

Aotearoa New Zealand Public Media Bill

Submission to Select Committee on Children's Public Media



The NZ Children's Screen Trust

The NZ Children's Screen Trust seeks to enrich the lives of children in Aotearoa New Zealand by promoting diverse and accessible local content on all screens.

"Our kids, their stories, on screen"

The NZCST is a registered charity established in 2012.

www.kidsonscreen.co.nz

kidsonscreen
the NZ children's screen trust

Introduction

[The NZ Children's Screen Trust](#) has been advocating for public media provision for children in Aotearoa since we were established in 2012. A registered charitable trust, we bring a children's rights perspective and experience across research, production and interactive media.

The new public media entity underpinned by strong legislation is an exciting opportunity to connect with our tamariki and rangatahi through media and in environments where they engage.

We are advocating for a stronger commitment to outcomes for children to be embedded in the ANZ Public Media Bill.

Obligations to children's rights, market failure and the importance of media to children underscore the need to enshrine their local content provision as a core objective of the ANZ Public Media entity (ANZPME).

Local children's content has suffered from being fragmented within a commercial environment and underfunded for many years now. A new public media entity provides an opportunity for children to have a robust and forward thinking public media strategy underpinned by strong legislation that delivers diverse content and builds a connected community around it.

Legislation should ensure that children are central to the charter's objectives and to the ANZPME's operation, consistent with children's rights under the UN Convention on the Rights of the Child (UNCROC)(1989), which is ratified by 194 countries including New Zealand.

This specificity will ensure that the intent to prioritise children in the PME is enduring. "All New Zealanders" is insufficient to address the particular rights of children, the obligations of the State and to overcome market failure and new challenges.

"Children's media has a powerful role to play in how our kids become the future. Diversity and quality really matter, as does ensuring that content reflects their lives and tells their stories, if we expect them to grow up as engaged citizens"

Greg Childs, Director, [The Children's Media Foundation UK](#)

The ANZPM legislation must enshrine a clear mandate for the PME to provide discoverable local media for our tamariki and rangatahi to connect with and to grow our youngest citizens. Unless there is critical engagement with children underpinned by commitment to the UNCROC requirements, the new PME has no future proofing in place. All of the formats will shift and move over time – but the people won't. The PME needs to have a life long strategy for its audience/stakeholders – that begins with children.

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Proposed Changes to the ANZPM Legislation

The NZCST calls for the ANZPM legislation to be underpinned by the UN Convention on the Rights of the Child (1989) to ensure that a new generation of New Zealanders has access to their stories on screen, wherever they are viewing and however they are exploring. The NZCST acknowledges Te Tiriti o Waitangi (Te Tiriti) is the founding legal document of Aotearoa New Zealand and is crucial for considering children's rights.

The failure to provide diverse content for children of all ages under the present system is not going to be overcome, and the future of public media for children will not be harnessed, unless there is an obligation to provide discoverable local content for children of different ages and stages clearly set out in the legislation.

The NZCST calls for:

1. The ANZPM Act to be underpinned by UNCROC in the context of Te Tiriti o Waitangi. This ensures that outcomes for children's public media are based on international obligations and best practice over the long term.
2. Include "serving children's best interests" as a key objective of the legislation.
3. Include a voice for children consistent with their rights and appropriate to the specialist nature of children's content on the Board. Without a voice at the table children as a group are likely to be overlooked and underserved.
4. "Outcomes for Children" should be clear and given its own section in the legislation with expanded outcomes addressing all rights to safe, discoverable and diverse media:
 - a. include children's right to have interactive content and their rights upheld in the digital environment
 - b. include children's rights to have their views taken into account in all processes in line with UNCROC (1989)
 - c. Include children's right to diverse content for all ages and stages
 - d. Include children's diverse languages, cultures
 - e. Include children in all regions and communities
 - f. Children of all genders, abilities and ethnicities
5. Ensure all outcomes in the legislation specifically include "children" so the intention to deliver to children is clear over the long-term.
6. Include children as a special group under "Functions" in (12)
7. Included Children as a special group to be served under "Charter" (13)

Children's Rights

Child rights are based on what a child needs to survive, grow, participate and meet their potential. They apply equally to every child, regardless of ethnicity, gender or religion.

