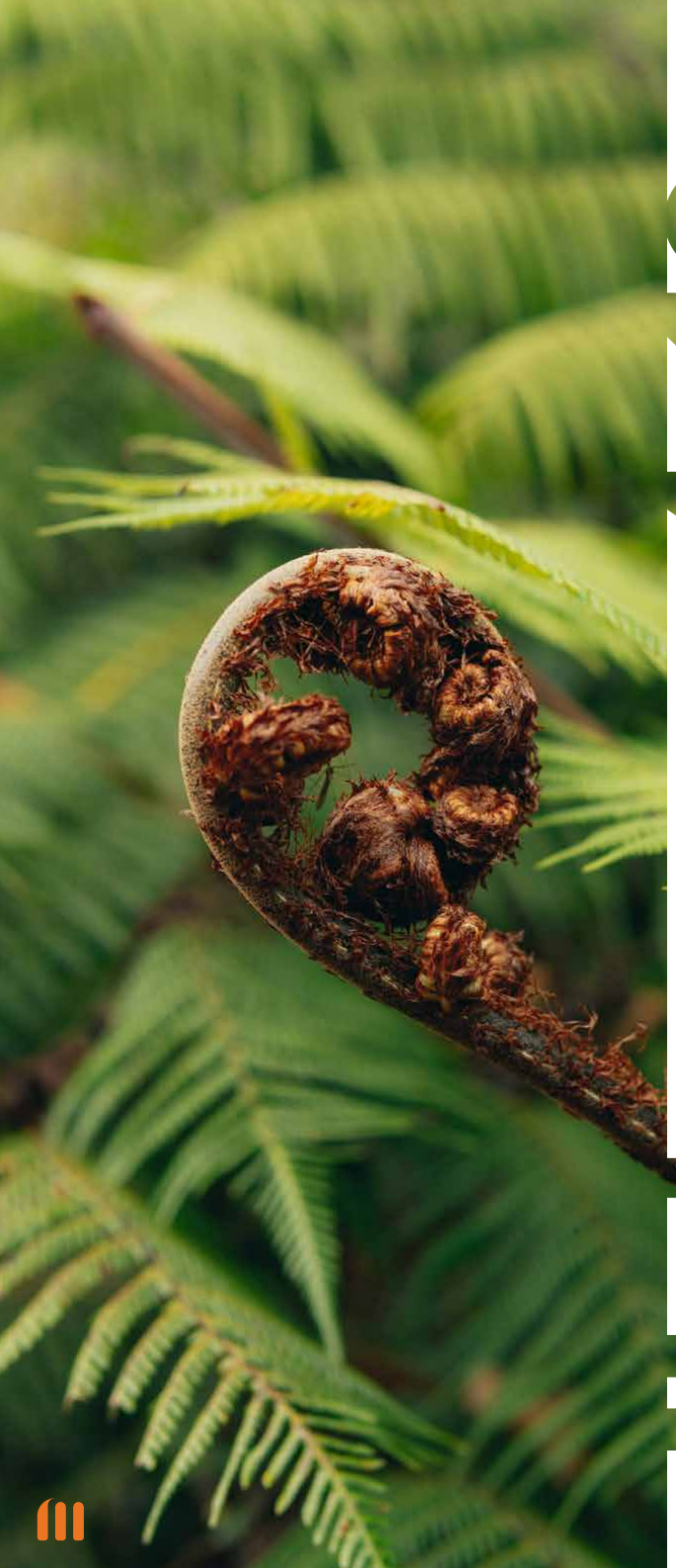
ANNUAL REPORT 2025–26

rhema media

Christian Media for New Zealand



Hebrews 4:12

For the word of God is alive and active. Sharper than any double-edged sword, it penetrates even to dividing soul and spirit, joints and marrow; it judges the thoughts and attitudes of the heart.

Hebrews 4:12

Ora tonu hoki te kupu a te Atua, mana tonu, koi rawa atu i tētahi hoari matarua, ngoto tonu, ā, wehea noatia te ngākau me te wairua, ngā ponapona me te hinu wheua, e wawae ana anō i ngā whakaaro, i ngā hihiritanga o te ngākau.

Ngā Hiperu 4:12

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Christian media for New Zealand

Our purpose is to draw New Zealanders into an increasingly meaningful, personal relationship with Jesus Christ. Through a focus on the three pillars of Content, Reach and Impact.

Our Content will be engaging, relevant and real. We will strive to produce content to such a high standard that it will move hearts, minds and souls.

Our Reach will encompass a large and diverse audience, across current and emerging platforms and formsof media.

Our Impact will be evident in the lives of those who engage with our content.

We believe that through what we create and broadcast we will be an undeniable force in the media landscape of New Zealand, felt in the Community, Church and Culture.

Te Papaho Karaitiana mo Aotearoa

He karanga ki ngā Iwi katoa o Aotearoa kia nui ake te whai tikanga, me te piringa o te tangata kia Ihu Karaiti.

Mai I ngā Pou Tokomanawa e toru : Rauemi, Tūpono me te Tukinga.

O mātou Rauemi, e takatū ana, e hāngai ana e pūmau ana. E whakapau kaha ana mātou ki te mahi rauemi ki eke ki ngā taumata hei whakakori I te ngākau, te hinengaro me te wairua.

To mātou Tūpono: He kupenga e hao ana I te rahi me te rerekētanga o te whakaminenga, ki runga I ngā ātāmira o ngā mahi pāpāho.

To matou Tukinga: Ka puta ake nga hua I roto I a rātou e hāngai ana ki o mātou rauemi.

E whakapono ana mātou mai I ngā mea e hangā nei e mātou e pānuitia ana I runga I te reo irirangi, ka tū rangatira mātou ki waenganui I ngā Hāpori, ngā Haahi me nga Tikanga ā Iwi.

OUR EQUATION OF PURPOSE
Ko tenei to mātou whakaritenga kaupapa

Content Rauemi + **Reach** Tūpono = **Impact** Tukinga

Welcome to your annual report

Nau mai, ki tō Pūrongo ā Tau 2025/2026

As you read, may you be inspired and encouraged by what God has done through your Christian media ministry that you are a vital part of.

Over the past year, Rhema Media's purpose has remained steadfast: to draw New Zealanders into an increasingly meaningful, personal relationship with Jesus Christ, through media, 24/7. It is to meet people wherever they're at on their journey with Jesus, and to support, encourage, challenge and reassure them as they journey.

The stories you'll read from listeners, viewers and readers over this last year testify to this purpose being realised. God uses the content on Rhema, Life FM, Sanctuary, Shine, *The Word For Today* and *Word For You Today* to reach people with the grace, faith, joy, hope and love found in a relationship with Jesus Christ. Through either quiet moments or dramatic revelation, people are encouraged and impacted.

This annual report features just some of these stories. You'll also read how your Christian media's digital and online reach has expanded, how regional coverage has been strengthened and how investment into new content speaks to the realities of faith in today's culture.

What you read is only possible through your prayers, financial generosity and advocacy. Thank you.

Welcome

Chief Executive's Message

Te Mihi a Te Pou Whakarae

> *'Moments of Impact' – a simple but meaningful way of listening to the difference your Christian media ministry's content makes in lives.*

Dear friends and partners
Ngā mihi nui ki a koutou

Everything that God does through your Christian media ministry only happens because of you.

This truth has been more evident than ever this past financial year. Twelve months ago, your Christian media ministry was navigating real financial pressure, ageing systems and a season of hard decisions. Your Christian media ministry has come through that stronger, thanks entirely to the generosity of you our supporters, the diligence of the team and God's favour and provision. The full detail of that turnaround is in this report, but I wanted you to hear it from me first: it is your faithfulness that carried your Christian media ministry.

It has been a year of milestones: Sanctuary, your worship station, celebrated its first anniversary and continues to grow in church life across the nation; Life FM had its biggest-ever support drive; Shine TV received national recognition for its storytelling; and the new Rhema website went live, with an improved experience for every visitor.

But what I'm most proud of this year isn't any of these on its own. It's what they enabled: 60,000 meals worth of hope for children through Orphans Aid International's fundraising day; a family who received a Christmas hamper and kind voice when things were hardest, through the Christmas Box partnership; a listener who heard a message in a song at exactly the moment they needed it; people who, through Rhema, Life FM, Sanctuary, Shine TV, *The Word For Today* or *Word For You Today*, took one more step closer to Jesus.

This is why we're building something called 'Moments of Impact' – a simple but meaningful way of listening to the difference your Christian media ministry's content makes in lives and honouring the stories people share with us.

You'll read more about it throughout this report, but I want to mention it because I believe deeply that behind every gift given faithfully, there is a name, and behind every name there is a story worth telling.

To everyone who gave financially this year - whether a regular gift, appeal response, one-off donation, gift in your will or simply putting something in the plate when Rhema Media came to mind - thank you. In a year when household budgets were under real strain, your generosity did not waver, and that humbles me greatly. You didn't just fund a Christian media ministry: you made it possible for a lonely teenager to hear they're loved, for a grieving family to hear there's hope, and for a curious seeker to hear the Gospel for the first time.

To our staff, who kept content on air, cameras rolling, finances balanced and websites running through a year of major change; to our Board, for your wisdom, prayer and steady governance; and to our commercial partners, who chose to invest in values-led media – thank you also. You have all played your part in a year of real progress.

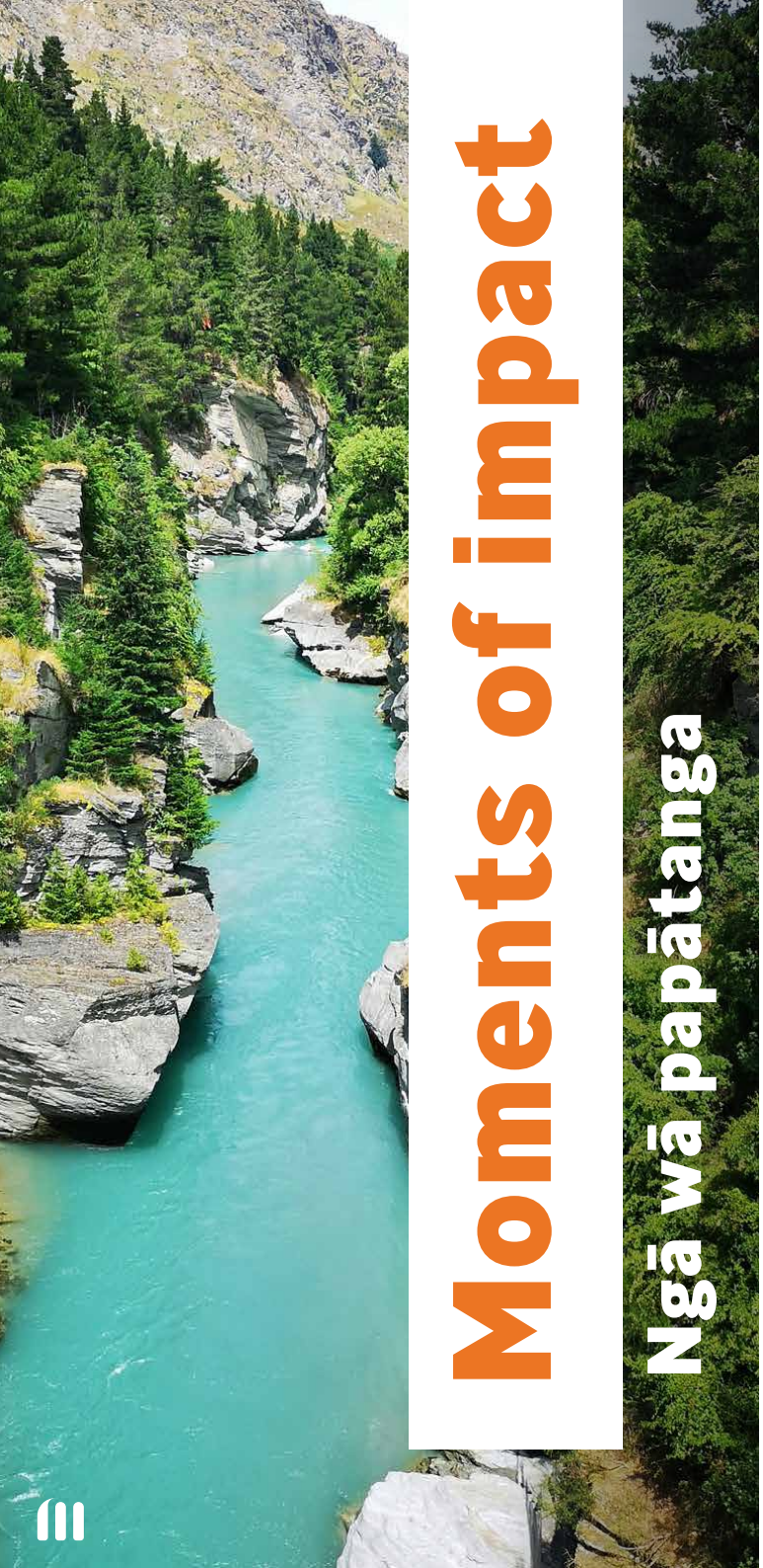
Looking to the year ahead, our purpose remains unchanged: to draw New Zealanders into an increasingly meaningful, personal relationship with Jesus Christ, through media. We do this together, and we do it because you make it possible.

