

CHARTER ON THE BROADCAST AND SPONSORSHIP OF SECONDARY SCHOOL SPORT

Introduction

The purpose of this Charter is to help protect and support the health, wellbeing, and development of secondary school students in New Zealand sport. It sets out agreed standards and principles for the broadcast and sponsorship of the secondary school sport events that are part of the New Zealand Sport Collective (NZSC).

It is important to note that NZSC has no remit over school sport broadcast or sponsorship outside the sporting events it works with. For a list of all rights holders please visit www.nzsportcollective.co.nz.

For many years, broadcast and sponsorship of secondary school sporting events have been taking place across a wide range of sports and schools. However, there has been no agreed guiding standard or set of principles across the sector. From November 2019, 51+ Secondary School events from 45+ sports joined together under a single umbrella in order to achieve better outcomes (such as this Charter) than could be achieved individually

By working collectively, this structure provides a unique opportunity to positively influence the broadcast and sponsorship environment and promote the needs and wellbeing of secondary schools and their students.

This Charter is aimed at enabling NSOs, Event Organisers, Broadcasters, Schools and Sponsors to understand and/or adhere to the standards, processes and safeguards in place to help protect students who participate in the secondary school sporting events the NZSC works with.

Adopted by:

- **New Zealand Sport Collective:** Representing 55+ National Sport Organisations and other rightsholders, many of whom run Secondary School Sport events.
- **National Sports Organisations:** The governing bodies for their respective sports in New Zealand.
- **Production companies:** The live stream and video production companies producing video content for broadcast.
- **Broadcaster:** The broadcaster providing a broadcast platform for the content produced.

Other Parties Consulted

In addition to the parties adopting this charter, the following parties were consulted and provided feedback: School Sport NZ, Sport NZ, Drug Free Sport NZ, TAB, Racing Integrity Unit (RIU) and the Advisory Group.

There are four sections to this document

1. Statement of values.
2. Guidelines for the broadcast of secondary school students competing in events that are part of the NZSC structure.
3. Guidelines for the sponsorship of secondary school sport via the New Zealand Sport Collective.
4. Complaints and review processes.

1. STATEMENT OF VALUES

- Students' enjoyment and positive experiences in sport are the number one priority in all matters relating to sponsorship and broadcast.
- Secondary School Sport is about celebrating all sports, genders, groups, and schools equally and does not have a focus on winning only.
- Promoting equality, inclusivity and participation for all school students across New Zealand.
- NZSC supports and endorses the current School Sport NZ Integrity Framework, and has aligned with the principles and guidelines of Sport NZ's 'Keep up with the play' and 'Balance is Better' initiatives, positive parental behaviour and support, and will make every effort to align any sponsorship and broadcast messaging to those same values.

2. GUIDELINES FOR THE BROADCAST OF NZSC MEMBER- RUN SECONDARY SCHOOL SPORT EVENTS

Valuing lifelong participation and engagement in sport	
Principle/Standard: Support positive, equitable opportunities for students to engage with their sport.	Accountability: NZSC, NSO
Encourage the focus of Secondary School sport within NZSC member-run secondary school sport events to be framed around celebrating values, health and wellbeing, and other wider benefits that come from sport (vs. only on winning). This theme to go through all aspects of broadcast and production.	
Reference doc: <ul style="list-style-type: none">• Balance is Better (Sport NZ)• Keep up with the play (Sport NZ)	

Promoting equitable coverage in sport	
Principle/Standard: Support positive, equitable opportunities for all students to engage with their sport.	Accountability: NZSC, NSO
NZSC will work with NSOs and our other partners towards representative coverage of all groups. This work may include initiatives such as: <ol style="list-style-type: none">1. Broadcast coverage to include a range of levels of teams/individuals (age 15 and over) from as wide a representation of New Zealand schools as possible2. A commitment to matching teams as evenly as possible so that broadcast events are not embarrassing for either team/competitor3. Proportionate focus on each gender relative to participation.4. Encourage and support sports to give as many schools and students the opportunity to be seen as possible (equity of coverage).	
Reference doc: N/A	

Consent to being filmed and broadcast at an NZSC member-run secondary school sport event

Principle/Standard: No secondary school student or school will be featured/focused on in an event broadcast if they do not wish to be.	Accountability: All Signatories
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1. NSOs and/or Event Organisers will agree to a templated opt out process for their event at the time of sanctioning by School Sport NZ.
2. School Principals will be given the opportunity to request that specific students/teams are opted out of broadcast via event entry processes and/or earlier event-related communications.
3. Should a student or team have reservations about being broadcast, the Principal can raise this with the NSO/Event Organiser in confidence. The NSO/Event Organiser will work with School Sport NZ and NZSC to:
 - Answer questions and provide information to help schools feel comfortable with the broadcast if possible; and/or
 - Work through any mitigations required to address those concerns, which may include making best efforts that the student or team will not be featured/focused on in the broadcast; or
 - If the above is not possible, the specific event/match/race will not be broadcast.

