

Ko Ngā Taonga Tēnei

27 November 2023



Introduction

Ngā Taonga Sound & Vision is Aotearoa New Zealand's audiovisual archive.

We preserve and hold our nation's audiovisual heritage in safe keeping, making it widely accessible to connect New Zealanders with their shared national identity. We care for over 800,000 items spanning more than 100 years of New Zealand's rich audiovisual history.

The preservation of our audiovisual history is crucial to our nation's collective memory. The consensus from international audiovisual archives is that tape and film that is not digitised by 2025 is at risk of being lost forever. With our cultural history on the verge of disappearing it is crucial that at-risk material is digitised now.

Crown-owned broadcast material makes up around 60 percent of our current collection, and we are one of a small number of countries to have comprehensively archived their national broadcast heritage.

We are actively engaged with organisations across the heritage sector supporting a connected, and collaborative approach to archiving our national audiovisual heritage, while leveraging these connections to boost the reach and cultural impact of the collection material we share. In the 22/23 FY our material accumulated an estimated 41 million total views and listens.

We embed mātauranga Māori across our mahi and are deeply committed to working with iwi and hapu to ensure their taonga are suitably preserved for future generations.

Our work at a glance

- Over 800,000 audiovisual items in our collection
- 60% of our collection is crown-owned material
- 348,000 of the Crown's audiovisual heritage are on on obsolete or near obsolete formats and are in critical need of preservation.
- 41 million total views, listens and visits in 2022/23
- Over 10,000 new titles digitally preserved in 2022/23
- Over 89,000 titles digitally preserved to date through the mass digitisation project Utaina.
- We service a range of broadcast clients including TVNZ, Whakaata Māori and RNZ – supplying on request archived material in support of many of the country's most well-known TV programmes.



Key projects and initiatives

Utaina

Utaina is an urgent, collaborative project 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. This includes up to 348,000 magnetic media items held by Ngā Taonga.

Utaina is the largest audiovisual digitisation project in the world. Over 42 Petabytes (or 42,000,000 Gigabytes) of data is being created through Utaina.

We are in a race against time to preserve our nations audiovisual memory. 2025 is regarded internationally as a key date by audiovisual archives, beyond which the digitisation of magnetic tape will become significantly harder to preserve.

Magnetic media is fragile and unstable in a way that film and paper records are not. Comparatively its relative lifespan is the blink of an eye. Without preservation, over 95 percent of our Crown-owned at-risk content could be lost within a decade. In addition, the analogue playback technology for these formats is on the verge of obsolescence.

Utaina is currently at peak throughput levels for Ngā Taonga, with approximately 25% of items in scope digitised so far. Already, the project has safeguarded many rich and meaningful moments in our history.

The material being preserved through Utaina captures the faces and voices, issues and experiences of New Zealanders through the decades that, without digital preservation, will be lost forever.

Examples of taonga being digitised through Utaina include news footage of significant events such as the Rainbow Warrior sinking and the 1979 Erebus disaster; early records of our soldiers during WWII, mātauranga Māori content including documentary series such as Waka Huia, Te Karere and Marae; and decades of television news broadcasts and coverage of significant sporting and cultural events.

Property Programme

Ngā Taonga has set up a Property Office to deliver building remediation and infrastructure work required to keep kaimahi accommodation, collection and technical spaces fit for purpose for audiovisual preservation. Around 60 percent of our collection is stored in internationally agreed best-practice, climate controlled and monitored conditions. All Archive collection stores are at capacity, with around half our buildings near or at end of life. Collection relocation to a new site in Whanganui is imminent to address pressing risks; ongoing investment in remediation and property is required.

Te Ara Tahī

Ngā Taonga is collaborating with our colleagues at Archives New Zealand and National Library in Te Ara Tahī, a Department of Internal Affairs led shared journey to ensure our national archives are fit-for-purpose public services – empowering customers, iwi/Māori, and communities to champion their own stories and direct how archival material is cared for and accessed.

Increasing collection access

Our Audience Engagement Strategy target 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.

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 our continued ability to provide access to both private and Crown collections.



Looking ahead

Over the next three years, Ngā Taonga will position itself as a digital-first archive with legacy pathways to access analogue physical media. To achieve this vision, it is imperative that we make our remaining analogue collections accessible through digital preservation. Utaina is a major contributor, and we anticipate that around 75 percent of our total holdings will be digitally preserved by 2026.

Given our small size we provide access to our collection primarily by leveraging relationships with 'wholesale' customers. By supplying content to third parties, we achieve a much greater audience reach than we could do alone. Wholesale customers comprise galleries, libraries, museums, film schools, screen/broadcasting sector organisations, producers, iwi organisations, councils and the education sector.

We also support communities to collect and preserve their own archival material, with our technically skilled kaimahi well positioned to offer training and expert advice.

Collecting audiovisual material produced using Crown funding, such as the Film Commission, NZ On Air, Te Māngai Paho, radio and television stations will continue. Further investment will be critical to help ensure Aotearoa New Zealand's audiovisual heritage is saved and accessible for current and future generations.

