Community Access Media 2025 Snapshot

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Prepared for.

**CAMA members,
stakeholders**

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Introduction

The Community Access Media Alliance (CAMA) represents the 12 Community Access Media stations across Aotearoa, which have been the primary providers of s36(c) services since a 1989 ministerial directive confirmed the importance of community-driven content as part of New Zealand's public media ecosystem.

Today, our 12 media organisations across the motu continue to give their communities a voice, providing the facilities, training, and pastoral care for communities to create hyper-local programming that reflects their cultures, languages, and needs of their regions.

This year's report builds on the groundwork of the 2023 and 2024 Snapshots, highlighting both the sector's resilience and its ongoing challenges. Drawing on data between April and June, stations remain vital community hubs, producing thousands of hours of content that bring people together and support democratic participation. However, the Snapshot also highlights the pressures of rising costs, stagnant funding levels, staff shortages, and the challenge of sustaining services while meeting contractual obligations.

With reforms to the Broadcasting Act and NZ On Air's funding framework on the horizon, now is a critical moment for the sector to strengthen its voice and present a clear, united case for the essential role of access media.

The purpose of this year's Snapshot is to:
- Take stock of where the sector stands in 2025 and measure progress against past recommendations.
- Identify priorities that CAMA and its members can realistically achieve together; and
- Provide data to support future advocacy, funding proposals, and strategies that secure the sector's long-term sustainability.

The findings are clear: Community Access Media continues to deliver on its kaupapa, providing spaces for participation, representation, and connection. But for this work to thrive, stronger collaboration and renewed investment are needed. The 2025 Snapshot serves as both a record of our current state and a roadmap for a sustainable future.
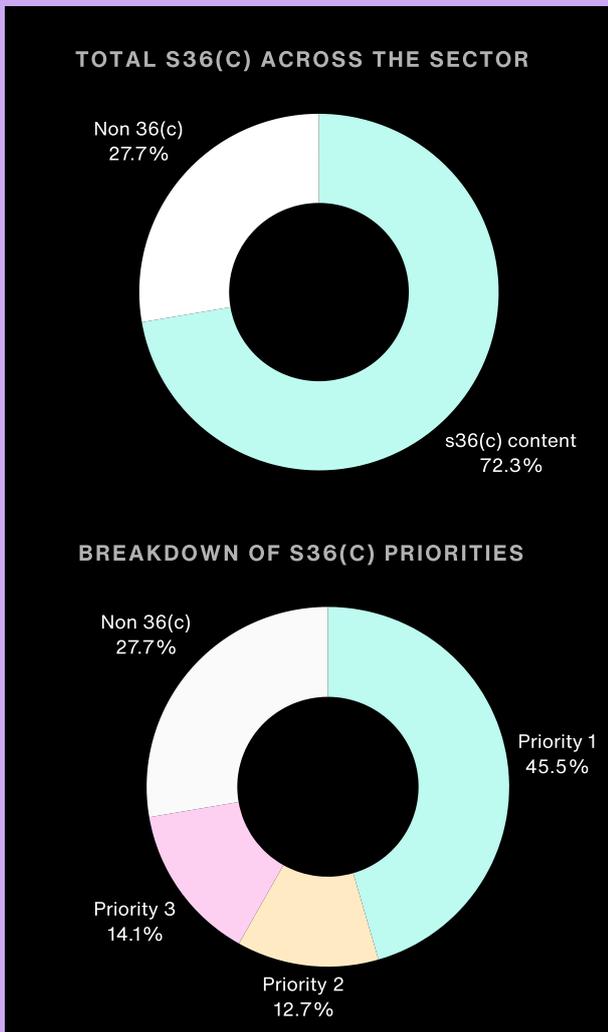
Our services: 'By, for & about'

Unlike other media outlets, NZ On Air substantially funds Community Access Media organisations to provide access to radio broadcasting facilities and services to prioritised local community groups, organisations, and individuals as prescribed by s36(c) of the Broadcasting Act 1989.

Our sector acts as a vehicle for women, youth, people with disabilities, and ethnic and religious minorities, for example, to create content "by the people, for the people, and about the people". The social contract behind Section 36(c) is more than just content creation; it affirms that everyone has the right to see and hear themselves in media.

1 (a) National snapshot: Content 'by, for, & about'

Between April and June this year, the 12 CAMA stations produced **5483 hours of s36(c) content**, making up **72.3%** of total broadcast content. In other words, **each station produced 457 hours of s36(c) content** over three months, which translates to **35 hours per week**, or **five hours** of targeted content per day.

TOTAL S36(C) ACROSS THE SECTOR

Non 36(c)
27.7%

s36(c) content
72.3%

BREAKDOWN OF S36(C) PRIORITIES

Non 36(c)
27.7%

Priority 1
45.5%

Priority 3
14.1%

Priority 2
12.7%

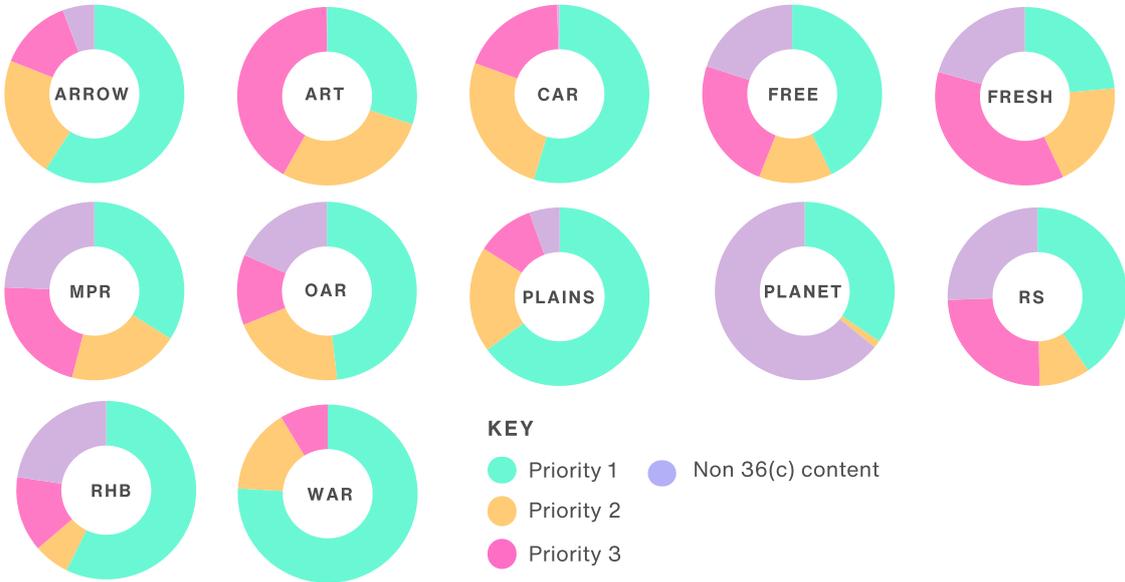| NZ On Air s36(c) system		
Priority 1	Minority language	
	Women	
	Children	
	Disabilities	
	Youth	
	Religious, spiritual, ethical	
	Minority interest	
Priority 2	Smaller groups lacking resources	
	People with special needs support groups	
	Minority political groups	
	Local arts, crafts, music	
	Educational and training institutes	
	Local sporting interest	
	Larger local, regional, national organisations	
	Those unable to access other media	
	Local hobbies, special interest, recreational	
	A cause, concern, message, or interest	
Priority 3	Music shows not catered for elsewhere: (a) Non-derivative ethnic music (b) Local and regional music (c) NZ music not currently marketed (d) Other music categories	

72%
OF ALL LOCALLY-PRODUCED CONTENT = 36(C)

>2/3
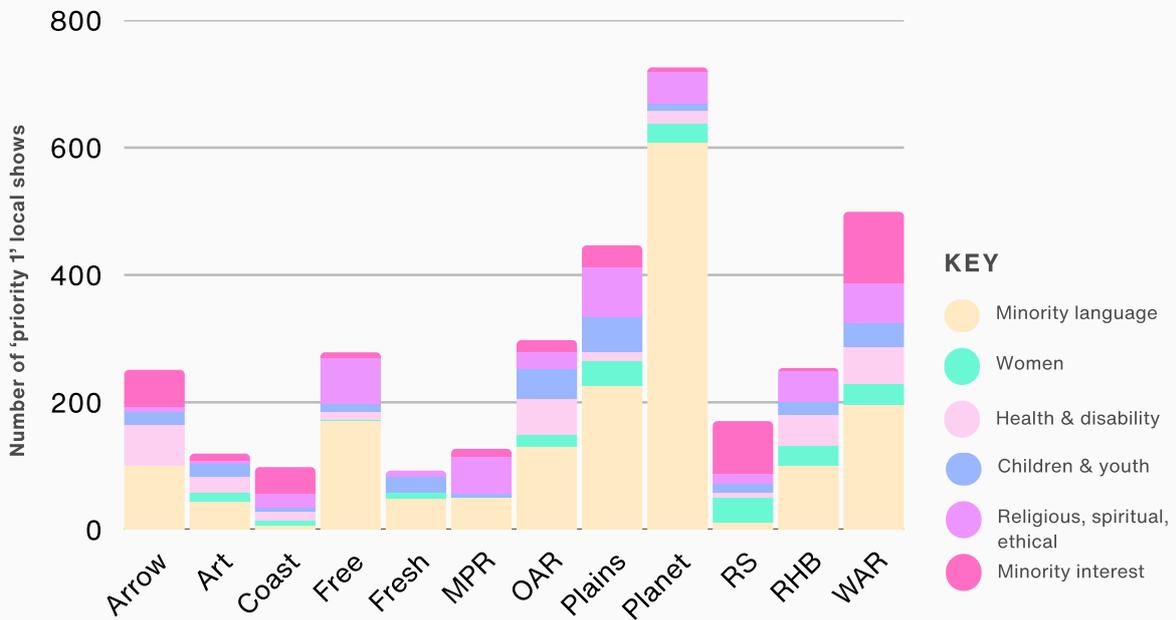**OF ALL SHOWS ARE LOCALLY PRODUCED**

1. 'By, for and about'

1 (b) Station snapshot: S36(c) content across stations

PORTION OF TOTAL S36(C) CONTENT ACROSS STATIONS AS PER NZ ON AIR PRIORITY STRUCTURE

KEY
- Priority 1
- Priority 2
- Priority 3
- Non 36(c) content

'PRIORITY ONE' S36(C) LOCALLY PRODUCED CONTENT AMONG STATIONS (BY CATEGORY)

Number of 'priority 1' local shows

Stations: Arrow, Art, Coast, Free, Fresh, MPR, OAR, Plains, Planet, RS, RHB, WAR

KEY
- Minority language
- Women
- Health & disability
- Children & youth
- Religious, spiritual, ethical
- Minority interest

2. Hyper local content

Our stations are embedded in their regions. From Tāmaki Makaurau to Murihiku, they reflect local dialects, tikanga, and place-based priorities.
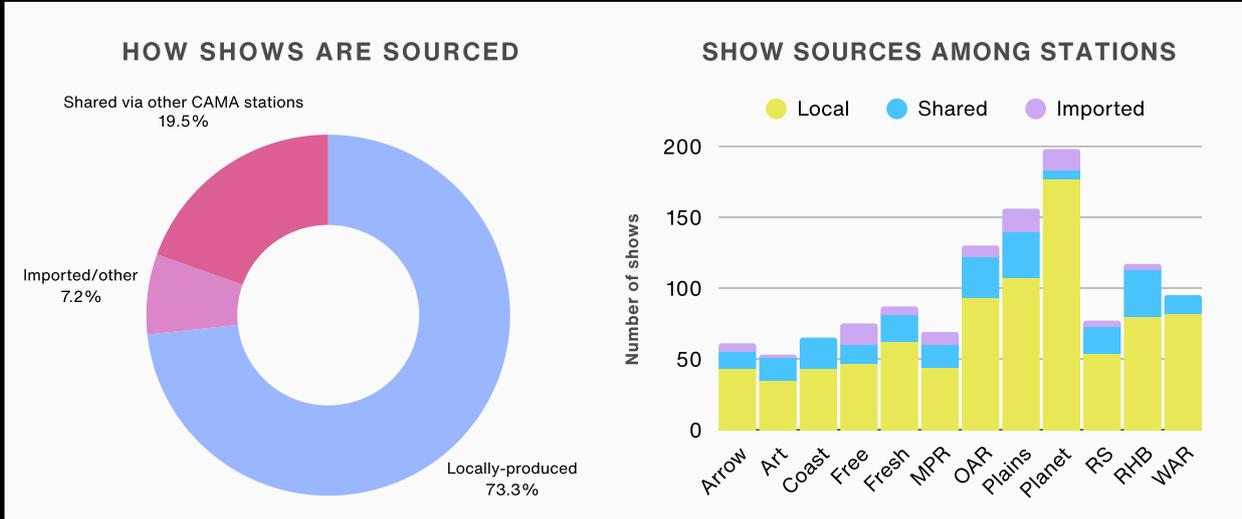
Hyperlocal media ensures visibility of regional stories, events, and campaigns, often serving as the only regional media platform for these communities. In many regions, stations double as digital community noticeboards, local archives, and a space for intergenerational storytelling.

