

**From:** [Olivia Cross](#)  
**Sent:** Thursday, 12 December 2019 2:19 PM  
**To:** '[Paul Thompson](#)'  
**Subject:** RE: Note to RNZ staff about the new music strategy

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Hi Paul

Thank you for the heads up and apologies for the late response – I was out of the office yesterday. I've made sure a copy has been given to the Minister for his information.

Cheers  
Olivia

---

**From:** Paul Thompson [mailto:[Paul.Thompson@rnz.co.nz](mailto:Paul.Thompson@rnz.co.nz)]  
**Sent:** Tuesday, 10 December 2019 5:13 PM  
**To:** Bernadette Cavanagh ; Colin Holden ; Olivia Cross  
**Cc:** John Barr  
**Subject:** FW: Note to RNZ staff about the new music strategy

Kia ora Colin, Olivia and Bernadette

I hope you are all well.

FYI, today I updated RNZ staff on the development of our new music strategy and the creation of an additional service aimed at people aged 18-34.

My note to staff is below.

It is still a high-level plan at present and at this stage we are not making an external announcement.

We expect to provide further detail on the implementation of the strategy by late January.

Please let me know if you have questions.

Cheers

Paul

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**From:** Paul Thompson  
**Sent:** Tuesday, 10 December 2019 4:09 PM  
**To:** All Staff <[AllStaff@rnz.co.nz](mailto:AllStaff@rnz.co.nz)>  
**Subject:** Note to staff about the new music strategy

Kia ora koutou

Over the past few months the RNZ Executive Team has been working on a new music strategy aimed at attracting young audiences. The thinking has been shaped by RNZ's overarching mission:

**to form lifelong relationships with ALL the people of Aotearoa.**

As I have explained at my staff talks this year, RNZ must connect with more young people if we are to fulfil our role as New Zealand's public broadcaster.

I presented the music strategy to the RNZ board last week and they have approved it. The objective of the strategy is for RNZ to become as successful with young audiences through music as we are with older audiences through news and current affairs.

The strategy relies on RNZ's well-established *10 New Zealanders* segmentation research into audience needs and preferences. This identified a clear opportunity to engage with these hard-to-reach younger audiences with music content delivered differently to RNZ's current outputs.

At the heart of the strategy will be the creation next year of an additional music brand aimed at New Zealanders aged 18-34. The new brand will be available on multiple platforms and will celebrate and showcase New Zealand artists and their music.

This will be an exciting opportunity to connect with younger people, strengthen our Charter performance and diversify and grow RNZ's audiences.

A team led by music content director Willy Macalister will now work on a plan detailing how we will implement the strategy in 2020.

The proposal is likely to result in changes across all RNZ Music outputs, including RNZ Concert.

We will continue to develop our plans over the next few months and expect to be in a position to provide more details in the first quarter of 2020

In the meantime, please talk to Willy or Dave Allan if you have questions.

Ngā mihi

Paul

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**From:** [Olivia Cross](#)  
**Sent:** Wednesday, 18 December 2019 11:45 AM  
**To:** [Heather Abbott](#)  
**Subject:** RE: Meeting with the Minister

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Hi Heather

Thanks for your email. The Minister would be happy to meet but unfortunately won't be back from his holiday until later in January. The first available time would be 5.15-5.45pm Wednesday 29 January.

Let me know if this suits and I will confirm it in his diary.

Kind regards  
Olivia

**From:** [REDACTED]  
**Sent:** Wednesday, 18 December 2019 10:59 AM  
**To:** Olivia Cross <Olivia.Cross@parliament.govt.nz>  
**Subject:** Meeting with the Minister

Hi Olivia

Paul Thompson has asked me to contact you regarding a meeting with the Minister for the Chairman, Peter Parussini, one of our directors, and Paul. The purpose of the meeting is to update and brief him on our Music Strategy. There will be an announcement around the changes we are proposing to make at the end of January and the Chairman wants to brief the Minister and bring Paul and Peter with him.

Paul is back after his holiday on 16<sup>th</sup> January and I am wondering whether the Minister has any time that week. The meeting could be in Auckland or Wellington or wherever is the most convenient for the Minister.

I look forward to hearing from you.

[REDACTED]  
Executive Assistant to Paul Thompson  
Chief Executive and Editor-in-Chief

[REDACTED]



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**From:** [Martin Durrant](#)  
**Sent:** Wednesday, 29 January 2020 9:55 AM  
**To:** [Ruth Palmer](#); [Olivia Cross](#); [Colin Holden](#)  
**Cc:** [E-Lyn Tan](#)  
**Subject:** Suggested email to Olivia

---

Hi Olivia

We met with Paul Thompson to hear more details about the music policy. What we heard is largely in line with the briefing for the meeting with the Minister. A few more points:

First he confirmed that the strategy involves a reduction in platforms for Concert: its FM frequencies would be transferred to the youth service; Concert would be restricted to its current Freeview and Sky television channels and online, although the AM network, when not broadcasting Parliament, would also be used 9(2)(g)(i) [REDACTED]

RNZ would still be open to using the reserved youth radio block for its new service instead of Concert's frequencies, 9(2)(g)(i) [REDACTED]. He said it would cost about an extra \$1 million to use the youth block.

He sees the strategy as better meeting aspects of the Charter – especially in relation to reflecting the breadth of the performing arts and “tak[ing] advantage of the most effective means of delivery”. 9(2)(g)(i) [REDACTED]

He says that they are retaining their sound engineers and will continue recording NZ classical music ensembles and orchestras, 9(2)(g)(i) [REDACTED]. He thinks that RNZ will still be playing a role in extending the audience for NZ classical musicians and composers, but acknowledges that it will be a diminished version of Concert, especially in informing audiences about classical music activity and events – i.e, mostly an “automated” flow of music without information.

9(2)(g)(i) [REDACTED]. 9(2)(g)(i) [REDACTED]. More immediately, it would halve the collateral benefits to other music funding through Vote ACH – the multiplication of the audience for concerts and the maintenance of an informed and receptive audience.

MD

(Dr) Martin Durrant  
Senior Policy Adviser  
Ministry for Culture and Heritage  
PO Box 5364

Wellington 6140  
Level 1  
Former Public Trust Building  
131 Lambton Quay  
Wellington 6011

Phone: 9(2)(a)

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**From:** [Christine Seymour](#)  
**Sent:** Friday, 31 January 2020 11:56 AM  
**To:** [Olivia Cross](#)  
**Subject:** RNZ Youth Strategy - lines for Minister Faafoi  
**Attachments:** RNZ Youth Strategy - lines for Minister Faafoi.DOCX

---

Kia ora Olivia

As discussed yesterday please find attached for Minister Faafoi's consideration some lines with reference to RNZ's new youth strategy.

Ngā mihi

Christine

**Christine Seymour** | Senior Communications Adviser  
Manatū Taonga | Ministry for Culture & Heritage  
*He ngākau titikaha, he hononga tangata*  
*Promoting a confident and connected culture*  
Public Trust Building, 131 Lambton Quay, Wellington  
PO Box 5364, Wellington 6140

9(2)(a)

9(2)(a) [www.mch.govt.nz](http://www.mch.govt.nz)

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**From:** [Olivia Cross](#)  
**Sent:** Monday, 3 February 2020 3:03 PM  
**To:** [Peter Ramage](#)  
**Cc:** [Luke Hiscox](#)  
**Subject:** RE: Radio Frequency talking points

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No need to apologise – for the Minister’s own background given he is reasonably well versed on the topic I think they were entirely sufficient but just anticipating heading off questions for those who may not be familiar.

And again feel free to say/delete if any of my comments aren’t accurate!

Cheers  
Olivia

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**From:** Peter Ramage [mailto:[Peter.Ramage@mch.govt.nz](mailto:Peter.Ramage@mch.govt.nz)]  
**Sent:** Monday, 3 February 2020 2:56 PM  
**To:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Cc:** Luke Hiscox <[Luke.Hiscox@mch.govt.nz](mailto:Luke.Hiscox@mch.govt.nz)>  
**Subject:** RE: Radio Frequency talking points

Thanks Olivia,

Sorry to have sent those to you in a state that needed so much work!

Luke and I will review, and run these past MBIE.

Ngā Mihi

Peter Ramage

9(2)(a)

---

**From:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Sent:** Monday, 3 February 2020 2:37 PM  
**To:** Peter Ramage <[Peter.Ramage@mch.govt.nz](mailto:Peter.Ramage@mch.govt.nz)>  
**Cc:** Luke Hiscox <[Luke.Hiscox@mch.govt.nz](mailto:Luke.Hiscox@mch.govt.nz)>  
**Subject:** RE: Radio Frequency talking points

Hi Peter

Thanks for sending this through - I’ve tracked in my two cents worth. My main reason for most of my suggestions is to ensure the Minister can give the background/tell a fairly detailed story to his colleagues, particularly if this is the first introduction some have to the topic. Feel free to take it or leave, correct anything I may be inaccurate about and definitely finesse my language as it’s very rough!

I’m sure you guys are well across it already but can we make sure we check in with MBIE as well before sending the AM and final version across? I’d like to make sure they are kept well in the loop.

Feel free to give me a call at any stage as well ☺

Ngā mihi  
Olivia

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**From:** Peter Ramage [mailto:[Peter.Ramage@mch.govt.nz](mailto:Peter.Ramage@mch.govt.nz)]  
**Sent:** Monday, 3 February 2020 11:47 AM  
**To:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>



Cc: Luke Hiscox <[Luke.Hiscox@mch.govt.nz](mailto:Luke.Hiscox@mch.govt.nz)>

Subject: Radio Frequency talking points

Kia ora Olivia

As discussed, below are the speaking points MCH has already prepared, is there anything that stands out as being missing?

Luke and I will draft a covering AM and get it up to you this week.