Thank you for walking this road together.

Ngā manaakitanga,

Luke Weston

Luke Weston
Chief Executive
Rhema Media



Moments of impact

Ngā wā papātanga

Just a few of the many moments of impact you will read about in this report:

- Prisoners asked, *'Has The Word For Today arrived?'* and *'Can I have one for my cell mate?'*
- Over 6,000 copies of *The Word For Today* and *Word For You Today* were sent to prisons.
- Debby Gass said, 'Over the last thirty years, many readers have written about how they've been impacted by *The Word For Today* – how reading and understanding God's word changed their lives. Only God can do that…'
- A listener said, 'Life has been hard for the past couple of years. Life FM has been a lifeline for me.'
- Rhema, Life FM and Sanctuary listeners sponsored 75 children during the Compassion Day fundraising day.
- Listeners helped 94 families be released from money chaos through Christians Against Poverty's work.
- Over 60,000 meals were sponsored during Orphans Aid International's 'Feeding 5,000 Day'.
- 'The digital space is opening new doors, placing worship, encouragement and God's word within reach at any moment of the day.'
- A listener said, 'Now when I listen to Rhema, I hear testimony, I hear hope.'
- A listener said, 'Sanctuary is a positive voice in this increasingly depressing and negative environment.'

Moments of impact

Ngā wā papātanga

A prison chaplain's story

'The prison receptionist emailed me the other day stating that there are "two good sizes boxes for the chaplains". She is just as keen as us for the men to have *The Word For Today* and *Word For You Today,* as she is passionate to see lives change. Many of the staff at the prison have this same emphasis about their work here, which in turn makes the atmosphere conducive to change. The staff are enthusiastic about Sunday services, Bible studies and, of course, these two devotional booklets being distributed.

We haven't given the devotionals out yet but I'm expecting in a couple of days to hear the men request, "Has *The Word For Today* arrived?" or "When are they coming out?" or "Can I have one for my cell mate?"

It is so reassuring that you folk at Rhema Media keep on supporting us chaplains and volunteers as you do.'

> *Has The Word For Today arrived? Can I have one for my cell mate?*

One message, shared in many ways

Kotahi te kupu panui, he maha ngā ritenga pānga

Rhema Media's purpose is 'to draw New Zealanders into an increasingly meaningful, personal relationship with Jesus Christ' through media. This is done through broadcasting the message of the Gospel – the good news of the salvation, love and hope there is through faith in Jesus Christ.

Over the past year, the impact of this purpose has been evident in the testimonies received about God bringing people into relationship with him, providing help navigating life, giving hope and spurring them on in their faith. This is all thanks to the support of the many who stand with your Christian media ministry in Aotearoa, New Zealand.

This good news message is sent out 24/7 through radio, television and print channels, and is accessible digitally, with apps and online platforms. People connect with what's happening online, and through social media. And if they've missed a programme or interview or devotional, they can 'catch up' at a later stage.

Regular letters, newsletters and emails tell of what's happening at the ministry and share how God is moving through the broadcasts.

Prayer Warriors provide a foundation for this message to be shared, and Church Reps keep their fellowships up to date with what is on. Volunteers with a heart for this ministry faithfully serve in giving this life-saving Gospel message momentum.

Thousands of supporters provide momentum. Rhema Media staff daily use their skills and talents to reach out to the nation with Jesus. And a strong Board makes sure this message is stewarded well.

It is one message, the most important message, sent out through multiple channels. Thank you for your part in sharing it.

New leadership appointments

Nga manukura ka tohua

Ilse Gerber
Head of People & Culture

Ilse Gerber joined Rhema Media in May 2025, bringing more than a decade of human resources leadership experience. Driven by her love for Jesus, she is passionate about supporting people, strengthening organisational culture and ensuring good stewardship of the ministry's people resources.

As Head of People & Culture, Ilse provides strategic leadership across people, culture, health and safety, employment relations, governance and organisational development.

She considers it a privilege to serve the Rhema Media team and is committed to creating an environment where people can thrive while advancing the ministry's mission.

Esther Vernon
Head of Finance

Esther Vernon joined Rhema Media in June 2025 as Head of Finance, overseeing the financial operations of the ministry.

She began her professional career as an auditor with Ernst & Young in Chicago. After relocating to New Zealand, Esther has worked in corporate finance at Deloitte and held a financial leadership role at Ray White Real Estate.

Esther's depth of experience and financial expertise are instrumental in guiding our financial strategy into the future.

Diane Campbell
Content Director, Rhema and Sanctuary

In 2025 Diane Campbell stepped away from full time announcing to focus on serving the Rhema and Sanctuary radio teams as their Content Director.

Diane joined Rhema Media in 2006 as an announcer for Life FM. In 2009 she joined Rhema, in producing and co-hosting roles. She's tried her hand at podcasting and enjoys voice work. She loves collaborating with other Christian organisations to get great Christian content on Rhema Media's airwaves.

She's excited about this role, finding new ways to draw New Zealanders into an increasingly meaningful relationship with Jesus, through radio.

Bjorn Brickell
Content Director, Life FM

Bjorn Brickell took on the role of Life FM Content Director in early 2026. He has been at the forefront of Life FM for fifteen years, co-hosting The Morning Wake Up show, bringing laughter and encouragement to listeners across New Zealand.

Bjorn brings a deep understanding of the Life FM audience and what it takes to engage with a diverse group of listeners on a daily basis, along with a passion for connection and heart for Jesus.

Bjorn loves the challenge of leading the Life FM team, mentoring the next generation of Christian communicators.

Jade Jackson
Content Director, Shine TV

Jade Jackson joined Shine TV in the week before the Shine appeal in August 2025.

Before joining Shine TV, she produced and directed films and ran a boutique film production company operating in Sydney, Australia and New Zealand, focussing on telling real stories highlighting raw human experiences.

Her hope is to strengthen Shine's role as a platform and produce content that informs, inspires and moves people toward community and deeper relationship with Christ. Being part of a media organisation grounded in Christian faith and values gives her confidence that her work has eternal significance.

Generational Impact Fund

Te Pūtea Tupuranga Papātanga

This year marked a landmark moment in Rhema Media's history: the launch of the Rhema Media Endowment Fund, with the goal to establish a $20 million Generational Impact Fund to secure the future of Christian media in New Zealand for decades to come.

Approaching the 50th anniversary of Radio Rhema's founding – first broadcast on 11 November 1978 as the first permanent Christian radio station in the British Commonwealth – it was recognised that your Christian media ministry's next chapter needed to rest on a foundation as strong as the one its founders laid. The Fund is the response: a long-term capital base designed to give Rhema Media stability and reach that outlasts any single generation of supporters, staff or leadership.

Purpose of the Fund

The Endowment Fund ensures that the message of hope and faith that Rhema Media has carried across the nation for nearly five decades continues uninterrupted for generations to come. It provides dedicated, sustainable support across four priority areas:

Sustained Gospel Reach – underwriting the three nationwide 24-hour radio networks (Rhema, Life FM and Sanctuary), Shine TV and the devotional publications, which together reach hundreds of thousands of New Zealanders each week.

Content Creation – funding ongoing development of engaging, uniquely New Zealand Christian content that speaks to Aotearoa, New Zealand from a biblical perspective.

Technological Advancement – keeping Rhema Media at the forefront of an evolving media landscape, including streaming and video-on-demand capability.

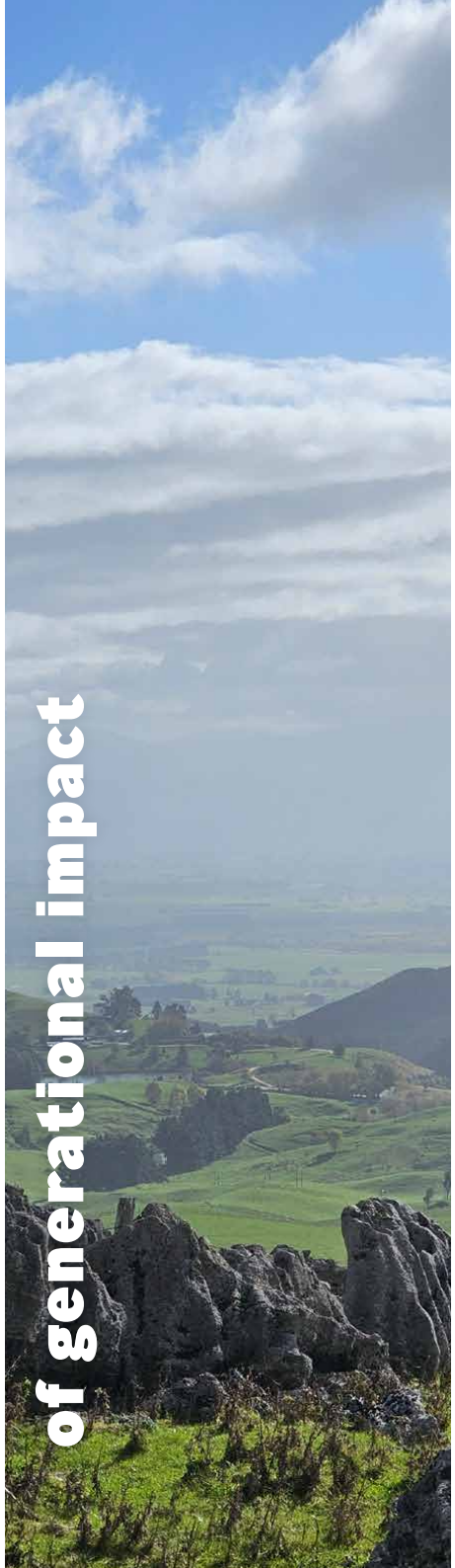
Partnerships – deepening relationships with churches and Christian organisations across the country.

Stewardship and Management

The Fund is managed by JBWere, a leader in responsible and ethical investing with more than $45 billion in funds under management. Their approach integrates Environmental, Social and Governance principles, ensuring the capital entrusted is invested consistently with the ministry's values while pursuing strong, long-term returns. The investment horizon is deliberately long-term and multi-generational, reflecting the Fund's core purpose: not simply meeting today's needs, but securing Christian media's future for our children's children.

We are inviting a new generation of supporters and investors to partner in this Kingdom-focused opportunity, and we are deeply grateful to those who have already stepped forward to help lay this foundation.

Peter's story



Peter's story

Rhema Media thanks and acknowledges Peter Munn for his significant contribution to your Christian media ministry's impact in the Wairarapa.

Peter, a Masterton businessman, made it possible for your Christian media ministry's radio stations to broadcast across the region for thirty years. Initially from a temporary site at his work and then from a much better site at Pariwhariki Trig, on land leased from a local farmer.

Peter purchased the FM frequency used to broadcast Rhema in 1994 and the frequency used for Life FM in 2011 via auction. Subsequently the frequency acquired by Rhema Media for Star, now used for Sanctuary, was added to the site.

Peter also took care of the maintenance of the Pariwhariki Trig site, which consists of a container on a concrete pad, transmission equipment, masts, antennas, solar panels and other associated infrastructure.

Now Peter is retiring, he has gifted the Rhema (97.5 FM) and Life FM (88.7 FM) frequencies and all the associated infrastructure on the site to Rhema Media. Rhema Media has taken over the lease of the land and the maintenance of the site.

Peter is very passionate about the powerful role of Christian business in sowing into God's Kingdom. He encourages Christian businesspeople to give to Christian mission. His contribution to Rhema Media has enabled many moments of impact with Jesus for the people in the Wairarapa.

Peter's relationship with your Christian media ministry started after he thought, 'What a shame there is no Rhema in the Wairarapa.' He and his wife are incredibly passionate about missions, and he says, 'Rhema Media is a mission, with a mission field. And I have seen how powerfully God works through Christian media.'

"Rhema Media is a mission, with a mission field. And I have seen how powerfully God works through Christian media."

Celebrating 30 years in New Zealand

Te Whakanuinga o te Toru Tekau tau ki Aotearoa

In August 2025, *The Word For Today*, written by Bob & Debby Gass, celebrated thirty years of creating moments of impact in thousands of lives, daily, across Aotearoa, New Zealand.

To acknowledge the thirty year milestone, *The Word For Today 30th Celebration*, aired on Shine. It was MCed by Kat McCormack from Rhema and filmed by Rhema Media's audio visual team.

