

Ko Ngā Taonga Tēnei

March 2023



NGĀ TAONGA
SOUND & VISION

Introduction

Ngā Taonga Sound & Vision (Ngā Taonga) is Aotearoa New Zealand's audiovisual archive. Our purpose is to preserve and hold our nation's audiovisual heritage in safe keeping and make it widely accessible. We care for a diverse collection that spans New Zealand's history of recorded sound and moving images, comprising more than 800,000 items. We share and promote this material in order to create stronger connections between New Zealanders and their heritage. E mea ana mātou, ko mātou ngā kaupupuri i ngā taonga ataata-rongo o te motu nei hei whakapapa kōrero, otirā hei taonga tuku iho ki ngā uri whakaheke.

Ngā Taonga was established in 1981 as the New Zealand Film Archive and acquired its current form and name in 2014 when New Zealand's radio, television and film archives became one national organisation with responsibility for large Crown collections.



Honiana Love
Tumu Whakarae

Our future vision

Ngā Taonga enables New Zealanders to connect with their distinct identity through the history and traditions brought to life in the taonga contained in our collection. We are committed to making these taonga, which include significant Crown-funded material, as widely available as possible. This commitment is reflected in our Strategic Plan, which we fully aligned with the priorities of the Manatū Taonga - Ministry for Culture and Heritage and Treasury's Living Standards Framework.

He Pātaka Tūturu

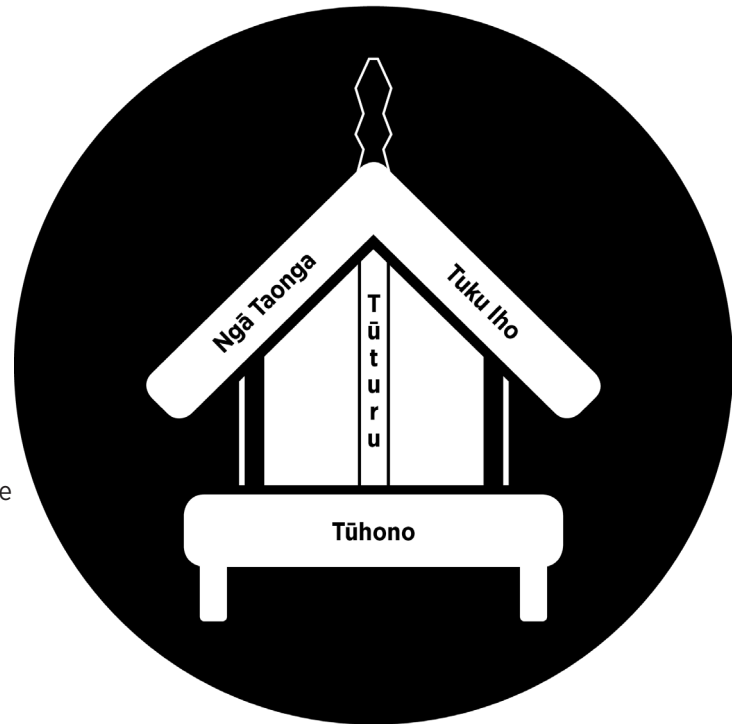
Our vision is based on three guiding principles informed by the concept of He Pātaka Tūturu:

Our guiding principles

Tūturu – Strong long-term sustainability: To ensure that the taonga in the collections are safe and retrievable for all New Zealanders, now and in the future, we will prioritise work that builds and supports robust world-class archival practices.

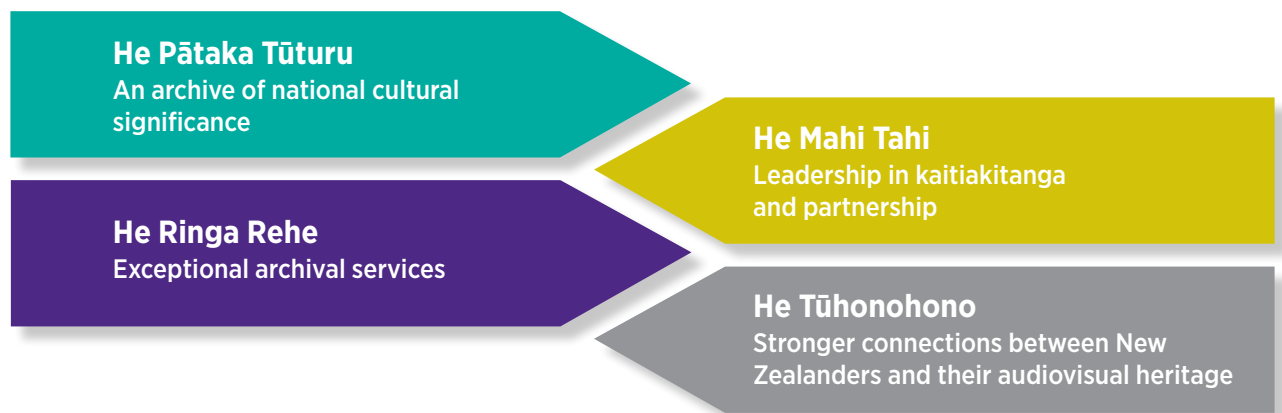
Tuku Iho – Caring for treasures handed down: We take very seriously our role as stewards of the collections, on behalf of those who have given them into our care, and the intergenerational responsibility we have to all New Zealanders.

