

2025

Access Strategy



NGĀ TAONGA
SOUND & VISION



TE KUPENGA
101
Stories of
Aotearoa from
the Turnbull

NEW ZEALAND
FILM



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Introduction

Between 2012 and 2014, Ngā Taonga Sound & Vision was formed through the amalgamation of the New Zealand Film Archive, RNZ Sound Archives, and TVNZ Archive. Since this time, we have seen rapid growth and advancement in the technological landscape and this is evident in the format of material added to the collection we care for, with the majority now being born-digital.

Our strategic vision as an audiovisual archive is that ‘all New Zealanders can access the audiovisual taonga we care for, in the way they want and where they want’, and as we mark our transition to a digital archive, it seems fitting that we reflect on how we meet the intent of this vision.

Because of our size, we focus on using our resources in the best way we can. We use a partnership strategy to work collaboratively with third parties so they can amplify the reach of the collection, and we are intentional about targeting tailored engagements to specific audience segments to make the most of our resources. We put significant effort into meeting our legal and moral obligations to manage a complex rights regime, ensuring that access to content honours the various rights linked to items in the collections we hold.

The development of this Strategy follows the release of a new Strategic Plan in 2024, which outlined our outward focus as an archive; engaging, collaborating, and supporting the various ways we provide access to the contents of the collections we care for. Our founding documents are clear that ‘access and preservation are seen as complementary concepts of equal importance’. Between them, the Collection Development Strategy and Access Strategy complement each other to address this kaupapa.



Our Access Vision

Our Vision is to share Aotearoa New Zealand's audiovisual taonga with its people.

How we support the Archive's strategic outcomes

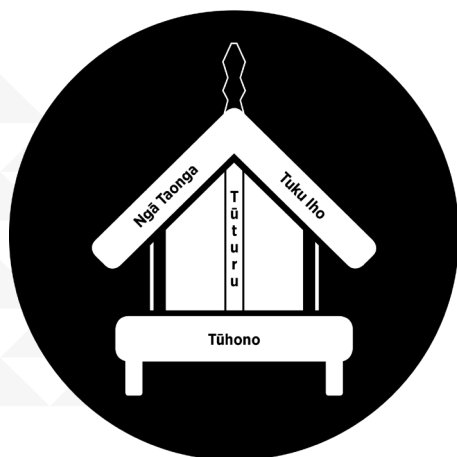
There are four pou (pillars) to our strategic outcomes. While our focus is on He Tūhonohono: Stronger Connections Between New Zealanders And Their Audiovisual Heritage, we contribute across other pou.



Our Guiding Principles

He Pātaka Tūturu

The concept of Pātaka Tūturu has been informing the work of the Archive for some years.



The pātaka is a storehouse. The concept of a pātaka tūturu sits behind three guiding principles for our mahi: tūturu (strong long-term sustainability), tuku iho (caring for treasures handed down) and tūhono (connecting New Zealanders with their audiovisual heritage). Together, these principles encompass the purpose of our pātaka tūturu: to preserve, protect and provide.

For Ngā Taonga our pātaka tūturu represents a storehouse of audiovisual records holding stories and taonga from the history of Aotearoa. Taonga stored in our pātaka are prioritised for preservation, valued, and respected for the ultimate

purpose of making those treasures accessible to benefit all New Zealanders.

The pātaka tūturu concept brings inherent mātauranga Māori on how to approach our intergenerational responsibilities and the way in which Ngā Taonga can give due respect to taonga that are selected to be preserved and protected within the pātaka and shared for generations to come.

The role of the traditional pātaka was a place where food or prized possessions were kept – the pātaka concept at Ngā Taonga ensures that taonga of national and cultural significance remain accessible to sustain the unique culture and history of Aotearoa New Zealand.

To fulfil our commitment to our pātaka tūturu, we must always carry with us the values of tika, aroha, hono, pono, and tangata – doing what is right, having integrity and empathy, and valuing people and connection.

Commitment to te ao Māori

Ngā Taonga is committed to being a kaupapa-centred organisation, consciously reflecting and validating Māori knowledge, perspectives and aspirations in our values, plans and actions, particularly as they relate to taonga Māori.

Items held at Ngā Taonga that are considered to have significant Māori content are known as the Taonga Māori Collection. We have worked to contact and reunite audio recordings and footage from this collection with whānau/kaitiaki of those who were filmed, which has resulted in deeply impactful experiences for them with these taonga. Our aspiration is to support more people to make such connections with the items we hold in the collection and thereby reconnect their past and present.