Ngā Mihi

**Peter Ramage** | Senior Adviser

**Manatū Taonga | Ministry for Culture & Heritage**

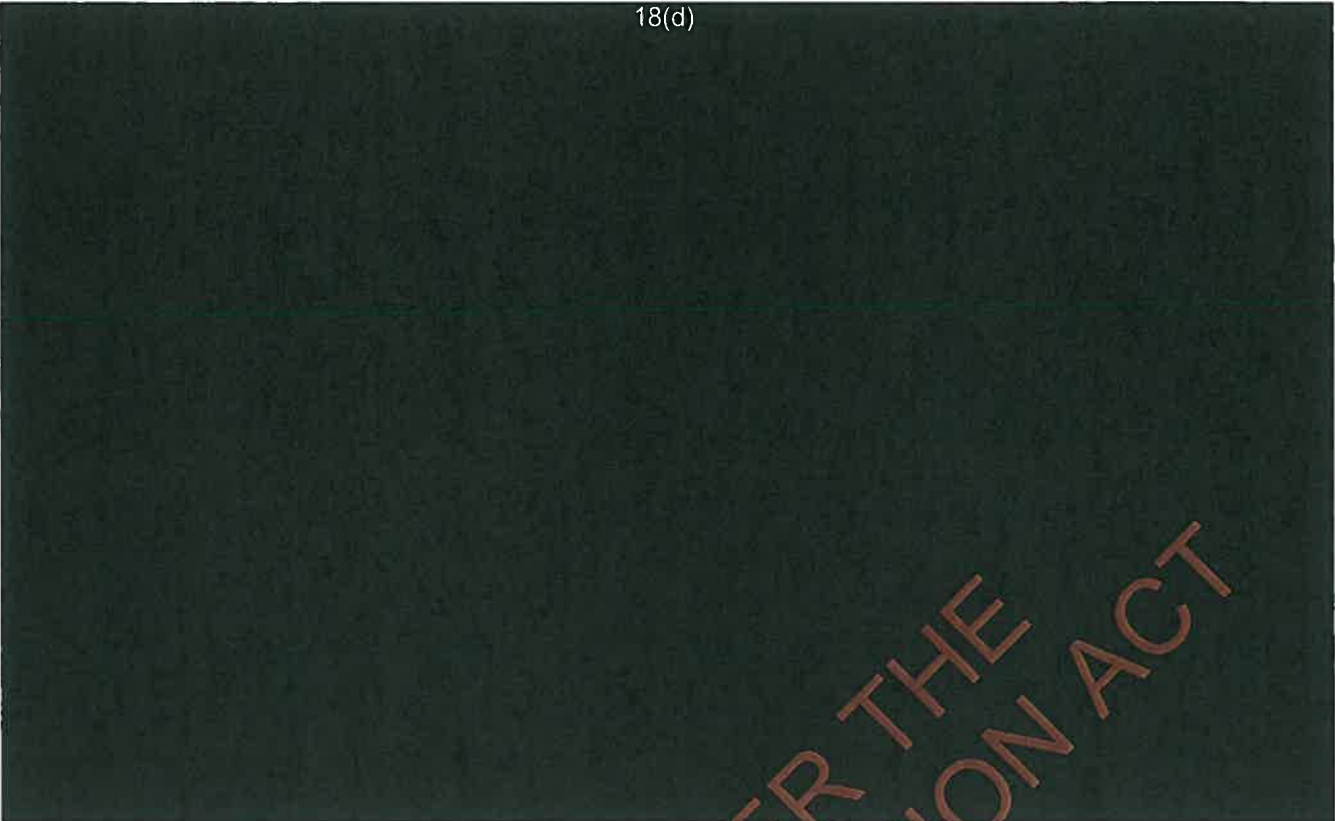
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18(d)

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**From:** [Olivia Cross](#)  
**Sent:** Monday, 3 February 2020 4:18 PM  
**To:** [Christine Seymour](#)  
**Subject:** RE: RNZ Youth Strategy - lines for Minister Fafoi  
**Attachments:** RNZ Music Strategy - lines for Minister Fafoi (002).docx

---

Hi Christine

The Minister has asked for an additional bullet in the draft lines. Could you let me know if there are any issues with the tracked bullet point from MCH's end?

If you could get back to me sometime tomorrow morning that would be much appreciated.

Ngā mihi  
Olivia

**From:** Christine Seymour [mailto:Christine.Seymour@mch.govt.nz]  
**Sent:** Friday, 31 January 2020 11:56 AM  
**To:** Olivia Cross <Olivia.Cross@parliament.govt.nz>  
**Subject:** RNZ Youth Strategy - lines for Minister Fafoi

Kia ora Olivia

As discussed yesterday please find attached for Minister Fafoi's consideration some lines with reference to RNZ's new youth strategy.

Ngā mihi

Christine

**Christine Seymour** | Senior Communications Adviser  
Manatū Taonga | Ministry for Culture & Heritage  
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[REDACTED]ne.seymour@mch.govt.nz | [www.mch.govt.nz](http://www.mch.govt.nz)

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**From:** [Olivia Cross](#)  
**Sent:** Tuesday, 4 February 2020 2:17 PM  
**To:** [Christine Seymour](#)  
**Cc:** [Peter Ramage](#); [Ruth Palmer](#)  
**Subject:** RE: RNZ Youth Strategy - lines for Minister Faafoi

---

Thanks Christine. I'll put it back to the Minister today.

Ngā mihi  
Olivia

---

**From:** Christine Seymour [mailto:Christine.Seymour@mch.govt.nz]  
**Sent:** Tuesday, 4 February 2020 10:34 AM  
**To:** Olivia Cross <Olivia.Cross@parliament.govt.nz>  
**Cc:** Peter Ramage <Peter.Ramage@mch.govt.nz>; Ruth Palmer <Ruth.Palmer@mch.govt.nz>  
**Subject:** RE: RNZ Youth Strategy - lines for Minister Faafoi

Kia ora Olivia

How about this, which keeps it a bit more open, so to speak:

- I've asked my officials to investigate options for delivering any new services to listeners to ensure RNZ programming is widely available across various channels.

Ngā mihi

Christine

**Christine Seymour** | Senior Communications Adviser  
Manatū Taonga | Ministry for Culture & Heritage  
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*Promoting a confident and connected culture*  
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PO Box 5364, Wellington 6140

9(2)(a)

[christine.seymour@mch.govt.nz](mailto:christine.seymour@mch.govt.nz) | [www.mch.govt.nz](http://www.mch.govt.nz)

---

**From:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Sent:** Monday, 3 February 2020 4:18 PM  
**To:** Christine Seymour <[Christine.Seymour@mch.govt.nz](mailto:Christine.Seymour@mch.govt.nz)>  
**Subject:** RE: RNZ Youth Strategy - lines for Minister Faafoi

Hi Christine

The Minister has asked for an additional bullet in the draft lines. Could you let me know if there are any issues with the tracked bullet point from MCH's end?

If you could get back to me sometime tomorrow morning that would be much appreciated.

Ngā mihi  
Olivia

**From:** [Paul Thompson](#)  
**Sent:** Wednesday, 5 February 2020 10:54 AM  
**To:** [Olivia Cross](#)  
**Cc:** [John Barr](#); [Bernadette Cavanagh](#)  
**Subject:** Re: change

---

Also. We are only sending the FAQs to monitoring agencies and Shareholders. It is for internal use.

Paul

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---

**From:** Paul Thompson <Paul.Thompson@rnz.co.nz>  
**Sent:** Wednesday, February 5, 2020 10:45:19 AM  
**To:** Olivia Cross <Olivia.Cross@parliament.govt.nz>  
**Cc:** John Barr <John.Barr@rnz.co.nz>; Bernadette Cavanagh <Bernadette.Cavanagh@mch.govt.nz>  
**Subject:** Re: change

Yes we will align them.

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---

**From:** Olivia Cross <Olivia.Cross@parliament.govt.nz>  
**Sent:** Wednesday, February 5, 2020 10:00:58 AM  
**To:** Paul Thompson <Paul.Thompson@rnz.co.nz>  
**Cc:** John Barr <John.Barr@rnz.co.nz>; Bernadette Cavanagh <Bernadette.Cavanagh@mch.govt.nz>  
**Subject:** RE: change

Hi Paul

Thanks very much for the conversation and the update.

Just for consistency can I confirm both the Q&A document and the stakeholder update at the bottom of your original email will be updated?

Cheers  
Olivia



---

**From:** Paul Thompson [mailto:Paul.Thompson@rnz.co.nz]  
**Sent:** Wednesday, 5 February 2020 9:54 AM  
**To:** Olivia Cross <Olivia.Cross@parliament.govt.nz>  
**Cc:** John Barr <John.Barr@rnz.co.nz>; Bernadette Cavanagh <Bernadette.Cavanagh@mch.govt.nz>  
**Subject:** change

Olivia

Thanks for your call.

I will change that paragraph to read:

“From the middle of 2020 RNZ Concert will be widely and easily available through online streaming and on-demand services.”

If asked questions about this I will say that the plan is for the new service to take over the FM network currently used by Concert and that the newly-formatted Concert will be easy to access in numerous ways and we are open to putting it on other platforms if and when they become available.

Cheers

Paul

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**From:** [Ruth Palmer](#)  
**Sent:** Wednesday, 5 February 2020 9:14 AM  
**To:** [Olivia Cross](#)  
**Subject:** RE: RNZ Music Strategy Update

---

Hi Olivia

9(2)(g)(i)

Regards

**Ruth Palmer** | Director, Policy  
Manatū Taonga | Ministry for Culture & Heritage  
*Promoting a confident and connected culture*  
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**From:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Sent:** Wednesday, 5 February 2020 8:49 AM  
**To:** Ruth Palmer <[Ruth.Palmer@mch.govt.nz](mailto:Ruth.Palmer@mch.govt.nz)>  
**Subject:** FW: RNZ Music Strategy Update

FYI

---

**From:** Paul Thompson [<mailto:Paul.Thompson@rnz.co.nz>]  
**Sent:** Wednesday, 5 February 2020 8:07 AM  
**To:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>; Bernadette Cavanagh <[Bernadette.Cavanagh@mch.govt.nz](mailto:Bernadette.Cavanagh@mch.govt.nz)>; 9(2)(a)  
<9(2)(a)>  
**Cc:** John Barr <[John.Barr@rnz.co.nz](mailto:John.Barr@rnz.co.nz)>  
**Subject:** RNZ Music Strategy Update

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Kia ora Bernadette, Juston and Olivia

As discussed last week, at 10am today we will begin consulting staff about the implementation of the new Music Strategy.

See below a stakeholder update that provides the background. This will go out before 11am.

I have also attached a set of FAQs to provide you with further context.

Please call if you have questions.

Cheers

Paul

**Stakeholder Update**

Over the past twelve months RNZ has carried out a review of our music services, exploring opportunities for music to engage with younger and more diverse audiences in line with RNZ's Charter obligations.