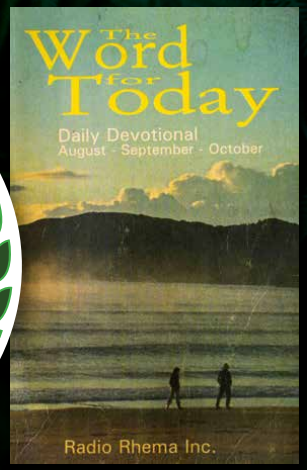
The event included a 'Thank you' video message from Debby Gass, who said, 'What started with the two of us at our kitchen table – Bob scribbling notes on a yellow legal pad and me typing his words - grew into a ministry that has literally reached millions of people all over the world. Bob referred to *The Word For Today* as "The little book that gets you into 'the Big Book.'" Over the last thirty years many readers have written about how they've been impacted by *The Word For Today* - how reading and understanding God's word changed their lives. Only God can do that – because his word is alive and life-changing.'

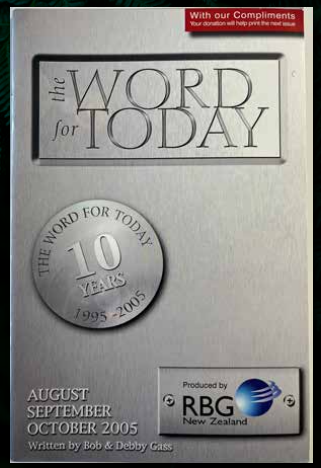
The celebration event included interviews with CEO Luke Weston and former CEO's Andrew Fraser, John Fabrin and Hal Short about the journey and continuing impact of *The Word For Today*. It also featured several video testimonies from people whose lives were deeply impacted through reading the daily devotional.

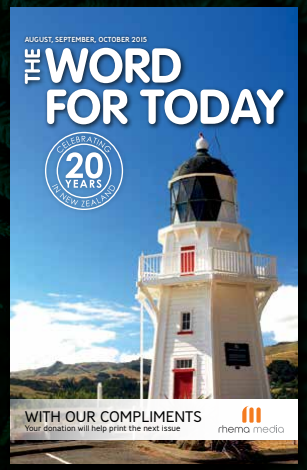
Since 1995, thousands of people have written to share how they've received God's hope, peace, reassurance and strength in their daily lives through this daily devotional. Whether people received it in the letterbox, at church, hand-delivered from a family member or friend, or via email, web, app or social media, many have said, 'It's as if it's written just for me.'

To quote Debby Gass in her message, 'Thank you Rhema Media supporters, staff and volunteers - without you, none of this would be possible. And there's more work to be done! Let's continue to get God's word into the hands of as many people as we can during our lifetime.'

CELEBRATING 30 YEARS IN NEW ZEALAND







1st ISSUE — **10** YEARS — **20** YEARS — **30** YEARS

Judy's story

Judy has read *The Word For Today* since it was first issued 30 years ago.

'I have found *The Word For Today* to be amazingly trustworthy and hugely relevant to the teaching of the word of God and practical for our everyday lives. I diary every day and record *The Word For Today's* main teaching, learning and encouragement for me.

The Word For Today provides a regular daily bite-sized piece of learning about God and his love and purpose for us - his prized creation. So often it speaks directly into my life, and I know it does for others too. We so need this living word in our lives today.

The Word For Today is very helpful for new Christians to get to know the Bible. I have introduced it to several people. It must always be available to us all.'

> *The Word For Today is very helpful for new Christians to get to know the Bible. I have introduced it to several people.*

Stories of God at work through media

Ngā korero pūrakau o Te Atua i roto I ngā mahi pāpāho

God is able to bring his everlasting peace, hope and resolution into any situation.

Here are just a few examples of his people experiencing his outworking in their day-to-day lives this year, through Rhema, Life FM, Sanctuary, Shine TV, *The Word For Today* and *Word For You Today*.

'I have found Sanctuary to be exactly as its name says - a sanctuary- especially during a challenging time with my health.'

'The Word For Today means a lot to me. Its words often help with things that feel like mountains but aren't.'

'The Word For Today has prompted me to action at times, and been a catalyst for reaching out to people who don't yet know the Lord.'

'Life has been hard for the past couple of years. Life FM has been a lifeline for me.'

'I was unsure of what I wanted to do when I left school. One day, Word For You Today encouraged me, saying, "God's got it sorted."'

'Only eternity will reveal the lives changed by the word of God, testimonies and Christ-centred music broadcast on Rhema.'

'There have been so many times when an encouraging song comes on Rhema and changes my outlook just when I need it most.'

Partnerships with the body of Christ

Te Piringatahi ki te Tinana o Te Karaiti

Your generosity towards your Christian media ministry enables people across this country to hear, watch and read the life-saving, life-giving message of Jesus for their lives. But your giving also provides other Christian ministries with a platform to be effective in their work for Christ.

Over the last twelve months, your Christian media ministry partnered with the following organisations:

Tearfund

Rhema, Life FM and Sanctuary listeners collectively sponsored 75 children through Tearfund, during the Compassion Day fundraising day in September 2025. Rachel from Life FM and Nerida from Sanctuary had travelled to Uganda with the Tearfund team earlier in the month to hear and share about Tearfund's work in the region.

Christmas Box

Rhema Media joined again with Christmas Box as a media sponsor. In December 2025, Christmas Box sent out over 35,000 Christmas Boxes to impoverished families throughout New Zealand and the Pacific. And on air, Rhema, Life FM and Sanctuary listeners nominated people in need to receive a Christmas Box.

Christians Against Poverty (CAP)

The Christians Against Poverty (CAP) team was greatly encouraged during their 'Release 100' fundraising day on Life FM, Rhema and Sanctuary in July 2025, that saw 94 New Zealand families released from money chaos.

Orphans Aid International

In May 2025, Rhema Media partnered with Orphans Aid International for the 'Feeding 5,000 Day.' Over 60,000 meals were sponsored to feed 5,000 children in different parts of the world. Later that month, the *What's Your Everest?* documentary premiered on Shine TV – further highlighting the critical work of Orphans Aid International.

You are partnering with Jesus to bring a hope and a future to many who might not otherwise have had these opportunities. You're appreciated so much.

The digital media and podcast space

Te Ao Papāho Rorohiko me Wāhi Konae Ipurangi

Reflecting on the past year

He maumahara ki te Tau kua pahure

This past year, the Digital Media and Podcasts team has stepped boldly into a digital-first, platform-agnostic future, meeting people wherever they already are: on their phones, in their earbuds, on the apps and platforms woven through everyday life. The vision is simple. Gospel-inspired content is no longer bound to a frequency or a broadcast schedule; it reaches wherever people are.

The highlights speak to a season of real growth. Behind the scenes, the team welcomed a new Digital Video Creator, strengthening its ability to tell God's stories visually and share them across every platform. New systems and workflow tools were also rolled out across the radio teams, freeing more time for the creative, ministry-focused work that matters most.

One of the clearest signs of this growth is the Rhema Media app, which has seen a 40% increase in users since it launched in early 2025. It shows how the digital space is opening new doors, placing worship, encouragement and God's word within reach at any moment of the day.

Looking to the year ahead, the pipeline is full. We look forward to the launch of two flagship podcasts, *The Privilege of Prayer*, hosted by Nerida Ashcroft and Alison Shaw, and *A Very Tall Man* with Gary Hoogvliet. Both are designed to reach new audiences who might never have turned on a radio. There are more podcasts in development, deeper investment in video storytelling, and continued work on the digital systems that allow the team to do more with the resources available.

The heart behind it all is to keep growing this digital space so that Life FM, Rhema, Sanctuary, Shine TV, *The Word for Today* and *Word For You Today* can reach further into people's homes, commutes and quiet moments than ever before.

None of this is possible without your ongoing support. Every podcast launched, every new user reached and every step forward in the digital space rests on the generosity and partnership of people like you. You make your Christian media ministry and its moments of impact possible, and we're deeply grateful.

Justin Smith
Director of Digital Media and Podcasts

From our advertising sales team

Mai i to mātou kapa pānuitanga

2025–2026 has been a year of connection, service and purpose. As the sales team continues to navigate an ever-changing media landscape, we remain grateful for God's faithfulness and the opportunities he provides to represent your Christian media ministry in the marketplace.

Over the past 12 months, your Christian media ministry's sales team has had the privilege of engaging with hundreds of businesses, charities, ministries and organisations throughout Aotearoa, New Zealand. Through these conversations, not only have the goals of our clients been supported, but the wider story of your Christian media ministry's mission, vision and impact has been shared as well.

It continues to be encouraging to hear the response from many who are surprised by the scale of your Christian media ministry's reach and the positive difference it is making in communities across the country.

A significant focus this year has been strengthening relationships with advertising partners while creating opportunities to connect with new organisations that align with your Christian media ministry's values and audience. These relationships are built on trust, mutual respect and a shared desire to make a meaningful contribution to the lives of New Zealanders.

Operating in the marketplace provides a unique opportunity to demonstrate Christ through our words, actions and the way we serve others. Every conversation, meeting and partnership creates an opportunity to reflect the values that underpin your Christian media ministry and to be a positive witness in the business community.

The sales team feels privileged to play a part in supporting your Christian media ministry's work. We remain thankful for the partnerships entrusted to us and for the opportunity to contribute to your Christian media ministry's purpose of drawing New Zealanders into an increasingly meaningful, personal relationship with Jesus Christ, through media.

Gregg Reid
Head of Sales

rhema media

Whakapuakitanga Pāpāho

Christian Media For New Zealand
Te Pāpāho Karaitiana mō Aotearoa

With increasingly more voices influencing society, the need for strong, vibrant and relevant Christian media is greater than ever. For 47 years, Rhema Media has been reaching into people's lives, whether at home, work, or even behind bars, easing disconnection, providing encouragement and inspiration and bringing dramatic change for good.

AUDIENCE - **342,000**
Nielsen CMI YE Q4 25

A snapshot of the past year
He Tirohanga whānui ki te tau kua pahure

Rhema Media Calendar 2026

The 2026 calendar featured beautiful scenic photos from across Aotearoa, New Zealand. These images were selected from Rhema Media's Calendar section of the 'Snapped' photo competition, run by Christian Resources. The final photos were a mix of images from the North and South Islands. Each month also includes an inspirational Bible verse. The Rhema Media 2027 calendar's images will again be selected from people's entries into the photo competition.

Honouring Rhema Media volunteers

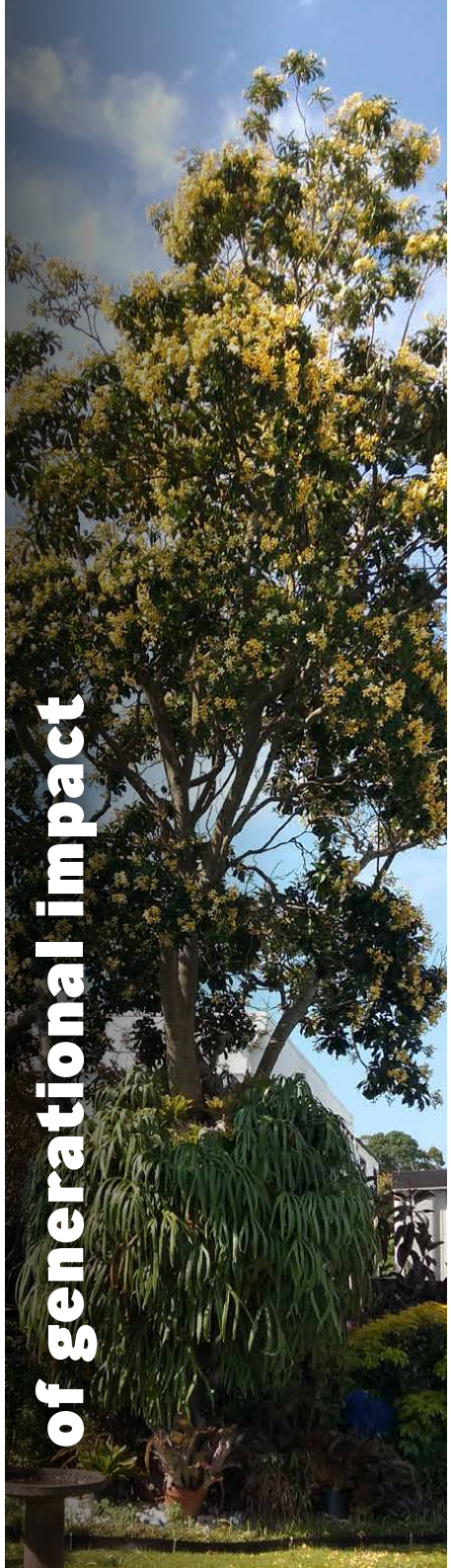
We are thankful to those who've volunteered their time and skills this year. Church Reps share with their congregations about what's happening at your Christian media ministry. Prayer Warriors commit to pray regularly for the ministry's needs. The call centre volunteers play a pivotal role during on-air appeals. Volunteer technicians maintain our radio masts across the country. And others do volunteer camera work and mailings.

