



25 November 2022

Tēnā koe

On 13 September 2022, you emailed the Ministry of Youth Development (MYD) – Te Manatū Whakahiato Taiohi, which is administered by the Ministry of Social Development (the Ministry) – Te Manatū Whakahiato Ora requesting, under the Official Information Act 1982 (the Act), the following information:

- *This is a request for Official Information under the Official Information Act 1982 in relation to the MYD Pilot with Big River Creative (as mentioned here: <https://www.myd.govt.nz/documents/funding/f22-funding/myd-funding.pdf>)*
- *We request the following information:*
 - *Please provide a copy of all briefs or directives provided to Big River Creative in relation to the MYD anime pilot.*
 - *Please provide the purpose of the pilots.*
 - *Please outline the objectives and desired outcomes for the anime pilots, including how these will be measured and any key performance indicators.*
 - *Please explain how the idea for this project came about and any supporting correspondence.*
 - *Please provide a copy of the contract with Big River Creative.*
 - *Please outline what steps MYD has taken to ensure that this project delivers value for money.*

On 11 October 2022, the Ministry emailed you to advise that an extension was required on the timeframe of your request. The reason for the extension was that the consultations necessary to make a decision on your request were unable to be completed within the original timeframe. I apologise that the Ministry did not meet the extended timeframe of 17 November 2022, and for any inconvenience this may have caused you.

I will address each of your questions in turn, for the sake of clarity.

- *Please provide a copy of all briefs or directives provided to Big River Creative in relation to the MYD anime pilot.*

- *Please provide a copy of the contract with Big River Creative.*
- *Please outline the objectives and desired outcomes for the anime pilots, including how these will be measured and any key performance indicators.*

Please find attached to this response the two *Outcome Agreements* between MYD and Big River Creative (BRC), which detail the directive for the Anime Pilot. These documents outline the contract with BRC, and the expected services to be delivered and the outcomes of those services.

You may be interested to read MYD's Service Guidelines for providers who deliver youth development or youth enterprise opportunities. The Service Guidelines outline the expected reporting, relationship management, and guiding principles for MYD and providers. You can view these Service Guidelines on our website, here: www.myd.govt.nz/funding/myd-service-guidelines.html.

You will note that contact details of officials are withheld under section 9(2)(a) of the Act in order to protect the privacy of natural persons. The need to protect the privacy of these individuals outweighs any public interest in this information.

- *Please outline what steps MYD has taken to ensure that this project delivers value for money.*

MYD has interpreted your request regarding 'value' to refer to whether it is delivering on the key objectives. The purpose of the project is to engage with young people and to provide opportunities for their development. Please refer to the *Outcome Agreements*, attached.

- *Please provide the purpose of the pilots.*

MYD provided this information to you on 9 September 2022 in response to your previous Official Information Act request. I have provided this information again, for your reference.

The following is a summary of MYD's contract for service with digital storytelling agency, BRC.

COVID-19 has had a significant, wide-ranging, and lasting impact on young people due to a range of factors, including young people navigating normal development stages during a pandemic, and a reliance on adults who may also be facing extraordinary challenges.

In 2021, MYD contracted BRC to deliver an Anime Pilot series (incorporating three episodes). BRC is a Māori-owned and operated specialist organisation delivering authentic Māori and Pasifika communications from an indigenous worldview, with specific strengths in developing culturally appropriate animation.

The Anime Pilot focuses on a new way of engaging with young people through a series of Anime episodes that are focused on targeted messaging for young people that supports them to thrive.

The Anime series targets rangatahi Māori and Pacific young people specifically (priority cohorts for the Government's Child and Youth Wellbeing Strategy and Youth Plan 2020 – 2022: Turning Voice into Action – Rebuilding and Recovering) but is also applicable to all young people in general.

The Pilot is also in response to feedback MYD heard from the youth sector, and from young people, regarding heightened anxiety and stress, and lower levels of wellbeing and social connection. The targeted messaging in the Pilot is designed to support young people to thrive by creating and raising an awareness of wellbeing and encouraging young people to take steps to nurture their wellbeing.

The Anime Pilot also included the provision of youth development opportunities for young people. These include mentoring young people and developing their leadership skills in the production and promotion of the series (e.g., storyboard concept/ideas development, developing scripts, supporting vocal recording) and marketing and promotions to support the release of each Anime Pilot episode.

- *Please explain how the idea for this project came about and any supporting correspondence.*

BRC approached MYD with a proposal for the Anime Pilot.

There were a series of conversations between the then General Manager, Youth, and I (in my capacity as Director, Youth), and Te Awanui Reeder, the Director of BRC. Te Awanui shared the work that BRC undertakes, highlighting their creative arts, design skills in engaging with Māori and Pasifika communities, and work in the Anime space. BRC also noted its extensive networks and channels into the creative industry, and private and public sectors.