Today RNZ began implementing the new music strategy that will expand our range of services to New Zealanders.

The objective of the strategy is to diversify and grow audiences by developing an innovative new music brand aimed at young people. The new commercial-free brand will showcase New Zealand artists and their music in line with our Charter.

The new multimedia brand will be based in Auckland. It will be launched in the second half of 2020 and will be available online, on-demand, on streaming platforms and will be broadcast on FM nationwide.

As part of the strategy, the RNZ Concert service will continue and will undergo some changes in the next few months. It will be focused on playing classical music 24/7. RNZ will continue recording and broadcasting concerts alongside orchestras and other established music industry partners.

From the middle of 2020 RNZ Concert will no longer be available on FM but it will still be widely and easily available through online streaming and on-demand services.

RNZ Concert listeners will continue to access the content on Freeview channel 51 and Sky Digital channel 422, reaching 86% of homes in New Zealand. It will be available on mobile devices through the RNZ app and our streaming partners like iHeart Radio, and Spotify, and through any other internet connected device.

RNZ Concert will also now be broadcast nationwide on AM radio on the Parliamentary Network when Parliament is not sitting, making it accessible to more than 3.5 million people or 83% of the New Zealand population.

RNZ has begun consulting staff affected by this plan.

We will be able to provide an update and more detailed information on the new strategy in April once staff consultation is completed and the implementation plan for the strategy is confirmed.

Please email me or call me on 9(2)(a) if you have questions.

Ngā mihi nui

Paul Thompson

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**From:** [Luke Hiscox](#)  
**Sent:** Wednesday, 5 February 2020 4:34 PM  
**To:** [Olivia Cross](#)  
**Cc:** [Ruth Palmer](#); [Peter Ramage](#)  
**Subject:** RE: RNZ Announcement

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Sounds good.

Luke

---

**From:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Sent:** Wednesday, 5 February 2020 4:33 PM  
**To:** Luke Hiscox <[Luke.Hiscox@mch.govt.nz](mailto:Luke.Hiscox@mch.govt.nz)>  
**Cc:** Ruth Palmer <[Ruth.Palmer@mch.govt.nz](mailto:Ruth.Palmer@mch.govt.nz)>; Peter Ramage <[Peter.Ramage@mch.govt.nz](mailto:Peter.Ramage@mch.govt.nz)>  
**Subject:** RE: RNZ Announcement

Hi Luke

Thanks very much for the update.

If a new version is coming across on Friday I might just make a few comments on this one and send it back across to be incorporated into an updated version if that's ok?

Cheers  
Olivia

---

**From:** Luke Hiscox [<mailto:Luke.Hiscox@mch.govt.nz>]  
**Sent:** Wednesday, 5 February 2020 4:19 PM  
**To:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Cc:** Ruth Palmer <[Ruth.Palmer@mch.govt.nz](mailto:Ruth.Palmer@mch.govt.nz)>; Peter Ramage <[Peter.Ramage@mch.govt.nz](mailto:Peter.Ramage@mch.govt.nz)>  
**Subject:** RNZ Announcement

Hi Olivia,

Updating you on the latest with the RNZ Youth proposal – have a look at the article here:  
<https://www.rnz.co.nz/national/programmes/mediawatch/audio/2018732872/rnz-guts-concert-radio-as-it-plans-appeal-to-youth>

The sa in that article that the are ending Concert on FM broadcastin on the 29<sup>th</sup> Ma We are of the  
9(2)(g)(4)

We are investigating further.

It is likely we will have to update the Aide Memoire for Minister Faafoi before Friday with updated speaking points for Cabinet.

**Ngā mihi,**

**Luke Hiscox** | Policy Advisor  
Manatū Taonga | Ministry for Culture & Heritage  
*He ngākau tītikaha, he hononga tangata*  
*Promoting a confident and connected culture*  
Public Trust Building, 131 Lambton Quay, Wellington  
PO Box 5364, Wellington 6140

9(2)(g)(i)

[luke.hiscox@mch.govt.nz](mailto:luke.hiscox@mch.govt.nz) | [www.mch.govt.nz](http://www.mch.govt.nz)

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**From:** [Paul Thompson](#)  
**Sent:** Wednesday, 5 February 2020 8:07 AM  
**To:** [Olivia Cross](#); [Bernadette Cavanagh](#);  
**Cc:** [9\(2\)\(a\)](#)  
[John Barr](#)  
**Subject:** RNZ Music Strategy Update  
**Attachments:** RNZ Music Strategy Communications FAQ & A.docx

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CONFIDENTIAL

Kia ora Bernadette, Juston and Olivia

As discussed last week, at 10am today we will begin consulting staff about the implementation of the new Music Strategy.

See below a stakeholder update that provides the background. This will go out before 11am.

I have also attached a set of FAQs to provide you with further context.

Please call if you have questions.

Cheers

Paul

#### Stakeholder Update

Over the past twelve months RNZ has carried out a review of our music services, exploring opportunities for music to engage with younger and more diverse audiences in line with RNZ's Charter obligations.

Today RNZ began implementing the new music strategy that will expand our range of services to New Zealanders.

The objective of the strategy is to diversify and grow audiences by developing an innovative new music brand aimed at young people. The new commercial-free brand will showcase New Zealand artists and their music in line with our Charter.

The new multimedia brand will be based in Auckland. It will be launched in the second half of 2020 and will be available online, on-demand, on streaming platforms and will be broadcast on FM nationwide.

As part of the strategy, the RNZ Concert service will continue and will undergo some changes in the next few months. It will be focused on playing classical music 24/7. RNZ will continue recording and broadcasting concerts alongside orchestras and other established music industry partners.



From the middle of 2020 RNZ Concert will no longer be available on FM but it will still be widely and easily available through online streaming and on-demand services.

RNZ Concert listeners will continue to access the content on Freeview channel 51 and Sky Digital channel 422, reaching 86% of homes in New Zealand. It will be available on mobile devices through the RNZ app and our streaming partners like iHeart Radio, and Spotify, and through any other internet connected device.

RNZ Concert will also now be broadcast nationwide on AM radio on the Parliamentary Network when Parliament is not sitting, making it accessible to more than 3.5 million people or 83% of the New Zealand population.

RNZ has begun consulting staff affected by this plan.

We will be able to provide an update and more detailed information on the new strategy in April once staff consultation is completed and the implementation plan for the strategy is confirmed.

Please email me or call me on 9(2)(a) if you have questions.

Ngā mihi nui

Paul Thompson

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**From:** [Ministerial and OIA Enquiries](#)  
**Sent:** Wednesday, 5 February 2020 2:20 PM  
**To:** [Olivia Cross](#)  
**Cc:** [Luke Hiscox](#)  
**Subject:** AM2020/062 Spectrum Allocation Cabinet Speaking Points  
**Attachments:** AM2020062 Spectrum Allocation Cabinet Speaking Points.PDF;  
AM2020062 Spectrum Allocation Cabinet Speaking Points.DOCX

---

Hi Olivia

Please find attached e-copies of AM2020/062 – hard copies will be in the afternoon bag ☺

Cheers

Emily

9(2)(a) [REDACTED] Advisor Ministerial Services  
Manatū Taonga - Ministry for Culture and Heritage  
*He ngākau titikaha, he hononga tangata*  
*Promoting a confident and connected culture*  
Public Trust Office Building (former), 131-135 Lambton Quay  
P.O.Box 5364, Wellington, New Zealand

9(2)(a) [REDACTED]

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**From:** [Angus Hodgson](#)  
**Sent:** Thursday, 6 February 2020 2:59 PM  
**To:** [Olivia Cross](#)  
**Subject:** RE: RNZ proposal

---

Thanks Olivia. That's helpful. Could we please see the oral item notes tomorrow, if possible.

Hei konā

Angus Hodgson

**Finance and State Owned Enterprises Advisor**

Office of Hon Grant Robertson | Office of Rt Hon Winston Peters

T: 9(2)(a)

Sent from mobile

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**From:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>

**Date:** Thursday, 06 Feb 2020, 2:56 PM

**To:** Angus Hodgson <[Angus.Hodgson@parliament.govt.nz](mailto:Angus.Hodgson@parliament.govt.nz)>

**Subject:** RE: RNZ proposal

Hi Angus

Yes he did have a heads up. There was a meeting last week where the Chair and CE outlined their new music strategy. Treasury officials were also there.

During the meeting Minister Fafoi raised the possibility of officials working on a proposal for Cabinet to consider allocating the 102FM frequency that was reserved by Cabinet in 1999 for a youth radio service for RNZ's youth brand. If that was plausible Concert could be retained on its current FM frequency. However, there are a couple of issues that will need to be worked through.

Minister Faafoi is intending to take an oral item to Cabinet on Monday outlining this possibility  
9(2)(f)(iv)

We had thought RNZ was going to use more platform neutral language regarding Concert's future in the interim but this doesn't appear to have happened given the current coverage it's received.

Feel free to give me a call if you want a bit more of an overview.

Cheers

Olivia

Sent with BlackBerry Work

([www.blackberry.com](http://www.blackberry.com))

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**From:** Angus Hodgson <[Angus.Hodgson@parliament.govt.nz](mailto:Angus.Hodgson@parliament.govt.nz)>

**Date:** Thursday, 06 Feb 2020, 1:47 PM

**To:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>

**Subject:** RNZ proposal

Kia ora Olivia

Did Minister Faafoi get a heads up on the RNZ proposal regarding a youth music strategy and impacts on concert radio?

Hei konā

Angus Hodgson

**Finance and State Owned Enterprises Advisor**

Office of Hon Grant Robertson | Office of Rt Hon Winston Peters

T: b(2)(a)

Sent from mobile

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**From:** Olivia Cross <Olivia.Cross@parliament.govt.nz>  
**Sent:** Friday, 7 February 2020 8:11 AM  
**To:** Peter Ramage; Luke Hiscox  
**Subject:** RE: Sick today.  
**Attachments:** AM2020062 Spectrum Allocation Cabinet Speaking Points (002).docx

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Hi both,

See attached. What came across was absolutely fine and I really appreciate the work that has gone into it on such a quick turnaround. I don't want to be stepping on anyone's toes here, but I just thought since I've been in the office for conversations since Wednesday it would just be easier that I reframe in a way that reflects those conversations. But please do feel free to raise any concerns/ fact check if I haven't got it quite right!