Between April and June this year, stations produced **867 shows** across the CAMA network.

Seventy-three per cent of broadcasts were created locally, with the remainder of the programming made up of shows either created by other CAMA stations (20%), and third parties (7%).

867

LOCALLY PRODUCED PROGRAMMES FOR APRIL/MARCH/JUNE

73%

OF ALL BROADCASTS ARE LOCALLY PRODUCED

HOW SHOWS ARE SOURCED

Shared via other CAMA stations 19.5%

Imported/other 7.2%

Locally-produced 73.3%

SHOW SOURCES AMONG STATIONS

● Local ● Shared ● Imported

Number of shows

Arrow, Art, Coast, Free, Fresh, MPR, OAR, Plains, Planet, RS, RHB, WAR

Voices from the airwaves

Community content makers continue to show why Community Access Media matters most at the local level. Every hour of airtime builds connection, representation, and pride of place.

"Fiesta Wairarapa celebrates Filipino culture and community life, while We Are One explores stories of faith and migration. These shows keep our multicultural community visible and proud." - **Arrow FM**

"Every week our producers share stories of everyday Southlanders, from community events to local musicians. It is what makes Access Radio unique in our region." - **Radio Southland**

"The Kahurangi and Te Aratika programmes bring Te Reo, tikanga, and iwi perspectives to local audiences, strengthening Māori voices in Wairarapa." - **Arrow FM**

"Through the Youth Zone Podcasts, young people are exploring identity, climate action, and wellbeing in their own words. These are not just media projects; they are community-building tools." - **OAR FM**

"Shows like Namasthe Telugu, Lupe Sina, and Fono Faufautua a Samoa i Otago Leitio demonstrate how local language broadcasting connects diaspora communities across generations." - **OAR FM**

"Local programmes such as Everyday People, HELP!, and Unique Abilities focus on mental health, parenting, and disability positivity. They give listeners a space to feel seen and supported." - **Arrow FM**
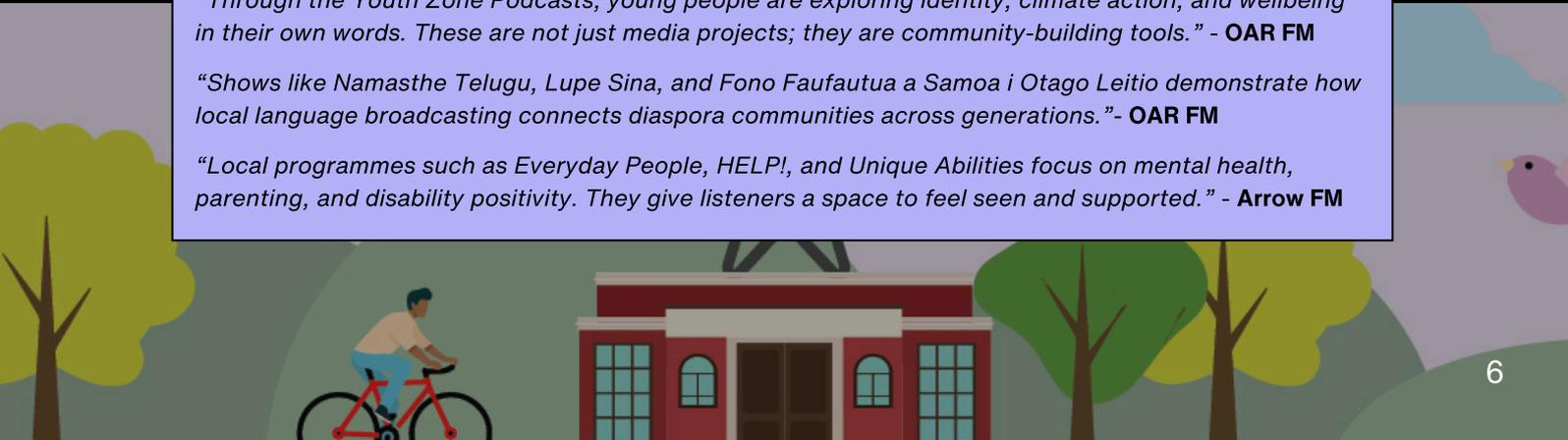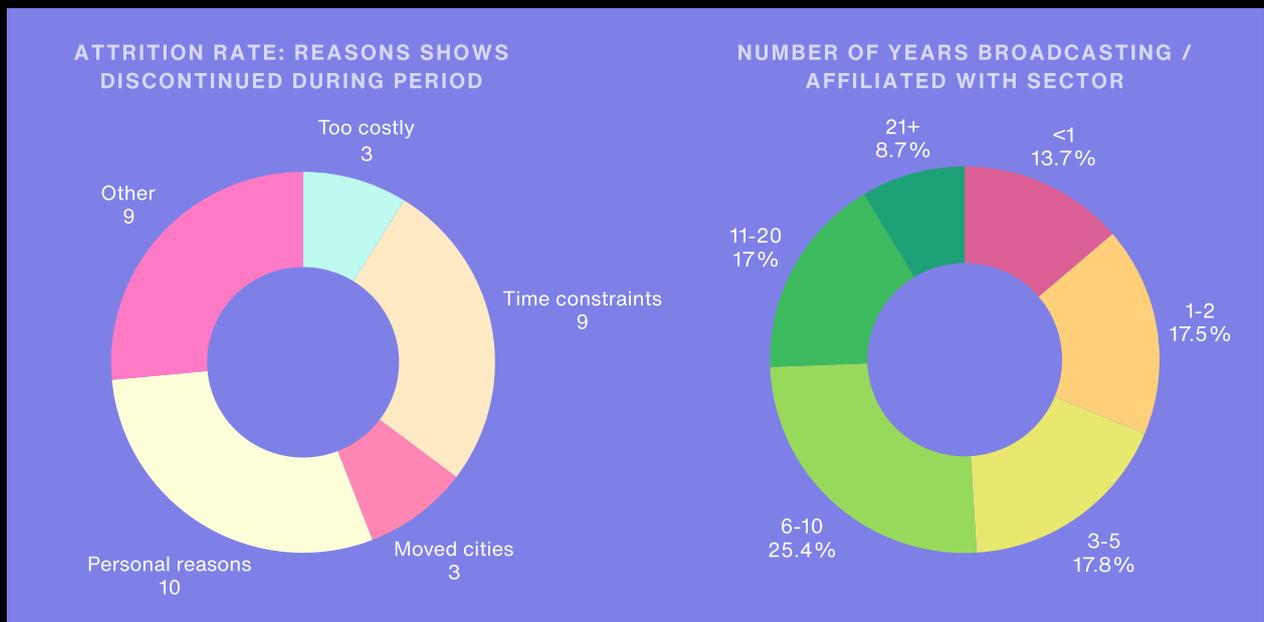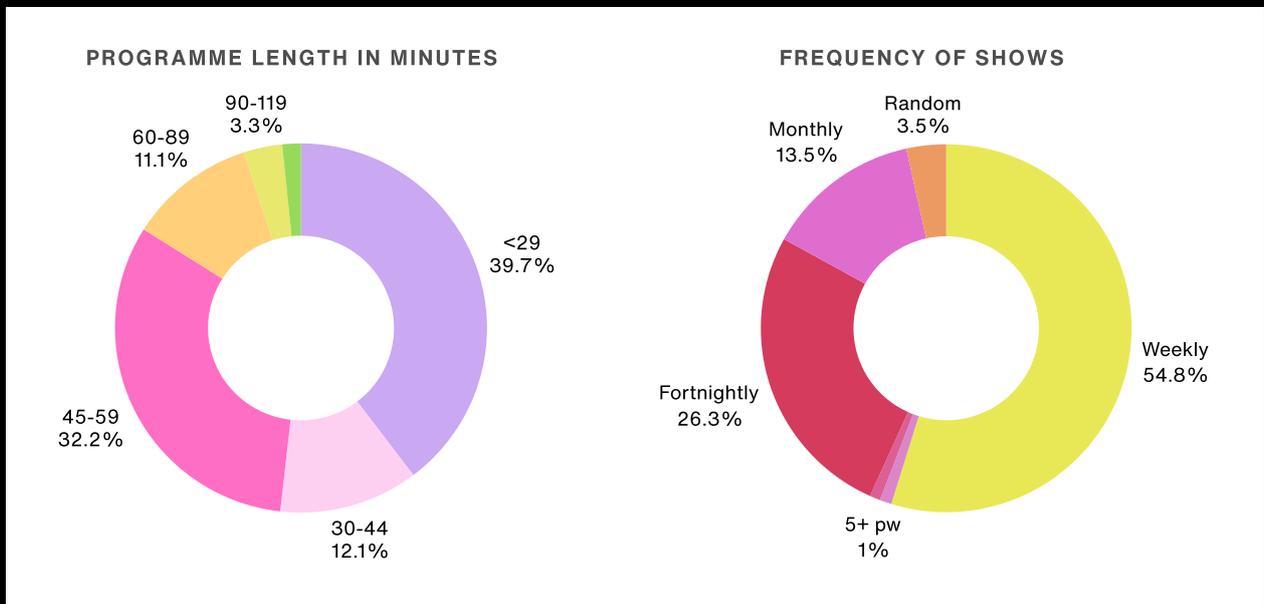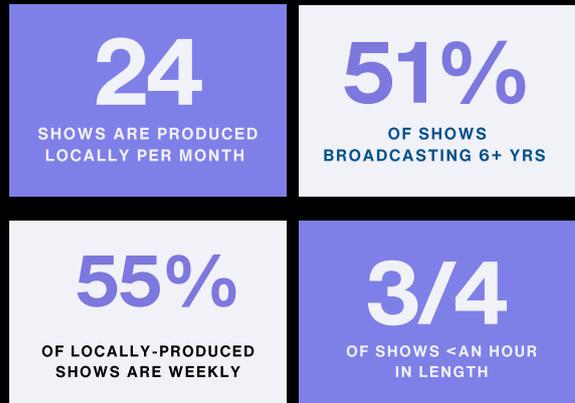
2. Hyper local content

2 (a) National snapshot: Programming

On average, each station **produced 24 shows in April, May, and June.** The majority of programmes were **less than an hour** in length and broadcast once a week. Almost 14**% of shows were new**, and 51% of shows were broadcasting for more than six years.

Just 34 shows discontinued during the survey period, which amounts to 2.8 shows per station, on average. "Other" included limited series or live recorded programmes, and changes to station management.

24
SHOWS ARE PRODUCED
LOCALLY PER MONTH

51%
OF SHOWS
BROADCASTING 6+ YRS

55%
OF LOCALLY-PRODUCED
SHOWS ARE WEEKLY

3/4
OF SHOWS <AN HOUR
IN LENGTH

PROGRAMME LENGTH IN MINUTES

90-119
3.3%

60-89
11.1%

<29
39.7%

45-59
32.2%

30-44
12.1%

FREQUENCY OF SHOWS

Random
3.5%

Monthly
13.5%

Weekly
54.8%

Fortnightly
26.3%

5+ pw
1%

ATTRITION RATE: REASONS SHOWS DISCONTINUED DURING PERIOD

Too costly
3

Other
9

Time constraints
9

Personal reasons
10

Moved cities
3

NUMBER OF YEARS BROADCASTING / AFFILIATED WITH SECTOR

21+
8.7%

<1
13.7%

11-20
17%

1-2
17.5%

6-10
25.4%

3-5
17.8%

2. Hyper local content

2 (b) Station snapshot: Programming

TOTAL LOCALLY-PRODUCED SHOWS PER STATION FOR APR-JUN PERIOD

Number of shows

*Stations have varying programming policies, allowing for one-offs and irregular programming. Some shows also cover more than one category.