These conversations resulted in MYD engaging BRC to deliver an Anime Pilot series.

MYD complied with the Ministry of Social Development – Te Manatū Whakahiato Ora Procurement Policies and Procedures and Government Procurement Rules in procuring the services of BRC to deliver the Anime Pilot series.

Please see the following email correspondence attached to this response:

- 20 May 2021 – *Anime – COVID 19 Campaign*
- 9 June 2021 – *BRC – COVID Anime Promotion*

You will note that these emails contain two proposal documents put forward by BRC. These proposal documents are attached to my response to you.

BRC approached MYD initially with a \$250,000 proposal. The second proposal for \$99,500 was accepted, and you will note this figure is confirmed in the first outcome agreement. The second Outcome Agreement is in regard to Episodes 2 and 3 and is for a total figure of \$200,000.

In the response provided to you on 9 September 2022, your request for information regarding a breakdown of costs was refused under section 18(g)(i) of the Act. At the time, MYD had not identified the proposal documents in scope. The proposal documents include an indicative breakdown of BRC's costs for the series. These costings were not final and were not included in the contract with BRC. I apologise that this was not noted in the initial response to you.

The breakdowns of individual costs in the proposals supplied by BRC are withheld under section 9(2)(b)(ii) of the Act as, if released, it would be likely to prejudice the commercial position of the person who supplied or who is the subject of the information. The greater public interest is in ensuring that the commercial position can be maintained.

You will note that contact details of officials are withheld under section 9(2)(a) of the Act in order to protect the privacy of natural persons. The need to protect the privacy of these individuals outweighs any public interest in this information.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public. The Ministry will do this by publishing this letter and attachments on the Ministry's website. Your personal details will be deleted, and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with this response regarding information about MYD's engagement with BRC, you have the right to seek an investigation and

review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Ngā mihi nui

A handwritten signature in black ink, appearing to read 'Debra Tuifao'.

Debra Tuifao
General Manager
Youth



MINISTRY OF SOCIAL
DEVELOPMENT
TE MANATŪ WHAKAHIAO ORA



MINISTRY OF
YOUTH DEVELOPMENT
TE MANATŪ WHAKAHIAO TAIOHI
Administered by the Ministry of Social Development

Outcome Agreement

between

**Ministry of Youth Development
(administered by the Ministry of Social Development)**

and

Big River Creative Limited

Outcome Agreement Name	Anime Pilot
Outcome Agreement Number	MYDN-21-02030
Commencement Date	18 June 2021
Term	4 months and 12 days
Expiry Date	31 October 2021
Total Outcome Agreement Price (excluding GST)	\$99,500.00

[Handwritten signature]

Outcome Agreement

Parties

The Sovereign in right of New Zealand acting by and through the Chief Executive of the Ministry of Social Development in respect of the Ministry of Youth Development (**Purchasing Agency**).

Big River Creative Limited (NZBN 9429047550698) incorporated under the Companies Act 1993 (Registration number 7580876) and having its registered office at 11 The Parade, Island Bay, Wellington 6023, New Zealand (**the Provider**).

Introduction

- A The Framework Terms and Conditions (2nd edition) are part of this Outcome Agreement. The Framework Terms and Conditions are available at <https://www.procurement.govt.nz/assets/procurement-property/documents/2nd-edition-framework-terms-conditions.pdf>
- B This Outcome Agreement describes the:
- (i) Outcome/s to be achieved;
 - (ii) Services that the Provider will provide to contribute towards achieving that Outcome/s; and
 - (iii) the performance measurement framework to assess the provision of the Services, and whether the Services have contributed towards achieving the Outcome/s.
- C The Purchasing Agency engages the Provider to provide the Services on the terms of this Outcome Agreement (including the Framework Terms and Conditions).

It is agreed:

1 Relationship between this Outcome Agreement and the Framework Terms and Conditions

- 1.1 This Outcome Agreement is deemed to incorporate and be governed by the Framework Terms and Conditions (as added to or modified in accordance with clause 9 of this Outcome Agreement).
- 1.2 Unless the context otherwise requires, all terms defined in the Framework Terms and Conditions have the same meaning in this Outcome Agreement.
- 1.3 The Introduction above forms part of this Outcome Agreement.

2 Term of this Outcome Agreement

- 2.1 This Outcome Agreement will commence on **18 June 2021** and end on **31 October 2021** unless extended pursuant to clause 2.2 or terminated earlier in accordance with the Framework Terms and Conditions.
- 2.2 The Purchasing Agency may extend the term of this Outcome Agreement for further periods by giving the Provider notice it wishes to extend the term, at least 30 days before the date when the term would otherwise expire.