Reference doc:

- School Sport NZ event sanctioning form
- NSO Event Entry form

Age of students broadcast

Principle/Standard: Broadcast will focus on ages 15 and over at NZSC member-run secondary school sport events.	Accountability: All Signatories
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1. NZSC will communicate with NSOs/Event Organisers during the planning process to ensure they fully understand this broadcast requirement.
2. NZSC will work with the Live Stream Production company and Event Organisers during the planning process to ensure the competition and broadcast is structured so that athletes aged 15 and over will be focused on during the broadcast.
3. NZSC will support NSOs/Event Organisers to communicate this broadcast restriction to their participants/stakeholders.
4. Where U15 students are competing in an Open (or equivalent) age grade, NZSC will work with NSOs/Event Organisers to support those students as appropriate.

Reference doc: N/A

Commentary

Principle/Standard: Enable sports to gain visibility without placing undue pressure on athletes by celebrating sport rather than focusing on winners.	Accountability: All Signatories
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1. NZSC will communicate with NSOs/Event Organisers/Broadcaster during the planning process to ensure commentators have been made aware of the commentary requirements.

2. All commentators will be briefed by the NSO/Event Organiser.
3. Commentary should always be positive and supportive. No negative comments will be made about students competing
4. The highest consideration will be given to the students' wellbeing, and recognition of how they might feel hearing any comments.
5. Commentators will not focus on information that might place unnecessary pressure on students i.e. "This girl will be the next superstar".
6. Commentary will have a strong focus on values and sportsmanship i.e. acknowledging values such as fair play as much as performance outcomes.
7. Commentary will respect coaches and officials, as well as students.

Reference doc:

- Commentator briefing
- [Balance is Better \(Sport NZ\)](#)
- [Keep up with the play \(Sport NZ\)](#)

Athlete Interviews

Principle/Standard: Celebrating sport rather than focusing on winners.

Accountability: All Signatories

1. NZSC will work with NSOs/Event Organisers to ensure MCs/interviewers are briefed in accordance with the requirements in this Charter.
2. Where practical, interviews will be organised with athletes as early as possible.
3. Team managers (or equivalent) will be briefed in advance on the types of questions that students may be asked and students should be briefed on these questions by their Team Managers to they have the opportunity to talk it through if they wish.
4. Prior to being interviewed for the broadcast, student athletes will be asked for their permission e.g. "there is no obligation at all, but would you like to do an interview".
5. Interview questions should have an equal focus on values vs winning.

Reference doc:

- Interviewer briefing

Broadcasting procedure when there is an embarrassing incident or a major injury on the field.

Principle/Standard: Supporting the safety and protection of students in a broadcast environment.

Accountability: All Signatories

1. Filming of an incident must cease if there is a major injury on field – the broadcaster/live streamer needs to direct the camera away or cut to an 'ad break'.
2. No focus on anything particularly negative or embarrassing (i.e. a stalker, a brawl, poor coach/side-line behaviour).
3. This process will be clearly communicated to producers via the Production Guidelines, with follow-up conversations as necessary.
4. Broadcasts, and any issues, will be reviewed weekly by NZSC and the broadcaster (consulting with School Sport NZ as required), with feedback given to NSOs and production companies if necessary. Updates made to the Production Guidelines where required.

Reference doc: Production Guidelines (a technical document outlining required production standards for broadcast).

Moderation of online comments on Live Stream broadcast

Principle/Standard: Supporting the safety and protection of students in a digital environment.

Accountability: All Signatories

1. All comments and community engagement on the live stream Channels, including Facebook page and Instagram account, will be monitored by the NZSC/broadcaster (not just during an event broadcast). This may include software in place to filter out inappropriate comments and blocking inappropriate usernames where required.
2. If there is a moderator available (via NSO, NZSC or the live stream company), comments will be available on the YouTube broadcast of an event.
3. If there is not a moderator available, comments on the YouTube page of the event live stream will be turned off. This will be decided in advance with the NSO/Event Organiser and communicated via their channels.
4. Moderators will be asked to adhere to the Moderation Guidelines available in the Production Guidelines.
5. Moderation of comments on NSO social media pages is the responsibility of that NSO.
6. It is acknowledged that it may not be possible to moderate comments on all social media outside the control of NSOs, Broadcaster, NZSC and Event Organisers.

Reference doc:

- Moderator briefing
- <https://www.netsafe.org.nz/youth-bullying/>

Integrity

Principle/Standard: Integrity in sport is of the highest importance.

Accountability: NZSC

1. The NZSC commits to continued awareness, promotion of and adherence to School Sport NZ's Integrity Framework, including the concepts of Honesty, Respect and Fair Play.
2. As integrity in sport is a much wider issue than just the NZSC, alignment will be sought with key partners and accepted best practice, including alignment with Drug Free Sport NZ and Sport NZ's Integrity work, including the principles of 'Balance is Better' and 'Safe Sport'.
3. NZSC channels, including the broadcast platform, may be utilised for ongoing education and promotion around integrity in sport where relevant.
4. NZSC supports TAB's position to not bet on school sports so as not to create risk, or even the impression of risk, to the integrity of school sports. NZSC supports the work of TAB, RIU and relevant government departments that seek to understand and mitigate potential integrity issues caused by illegal betting and match fixing. As it relates to the broadcast of school sport in NZ, NZSC will:
 - Continue to seek to understand any risks, working with TAB, RIU and relevant government departments, and consider seriously any advice or recommendations made by those organisations,
 - Use the NZSC platform and partnerships to enhance awareness and education around

relevant issues where appropriate,
 - If required, geo-block the broadcast channel so content is only available in New Zealand.