We have an ongoing commitment to identify and assign kaitiaki rights to taonga Māori, and to seek and record clearances that meet the needs of Māori. We work with iwi and Māori communities to understand how we best care for and provide access to taonga Māori in the places and ways they wish, such as iwi digital repositories or cultural atlases.



Our Access Principles

Our Access Principles guide us in the way we approach our mahi, and how we deliver against our Strategic Outcomes.

Digital by default

We respond to the way that our audiences engage with content, with our primary engagement channels being digital, acknowledging that our audiences connect and engage with screen and audio content across multiple channels.

We support discoverability of our taonga through digital channels by ensuring the metadata we provide is inclusive of both descriptive and technical metadata.

Spectrum of engagement

We acknowledge the breadth of audiences we connect with and take a tailored approach to engagement. Understanding the needs of our audiences and taking an audience-centric approach is vital to support us in being intentional about our engagements.

Mātauranga Māori

We put time and effort into relationship building and taking a te ao Māori perspective to inform the way that we provide access.

We engage with iwi/hapū in a way that develops trust and confidence. We seek to create an environment where iwi/hapū are comfortable approaching us and feel safe being able to work with our kaimahi, knowing that kaimahi will understand their needs and how they wish to work with us.

Partnership model

We work with partners to reach larger and more diverse audiences than we can alone, in turn connecting more New Zealanders with the collections in our care. Working in partnership is the best way to make sustainable use of our funding while seeking positive outcomes for all partners.

Self-service – empowering our audiences

We support a self-service approach where New Zealanders can find material in the collections we hold without requiring Ngā Taonga intervention. Self-service benefits both a large section of audiences and our kaimahi by making it easier and quicker to find relevant content. This frees kaimahi from labour-intensive manual processes, allowing them to focus on deeper engagements.

We empower our audiences to determine what content they wish to access: we do not run a curatorial model or make assumptions on behalf of our audiences.

Our archival mahi sets us up for success with access

Just as this Access Strategy complements our Collection Development Strategy, we understand that the Archive's ability to provide access to the collections we care for is dependent on the important mahi our archivists do to preserve, catalogue and house collection material. We acknowledge that our access work would not be viable without the preservation of the collections we hold.

Respect and honour rights

Access to and reuse of material in the collections in our care is determined by the copyright holder and/or depositor, as well as kaitiaki (where relevant), before material is supplied.

We respect and action the decisions made by the respective rights holders and are fully committed to honouring the rights of all involved parties.