3 Services

- 3.1 The Provider will provide the Services described in Appendix 1 – Service Description.
- 3.2 In providing the Services, the Provider will meet or exceed any performance measures set out by the Purchasing Agency. The performance measures will be used to determine whether the Provider has been successful in delivering each Service in accordance with this Outcome Agreement so as to contribute toward achieving the Outcome linked to each Service.
- 3.3 In providing the Services the Provider must follow the reasonable directions of the Purchasing Agency. Such directions must be consistent with the terms of this Outcome Agreement.

4 Payment

- 4.1 Subject to the Purchasing Agency's rights under the Framework Terms and Conditions relating to the Recovery, Reduction or Suspension of Payments, the Purchasing Agency will pay the Provider for the Services at the amounts, and at the times specified in Appendix 4. Please note that payment values displayed within this Outcome Agreement exclude GST. However, payments for GST registered Providers will have the GST added, subject to the terms and conditions of the Outcome Agreement.

5 Contract management

- 5.1 The contract management arrangements for this Outcome Agreement (including monitoring, reporting and audit) are set out in Appendices 2 to 4.
- 5.2 The Provider and Purchasing Agency will comply with all applicable obligations under Appendices 1 to 7.

6 New IP

- 6.1 If, contrary to the intellectual property clauses in the Framework Terms and Conditions, any New IP that is to be owned by the Purchasing Agency will be recorded in Appendix 5.
- 6.2 Any agreed uses of New IP are recorded in Appendix 5.

7 Privacy of personal information

- 7.1 The details of any personal information that will be shared between the Purchasing Agency and the Provider, and any agreed approach to the management of such information, are recorded in this Outcome Agreement.



8 Relationship Managers and contact details

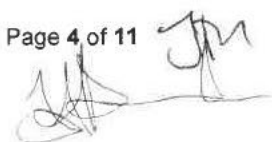
- 8.1 Each Parties postal address, email address, phone number and Relationship Manager details is set out below:

Purchasing Agency:

Contract Manager: Debra Tuifao
Designation: Director Youth
Address: 56 The Terrace, Wellington
Mobile phone: s9(2)(a)
Email: s9(2)(a)@msd.govt.nz

Provider:

Relationship Manager: Big River Creative Limited
Designation: Te Awanui Reeder
Address: Director
s9(2)(a)
Mobile phone: 021 102 7273
Email: info@bigrivercreative.org



9 Changes or additions to the Framework Terms and Conditions

- 9.1 The Provider and Purchasing Agency agree to amend the Framework Terms and Conditions as set out in Appendices 6 and 7.
- 9.2 Except as set out in Appendices 6 and 7, the Framework Terms and Conditions remain in full force and effect in relation to this Outcome Agreement.


Signatures

Ministry of Youth Development administered by the Ministry of Social Development

Signed by Juanita Te Kani

General Manager Youth

I have a delegation under Schedule 6 clause 2 of the Public Service Act 2020 to sign for the Ministry of Youth Development administered by the Ministry of Social Development



Signed _____ Date 16/6/21

Big River Creative Limited

Signed by Te Awanui Reeder

Director

I have authority to sign for Big River Creative Limited and confirm this Outcome Agreement has not been altered from what was last provided by the Purchasing Agency.



Signed _____ Date 15.6.21



Appendix 1 – Service Description – COVID-19 Anime Promotion pilot

1. Background

- 1.1. The Ministry of Youth Development (MYD) - Te Manatū Whakahiato Taiohi is administered by the Ministry of Social Development – Te Manatū Whakahiato
- 1.2. By providing the Services under this Outcome Agreement, the Provider will contribute to the Ministry of Youth Development's Delivering for Youth Development outcomes to achieve an improvement in the wellbeing of young people aged 12 to 24 years, through their participation in quality, positive youth development initiatives.
- 1.3. Young people are active, increasingly diverse, passionate and capable of leading change. They contribute as workers, employers, entrepreneurs, consumers, taxpayers, learners and volunteers. They have consistently told government over the last decade that they want to be heard, listened to, and valued.
- 1.4. COVID-19 will have a significant, wide-ranging and lasting impact on rangatahi. This is due to a range of factors, including rangatahi navigating normal development stages during a pandemic, and a reliance on adults who may be facing extraordinary challenges. School closures, social distancing and confinement all increase the risk of poor nutrition, exposure to domestic violence, and heightened anxiety and stress among young people, as well as reducing access to vital family and care services.
- 1.5. Anime is a style of Japanese film and television animation, typically aimed at adults as well as children. Anecdotally, it is a very popular medium that rangatahi are engaged with, and an untapped medium/tool for promoting relevant messages.
- 1.6. The Anime promotion pilot is a first globally in terms of supporting COVID-19 messaging including wellbeing. The latter being a recurring theme for many young people in Aotearoa New Zealand post the COVID-19 lockdown and resurgences.

2. Aims of the Service

- 2.1. The pilot is an innovative and creative solution to support the wider Government messaging re. COVID-19 and promote a call to action to rangatahi through an Anime production to support rangatahi leadership and rangatahi and their whānau wellbeing.
- 2.2. The pilot is an opportunity to use creative storytelling through a medium that has not been used before to deliver positive messages to rangatahi and their whānau re. COVID-19 and wellbeing.