Reference doc:

- [School Sport NZ Integrity Framework](#)
- [Drug Free Sport NZ Cleansport 101](#)

Supporting the wider NSO community

Principle/Standard: Supporting the safety and protection of referees, coaches etc in the broadcast and digital environment.

Accountability: NZSC

NZSC supports NSOs' own work to protect their members, including ongoing education on positive supporter behaviour that may be enabled via the NZSC channels.

Reference doc: N/A

Athlete poaching and professionalism

Principle/Standard: Helping to minimise any risk around athlete poaching and professionalism in the context of broadcast.

Accountability: NZSC

1. In the context of broadcast, NZSC will continue to support School Sport NZ's ongoing initiatives in this area and work with other partners where required.
2. The NZSC channel may be utilised a single portal for key messages or content that may help to mitigate any negative activity.

Reference doc: N/A

Early specialisation

Principle/Standard: Supporting awareness around early specialisation.

Accountability: NZSC, NSO

1. Broadcast will focus on ages 15 and over at NZSC member-run secondary school sport events.
2. NZSC member-run secondary school sport events required to provide appropriate commentary that supports balance in sport.
3. No broadcast of performance data (beyond simple timings/rankings) from student athletes participating.
4. NZSC will pursue a partnership with Sport NZ to support campaigns such as 'Balance is Better' and 'Keep up with the play'.

Reference doc:

- [Balance is Better \(Sport NZ\)](#)
- [Keep up with the play \(Sport NZ\)](#)

3. GUIDELINES FOR THE SPONSORSHIP OF SECONDARY SCHOOL SPORT VIA THE NEW ZEALAND SPORT COLLECTIVE

Sponsorship	
Principle/Standard: Any Sponsors that are part of NZSC school sport events will support the themes in this charter.	Accountability: NZSC
<ol style="list-style-type: none"> 1. Sponsors will not be sought from sectors associated with harm to young people, for example alcohol, tobacco (including vaping), drug and ‘unhealthy fast food’ sectors. 2. All Sponsors of this program will be approved by School Sport New Zealand (not to be unreasonably withheld). 3. Sponsorship will be dealt with in a way that stakeholders are aware of the nature of the sponsorship and how it is assisting with the delivery and development of events. The Advisory Group of NZSC will have visibility into funding arrangements. 4. Sponsors will be asked what they can do to help school sport directly. Where possible, sponsor activation and additional expenditure will be maximised to directly benefit schools and promote the key messages and goals of the NZSC and its stakeholders. 5. All sponsors will be asked to make an additional contribution to schools in New Zealand to help sustainably remove barriers to participation in sport. For example, donating additional funds to schools or initiating/supporting programmes that will make an impact on sporting opportunities in schools. 6. This Charter will be included in sponsor agreements to ensure understanding and alignment with these parameters. 7. It should be noted that sponsorship of secondary school sport outside the NZSC (e.g. via schools or sports not part of the NZSC) is not covered in this Charter. Those entities may have their own policies in place and are not included for consideration in this document 	
Reference doc: N/A	

4. COMPLAINTS PROCESSES & REVIEW

The protection, wellbeing and healthy development of sporting students continues to be a major priority for all parties. Key processes and procedures have been in place since the establishment of the NZSC, and we continue to evolve and develop as we work closely with our stakeholders. In that regard we welcome ongoing feedback on all aspects of the broadcasting and sponsorship of secondary school sport via NZSC and relevant NSOs.

Advisory Group

The Advisory Group has been established by NZSC to provide advice on the program, have visibility of NZSC’s operations, report to key stakeholders, and to manage a complaints process in response to the principles set out in this Charter. It will include members from secondary school, athlete, and NSO backgrounds.

The inaugural members of the Advisory Group will include the following (with the remaining 2 members and student leadership group TBD):

- Peter Leggat: Former Chair of School Sport NZ, former Principal Onslow College.

- Bernice Mene: Former Silver Fern and teacher with a background in sport, media, education, youth development and multiple governance roles. Will represent the athlete voice and connect to a student leadership group.
- Iain Potter: CEO, Basketball NZ.

Complaints and dispute resolution

A process will be developed by the Advisory Group to address complaints from those who believe there has been a behaviour inconsistent with this Charter. Any such process will respect, and be subject to, any existing complaints and dispute resolution processes of NSOs and/or School Sport NZ

Review

The arrangements in this Charter will be reviewed every year. It is intended to be a document that can respond to the ongoing needs of schools, students and NSOs as they evolve in the context of broadcast and sponsorship. This review will be led by the Advisory Group, in consultation with (and findings reported back to) the signatories and guiding parties to this Charter.