- [UNICEF Aotearoa](#)

1. The [UN Convention on the Rights of the Child \(UNCROC\)](#) (1989) is a powerful document that has been ratified by 194 countries, including New Zealand. As part of its obligations, New Zealand reports on its progress to the UN Committee on the Rights of the Child (CRC), ensuring that this is a dynamic document which is relevant to the lives of all of our children. UNCROC calls on all signatory countries to do better for children, to ensure their voice is heard and that their rights are upheld.
2. **The draft ANZPM bill fails to uphold the State's obligations to the UN Convention on the Rights of the Child (1989).** As a signatory, New Zealand has obligations under Article 4 to incorporate the Convention into legislation and to uphold children's rights from 0 to 18 years, this must be reflected in the ANZPM legislation.
3. Incorporating UNCROC will ensure that the core principles of non discrimination (Art. 2), acting in children's best interests (Art. 3), the right to survival and development (Art. 6) and ensuring their voice is taken into account (Art. 12) will be upheld in the final shape and operation of the ANZPM.
4. UNCROC's provisions on providing opportunities for freedom of expression, ensuring privacy, and providing enriching media content should underpin children's public media if incorporated into the legislation:

Article 13: The child shall have the right to freedom of expression; this right shall include freedom to seek, receive and impart information and ideas of all kinds through any media of the child's choice.

Article 16: Children have the right to protection from interference with their privacy.

Article. 17: Children have a right to media content that is of social and cultural benefit via the mass media (in the spirit of Art 29)

ART. 29: The right to education (and therefore media) that develops children's personality, talents, and abilities to their fullest potential and prepares them for

responsible life in a free society

Article 30: Children of minority or indigenous groups have the right to enjoy their own culture, religion and language.

Article 31: the right of the child to engage in play and recreational activities appropriate to their age and to participate freely in cultural life and the arts.

States - Parties shall respect and promote the right of the child to participate fully in cultural and artistic life and shall encourage the provision of appropriate and equal opportunities for cultural, artistic, recreational and leisure activity.

5. In April, 2021, the UN confirmed children's rights extend to the digital environment in General Comment No. 25. This comprehensive document is a blueprint for ensuring children's privacy, participation and provision online ([GC 25](#)). There needs to be a clear "lever" in the legislation to ensure that public media provision upholds children's rights online over the long-term:

Art. 51. States should use all policy levers available to them to ensure that children have access to diverse and quality information online, which prioritises social and cultural benefit and material aimed at promotion of well-being and health, over profit-maximisation.

6. There is no doubt, as stated in the introduction to GC No. 25, that the digital environment is not only essential to children's lives, it also is an opportunity for them to realise their rights. The proposed legislation must ensure that children are afforded this opportunity and **that the ANZPM is accountable to upholding their rights wherever children discover content**. Key clauses in the GC No. 25 on provision of information include:

50. The digital environment provides a unique opportunity for children to realize the right to access to information. In that regard, information and communications media, including digital and online content, perform an important function....

51. States parties should provide and support the creation of age-appropriate and empowering digital content for children in accordance with children's evolving capacities and ensure that children have access to a wide diversity of information, including information held by public bodies, about culture, sports, the arts, health, civil and political affairs and children's rights.

52. States parties should encourage the production and dissemination of such content using multiple formats and from a plurality of national and international sources,

including news media, broadcasters, museums, libraries and educational, scientific and cultural organizations. They should particularly endeavour to enhance the provision of diverse, accessible and beneficial content for children with disabilities and children belonging to ethnic, linguistic, indigenous and other minority groups...

53. States parties should ensure that all children are informed about, and can easily find, diverse and good quality information online, including content independent of commercial or political interests...

58. Children's right to freedom of expression includes the freedom to seek, receive and impart information and ideas of all kinds, using any media of their choice...

We know that the digital environment exposes children to new ideas and offers them more diverse sources of information. It can **expand their opportunities**, reduce inequalities and contribute to **realizing their rights**.

<http://globalkidsonline.net/pathways-to-risk/>

7. [The Child Rights Alliance Aotearoa NZ](#) has submitted to the UN Committee on the Rights of the Child (UNCROC) in 2022 and called for children's content creation and delivery to be prioritised in the ANZPM: "Currently, children are an underserved audience in public media. As the changes are made, it will be important that content creation for, and delivery to, children, particularly of local content, is prioritised and funded so Aotearoa's children can see themselves and their stories in their public media." (Para 112)
8. Children are rarely specifically addressed. Children are rarely consulted about things that matter to them. The legislation needs to fulfill the State's obligations to UNCROC (1989) and uphold children's rights to provision, participation and protection in the new public media entity. **If children are engaged in the ANZPM from the outset then they will also become advocates for the ANZPM.**

"One problem which constantly holds back the case for children's public service media is the nature of the policy consultation process, namely - who gets to frame the agenda, who gets to respond, and who gets listened to."