3. Outcomes

- 3.1. By providing these Services (i.e. Appendix 1) under this Outcome Agreement, the Provider will contribute to the Purchasing Agencies Delivering for Youth Development outcomes to achieve an improvement in the wellbeing of young

people aged 12 to 24 years, through their participation in quality, positive youth development initiatives, and the Government's Youth Plan 2020-2022: Turning Voice into Action – Rebuilding and Recovering.

4. Target Group

- 4.1. The Target group include rangatahi aged 12 – 24 years, and rangatahi Māori, Pacific, Rainbow and Disabled young people and their wider whānau and communities.

5. Service Value, Volume and Capacity

- 5.1. The maximum funding value for this Service is \$99,500.00 (GST Exclusive) over the term of this Outcome Agreement.

Service Volume

- 5.2. The Provider will develop a COVID-19 promotion pilot, (duration of 15-20 seconds) for an Anime style promotion to support government messaging around COVID-19 and rangatahi and whānau wellbeing.
- 5.3. The Provider will also provide a mentoring opportunity for up to three rangatahi (maximum) during the pilot. The final number and selected rangatahi will be agreed with the Purchasing Agency.

Service Capacity

- 5.4. The Provider will provide sufficient capacity to deliver the Services including but not limited to:
- A qualified design team includes:
 - Te Awanui Reeder (Ngāti Raukawa, Ngā Pōtiki, Te Arawa, Ngāti Kahungunu) – Communications expert and working with rangatahi in creative arts
 - Jamie McCaskill (Ngāti Tametera) – Director/Lead Creative
 - Jacob Luamanuvae Su'a – Senior 3D Animator & Filmmaker
 - Conceptualisation, script writing, character design and concept art
 - Storyboard/Animatic, editing
 - 3D Assets/Animation/Compositing
 - Online Flame/Grading with the Purchasing Agency
 - Project management
 - Voice over and sound design
 - Capability, experience and infrastructure to deliver the Services.

6. Service Delivery

- 6.1. The pilot will be delivered nation-wide through an online platform.
- 6.2. The mentoring opportunity for rangatahi will initially be based in Wellington unless agreed otherwise between the Parties.



7. Service Content

- 7.1. The Provider will develop a COVID-19 promotion pilot, (duration of 15-20 seconds) for an Anime style promotion to support government messaging around COVID-19 and rangatahi and whānau wellbeing.
- The pilot concept is based around Wāhine Toa – Ina. Ina is Māori/Pasifika, a leader within a school/kura, loves to play rugby and netball, is a loyal friend, popular student and culturally intelligent
 - The Provider will develop potential scenarios for the Purchasing Agency to review. The Parties will then agree on a final scenario for the pilot.
- 7.2. The Provider will also provide a mentoring opportunity for up to three rangatahi (maximum) during the pilot. The Provider will agree options with the Purchasing Agency to identify potential candidates. The final number and selected rangatahi will be agreed with the Purchasing Agency. The Provider will develop a schedule of mentoring opportunities (formal/informal) using creative arts, culture, and the pilot as the basis for the mentoring relationship. The Provider will agree the final numbers, time, location etc with the selected candidates, and the Purchasing Agency.

8. Social Sector Accreditation

- 8.1. The Provider must attain the appropriate Level of Social Sector Accreditation for the Term of this Outcome Agreement.
- 8.2. If the Provider does not have Social Sector Accreditation, it must attain it within 3 months of the Commencement Date and maintain it throughout the Term of this Outcome Agreement.
- 8.3. Suspension or revocation of the Social Sector Accreditation may result in the Outcome Agreement being terminated without notice.

9. Sharing of information

- 9.1. The Provider is required to collect certain personal information from each eligible participant and share all or part of that information with relevant agencies for the purposes of securing support and as part of the Providers reporting requirements under this Agreement.
- 9.2. In order to comply with the requirements of the privacy legislation in respect of the collection of personal information, the Provider will take all reasonable steps to ensure that each participant is aware of the:
- (a) fact the information is being collected
 - (b) purpose for which the information is being collected
 - (c) the intended recipients of the information, and
 - (d) where relevant parental consents have been obtained.



Appendix 2 – Monitoring by the Purchasing Agency

The Purchasing Agency will monitor the Services through regular reporting as specified in Appendix 3 and specified in the table below.

Financial Year of Monitoring	Date Due
F2021	As agreed between the Parties

Appendix 3 – Regular reporting by the Provider

The Provider shall provide the Purchasing Agency's nominated Contract Manager with the following reports as specified in the table below.

Reporting and monitoring will be an opportunity for constructive two-way dialogue that will inform and strengthen programme delivery and monitoring.

