

CAMA Charter & Principles of Practice

Executive summary

The Community Access Media Alliance (CAMA) represents 12 community access media organisations across Aotearoa. We are a **representative and advocacy body**, not a regulator. Our purpose is to strengthen the collective voice of the sector, advocate for funding and recognition, and provide coordination and resources that help member organisations to thrive.

While member organisations remain accountable to New Zealand broadcasting law, NZ On Air requirements, and their own constitutions, this Charter affirms the shared values and commitments that unite us as a sector.

CAMA's vision	CAMA's mission
Aotearoa has a vibrant, diverse, innovative, and sustainable Community Access Media sector that is valued for its democratic, community, and cultural uniqueness.	CAMA represents, promotes, and advocates for Community Access Media in Aotearoa, championing inclusivity, community connection, and equity. CAMA is nationally led, locally driven.

Background

This Charter and Principles of Practice do not stand alone. They are part of a suite of resources that guide and strengthen the Community Access Media Alliance (CAMA) and its members.

- ☐ [The Constitution](#) and [Rules](#) provide the legal framework and CAMA's governance rules.
- ☐ [The Strategic Plan 2025–2030](#) sets the sector's values, vision, and objectives, which anchor this Charter and the Style Guide.
- ☐ **The Style Guide** provides practical tools for consistent, professional, and inclusive communication across the Community Access Media sector.
- ☐ The annual [Snapshot Suite](#) gathers consistent data and stories across all member organisations. It is a shared resource that underpins advocacy, marketing, and funding efforts by demonstrating the sector's unique contributions, resourcing challenges, and reach.
- ☐ [The Draft Funding Strategy](#) and [Key Messages Bank](#) provide the advocacy and narrative framework that supports sector sustainability and visibility.
- ☐ [Branding, Marketing, PR & Comms 101](#) is a resource for members to use to improve their visual, communications, and brand identities.

Together, these documents support member organisations to operate independently while benefiting from collective representation, shared resources, and sector-wide coordination.



Guiding principles

- ☐ **Democracy, access, and equity:** Our kaupapa is to ensure every community has the right to see and hear itself reflected in the media.
- ☐ **Te Tiriti o Waitangi:** We uphold the principles of Te Tiriti by working in partnership with tangata whenua and supporting Māori language, culture, and content.
- ☐ **Independence and local control:** Each member organisation retains full editorial and governance independence.
- ☐ **Diversity and inclusion:** We champion underrepresented voices, languages, and identities.
- ☐ **Collaboration and collective strength:** By sharing knowledge, resources, and data, we are stronger together.



Principles of practice

Principle 1: Representation and collective responsibility

- ☐ CAMA advocates nationally; member organisations commit to supporting collective strategies and speaking with a united voice where appropriate.
- ☐ Members engage with CAMA efforts, provide data for sector reporting, and contribute to joint campaigns and initiatives where possible.
- ☐ Collective advocacy, representation, and promotion rely on active member participation.

Principle 2: Programming and content standards

- ☐ Member organisations commit to programming that reflects the needs of their communities, aligned with section 36(c) of the Broadcasting Act.
- ☐ Content should reflect diversity, accuracy, transparency, cultural safety, and accessibility.
- ☐ Authentic, community-driven storytelling is prioritised over commercial or mainstream models.

Principle 3: Community engagement and participation

- ☐ Member organisations actively involve their communities in content creation, governance, and consultation.
- ☐ Participation should prioritise those with lived experience and voices underrepresented elsewhere.

Principle 4: Civic information

- ☐ Community access media plays a vital role in civic education and raising public awareness of issues affecting or of interest to its communities.
- ☐ Member organisations commit to sharing timely, accurate, and multilingual civic information that serves their communities and regions where possible.

Principle 5: Ethical practice and governance

- ☐ Editorial independence and integrity are non-negotiable.
- ☐ Sponsorship and advertising must never compromise content decisions.

- ☐ Privacy, cultural protocols, and child protection are respected at all times.
- ☐ Member organisations are encouraged to uphold strong governance practices that reflect CAMA's collective values, including:
 - ☐ Transparency and accountability in decision-making;
 - ☐ Alignment with sector values of inclusivity, independence, and equity;
 - ☐ Maintaining robust policies for operational management, participation, and compliance.

Principle 6: Collaboration and capability building

- ☐ Members share resources, best practices, and training to lift the sector collectively.
- ☐ CAMA facilitates opportunities for professional development and innovation.

Principle 7: Complaints and dispute resolution

- ☐ Member organisations follow their own complaints process and BSA obligations.
- ☐ CAMA provides support and mediation if issues have broader sector implications, but does not regulate or enforce.
- ☐ The emphasis is on achieving fair, transparent, and timely resolutions while maintaining trust within communities.



Review and renewal

This Charter and Principles of Practice are a **living framework**. They will be reviewed every three to five years, with input from all member organisations, to ensure they remain relevant, practical, and aligned with the evolving needs of the community.