I'll leave it with you guys to work on the other updates Luke and Ruth both mentioned. To make it into the Minister's weekend bag I will need a final version by 2.00pm at the latest - just give me a call if you need to walk it across or get me to come grab it.

Thank you again for all your work on this :)

Ngā mihi  
Olivia

—Original Message—

From: Olivia Cross  
Sent: Friday, 7 February 2020 7:33 AM  
To: 'Ruth Palmer' <[Ruth.Palmer@mch.govt.nz](mailto:Ruth.Palmer@mch.govt.nz)>; Anna Butler <[Anna.Butler@mch.govt.nz](mailto:Anna.Butler@mch.govt.nz)>  
Cc: Shayne Duncan <[Shayne.Duncan@mch.govt.nz](mailto:Shayne.Duncan@mch.govt.nz)>; Katie Anderson <[Katie.Anderson@mch.govt.nz](mailto:Katie.Anderson@mch.govt.nz)>; Peter Ramage <[Peter.Ramage@mch.govt.nz](mailto:Peter.Ramage@mch.govt.nz)>; Luke Hiscox <[Luke.Hiscox@mch.govt.nz](mailto:Luke.Hiscox@mch.govt.nz)>; Louise Lennard <[louise.lennard@mch.govt.nz](mailto:louise.lennard@mch.govt.nz)>  
Subject: RE: Sick today.

Hi all,

Based on conversations over the last couple of days, there are a few changes I think are needed to the briefing in addition to what Ruth has outlined. For the sake of time I will track changes into the briefing and email it through to Peter and Luke in the next hour or so. I don't want to be running any unnecessary interference so please let me know if there are any issues with that approach.

Thanks  
Olivia

—Original Message—

From: Ruth Palmer [<mailto:Ruth.Palmer@mch.govt.nz>]  
Sent: Friday, 7 February 2020 7:21 AM  
To: Anna Butler <[Anna.Butler@mch.govt.nz](mailto:Anna.Butler@mch.govt.nz)>  
Cc: Shayne Duncan <[Shayne.Duncan@mch.govt.nz](mailto:Shayne.Duncan@mch.govt.nz)>; Katie Anderson <[Katie.Anderson@mch.govt.nz](mailto:Katie.Anderson@mch.govt.nz)>; Peter Ramage <[Peter.Ramage@mch.govt.nz](mailto:Peter.Ramage@mch.govt.nz)>; Luke Hiscox <[Luke.Hiscox@mch.govt.nz](mailto:Luke.Hiscox@mch.govt.nz)>; Louise Lennard <[louise.lennard@mch.govt.nz](mailto:louise.lennard@mch.govt.nz)>; Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
Subject: Sick today.

Apologies but still not well and won't be in today.

Most urgent for today is revised speaking notes re RNZ proposed changes and the allocation of the 102 spectrum for an oral item at Cabinet on Monday. Notes were sent to Olivia on Wednesday but need amending post the details of RNZ's announcement. Louise and her team also need to provide advice on whether we think the proposal could be in breach of RNZ's funding agreement. Bernadette will need briefing as, given the headline in the newspaper this morning, the issue may come up at Monday's

agency meeting and she has also been in conversation with RNZ's CE. Legal are also commissioning advice from Crown Law on any legal issues. Peter Ramage and Luke are the go to people in my team.

Regards

Ruth

Sent from my iPhone

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**From:** [Peter Stevens](#)  
**Sent:** Friday, 7 February 2020 3:36 PM  
**To:** [Olivia Cross](#); [James Baigent](#)  
**Subject:** RE: RNZ: policy change on Concert programme

---

**Importance:** High

9(2)(g)(i)

Olivia, the Minister is asking for a few more details to take to Cab on Monday.

1. Can he have costings for how much it costs to run Concert.

9(2)(g)(i)

By Monday should be fine.

Thanks

Sent with BlackBerry Work  
(www.blackberry.com)

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**From:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Date:** Friday, 07 Feb 2020, 3:30 PM  
**To:** Peter Stevens <[Peter.Stevens@parliament.govt.nz](mailto:Peter.Stevens@parliament.govt.nz)>, James Baigent <[James.Baigent@parliament.govt.nz](mailto:James.Baigent@parliament.govt.nz)>  
**Subject:** FW: RNZ: policy change on Concert programme

FYI – if you scroll down, the response RNZ has been providing was included in this email chain.

---

**From:** Matt Greer  
**Sent:** Friday, 7 February 2020 2:49 PM  
**To:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Subject:** FW: RNZ: policy change on Concert programme

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**From:** 9(2)(a) [9(2)(a)]  
**Sent:** Friday, 7 February 2020 2:42 PM  
**To:** RNZ <[RNZ@rnz.co.nz](mailto:RNZ@rnz.co.nz)>  
**Cc:** Hon Kris Faafoi <[kris.faafoi@parliament.govt.nz](mailto:kris.faafoi@parliament.govt.nz)>; Grant Robertson <[grantrobertson@labour.org.nz](mailto:grantrobertson@labour.org.nz)>; Hon Chris Hipkins <[Chris.Hipkins@parliament.govt.nz](mailto:Chris.Hipkins@parliament.govt.nz)>  
**Subject:** RE: RNZ: policy change on Concert programme

Kia ora "RNZ" whoever you may be

The courtesy of the signatory's name would have been appreciated but its absence is totally in line with the graceless way in which this whole matter has been handled with consequences that RNZ will assuredly regret.

And you should note that your response does not appear to be a "somewhat" pro forma reply: it is clearly an actual pro forma one.

The RNZ Board and senior management and consultations advisers may well have carried out a protracted review and consulted staff about to be dismissed. But your interpretation of whatever you found has left you in the position of seriously jeopardising one of the truly iconic New Zealand institutions.

As a professional evaluator with long Public Service experience, as well as extensive media experience, I have a serious interest in the processes of your decisions and those of your Ministers. Therefore I would like to see all documents relating to

- (i) every aspect of the planning, design, selection and choice of both ex ante and ex post evaluation criteria, approval arrangements, conduct (and by whom), report and evaluation and expost review of the results
- (ii) all information relating to the Board's deliberations and recommendations to the Minister(s) responsible
- (iii) your assessment and advice to Minister(s) of the negligible, possible, probable and likely outcomes of your recommendations and the Ministers' decisions, including any political and public relations risks you might have foreseen
- (iv) your analysis of the public response to date (ie today).

As this is a public institution I do not expect to be fobbed off by such provisions as commercial confidentiality. My inquiries are made on my own behalf but your letter today and all responses will be widely conveyed by me to other deeply concerned citizens. This is for many thousands of people a very serious issue.

I don't think you can actually hide behind the signatory "RNZ" because it seems reasonable to assumed to there are actual humans involved in this appalling development .

I look forward to your prompt and comprehensive response to my OIA request.

Nga mihi

9(2)(a)

9(2)(a)

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**From:** RNZ <[RNZ@rnz.co.nz](mailto:RNZ@rnz.co.nz)>  
**Sent:** Friday, 7 February 2020 11:02 AM  
**To:** 9(2)(a) <9(2)(a)>  
**Subject:** RE: RNZ: policy change on Concert programme

Kia ora

Thanks very much for taking the time to email RNZ. We do appreciate the feedback and, while this is a somewhat pro-forma response, we can assure you your comments about the proposed RNZ Music plans have been noted, copied, and forwarded to the appropriate people here at RNZ.

Over the past twelve months RNZ has carried out a full review of its music services.

The purpose of the review was to evaluate current music content, audience needs, work-flows and resourcing and to explore any opportunities for RNZ Music to play a lead role in reaching new, younger, and more diverse audiences.

As a public service broadcaster RNZ has a duty to engage with ALL New Zealanders and RNZ cannot meet its Charter obligations without broadening the diversity of its audiences.

For RNZ to achieve this goal, it will have to attract completely new and different sectors of the New Zealand population.

A new music strategy has been developed to achieve this and it has been approved by the RNZ Board. The strategy includes an initiative to develop an entirely new RNZ Music brand and involves some changes to the existing RNZ Concert network.

RNZ Concert is not closing down, however, it has been reviewed as part of new music strategy. Some changes will be made to the way listeners access RNZ Concert content but please note:

- RNZ Concert continues to be broadcast.
- RNZ Concert will continue to offer New Zealand listeners a 24/7 classical music service.
- RNZ will continue to support New Zealand music organisations and it will continue to record selected live concerts with specialist engineering staff for both RNZ Concert and RNZ National.

- RNZ will maintain proactive engagement with a range of long-established music industry partners and will continue recording live performances.

The plan is for the new service to take over the FM network currently used by Concert but the newly-formatted RNZ Concert will be easy to access across multiple platforms including AM radio and we are open to putting it on other platforms if and when they become available.

RNZ is consulting with staff and no final decisions have been made about the implementation of the strategy.

RNZ is certainly aware of the public feedback relating to the RNZ Music strategy and your comments have been noted.

Thanks again for taking the time to contact RNZ, I hope you find this information useful.

Kind regards

RNZ

---

**From:** 9(2)(a) 9(2)(a)  
**Sent:** Friday, 7 February 2020 8:41 a.m.  
**To:** RNZ <[RNZ@rnz.co.nz](mailto:RNZ@rnz.co.nz)>  
**Subject:** Fwd: RNZ: policy change on Concert programme

Morena

A copy of one of my recent letters of concern to government . Not sure of the proprieties about letters already sent to Ministers, but at least it might add to your own public response. And they better not touch other morning RNZ national programmes !

Arohanui

9(2)(a)

Sent from my iPad

Begin forwarded message:

**From:** 9(2)(a) 9(2)(a) >  
**Date:** 7 February 2020 at 7:20:04 AM NZDT  
**To:** "[kris.faafoi@parliament.govt.nz](mailto:kris.faafoi@parliament.govt.nz)" <[kris.faafoi@parliament.govt.nz](mailto:kris.faafoi@parliament.govt.nz)>  
**Cc:** "[chris.hipkins@parliament.govt.nz](mailto:chris.hipkins@parliament.govt.nz)" <[chris.hipkins@parliament.govt.nz](mailto:chris.hipkins@parliament.govt.nz)>, "[grant.robertson@parliament.govt.nz](mailto:grant.robertson@parliament.govt.nz)" <[grant.robertson@parliament.govt.nz](mailto:grant.robertson@parliament.govt.nz)>  
**Subject:** RNZ: policy change on Concert programme

Tena koe Ministers

I doubt whether you actually realise how much political damage your decision on RNZ's Concert programme has already caused for the NZLP and this government.