Reporting Required	Date Due
Storyboard concept	Draft concept to Purchasing Agency.
	Final outline of Storyboard confirmed to Purchasing Agency.
Youth mentoring opportunity	Draft outline of process for identifying three mentee candidates.
	Select three mentees (maximum) candidates.
	Mentoring sessions.
Anime pilot	Presentation of draft pilot.
	Presentation of final pilot.
	Pilot progress reports.

Appendix 4 – Payment for Service/s

The Purchasing Agency will pay the Provider for satisfactory completion of the Services in accordance with the terms of this Outcome Agreement where conditions for payment have been met. All payments shall be made subject to the receipt from the Provider of the relevant reports and a valid, itemised tax invoice. The Outcome Agreement number **MYDN 21-02030** must be quoted on all invoices.

Payment Number	Payment Dates and Conditions	Instalment Amount (GST Exclusive)
1	Following the signing of this Outcome Agreement by both Parties, and satisfactory report(s) are received in accordance with the requirements outlined in Appendix 3 and upon receipt of a valid itemised Tax Invoice.	\$99,500.00
TOTAL OUTCOME AGREEMENT AMOUNT (GST Exclusive)		\$99,500.00

Appendix 5 – New IP

The Provider will not publish, distribute or engage any other person(s) or organisation(s), including media in relation to the Services or reporting specified in Appendix 3 without the written permission of the Purchasing Agency.

Appendix 6 – Changes to the Framework Terms and Conditions

The Purchasing Agency and Provider agree that despite the provision on the accreditation reviews in the Framework Terms and Conditions (see clause 5.6 of the Framework Terms and Conditions), the Accreditation Review for Level 1 of the Social Sector Accreditation Standards will be every six months unless otherwise agreed by the Purchasing Agency.

Accreditation Status means accreditation at Levels 1 to 4 under the Social Sector Accreditation Standards.

Any reference to the Privacy Act 1993 in the Framework Terms and Conditions is deleted and replaced with the Privacy Act 2020.

Appendix 7 – Additional Terms to the Framework Terms and Conditions

The Purchasing Agency and Provider agree that the following additional terms form part of this Outcome Agreement:

8.1 Social Sector Accreditation Status and Reviews

- (a) The Provider shall maintain their required Accreditation Status for the provision of Services for the term of this Outcome Agreement.
- (b) The Purchasing Agency shall disclose to the Provider any changes to the Social Sector Accreditation standards.
- (c) If the Provider's Accreditation is suspended, this Outcome Agreement will be suspended without further notice under the Framework Terms and Conditions. If the Provider's Accreditation is revoked or relinquished this Outcome Agreement will come to an end without further notice.

- (d) The Purchasing Agency may conduct an Accreditation Review of the Services, or the Provider's practices, operational and financial policies, procedures and systems.
- (e) The Purchasing Agency shall:
 - i. give the Provider at least two Business Days notice of any Accreditation Review; and
 - ii. visit during working hours or other reasonable times depending on the matter being reviewed; and
 - iii. provide the Provider with a copy of any report on the Accreditation Review.

8.2 Health and Safety at Work Act 2015

The Provider will:

- (a) Consult, cooperate and coordinate with the Purchasing Agency to the extent required to ensure both Parties comply with their respective obligations under the Health and Safety at Work Act 2015 as they relate to the Outcome Agreement.
- (b) Perform its, and ensure that its Personnel perform their, obligations under the Outcome Agreement in compliance with its and their obligations under the Health and Safety at Work Act 2015.
- (c) Comply with all reasonable directions of the Purchasing Agency relating to health, safety and security.
- (d) Report any health and safety matters, as determined by the Purchasing Agency's Social Sector Accreditation Standards (for Levels 1 to 4 Service/s only), the Purchasing Agency's policy, or any notice issued under the Health and Safety at Work Act 2015, to the Purchasing Agency to the extent that it relates to, or affects, the Outcome Agreement.





MINISTRY OF SOCIAL
DEVELOPMENT
TE MANATŪ WHAKAHIATO ORA



MINISTRY OF
YOUTH DEVELOPMENT
TE MANATŪ WHAKAHIATO TAIOHI
Administered by the Ministry of Social Development

Outcome Agreement

between

**Ministry of Youth Development
(administered by the Ministry of Social Development)**

and

Big River Creative Limited

Outcome Agreement Name	Anime Episodes 2 and 3
Outcome Agreement Number	MYDN-22-01768
Commencement Date	31 March 2022
Term	Seven months
Expiry Date	31 October 2022
Total Outcome Agreement Price (excluding GST)	\$200,000.00


DT

Outcome Agreement

Parties

The Sovereign in right of New Zealand acting by and through the Chief Executive of the Ministry of Social Development in respect of the Ministry of Youth Development (**Purchasing Agency**).

