernadette Cavanagh <[Bernadette.Cavanagh@mch.govt.nz](mailto:Bernadette.Cavanagh@mch.govt.nz)>; Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Subject:** FM network costings

Kia ora Bernadette and Olivia

As requested, here are our estimates of the costs of establishing a new FM network. These are estimates only and we will need to do further work to confirm.

**Option 1**

Metro coverage only (five high-powered sites)

- \$3m in one-off capital costs.
- \$1m in annual operational costs ongoing.

**Option 2**

Full FM coverage (six high-power sites and 28 lower power sites)

- \$8m in one-off capital costs
- \$2m in annual operational costs ongoing.

Please let me know if you have questions.

Cheers

Paul

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9(2)(a)

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**From:** Alan Withrington <Alan.Withrington@rnz.co.nz>  
**Sent:** Thursday, 20 February 2020 3:22 PM  
**To:** Peter Ramage  
**Subject:** RE: information requests for 102FM Cabinet paper  
**Attachments:** RNZ Project - Ollie Wards 22 Nov 2017 (002).pdf; RNZ Segment Flipbook - Full report - NOT FOR PRINT.pdf; THE MUSIC OPPORTUNITY - BUSINESS PLAN v2.pdf

Kia ora Peter,

I am really sorry Peter but for some reason that email didn't get to me, or in my rushing around I somehow managed to delete it.

My apologies.

So a belated thank you for setting out the requirements and timeline, and we will be working hard over the next few days to get as much relevant information to you as we can.

As you are probably aware by now, I did send some initial documents through to Anna this morning, but in case not, I am attaching the 3 key documents which have under-pinned our planning so far for the new service. If you have any questions or need further clarification please do not hesitate to ask.

In the meantime we will work away on supplementing this with some additional information and get this to you as early as possible next week.

Regards,

**ALAN WITHRINGTON | HEAD OF BUSINESS TRANSFORMATION AND STRATEGY**

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PO BOX 123 | WELLINGTON | NEW ZEALAND 6140 | [www.radionz.co.nz](http://www.radionz.co.nz)  
Mobile 9(2)(a)  
[alan.withrington@rnz.co.nz](mailto:alan.withrington@rnz.co.nz)



[www.rnz.co.nz](http://www.rnz.co.nz)

Some attachments not included as these are publicly available at the below addresses and as such, have not been included here:

<https://www.rnz.co.nz/about/documents>  
[https://www.rnz.co.nz/assets/cms\\_uploads/000/000/195/\\_27\\_RNZ\\_Project\\_-\\_Ollie\\_Wards\\_22\\_Nov\\_2017.pdf](https://www.rnz.co.nz/assets/cms_uploads/000/000/195/_27_RNZ_Project_-_Ollie_Wards_22_Nov_2017.pdf)

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**From:** Peter Ramage <Peter.Ramage@mch.govt.nz>  
**Sent:** Thursday, 20 February 2020 2:41 PM  
**To:** Alan Withrington <Alan.Withrington@rnz.co.nz>  
**Subject:** FW: information requests for 102FM Cabinet paper

Kia ora Alan,

Just confirming that you received the below email.

I am conscious that our timeframes are tight and want to make sure we are clear on deliverables

Ngā Mihi

Peter Ramage

9(2)(a)

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**From:** Peter Ramage

**Sent:** Wednesday, 19 February 2020 2:06 PM

**To:** Alan Withrington <[Alan.Withrington@rnz.co.nz](mailto:Alan.Withrington@rnz.co.nz)>

**Subject:** information requests for 102FM Cabinet paper

Kia ora Alan,

Thanks for the meeting to discuss the 9(2)(f)(iv) to RNZ way forward on RNZ's new youth strategy.

MCH is working to provide Minister Faafoi a draft Cabinet Paper to allocate 102FM on 26 February, so that it can be considered by Cabinet on 30 March.

9(2)(f)(iv)

MCH will need RNZ to provide information detailing its proposed new service. This should include information on the of the outputs and outcomes the service will be delivering. We will also need information on the timelines – when would RNZ expect to have any service established. While we appreciate a full business case will not be possible in this timeframe, we would expect it to be able to make the case for change. This will help Ministers justify the allocation of 102 to RNZ.

