

CHARTER ON THE BROADCAST AND SPONSORSHIP OF SECONDARY SCHOOL SPORT

Introduction

This Charter aims to protect and support the health, well-being, and development of secondary school students in New Zealand sports in the context of broadcast, social media, and sponsorship (commercial rights). It sets out an agreed-upon set of standards and principles for these three areas for 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 outside the sporting events it works with.

Previously, broadcasts, social media, and sponsorships of secondary school sporting events took place across a wide range of sports and schools. However, there has been no agreed guiding standard or set of principles across the sector. Since November 2019, a large number of secondary school events have been joined together under a single umbrella in order to achieve better outcomes (such as this Charter) than could be achieved individually. This has been rewritten for 2022 and beyond with a new broadcast partner (Whakaata Māori) and agreed to by the 30+ school events as part of the new model.

By working collectively, this structure provides a unique opportunity to create a very positive environment for students that enhances their experience. This Charter aims to enable NSOs, Event Organisers, Broadcasters, Schools, and Sponsors to understand and operate within the standards, processes, and safeguards specified to help protect students participating in the secondary school sporting events the NZSC works with.

Adopted by:

- **New Zealand Sport Collective:** Representing 55+ National Sports 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 initially consulted in 2019 and provided feedback: School Sport NZ, Sport NZ, Drug Free Sport NZ, TAB, and the Racing Integrity Unit (RIU).

There are four sections to this document

1. Statement of values.
2. Guidelines for the broadcast and social media 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.
- The 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 BROADCAST AND SOCIAL MEDIA 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. a pre-occupation with winning). This theme to go through all aspects of broadcast and production.	
Reference documents: <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 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 genders 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 documents: 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
<ol style="list-style-type: none"> 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: <ul style="list-style-type: none"> - Answer questions and provide information to help schools feel comfortable about being broadcast if possible; and/or - Work through any mitigations required to address concerns, which may include making best efforts to ensure that the student or team will not be featured/focused on in the broadcast; or - If the above steps are not possible, the specific event/match/race will not be broadcast. 	
Reference documents: <ul style="list-style-type: none"> • School Sport NZ event sanctioning form • NSO event entry form 	

Consent to being filmed and interviewed for social media content at an NZSC member-run secondary school sport event	
Principle/Standard: No secondary school student or school will be featured/focused on in social media content if they do not wish to be.	Accountability: All Signatories
<ol style="list-style-type: none"> 1. All schools/ students have the option of declining any interviews and just like broadcast, social media may be opted out at the time of entry. 2. For any interviews of students to be used on social media, both the school (present teacher) and students will be briefed on the purpose and outcomes of the content and what platforms it will be shared on externally. They are fine to decline to be involved 3. No interviews will be live 4. Comments on the channels used will be moderated 5. During tournaments, every school can raise embarrassing or concerning incidents to ensure nothing is published in social media highlights that would cause shame, embarrassment, or bad sportsmanship. 6. Any interview footage created that highlights or focuses on an individual or school as a significant contributor to the content will be notified. They will be informed that they can request to see the content before it is sent to any sponsors or posted online. If the school/individual does not wish for it to be posted, it will not be. 7. Students under 15 will require teacher or parental permission and will not be allowed to have a 'main speaking role' in any social media interview or HL clips. (Age will be verified at the time of the interview) 	

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
<ol style="list-style-type: none"> 1. NZSC will communicate with NSOs/Event Organisers during the planning process to ensure they fully understand this requirement. 2. NZSC will work with the live stream production company and Event Organisers during the planning process to ensure that 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 message to their participants/stakeholders. 4. Where U15 students are competing in an open (or equivalent) age-grade event, NZSC will work with NSOs/Event Organisers to support those students as appropriate. 	
Reference documents: 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
<ol style="list-style-type: none"> 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 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 good 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 documents: <ul style="list-style-type: none"> • Commentator briefing • Balance is Better (Sport NZ) • Keep up with the play (Sport NZ) 	

Athlete Interviews	
Principle/Standard: Celebrating sport rather than focusing on winning.	Accountability: All Signatories
<ol style="list-style-type: none"> 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 in advance of competition. 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 so they have the opportunity to talk it through if they wish. 	