Big River Creative Limited (NZBN 9429047550698) incorporated under the Companies Act 1993 (Registration number 7580876) and having its registered office at 11 The Parade, Island Bay, Wellington 6023, New Zealand (**the Provider**).

Introduction

- A The Framework Terms and Conditions (3rd edition) are part of this Outcome Agreement. The Framework Terms and Conditions are available at [Framework terms and conditions - 3rd Edition \(procurement.govt.nz\)](https://procurement.govt.nz/framework-terms-and-conditions-3rd-edition)
- B This Outcome Agreement describes the:
- (i) Outcome/s to be achieved;
 - (ii) Services that the Provider will provide to contribute towards achieving that Outcome/s; and
 - (iii) the performance measurement framework to assess the provision of the Services, and whether the Services have contributed towards achieving the Outcome/s.
- C The Purchasing Agency engages the Provider to provide the Services on the terms of this Outcome Agreement (including the Framework Terms and Conditions).

It is agreed:

1 Relationship between this Outcome Agreement and the Framework Terms and Conditions

- 1.1 This Outcome Agreement is deemed to incorporate and be governed by the Framework Terms and Conditions (as added to or modified in accordance with clause 9 of this Outcome Agreement).
- 1.2 Unless the context otherwise requires, all terms defined in the Framework Terms and Conditions have the same meaning in this Outcome Agreement.
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2 Term of this Outcome Agreement

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- 2.2 The Purchasing Agency may extend the term of this Outcome Agreement for further periods by giving the Provider notice it wishes to extend the term, at least 30 days before the date when the term would otherwise expire.

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- 3.3 In providing the Services the Provider must follow the reasonable directions of the Purchasing Agency. Such directions must be consistent with the terms of this Outcome Agreement.

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5 Contract management

- 5.1 The contract management arrangements for this Outcome Agreement (including monitoring, reporting and audit) are set out in Appendices 2 to 4.
- 5.2 The Provider and Purchasing Agency will comply with all applicable obligations under Appendices 1 to 7.

6 New IP

- 6.1 If, contrary to the intellectual property clauses in the Framework Terms and Conditions, any New IP that is to be owned by the Purchasing Agency will be recorded in Appendix 5.
- 6.2 Any agreed uses of New IP are recorded in Appendix 5.

7 Privacy of personal information

- 7.1 The details of any personal information that will be shared between the Purchasing Agency and the Provider, and any agreed approach to the management of such information, are recorded in this Outcome Agreement.

8 Relationship Managers and contact details

8.1 Each Parties postal address, email address, phone number and Relationship Manager details is set out below:

Purchasing Agency:

Contract Manager: Brenda Harkin
Designation: Senior Advisor
Address: 56 The Terrace, Wellington
Mobile phone: s9(2)(a)
Email: s9(2)(a)@msd.govt.nz

Provider:

Relationship Manager: Big River Creative Limited
Designation: Te Awanui Reeder
Address: Director
s9(2)(a)
Mobile phone: 021 102 7273
Email: info@bigrivercreative.org



9 Changes or additions to the Framework Terms and Conditions

- 9.1 The Provider and Purchasing Agency agree to amend the Framework Terms and Conditions as set out in Appendices 6 and 7.
- 9.2 Except as set out in Appendices 6 and 7, the Framework Terms and Conditions remain in full force and effect in relation to this Outcome Agreement.

Signatures

Ministry of Youth Development administered by the Ministry of Social Development

Signed by Debra Tuifao

General Manager, Youth

I have a delegation under Schedule 6 clause 2 of the Public Service Act 2020 to sign for the Ministry of Youth Development administered by the Ministry of Social Development

Signed

Date

Big River Creative Limited

Signed by Te Awanui Reeder

Director

I have authority to sign for Big River Creative Limited and confirm this Outcome Agreement has not been altered from what was last provided by the Purchasing Agency.