LENGTH OF LOCALLY-PRODUCED SHOWS AMONG STATIONS

- 0-29 mins
- 30-44 mins
- 45-59 mins
- 60-89 mins
- 90-119 mins
- 120+ mins

Length of shows in minutes

FREQUENCY OF LOCALLY-PRODUCED SHOWS

ARROW, ART, CAR, FREE, FRESH, MPR, OAR, PLAINS, PLANET, RS, RHB, WAR

KEY
- Weekly
- 5+ shows p/w
- 2-4 shows p/w
- Fortnightly
- Monthly
- Random

REASONS SHOWS DISCONTINUED

Total number of shows that discontinued

KEY
- Time constraints
- Family commitments
- Moved cities
- Illness / personal reasons
- Too costly
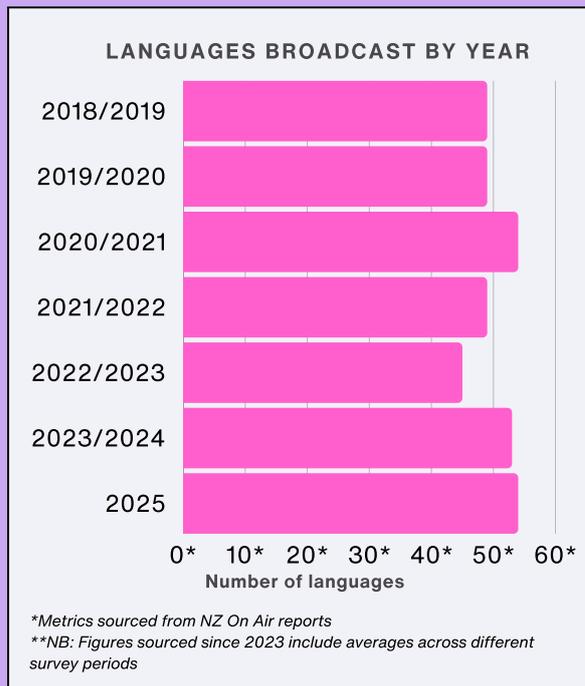- Services didn't fit needs
- Other

3. Ethnic diversity

Core services: Ethnic diversity

As one of Aotearoa's only multilingual broadcasting networks, Community Access Media delivers programming by, for, and about communities in more than 50 languages each year.

In a country where more than 160 languages are spoken, there is no reliable data on how many New Zealanders speak their heritage language, and demand for language access continues to outstrip supply (Ministry for Ethnic Communities, Ethnic Evidence Report 2024). CAMA stations **play a vital role in preserving linguistic and cultural heritage, strengthening intergenerational knowledge, and ensuring diverse communities are represented and heard.**
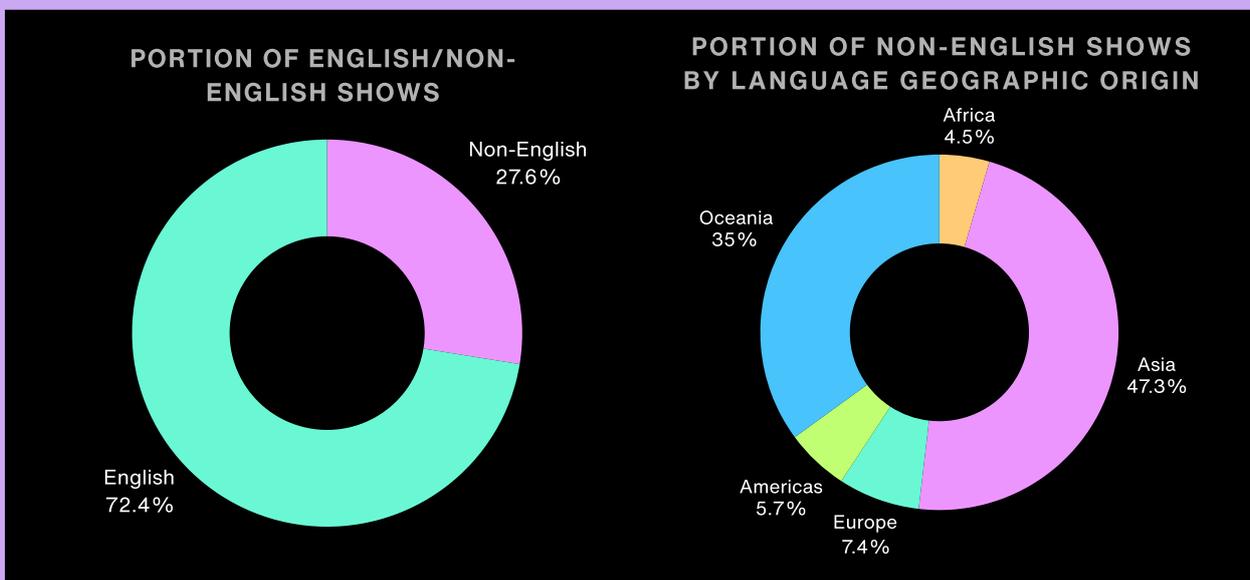
LANGUAGES BROADCAST BY YEAR

Number of languages

*Metrics sourced from NZ On Air reports
**NB: Figures sourced since 2023 include averages across different survey periods*

54 LANGUAGES

28% NON- ENGLISH CONTENT

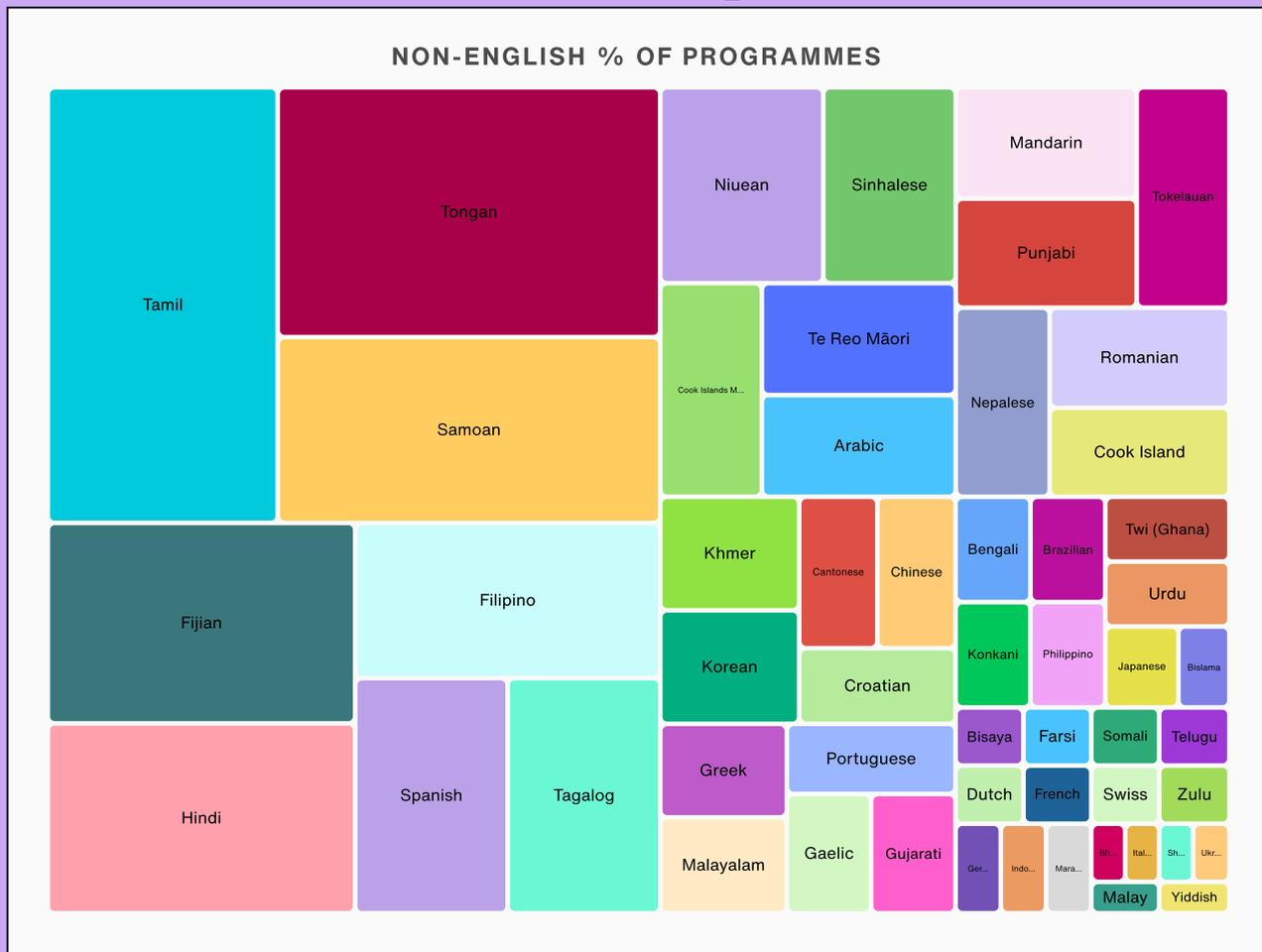### 3 (a) National snapshot: Multi-language content

Ethnic communities are among the fastest-growing populations in Aotearoa, having tripled in size since 1996. During the survey period, **28% of locally produced programming featured non-English languages, up from 23% last year.** While English-only shows made up about a third of output, many included both English and non-English segments. In total, locally produced content was **delivered in 54 languages**.

Two-thirds of New Zealand's Ethnic Communities identify with an Asian background (Ministry for Ethnic Communities), a trend reflected in this year's findings, where **half of non-English programmes were produced in Asian languages**. The most frequently broadcast languages were Tamil, Tongan, Samoan, Fijian, Filipino, Hindi, Tagalog, and Spanish.
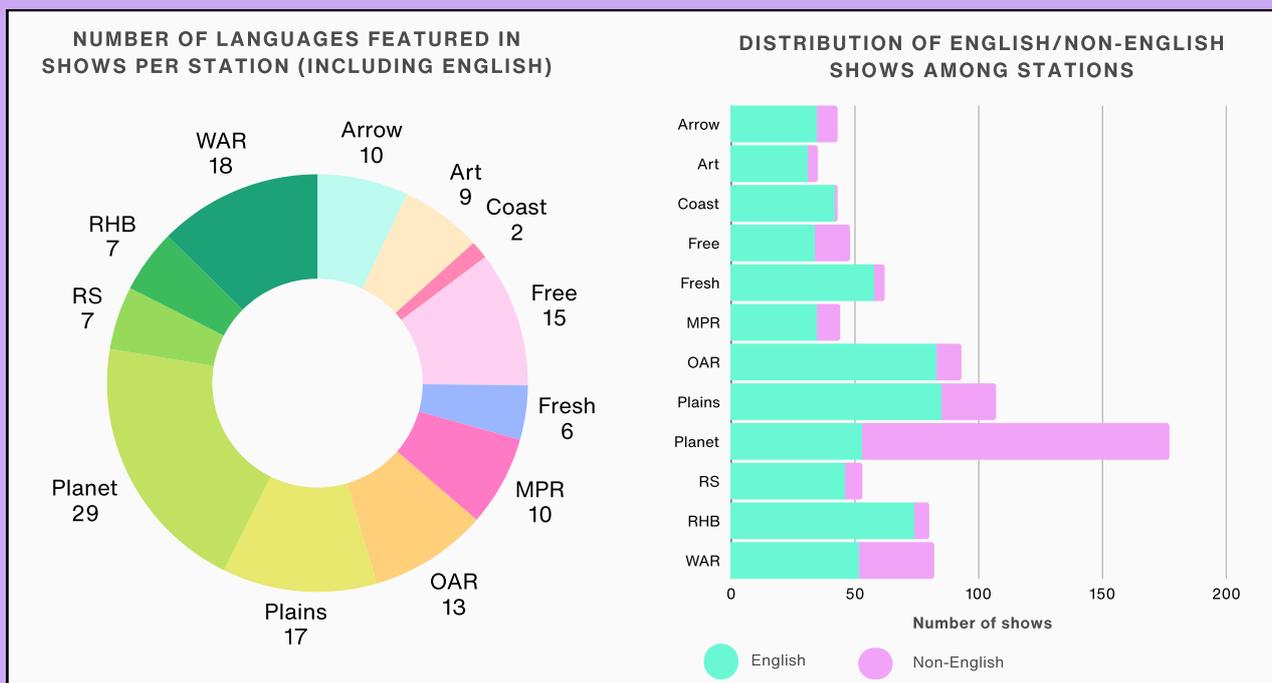
PORTION OF ENGLISH/NON-ENGLISH SHOWS