Professor Jeanette Steemers

Market Failure

9. The wording “all New Zealanders” as a catch-all phrase throughout the ANZPM bill fails to capture the special provision needed for children’s local content to both meet the challenge of new media use and to overcome past failures. **The ANZPM legislation delivers less than required under the Broadcasting Act (1989) in 36c in which children are named as a special interest group who must be addressed.**
10. The current ecosystem does not provide adequately for children. There is no developed children’s public media commitment within either TVNZ or RNZ. A culture shift and clear direction is required in the legislation in order to prioritise children’s outcomes in the ANZPM as intended and establish a strong public media offering. NZ ON Air has developed a children’s media strategy in this vacuum but it lacks the anchor that the ANZPM will potentially provide and sufficient funding to deliver diverse content to all children and to overcome market failure.
11. Retaining “the status quo” in the ANZPM fails to address the entrenched market failure for children’s local content provision ([See RIPE](#)). Commercial media have largely framed the media market under current arrangements. They are constrained by the driver of shareholder profits and financial and commercial priorities. They logically focus on more lucrative adult audiences and when they choose to focus on children they rely on market audience research measures. These research methods are increasingly framed by technological determinism. They promote utopian views of children’s media agency within the digital media marketplace.

This idea of the consumer sovereignty of an empowered child media user currently distorts policy debate:

- 11.1.1. The deep inequalities in access to electronic devices, wifi and content has been demonstrated during Covid.
- 11.1.2. The value of public media interventions to ensure universal access, quality and diversity has been demonstrated through educational initiatives such as the ‘pop up’ broadcast channels during Covid.

...these assumptions about children as “digital natives”, who are uniformly engaging with online content and seeking out new experiences, is distorting the policy process. It’s true that many children are moving away from linear TV. But these arguments largely ignore deep inequalities...

[Prof. Jeanette Steemers](#)

12. The “status quo” does not meet children where they are. We agree that the massive shift to non-linear media use and on-demand viewing, greater participation in media creation, interactivity, social sharing and algorithmic recommendations is a future that many young people are immersed in. Legislation for the future of public service content must take these shifts into account and address the particular needs and rights of children in this environment. **Failure to future proof for children is building obsolescence into the ANZPM.** By the time the ANZPM delivers its charter, children will have continued to move on in their media habits. The future audience for PM will be further diminished unless there is a clear obligation in the legislation to prioritise this audience.
13. Commissions in certain genres for children (especially drama) are non-existent or rare. Some genres are unappealing for market reasons and cost. Access to all genres is not assured unless this is specifically addressed within children’s outcomes.
14. New genres need to keep pace with how and why children are using media. The likes of large streaming giants like Netflix and Hulu, are now looking to games as their biggest competitor and developing new types of content through their innovation teams (see the likes of Bandersnatch and Trivia Quest out of Netflix). Children flock to streaming platforms like YouTube and Twitch to watch videos of their favourite streamers. The offerings need to keep up with where kids are at now, as well as where they are going in the future.
15. Children’s local content has been chronically underfunded - \$14 million in the current environment does not provide diverse and targeted local content for all children’s age groups, ethnicities, abilities (or disabilities). Children are an increasingly diverse group. A strong public media for children is essential to provide for all ages and stages across all communities and marginalised groups. There needs to be clear direction from legislation to ensure this underfunding is not perpetuated in the new ANZPM. Existing funding needs to be maintained and further funding allocated to the ANZPME to fulfill obligations to children:

Now, more than ever, it is vital that policy makers recognise and acknowledge the special public value and additional vulnerability of locally produced children’s content.

Jenny Buckland, CEO ACTF

<https://www.thechildrensmediafoundation.org/public-service-media-report/articles/a-global-perspective-on-thinking-locally>

16. Preschool content is woefully underfunded in the present environment. Figures from NZOA show that since the launch of the NZ Media Fund approximately **only 12% of funding** for

“children’s” content has been provided for preschool programming. The ANZPM legislation needs to have a specific requirement to ensure that ALL children are provided with discoverable public media content appropriate to their age and stage.