We are audience-centric

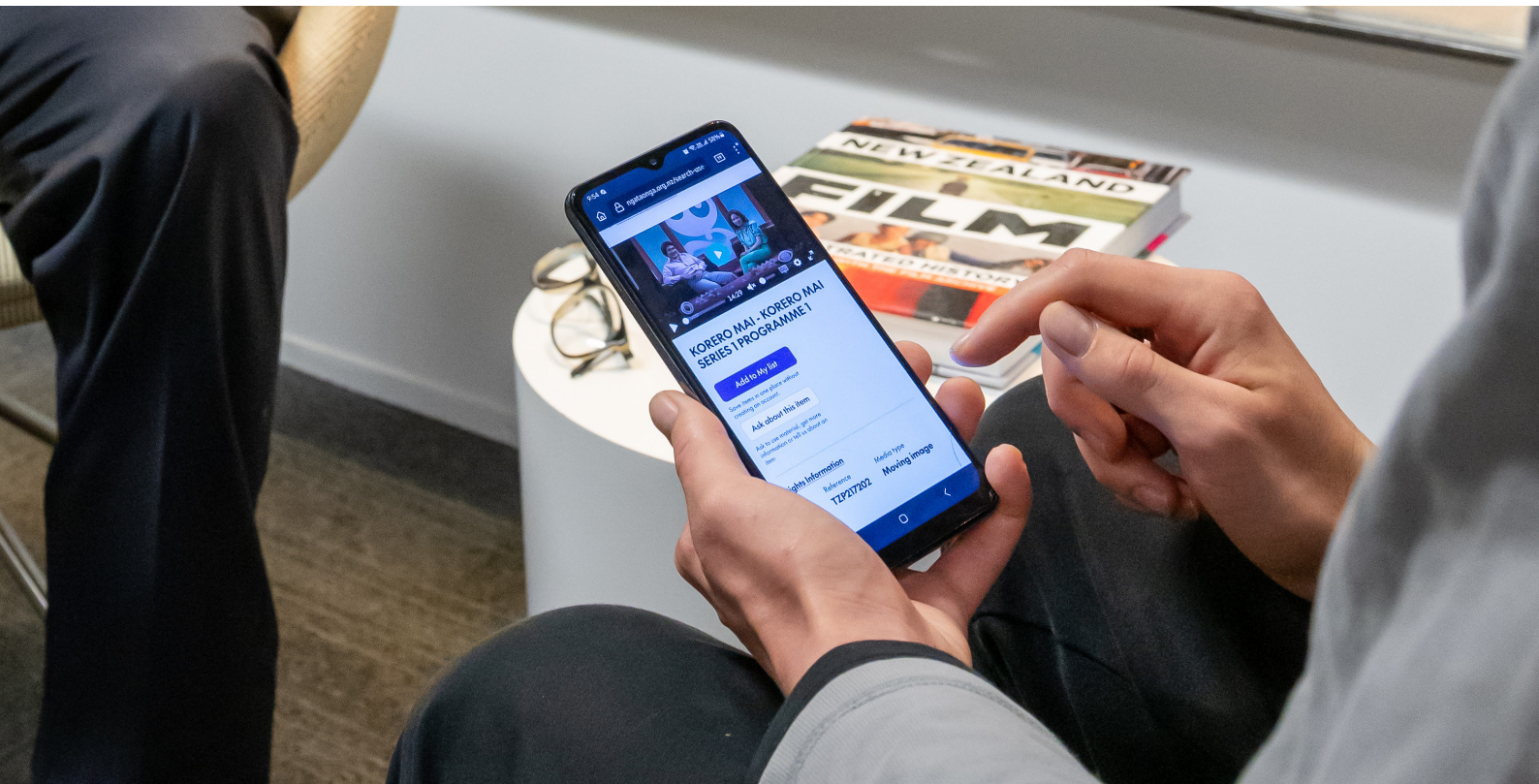
We prioritise New Zealanders connecting with the collections over our brand recognition. In many instances we are happy for our audiences to connect with the taonga without knowing about Ngā Taonga. We set ego aside and work around the needs and expectations of our audiences.



Environment Scan

Our strategic vision is that ‘all New Zealanders can access the audiovisual taonga we care for ...’, which we are actively working towards through different pathways such as self-service and our partnership model.

Nonetheless, we must also be cognisant that an organisation of our size cannot be everything to everyone. If we try to serve everyone equally, we risk not meeting the expectations of anyone and becoming the archive for no-one. If every potential audience engagement is important, then nothing is most important. We address this by segmenting and prioritising our audiences and targeting our engagements within these segments. This allows us to serve as many New Zealanders as possible, while making the best use of our resources.



AUDIENCE ENGAGEMENT

Partnership e.g.

We work closely with NZ On Screen to leverage their reach and rights clearance resource to make Ngā Taonga content accessible on their website gaining on average 300 - 350K views per annum.

Partnership e.g.

The Digital Pasifik website provides access to over 16K Pasifika items from the Ngā Taonga collection. We worked with them to arrange one-off screenings in the Pacific.

Digital Engagement e.g.

We ran a social media campaign announcing the preservation of *Tangata Whenua*. This reached 165K resulting in 5K active engagements with many watching the programme on TVNZ.

Kaitiāia - Digital Repatriation e.g.

We worked with RNZ to supply over 7K audio files to Te Hiku Media for use in an ethically made te reo Māori AI tool.

Self Service e.g.

We uploaded Norman Hatch films of WWII US Marines in Kāpiti to the online collection. This achieved high community engagement without support.

Pipitea - In-person e.g.

We hosted a group of Kaumātua from Korohe Marae and shared taonga of their marae from the Ngā Taonga collection and National Library.

Kaikōura - In-person e.g.

We shared local taonga with a group of 50 during Kāhui Kaitiaki hui and explained how Ngā Taonga can support them to connect with their taonga.

Christchurch - Digital Repatriation e.g.

We facilitate the ongoing supply of taonga to Ngāi Tahu for their iwi archive Kareao.

Map not to scale. Engagement examples are from 24/25 and our ongoing collaborative partnerships

ENGAGEMENT MODEL

Partnership Model
Digital Engagement
Self-service
Digital Repatriation
In-person



AUDIENCE SIZE

Up to 30 million
Up to 1 million
Up to 400k
Variable
Up to 100

PARTNERSHIP MODEL

Leveraging partnerships with external parties to reach larger, more diverse audiences.