Non-English
27.6%

English
72.4%

PORTION OF NON-ENGLISH SHOWS BY LANGUAGE GEOGRAPHIC ORIGIN

Africa
4.5%

Oceania
35%

Asia
47.3%

Americas
5.7%

Europe
7.4%

3. Ethnic diversity

NON-ENGLISH % OF PROGRAMMES

Tamil · Tongan · Samoan · Niuean · Sinhalese · Mandarin · Tokelauan · Punjabi · Cook Islands M... · Te Reo Māori · Arabic · Nepalese · Romanian · Cook Island · Fijian · Filipino · Khmer · Cantonese · Chinese · Bengali · Brazilian · Twi (Ghana) · Urdu · Korean · Croatian · Konkani · Philippino · Japanese · Bislama · Hindi · Spanish · Tagalog · Greek · Portuguese · Bisaya · Farsi · Somali · Telugu · Dutch · French · Swiss · Zulu · Malayalam · Gaelic · Gujarati · Ger... · Indo... · Mara... · Bh... · Ital... · Sh... · Ukr... · Malay · Yiddish

3 (b) Station snapshot: Multi-language content

The number of languages in locally produced shows varied across the network, with urban stations broadcasting in more languages due to larger and more diverse populations.
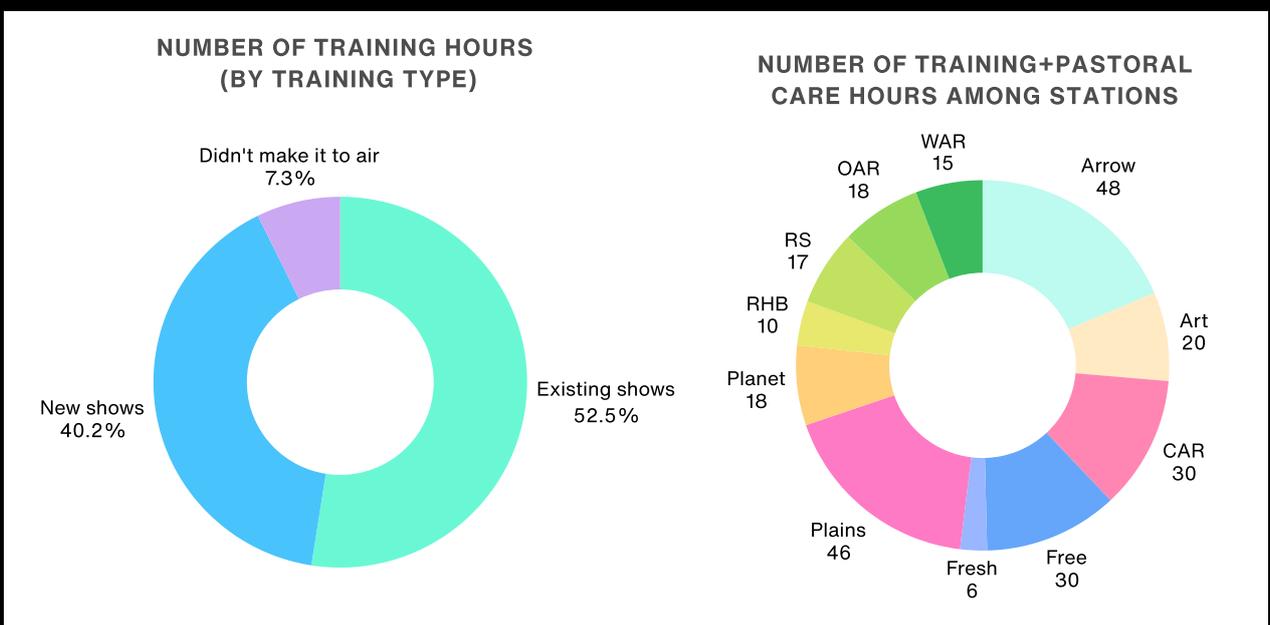
NUMBER OF LANGUAGES FEATURED IN SHOWS PER STATION (INCLUDING ENGLISH)

- WAR 18
- Arrow 10
- Art 9
- Coast 2
- Free 15
- Fresh 6
- MPR 10
- OAR 13
- Plains 17
- Planet 29
- RS 7
- RHB 7

DISTRIBUTION OF ENGLISH/NON-ENGLISH SHOWS AMONG STATIONS

Stations: Arrow, Art, Coast, Free, Fresh, MPR, OAR, Plains, Planet, RS, RHB, WAR

Number of shows (0, 50, 100, 150, 200)
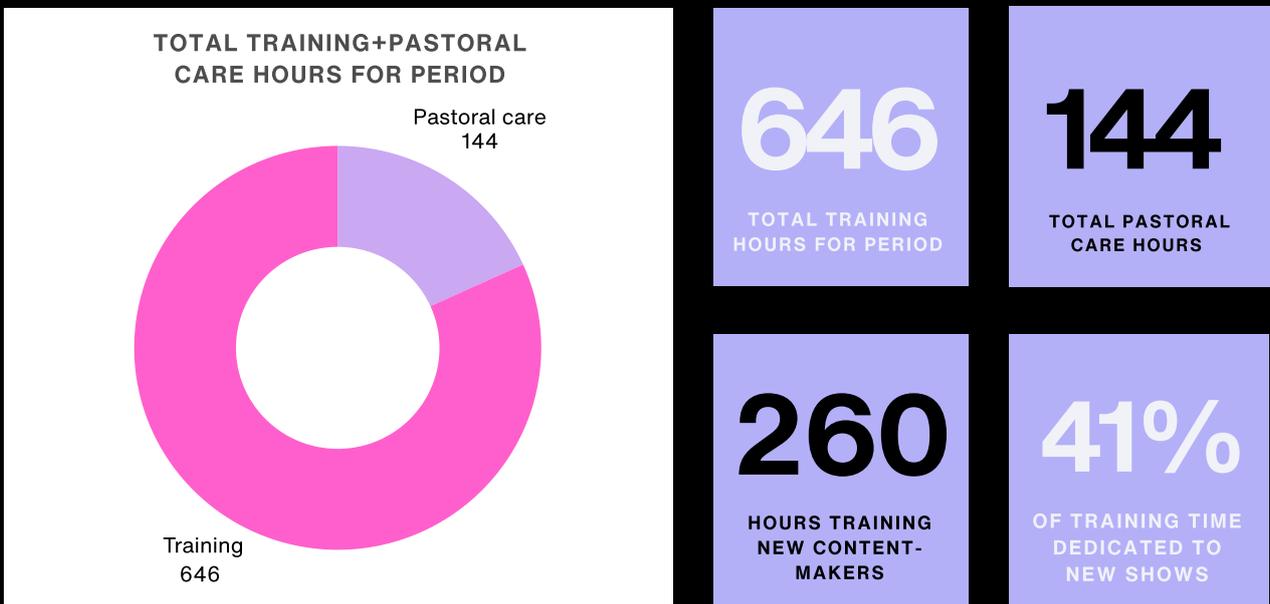
English ● Non-English ●

4. Workforce development

Every CAMA station operates as a hands-on training hub for community broadcasting, supporting people of every capability and need to build skills in radio production, podcasting, interviewing, editing, and digital publishing.

Training fosters confidence, connection, and a sense of purpose, strengthening social cohesion through shared storytelling and collaboration. Stations also serve as incubators for emerging talent, providing first platforms for many who have gone on to careers in mainstream media, creative industries, and education.
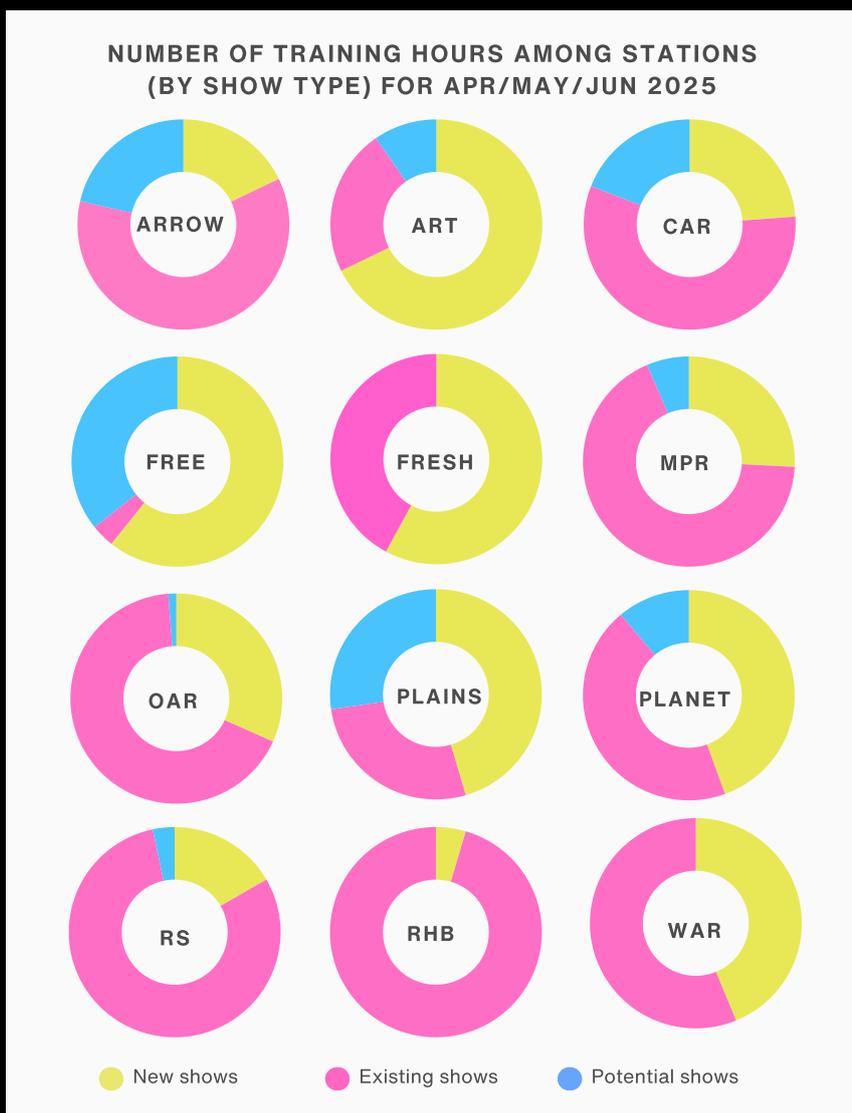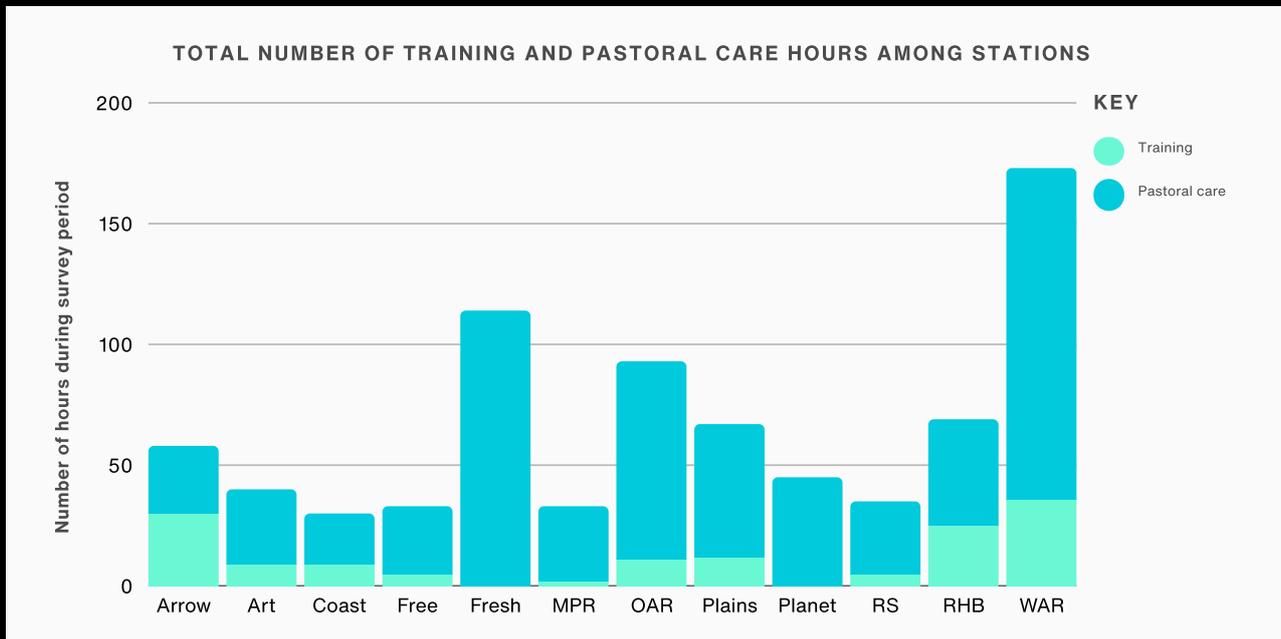
4 (a) National snapshot: Training and pastoral care

Content-makers **received 790 hours of training and pastoral care** during the 91-day survey period (equating to an **average of 22 hours per month, per station**). Almost **53% of the training hours** were for existing content-makers, illustrating the ongoing nature of the training required.