17. **New initiatives will not be supported** unless there is a clear mandate in the legislation to provide for children and to ensure their content is adequately funded, discoverable and supported within the PME as a priority. Intent to serve children can be lost over time without a clear and enduring obligation. HEIHEI (the children’s digital platform launched in 2018) was imagined and developed in response to the loss of children’s content on commercial networks (including TVNZ).

Tamariki are an important audience for NZ On Air – they need stimulating and engaging media in a safe environment. We initiated this project and have committed significant investment because we believe it is the right intervention at the right time.

– Jane Wrightson, CEO NZ ON Air, 2018 media release

It resulted in more diverse content for 5-9 year olds, but in the NZCST’s opinion it failed to become a strong and recognised brand largely due to an insufficient level of content funding to keep pace with international platforms and the absence of a strong public media partner committed to children’s content. In the NZCST’s eyes this resulted in a lack of future proofing of the platform, a lack of functionality for children to customise their content consumption experience and age up, a lack of resources to maintain the platform for the end user, failure to provide a significant volume of quality interactive content and a lack of community building and marketing. Data collection sharing from TVNZ was minimal so there is little insight into how the audience was finding, using and interacting with HEIHEI.

The video content from the original HEIHEI stand-alone platform initiative was shifted to the adult-centric on demand platform (TVNZ on Demand) when the original platform was decommissioned, with negligible branding cut through or marketing clout evident. This was despite initial promises to deliver to children:

“We’ve done significant research into children’s viewing habits which drove us to re-think how we deliver content to them on new platforms and with interactivity included.”

– Cate Slater, TVNZ

Interactive content was separated from video content and few resources were put into building a brand and community around HEIHEI since the division was made, resulting in an unclear brand strategy with weak messaging, a devalued brand and the resulting loss of the

initiative. Children need a dedicated approach to ensure that intentions are not diluted, desired outcomes are achieved, adequate resources are allocated, and this needs to be signalled in the legislation.

18. There is a wider problem for children and parents finding locally inflected media for children in Aotearoa in a media universe of exploding, globally circulated and heavily marketed media content.
19. If not specifically supported by the ANZPM charter, children's content is fragile as demonstrated by the reduction of children's local content on Australian commercial networks after the loss of the quota for children's content in Australia - if children's content is not expressly legislated for it will not be adequately provided.
<https://www.theguardian.com/media/2022/aug/22/australian-made-childrens-tv-all-but-gone-on-commercial-free-to-air-networks>
20. If children's outcomes are central to the Objectives of the ANZPM then that will mean a specialist team will be created. Currently there is no full-time dedicated children's commissioner or team to oversee and curate children's content and how it ages up and fulfills its public media mission - children's content demands children's content champions.

Why Public Media for Children?

In this legislation there is an opportunity for public service media to embrace generational inclusion.

- ANZPM can be tasked with creating systems that enable the rising generation to be engaged in receiving and producing content about their place and value in the world.
- Innovative research and risk taking can enable children and youth of all backgrounds to engage with local public media. Children increasingly both engage with and create media.
- If we do not engage children and young people in trusted spaces we foreshadow a less cohesive sense of belonging in Aotearoa New Zealand.
- If we do not engage children and young people we will accentuate already existing rich/poor divides into the future.

YOU CANNOT BE WHAT YOU CANNOT SEE.

Dr Ruth Zanker, NZ Broadcasting School

The power of media to expand children's imaginative horizons

21. From drama to exciting new interactive worlds, media allows children to see beyond their postcode and play with who they could be or who they could become.

A strong sense of identity is a prerequisite for creativity of the highest order. The relevance of stories to our own experiences enhances our sense of who we are. Our mental health depends on a belief that we have an identity and a place.

- Sir Ian Hassall, former NZ Children's Commissioner

Children are twice served by Public Media

22. As young citizens, children have a right to content appropriate for their age and stage which contributes to their development, as well as for their role as future participants in our democracy.

Today's children are tomorrow's adults. That sounds like a truism, but actually it's a simple and important fact that we all occasionally forget. What our children see, hear and experience today, will impact the way they act and the decisions they take in the future. Once you understand this as a broadcaster, producer or writer, you can't ignore the great power and responsibilities that creating content for kids implies.