MCH also need details of the costs of any new service. This will help Ministers understand the business case for RNZ's new service, but Ministers are not making any decisions on funding at this time. In particular MCH requires costing on the capital and operational expenditure associated with establishing a new youth service on 102FM

Thank you for agreeing to provide the original February 5 proposal, as well as material soon to be made public under the OIA. Any future requests for official information should be communicated to Keegan Platten, our Ministerial lead to ensure a coordination between our organisations. Keegan is contactable at [Keegan.Platten@mch.govt.nz](mailto:Keegan.Platten@mch.govt.nz)

Ngā Mihi

**Peter Ramage** | Senior Adviser

**Manatū Taonga | Ministry for Culture & Heritage**

Public Trust Building, 131 Lambton Quay, Wellington

PO Box 5364, Wellington 6140

Ph 9(2)(a)

[www.mch.govt.nz](http://www.mch.govt.nz)

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**From:** Alan Withrington <Alan.Withrington@rnz.co.nz>  
**Sent:** Tuesday, 25 February 2020 3:32 PM  
**To:** Peter Ramage  
**Cc:** Anna Butler  
**Subject:** New Music Service for young New Zealanders  
**Attachments:** CABINET PAPER OUTLINE - to MCH 25Feb20.docx

Kia ora Peter,

Please find enclosed our paper on the new music service and the FM frequencies.

We weren't sure whether you needed this in the form a draft Cabinet paper or a stand-alone document for you to attach, so have tried to structure it to work either way.

At this stage the only area we would like more time on if possible, is the capital expenditure, and especially transmission.

While we have done some work on our own to calculate the costs, we are also waiting on some quotes from Kordia which will help firm up on our numbers.

If you have any queries or need any more information please do not hesitate to ask.

Regards,

**ALAN WITHRINGTON | HEAD OF BUSINESS TRANSFORMATION AND STRATEGY**

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9(2)(f)(iv)

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**From:** Paul Thompson  
**Sent:** Tuesday, 28 January 2020 2:46 PM  
**To:** 'Martin.Durrant@mch.govt.nz'  
**Cc:** Alan Withrington  
**Subject:** confidential notes

Out of scope

Kia ora Martin

Thank you for your time today.

As promised, here are some confidential notes that I am providing on the basis that they will help you brief Ministers.

Alan will forward you a strategy document as further background.

Please call if you have questions.

Paul

CONFIDENTIAL

- Over the past twelve months RNZ has carried out a full review of its music services, exploring opportunities for music to engage with younger and more diverse audiences in line with RNZ's Charter obligations.
- Arising from this review, from early February RNZ will begin implementing a new music strategy that will expand our range of services to New Zealanders by more efficiently and effectively deploying current resources.
- The objective of the strategy is to diversify and grow audiences by developing an innovative new music brand aimed at young people. The new brand will showcase New Zealand artists and their music.
- The new multimedia brand will be based in Auckland. It will be launched in the second half of 2020 and will be available online, on-demand, on streaming platforms and will be broadcast on FM nationwide.
- As part of the strategy, the RNZ Concert service will continue and will undergo some changes in the next few months. It will be focused on playing classical music 24/7 and will continue to broadcast live and delayed performances of New Zealand orchestras. RNZ will continue recording live performances alongside other established music industry partners.
- From the middle of 2020 RNZ Concert will no longer be available on FM but it will still be widely and easily available through online streaming and on-demand services.
- RNZ Concert listeners will continue to access the content on Freeview channel 51 and Sky Digital channel 422, reaching 86% of homes in New Zealand. It will be available on mobile devices through the RNZ app and our streaming partners like iHeart Radio, Rova, and Spotify, and through any other internet connected device.
- RNZ Concert will also be broadcast nationwide on AM radio on the Parliamentary Network when Parliament is not sitting, making it accessible to more than 3.5 million people or 83% of the New Zealand population.

Next week RNZ will begin consulting with affected staff. We also have a comprehensive communication and stakeholder engagement plan in place for this project, ensuring the media industry, officials, audiences and orchestras etc are kept informed.

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9(2)(a)

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**From:** Paul Thompson  
**Sent:** Wednesday, 12 February 2020 4:52 PM  
**To:** Bernadette Cavanagh  
**Subject:** FW: update - Music Strategy

fyi

**From:** Paul Thompson  
**Sent:** Wednesday, 12 February 2020 4:07 PM  
**To:** 9(2)(a)  
**Subject:** update - Music Strategy

Kia ora koutou

Today I met with RNZ Music and RNZ Concert staff to withdraw the restructuring proposal we initiated last week.