For thousands of older people, typically the most dutiful and reliable voters, this radio programme is not just a source of entertainment. It is a lifesaving source of

companionship and an escape from the relentless incursion of trashy American culture and commercially-inspired musical junk. It is a highly successful antidote to the opinionated, Fox-like world of Mike Hoskings and other broadcasters reliant on commercial funding and an 18-34 audience.

This decision should be reviewed, revised, overturned and an apology issued. That will be no harder and possibly more electorally beneficial than other key policy adaptations.

This will hit the traditional RNZ audience every single day, it is not a passing phenomenon or a mere irritation. It is a cultural disaster as close to the bone as other issues that take 18 to 34 year old out on the streets, using social media to undermine confidence in the older decision makers.

You should take things like the front page of today's Dominion Post and earlier correspondence very seriously and revert this bad policy.

Nga mihi

9(2)(a)  
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9(2)(a)

Sent from my iPad

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**From:** [Olivia Cross](#)  
**Sent:** Friday, 7 February 2020 11:17 AM  
**To:** [Media](#)  
**Cc:** [Julia Luty](#)  
**Subject:** RNZ youth music strategy  
**Attachments:** RNZ Music Strategy - lines for Minister Faafoi (002).docx

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Hi Julia,

I think Claire is just about to give you a call. Minister Faafoi would like to send the lines around RNZ youth music strategy to his colleagues but has asked that we add an additional message to emphasise the importance of the independence of RNZ re operational and programming decisions. Could we please add in an additional bullet point to make this very clear?

I've attached the current version as there was a line change from what originally came across so if we could work of this version would be much appreciated ☺

If possible could I have it back in the next 45 mins (I'm sorry!)

Cheers  
Olivia

**Olivia Cross | Private Secretary – Broadcasting**  
Office of Hon Kris Faafoi | Minister of Broadcasting, Communications and Digital Media  
Email: [olivia.cross@parliament.govt.nz](mailto:olivia.cross@parliament.govt.nz) | 9(2)(a)

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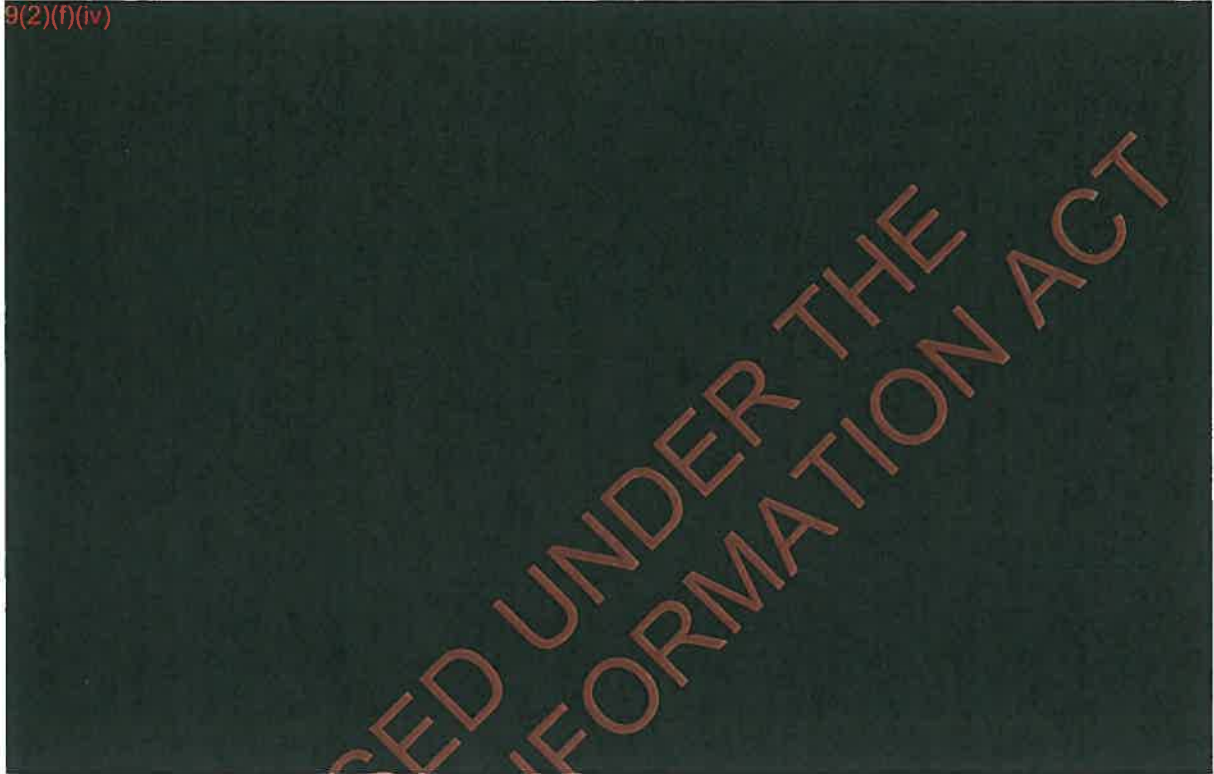


**From:** [Peter Ramage](#)  
**Sent:** Friday, 7 February 2020 4:49 PM  
**To:** [Olivia Cross](#); [Luke Hiscox](#); [Ruth Palmer](#)  
**Cc:** [Louise Lennard](#); [Bernadette Cavanagh](#); [Anna Butler](#)  
**Subject:** RE: Additional information for Cabinet on Monday  
**Attachments:** BR2015 052 RNZ Concert Costs - Seen by Min.pdf

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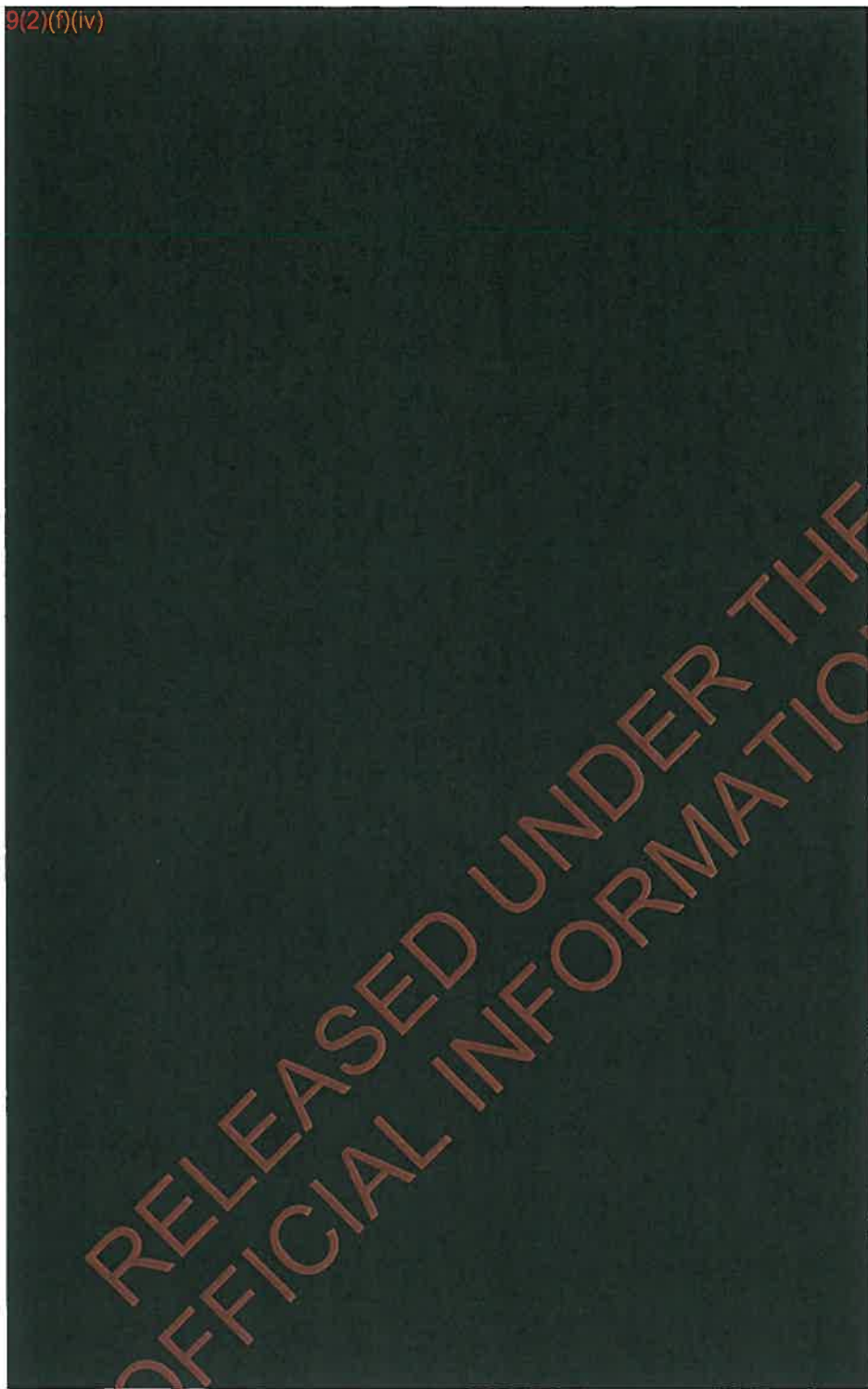
Kia ora,

9(2)(f)(iv)



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9(2)(f)(iv)



Ngā Mihi

Peter Ramage

9(2)(a)

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**From:** Olivia Cross <Olivia.Cross@parliament.govt.nz>

**Sent:** Friday, 7 February 2020 3:46 PM

**To:** Luke Hiscox <Luke.Hiscox@mch.govt.nz>; Peter Ramage <Peter.Ramage@mch.govt.nz>; Ruth Palmer <Ruth.Palmer@mch.govt.nz>

**Cc:** Louise Lennard <louise.lennard@mch.govt.nz>; Bernadette Cavanagh

<Bernadette.Cavanagh@mch.govt.nz>; Anna Butler <Anna.Butler@mch.govt.nz>  
**Subject:** Additional information for Cabinet on Monday

Hi all,

Thank you again for the quick turnaround on the Minister's talking points for Cabinet. The Minister has asked for a few more details in addition to the talking points by 10am Monday.

