

CHARTER OF PRINCIPLES – HEIHEI

Purpose

1. There are public-good principles that underpin the provision of content for children. NZ On Air acknowledges the Children’s Media Rights Declaration drafted by the NZ Children’s Screen Trust and have adapted wider principles to frame this project as follows:
 - Children have a right to accessible and diverse local media which is made specifically for them and which doesn’t exploit them.
 - Children should have access to media which entertains, educates and stimulates them and which allows them to develop to their fullest potential.
 - Children should see themselves, their culture, their life experiences and hear their accents in a range of quality content which affirms their sense of self, community and place.
 - Stories are vital for the development of identity and imagination. Stories relevant to their age and culture should be available to children of all ages.
 - Children's media should be wide-ranging in genre and content, but should not include gratuitous scenes of violence and sex.
 - Children's content should be regularly available at times and places useful to and used by children.
 - Children of all backgrounds, ethnicities and abilities should see and hear themselves reflected positively in local content.
 - Children must be enabled to exercise their creativity in making and interacting with content.
2. A high-level Charter of Principles will govern the website’s development and operation.

Principle 1: Child centred

3. The site will be designed for children and led by child-centred thinking. This means that while both parties will add knowledge and experience, they acknowledge that child audience behaviour and preferences will actively influence the ongoing development of the site and its content.
4. User testing will be conducted early and often to check in with the children and make decisions in their interests.

Principle 2: Interactive

5. The site will feature a wide range of age-appropriate content and invite and encourage children to add their own feedback and creative content.

Principle 3: Proudly New Zealand

6. Great New Zealand content will be prioritised and promoted with maximum effort.
7. The site’s values, design, curation and ‘voice’ will be proudly New Zealand, positively reflecting the range of ethnicities, regions and cultures that make up the New Zealand population.
8. Because children enjoy global content, the site will have a mix of content sourced from New Zealand and around the world.

Principle 4: A safe place

9. The site will be a safe place for children to play and consume quality age-appropriate content.
10. The site will be advertising-free, may have appropriate sponsorship, where NZ On Air agree, and will comply with FTA broadcasting codes where applicable.

11. It will have high quality technical barriers to protect children's privacy and that of their family.