DIGITAL ENGAGEMENT

Digital channels e.g. social media, newsletters profile the collection and drive traffic to the website.

SELF-SERVICE

Access to the collection directly via our website primarily the online catalogue.

DIGITAL REPATRIATION

Bulk supply of taonga back to communities for them to facilitate access to their taonga.

IN-PERSON

Rich, tailored, engagements to smaller numbers e.g. stakeholder events and outreach to iwi.



As we move to facilitate self-service and broaden the engagement with the collections we care for, we balance our audiences' requests for content with our consideration of rights permissions and internal workflows. We aim not to be seen as gatekeepers of the collection, as we do not operate a curatorial model. Equally, we should not be seen as a barrier to our audiences being able to access material. We have already initiated the move from the highly manual individual engagements that are required for personal use requests, to making better use of digitised content in the collections we hold. As more content is made available online an increasing section of our audience will be able to source the material they want, for themselves.

We regularly review the fees we charge to provide access on demand (that is, when we respond to a request for specific material). Where we supply a file we do charge a fee for that service. However, our fee structure is not a full cost-recovery but a nominal amount. Keeping our fees low supports accessibility by ensuring the broadest cross-section of New Zealanders are able to use our services, whilst also recognising that this service is quite bespoke and resource-intensive.

The ongoing tension between collection care and access, which is not unique to us as an archive, also needs to be managed, but we are committed to remaining audience centric. This may mean prioritising audience needs or preferences over our desire to apply the highest technical standards when supplying an item in the collection.

Whereas a high-profile public screening might require a best source preservation master, other requests could be filled by an existing digital copy that might not meet our current preservation standards but still fulfils audiences' expectations for accessing content. Delivery may require a more pragmatic approach to the quality of content provided to meet audience requests.

Additionally, archival processes such as digital retrieval or preservation take time. We continually work to balance collection care and process needs with that of our audiences.

Ngā Taonga occupies a unique position in the cultural sector because of our rights management model, driven by the fact that we do not own the majority of the content in our care. While we aspire to work more closely with communities of origin, the complexity of managing rights clearances poses a significant impediment to devolving control of the collection into their care. We will continue to increase our internal rights management capability whilst also providing advice and expertise to support communities to engage with their own material.



Screening of *'Te Kooti Trail'* (1927) National Library Auditorium



Like many archives we want to focus on increasing the amount of content available online. There is work to be done to gain a better understanding of what in the current collection is available to share so that we can accelerate our move to a self-service model and transition away from a resource-heavy approach to material supply.

There will always be collections in our care which have complex rights scenarios, or where the rights owners may be reluctant to make the material available. While we work to resolve these issues, we are also prioritising those collections with less complex rights pathways to make as much material available as possible.

Our focus also needs to go beyond the material we have available for access now. We hold material in the collections that will be out of copyright in the future, at which point it can be made available for New Zealanders to experience.

Due to our small size, we walk a fine line between promoting our mahi and brand to ensure that we remain both relevant and able to follow through on delivery of our mahi. We have unashamedly high aspirations which we manage by finding alternative ways to deliver our strategic outcomes, including collaboration and partnerships with other entities; and reinterpreting how those outcomes are achieved.

Responding to changing demographics, we will develop new approaches to expand the diversity of communities we engage with. While we have embedded mātauranga Māori expertise within the organisational structure to ensure our commitment to iwi/Māori is reflected across every part of our mahi, a more sustainable approach is required as we engage with groups such as Pasifika, Indian or Chinese communities. We also recognise that the demographics of our long-time home in Wellington are not reflective of other parts of New Zealand. We are committed to extending the diversity of our audiences (and by implication, the content we hold) to continue to be an archive that represents 'all New Zealanders'.



Strategic Focus

Our access approach reflects societal changes with people increasingly connected through multiple online media channels. We are firmly focused on digital engagement and how we deliver content will continue to evolve as we respond to changing audience preferences over time.

We are constantly working to improve the technology interventions in our business and how they refine the services we offer. Automation of processes and the consolidation of our systems into an integrated Ngā Taonga ecosystem will create efficiencies and free kaimahi to work on focussed engagements.

Our size means that we are not first movers in the adoption of new technology solutions, but we are smart followers. We have adopted a hybrid approach by considering not only what capabilities we would like to build in-house, but also by exploring strategic partnerships with sector partners.

