



## REQUEST FOR PROPOSALS

### LIVE COVERAGE – NZ SERVICE CHUNUK BAIR 2015 (and 2014)

#### Introduction

NZ On Air is requesting proposals for the provision of live television coverage of the New Zealand Service at Chunuk Bair on 25 April 2015, the centenary of the start of the Gallipoli campaign. In conjunction with Ministry of Foreign Affairs and Trade, the successful applicant will be confirmed as the host broadcaster for this event.

#### Background

Anzac Day 2015 in Gallipoli is a significant anniversary and an important event for New Zealand. New Zealand agencies, including MFAT, the New Zealand Defence Force and Veterans' Affairs New Zealand are working closely together on New Zealand arrangements for the commemorations.

Live coverage of the **Dawn Service** from the Anzac Cove Commemorative Site, which will occur at 2.30pm NZ time, will be provided by ABC, which is the host broadcaster for the Dawn Service. The ABC will then switch to coverage of the Australian commemoration at Lone Pine.

NZ On Air funding will enable live, free to air coverage of the **New Zealand Service at Chunuk Bair**, which follows the Dawn Service at 8.30pm NZ time.

#### The content

This request seeks expressions of interest from NZ producers/broadcasters to provide live coverage of the New Zealand Service at Chunuk Bair on 25 April 2015. As host broadcaster you will have guaranteed and priority access (which is non-exclusive). Because of the national significance of this event, and the provision of public funding, a feed of the service must be made available to other NZ broadcasters. This feed may be watermarked (alongside appropriate NZ On Air crediting).

It is expected that the successful broadcaster will elect to be the host broadcaster for the 2014 commemoration and use this as a 'dress rehearsal' for 2015. The scope of the coverage of the 2014 service is negotiable.

NZ On Air will contribute total funding of up to \$200,000 for coverage of both events, with the main expenditure intended to be for the 2015 event.

Access to the site and the ability to move around will be very limited. Details of the operational matters associated with the event can be discussed with Stephen Parker from Ministry of Foreign Affairs and Trade (04 439 8350 [Stephen.Parker@mfat.govt.nz](mailto:Stephen.Parker@mfat.govt.nz)) prior to your proposals being submitted.

**Who can apply?**

Proposals are invited from producers and broadcasters with experience in delivering live, multi-camera outside broadcasts of a standard and gravitas expected for an event of this importance.

**How and when?**

The deadline is **22 November 2013**.

Proposals should be emailed to [tv@nzonair.govt.nz](mailto:tv@nzonair.govt.nz) and should include a completed NZ On Air application form. See NZ On Air's website for the [application form](#) which details all required documentation and the [funding guidelines](#) which include core assessment criteria.

Proposals should include

- details of the intended production approach
- intended key personnel
- confirmation that the full 2015 event will be carried live on television
- details of intentions for 2014 coverage
- a proposed policy for subsequent broadcaster and other platform access
- information on the proposed approach to online activity.
- If the applicant is a producer, confirmation of the broadcaster partnership and the broadcaster commitment

The intended approach and broadcast commitment to both the 2014 ('dress rehearsal') and 2015 (main event) coverage should be clear.

The level of broadcaster contribution to the coverage of these events (cash and/or resource) will be a factor in evaluating proposals.

**How will applications be considered by NZ On Air?**

Applications will be evaluated in consultation with MFAT.

It is anticipated that a funding decision will be made and advised by NZ On Air by 13 December 2013.

**NZ On Air  
November 2013**