Signed

Date

Appendix 1 – Service Description

1. Background

- 1.1. The Ministry of Youth Development (MYD) - Te Manatū Whakahiato Taiohi is administered by the Ministry of Social Development – Te Manatū Whakahiato
- 1.2. By providing the Services under this Outcome Agreement, the Provider will contribute to MYD's Delivering for Youth Development outcomes to achieve an improvement in the wellbeing of young people aged 12 to 24 years, through their participation in quality, positive youth development initiatives.
- 1.3. Young people are active, increasingly diverse, passionate, and capable of leading change. They contribute as workers, employers, entrepreneurs, consumers, taxpayers, learners, and volunteers. They have consistently told government over the last decade that they want to be heard, listened to, and valued.
- 1.4. COVID-19 will have a significant, wide-ranging, and lasting impact on rangatahi. This is due to a range of factors, including rangatahi navigating normal development stages during a pandemic, and a reliance on adults who may be facing extraordinary challenges. School closures, social distancing and confinement all increase the risk of poor nutrition, exposure to domestic violence, and heightened anxiety and stress among young people, as well as reducing access to vital family and care services.
- 1.5. Anime is a style of Japanese film and television animation, typically aimed at adults as well as children. Anecdotally, it is a very popular medium that rangatahi are engaged with, and an untapped medium/tool for promoting relevant messages.
- 1.6. The Anime pilot created for MYD by Big River Creative Limited (BRC) in 2021 was a first globally in terms of supporting COVID-19 messaging including wellbeing. The latter is a recurring theme for many young people in Aotearoa New Zealand post the COVID-19 Lockdown and resurgences.
- 1.7. Given the investment thus far, and the potential for the Anime pilot characters and storyline to be further developed to support messaging congruent with the Youth Plan 2020 – 2022: Turning Voice into Action – Rebuilding and Recovering (Youth Plan)¹ and the all of government COVID-19 response, an opportunity exists for MYD to engage the Services of the Provider for two additional Anime episodes.
- 1.8. The Anime pilot and two additional Anime episodes build on existing targeted messaging to young people that supports them to thrive and fits under the 'Wellbeing' focus area of the Youth Plan. The provision of mentoring/coaching youth development opportunities to young people fits under the 'Leadership' focus area of the Youth Plan.

¹ <https://www.myd.govt.nz/young-people/youth-plan/youth-plan.html>

2. Aims of the Service

Anime episodes

- 2.1. The Provider will create two additional Anime episodes (Anime Episode 2 and Anime Episode 3), which will form part of the Anime series, utilising existing characters and design assets, negating the need to start from scratch.
- 2.2. The concept is based around Wāhine Toa – Ina. Ina is Māori/Pasifika, a leader within a school/kura, loves to play rugby and netball, is a loyal friend, popular student and culturally intelligent
- 2.3. The Provider will develop potential scenarios for the Purchasing Agency to review. The Parties will then agree on the final story board and episodes.

Anime campaign

- 2.4. The Provider will develop a marketing and promotion campaign to promote the two additional Anime episodes and give an opportunity for two young people to experience and participate in the development and delivery of the campaign.

3. Outcomes

- 3.1. By providing these Services (i.e., Appendix 1) under this Outcome Agreement, the Provider will contribute to the Purchasing Agencies Delivering for Youth Development outcomes to achieve an improvement in the wellbeing of young people aged 12 to 24 years, through their participation in quality, positive youth development initiatives, and the Government's Youth Plan 2020-2022: Turning Voice into Action – Rebuilding and Recovering.

4. Target Group

- 4.1. The Target group include rangatahi aged 12 – 24 years, and rangatahi Māori, and Pacific, rainbow, and disabled young people and their wider whānau and communities.

5. Service Value, Volume and Capacity

- 5.1. The maximum funding value for this Service is **\$200,000.00** (GST Exclusive) over the term of this Outcome Agreement. The maximum funding value for the development of the two additional Anime episodes only is **\$150,000.00** (GST Exclusive) and **\$50,000.00** (GST Exclusive) for the Anime marketing and promotion campaign only.

Service Volume (additional Anime episodes)

- 5.2. The Provider will develop two additional Anime episodes, (duration of 30-60 seconds each) for two Anime style promotion to support government messaging around COVID-19 and rangatahi and whānau wellbeing.
- 5.3. The Provider will also provide a mentoring opportunity for two rangatahi (minimum) in the development of the two additional Anime episodes. The final number and selected rangatahi will be agreed with the Purchasing Agency.

Service Volume (Anime marketing and promotion campaign)

- 5.4. The Provider will develop an overarching Anime marketing and promotion campaign to promote the two additional Anime episodes.
- 5.5. The Provider will also provide a mentoring opportunity for two rangatahi (minimum) in the development and delivery of the Anime marketing and promotion campaign. The final number and selected rangatahi will be agreed with the Purchasing Agency.

6. Service Capacity

- 6.1. The Provider will provide sufficient capacity to deliver the Services including but not limited to:
- a) A qualified design team includes:
 - Te Awanui Reeder (Ngāti Raukawa, Ngā Pōtiki, Te Arawa, Ngāti Kahungunu) – Communications expert and working with rangatahi in creative arts
 - Jamie McCaskill (Ngāti Tametera) – Director/Lead Creative
 - Jacob Luamanuvae Su'a – Senior 3D Animator & Filmmaker
 - b) Conceptualisation, script writing, character design and concept art
 - c) Storyboard/Animatic, editing
 - d) 3D Assets/Animation/Compositing
 - e) Online Flame/Grading with the Purchasing Agency
 - f) Project management
 - g) Voice over and sound design
 - h) Capability, experience, and infrastructure to deliver the Services.

7. Service Delivery

- 7.1. The two additional Anime episodes and Anime marketing and promotion campaign will be delivered nationwide through an online platform, and elsewhere as outlined in the campaign document.
- 7.2. The mentoring opportunity for rangatahi will be based in Wellington unless agreed otherwise between the Parties.