Digital engagement enables us to fulfil our kaupapa of being national in outlook, responsible for offering balanced and equitable services at all local, regional and iwi levels. With the understanding that 'digital first' is now our default operating context, we have identified seven key areas of focus.

Key areas of focus

1. Increase discoverability and accessibility

We will work to increase the volume of content available to view and listen online, so that we reach a point where self-service is the primary way that we meet our access requirements. We acknowledge that it is not appropriate for all the content we hold to be online, but we will aim for a 'critical mass' that enables this self-service approach.

Where appropriate we will explore bulk processing methods to do this. Like many organisations worldwide, we are beginning to explore the immense potential of emerging technologies such as artificial intelligence (AI). AI offers efficiencies through the automation of repetitive tasks and processes. There are clear benefits to automating processes, particularly those supporting cataloguing and the flow of material to the online catalogue. Equally, our emphasis is on ensuring the transparent, ethical application of these technologies.

We understand that our ability to provide access is dependent on the important mahi our archivists do to preserve, catalogue and house the collections we care for. Cataloguing is what makes taonga discoverable. An access approach to cataloguing will ensure that archivists consider the end-user when describing collection titles – applying our audience insights will also support this.

When we look to the future of digital engagement it is difficult to predict how this space will evolve. Rapid technological change means we cannot predict what our future offerings will look like. But we do know that our access work must remain connected with the other archival activities and any future changes to the ways we support access will be implemented with a holistic mindset.



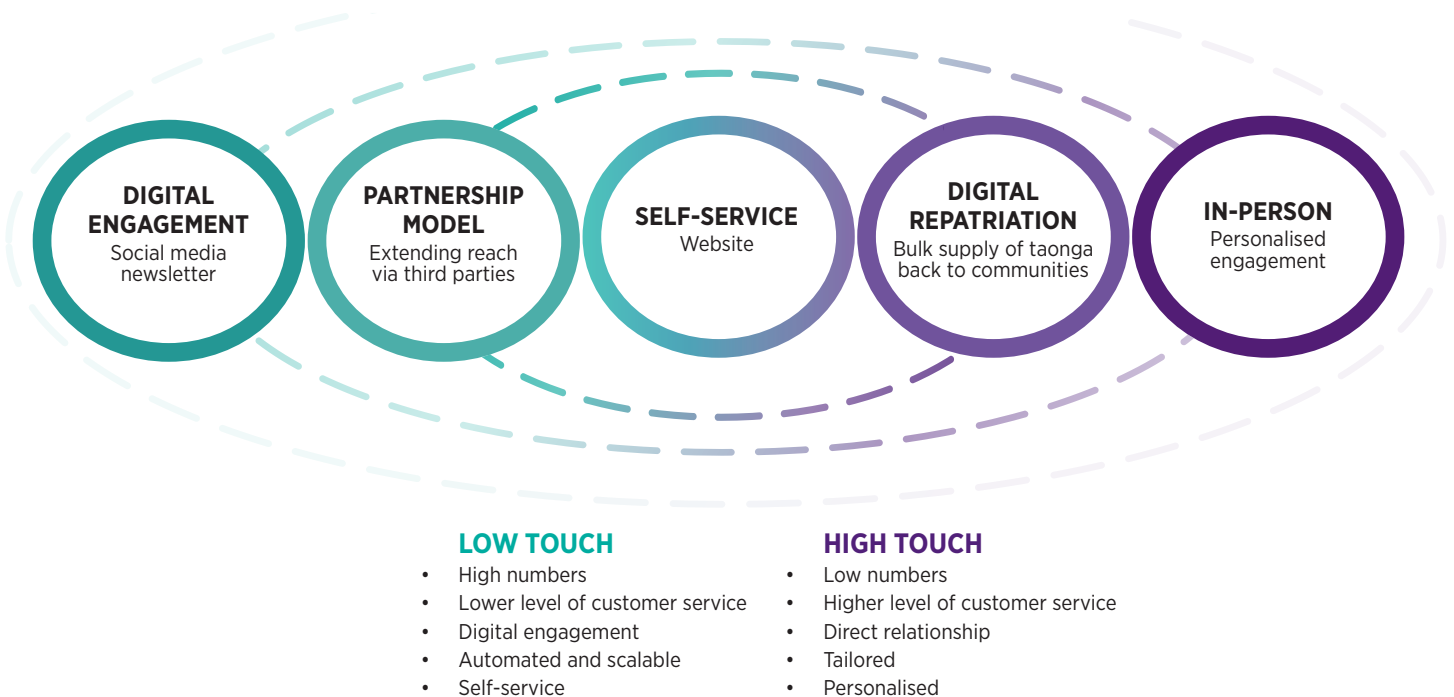
2. Increasing the depth and breadth of connection through targeted engagement

When audiences engage with the collections in our care, either through one of our digital channels or in person, an emotional connection with the material often results. We see the deep impact of our work when people react to the footage they watch or listen to – hearing a grandparent’s voice for the first time; or watching your younger self on screen – often tears and laughter accompany these moments.