[Wincie Knight VP of Global Inclusion Strategies at ViacomCBS Networks International \(VCNI\)](#)

International Best Practice

23. As set out in the [Cabinet Paper \(20.2\)](#) the ANZPME should have "the core functions of a globally recognised public media entity". Internationally, public media for children as a core function is well established (ABC Kids, PakaPaka Argentina). The value of a children's public media service and its place as a core function needs to be strengthened in the legislation. It is a question of "how do we reach children?" not "do we"? David Kleeman addresses the challenge of the multiverse to public media:

Develop now plans to ensure age-appropriate "neighborhoods" for children. If the metaverse proves too amorphous and global to regulate, then sign-post sites and experiences that meet "safe harbor" standards. As of March 2021, [children's rights under the UN CRC](#) are sustained in the digital world, including their rights to privacy, protection, education and play.

[David Kleeman](#)

<https://www.thechildrensmediafoundation.org/public-service-media-report/articles/as-kids-kickstart-the-metaverse-is-public-service-media-ready>

Reaching all Communities

24. ANZPM needs to serve and empower our most marginalised and vulnerable citizens in accordance with Te Tiriti o Waitangi and UNCROC obligations. The current system does not adequately serve or engage all children – a dedicated and targeted approach must be legislated above and beyond serving “all New Zealanders”: LGBTQ+ children, Māori and Pasifika children, and children with disabilities across all ages and stages, must all have their rights to local content upheld.
25. A dedicated approach is needed: How do we address our mental health crisis for children and young people with powerful media? How do we respond to crisis such as climate change and/or earthquakes with informative media? How do we ensure kids have information about their rights, their culture?

Overlapping crises have altered our daily lives, our priorities, and our attention to long-neglected problems. Young people are navigating their developing identities in the midst of tremendous social and technological change. They are increasingly relying on digital media to connect, learn, and play.

Debra Tica Sanchez Senior Vice President, Education and Children’s Content The Corporation for Public Broadcasting Michael Preston Executive Director Joan Ganz Cooney Center at Sesame

Workshop

https://joanganzcooneycenter.org/wp-content/uploads/2020/10/jgcc_navigatingyouthmedia.pdf

26. The pop up education channels during COVID-19 lockdowns demonstrated a gap in the media-ecosystem – accessible and quality local content for all children – powerful entertainment.
27. The digital divide means that not all children or youth have access to the same content, the same devices, WIFI.

Developmental Needs

28. Children have developmental needs from early childhood to pre-teen and as teenagers and therefore need a targeted and specialised approach to content that needs to be recognised in the legislation:
 - A specialised children’s representative on the ANZPM Board
 - A requirement to have a specialised children’s commissioner and content specialists in the ANZPE operational budget

- A longterm strategy for content that ages up with tamariki and rangatahi from 0-18 years, the beginning of a lifelong relationship with the ANZPM
- A mechanism enshrined in the ANZPM legislation which ensures children have a voice and their views are taken into account appropriate to their age and stage
- Children’s interactivity is provided in safe and moderated spaces
- Community building is recognised as fundamental to growing an audience
- Measures of success include children’s connectedness (Wellbeing Strategy)
- Research on children’s current and imagined media use - what do they know - what could they envisage?

Dis/Misinformation

29. The importance of trusted news and current affairs is one of the key drivers of the ANZ Public Media entity. This is as important if not more so for children who are informing their view of the world. The requirement to ensure quality news and current affairs is a specific outcome for children of all ages (0 to 18) appropriate to their evolving capacities is essential to ensure this audience develops as informed and engaged citizens.

- 29.1. Current offerings in news and media are sparse for children. *Kea Kids News* is an example of how news can be created by kids for kids. More programming for all ages is needed to address the considerable misinformation that children encounter online.
- 29.2. Internationally public media programmes address issues such as fake news, social media and influencers in a variety of formats appropriate to age and stage
- 29.3. Public media has a role to play in ensuring that children are equipped to understand the media they encounter:

In most countries though, media literacy efforts are instead being led and implemented by libraries, **public and community broadcasters**, schools and civil society organisations. Some of these efforts have been well evaluated and have been shown to support learners to identify and avoid misinformation.

<https://www.newsroom.co.nz/how-media-literacy-can-fight-misinformation>

30. Children are particularly vulnerable to mis/disinformation:

Children are active users of online resources, but they do not always have the cognitive and emotional capacity to distinguish between reliable and unreliable information. As a result, not only can they be harmed by mis/disinformation, but may

also spread it among their peers. Children can be targets and objects of mis/disinformation, but they can also challenge and debunk misinformation.