1. Can he have costings for how much it costs to run Concert.

9(2)(f)(iv)

An email covering off those three points will be sufficient. As always feel free to give me a call.

Ngā mihi  
Olivia

**Olivia Cross | Private Secretary – Broadcasting**  
Office of Hon Kris Faafoi | Minister of Broadcasting, Communications and Digital Media  
Email: [olivia.cross@parliament.govt.nz](mailto:olivia.cross@parliament.govt.nz) | D9(2)(a)

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**From:** [Peter Stevens](#)  
**Sent:** Monday, 10 February 2020 2:44 PM  
**To:** [James Baigent](#); [Olivia Cross](#)  
**Subject:** FW: Dear Andrew ... I listened with interest to PM this morning on Morning Report....

---

**Importance:** High

See the [request from PMO](#).

It would be good to have timeline of when the Minister and RNZ began discussing the possible changes to RNZ Concert.

In addition this is what I have drafted up relating to the last meeting the Minister had about this.

The meeting in which Minister Faafoi expressed concerns about RNZ's move to shift RNZ Concert off its FM frequency was at 5pm, Wednesday 29 August.

RNZ CE Paul Thompson, with RNZ Board member, Peter Parussini attended the meeting along with officials and RNZ Board chair Jim Mather was on the phone.

Paul Thompson advised Minister Faafoi that RNZ would be notifying affected staff next Wednesday (5/2).

He further advised that the plan was to start a new youth channel targeted at 18-34 year olds and to provide Concert online as a streamed service, via Sky & Freeview, and on the AM Parliamentary radio broadcast frequency when Parliament wasn't sitting.

9(2)(g)(i)



Minister Faafoi mentioned Ministry of Culture & Heritage advice that the 102 FM frequency had been discussed as a possible youth channel frequency back in 1999 but the idea never went anywhere.

Minister Faafoi and Paul Thompson discussed what additional operational transmission costs would be involved if 102FM could be made available for RNZ's youth channel.

Paul Thompson estimated it would involve around \$1m in operational costs, but indicated more analysis of the costings would be needed.

Minister Faafoi indicated that he saw value in doing more work on what options might exist to explore ways of keeping Concert broadcasting on FM, while supporting RNZ's aim of broadening audience to the 18-34 year olds demographic.

Paul Thompson confirmed with the Minister that conversations around the proposed changes to RNZ Concert would be at an internal staffing level with those who would be impacted.

Minister Faafoi reiterated concerns and possible push-back over taking RNZ Concert of its FM frequency and indicated he wanted more work on the options to maintain delivery of RNZ Concert on FM.

**Peter Stevens | Press Secretary | Office of Hon Kris Faafoi MP**

Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs,  
Minister of Government Digital Services, Associate Minister of Housing  
Bowen House | Private Bag 18041 | Parliament Buildings | Wellington 6160 | New Zealand

9(2)(a)

*Authorised by Hon Kris Faafoi MP, Parliament Buildings, Wellington 6011*

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**From:** Andrew Campbell

**Sent:** Monday, 10 February 2020 2:09 PM

**To:** Peter Stevens <Peter.Stevens@parliament.govt.nz>; Ellen Read <Ellen.Read@parliament.govt.nz>; Holly Donald <holly.donald@parliament.govt.nz>

**Subject:** FW: Dear Andrew ... I listened with interest to PM this morning on Morning Report...

9(2)(g)(i)

**From:** 9(2)(a) 9(2)(a)

**Sent:** Monday, 10 February 2020 12:51 PM

**To:** Andrew Campbell <Andrew.Campbell@parliament.govt.nz>

**Subject:** Dear Andrew ... I listened with interest to PM this morning on Morning Report...

It has raised questions we would like to put to others our end.

I wonder please if you could tell me definitively when Minister or PM asked RNZ executive for more time before announcing music strategy.... And what exactly was said.

Please could you advise if there are any briefing notes or the like – txts or emails between any of the following: PM, Minister Faafoi, RNZ board or executive – perhaps correspondence from former PM Helen Clark.

I appreciate your effort on this. Thank you

9(2)

9(2)(a)





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**From:** [Julia Luty](#)  
**Sent:** Monday, 10 February 2020 2:04 PM  
**To:** [Olivia Cross](#)  
**Subject:** RE: URGENT - required by 2pm re RNZ Concert

---

Here you go Olivia

Many thanks for that very useful conversation. Please let me know if you need anything else

- Programming and staffing decisions are operational matters made by RNZ at arms-length from Government. Government is not involved in RNZ's day to day decision making and RNZ has full editorial independence from government.
- I understand officials are working with RNZ regarding the platforms and frequencies available for providing any new services.
- Content is funded in accordance RNZ's agreement with NZ On Air.

---

**From:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Sent:** Monday, 10 February 2020 10:37 AM  
**To:** Julia Luty <[julia.luty@mch.govt.nz](mailto:julia.luty@mch.govt.nz)>  
**Subject:** RE: URGENT - required by 2pm re RNZ Concert

Thank you ☺

---

**From:** Julia Luty [<mailto:julia.luty@mch.govt.nz>]  
**Sent:** Monday, 10 February 2020 10:17 AM  
**To:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Subject:** RE: URGENT - required by 2pm re RNZ Concert

Will do Olivia

---

**From:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Sent:** Monday, 10 February 2020 10:10 AM  
**To:** Julia Luty <[julia.luty@mch.govt.nz](mailto:julia.luty@mch.govt.nz)>; Media <[Media@mch.govt.nz](mailto:Media@mch.govt.nz)>; Claire Baillie <[Claire.baillie@mch.govt.nz](mailto:Claire.baillie@mch.govt.nz)>  
**Cc:** Ruth Palmer <[Ruth.Palmer@mch.govt.nz](mailto:Ruth.Palmer@mch.govt.nz)>; Anna Butler <[Anna.Butler@mch.govt.nz](mailto:Anna.Butler@mch.govt.nz)>; Louise Lennard <[louise.lennard@mch.govt.nz](mailto:louise.lennard@mch.govt.nz)>  
**Subject:** RE: URGENT - required by 2pm re RNZ Concert

Thanks very much. In our response could we possible get in touch with SSC and Treasury to cover off expectations of Minister's obligations under the Crown Entities Act as well?

Cheers  
Olivia

---

**From:** Julia Luty [<mailto:julia.luty@mch.govt.nz>]  
**Sent:** Monday, 10 February 2020 10:08 AM  
**To:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>; Media <[Media@mch.govt.nz](mailto:Media@mch.govt.nz)>; Claire Baillie <[Claire.baillie@mch.govt.nz](mailto:Claire.baillie@mch.govt.nz)>  
**Cc:** Ruth Palmer <[Ruth.Palmer@mch.govt.nz](mailto:Ruth.Palmer@mch.govt.nz)>; Anna Butler <[Anna.Butler@mch.govt.nz](mailto:Anna.Butler@mch.govt.nz)>; Louise Lennard <[louise.lennard@mch.govt.nz](mailto:louise.lennard@mch.govt.nz)>  
**Subject:** RE: URGENT - required by 2pm re RNZ Concert

Hi Olivia

We've received your request and will get back to you before the 2pm deadline.

Ngā mihi

Julia

---

**From:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Sent:** Monday, 10 February 2020 10:04 AM  
**To:** Media <[Media@mch.govt.nz](mailto:Media@mch.govt.nz)>; Claire Baillie <[Claire.baillie@mch.govt.nz](mailto:Claire.baillie@mch.govt.nz)>  
**Cc:** Ruth Palmer <[Ruth.Palmer@mch.govt.nz](mailto:Ruth.Palmer@mch.govt.nz)>; Anna Butler <[Anna.Butler@mch.govt.nz](mailto:Anna.Butler@mch.govt.nz)>; Louise Lennard <[louise.lennard@mch.govt.nz](mailto:louise.lennard@mch.govt.nz)>  
**Subject:** FW: URGENT - required by 2pm re RNZ Concert  
**Importance:** High

Hi team,

Could we please prepare a response on the below request as a matter of urgency before 2pm. For my piece of mind do you mind acknowledging receipt so I know it hasn't fallen through the cracks.

Feel free to give me a call ☺

Many thanks  
Olivia

---

**From:** Peter Stevens  
**Sent:** Monday, 10 February 2020 9:56 AM  
**To:** Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Cc:** James Baigent <[James.Baigent@parliament.govt.nz](mailto:James.Baigent@parliament.govt.nz)>  
**Subject:** URGENT - required by 2pm re RNZ Concert  
**Importance:** High

9(2)(g)(i)

**Peter Stevens | Press Secretary | Office of Hon Kris Faafoi MP**

Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs,  
Minister of Government Digital Services, Associate Minister of Housing  
Bowen House | Private Bag 18041 | Parliament Buildings | Wellington 6160 | New Zealand

9(2)(a)

*Authorised by Hon Kris Faafoi MP, Parliament Buildings, Wellington 6011*

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**From:** [Peter Stevens](#)  
**Sent:** Monday, 10 February 2020 9:56 AM  
**To:** [Olivia Cross](#)  
**Cc:** [James Baigent](#)  
**Subject:** URGENT - required by 2pm re RNZ Concert  
**Attachments:** Audrey Young RNZ Concert op-ed.docx

---

**Importance:** High

9(2)(g)(i)

**Peter Stevens | Press Secretary | Office of Hon Kris Faafoi MP**

Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs,  
Minister of Government Digital Services, Associate Minister of Housing  
Bowen House | Private Bag 18041 | Parliament Buildings | Wellington 6160 | New Zealand

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**From:** [Peter Stevens](#)  
**Sent:** Tuesday, 11 February 2020 1:14 PM  
**To:** [Raj Nahna](#); [Andrew Campbell](#)  
**Cc:** Ellen Read; [James Baigent](#); [Olivia Cross](#)  
**Subject:** URGENT FW: RNZ Board Welcomes FM Frequency Opportunity  
**Attachments:** RNZ Board Welcomes FM Frequency Opportunity.pdf

---

**Importance:** High

FYI,

Minister Faafoi has spoken with the Chair of RNZ, Dr Jim Mather, about the contents of the attached release which RNZ is issuing now.