Tūhono – Connecting New Zealanders with their audiovisual heritage: We will find astute ways to enable access and share the collections so that we continue to contribute to enhancing New Zealanders' wellbeing, identity, social connections, education and skills.



Outcomes Framework

Our Outcomes Framework underpins the work we do:



How we will get there

Increasing access through partnerships

Ngā Taonga has an Audience Engagement Strategy which enables us to target key priority audiences. These include iwi/Māori, GLAM organisations, education providers and third parties such as television and film producers and radio broadcasters. We leverage these relationships and through them reach larger, more diverse audiences and connect more New Zealanders to their audiovisual taonga. An example of this is the partnerships we have developed with education providers, with expertise and networks into the education sector. Through them we have supplied content which is now being used to support the teaching of the new Aotearoa New Zealand Histories Curriculum. Key to this work is the ability to provide access to both private and Crown collections, including RNZ, Whakaata Māori and the TVNZ Archive collection.

Te Awe Kōtuku

As part of the Mātauranga Māori Te Awe Kōtuku programme funded by the Manatū Taonga - Ministry for Culture and Heritage, Ngā Taonga has three projects to preserve audiovisual taonga Māori. These consist of Rokirokitia, the community digitisation of at-risk digital taonga; the application of Traditional Knowledge Labels; and the digital preservation of the television series *Tangata Whenua* (1974). Te Awe Kōtuku has allowed us to share precious taonga with Māori communities throughout New Zealand.

Te Ara Tahī

Our Audience Engagement Strategy prioritises collaboration to amplify our reach. We are working with our colleagues at Te Puna Mātauranga o Aotearoa - National Library of New Zealand (National Library), Te Rua Mahara o te Kāwanatanga - Archives New Zealand (Archives New Zealand) and Te Tari Taiwhenua - Department of Internal Affairs on Te Ara Tahī. Te Ara Tahī is a centralised programme to deliver an integrated experience for the users of the documentary heritage sector. This includes the management of a shared national property portfolio, the delivery of Heke Rua Archives - the new Archives building, and the corresponding reconfiguration of the National Library building, digitisation and digital storage initiatives.

Mātauranga Māori capability

We are proactively building our mātauranga Māori capability in our work with Mātauranga Māori specialist positions and teams and the upskilling of all staff. Both areas of focus will ensure we are building a strong and capable Archive. Kia tika ai te pupuri me te tuku i ngā taonga Māori i raro i te maru o ngā kaitiaki o āua taonga rā, ā, kia honohono mai ngā whānau, ngā hapū me ngā iwi ki ō rātou taonga kōrero me ō rātou mātauranga kei ō mātou pātaka e takoto ana.

Tiakina: the Kaitiaki Relationship Framework enables more collaboration and trust and allows Māori to exercise mana and control over how their taonga are made available. It makes space for Kaitiaki to speak on behalf of their collections. We enable Kaitiaki to maintain an enduring relationship with their Taonga Māori, to ensure culturally appropriate use. It also brings practical applications of whakaaro Māori to Taonga Māori across all areas of our archival practice.



Utaina

With more than \$40 million in government funding through Budget 2020, the Utaina project is a collaboration between Ngā Taonga, the National Library and Archives New Zealand to digitally preserve more than 460,000 items in the Crown's audiovisual heritage collections. Utaina is the largest mass digitisation project in the world and is preserving the audiovisual collections held by the three agencies. Since its launch in mid-2022, the project has already safeguarded many rich and meaningful moments in our history.

Property and physical infrastructure

Ngā Taonga is currently facing a number of property and infrastructure issues, mostly related to collection storage. We are working with the sector including our Te Ara Tahī partners to develop fit-for-purpose accommodation, storage and technical solutions for our collections and preservation activities, now and in the future.

What will happen next?

The strategic planning work we have done and the projects we are undertaking will support our aspirations.

However, more will be needed, particularly as technology evolves and changes; adaptation is necessary to the Archive's successful delivery of its strategic vision.

We are focusing on prioritising and investment in:

- public access; particularly developing technical solutions and strong collaborative partnerships
- digital infrastructure and
- physical infrastructure.

Investment in these critical areas will help ensure Aotearoa New Zealand's audiovisual heritage is saved and accessible for current and future generations.



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