

14 March 2016

AN ONLINE SPACE FOR NEW ZEALAND CHILDREN – SEEKING EXPRESSIONS OF INTEREST

PURPOSE

NZ On Air is seeking ideas to provide a fresh way to connect primary school-aged New Zealand children with a range of online New Zealand content made especially for them. NZ On Air's purpose is to reflect and develop New Zealand identity and culture so the 'New Zealandness' of this project is a primary consideration.

This document sets out what we are looking for and how to submit a proposal. The deadline for submissions is midday Wednesday 27 April 2016.

INTRODUCTION

NZ On Air is seeking Expressions of Interest (EOI) in curating a new way for primary aged-children to find entertaining and informative New Zealand children's online audiovisual content. This audience is currently poorly served by cohesive online local content.

We are looking for child-focused ideas that will reach a significant New Zealand child audience, be valued by that audience, and provide a safe, fun, and culturally diverse place for children to interact.

This project arises from NZ On Air's 2014 research into [children's media use](#) and the consultation we undertook last year with the industry on a new approach to funding children's content.

THE BRIEF

We are looking to partner with an organisation that can invest in or extend a suitable online platform and/or app made especially for New Zealand children that will be:

- Highly valued by an engaged child audience: we are targeting primary-aged New Zealand children (aged 6-12) and would consider adding preschool audiences if the right creative solution was found
- Focused on screen content. Where NZ On Air is the majority investor, we expect funded children's content, in original or repurposed form, to be on the site on a non-exclusive basis to extend audience reach
- Largely or fully commercial free (limited sponsorship opportunities might be acceptable in defined circumstances) in keeping with NZ On Air's public media mandate
- Available free to New Zealand audiences
- Promoted consistently, creatively and well
- Cost-effective

We see this project being delivered by a strong media entity or through effective media partnerships. We are looking to share cost and will prioritise our funding for content, curation, and interactivity rather than infrastructure costs.

In helping contribute content, we are likely to seek reshaped production proposals in our 2016/17 children's round to ensure funded content will be effective on this site, as well as for broadcast, either in its original form or repurposed. We may also fund suitable and cost-effective online-only content for the site.

PROCESS AND TIMELINE

EOI submissions should be emailed to Nicky Andrew nicky@nzonair.govt.nz by **midday 27 April 2016**. Late submissions will not be accepted.

We will notify all submitters of our interest or otherwise by **10 May 2016** and intend to select one leading contender as the preferred submitter.

We intend to enter into scoping discussions with the preferred submitter and will aim to make a final decision - to proceed or not to proceed - by 30 June 2016. If we proceed, we hope the solution will be live by mid-2017.

SUBMISSION REQUIREMENTS

To submit an Expression Of Interest you need to:

- 1.** *complete* the **Application Form**, and
- 2.** *attach* a **Creative Concept** of no more than 10-15 pages describing the proposed project and how it meets the Brief described above. Specifically tell us about –
 - the proposed platform, where it is based, the different elements it is comprised of
 - ideas for how content will be integrated into the platform/site; how it will be curated or moderated and by whom; what support will be required and available
 - how children will access, interact with, create and share the content
 - broad ideas for the typical content offering targeted at a child audience ranging from 6-12 years
 - ideas for feasible content options that add to the content NZ On Air funds
 - ideas for effective and ongoing promotion to a child audience and their parents
 - the rough, high-level architecture for the proposed solution
 - the track record in this space of the company or companies involved in serving child audiences
 - other partners that will support and promote the content
 - other likely financial contributors
 - any short-term financial support required from NZ On Air to get the project off the ground, bearing in mind NZ On Air will be enabling the supply of a reasonable volume of content. Namely what can you do, and what extra do you need from us? For example, your proposal could list options showing the functionality of the solution that is feasible at different funding levels.

WHAT WE WILL NOT CONSIDER

- Stand alone initiatives with limited reach
- Unproven platforms
- Applications from providers that are not New Zealand-registered companies or organisations.

QUESTIONS

Any questions seeking clarification of the brief and submission requirements must be emailed to Head of Digital Brenda Leeuwenberg brenda@nzonair.govt.nz by 11 April.

So that all submitters have access to the same information, all questions and answers, and any further clarification of the EOI, will be posted on our website on 15 April at midday. <http://nzonair.govt.nz/about-nz-on-air/eoi-children/>

NZ On Air: March 2016

ONLINE CHILDREN’S CONTENT: Expression of Interest

Application Form

Lead submitter business name:	
Lead submitter contact details: (Contact name, address, phone, email, web)	
Brief description of proposed concept: (250 words)	
Brief description of platforms:	
Brief description of proposed or likely partners:	
Name of person submitting:	
Date Submitted:	
Please attach a Creative Concept as outlined in the EOI accompanying information. Email applications to Nicky Andrew nicky@nzonair.govt.nz by midday 27 April 2016. Late submissions will not be accepted.	

THE FINE PRINT

- By submitting a proposal, you agree you have read, understood and agree to be bound by the terms in this fine print.
- We are not bound to accept the lowest priced conforming proposal or any proposal
- We may waive application irregularities
- If none of the proposals are acceptable to us we may enter into negotiations with one or more submitters and may seek different collaborations
- We may change our expected process and dates, but would give submitters a reasonable time to respond to any change
- We both agree to take reasonable steps to protect the other’s confidential information
- Our obligation to protect your confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions
- There is no binding legal relationship between us, and your proposal is only accepted if we both sign a contract