**Peter Stevens | Press Secretary | Office of Hon Kris Faafoi MP**

Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs, Minister of Government Digital Services, Associate Minister of Housing  
Bowen House | Private Bag 18041 | Parliament Buildings | Wellington 6160 | New Zealand

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**From:** John Barr [mailto:[John.Barr@rnz.co.nz](mailto:John.Barr@rnz.co.nz)]  
**Sent:** Tuesday, 11 February 2020 1:05 PM  
**To:** John Barr <[John.Barr@rnz.co.nz](mailto:John.Barr@rnz.co.nz)>  
**Subject:** RNZ Board Welcomes FM Frequency Opportunity

The Board of RNZ today welcomed the Government's decision to look at freeing up an additional FM transmission frequency and to explore funding options for a multi-media music brand.

RNZ Board media statement attached.

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**From:** [Paul Thompson](#)  
**Sent:** Monday, 10 February 2020 12:44 PM  
**To:** [Bernadette Cavanagh](#); [Olivia Cross](#)  
**Cc:** [Peter Ramage](#); [Anna Butler](#); [Ruth Palmer](#)  
**Subject:** RE: FM network costings

---

Thank you, Bernadette

Some slight suggested tweaks below in red.

Regards

Paul

**From:** Bernadette Cavanagh <[Bernadette.Cavanagh@mch.govt.nz](mailto:Bernadette.Cavanagh@mch.govt.nz)>  
**Sent:** Monday, 10 February 2020 12:27 PM  
**To:** Paul Thompson <[Paul.Thompson@rnz.co.nz](mailto:Paul.Thompson@rnz.co.nz)>; Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Cc:** Peter Ramage <[Peter.Ramage@mch.govt.nz](mailto:Peter.Ramage@mch.govt.nz)>; Anna Butler <[Anna.Butler@mch.govt.nz](mailto:Anna.Butler@mch.govt.nz)>; Ruth Palmer <[Ruth.Palmer@mch.govt.nz](mailto:Ruth.Palmer@mch.govt.nz)>  
**Subject:** RE: FM network costings

Kia ora Paul – many thanks for these costings.

Olivia – I've just spoken to Paul to clarify that these costings are on the basis that Concert's **transmission** remains as is ie this is the cost of maintaining Concert's **existing FM network** and adding a new youth station on the 102 network. If some **staffing changes** were made to Concert (**as has been proposed in the staff consultation that RNZ has under way**), there could be savings which could be applied to the **staffing and operational costs of the** new youth station, but until those decisions are made the amounts can't really be quantified. So for the Minister's purposes today, these are the highest costs. We would work with RNZ on refining them, if a decision was made to go down this path.

Paul and I discussed the potential changes to Concert and the implications for RNZ's funding agreement with NZ on Air and the Radiocommunications Act. Paul clarified that RNZ would not take any actions that would see them breach their agreements or be unlawful. That could have an impact on the timeframe for any changes, which RNZ would work through after the consultation process is finished. Paul has requested further legal advice on the Radiocommunications Act 1989. The SPE process would enable any proposed changes (or not) to be worked through with the government as shareholder.

Finally, Paul wanted to make clear that RNZ was listening to the comments being made and the legitimate concerns being expressed, there was a genuine consultation process underway, and RNZ wants to work with the shareholder on a way ahead.

[Paul – feel free to correct me if I have anything wrong.]

Ngā mihi  
B

**From:** Paul Thompson <[Paul.Thompson@rnz.co.nz](mailto:Paul.Thompson@rnz.co.nz)>  
**Sent:** Monday, 10 February 2020 10:45 AM  
**To:** Bernadette Cavanagh <[Bernadette.Cavanagh@mch.govt.nz](mailto:Bernadette.Cavanagh@mch.govt.nz)>; Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>  
**Subject:** FM network costings

Kia ora Bernadette and Olivia

As requested, here are our estimates of the costs of establishing a new FM network. These are estimates only and we will need to do further work to confirm.

9(2)(f)(iv)



Please let me know if you have questions.

Cheers

Paul

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**From:** [Bernadette Cavanagh](#)  
**Sent:** Wednesday, 12 February 2020 4:56 PM  
**To:** [Rosalie Cus](#); [Peter Ramage](#); [Ruth Palmer](#); [Anna Butler](#); [Louise Lennard](#); [Martin Durrant](#); [E-Lyn Tan](#); [Keegan Platten](#); [Aaron Lloyd](#); [Christine Seymour](#); [Julia Luty](#); [Olivia Cross](#); [Claire Baillie](#); [Luke Hiscox](#)  
**Subject:** FW: update from RNZ on Music Strategy

---

FYI

**From:** Paul Thompson <Paul.Thompson@rnz.co.nz>  
**Sent:** Wednesday, 12 February 2020 4:52 PM  
**To:** Bernadette Cavanagh <Bernadette.Cavanagh@mch.govt.nz>  
**Subject:** FW: update - Music Strategy

fyi

**From:** Paul Thompson  
**Sent:** Wednesday, 12 February 2020 4:07 PM  
**To:** All Staff [\(2\)\(k\)](#)  
**Subject:** update - Music Strategy

Kia ora koutou

Today I met with RNZ Music and RNZ Concert staff to withdraw the restructuring proposal we initiated last week.

Things have changed since we announced the proposal with the Government now indicating it will support the new music service for young New Zealanders.

That is good news and provides an opportunity to re-set our thinking.

Over the next month we will develop a new strategy for RNZ Concert aimed at improving its audience performance. Staff will have input into that plan.

Meanwhile, RNZ will also work with the Government on the proposal for the new service for young people.

Cheers

Paul

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Not relevant to request

**From:** Peter Stevens <Peter.Stevens@parliament.govt.nz>  
**Sent:** Friday, 31 January 2020 1:58 PM  
**To:** Ellen Read  
**Cc:** Raj Nahna; Andrew Campbell  
**Subject:** CONFIDENTIAL heads up re RNZ Concert  
**Attachments:** RNZ Concert Youth Music MCH briefing 31012020135615-0001.pdf; RNZ Youth Strategy - lines for Minister Faafoi.DOCX; NZ Herald RNZ shakeup commentary.docx

Attached is material relating to RNZ letting us know that probably around the next week they are likely to let affected staff know about plans over the coming months to shift RNZ Concert to an online platform and switch RNZ Concert's FM frequency to a new youth-focussed music channel.

You may have seen some rumours and complaints surfacing in letters to the editor etc recently.

Chances are that once affected staff know, word will get out and there will be complaints from loyal Concert listeners (which number about 170,000 a/c latest audience research).

Attached is the briefing that went to Minister Faafoi about this for his meeting with RNZ management earlier this week, plus further emailed MCH advice, plus suggested reactive lines if needed, plus an NZ Herald published a couple of weeks ago on the subject.

**Peter Stevens | Press Secretary | Office of Hon Kris Faafoi MP**

Minister of Broadcasting, Communications and Digital Media; Minister of Commerce and Consumer Affairs,  
Minister of Government Digital Services, Associate Minister of Housing  
Bowen House | Private Bag 18041 | Parliament Buildings | Wellington 6160 | New Zealand

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Not relevant to request

**From:** Andrew Campbell <Andrew.Campbell@parliament.govt.nz>  
**Sent:** Monday, 10 February 2020 2:09 PM  
**To:** Peter Stevens; Ellen Read; Holly Donald  
**Subject:** FW: Dear Andrew ... I listened with interest to PM this morning on Morning Report...

9(2)(g)(i)

**From:** 9(2)(a) [redacted]@rnz.co.nz]  
**Sent:** Monday, 10 February 2020 12:51 PM  
**To:** Andrew Campbell <Andrew.Campbell@parliament.govt.nz>  
**Subject:** Dear Andrew ... I listened with interest to PM this morning on Morning Report....

It has raised questions we would like to put to others our end.

I wonder please if you could tell me definitively when Minister or PM asked RNZ executive for more time before announcing music strategy.... And what exactly was said.

Please could you advise if there are any briefing notes or the like – txts or emails between any of the following: PM, Minister Faafoi, RNZ board or executive – perhaps correspondence from former PM Helen Clark.

I appreciate your effort on this. Thank you

9(2)(a)



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Not relevant to request

**From:** James Baigent <James.Baigent@parliament.govt.nz>  
**Sent:** Friday, 7 February 2020 1:11 PM  
**To:** Ellen Read  
**Subject:** FW: Govt Lines Concert FM RNZ Youth Music Strategy

For context:

**From:** Ruth Dyson  
**Sent:** Friday, 7 February 2020 1:08 PM  
**To:** James Baigent <James.Baigent@parliament.govt.nz>  
**Subject:** RE: Govt Lines Concert FM RNZ Youth Music Strategy

Hi James. [REDACTED] 9(2)(g)(i)  
[REDACTED] 9(2)(g)(i)

Thanks for the lines. Very helpful.

Ruth

[REDACTED] 9(2)(g)(i)

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Not relevant to request

**From:** James Baigent <James.Baigent@parliament.govt.nz>  
**Sent:** Friday, 14 February 2020 12:54 PM  
**To:** #ALLMinisterialAdvisors  
**Cc:** Matt Greer; Olivia Cross  
**Subject:** OIA re RNZ Concert Correspondence  
**Attachments:** Govt Lines Concert FM RNZ Youth Music Strategy

Good afternoon,

**Re: Melissa Lee OIA re RNZ Concert Correspondence**

9(2)(g)(i) the Office of Melissa Lee will have requested under the OIA all the official correspondence your Minister of Office received relating to RNZ's proposed and now withdrawn changes to Radio NZ Concert.

9(2)(g)(i)

And if WPQ's are coming through could you please let me know and will try and coordinate a standard wording / or if possible just transfer to us.

