TVNZ Charter

The TVNZ Charter was formally implemented on 1 March 2003. The Charter shall apply to all those parts of TVNZ’s operations that contribute to its broadcast content. It shall be predominantly fulfilled through free-to-air broadcasting.

TVNZ Shall:

- feature programming across all genres that informs, entertains and educates New Zealand audiences
- strive always to set and maintain the highest standards of programme quality and editorial integrity
- provide shared experiences that contribute to a sense of citizenship and national identity
- ensure in its programmes and programme planning the participation of Maori and the presence of a significant Maori voice
- feature programming that serves the varied interests and informational needs and age groups within New Zealand society, including tastes and interests not generally catered for by other national television broadcasters
- maintain a balance between programmes of general appeal and programmes of interest to smaller audiences
- seek to extend the range of ideas and experiences available to New Zealanders
- play a leading role in New Zealand television by setting standards of programme quality and encouraging creative risk-taking and experiment
- play a leading role in New Zealand television by complying with free-to-air codes of broadcasting practise, in particular any code with provisions on violence
- support and promote the talents and creative resources of New Zealanders and of the independent New Zealand film and television industry.

In fulfilment of these objectives TVNZ will:

- provide independent, comprehensive, impartial, and in-depth coverage and analysis of news and current affairs in New Zealand and throughout the world and of the activities of public and private institutions
- feature programming that contributes towards intellectual, scientific and cultural development, promotes informed and many-sided debate and stimulates critical thought, thereby enhancing opportunities for citizens to participate in community, national and international life
- in its programming enable all New Zealanders to have access to material that promotes Maori language and culture
- feature programmes that reflect the regions to the nation as a whole
- promote understanding of the diversity of cultures making up the New Zealand population
- feature New Zealand films, drama, comedy and documentary programmes
- feature programmes about New Zealand’s history and heritage, and natural environment
- feature programmes that serve the interests and informational needs of Maori audiences, including programmes promoting the Maori language and programmes addressing Maori history, culture and current issues
- include in programming intended for a mass audience material that deals with minority interests
- feature New Zealand and international programmes that provide for the informational, entertainment and educational needs of children and young people and allow for the participation of children and young people
- maintain and observe a code of ethics that addresses the level and nature of advertising to which children are exposed
- feature programmes that encourage and support the arts, including programmes featuring New Zealand and international artists and arts companies
- reflect the role that sporting and other leisure interests play in New Zealand life and culture
- and feature programming of an educational nature that support learning and the personal development of New Zealanders.