Manaakinui and Amiria from Te Wānanga Ihorangi

Integrating te reo Māori & tikanga Māori

Rhema Media is grateful for its partnership with Te Wānanga Ihorangi, whose team is guiding our staff in learning te reo Māori and deepening our understanding of tikanga Māori. Their teaching is helping us grow in confidence, cultural awareness and connection. This partnership strengthens our relationships, enriches our workplace and supports Rhema Media's desire to serve Aotearoa with greater respect, understanding and authenticity.

Colleen's story



Colleen's story

Each day, Colleen from Mt Maunganui looks out at a huge frangipani tree in the garden of her mum and dad's house. It's a daily reminder of her dear parents, Magda and Colin, who have now passed away, and of the strong legacy they left - in their community and for Christian media.

Magda bought the frangipani as a seedling from a Rhema fundraising stall in Palmerston North. It was planted in the Mt Maunganui home in 1993.

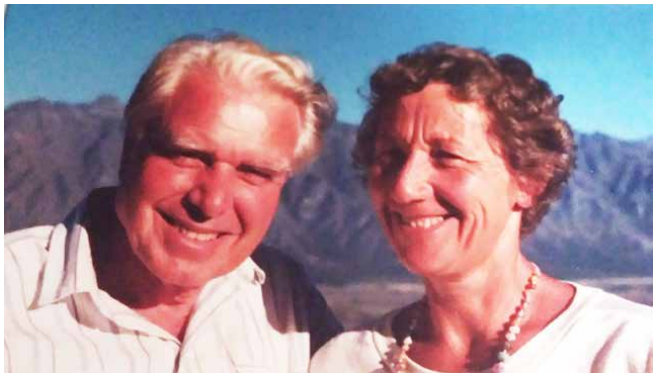
Colleen says: 'Mum and Dad were Rhema members since it started. I was a missionary in Asia for 16 years, and they were always fully supportive of me and of missions work in New Zealand and abroad. Rhema was up there with church in their spiritual affections. They supported financially and prayerfully, through being Church Reps, and giving out *The Word For Today* and *Word For You Today*.'

> *They are 'spreading the fragrance of the knowledge of Christ everywhere' around New Zealand, and abroad too!*

Colleen helped Magda run a monthly Rhema Media prayer meeting in Mt Maunganui when Colleen returned from her missionary work in Asia. Colleen appreciates the mix of worship songs on Sanctuary. And she enjoys the missions documentaries on Shine.

She has read *The Word For Today* for many years and says it often speaks into her life's circumstances. She said, 'Recently, I had confirmation of God's word through *The Word For Today*. I'm in a time of many changes, and this last week I was led to read Isaiah 43:18-19. The next day I opened *The Word For Today* and there it was again: "I'm doing a new thing... start taking one step at a time." This has happened a lot. It's like the Lord's saying, "I've got you!"'

Colleen says, 'When Mum bought the frangipani seedling, she was told it'd grow into a tree with fragrant flowers, which is so true. I'd say the same to be true of Rhema Media and all the announcers up front and people behind the scenes over the last 60 odd years. They are "spreading the fragrance of the knowledge of Christ everywhere" around New Zealand, and abroad too!'



RHEMA

Whakapuakitanga o te Kupu o Te Atua

Your Christian Radio Station
Tō Reo Irirangi Karaitiana

Rhema is your Christian radio station, featuring the latest Christian music, entertaining and inspiring talk and world-class teaching. Rhema is fun, family-centred radio that reflects your Christian worldview. It highlights the issues of the day through a lens that you can identify with.

AUDIENCE - **41,543**

GfK Comm RAM, S1/26, Total NZ, Cume, AP10+, M-S 12mn-12mn (unless otherwise stated)

Reflecting on the past year

He maumahara ki te Tau kua pahure

Thank you for journeying through some significant moves for Rhema in the 2025-2026 year – moves made with prayer and consideration with your Christian media ministry's purpose in mind, which is to draw New Zealanders into an increasingly meaningful relationship with Jesus Christ through media.

At the beginning of 2025, I moved from having a regular radio show on Rhema to being Rhema's Content Director full time. Having worked as an announcer on Rhema, Life FM and Star over the years, I am loving the opportunity to contribute on a strategic level to this radio station that has made such a difference in so many lives for nearly 48 years.

In the last year, Rhema's lineup has seen some changes. The Breakfast show was renamed 'The Brightside' with a new host duo of Andrew Curtis and Becci Johnstone, Kat McCormack became the 'Drive' show host, and Gary Hoogvliet moved to 'Overnights' on Rhema. Rhema's 'Days' show with Andrew Urquhart was renamed 'Thoughts and Comments', and this show has been shared as a regular feature on Shine TV and as a podcast.

A highlight of this year was a fresh interactive website providing live and on demand listening. Now on both the Rhema website and the Rhema Media app, well known teaching programmes and new podcasts are available on demand.

Looking ahead, your Christian radio station will continue to make more content available online and through social media platforms to reach more people with life changing messages of faith, hope and love.

It's a pleasure for me to serve the Rhema team, experienced broadcasters who want to serve the body of Christ with diverse content that is entertaining and informative as well as Jesus focused. The Rhema team is dedicated to continuing to serve you with content that points to Jesus.

Diane Campbell
Content Director

Rhema

A snapshot of the past year *- He Tirohanga whānui ki te tau kua pahure*

The Rhema team: Becci Johnstone, Andrew Curtis, Kat McCormack, Andrew Urquhart, Rosemary Jane and Gary Hoogvliet

Thoughts & Comments adapted to broadcast and via podcast on Shine TV and to listen on demand

Rhema is a hub for podcasts and teaching programmes for on demand listening

Dale Campbell, one of Rhema's regular contributors

Partnering with organisations to help those in need, like Christians Against Poverty

Helping listeners with their day-to-day lives from a Christian perspective

Pastor Aidan Wivell, one of the faith leaders sharing Easter and Christmas thoughts on Rhema

Bringing important issues and events to the table for discussion

Moments of impact

Ngā wā papātanga

Jazz's story

‘There was a time I believed in God, but didn’t know him. I’d pray when I felt low, worship when I felt strong - but most days, life felt heavy; like searching for light, not knowing where it came from.

And then, God started speaking to me, unexpectedly through Rhema. It wasn’t background noise anymore. Every song, story and message felt like it was meant just for me. There were days that the first words I’d hear were exactly what I needed - a reminder of his grace, patience and love that never give up.

That’s when things began to shift. God wasn’t distant - he was close. He was drawing me in, teaching me that faith isn’t about being perfect... it’s about saying yes to him, even in the mess. And that’s what led me to baptism - to say, ‘Lord, I’m all in.’ That day, I let go of the old me and stepped into the life he’s always had waiting.

Now, when I listen to Rhema, I hear testimony. I hear hope. I hear God speak through a station that carries light into the dark. And if he can meet me in that space between faith and fear, he can meet anyone. His love finds us wherever we are.’

> *“Now, when I listen to Rhema, I hear testimony. I hear hope. I hear God speak through a station that carries light into the dark.”*

Oranga FM

Faith › Music › Culture

Whakapono › Pūoro › Me te whai i ngā tapuwae a ihu

Life FM is all about life, and life to the full! It's packed with energy, authenticity and heaps of laughs. Life FM plays a mix of pop, rock and urban music from New Zealand and around the globe. Life FM talks about real-life issues affecting your life in a way that points you back to Jesus.

AUDIENCE - **104,705**

GfK Comm RAM, S1/26, Total NZ, Cume, AP10+, M-S 12mn-12mn (unless otherwise stated)

Reflecting on the past year

He maumahara ki te Tau kua pahure

It's twenty nine years since Life FM first came on air. That's twenty nine years of Jesus and you making your Christian radio station possible.

Here are just some of the many incredible things that happened at Life FM this past year, that wouldn't have been possible without your support.

- The Life FM Prayer wall: thousands of listeners trusted the Life FM prayer community to intercede and petition God on their behalf. With many sharing praise reports of God answering these prayers.
- Life FM at Festival One: despite the rain, there was no better place to interact with listeners and celebrate how God moves through Christian music. Home grown worship artists who played at Festival now feature on the Life FM playlist. And The Morning Wake Up team was able to broadcast powerful interviews with local and international Christian artists.
- Life FM broadcasting live from Polyfest, Auckland: it was a great day sharing the culture and faith of the Pasifika community.
- Life FM's official Christmas launch: a special live broadcast from LIFE church in Auckland on the 1st of December. Listeners enjoyed live carols, a local band, Christmas tree giveaways, and even Rhema Media's CEO Luke Weston dressed as Santa!
- Life FM at careers expos: it was a wonderful opportunity for the Life FM announcers and promo team to introduce the next generation to your Christian radio station and possibly to a career in broadcasting.
- The Life FM studio guest chair: this has been kept well warmed by the likes of Michael Jones, For King and Country, Eroni Clarke, Noah James from *The Chosen*, Brad Thorne, Lecrae, Petra Bagust, and many more, who shared vulnerably about their faith and lives. Your support also allowed us to feature great faith-based organisations, including: YouVersion Bible App, Maxim Institute, Thinking Matters, Carey Baptist College, Te Wānanga Ihorangi, 24-7 Prayer and World Vision.
- Life FM's Support Drives: despite the difficult economic times, your generosity propelled Life FM to the largest fundraising week in its history! Thank God for always providing for this ministry.

I stepped into the role of Life FM Content Director in March this year, after fifteen years of co-hosting The Morning Wake Up show – I believe this is the record for the longest tenure on a Life FM show! We're looking forward to welcoming the new co-host for The Morning Wake Up.

It's an honour to serve Life FM listeners, first on air and now as Content Director. Through this coming year, the team will continue to keep following God's lead in all we do, and we're really excited to see how he continues to impact lives throughout Aotearoa, New Zealand.

Thank you, for your prayers, testimonies and generosity, and your willingness to allow Life FM to be a part of your life and faith.

Bjorn Brickell
Content Director

Life FM

A snapshot of the past year *- He Tirohanga whānui ki te tau kua pahure*

The Life FM team: Bjorn Brickell, Sela Alo, Eloise Leona, Sherryn Tai, Rachel Reid, Josh Baty

Karl Faase, one of the many studio guests

The Life FM team at the annual Festival One Christian music festival in the Waikato

Life FM invited listeners to join them celebrating Christmas at Life church

Life FM enjoys interviewing local artists in the studio, like TimmyTheFirst

Rev Frank Ritchie, one of Life FM's regular guests

The Morning Wake Up team chatted to Pio Terei about Matariki

Life FM highlights the hard issues, like child exploitation

Moments of impact

Ngā wā papātanga

Victor's story

'I've been listening to Life FM for a few years now. I like the music and try to vote for my favourite songs on Life FM's 'You Chart' each day.

Life FM is a wonderful lifeline. When I feel down or sad because something bad has happened, I just turn on Life FM and listen to whatever is playing, and the station has a sense of peace about it. When I turn on Life FM, it makes me feel that God is always with me.

It's important to support Life FM so we can spread more good news to people who are not Christian. To have a supportive radio station in New Zealand is amazing because not many people can find Jesus that easily. I never want to see no Life FM, and I don't want it to disappear, so that is why I donated. We should support Life FM because it's the best!'

> *Life FM is a wonderful lifeline. When I feel down or sad because something bad has happened, I just turn on Life FM and listen to whatever is playing, and the station has a sense of peace about it.*

Sanctuary
Pūnanga Karakia

New Zealand's Worship Station
Te Taupuni Karakia o Aotearoa

A place of peace, faith and connection in a noisy world. More than just a radio station, Sanctuary is a space where you can pause, reflect and be uplifted through inspiring conversations, encouraging messages and the very best in worship music.

AUDIENCE - **22,418**

GfK Comm RAM, S1/26, Total NZ, Cume, AP10+, M-S 12mn-12mn (unless otherwise stated)

Reflecting on the past year
He maumahara ki te Tau kua pahure

Since Sanctuary's launch on the 14th of February 2025, the adoption by so many of 'New Zealand's Worship Station' has been really encouraging; particularly with the number of Star listeners who have made the change, along with a number of new listeners who have embraced Sanctuary.

At the end of 2025, Peter Shaw stepped down from his full-time role as Sanctuary's Content Director. Having been integral in getting Sanctuary on-air, Peter is now Music Director in a part-time capacity. Personally, I feel privileged to follow in Peter's footsteps as the new Sanctuary Content Director.

Since the launch, the announcer lineup has changed slightly. Tom Francis has moved to the 'Daytime' show from 'Overnights', with 'Overnights' now being hosted by Gary Hoogvliet. The rest of the line up remains consistent. Lee Baker and Nerida Ashcroft start the day on 'Sanctuary Breakfast', Lizzie Oakes is on 'Afternoon Praise', and Cathy Jenke finishes the day on 'Evening Devotion'.