Things have changed since we announced the proposal with the Government now indicating it will support the new music service for young New Zealanders.

That is good news and provides an opportunity to re-set our thinking.

Over the next month we will develop a new strategy for RNZ Concert aimed at improving its audience performance. Staff will have input into that plan.

Meanwhile, RNZ will also work with the Government on the proposal for the new service for young people.

Cheers

Paul

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**From:** Paul Thompson  
**Sent:** Wednesday, 5 February 2020 8:07 AM  
**To:** Olivia Cross; Bernadette Cavanagh; 'Juston.Anderson@treasury.govt.nz'  
**Cc:** John Barr  
**Subject:** RNZ Music Strategy Update  
**Attachments:** RNZ Music Strategy Communications FAQ & A.docx

CONFIDENTIAL

Kia ora Bernadette, Juston and Olivia

As discussed last week, at 10am today we will begin consulting staff about the implementation of the new Music Strategy.

See below a stakeholder update that provides the background. This will go out before 11am.

I have also attached a set of FAQs to provide you with further context.

Please call if you have questions.

Cheers

Paul

### Stakeholder Update

Over the past twelve months RNZ has carried out a review of our music services, exploring opportunities for music to engage with younger and more diverse audiences in line with RNZ's Charter obligations.

Today RNZ began implementing the new music strategy that will expand our range of services to New Zealanders.

The objective of the strategy is to diversify and grow audiences by developing an innovative new music brand aimed at young people. The new commercial-free brand will showcase New Zealand artists and their music in line with our Charter.

The new multimedia brand will be based in Auckland. It will be launched in the second half of 2020 and will be available online, on-demand, on streaming platforms and will be broadcast on FM nationwide.

As part of the strategy, the RNZ Concert service will continue and will undergo some changes in the next few months. It will be focused on playing classical music 24/7. RNZ will continue recording and broadcasting concerts alongside orchestras and other established music industry partners.

From the middle of 2020 RNZ Concert will no longer be available on FM but it will still be widely and easily available through online streaming and on-demand services.

RNZ Concert listeners will continue to access the content on Freeview channel 51 and Sky Digital channel 422, reaching 86% of homes in New Zealand. It will be available on mobile devices through the RNZ app and our streaming partners like iHeart Radio, and Spotify, and through any other internet connected device.

RNZ Concert will also now be broadcast nationwide on AM radio on the Parliamentary Network when Parliament is not sitting, making it accessible to more than 3.5 million people or 83% of the New Zealand population.

RNZ has begun consulting staff affected by this plan.

We will be able to provide an update and more detailed information on the new strategy in April once staff consultation is completed and the implementation plan for the strategy is confirmed.

Please email me or call me on 9(2)(a) if you have questions.

Ngā mihi nui

Paul Thompson

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## RNZ Music Strategy 2020. FA Q & A Sheet Public / Listener Feedback and Media Enquiries

- RNZ Music Strategy General Q&A

- RNZ Concert Specific Q&A

### RNZ Music Strategy General Q&A

#### What is happening?

Over the past twelve months RNZ has carried out a full review of its music services.

The purpose of the review was to evaluate current music content, audience needs, work-flows and resourcing and to explore any opportunities for RNZ Music to play a lead role in reaching new, younger, and more diverse audiences.

As a public service broadcaster RNZ has a duty to engage with ALL New Zealanders and RNZ cannot meet its Charter obligations without broadening the diversity of its audiences.

For RNZ to achieve this goal, it will have to attract completely new and different sectors of the New Zealand population.

A new music strategy has been developed to achieve this and it has been approved by the RNZ Board. The strategy includes an initiative to develop an entirely new RNZ Music brand.