Many thanks,  
James

**James Baigent** | Ministerial Advisor | Office of Hon Kris Faafoi MP

Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs,  
Minister of Government Digital Services, Associate Minister of Housing  
Bowen House | Private Bag 18041 | Parliament Buildings | Wellington 6160 | New Zealand

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Not relevant to request

**From:** Peter Stevens <Peter.Stevens@parliament.govt.nz>  
**Sent:** Wednesday, 5 February 2020 2:13 PM  
**To:** Andrew Campbell; Raj Nahna; Alex Tarrant; Chris Bramwell  
**Cc:** Ellen Read; James Baigent  
**Subject:** RE: Confidential RNZ Music  
**Attachments:** UPDATED - RNZ Music Strategy - response lines.docx; RNZ Music Strategy Communications FAQ A (002).docx

Please find amended response lines attached, with more positive framing included. if approached for comment on the RNZ Music strategy which has been outlined to RNZ staff today:

<https://www.stuff.co.nz/business/119290108/rnz-consults-on-redundancies-as-some-staff-lament-tilt-towards-spotify>

**Peter Stevens | Press Secretary | Office of Hon Kris Faafoi MP**

Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs,  
Minister of Government Digital Services, Associate Minister of Housing  
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**From:** Andrew Campbell  
**Sent:** Wednesday, 5 February 2020 9:04 AM  
**To:** Peter Stevens <Peter.Stevens@parliament.govt.nz>; Raj Nahna <Rajesh.Nahna@parliament.govt.nz>; Alex Tarrant <Alex.Tarrant@parliament.govt.nz>; Chris Bramwell <Chris.Bramwell@parliament.govt.nz>  
**Cc:** Ellen Read <Ellen.Read@parliament.govt.nz>  
**Subject:** RE: Confidential RNZ Music

Hi

9(2)(g)(i)

Andrew

Andrew Campbell

9(2)(a)

Sent from my iPhone

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**From:** Peter Stevens <Peter.Stevens@parliament.govt.nz>  
**Date:** Wednesday, 05 Feb 2020, 8:57 AM  
**To:** Andrew Campbell <Andrew.Campbell@parliament.govt.nz>, Raj Nahna <Rajesh.Nahna@parliament.govt.nz>, Alex Tarrant <Alex.Tarrant@parliament.govt.nz>, Chris Bramwell <Chris.Bramwell@parliament.govt.nz>



Cc: Ellen Read <[Ellen.Read@parliament.govt.nz](mailto:Ellen.Read@parliament.govt.nz)>

Subject: FW: Confidential RNZ Music

FYI,

RNZ is notifying staff of its planned changes to music strategy at 10am this morning.

Attached is the comm's related to that announcement.

Also attached are response lines provided for Minister Faafoi.

In summary, RNZ plans to use the Concert FM frequency for a new Youth-focused music channel based in Auckland.

It will mean a net loss of FTE jobs of 1.8 but significant job losses in Wellington.

**Peter Stevens | Press Secretary | Office of Hon Kris Faafoi MP**

Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs,

Minister of Government Digital Services, Associate Minister of Housing

Bowen House | Private Bag 18041 | Parliament Buildings | Wellington 6160 | New Zealand

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From: John Barr [<mailto:John.Barr@rnz.co.nz>]

Sent: Wednesday, 5 February 2020 8:52 AM

To: Peter Stevens <[Peter.Stevens@parliament.govt.nz](mailto:Peter.Stevens@parliament.govt.nz)>; Olivia Cross <[Olivia.Cross@parliament.govt.nz](mailto:Olivia.Cross@parliament.govt.nz)>

Subject: Confidential RNZ Music

Peter / Olivia

A heads up to let you know that at 10am today RNZ will begin consulting with staff on the implementation of RNZ's new Music Strategy.

The Stakeholder Update below provides the background.

The new strategy will include a change for the Parliamentary Network. Under the new plan, from around the middle of the year RNZ Concert will be broadcast on the Network when Parliament is not sitting.

I've attached a FAQ&A sheet which should cover most questions.

The following information will be sent to all key stakeholders and organisational partners by Paul Thompson this morning.

Give me a call anytime if you have questions.

John

### Stakeholder Update

Over the past twelve months RNZ has carried out a review of our music services, exploring opportunities for music to engage with younger and more diverse audiences in line with RNZ's Charter obligations.

Today RNZ began implementing the new music strategy that will expand our range of services to New Zealanders.

The objective of the strategy is to diversify and grow audiences by developing an innovative new music brand aimed at young people. The new commercial-free brand will showcase New Zealand artists and their music in line with our Charter.

The new multimedia brand will be based in Auckland. It will be launched in the second half of 2020 and will be available online, on-demand, on streaming platforms and will be broadcast on FM nationwide.

As part of the strategy, the RNZ Concert service will continue and will undergo some changes in the next few months. It will be focused on playing classical music 24/7. RNZ will continue recording and broadcasting concerts alongside orchestras and other established music industry partners.

From the middle of 2020 RNZ Concert will no longer be available on FM but it will still be widely and easily available through online streaming and on-demand services.

RNZ Concert listeners will continue to access the content on Freeview channel 51 and Sky Digital channel 422, reaching 86% of homes in New Zealand. It will be available on mobile devices through the RNZ app and our streaming partners like iHeart Radio, and Spotify, and through any other internet connected device.

RNZ Concert will also now be broadcast nationwide on AM radio on the Parliamentary Network when Parliament is not sitting, making it accessible to more than 3.5 million people or 83% of the New Zealand population.

RNZ has begun consulting staff affected by this plan.

We will be able to provide an update and more detailed information on the new strategy in April once staff consultation is completed and the implementation plan for the strategy is confirmed.

Please email me or call me on 0(2)1(2) if you have questions.

Ngā mihi nui

Paul Thompson

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Not relevant to request

**From:** Peter Stevens <Peter.Stevens@parliament.govt.nz>  
**Sent:** Tuesday, 11 February 2020 1:14 PM  
**To:** Raj Nahna; Andrew Campbell  
**Cc:** Ellen Read; James Baigent; Olivia Cross  
**Subject:** URGENT FW: RNZ Board Welcomes FM Frequency Opportunity  
**Attachments:** RNZ Board Welcomes FM Frequency Opportunity.pdf

**Importance:** High

The media release attached to this email is publicly available here: <https://www.rnz.co.nz/media/148>

FYI,

Minister Faafoi has spoken with the Chair of RNZ, Dr Jim Mather, about the contents of the attached release which RNZ is issuing now.

**Peter Stevens | Press Secretary | Office of Hon Kris Faafoi MP**

Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs,  
Minister of Government Digital Services, Associate Minister of Housing  
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**From:** John Barr [mailto:John.Barr@rnz.co.nz]  
**Sent:** Tuesday, 11 February 2020 1:05 PM  
**To:** John Barr <John.Barr@rnz.co.nz>  
**Subject:** RNZ Board Welcomes FM Frequency Opportunity

The Board of RNZ today welcomed the Government's decision to look at freeing up an additional FM transmission frequency and to explore funding options for a multi-media music brand.

RNZ Board media statement attached.

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Not relevant to request

**From:** Ellen Read <Ellen.Read@parliament.govt.nz>  
**Sent:** Monday, 10 February 2020 3:15 PM  
**To:** Peter Stevens; Andrew Campbell  
**Cc:** Raj Nahna; Chris Bramwell; Holly Donald; James Baigent  
**Subject:** RE: RNZ Concert/Youth strategy

Thanks Peter.

**Ellen Read** | Deputy Chief Press Secretary  
Office of the Prime Minister

9(2)(a) | Email [ellen.read@parliament.govt.nz](mailto:ellen.read@parliament.govt.nz)

[SEEMAIL]

**From:** Peter Stevens  
**Sent:** Monday, 10 February 2020 3:14 PM  
**To:** Andrew Campbell  
**Cc:** Raj Nahna ; Ellen Read ; Chris Bramwell ; Holly Donald ; James Baigent  
**Subject:** RNZ Concert/Youth strategy  
**Importance:** High

Here are the lines I have been given from the results of today's Cabinet discussions on RNZ music strategy:

Decided at Cabinet 10 Feb 2020:

Work will get underway on freeing up the 102FM frequency for RNZ's youth strategy so RNZ Concert can remain on its FM frequency.

Cabinet today decided to look at what would be involved in doing that.

What happens now is a Cabinet paper will be prepared which lays out what would be involved in freeing up that 102FM spectrum. That spectrum has been shelved for last 20 years for the purpose of providing youth targeted programming.

Issues of what funding would be required to make this happen will now be worked through.

9(2)(g)(i)

So far, I've ascertained it looks to have first come up in broad terms in October that RNZ was looking at shifting RNZ Concert of its FM frequency.

Minister Faafoi's clear expression of concern about the plan and possible backlash, together with discussion about working on the other option of finding a way to use the 102FM frequency took place at a meeting with RNZ management rep's, including Paul Thompson, two weeks ago on 29 January.

**[NOT NECESSARILY FOR PUBLIC DISCLOSURE]**

The content of that meeting was:

The meeting in which Minister Faafoi expressed concerns about RNZ's move to shift RNZ Concert off its FM frequency was at 5pm, Wednesday 29 August.

RNZ CE Paul Thompson, with RNZ Board member, Peter Parussini attended the meeting, along with officials from Ministry of Culture & Heritage and Treasury. RNZ Board chair Jim Mather was on the phone.

Paul Thompson advised Minister Faafoi that RNZ would be notifying affected staff next Wednesday (5/2) about the plan to start a new youth channel targeted at 18-34 year olds on RNZ Concert's FM frequency and to provide Concert online as a streamed service, via Sky & Freeview, and on the AM Parliamentary radio broadcast frequency when Parliament wasn't sitting.

There were discussions about Ministry of Culture & Heritage advice concerning the possibility of using the dormant/unused 102 FM frequency for the youth channel, as had been discussed back in 1999, but the idea never went anywhere at that time.

Minister Faafoi and Paul Thompson discussed what additional operational transmission costs would be involved if 102FM could be made available for RNZ's youth channel.

Paul Thompson estimated it would involve around \$1m in operational costs, but indicated more analysis of the costings would be needed.

Minister Faafoi indicated that he saw value in doing more work on what options might exist to explore ways of keeping Concert broadcasting on FM, while supporting RNZ's aim of broadening audience to the 18-34 year olds demographic.

Paul Thompson confirmed with the Minister that conversations around the proposed changes to RNZ Concert would be at an internal staffing level with those who would be impacted.

Minister Faafoi reiterated concerns and possible push-back over taking RNZ Concert of its FM frequency and indicated he wanted more time to work on the options to maintain delivery of RNZ Concert on FM.

**Peter Stevens | Press Secretary | Office of Hon Kris Faafoi MP**

Minister of Broadcasting, Communications and Digital Media, Minister of Commerce and Consumer Affairs,  
Minister of Government Digital Services, Associate Minister of Housing  
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