Stories from listeners in this first year of broadcast reflect how the worship experience has become part of their day-to-day. One listener shared how 'Sanctuary music has truly saved me' after a hard postpartum experience and being on suicide watch. It's stories like this that fuel the Sanctuary team to share Jesus with people each day.

I'd really appreciate your prayers for Sanctuary to reach many more people via the digital space, particularly with Sanctuary coming off the AM network in the new financial year. This decision was not made lightly.

Sanctuary's ageing AM infrastructure and reliance on leasing the Parliamentary radio network has become increasingly uncertain, unreliable and expensive. This means that the cost to keep Sanctuary on AM has become unsustainable. Other platforms allow Sanctuary to remain available with better sound quality, better reliability and lower cost. It's also about positioning Sanctuary to better reach the growing number of people who are digital media consumers first.

We realise this will be a difficult change for some, so in the new financial year the team will work hard to bring people on the journey, promote various alternative ways of listening, and host 'How to Listen' workshops around the country.

Thank you for your investment into this worship space for the people of Aotearoa, New Zealand, where they can be encouraged, edified and saved through an increasingly meaningful, personal relationship with Jesus Christ.

Diane Campbell
Content Director

Sanctuary

A snapshot of the past year *- He Tirohanga whānui ki te tau kua pahure*

The Sanctuary team: Lee Baker, Nerida Ashcroft, Lizzie Oakes, Cathy Jenke, Tom Francis

Sanctuary turns 1

Sanctuary welcomes many local artists to the studio, including St Paul's Music

Peter Shaw is now Music Director

Sanctuary was promoted on billboards across the country

Rev George Penk, one of the regular contributors to Sanctuary

'Where Do You Find God?' **Podcast grows in popularity**

Morning Sanctuary had a chat with Chris Tomlin about his upcoming new album

Moments of impact

Ngā wā papātanga

Sanctuary is a positive voice in this increasingly depressing and negative environment.

Phillipa's story

'My husband Posala and I were dedicated Star listeners and when Sanctuary came along we just continued to listen as per normal.

There is too much bad news and hurt in the world. Sanctuary is a positive voice in this increasingly depressing and negative environment.

Often when I'm down or going through challenges, I get encouragement from something spoken or played on Sanctuary. The lyrics of a song may just touch me exactly when I need it. Sanctuary is part of our lives.
It actually keeps me sane, because we've been through huge challenges in the last four years. My husband got sick with a brain tumour in 2021; it changed our lives forever but we can still give praise to God throughout this journey.
He is doing ok now. Star and now Sanctuary helped with the healing process in many ways.'

SHINE
Tiaho

Your Kiwi Christian Channel
Te Irirangi Karaitiana Kiwi o Aotearoa

Shine TV is New Zealand's first nationwide Christian television network, offering uplifting local and international content to encourage, inspire and strengthen the whole whānau. Shine screens movies, documentaries and music to inspire and entertain and ultimately encourage a relationship with Jesus.

AUDIENCE - **126,000**
Nielsen CMI YE Q1 26

Reflecting on the past year
He maumahara ki te Tau kua pahure

The vision for Shine TV is to be a lighthouse for Aotearoa, New Zealand - sharing Christ-centred stories that inspire faith, spark hope and reach people wherever they are.

Stepping into this role, I want to say thank you. I'm filled with gratitude for your faithful support and generosity. Because of your investment in your Kiwi Christian channel, stories of hope, faith and transformation continue to reach homes across Aotearoa, New Zealand every day.

One of the greatest privileges of this role has been seeing how God moves through storytelling. Time and again, you've helped create a platform that reminds viewers they are not alone and that God is present in every season of life.

What has surprised me most is that these stories don't just change the lives of those watching - they change the Shine TV team too. Every documentary created, every community visited and story of incredible faith, resilience and hope shapes the team's heart long before they reach your screen. It is a privilege to share these experiences.

This past year has been filled with moments of impact. Together, you've helped bring powerful original documentaries to life, including *What's Your Everest?*, produced alongside Orphans Aid International in Nepal, shining a light on the life-changing work being carried out among vulnerable children. *The First Drop*, filmed in Tanzania with Convoy of Hope and now in production, shares the life-changing impact of bringing clean water to communities. Work is also underway on *Waitangi: Beyond the Grounds*, a deeply moving exploration of identity, faith and reconciliation, and *Translating the Sacred*, which follows Māori translators bringing *The Chosen* into Te Reo Māori - a beautiful reminder that the Gospel speaks meaningfully into every culture and every generation.

Your support has also helped to continue to grow the quality and breadth of content available on Shine. Through partnership with GOOD Australia and other international distributors, your Kiwi Christian channel has been able to secure inspiring new films like For *My Father's Kingdom*, *The First Hymn* and *Between Borders*, while continuing to bring you audience favourites like *When Calls The Heart*. These programmes help ensure your Kiwi Christian channel remains a place where you can find faith-filled entertainment you can trust.

One thing that inspires me every day is seeing what a small, gifted team can accomplish. With creativity and a shared sense of purpose, they're making a lasting difference. As Christian media continues to grow, your Kiwi Christian channel is investing in stronger production capabilities, meaningful partnerships and new ways to reach people - including through the Shine TV app and digital platforms - so that wherever people are watching, they can encounter stories that reveal God's love.

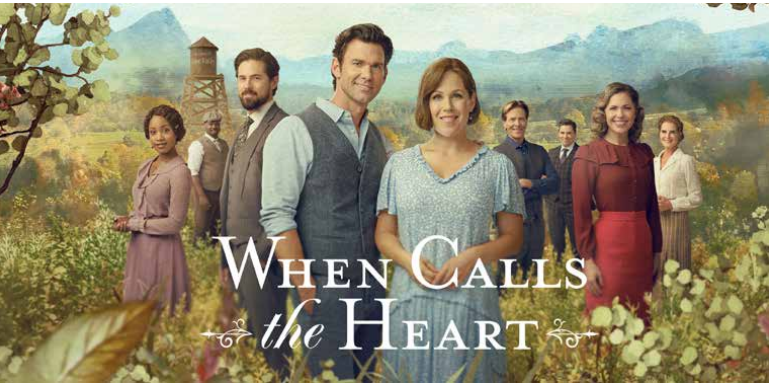
Looking to the future, the opportunity is extraordinary. My prayer is that your Kiwi Christian channel will continue to be a lighthouse for Aotearoa, New Zealand - championing diverse voices, embracing innovation and reaching new generations with Christ-centred content that leaves an eternal impact.

I'm excited for what God has ahead, and I'm so grateful that you are part of this journey.

Jade Jackson
Content Director

Shine

A snapshot of the past year *- He Tirohanga whānui ki te tau kua pahure*



Shine features each new season of *When Calls The Heart*, shortly after they premiere overseas

Highlighting local news stories, like those from Gloriavale

Shine TV procured the 2025 movie *The Last Supper* to play at Easter

Shine TV introduces App Man, a character to promote the Shine TV app

The Shine TV team travelled to Tanzania to film *The First Drop,* a joint project with Convoy of Hope

Waitangi is an important feature in Shine TV's calendar each year

Hosted by Rugby League legend Nigel Vagana and Life FM's Sela Alo, a podcast dedicated to exploring Pasifika athletes, played on Shine

Shine broadcasts local Christian events and conferences each year

Highlighting God's work around the world

Whakanuitia ngā mahi o Te Atua Matua puta noa te Ao

Your Christian media ministry can partner with others called to be the hands and feet of Christ in impoverished parts of the world, because of your support.

In May 2025, *What's Your Everest?*, a Shine TV and Orphans Aid International collaborative documentary, aired for the first time on Shine TV. It was produced as part of Orphans Aid International's 20th anniversary campaign to create awareness and raise funds for the care of orphaned and abandoned children around the world.

In the making of the documentary, Life FM's Bjorn Brickell and Shine TV's Caleb Timmins travelled with Sue van Schreven of Orphans Aid International (OAI) and a dedicated group of supporters, to India and Nepal. They experienced the life-changing work of OAI amongst impoverished communities in Kolkata; then in Nepal, the group climbed up to Everest Base Camp. It was a massive challenge for each person in their aim to highlight and fund the work of caring for disenfranchised communities.

Bjorn and Caleb's role was to capture the team's journey and tell their story through the documentary. Caleb's film making talents beautifully highlighted the effectiveness of the OAI mission and the challenges each person experienced in trying to reach their fundraising goals.

Thank you for making it possible for your Christian media ministry to tell the stories of the wider body of Christ making a difference in the world.

What's Your Everest? has been submitted for these awards:

- Christian Media & Arts Australia (CMAA) Excellence in Media Awards 2026 – in the 'Compelling Content, Screen, Documentary, Entertainment, Factual and Learning' category
- International Christian Visual Media Association (ICVM) Crown Awards 2026 – in the 'Best Documentary Under $50,000' category

You can watch *What's Your Everest?* on demand on shinetv.co.nz

Moments of impact

Ngā wā papātanga

Robyn's story

'Shine TV has been there in my deep pain and brokenness. It has uplifted me, been my friend and encouraged me in dark times. If it wasn't for Shine TV, I'm sure so many people could have gone down more tragic paths.

I really like the wholesome advice, the Scriptures and quite a lot of amazing movies that touch me deeply. An all-time favourite show is *When Calls The Heart.*

But, it's not about me; it's about Jesus, who gets all the credit for every step of our lives, which quite often we are too blinded to see.

When I'm fasting or broken, I find it uplifting to have Shine TV going in the background. Jesus speaks to me through Shine TV. Thank you from the bottom of my heart for this amazing uplifting ministry.

It's important to support Shine TV, because we need to reach the wider community with Bible teaching and wholesome programmes. And it's also for Christians.'

"Jesus speaks to me through Shine TV. Thank you from the bottom of my heart for this amazing uplifting ministry."

THE WORD FOR TODAY

The Word For Today

Te Kupu mo tenei rā

The Word For Today is a daily devotional by authors Bob and Debby Gass. Every day, tens of thousands of people across New Zealand are encouraged and uplifted by its relevant insights. The daily readings resonate with people as they often speak into their current circumstances. Often readers express wonder at how a particular day's devotion appeared to be 'written just for me'.

AUDIENCE - **215,000**

Nielsen CMI YE Q1 26

WORD FOR YOU TODAY

Word ForYou Today

Te Kupu mou mo tenei rā

Word For You Today is the writings of Bob and Debby Gass in *The Word For Today*, adapted for the next generation. It meets teens and young adults right where they are at, with language and life examples they can relate to, inspiring them to lead a life centred around Jesus. Many readers share how they are able to reach out to peers with their learnings from the daily readings.

AUDIENCE - **52,000**

Nielsen CMI YE Q1 26

A snapshot of Rhema Media's community this year

He whakaahua ō te hapori ō Te Poutaki Pāpāho o Rhema, mo tenei tau

Rhema
41,543-
listeners

Life FM
104,705-
listeners

Sanctuary
22,418-
listeners

Shine
126,000*
viewers

The Word For Today
215,000*
readers

Word For You Today
52,000*
readers

- GfK Comm RAM, S1/26 Total NZ, Cume, AP10+, M-S 12mn-12mn (unless otherwise stated)
*Nielsen CMI YE Q1 26

Facebook followers

Rhema
14,499°

Life FM
38,120°

Sanctuary
1,232°

Shine
14,869°

The Word For Today
22,725°

Word For You Today
11,198°

Instagram followers

Life FM
11,000°

Sanctuary
195°

Shine
1,819°

Word For You Today
1,849°

24,520•
Number of financial supporters

4,025•
Long-time supporters (since the early days)

2,546•
New supporters this year

72•
Volunteers

141•
Church Representatives

2,023•
Prayer Warriors

6,106•
Members

24•
Honourary Life Members

296–
Businesses/Organisations advertised with us last year

63–
Clients actively advertising with us each month

118–
New advertising clients this year

6,135•
Copies of The Word For Today or Word For You Today sent to prisons/ chaplains

18,680•
Copies of The Word For Today or Word For You Today sent to churches

1,864•
Copies of The Word For Today or Word For You Today sent to hospitals/ clinics

5,166«
Daily emails of The Word For Today or Word For You Today

27,167˜
Average weekly engaged readers of The Word For Today or Word For You Today Apps

• Rhema Media Database - Dynamics CRM - 2026
- Rhema Media Sales Database 2026
˜ Google Play Store and Apple App Store March 2026
° Social Media Followers - as on 30.3.26
« Mailchimp 31.3.26

Looking ahead

Tirohanga whakamua

Your Christian media ministry's purpose has never changed: to draw New Zealanders into an increasingly meaningful, personal relationship with Jesus Christ through media. What has changed, and continues to change at pace, is how that purpose is lived out. This year a decisive move was made along the path from linear broadcaster to a digital-first Christian media ministry, and the year ahead will see that journey accelerate.