<ol style="list-style-type: none"> 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 be balanced in focus between values, addressing practicalities of the game, and acknowledging outcomes.
Reference documents: <ul style="list-style-type: none"> • Interviewer briefing

Broadcasting procedure when there is a potentially embarrassing incident or a major injury on the field.	
Principle/Standard: Supporting the dignity, safety, and protection of students in the broadcast environment.	Accountability: All Signatories
<ol style="list-style-type: none"> 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 potentially embarrassing (i.e. a streaker, a brawl, poor coach/sideline behaviour). 3. This expectation will be clearly communicated to producers via the Production Guidelines, with follow-up conversations as necessary. 4. Broadcasts will be reviewed weekly by the NZSC and the Broadcaster (consulting with School Sport NZ as required), with feedback on any issues given to NSOs and production companies if necessary. Updates will be made to the Production Guidelines where required. 	
Reference documents: 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
<ol style="list-style-type: none"> 1. All comments and community engagement on the live stream channels, including Facebook page and Instagram account, will be monitored by the NZSC/Broadcaster (both during and following an event broadcast). This may include using software 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 standards outlined in this Charter. 5. Moderation of comments on an NSO’s 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 documents: <ul style="list-style-type: none"> • Moderator Briefing • https://www.netsafe.org.nz/youth-bullying/ 	

Integrity	
Principle/Standard: Integrity in sport is of the highest importance.	Accountability: NZSC
<ol style="list-style-type: none"> 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 the TAB's position to not allow betting 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 the TAB, RIU and relevant government departments that seek to understand and mitigate potential integrity issues caused by illegal betting and match-fixing. 5. As it relates to the broadcast of school sport in NZ, NZSC will: <ul style="list-style-type: none"> - Continue to seek to understand and mitigate any risks, working with the 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 integrity issues where appropriate - If required, NZSC will look to geo-block the broadcast channel so content is only available in New Zealand. 	
Reference documents: <ul style="list-style-type: none"> • 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, and those in similar roles in the broadcast and digital environment.	Accountability: NZSC
<ol style="list-style-type: none"> 1. The NZSC supports NSOs' own work to protect their members, including ongoing education on positive supporter behaviour which may be enabled via the NZSC channels. 	
Reference documents: 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
<ol style="list-style-type: none"> 1. In the context of broadcast, NZSC will continue to support School Sport NZ's ongoing initiatives in this area and will work with other partners where required. 	

2. The NZSC channel may be utilised as a single portal for key messages or content that may help to mitigate any negative activity.
Reference documents: N/A

Early specialisation	
Principle/Standard: Supporting awareness around early specialisation in sport.	Accountability: NZSC, NSO
<ol style="list-style-type: none"> 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 are required to provide appropriate commentary that supports balance in sport. 3. There will be no broadcast of performance data (beyond simple timings/rankings) concerning 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 documents: <ul style="list-style-type: none"> • 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 programme will be approved by School Sport New Zealand (not to be unreasonably withheld). 3. Sponsorship will be dealt with in a way that ensures stakeholders are aware of the nature of the sponsorship and how it will assist 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 consider making an additional contribution to schools in New Zealand to help sustainably remove barriers to participation in sport. For example, this may involve 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 or accountability in this document
Reference documents: N/A

4. COMPLAINTS PROCESSES AND REVIEW

The protection, wellbeing and healthy development of student athletes will always be a major priority for all parties.

The process for raising any concerns or laying a complaint:

Any immediate concerns can be raised by contacting the **specific event organiser**. All comments will be treated in the strictest of confidence.

All participants in NZSC school sport events will be made aware of where and how they can raise any concerns through their event entry forms and this will be further reinforced at sports own management meetings.

This will include the option to make a complaint through the channel offered by the sport itself or Sport New Zealand, which can be [accessed here](#)

Key processes and procedures have been in place since the establishment of the NZSC and will continue to evolve and develop as the NZSC works closely with stakeholders. In that regard, the NZSC welcomes ongoing feedback on all aspects of the broadcasting and sponsorship of secondary school sport via NZSC and relevant NSOs. Please email mandy@waddell.nz

Review

The content of 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. An annual review is available on request to the board of School Sport NZ as well as any other key Stakeholders who may enquire.