TOTAL TRAINING+PASTORAL CARE HOURS FOR PERIOD

Pastoral care
144

Training
646

646

TOTAL TRAINING
HOURS FOR PERIOD

144

TOTAL PASTORAL
CARE HOURS

260

HOURS TRAINING
NEW CONTENT-
MAKERS

41%

OF TRAINING TIME
DEDICATED TO
NEW SHOWS

NUMBER OF TRAINING HOURS (BY TRAINING TYPE)

Didn't make it to air
7.3%

New shows
40.2%

Existing shows
52.5%

NUMBER OF TRAINING+PASTORAL CARE HOURS AMONG STATIONS

WAR 15
OAR 18
RS 17
RHB 10
Planet 18
Plains 46
Fresh 6
Free 30
CAR 30
Art 20
Arrow 48

4. Workforce development

4 (b) Station snapshot: Training and pastoral care

TOTAL NUMBER OF TRAINING AND PASTORAL CARE HOURS AMONG STATIONS

KEY
- Training
- Pastoral care

NUMBER OF TRAINING HOURS AMONG STATIONS (BY SHOW TYPE) FOR APR/MAY/JUN 2025

- New shows
- Existing shows
- Potential shows

From broadcasters to change-makers: OAR FM From school collaborations to youth-led podcasting, CAMA stations are proving that grassroots broadcasting remains one of the most effective pathways into media, communications, and leadership.

OAR FM's *Youth Zone Podcast Takeover* became a national showcase during Youth Week, with students producing and promoting their own programmes through the CAMA network.

The station also hosted its largest ever Otago Girls' High School media-studies class. **Twenty-seven students earned NCEA credits** through hands-on broadcasting and podcasting workshops.

5. Civic value

Community Access Media serves as a civic connector across Aotearoa, linking public agencies, NGOs, and local organisations with the communities they represent. Each year, CAMA stations collaborate with hundreds of community groups to produce programmes that strengthen public participation and access to vital information.

From health access and tenancy rights to voting, climate preparedness, and legal aid, stations deliver trusted, locally grounded civic education in the languages spoken by their communities. Public agencies rely on CAMA's network to reach audiences often overlooked by mainstream media. This partnership model positions the sector as both a conduit for public information and a platform for community voice, central to social cohesion, inclusion, and resilience.
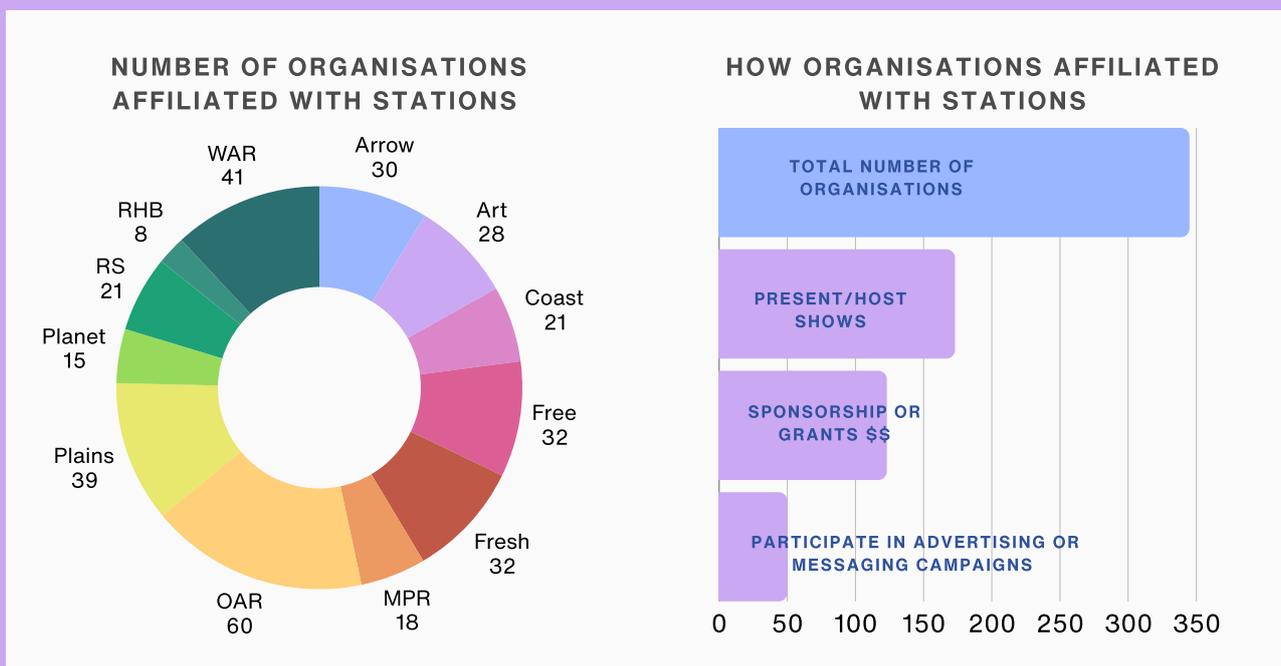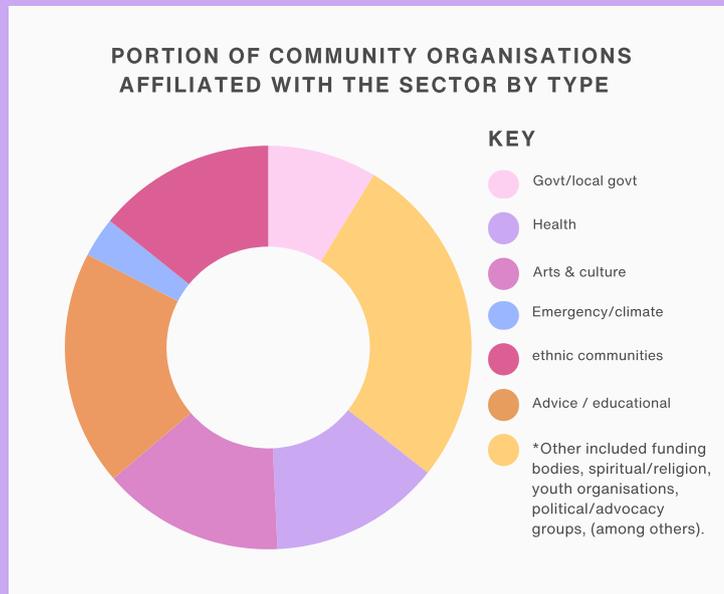
5 (a) National snapshot: Connecting communities

Throughout the survey period, there were **345 community groups and organisations affiliated** with Community Access Media stations, or an average of 29 organisations per station. The majority of affiliated organisations provide communities with advice or educational services (65), followed by arts and culture (50).
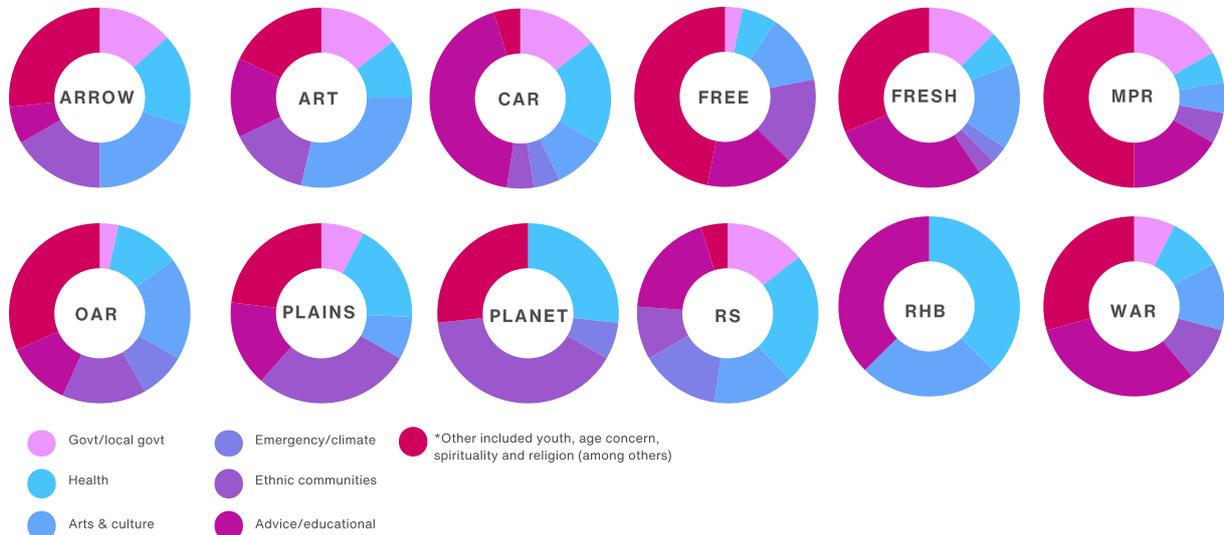
Of the 345 groups, more than half presented or hosted shows. About a third sponsored content or gave financial contributions, and a minority participated in advertising or messaging campaigns.
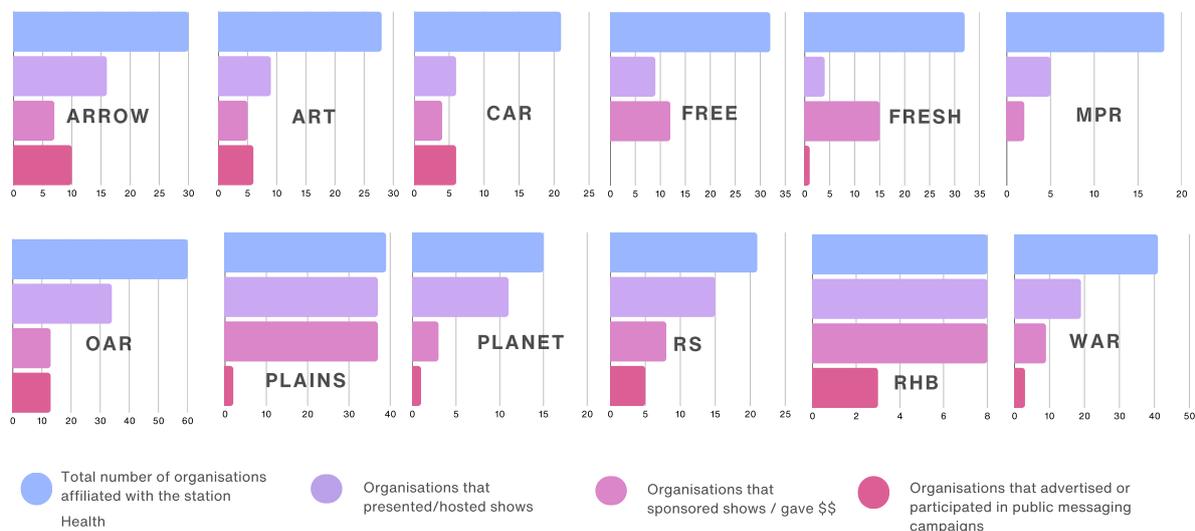
345

TOTAL NO.OF COMMUNITY GROUPS AFFILIATED WITH SECTOR

29

ORGANISATIONS ON AVERAGE, PER STATION

PORTION OF COMMUNITY ORGANISATIONS AFFILIATED WITH THE SECTOR BY TYPE

KEY

- Govt/local govt
- Health
- Arts & culture
- Emergency/climate
- ethnic communities
- Advice / educational
- *Other included funding bodies, spiritual/religion, youth organisations, political/advocacy groups, (among others).