Project ONE, a new content engine platform, is now underway and will become the single source for creating, managing and distributing content across radio, television and digital channels. The first phase begins this year, laying the technical foundation for the 'One App' destination described last year - bringing all of Rhema Media's content into one user-friendly home for audiences. Alongside this, the considered decision was made to transition Sanctuary from AM broadcast on the Parliamentary Network to be a digital station primarily, a clear signal of where energy and resources are being placed.

We are also thinking generationally. The launch of the $20 million Generational Impact Fund is a bold step to secure the long-term future of Christian media in Aotearoa, New Zealand, ensuring the Gospel continues to reach New Zealanders well beyond our tenure. This sits alongside the ongoing work to become the home for New Zealand's leading independent Christian content creators, and our commitment to te reo Māori and tikanga, which we see not as an add-on but as essential to authentically serving all of Aotearoa, New Zealand.

Regulatory clarity remains an important backdrop to this work, and we continue to engage constructively on spectrum licensing to protect our long-term sustainability.

None of this progress is possible without the faithfulness of our staff, partners and supporters. As we step into this next chapter, your Christian media ministry remains committed to be a shining light of faith, hope and unity across Aotearoa, New Zealand.

Luke Weston
Chief Executive

'To draw New Zealanders into an **increasingly meaningful, personal relationship with Jesus Christ** through media remains at the heart of everything we do.'

Statement of service performance

He kupu pānui rātonga mahi

Who are we and why do we exist?

Rhema Media Incorporated is New Zealand's Christian media organisation. Originally incorporated in 1966, it shares Christian content through three nationwide radio networks—Rhema, Life FM and Sanctuary—a nationwide television channel, Shine TV, two daily devotionals, *The Word For Today* and *Word For You Today*, and their associated websites, mobile apps and social media platforms. Through these channels, Rhema Media seeks to reach New Zealanders with the Gospel of Jesus Christ.

Our purpose and objectives:

The charitable objects of Rhema Media are:
to increase knowledge and understanding of the Christian faith and to promote Christian beliefs in the spirit of the Statement of Faith, and to that end to:

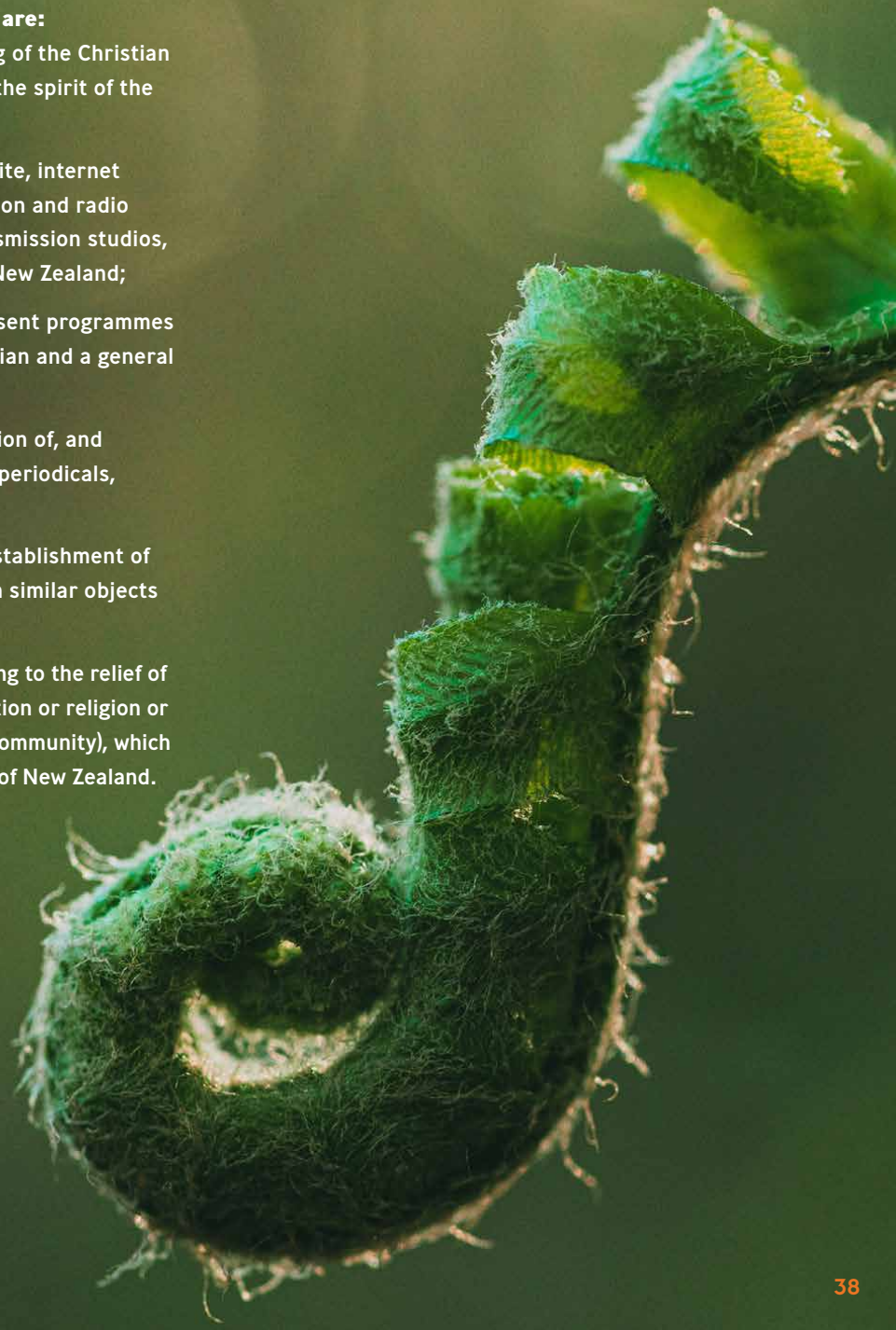
a) establish, operate and assist satellite, internet or other technology-based, television and radio broadcasting, production and transmission studios, facilities and stations throughout New Zealand;

b) produce, publish, distribute or present programmes and other material of both a Christian and a general nature;

c) publish or arrange for the publication of, and to distribute devotional materials, periodicals, programmes or other publications;

d) establish, support and aid in the establishment of other charitable organisations with similar objects and activities; and

Any other purposes (whether relating to the relief of poverty, the advancement of education or religion or any other matter beneficial to the community), which are charitable according to the law of New Zealand.



DISCLOSURE OF JUDGEMENTS

We have made several judgements on what to include in our Statement of Service Performance. This statement summarises these judgements.

The Statement of Service Performance presents the organisation's non-financial performance against externally focused strategic objectives, using a combination of output-based measures and supporting narrative disclosures. The Board has determined that these objectives most appropriately reflect the organisation's purpose.

Number of people consuming content is a measure of the organisation's actual reach. While the potential reach is indicated by the proportion of the country covered by the television and radio broadcasts, and how many people this has the ability to reach.

Christian material/content is broadcast 24 hours a day, 7 days a week, 365 days a year – the volume of this is measured in the hours of broadcast content. Christian material available via the publication of devotional materials is measured in terms of the volume of printed books, emails sent and people accessing the respective mobile apps.

The support of other charitable organisations is captured as a count of those third party organisations gifted on-air fundraising/awareness activity or advertising campaigns in the financial year.

The statement was developed in consultation with management and approved by the Board.

Objectives	*Outcomes*	*Performance Measures*	*Actual* 2026	*Actual* 2025
(a), (b)	People receive Christian programmes and material	Number of people consuming content produced and distributed by Rhema Media - all people 15+*	**342,000**	**340,000**
(a), (b)	Television and radio broadcasts available across New Zealand	Proportion of country covered by television broadcasts	**100%**	**100%**
		Potential reach of television broadcast all people 15+*	**4.358m**	**4.358m**
		Proportion of country covered by radio broadcasts	**95%**	**95%**
		Potential reach of radio broadcasts^	**3.72m**	**3.72m**
(a), (b)	Christian material available via broadcast	Hours of broadcast content – TV	**8,760**	**8,760**
		Hours of broadcast content – radio	**26,280**	**26,280**
(c)	Christian material available via publication of devotional materials	Number of copies of devotionals printed	**366,200**	**450,200**
		Number of daily emails sent'	**5,165**	**5,187**
		Number of people accessing Mobile App weekly''	**27,167**	**32,942**
(d)	Other charitable organisations supported	Number of charity organisations supported through gifted on-air fundraising/awareness activity or advertising campaigns	**4**	**6**
		Number of charitable organisations supported through technical assistance	**1**	**1**

*Nielsen CMI YE Q4 2025 / YE QI 2025
^ GFK RAM, SI/26, Total NZ, Cume ('000's) Cume, M-S I2mn-I2mn, API0+
(unless otherwise stated) – RBA 2025 26 Annual Report / 2024 2025 RBA Annual Report
' Mail Chimp 3I.3.26 & 3I.3.2025
'' Google Play Store and Apple App Store March 2026 & March 2025

Summary Financial Statements

Tuhinga Whakarāpopototanga Tāhua Pūtea

For the year ended 31st March 2026

Board Chair's Message

Te Mihi ā te Heamana ō te Poari

Ngā mihi nui ki a koutou

'Everything comes from you, and we have given you only what comes from your hand' (1 Chronicles 29:14)

King David's words, spoken as Israel gave generously toward building God's house, feel fitting for the Board's work this year – stewarding what has been entrusted to us, wisely, for what's ahead.

This year the Board turned much of its attention to the shape of Rhema Media's future. Progressing the transition from linear to digital content delivery, working through what this means for future property needs and managing the exit from AM frequencies – practical decisions with long-term consequences, taken carefully and prayerfully.

Alongside this, we've continued strengthening the foundations beneath the ministry: investing in improved finance systems and controls, establishing an endowment fund to build long-term sustainability, and adopting AI technology to bring greater efficiency to operations and greater connection with audiences. None of this is possible without you – your generosity has enabled these investments in Rhema Media's future.

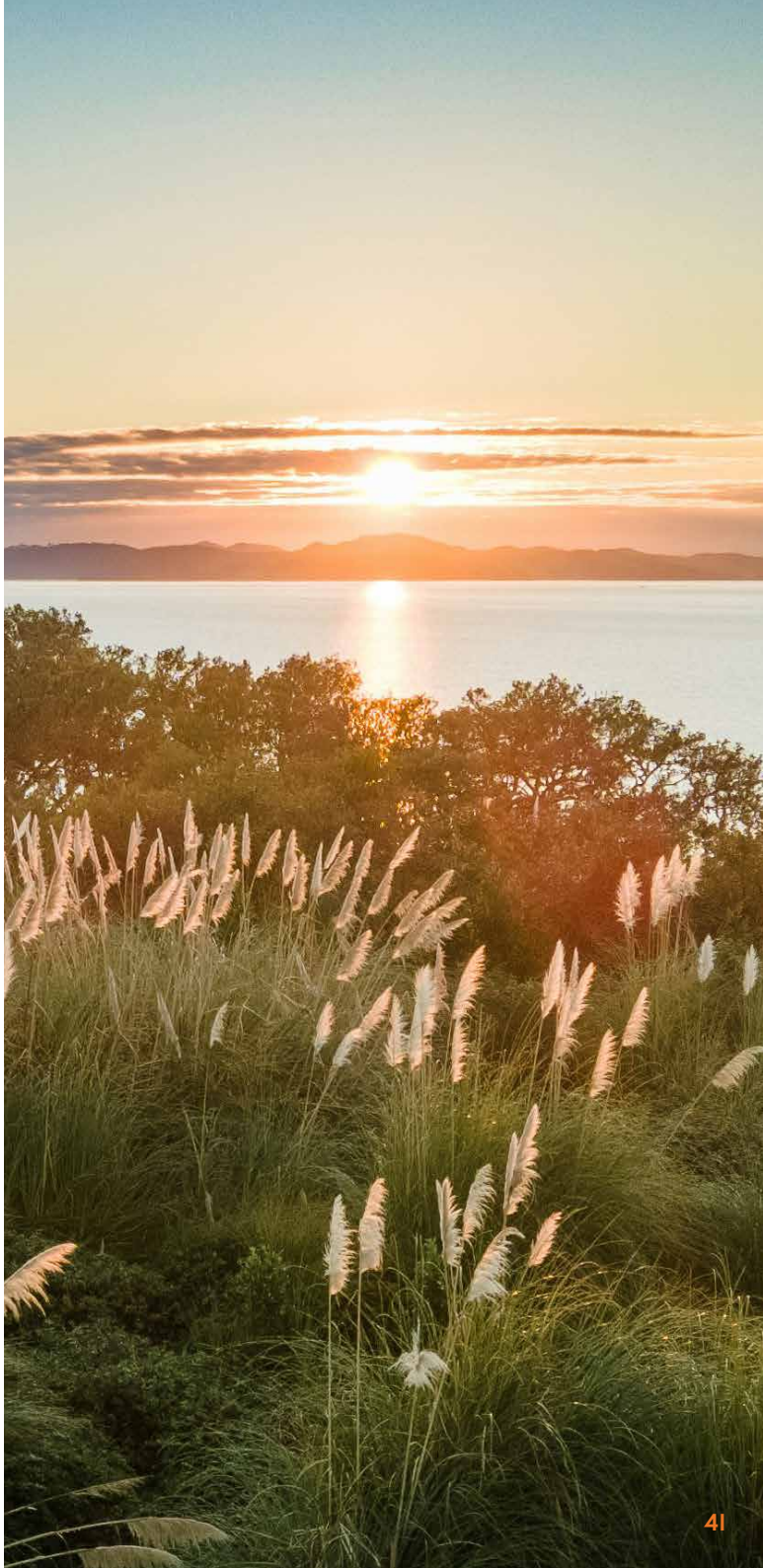
We were also glad to welcome Justin Joseph to the Board this year. His contribution already strengthens our governance, and we look forward to what he brings in the seasons ahead.

