



2021-2023

CAMA STRAT PLAN

VISION

That everyone in Aotearoa has a space in the media

MISSION

CAMA represents, promotes, and advocates for access media in Aotearoa

CORE BUSINESS

- Funding
- Publicity
- National partnerships
- Diversity of content
- Relationship with tangata whenua
- Staff career structure and pay

GOALS



FUNDING




- That CAMA is sustainably and fully funded through multiple income streams.
- That CAMA has a genuine relationship with NZ On Air and national and community organisations.
- That CAMA is recognised as the representative body and advocate for the access media sector.
- That CAMA member stations are in a position to remove financial other barriers to participation.

PUBLICITY


- That New Zealanders instantly recognise the access media sector - which includes the 12 community access radio stations, accessmedia.nz, and CAMA - and its purpose.
- That CAMA is recognised as the advocate and representative body for the access media sector.

DIVERSITY OF CONTENT

- That CAMA is the go-to organisation for agencies wanting to reach diverse communities.
 - That other agencies include CAMA in their planning and funding.
 - That CAMA is recognised as the advocate and representative body for the access media sector.
 - That a paid CAMA Coordinator role is sustained to establish and build relationships with national organisations and agencies.
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RELATIONSHIP WITH TANGATA WHENUA

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- That CAMA encourages and supports member stations to apply te Tiriti in all decision-making.
 - That CAMA builds and maintains relationships with agencies that promote and preserve te reo Māori.
 - That CAMA encourages member stations to build and maintain relationships with tangata whenua.
 - CAMA members take the initiative to upskill in te reo Māori and tikanga.
 - Approach Te Arawhiti or other appropriate agencies for guidance on creating material regarding Te Tiriti.

STAFF CAREER STRUCTURE AND PAY

- That CAMA provides guidelines for remuneration and assistance across a number of job descriptions within the sector.
- That CAMA assists stations in achieving appropriate remuneration levels and support for staff.
- That CAMA assists sector staff to handle the multiple and unique responsibilities of working in the sector.