NUMBER OF ORGANISATIONS AFFILIATED WITH STATIONS

WAR 41
Arrow 30
RHB 8
Art 28
RS 21
Coast 21
Planet 15
Free 32
Plains 39
Fresh 32
OAR 60
MPR 18

HOW ORGANISATIONS AFFILIATED WITH STATIONS

TOTAL NUMBER OF ORGANISATIONS

PRESENT/HOST SHOWS

SPONSORSHIP OR GRANTS $$

PARTICIPATE IN ADVERTISING OR MESSAGING CAMPAIGNS

0   50   100   150   200   250   300   350

13

5. Civic value

5 (b) Station snapshot: Connecting communities

PORTION OF ORGANISATIONS AFFILIATED WITH STATIONS BY TYPE

Legend:
- Govt/local govt
- Health
- Arts & culture
- Emergency/climate
- Ethnic communities
- Advice/educational
- *Other included youth, age concern, spirituality and religion (among others)

Stations shown: ARROW, ART, CAR, FREE, FRESH, MPR, OAR, PLAINS, PLANET, RS, RHB, WAR

HOW ORGANISATIONS ARE AFFILIATED WITH STATIONS

Legend:
- Total number of organisations affiliated with the station
  Health
- Organisations that presented/hosted shows
- Organisations that sponsored shows / gave $$
- Organisations that advertised or participated in public messaging campaigns

Stations shown: ARROW, ART, CAR, FREE, FRESH, MPR, OAR, PLAINS, PLANET, RS, RHB, WAR

Building inclusive local media: Plains Media case study

Plains Media is working with Christchurch City Council to establish an *Ethnic Media Network*, bringing together ethnic broadcasters and community representatives to strengthen relationships between media, council, and civil defence partners.

The initiative includes planning for a multicultural sector emergency plan, recognising Access Media's role as both a connector and a lifeline during crises.

By embedding community voices directly in civic response planning, Plains Media is helping to shape a more inclusive, resilient, and representative local media ecosystem where public communication is truly by, for, and about the communities it serves.

6. Transmedia delivery

CAMA's network spans FM, AM, livestreaming, podcasting, YouTube, and social media, ensuring communities can connect both locally and globally. By delivering consistent, culturally targeted content across multiple formats, CAMA remains resilient and adaptable in a rapidly changing media environment, strengthening the reach and impact of community broadcasting in Aotearoa.
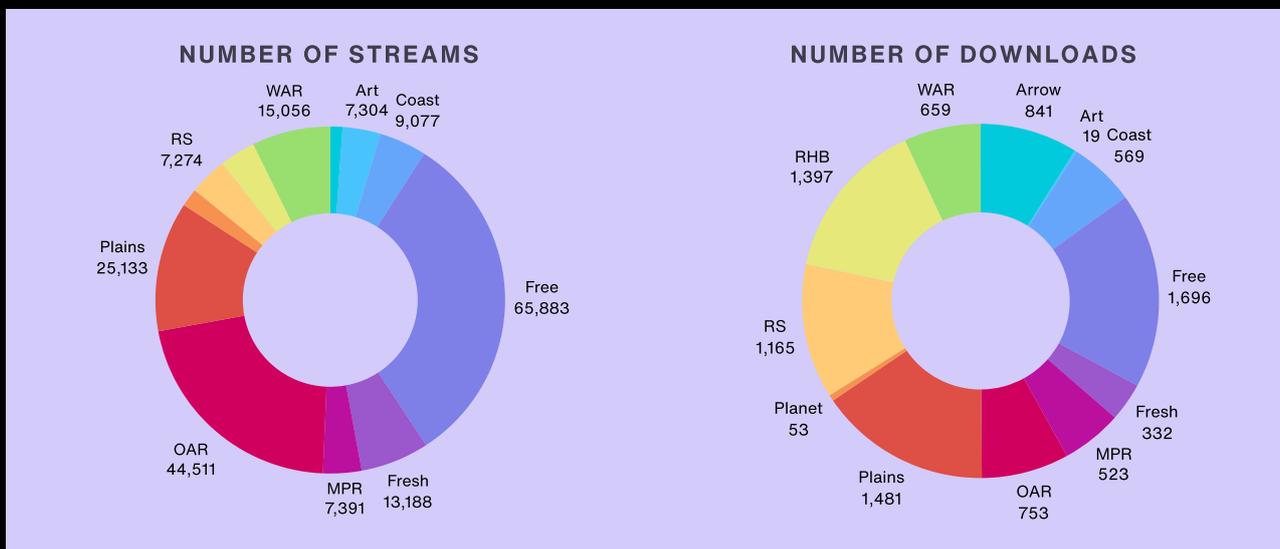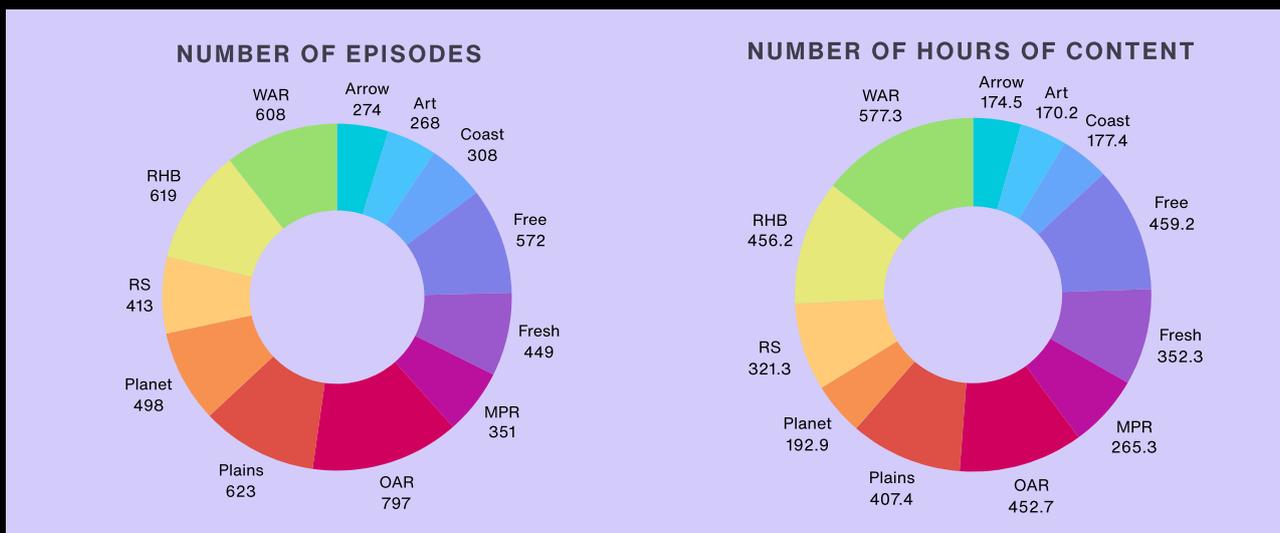
EPISODES

5.8k

Through our shared platform, <u>accessmedia.nz</u>, thousands of on-demand programmes are available and searchable by language, topic, or region. Each station also maintains its own digital presence through websites, archives, and uploads to platforms such as iTunes, Spotify, and YouTube. This transmedia delivery model meets communities where they are, whether offline, online, or on air, while enabling content sharing across the network and tracking of listenership data.

4k

HRS OF CONTENT

218k

STREAMS / DOWNLOADS

6 (a) National/station snapshot: accessmedia.nz consumption data

Throughout the survey period, 5.8k episodes were uploaded onto accessmedia.nz, equating to 4k hours of content, and 218,000 streams and/or downloads.

NUMBER OF EPISODES

WAR 608, Arrow 274, Art 268, Coast 308, Free 572, Fresh 449, MPR 351, OAR 797, Plains 623, Planet 498, RS 413, RHB 619

NUMBER OF HOURS OF CONTENT

WAR 577.3, Arrow 174.5, Art 170.2, Coast 177.4, Free 459.2, Fresh 352.3, MPR 265.3, OAR 452.7, Plains 407.4, Planet 192.9, RS 321.3, RHB 456.2

NUMBER OF STREAMS

WAR 15,056, Art 7,304, Coast 9,077, RS 7,274, Plains 25,133, OAR 44,511, MPR 7,391, Fresh 13,188, Free 65,883

NUMBER OF DOWNLOADS

WAR 659, Arrow 841, Art 19, Coast 569, RHB 1,397, Free 1,696, Fresh 332, MPR 523, OAR 753, Plains 1,481, Planet 53, RS 1,165

7. Sources of income

NZ On Air remains the primary funder of Community Access Media stations across Aotearoa. In the 2019/2020 period, NZ On Air supported an average of 69% of total station operational costs, a figure that has steadily increased to 73% this year.

While stations continue to seek external income, feedback indicates that sponsorship, grants, and advertising revenue have declined in recent years due to the ongoing impacts of COVID-19 and the cost-of-living crisis. Inflation, rising operational costs, and limited staffing have further compounded these pressures, leaving many stations increasingly dependent on public funding. Without sustainable increases to baseline funding, the long-term viability of the sector remains at risk.

7 (a) National snapshot: Sources of income

The April–June 2025 survey reflected similar trends: 73% of operational funding was sourced from NZ On Air, followed by community grants (10.2%), airtime fees (6.9%, down from 7.2% in 2024), sponsorship (2.3%, up from 1.8%), rent (2%), and advertising (1.7%, down from 2.1% last year).
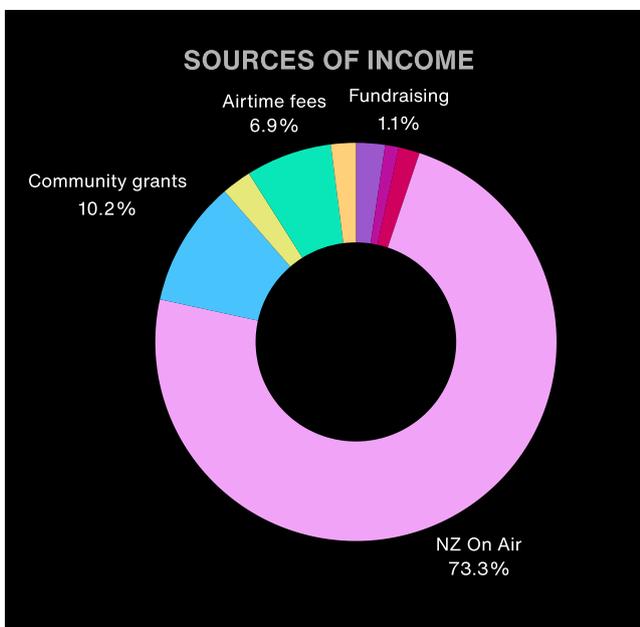
	NZOA funding 19/20	NZOA funding 23/24	NZOA funding 24/25
Arrow	82%	78%	81%
ART	66%	89%	73.4%
CAR	78%	84%	85%
Free	55.1%	53.7%	64.5%
Fresh	73%	84%	86.1%
MPR	83.3%	83.4%	94.4%
Plains	50%	67%	69.6%
Planet	54.4%	51.65%	50.6%
RHB	91%	88%	77.1%
RS	90%	73%	70%
OAR	54%	61%	62.5%
WAR	51.9%	64%	65%