Looking to the year ahead, our prayer remains the same as David's: that what we steward would be used well, for a purpose far greater than ourselves – that New Zealanders will continue to be drawn into an increasingly meaningful, personal relationship with Jesus Christ, through media.

Ngā manaakitanga,

Sarah Morton-Johnson

Board Chair
Rhema Media



Statement of Comprehensive Revenue & Expense

for the year ended 31st March 2026

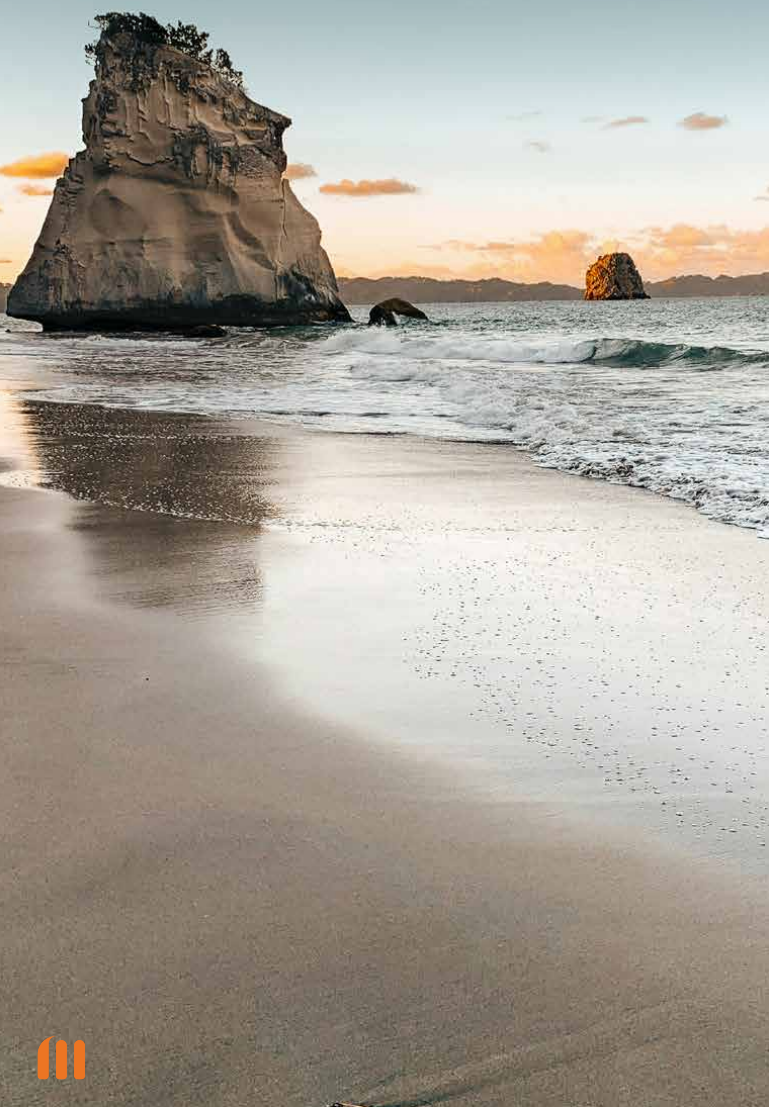
These Summary Financial Statements cannot be expected to provide as complete an understanding as can be provided by the full Financial Statements.

As a paid up member, if you wish to receive a full set of the Financial Statements, please email **partners@rhema.media** or call **(09) 307 1251** to request a copy.

REVENUE	2026 $'000	2025 $'000
Revenue from non-exchange transactions		
Donations	12,798	11,454
Revenue from exchange transactions		
Advertising	1,657	1,587
Other income	534	210
Interest income	1	23
Rent	192	169
Subscriptions	1	1
TOTAL REVENUE	**15,183**	**13,444**
LESS EXPENSES:		
Audit fees	45	39
Bank and legal fees	107	90
Bad debts written off	8	3
Broadcasting distribution expenses	1,485	1,639
Motor vehicle expenses	102	78
Overdraft interest	10	116
Power	447	569
Public relations and promotions	909	834
Publishing expenses	244	238
Radio frequency annual licensing fees	14	14
Rent	1,125	1,078
Satellite costs	1,237	1,198
Employee benefits	6,352	5,714
Technical and engineering expenses	355	244
Transmitter sites expenses	118	126
Other expenses	1,732	1,470
TOTAL EXPENSES before depreciation and amortisation	14,290	13,450
Operating surplus/(deficit) before depreciation and amortisation	893	(6)
Less:		
Depreciation of property, plant and equipment	360	365
Amortisation of intangible assets	432	406
OPERATING SURPLUS/(DEFICIT) FOR THE YEAR	**101**	**(777)**
Add/(Less):		
Other comprehensive revenue and expense		
Revaluation surplus - land and building	379	1,884
TOTAL COMPREHENSIVE SURPLUS FOR THE YEAR	**480**	**1,107**

Statement of Financial Position

as at 31st March 2026



	2026 $'000	2025 $'000
CURRENT ASSETS		
Cash and bank balances	235	639
Bartercard dollars	10	34
Trade receivables	291	236
Sundry receivables	360	388
Inventories	4	4
Total Current Assets	900	1,301
NON – CURRENT ASSETS		
Property, plant and equipment	13,566	13,205
Intangible assets	2,089	2,491
Investments	2,881	2,243
Total Non – Current Assets	18,536	17,939
TOTAL ASSETS	**19,436**	**19,240**
CURRENT LIABILITIES		
Trade payables	446	495
Sundry payables and accruals	850	1,003
Members loans	16	17
Loans	33	112
Total Current Liabilities	1,345	1,627
NON – CURRENT LIABILITIES		
Members loans	58	60
Total Non – Current Liabilities	58	60
TOTAL LIABILITIES	**1,403**	**1,687**
NET ASSETS	**18,033**	**17,553**
NET ASSETS/EQUITY		
Accumulated Surplus	8,253	8,152
Revaluation Reserve	9,780	9,401
TOTAL NET ASSETS/EQUITY	**18,033**	**17,553**

Statement of changes in Net Assets / Equity

for the year ended 31st March 2026

	Accumulated Surplus $'000	Revaluation Reserve $'000	Total net assets/equity $'000
2025			
BALANCE AT 1 APRIL 2024	8,929	7,517	16,446
Add/(Less):			
Total comprehensive (deficit)/surplus for the year	(777)	1,884	1,107
BALANCE AT 31 MARCH 2025	**8,152**	**9,401**	**17,553**
2026			
BALANCE AT 1 APRIL 2025	8,152	9,401	17,553
Add/(Less):			
Total comprehensive surplus for the year	101	379	480
BALANCE AT 31 MARCH 2026	**8,253**	**9,780**	**18,033**

Sarah Morton-Johnson

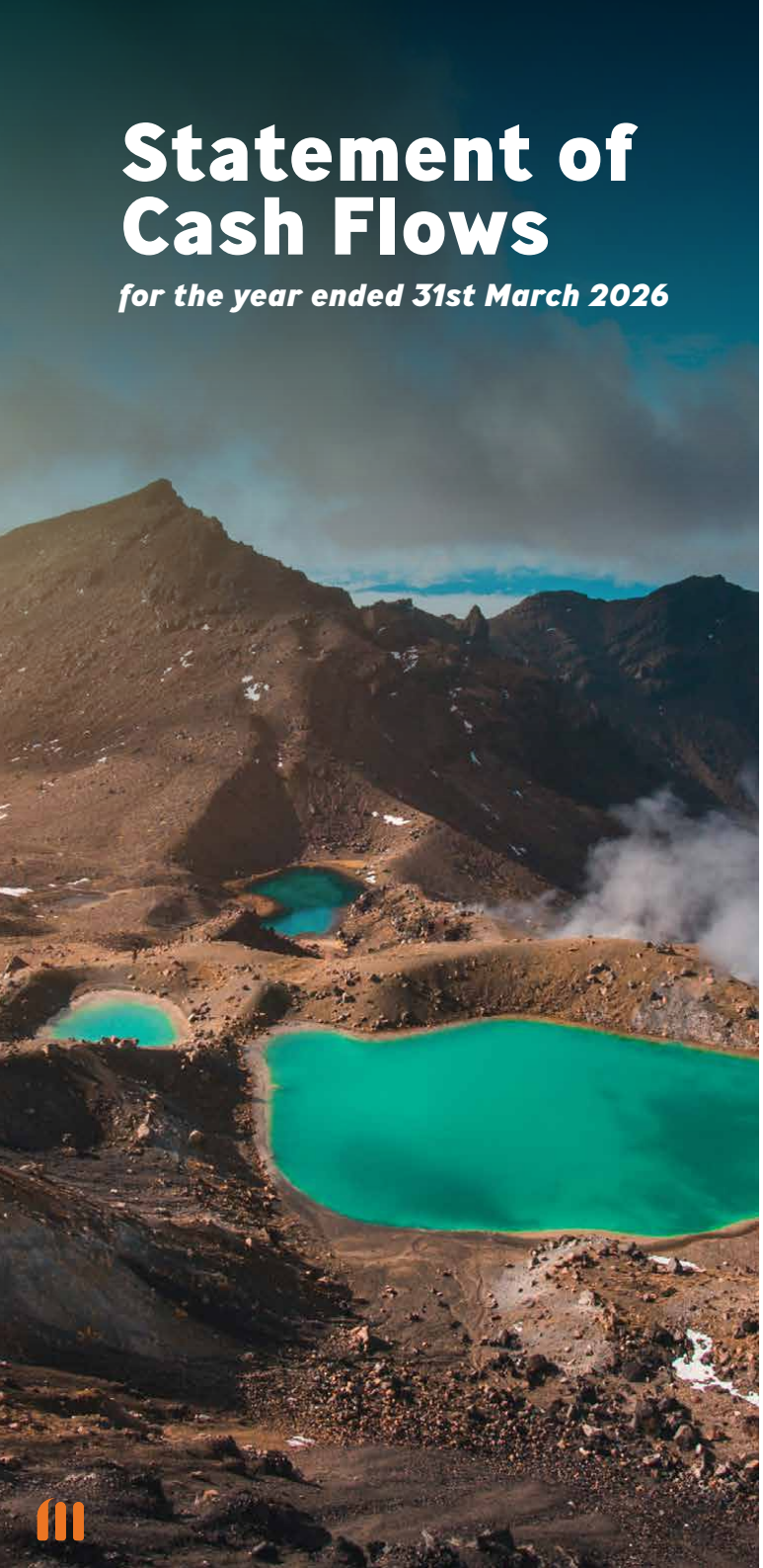
Board Chair
Board Member
10th September 2026

Luke Weston

Chief Executive
Board Member
10th September 2026

Statement of Cash Flows

for the year ended 31st March 2026



CASH FLOW FROM OPERATING ACTIVITIES	2026 $'000	2025 $'000
Cash receipts from sale of goods and services	2,035	1,853
Cash receipts from donations	12,798	11,454
Cash payments to suppliers	(8,025)	(7,531)
Cash payments to and on behalf of employees	(6,450)	(5,714)
Net cash generated from operating activities	358	62
CASH FLOW FROM INVESTING ACTIVITIES		
Purchase of intangible assets	(30)	(85)
Purchase of property, plant and equipment	(342)	(410)
Purchase of investments	(300)	(1)
Interest received	2	23
Net cash used in investing activities	(670)	(473)
CASH FLOWS FROM FINANCING ACTIVITIES		
Interest paid	(10)	(116)
Loan (paid)/received	(82)	43
Net cash used in financing activities	(92)	(73)
Net decrease in cash	(404)	(484)
Cash and bank balances at beginning of the year	639	1,123
CASH AND BANK BALANCES AT END OF THE YEAR	**235**	**639**

Basis of Presentation

(a) Statement of compliance

The financial statements have been prepared in accordance with New Zealand Generally Accepted Accounting Practice ("NZ GAAP"). They comply with Public Benefit Entity International Public Sector Accounting Standards and other applicable Financial Reporting Standards (collectively "PBE Standards"), as appropriate for Tier 2 not-for-profit public benefit entities, for which all reduced disclosure regime exemptions have been adopted. The Society qualifies as a Tier 2 reporting entity as for the two most recent reporting periods it has had between $5 million and $33 million operating expenditure and it does not have public accountability.