#### Why is RNZ making changes?

- As a public service broadcaster RNZ has a duty to engage with ALL New Zealanders.
- This is a critical time for RNZ. Audiences are changing and New Zealand as a society is changing. RNZ must adapt its service delivery to meet changing audience demands.
- It is vital that RNZ continues to innovate and deliver content that resonates beyond its traditional audience base.
- RNZ is not yet relevant to people in all their life stages and it fails to connect with some groups, including Maori, Pacific, and Asian people and younger audiences.
- RNZ is not currently connecting to all New Zealanders.
  - It needs to reach younger audiences especially those 18 - 35
  - It needs to reach more diverse audiences
  - It needs to reach Auckland audiences



- Music provides an ideal way of reaching those audiences that do not currently engage with RNZ.

### **How does this fit with RNZ's strategic plan?**

As a public service broadcaster RNZ has a duty to engage with ALL New Zealanders. Research shows that RNZ has been unable to reach a significant number of New Zealanders with its current programming and services. RNZ cannot meet its Charter obligations without broadening the diversity of its audience.

### **When will these changes happen?**

We don't know for certain but it is proposed that the new music brand will be launched later this year. Now the music strategy has been approved by the Board detailed planning will start.

### **Will there be job losses? How many jobs are going? Will there be redundancies?**

We need to work through a level of detail before we can confirm any changes to jobs or roles.

### **What will this cost?**

Costs for the new service will be met through existing RNZ funding.

### **What does the RNZ Charter say about music?**

The Charter says RNZ: "must endeavour to provide services of the highest quality stimulate, support, and reflect a wide range of music, including New Zealand composition and performance."

RNZ cannot meet its wider Charter obligations without broadening the diversity of its audiences.

The RNZ Charter can be found online here: <https://www.rnz.co.nz/about/charter>

### **Doesn't the Charter say RNZ has to take account of services provided by other broadcasters?**

Yes, it does, and this has been taken into account with the new strategy.

RNZ cannot meet its wider Charter obligations without broadening the diversity of its audiences.

The RNZ Charter can be found online here: <https://www.rnz.co.nz/about/charter>

### **Will RNZ still record live performances?**

Yes

**What about festivals like WOMAD?**

RNZ will maintain proactive engagement with a range of long established music industry partners and will continue recording live performances.

**How will this affect the amount of New Zealand music played on RNZ?**

RNZ expects to substantially increase its levels of New Zealand music played across its services.

**How much New Zealand music will you play?**

We don't know until planning is completed, but it will be significantly more than RNZ currently broadcasts.

**How much New Zealand music does RNZ currently play on RNZ Concert and RNZ National?**

New Zealand music and composition played on RNZ Concert is currently 5.9%  
New Zealand music played on RNZ National is 36%

**Aren't you prioritising younger listeners over the needs of older listeners?**

We are looking to grow new audiences and maintain existing audiences. Older listeners will still be serviced by the current RNZ radio brands – RNZ National and RNZ Concert together with a range of online and digital services.

**How are you going to get new audiences?**

RNZ is not currently engaged musically with younger audiences. The Music Strategy is designed to increase engagement with new audiences.

The new music brand will be radically different to anything RNZ has delivered before. The platforms, content, and the team appointed to develop the new brand will reflect the needs of the diverse audiences we aim to reach.

**Why are you going to share your music content?**

Sharing our music content is a key part of the strategy to connect with young New Zealanders.

**What will the new music channel be called?**

That is not known and will be part of the planning process.

**What platforms will it be on?**

That won't be fully known until completion of planning, and assessment of options but the new brand will use all the platforms the target audiences use.

## **Is Auckland the focus of this strategy? Why is this?**

The strategy does focus on Auckland not only because it's the biggest and most diverse market, but because Auckland is the main centre for music and entertainment in New Zealand.

## **RNZ Concert Q&A**

### **Are you closing RNZ Concert?**

No, RNZ Concert is not closing down, however, it has been reviewed as part of new music strategy. Some changes will be made to the way listeners access RNZ Concert content.

### **Young people don't listen to the radio but older people do so why are you taking away our FM frequencies?**

73% of people aged under 35 listen to New Zealand radio. For the quarter of New Zealanders that don't listen it doesn't mean they don't want to listen, it is more a comment about the content they are currently being offered. RNZ plans to change that.

### **Isn't RNZ obliged under the Charter to broadcast RNZ Concert?**

The RNZ Charter makes no specific mention of RNZ Concert but it does require RNZ to: "provide services of the highest quality stimulate, support, and reflect a wide range of music, including New Zealand composition and performance."

