



REVIEW OF NZ ON AIR'S NEW ZEALAND MUSIC FUNDING & PROMOTIONAL POLICIES

TERMS OF REFERENCE

1 NZ On Air undertakes periodic reviews of the efficiency and effectiveness of its various broadcast funding activities to ensure schemes and strategies remain innovative and successful, have broad sector support, and have responded appropriately over time to any environmental changes.

2 The general purpose of this Review is to evaluate the effectiveness of NZ On Air's New Zealand music funding policies and promotional strategies. The Review will gauge the impact of this work and to consider what modifications if any could be made to policy and practice to increase effectiveness and respond to changes in the radio and music environment.

3 The Review will focus on NZ On Air's local music policies and practices and will exclude NZ On Air's international New Zealand music work, which has been the subject of a separate review that has already been completed and published.

4 Specifically, the Review will –

(i) *review* the conceptual and policy basis for NZ On Air's New Zealand music work and *consider* whether the assumptions upon which this work was based are still relevant;

(ii) *quantify* the impact of NZ On Air's New Zealand music interventions, not only in terms of their stated objectives but also in terms of the wider cultural and economic impact of this work. This will include collection and analysis of relevant industry and audience data;

(iii) *assess* the effectiveness of each type of intervention: what environment change takes place and what might logically happen without such intervention. Has this changed over time? Do the decisions around each intervention adequately balance quality and quantity?

(iv) *consider* changes in the broadcasting and music environment in New Zealand since NZ On Air's New Zealand music programme began in 1991, including (but not limited to) developments in digital delivery of music and online broadcast opportunities, radio listenership and music consumption patterns;

(v) *consult* with key stakeholders including representatives from the broadcast, recording industry and artist communities to ascertain feedback on the interventions and whether there are any generally accepted ideas for change;

(vi) *recommend* options for NZ On Air to consider, within its statutory responsibilities, that might contribute to the relevance and impact of its music funding, both in cultural and economic terms.

5 In the course of this study, the reviewer will –

(a) *consult* with industry stakeholders – both those who are sceptical about NZ On Air's New Zealand music work and those who are supportive – to gauge industry views on NZ On Air's New Zealand music policy and practice;

(b) *consult* with relevant public sector stakeholders to establish an understanding of what other Government-funded agencies are doing in the funding and promotion of New Zealand music and consider whether there is complementarity or duplication of effort between agencies;

(c) *evaluate* all NZ On Air's funding and promotional actions and impacts to date to establish the effectiveness of the interventions, quantifying results as fully as possible and assessing whether the interventions provide value for money; and

(d) *recommend* what modifications if any might be made to NZ On Air's New Zealand music policy and practice to increase the effectiveness and relevance of NZ On Air's New Zealand music work to improve New Zealand broadcast outcomes.

6 In this context, NZ On Air's New Zealand "music interventions" include –

- The funding of **music videos**;
- The funding of **radio shows**;
- The **Kiwi Hit Disc**;
- The **plugging programme**;

- The funding of **radio singles** by new artists;
- The funding of **albums**; and
- The funding of **music television**

but should also identify possible new funding and promotional opportunities that NZ On Air might consider that might provide diverse music for significant and diverse broadcast audiences.