We have a breadth of audience types and continue to apply audience insights to tailor our approach to engagement. If we consider our engagement model as a spectrum from low to high, low touch engagements are automated and scalable, involve less human interaction, reach a higher number of people and direct them to self-serve via our website. On the other end of the spectrum, our high touch engagements are in-person, highly personalised for smaller numbers of individuals and groups and foster a deeper relationship with our organisation.

Understanding the needs of our audiences and taking an audience-centric approach is vital to support us in being intentional about our engagements. Tailoring offerings to different audience segments results in deeper engagement and increases our reach. We recognise that our various audiences will have an affinity for different channels, and that there are a variety of factors that influence a person’s ability to engage in the digital world.

SPECTRUM OF ENGAGEMENT



We will extend our audience insights to develop psychographic segmentation, understanding motivations and drivers and helping us to develop sustainable relationships with our audiences. We will seek the experiences of those using our archive and their contact with us to improve our engagements – creating genuine engagements remains true to our kaupapa as an organisation.

Naturally how we define our audience segments will not remain static over time. As New Zealand grows increasingly more diverse we will see a range of audience types and demands different to the ones we serve today. Younger audiences, for example, are digital natives and have expectations driven by on-demand content on the web and streaming services. We also know that our existing audiences move across different levels of



engagement – initial contact via self-service may translate to an in-person engagement, for example.

We remain mindful of our purpose to have a national focus and reach. Digital access to the collections we hold removes the need for people to experience content onsite in Wellington. Our social media channels already enjoy a large audience, and a percentage of these interactions lead to more sustained engagement with the collection. We will continue to actively increase this proportion.

We will also continue to engage with more diverse audiences and minority communities who struggle for visibility. Respecting the legal obligations and long-standing connections New Zealand has with Pasifika communities, they will be an important focus for us in coming years. We also want to extend our connections with other ethnic communities who have extensive heritage in New Zealand, such as Indian and Chinese communities. As with our commitment to developing connections with iwi/Māori, we will develop these relationships in a genuine and respectful way.

3. Target and build knowledge of priority audiences and partnerships

Data analysis and insights support us in being better informed and nuanced about our understanding of our audiences and how we engage with them.

We define our priority audiences as those who are able to extend the reach of the collections we hold, such as iwi/Māori, GLAM organisations, education providers and third parties like television and film producers, as well as podcast producers and radio broadcasters. Our partnership model relies on others to advocate for the collections we care for and to engage with audiences we could not otherwise reach. Primarily, our audiences are New Zealanders.

We capture insights and analytics in order to refine what content we share and how we share it, to target specific audience groups, and to identify how we can improve our services. We also use insights regarding audiences' preferences to influence what material we collect and preserve. Additionally, understanding these analytics will also show where we have gaps in our audience engagements.

Over time, how we engage with differing demographic groups will mature. We believe automating processes and focusing on our 'self-service' model will remove a large manual aspect from our mahi. This will free kaimahi to focus on developing partnerships with demographic groups we have not had in-depth engagements with to date. In turn, this will allow us to realise our aspirations for 'all' New Zealanders to see themselves represented in our archive.

4. Taonga Māori

We hold a unique position in the sector, caring for the largest body of historical recordings of te reo Māori and mātauranga Māori in the world; taonga which are unique to Aotearoa New Zealand. Our constitution states a bicultural commitment and includes partnership with iwi/Māori as a central focus of its kaupapa and we reflect this commitment even to a structural level with specialist roles. We work to consciously reflect and validate Māori knowledge, perspectives and aspirations in our values, plans and actions.

As an organisation we have become a safe space for kaimahi to speak and hear te reo Māori; a space that is welcoming and supportive for kaimahi wherever they are in their personal journey. We will continue to deliver training and support to all kaimahi to work towards a certain level of knowledge in relation to te reo, tikanga and Te Tiriti o Waitangi, whilst retaining mātauranga Māori specialist roles.