One of the reasons for RNZ introducing a new music strategy is to ensure it meets Charter obligations to all New Zealanders. RNZ cannot meet its Charter obligations without broadening the diversity of its audiences.

The RNZ Charter can be found online here: <https://www.rnz.co.nz/about/charter>

### **What this means for the current RNZ Concert service and audience**

RNZ Concert continues to be broadcast.

RNZ Concert will continue to offer New Zealand listeners a 24/7 classical music service.

### **How will I hear RNZ Concert in future?**

RNZ Concert continues on all existing platforms for now. The distribution channels for the new RNZ music service won't be known until planning is completed but RNZ Concert will ultimately become a fully automated music service available on the AM Network and digital channels.

RNZ Concert listeners will continue to access the content on Freeview channel 51, Sky Digital channel 422, on their mobile through the RNZ app and our streaming partners like iHeart Radio, Rova & Spotify, and through any other internet connected device.

From the middle of 2020 RNZ Concert will no longer be available on FM but it will still be widely and easily available through online streaming and on-demand services. It will be available on Sky TV and Freeview, reaching 86% of homes in New Zealand.

RNZ Concert will also be broadcast nationwide on AM radio on the Parliamentary Network when Parliament is not sitting, making it accessible to more than 3.5 million people or 83% of the New Zealand population.

### **What will happen to New Zealand music organisations that depend on RNZ Concert to support them?**

RNZ will continue to support New Zealand music organisations and it will continue to record selected live concerts with specialist engineering staff for both RNZ Concert and RNZ National.

### **Will RNZ still record live performances?**

Yes

### **What about festivals like WOMAD?**

RNZ will maintain proactive engagement with a range of long-established music industry partners and will continue recording live performances.

### **How much New Zealand music does RNZ currently play on RNZ Concert and RNZ National?**

New Zealand music and composition played on RNZ Concert is currently 5.9%  
New Zealand music played on RNZ National is 36%

### **What has happened to the news on RNZ Concert?**

RNZ Concert's summer schedule included news bulletins at 7, 8, and 9 am daily. For more news coverage, listeners tuned to RNZ National or visited [www.rnz.co.nz/news](http://www.rnz.co.nz/news).

In the event of major breaking news, RNZ Concert will respond with increased news coverage.

### **Why have you reduced the news on RNZ Concert?**

RNZ Concert includes news bulletins at 7, 8, and 9 am daily.

Audience research has shown that more than ever, New Zealanders interested in extensive news and weather coverage tune into RNZ National, or online sources such as [www.rnz.co.nz/news](http://www.rnz.co.nz/news)

In the event of major breaking news, RNZ Concert will respond with increased news coverage.

**What happens if there is a major breaking news story? How will I know what's happening?**

In the event of major breaking news, RNZ Concert will respond with increased news coverage.

Radio listeners in New Zealand who are interested in extensive news and weather coverage tune into RNZ National, or online sources such as [www.rnz.co.nz/news](http://www.rnz.co.nz/news).

RELEASED UNDER THE  
OFFICIAL INFORMATION ACT

**From:** Olivia Cross <Olivia.Cross@parliament.govt.nz>  
**Sent:** Wednesday, 5 February 2020 10:01 AM  
**To:** Paul Thompson  
**Cc:** John Barr; Bernadette Cavanagh  
**Subject:** RE: change

Hi Paul

Thanks very much for the conversation and the update.

Just for consistency can I confirm both the Q&A document and the stakeholder update at the bottom of your original email will be updated?

Cheers  
Olivia

**From:** Paul Thompson [mailto:Paul.Thompson@rnz.co.nz]  
**Sent:** Wednesday, 5 February 2020 9:54 AM  
**To:** Olivia Cross <Olivia.Cross@parliament.govt.nz>  
**Cc:** John Barr <John.Barr@rnz.co.nz>; Bernadette Cavanagh <Bernadette.Cavanagh@mch.govt.nz>  
**Subject:** change

Olivia

Thanks for your call.

I will change that paragraph to read:

"From the middle of 2020 RNZ Concert will be widely and easily available through online streaming and on-demand services."

If asked questions about this I will say that the plan is for the new service to take over the FM network currently used by Concert and that the newly-formatted Concert will be easy to access in numerous ways and we are open to putting it on other platforms if and when they become available.

Cheers

Paul

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