7 (b) Station snapshot: Sources of income across stations
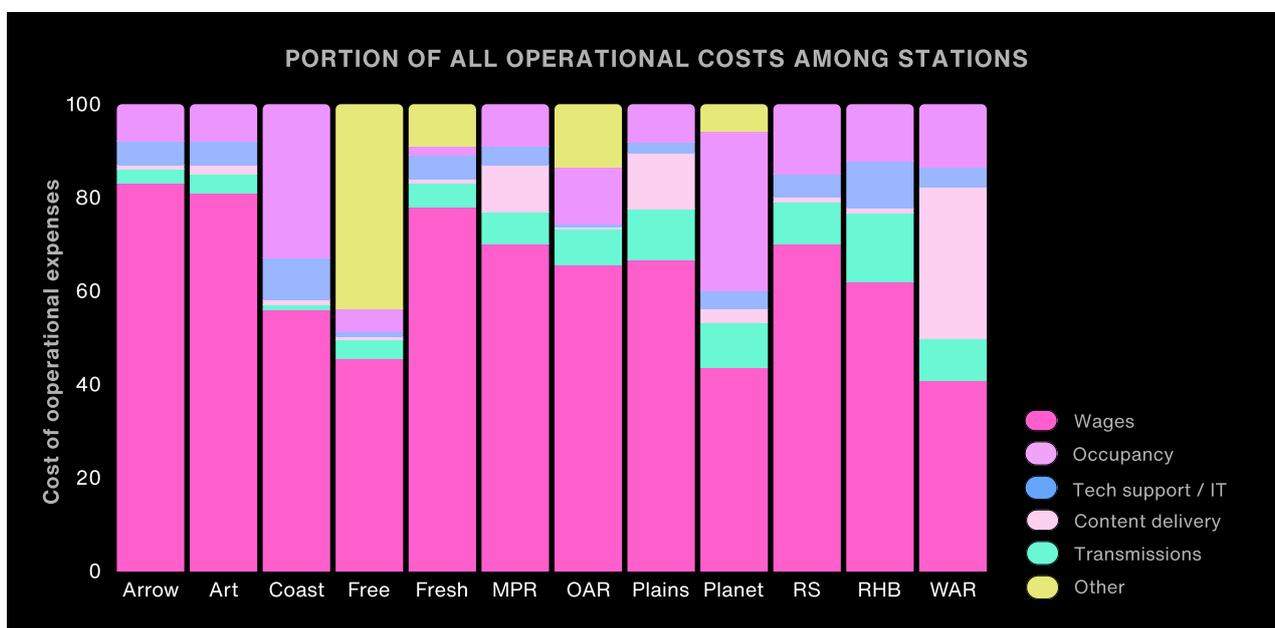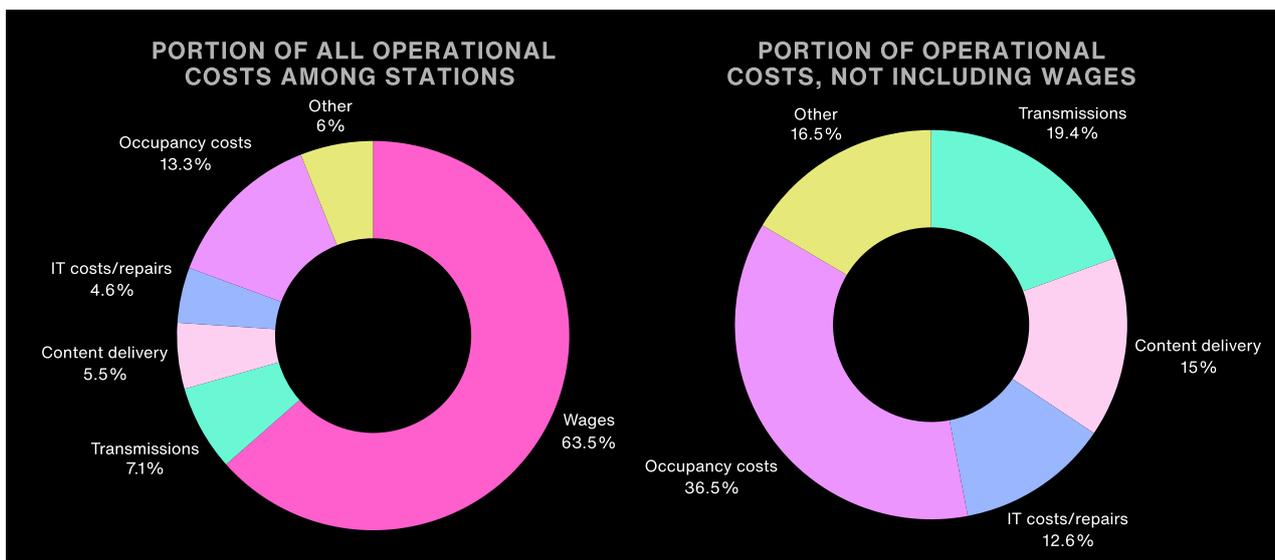

16
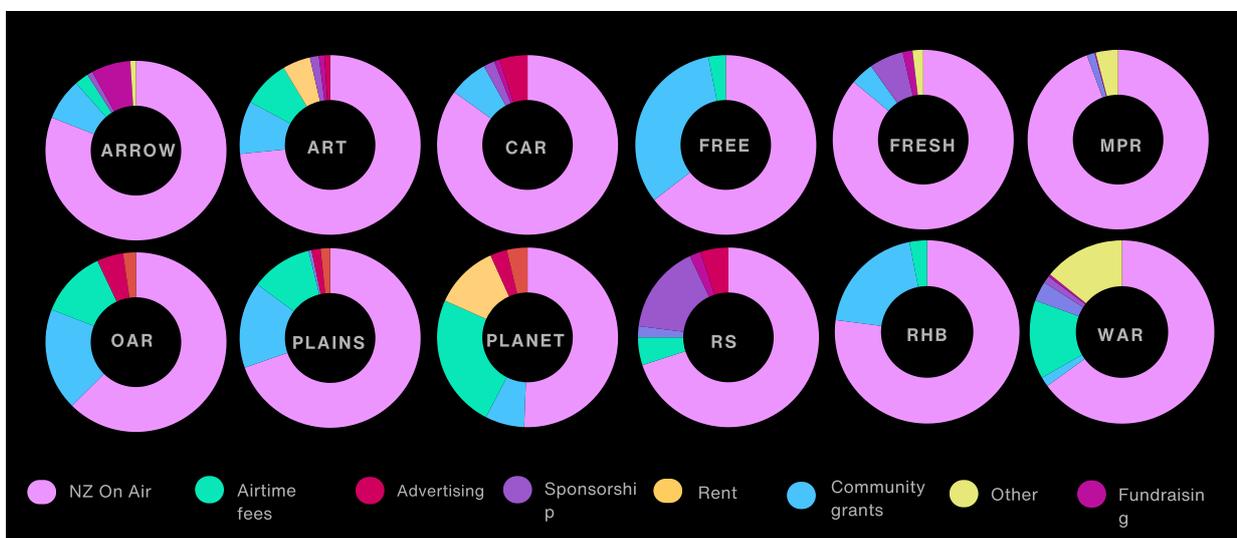
8. Resourcing

Rising operational costs (combined with limited staff capacity) ultimately thwart the sector's ability to sustainably reach and serve communities.

8 (a) National snapshot: Operational costs
Across the network, wages remained the largest outgoing cost, averaging 60%-80% of total expenditure and reflecting the sector's people-driven nature.

Occupancy costs (rent, utilities, and operational expenses) were the next highest, ranging from 8% to 34%, with several stations reporting steep rent and power increases. Transmission and IT delivery costs remained relatively stable, though some stations noted sharp rises in software licensing, insurance, and maintenance.

While a few stations achieved minor budget decreases through staffing reductions and cost containment, **most reported overall increases of 6%–12%**, without matching growth in revenue or public funding. The data highlights the compounding effect of inflation, fixed funding levels, and rising operational pressures across the sector.

PORTION OF ALL OPERATIONAL COSTS AMONG STATIONS

- Other 6%
- Occupancy costs 13.3%
- IT costs/repairs 4.6%
- Content delivery 5.5%
- Transmissions 7.1%
- Wages 63.5%

PORTION OF OPERATIONAL COSTS, NOT INCLUDING WAGES

- Other 16.5%
- Transmissions 19.4%
- Content delivery 15%
- IT costs/repairs 12.6%
- Occupancy costs 36.5%

PORTION OF ALL OPERATIONAL COSTS AMONG STATIONS

Cost of ooperational expenses

Stations: Arrow, Art, Coast, Free, Fresh, MPR, OAR, Plains, Planet, RS, RHB, WAR

Legend:
- Wages
- Occupancy
- Tech support / IT
- Content delivery
- Transmissions
- Other

8. Resourcing

8 (b) National/station snapshot: Total staff during the survey period

During the survey period, there were **58 staff members** across the 12 CAMA stations, with contracts ranging from full-time to part-time and fixed-term. This equates to an average of **3.5 full-time equivalent (FTE)** roles per station.

Across the network, **279 hours of overtime were recorded, averaging 15.5 hours per month** among the six stations that reported additional hours.

While several stations operate flexible or time-in-lieu arrangements, feedback indicates that **unpaid and excess hours remain common**, often due to staff covering multiple roles, illness, or project-based work. The findings highlight the sector's continued reliance on goodwill and limited staffing capacity to sustain daily operations.
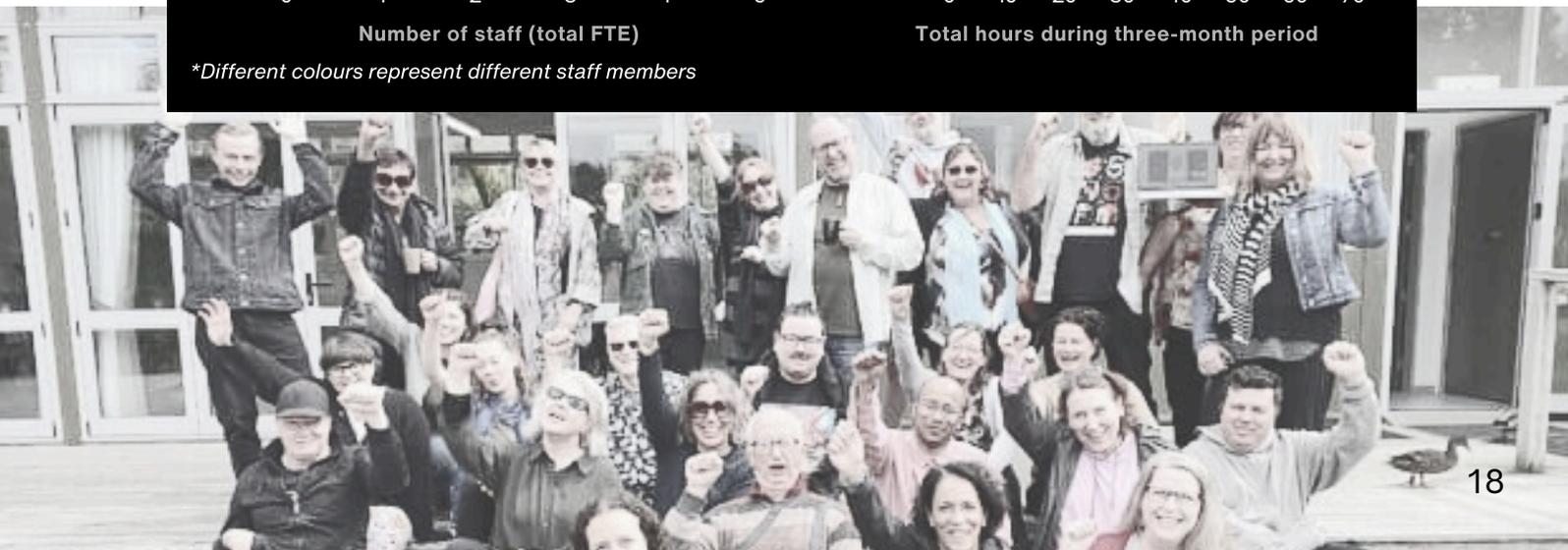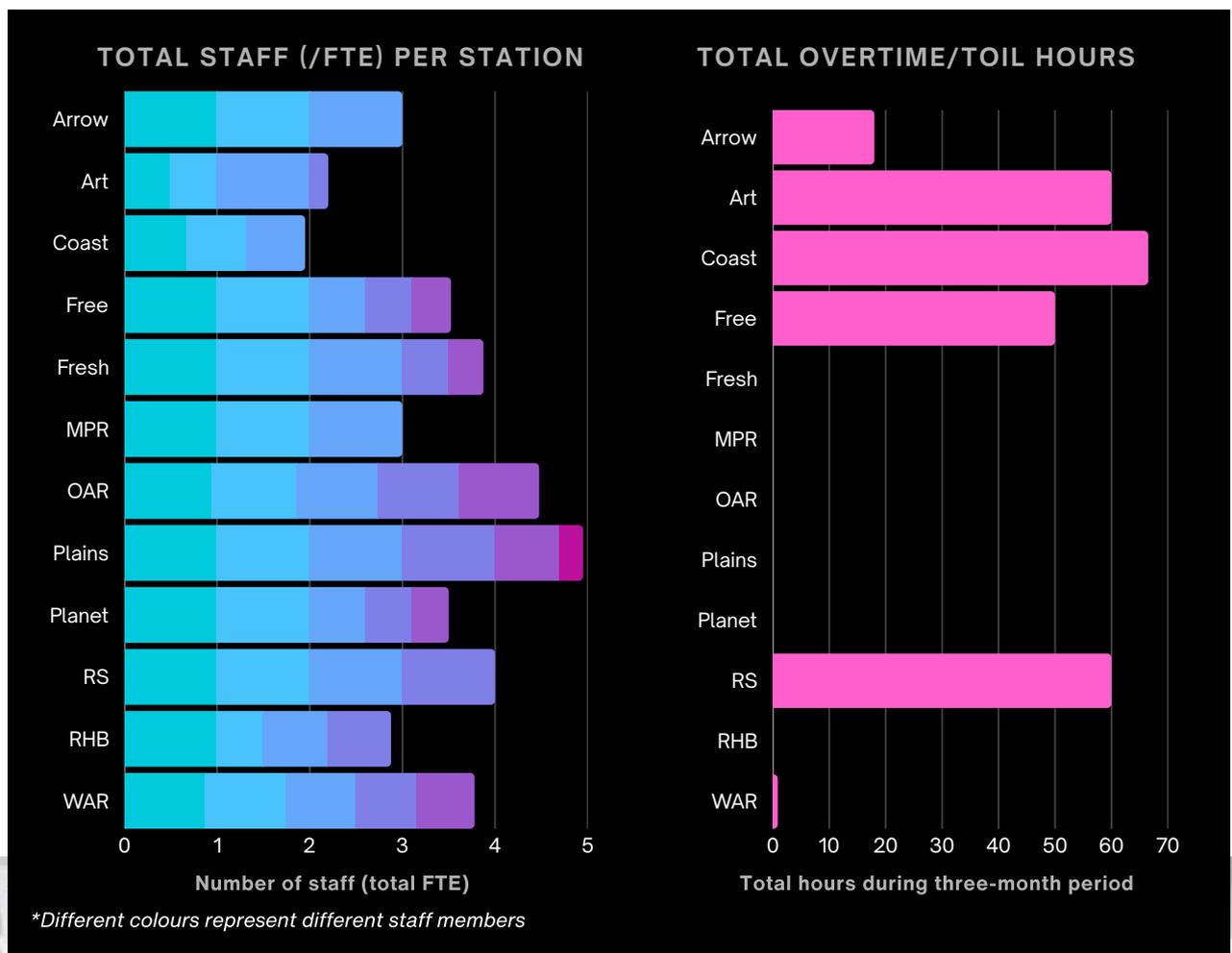
58
TOTAL STAFF ACROSS ALL STATIONS