For our engagement activities, these roles ensure that we have kaimahi who have cultural competency to genuinely connect with iwi/hapū groups, marae, kaupapa Māori communities and stakeholder groups. We have created an environment where people are



comfortable approaching us and feel safe working with kaimahi who will understand their needs and ways of working.

Our Taonga Māori Collection covers both audio and visual material across a range of genres, events and subjects including records of karanga, whaikōrero, iwi and hapū histories, pōwhiri, marae and kapa haka, weaving demonstrations, tukutuku, whakairo and many more. These taonga offer opportunities for New Zealanders to connect with both the language and culture unique to Aotearoa.

We are committed to supporting the revitalisation of te reo Māori by ensuring our te reo content is accessible and by working with trusted partners to share this content and amplify its impact. We have an immense responsibility to ensure these taonga are accessible, helping to combat language loss and disconnection.

Discoverability is an essential thread throughout our access approach, and this is particularly relevant for our mātauranga Māori content. We will embed a mātauranga Māori consideration in our approach to discoverability, such as continuing our policy of cataloguing te reo Māori content in te reo.

Tiakina, our Kaitiaki Relationship Framework, guides our work in identifying kaitiaki to connect them with their taonga and include them in clearance activity for all uses. We have an ongoing commitment to identify and assign kaitiaki rights to taonga Māori, and to seek and record clearances that meet the needs of Māori.

Our journey since the inception of the Film Archive in the 1980s has been to develop a deep understanding of what a genuine commitment to being kaupapa-centred looks like and how to fold this into our day-to-day mahi. We will continue to share our experience with our GLAM sector partners, knowing that our kaimahi can be confident to lead in the mātauranga Māori space because of the investment we make in them.

5. Partnerships

In 2021 we implemented a partnership strategy focused on developing relationships with third parties wanting to use content in the collection. Third party partners include online portals such as Digital Pasifik and Digital New Zealand, as well as museums, art galleries, education providers, and television and film producers. Our partners reach larger and more diverse audiences than we can alone, in turn connecting more New Zealanders with the collections in our care. Having material featured on a television programme such as Country Calendar might result in 500,000 viewers seeing this material, a reach that we could not aspire to with our in-house resources.

Partnerships will continue to be a priority for us, as they are the best way to make sustainable use of our funding while seeking positive outcomes for all partners. We have limited internal resources and need to consider how they are utilised to achieve the most impact for our work.

The success of our partnership strategy is underpinned by close, intentional relationship management. Just as we will continue to develop insights on our audiences, we need to understand the needs and motivations of our key partners. We must actively manage their requests for supply and at times prioritise those partners who have the largest and/or most diverse reach. We need to continually evaluate this network and seek out new partners to meet the needs of our priority audiences.

Our small size has been part of the driver for pursuing partnerships, and we now actively build advocacy for our work into our sector relationships and partnerships. We share not only content but also insights into the technical mahi we undertake so that our partners have an authentic understanding of our work and can tell our story on our behalf. We are increasingly seeing our partners acting as advocates for us, increasing our impact.



We will also take advantage of our size to be agile and flexible. To complement our strategic focus on partnerships, we will also nurture our personal connections in communities so that opportunities come to us through informal channels as well.

6. Empowering Communities

Our strategic focus as an organisation is on working closer with communities and devolving control to them. Considerable work is needed to enable us to be in a position of confidence in making this move, including:

- building relationships that are sustainable and enduring, creating trust and confidence on both sides.
- understanding what repatriation means to our community partners in a digital world.
- building up community skills and capabilities whilst also redefining our role in these relationships.
- creating a cultural shift for kaimahi and providing the skills and support they need.

For access, advancing this focus area means exploring what repatriation means for our communities. We acknowledge that communities have more expertise in their knowledge of the collections we hold than we do, and we will support them in managing access for their own material.

As with other parts of our mahi, one size will not fit all, and we will work with iwi/hapū to define the relationship that best suits them. For many iwi this might be having the ability to go direct to their own archives to access content, while some may prefer to leave the content in our care but have a secure portal to access it through. Others may simply wish to know that their taonga are safely cared for by an organisation with our expertise.

7. Fostering Impact

Social good can be defined as ‘engaging in an activity that will result in a benefit being available to the general public’. We believe Ngā Taonga has a significant role to play in contributing to this concept. By sharing the collections we hold we celebrate our identity as New Zealanders, and contribute to strengthened social cohesion, while supporting the growth of knowledge and skills.