<https://www.ictworks.org/wp-content/uploads/2021/10/UNICEF-Global-Insight-Digital-Mis-Disinformation-and-Children-2021.pdf>

'In the United Kingdom, the 2018 Commission on Fake News and Critical Literacy in Schools found that only **2 per cent of children and young people have the critical literacy skills they need to judge whether a news story is real or false.**³⁹ A majority (60 per cent) of teachers surveyed believe fake news is having a harmful effect on children's well-being by increasing anxiety, damaging self-esteem and skewing their world view. The study found that children from disadvantaged backgrounds were the least likely to spot fabricated or misleading content, signalling that families with low levels of education or literacy are particularly at risk. **Sixty per cent of children reported that they trust news less as a result of fake news.** The Commission concluded that "fake news is a serious problem for children and young people, threatening their wellbeing, trust in journalism and democracy itself."

<https://www.ictworks.org/wp-content/uploads/2021/10/UNICEF-Global-Insight-Digital-Mis-Disinformation-and-Children-2021.pdf>

31. Recommendations of the UNICEF report include:
 - 31.1. **supporting an independent and diverse media ecosystem** and investing in enhancing the role of free, independent and diverse media outlets that promote fact-based information. This has to include an approach that is specifically targeted to outcomes for children.
 - 31.2. Prioritizing meaningful connections and plurality of ideas for children
 - 31.3. Optimizing algorithms for meaningful social connectivity and plurality of ideas over emotion-driven, viral content that is designed to garner high engagement metrics at the cost of social cohesion.

Interactive content & games are central to a child's experience of media

32. A range of media needs to be central to provision in the ANZPM or it risks obsolescence. Ensuring the legislation upholds children's rights in the digital age is essential to ensure a rich and connected experience for children:
 - 32.1. Recognize the diversity of children's digital experiences, rather than treating their experiences as monolithic (and negative) 'screentime'. This will enable those who work for children's wellbeing in a digital age to provide more nuanced and granular guidance.
 - 32.2. Understand children's holistic concept of wellbeing, including physical, emotional and

- social aspects and actively promote human-centric wellbeing outcomes through legislation, regulation and codes relating to children and technology.
- 32.3. Recognize that a child is part of a broader social environment comprising family, friends and online peers, all of which influence their digital and real-world experiences.
 - 32.4. Create campaigns and initiatives that actively integrate parents into children's play experiences, whether through collaboration, discussion or other means.
 - 32.5. Encourage and fund independent, high-quality research on how different digital experiences influence children's wellbeing.
 - 32.6. Explore opportunities to promote digital infrastructure that can make digital experiences more accessible and enjoyable for all children.

[Responsible Innovation in Technology for Children, UNICEF Innocenti and Western Sydney University](#)

Safe and Trusted Spaces

33. **Embedding UNCROC will ensure there is an obligation to provide safe and trusted media sources and spaces for children through the ANZPM consistent with children's rights and children's rights in the digital environment.** On 24 March 2021, the UN Committee on the Rights of the Child officially launched their new General Comment No. 25 on children's rights in relation to the digital environment. The General Comment stipulates that digital access alone is not sufficient. Children must have safe, trusted means to use technologies in ways which enable them to realise their rights, while mitigating the risks that accompany such access. Governments should be responsible for protecting children's rights online and parents should be supported in understanding the digital world.
[General Comment #25 & Child Friendly version of General Comment #25](#)
34. Recognise that children have unique vulnerabilities, as well as unique strengths and capabilities. Laws, regulations and codes that govern the design and deployment of digital technology and data for children should promote children's rights and their well-being, balancing the need for protection with empowerment, and the importance of safety with the ability of children to access benefits and opportunities.

[Responsible Innovation in Technology for Children, UNICEF Innocenti and Western Sydney University](#)

35. It is critical to build a relationship of trust and respect with Public Media so that children develop a life-long relationship that they can come and go from as they need.