3.5
STAFF PER STATION ON AVERAGE

279 hrs
OF OVERTIME / TOIL

TOTAL STAFF (/FTE) PER STATION

Number of staff (total FTE)

TOTAL OVERTIME/TOIL HOURS

Total hours during three-month period

Different colours represent different staff members

9. Public funding

9 (a) Securing public funding: NZ On Air prescribed weekly targets

To qualify for NZ On Air funding, stations must meet content targets aligned with the **NZ On Air Section 36(c) categories** (see page 4 for definitions). These measures help ensure funded programming delivers recognised public value. Still, they do not fully capture the **training, pastoral care, and civic outcomes** that form a core part of Community Access Media's contribution.

Content targets differ across stations and are assessed using two averaged weekly measures: **'first-run' content**, referring to programmes aired for the first time, and **'total' s36(c) content**, which includes repeats and programmes shared across the CAMA network.

The sector operates under a **four-tier funding system** based on potential population reach. However, population growth does not always reflect the demographics identified in Section 36(c). For example, an increase in total population may not necessarily correspond to increases in children, youth, women, people with disabilities, or minority groups. Measuring reach by connection with **underserved or priority communities** may therefore offer a more meaningful indicator of public value.

In practice, broadcast schedules are shaped by available airtime, staff capacity, and facilities. Community Access Media has an **appointment-listening model**, with programmes that vary widely in style, quality, and audience. Rather than aiming for continuous broadcasting, stations focus on **trusted, community-led content** that meets specific community content-creator and audience needs.

From a reporting perspective, compliance with s36(c) targets relies on each station's interpretation of the NZ On Air prescribed s36(c) categories. Currently, there is no sector-wide policy as to what would and wouldn't constitute s36(c) content. Reporting and oversight vary significantly among stations. Over time, a more consistent approach to defining and measuring s36(c) content could help strengthen sector accountability, evidence of impact, and even the playing field among the network.

	Population increase since 2018	s36(c) 'first run' target 18/19*	s36(c) 'first run' target 23/24*	% increase for 'first run'	s36(c) 'total' target 18/19*	s36(c) 'total' target 23/24*	% increase for 'total'
Tier 1 – large metro							
Planet	5.4%	100	100	0%	105	105	0%
Tier 2 - large urban							
Free	30%	63	63	0%	76	76	0%
WAR	7.5%	62	63	1.6%	110	111	0.9%
Plains	13.7%	40	51	27.5%	54	65	20.4%
Tier 3 - provincial city							
ART	14.8%	35	35	0%	49	49	0%
MPR	15%	22	26	18.2%	50	53	6%
Fresh	6%	22	26	18.2%	40	40	0%
RS	3.9%	40	40	0%	55	55	0%
OAR	11.9%	37	42	13.5%	60	65	8%
RHB	5.2%	35	35	0%	43	43	0%
Tier - 4 small regional							
Arrow	16%	19	23	21.1%	38	40	5.3%
CAR	20%	15	17	13.3%	56	58	3.6%

9.4%

'FIRST-RUN' TARGET INCREASE SINCE 18/19

4%

'TOTAL' INCREASE SINCE 18/19

*The minimum hours required to achieve weekly target.

9. Public funding

9 (b) National/station snapshot: NZ On Air prescribed hourly targets for the survey period
Stations are required to produce and broadcast an average of **6.1 hours of 'first-run' s36(c) content each day.** When combined with repeated or shared programmes, the **target increases to 8.3 hours of total Section 36(c) content daily.**

During the survey period, stations broadcast an average of **5 hours of 'first-run' and 11.5 hours of 'total' s36(c) content each day.** While this represents a modest shortfall in first-run output, **overall content delivery exceeded total-hour targets**, reflecting strong network collaboration and content sharing. Currently, NZ On Air does not apply formal penalties for stations that fall slightly short of targets, recognising the variable nature of community production and resourcing.

6.1
HOURS NEEDED PER DAY TO MEET 'FIRST-RUN' TARGET

5
'ACTUAL' 'FIRST-RUN' HOURS COMPLETED PER DAY

8.3
HOURS NEEDED PER DAY TO MEET 'TOTAL' TARGET

11.5
'ACTUAL' 'TOTAL' HOURS COMPLETED PER DAY

KEY FOR TABLES
🟢 Above target   🟣 Below target

	Target 'first run' per day	Station ACTUAL for 'first run'	Target for 'total' s36(c)	Station ACTUAL for 'total'
Arrow	3.1	3.6	6	8.1
Art	5	4.4	7	10.2
CAR	2.2	2.2	7.6	7.4
Free	9	5.9	10.9	14.2
Fresh	3.7	3.4	6.3	9.8
MPR	3.7	3.1	7.6	10.8
OAR	6	5.5	9.3	12.5
Plains	7.3	7.2	9.3	11.8
Planet	14.3	8.3	5.5	8.7
RS	5	5.6	7.9	12
RHB	5	3.8	6.1	14
WAR	9	7.4	15.8	17.9

NZ On Air prescribed hourly targets for s36(c) content for 91-day period

	'First run' target	ACTUAL for 'first run' target	%	Target for 'total' target	Station ACTUAL for 'total'	%
Arrow	286	330.5	15.6%	546	736	34.8%
Art	455	397.1	-12.7%	637	924.1	45.1%
CAR	204	200.3	-1.8%	696	675.2	-3%
Free	819	534	-34.8%	988	1289	30.5%
Fresh	338	312.2	-7.6%	572	890.7	55.7%
MPR	338	283	-16.3%	689	980.5	42.3%
OAR	546	504	-7.7%	845	1140	35%
Plains	663	651	-1.8%	845	1074.7	27.2%
Planet	1300	754	-58%	504	796	57.9%
RS	455	510.5	12.2%	715	1096	53.3%
RHB	455	342.8	-24.7%	558	1270	127.6%
WAR	819	676	-17.5%	1442	1629.5	13%

Over the 91-day survey period, the majority of stations didn't meet their 'first run' target by an average of 13%. In contrast, most stations met their 'total' s36(c) targets, exceeding the target by an average of 43%.

AVERAGE 'FIRST-RUN' TARGET SHORTFALL
13%

EXCEEDED 'TOTAL COMBINED' TARGET BY AVERAGE OF:
43%

Conclusion & recommendations

The 2025 Snapshot reaffirms the essential role of Community Access Media in ensuring equitable access to information, representation, and participation across Aotearoa.

Despite rising operational costs and limited staffing, stations continue to deliver trusted, community-led programming that connects diverse and underserved content-makers and audiences.

With the launch of the **CAMA Charter, Style Guide, and Strategic Plan 2025–2030**, and the forthcoming Funding Strategy, the sector is well-positioned to strengthen its collective identity and demonstrate measurable public value. Implementing these frameworks will align messaging, improve visibility, and reinforce the professionalism of the sector.

To build on this foundation, CAMA recommends:

1. **Embedding the new Charter and Style Guide** across all stations to promote a unified sector identity and enhance public recognition.
2. **Streamlining reporting systems** through shared tools and templates to improve data accuracy and reduce administrative pressure.
3. **Continuing to share resources and expertise across the network**, including coordinated training, mentoring, and professional development.
4. **Implementing the draft Funding Strategy** to secure long-term sustainability through diversified and equitable funding mechanisms.
5. **Collaborating with NZ On Air** to review whether Section 36(c) targets remain fit for purpose, ensuring they capture engagement, inclusion, and quality alongside broadcast volume and reach.
6. **Improving workforce sustainability** by exploring pathways toward Living Wage parity, reducing unpaid or overtime hours, and expanding staff capacity.
7. **Expanding CAMA's national role and resourcing** to strengthen coordination, sector advocacy, data management, and professional development delivery.
8. **Continuing the annual CAMA Snapshot** as a consistent, sector-wide monitoring tool, maintaining the same survey period each year to ensure comparability and to track progress over time.

Together, these actions will enhance Community Access Media's resilience, visibility, and impact, ensuring the sector continues to serve as an essential public-interest platform for all communities in Aotearoa.

Thank you!
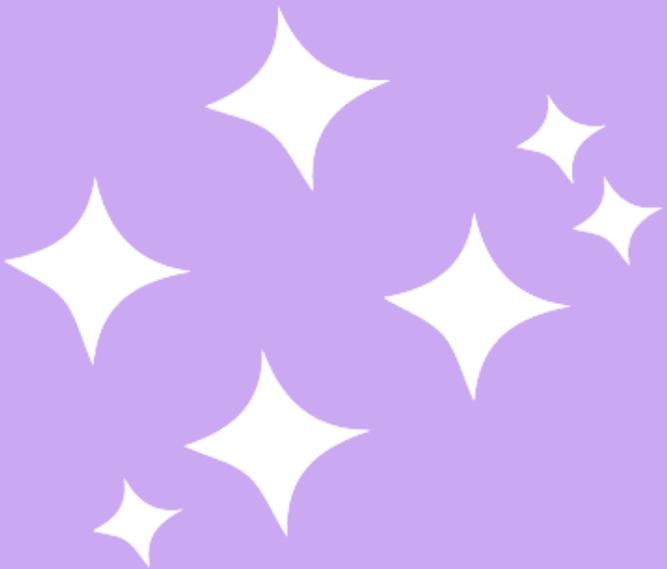
Thank you for taking the time to read this report. Any questions, please reach out.

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