The audiovisual taonga held in the Ngā Taonga collections help to reconnect people with their shared history and heritage. We have an immense responsibility to past, current and future generations to ensure that the richness of the cultural legacy held in the collections is cared for and available for generations to come.

It is our intention that the relationships we develop with iwi/Māori are long-lasting, sustainable and support the intergenerational exchange of knowledge. The engagements we have with these parties are deep and meaningful, and we actively nurture the connection.

Our mahi sits firmly in the ‘cultural capability and belonging’ wellbeing domain: supporting and enabling New Zealanders to connect with their personal identity through the content of the collections in our care, which fosters a sense of belonging because of this connection. Importantly, the collections we hold also support the revitalisation of te reo Māori and contribute to an increase in the number of te reo speakers.

We should not forget the role language plays in the embodiment of a culture: connection with a language is intrinsically linked with knowledge and cultural practices. The taonga Māori content we hold is imbued with mātauranga Māori, tikanga Māori and te ao Māori, and has immeasurable value in and of itself. When we are able to share it with all New Zealanders, it gives weight to our shared national identity.



Indicators of Success

How will we know if we have been successful in meeting the aims of this Strategy?

- 1** Our impact will be at a national level. We will have strong engagement across the regions and will be working to establish partnerships with diverse communities.
- 2** The majority of the collections we hold will be available to access online and will be searchable. Self-service will be our predominant access channel for personal use.
- 3** We actively collate insights into our audiences and use these to design our engagement activities to connect with them.
- 4** Iwi, hapū and marae will have confidence in us to maintain long-term relationships. We will nurture intergenerational relationships and will increase the number of active relationships with iwi and hapū. Over time these will mature into reciprocal relationships.
- 5** Strong relationships with iwi, hapū and marae will result in increased kaitiaki clearances and active iwi inventories, and more iwi and hapū archives are provided access to their own taonga.
- 6** We will have worked with communities to uplift the skills and awareness around audiovisual taonga and will see an expansion of archival expertise in community and iwi archivists.



Our Strategic Landscape

How we inform and support other strategies within the Archive

The Access Strategy is critical to our work as an archive and impacts all areas of the organisation. It articulates our approach and aspirations for how we share the collections we hold. As our portfolio of strategic documents come up for renewal, we anticipate that the Access Strategy will act as a guide for where the Archive is heading and influence the focus of all our strategy documents.

ACCESS STRATEGY

Mātauranga Māori Strategy

Outlines the priorities of adhering to our kaupapa-centred foundations. Informs the development of our preservation priorities, to support whānau, hapū and iwi to access their taonga.



Describes how we will manage access to the collections, in a way that honours our commitment to Te Tiriti and mātauranga Māori; and to kaitiakitanga.

Collection Development Strategy

Defines our future collection development direction. Articulates partnership with iwi and Māori; establishment of collaborative relationships across the sector and with communities; development of digital and mātauranga Māori capabilities as core enablers.



Articulates a need to focus our archival activities to facilitate the supply of material to our priority audiences; and that our access activities can only be successful if our archival activities are working well.

Data & Digital Strategy

Focusing on the development of metadata and data standards to ensure the sustainability of the collection; align standards with partner agencies and allow interchange between collections.



Articulates the importance of using data insights to develop audience-centric services; and the importance of metadata for the discoverability of the collection. Examines the use of technology to support internal efficiencies and the capabilities kaimahi will require.

Information & Records Management Strategy

Compliance with relevant legislation (in particular, Public Records Act) will shape how we ensure our preservation and access priorities are aligned.



Legislative compliance (such as Public Records Act) places more emphasis on ensuring we can preserve collection material and make it accessible.

Property Strategy

Defines the physical property requirements of Ngā Taonga, the nature and standard of that property, and the ownership model most appropriate to each type of function.



Notes the importance of safe storage of collection material to ensure it remains accessible for as long as possible. Also outlines that the volume of digital content we hold is increasing, which has impacts on the technical infrastructure required to store and move our digital material and the associated physical location to house this infrastructure.

People Strategy

Outlines key areas where Ngā Taonga can invest in people, attract and retain talent and grow capability.



Articulates the areas where Ngā Taonga kaimahi will focus over the upcoming years, and the commitments we are making to support their skills and capabilities. This includes cultural competency, mātauranga Māori and digital capabilities.





NGĀ TAONGA
SOUND & VISION

Ngā Taonga Whitiāhua
me Ngā Taonga Kōrero
The New Zealand Archive of
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