ANZ Public Media Bill - Suggested Amendments to the Current Provisions

<p>Part 1: Preliminary Provisions:</p>	<p>Response: Include specific reference to UNCROC (1989)</p> <ul style="list-style-type: none"> - UN Convention on the Rights of the Child (1989) including GC No. 25 needs to be explicitly recognised and upheld in the legislation in accordance with the State's obligations
<p>Part 1.10 Board</p>	<p>Response: Include a children's expert on the Board as a requirement</p> <ul style="list-style-type: none"> - Children's content is a specialist genre requiring a legislative requirement for a children's representative on the Board to ensure children's voice is at the table and a long-term strategic approach is adopted and delivered..
<p>11: Objectives:</p> <p>(1) The purpose of Aotearoa New Zealand Public Media is to contribute to—</p> <p style="padding-left: 20px;">(a) a strong and distinctive New Zealand identity; and</p> <p style="padding-left: 20px;">(b) valued, visible, and flourishing te reo Māori and tikanga Māori; and</p> <p style="padding-left: 20px;">(c) an inclusive, enriched, and connected society; and</p> <p style="padding-left: 20px;">(d) a healthy, informed, and participative democracy.</p>	<p>11 (1) Response:</p> <p>Include serving children's best interests as a key objective of the ANZPM</p> <p>OPTION 1</p> <p>11: Objectives:</p> <p>(1) The purpose of Aotearoa New Zealand Public Media is to contribute to—</p> <p style="padding-left: 20px;">(a) a strong and distinctive New Zealand identity beginning with children and reaching across all ages; and</p> <p style="padding-left: 20px;">(b) valued, visible, and flourishing te reo Māori and tikanga Māori; and</p> <p style="padding-left: 20px;">(d) an inclusive, enriched, and connected society; and</p> <p style="padding-left: 20px;">(e) a healthy, informed, and participative democracy.</p> <p>OPTION 2</p>

	<p>11: Objectives:</p> <p>(1) The purpose of Aotearoa New Zealand Public Media is to contribute to—</p> <p>(a) a strong and distinctive New Zealand identity; and (b) valued, visible, and flourishing te reo Māori and tikanga Māori; (c) serving the best interests of children of New Zealand; and (d) an inclusive, enriched, and connected society; and (e) a healthy, informed, and participative democracy.</p> <p>OPTION 3</p> <p>11: Objectives:</p> <p>(1) The purpose of Aotearoa New Zealand Public Media is to build a long term relationship between Public Media and the people of New Zealand that begins with children and will contribute to —</p> <p>(a) a strong and distinctive New Zealand identity; and (b) valued, visible, and flourishing te reo Māori and tikanga Māori; and (c) an inclusive, enriched, and connected society; and (d) a healthy, informed, and participative democracy.</p>
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<p><i>Inclusive, enriched, and connected society</i></p> <p>g) support children’s and young people’s—</p> <p>(i) emotional, physical, and mental well-being: (ii) creativity, learning, and development: (iii) social participation and sense of belonging:</p>	<p>Response: This should be a full heading and clause specifically addressing children as a group: <i>Children as citizens, empowered, enriched and connected with support for:</i></p> <p>(i) emotional, physical, and mental well-being: (ii) creativity, learning, and development: (iii) social participation and sense of belonging:</p> <ul style="list-style-type: none"> - include children’s right to have interactive content and their rights upheld in the digital environment - include children’s rights to have their views taken
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	<p>into account in all processes in line with UNCROC (1989)</p> <ul style="list-style-type: none"> - Include children’s right to diverse content for all ages and stages - Include children’s diverse languages, cultures - Include children in all regions and communities - Children of all genders, abilities and ethnicities
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<p>1(2) “Strong and distinctive NZ identity”</p>	<p>Response: Include “building ANZ children’s identity and ensuring their right to development with targeted content across ages and stages”</p>
<p>“Valued, visible and flourishing te reo Maori and tikanga Māori”</p>	<p>Response: include children as a specific group “ensure the provision and discoverability of Māori stories and content for tamariki and rangatahi”</p>
<p>12. Functions (h) reflects the needs of all New Zealanders</p>	<p>Response: Include children as a specific group as per 36c in the Broadcast Act</p> <p>(h) reflects the needs and experiences of children and promotes their best interests</p> <p>(i) ensures a mechanism for children’s views to be heard and taken into account</p> <p>(j) ensures appropriate ring-fenced funding to enable obligations to fulfil children’s content provision</p>
<p>13, Charter</p>	<p>Response: Delivering content to children should be included in the principles of the charter to ensure their needs are specifically addressed and in accordance with their rights under UNCROC (1989)</p> <p>“ensuring that children’s content provision develops children as citizens now appropriate to their age and stage and serves their best interests”</p>