



CHARTER FOR THE BROADCAST OF WELLINGTON SECONDARY SCHOOL SPORT

Introduction

As members of CSW, schools through their Boards of Trustees and Principals, recognise the potential for the broadcast of school sports to impact on students' opportunity to experience school sport in a positive and safe environment.

The broadcast of school sport can come in many forms, ranging from simple side line footage uploaded to social media accounts, through to commercial television arrangements. The term "Broadcast" is therefore an umbrella term for the recording and subsequent dissemination of content for a number of purposes. Furthermore, this Charter is cognizant of the role and scope of legislation governing this area, in particular the Privacy Act 2020. As such, this Charter concerns the broadcast of footage into the public domain, rather than the simple act of recording for private use.

The members of CSW further recognise that any decision to broadcast competitions, tournaments, events or other activities organised, recognised or sanctioned by CSW (CSW Sports) affects the membership of CSW as a whole. As such the members agree to the following principles and protocols for the broadcast of Wellington secondary school sport.

1. Guiding Principles

The following principles must guide any decision regarding the broadcast of Wellington secondary school sport:

- (a) The interests of the students must always be paramount;
- (b) The promotion of participation in and enjoyment of school sports is a key objective of CSW and its members and as such, any broadcast should:
 - (i) Promote the best principles of sport, including enjoyment, competition, sportsmanship and teamwork;
 - (ii) Include fair representation between schools, genders, ethnicities and sports.
- (c) No student should be disadvantaged for refusing or being unable to provide consent to be included in the broadcast.

2. Consent and Privacy

The consent and privacy of the participants must always be considerations before permission is given for broadcast. The members agree that any agreement with a broadcaster must include the following terms:

- (a) Informed consent must be obtained from schools, on behalf of their students and parents/caregivers, demonstrating an understanding of how the footage will be used.
- (b) Any broadcasted footage and commentary must respect the dignity of students including, but not limited to, portraying a fair depiction of what took place and excluding any material that could be interpreted as sexually suggestive.
- (c) Procedures to ensure that no identifying or personal details are broadcast that could facilitate contact with a child or could be used as grooming tools by a potential abuser.
- (d) Procedures to deal with concerns or complaints of inappropriate footage.
- (e) Procedures to moderate online comments. In particular on livestream broadcasts.
- (f) Alignment with Drug Free Sport NZ and Sport NZ's Integrity work, including the principles of 'Balance is Better' and 'Safe Sport'

3. Commercial Broadcasting

No member school or group of member schools may enter into a commercial broadcast agreement unless they adhere to the following process:

- (a) Any proposal to commercially broadcast, whether initiated by another party or member(s) should be directed in writing, with any supporting documentation, to the CSW Executive Director.
- (b) The CSW Executive Director will form a Review Committee which will consist of:
 - (i) The CSW Board Chair or in the case of any conflict, the deputy chair or a delegated board member who will chair the Committee;
 - (ii) A Principal from the proposing member school(s);
 - (iii) Any other person(s) CSW deems appropriate – eg a Head of Sport from additional member schools to provide for fair representation;
 - (iv) If considered appropriate, CSW's legal counsel.
- (c) The Committee must determine the following matters, taking into account the principles set out in paragraph 1 above:
 - (i) whether to enter into formal negotiations with a commercial broadcaster;
 - (ii) on what terms should negotiations proceed;

- (iii) which person or persons will lead the negotiations with the other party(/ies);
- (iv) whether to enter into the final agreement.

4. Complaints and Dispute Resolution

Any complaints relating to a broadcast and its adherence to the principles laid out in this charter, should be put in writing to the Executive Director of College Sport Wellington. Subject to the exact nature of the complaint, the Executive Director will then follow the process outlined in the College Sport Wellington Bylaws.

5. 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 Regional Sports bodies as they evolve in the context of broadcast and sponsorship.