Ministerial opportunities for 2024

Motutawa visit and Utaina update

- Motutawa, Ngā Taonga Sound & Vision's facility in Lower Hutt, is a leading site for audiovisual preservation in New Zealand. There is an opportunity for the Minister to visit Motutawa in the coming year for a site tour and an update on the Utaina mass-digitisation project. By 2024 many more culturally significant audiovisual items will have been digitised through Utaina, opening the door for a public announcement about the project's progress to date.

He Pātaka Tūturu

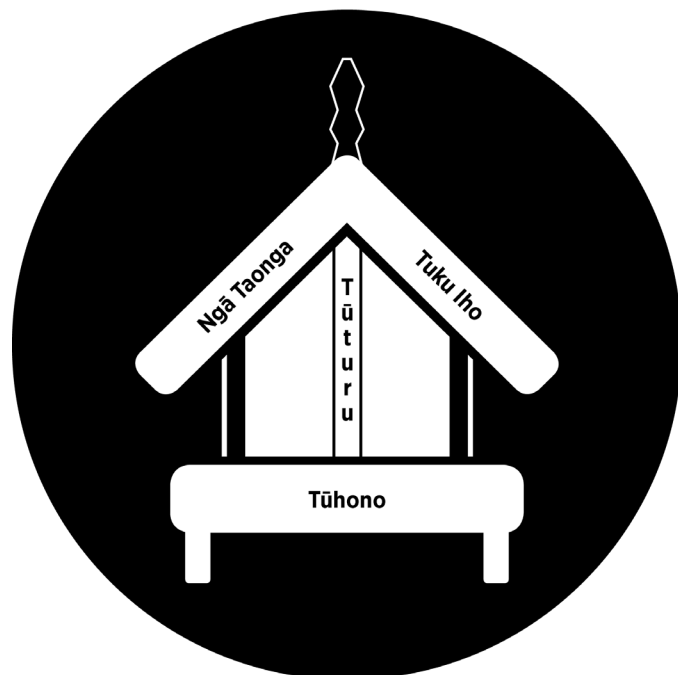
Our vision is based on three guiding principles informed by the concept of He Pātaka Tūturu:

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.

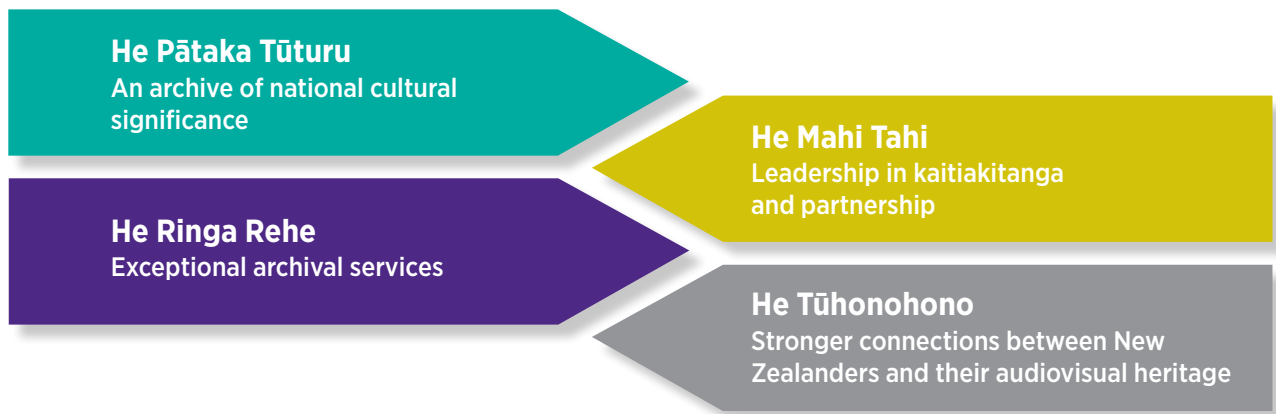
Tuku Iho – Caring for treasures handed down: We take very seriously our role as stewards of the collections, on behalf of those who have given them into our care, and the intergenerational responsibility we have to all New Zealanders.

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:



Our history	Key people
<p>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. In late 2019 we moved most of our kaimahi into space in the National Library Building strengthening our connection and opportunities to collaborate to create efficiencies with our National Library and Archives New Zealand colleagues.</p>	<p>Honiana Love, Chief Executive – Tumu Whakarae</p> <p>Ngā Taonga Board Members: Emily Loughnan – Co-chair Lynell Tuffery Huria – Co-chair Lewis Holden Dr Areti Metuamate Jock Phillips Amit Prasad Koroninia Dickinson</p>



NGĀ TAONGA
SOUND & VISION

National Library Building, 70 Molesworth Street
 PO Box 11449, Wellington 6142
 +64 4 384 7647, +0800 NGA TAONGA
www.ngataonga.org.nz