These summary financial statements have been prepared in accordance with PBE FRS 43: Summary Financial Statements, issued by the New Zealand Accounting Standards Board. The summary financial statements do not include all the disclosures provided in the full financial statements and cannot be expected to provide a complete understanding of the financial affairs of Rhema Media Incorporated. These financial statements should be read in conjunction with the full financial statements to obtain a complete understanding of the financial position and performance of the entity.

These financial statements were authorised for issue by the Board on 10th September 2026.

(b) Measurement basis

The financial statements have been prepared on the historical cost basis except for the Land and Buildings, which are stated at valuation.

(c) Functional and presentation currency

The financial statements are presented in New Zealand dollars ($) which is the Society's functional and presentation currency. Unless otherwise stated, amounts are rounded to the nearest thousand dollars.

To ensure consistency with the current period, certain comparative figures have been restated where appropriate.

(d) Subsequent Events

Subsequent to the reporting date, the Society paid a deposit of $1,010,000 funded through the CARL facility, in respect of its purchase of the property at 67 Apollo Drive for a total purchase price of $10,100,000. Settlement occurred on 27 July 2026.

On 7 August 2026, the Society entered into a conditional agreement for the sale of 126 Philpotts Road for an amount of $2,650,000, subject to due diligence.

No adjustments have been made to these financial statements in respect of these events.

Annual General Meeting

Te Hui ā Tau

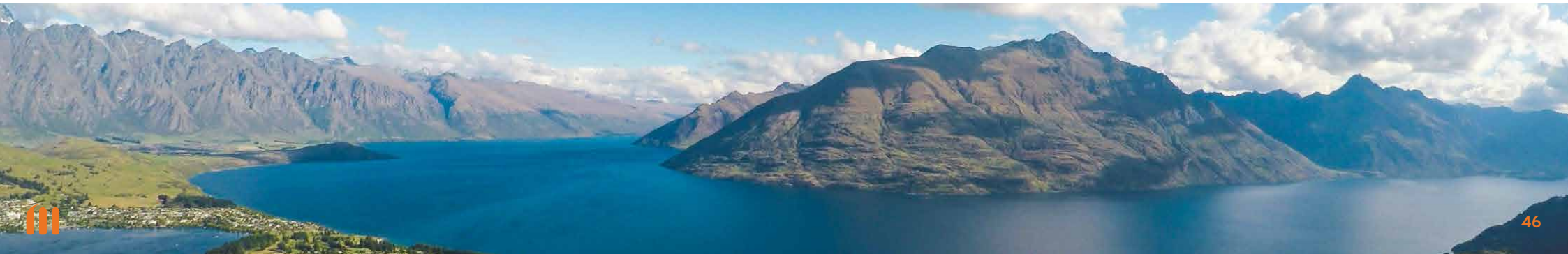
Rhema Media's Annual General Meeting will be held online on Friday 25th September at 11:00am.

All Rhema Media members are invited to be updated on the annual reports of the ministry and highlights from the past year.

We look forward to sharing about what your support has made possible this year.

We'd love you to be part of the AGM as it happens:

Friday 25th September 2026, from 10:45am, at this link: rhemamedia.co.nz/agm



Grant Thornton

Report of the Independent Auditor on the summary financial report

Grant Thornton New Zealand Audit Limited
Level 4, Grant Thornton House
152 Fanshawe Street
PO Box 1961
Auckland 1010

T +64 09 308 2570
www.grantthornton.co.nz

To the Governance Board of Rhema Media Incorporated

Opinion

The summary financial report, which comprise the service performance information for the year ended 31 March 2026 on pages 38 and 39 and the summary financial statements on pages 42 to 46. The complete set of summary financial statements comprise the summary statement of financial position as at 31 March 2026, the summary statement of comprehensive revenue and expense, the summary statement of changes in net assets / equity, the summary statement of cash flows for the year then ended, and related notes, is derived from the audited financial report of Rhema Media Incorporated for the year ended 31 March 2026. We expressed a qualified opinion on those financial statements and an unmodified opinion on the service performance information in our report dated 10th September 2026.

In our opinion, the accompanying summary financial report is consistent, in all material respects, with the audited financial report, in accordance with PBE FRS-43: *Summary Financial Statements* issued by the New Zealand Accounting Standards Board.

Summary financial report

The summary financial report does not contain all the disclosures required by Public Benefit Entity International Public Sector Accounting Standards Reduced Disclosure Regime ("PBE IPSAS RDR"). Reading the summary financial report and the auditor's report thereon, therefore, is not a substitute for reading the audited financial report and the auditor's report thereon.

The Audited Financial Report and Our Report Thereon

We expressed a qualified audit opinion on the audited financial statements and an unmodified audit opinion on the audited service performance information included in the audited financial report in our report dated 10th September 2026.

The basis for our qualified opinion on the audited financial statements was that we were unable to obtain sufficient appropriate audit evidence concerning certain significant assumptions used in determining the $9,500,000 revalued carrying amount of the Society's owner-occupied property as at 31 March 2026. Consequently, we were unable to determine whether any adjustment was required to the carrying amount of land and buildings, the related revaluation reserve and other affected amounts and disclosures.

The possible effects of this matter relate to the carrying amount of land and buildings and the revaluation reserve included in the summary statement of financial position, together with any related amounts and disclosures in the summary financial report.

Other Information Other than the Summary Financial Report and Auditor's Report Thereon

The Governance Board is responsible for the other information. The other information comprises the annual report but does not include the summary financial report and our auditor's report thereon.

Our opinion on the summary financial report does not cover the other information and we do not express any form of audit opinion or assurance conclusion thereon.

In connection with our engagement to report on the summary financial report, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the summary financial report or

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otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Governance Board's Responsibility for the Summary Financial Report

The Governance Board is responsible, on behalf of the Society, for the preparation of the summary financial report in accordance with PBE FRS-43: *Summary Financial Statements*.

Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary financial report is consistent, in all material respects, with the audited financial report based on our procedures, which were conducted in accordance with International Standard on Auditing (New Zealand) (ISA (NZ)) 810 (Revised), *Engagements to Report on Summary Financial Statements*.

Other than in our capacity as auditor and as the independent assurance practitioner engaged to perform the Broadcasting Levy Return compliance engagement, our firm has no relationship with, or interest in, the Society.

Restriction on use of our report

This report is made solely to the Society's governance board, as a body. Our work has been undertaken so that we might state to them those matters which we are required to state in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Society and its governance board, as a body, for our work, this report or for the opinion we have formed.

Grant Thornton New Zealand Audit Limited

Grant Thornton

Auckland

10th September 2026

Chartered Accountants and Business Advisors
Member of Grant Thornton International Ltd.

Muri's Story

of generational impact

Muri's story

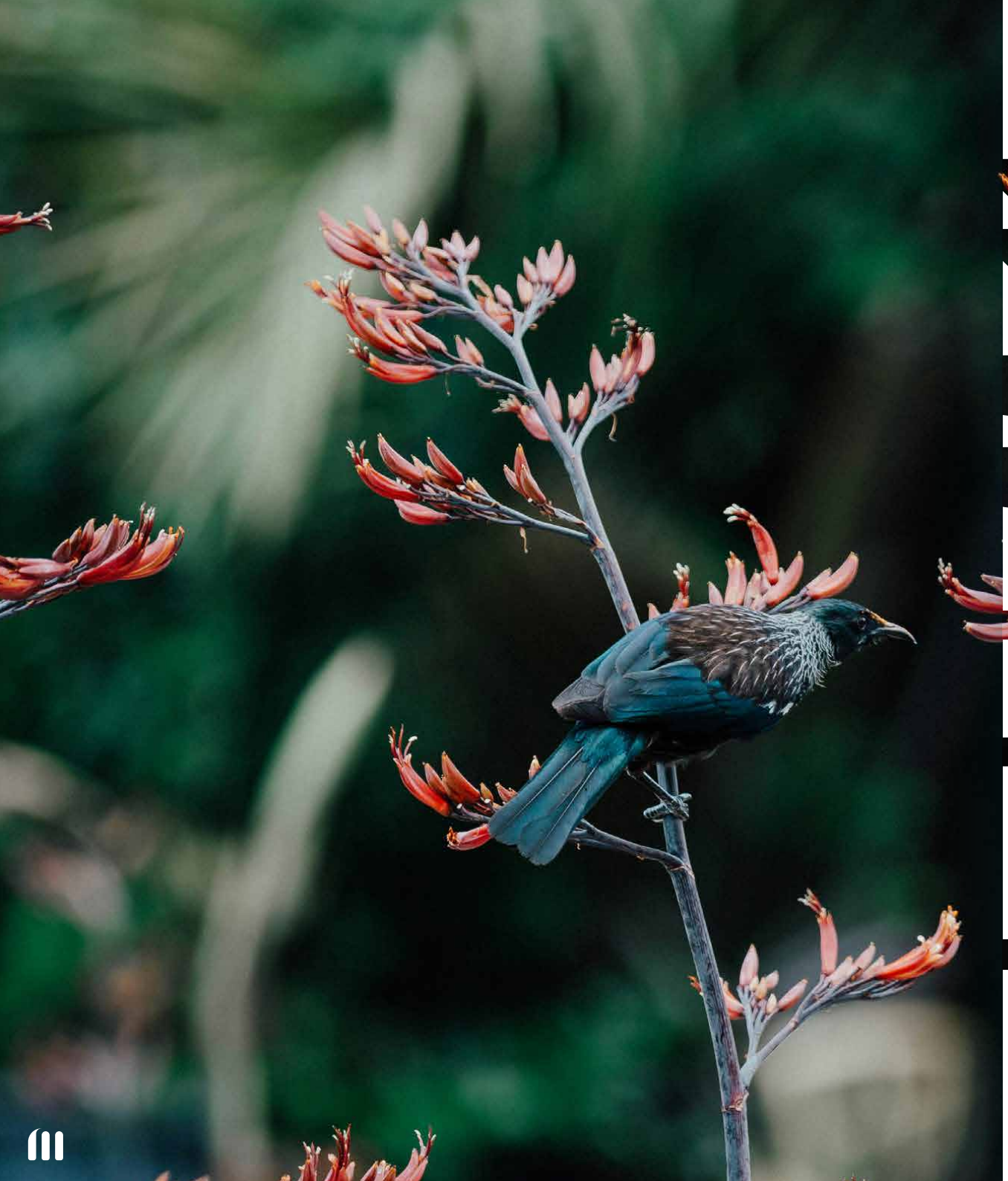
'I'd given my heart to God in my 20s, just after my mother became a born again Christian. She would always listen to Rhema. Together we'd sit with our little transistor radio tuning in to Derek Prince. He had a heart after God and most times I was on my knees, weeping over his messages. I was rural based, so had no other contacts where I lived. Rhema helped so much in my journey as a new Christian. Apart from church, this was it for me.

And today, Shine has been a great way for my children to watch *Superbook*. I've been moved by the programmes and testimonies. The Sunday services have been fantastic. My children and I were watching the Shine fundraising appeal when my 11-year-old son asked me to call through so that he could donate his pocket money. Then his big sister was convinced to do the same, so both decided to contribute for the other two who were asleep.

As I've walked with Jesus, and now as a single mum, imparting everything good into my children is important to me.

We pray daily for our unsaved whānau. They have TV and radio. We're hoping God will reach them, if not through people, then through devices. I know that Rhema and Shine are reaching out to the lost on our country. I'm so grateful for these Christian stations that share Jesus with the world. We need to keep this going.'

> *"I was rural based, so had no other contacts where I lived. Rhema helped so much in my journey as a new Christian. Apart from church, this was it for me."*



Isaiah 55:11

So shall my word be that goes out from my mouth; it shall not return to me empty, but it shall accomplish that which I purpose, and shall succeed in the thing for which I sent it.

Isaiah 55:11

Ka pēnā anō tāku kupu e puta ana i tōku māngai: e kore e hoki kau mai ki ahau; engari ka meatia tāku i pai ai, ka taea hoki tāku i unga atu ai.

Ihāia 55:11

Te Pāpāho Karaitiana mō Aotearoa

Christian media for New Zealand

rhema media

Rhema Media Inc.
53 Upper Queen Street
Private Bag 92636
Newmarket
Auckland 1149

P: 09 307 1251
E: partners@rhema.media
W: rhemamedia.co.nz