8. Service Content

- 8.1. The Provider will develop two additional Anime episodes that are built around targeted messaging to young people that supports them to thrive. The Provider will also provide mentoring/coaching youth development opportunities to young people during the development of the anime episodes.
- 8.2. The focus of the Anime Episode 2 is on wellbeing for young people and getting back to "wellbeing basics" to bring focus back to being in the present moment, instead

of being anxious about past or future, and creating awareness of what helps wellbeing.

- 8.3. The focus of Anime Episode 3 will be agreed with the Purchasing Agency as per the timeframes set out in Appendix 3.
- 8.4. The Provider will also provide a mentoring opportunity for two rangatahi (minimum) in the development of the two additional Anime episodes and two rangatahi (minimum) in the development and delivery of the Anime marketing and promotion campaign (four total minimum) and will agree options with the Purchasing Agency to identify potential candidates. The final number and selected rangatahi will be agreed with the Purchasing Agency.
- 8.5. The Provider will develop a schedule of mentoring opportunities (formal/informal) using creative arts and culture, as the basis for the mentoring relationship. The Provider will agree the final numbers, time, location etc. with the selected candidates, and the Purchasing Agency.

Anime campaign

- 8.6. The Provider will:
- a) develop an overarching national campaign strategy to support and empower young people
 - b) develop a production and content plan that outlines all the different context to be produced and includes a schedule of development phases
 - c) develop a targeted tactical digital marketing plan to articulate media placement and develop creative content for the campaign
 - d) mentor appropriate young people, providing a safe and positive experience to contribute to the production and marketing of the Anime campaign
 - e) provide a mentoring opportunity to two rangatahi (minimum) on the production of the two additional Anime episodes, which may include script writing and music, among other activities
 - f) provide a mentoring opportunity to two rangatahi (minimum) in the development and delivery of the marketing and promotion campaign, particularly the Digital element that may include selection and recruitment of influencers used in the campaign, among other activities.
- 8.7. The Anime marketing and promotion campaign for each of the two additional Anime episodes will be delivered over a two-week period after the launch of each new episode, and the final suite of production and marketing material must be approved by the Purchasing Agency.

9. Social Sector Accreditation

- 9.1. The Provider must attain the appropriate Level of Social Sector Accreditation for the Term of this Outcome Agreement.

- 9.2. If the Provider does not have Social Sector Accreditation, it must attain it within 3 months of the Commencement Date and maintain it throughout the Term of this Outcome Agreement.
- 9.3. Suspension or revocation of the Social Sector Accreditation may result in the Outcome Agreement being terminated without notice.

10. Sharing of information

- 10.1. The Provider is required to collect certain personal information from each eligible participant and share all or part of that information with relevant agencies for the purposes of securing support and as part of the Providers reporting requirements under this Agreement.
- 10.2. In order to comply with the requirements of the privacy legislation in respect of the collection of personal information, the Provider will take all reasonable steps to ensure that each participant is aware of the:
- (a) fact the information is being collected
 - (b) purpose for which the information is being collected
 - (c) the intended recipients of the information, and
 - (d) where relevant parental consents have been obtained.

Appendix 2 – Monitoring by the Purchasing Agency

The Purchasing Agency will monitor the Services through regular reporting as specified in Appendix 3 and specified in the table below.

Financial Year of Monitoring	Date Due
F2022	As agreed between the Parties

Appendix 3 – Regular reporting by the Provider

The Provider shall provide the Purchasing Agency's nominated Contract Manager with the following reports as specified in the table below.

Reporting and monitoring will be an opportunity for constructive two-way dialogue that will inform and strengthen programme delivery and monitoring.

Reporting Required		Date Due
Anime Episode 2 Storyboard concept	Draft concept to Purchasing Agency	Week ending 08 April 2022 (conditional for Payment 1 to be released)
	Final outline of Storyboard confirmed to Purchasing Agency	Week ending 22 April 2022
Youth mentoring opportunity	Draft outline of process for identifying two (minimum) mentee candidates	Week ending 08 April 2022

Reporting Required		Date Due
	Select two (minimum) mentee candidates	Week ending 22 April 2022
	Mentoring sessions	As agreed between the candidates, Provider and Purchasing Agency
Anime Episode 2	Presentation of draft Anime Episode 2.	End-May 2022
	Presentation of final Anime Episode 2	Before Friday 17 June 2022
	Anime Episode 2 progress reports	Fortnightly or as agreed with the Purchasing Agency
	Anime Episode 3 Storyboard concept	End-June 2022
	Final outline of Storyboard confirmed to Purchasing Agency.	Week ending 15 July 2022
Anime Episode 3	Presentation of draft Anime Episode 3	Week ending 19 August 2022
	Presentation of final Anime Episode 3	Week ending 02 September 2022
	Anime Episode 3 progress reports	Fortnightly or as agreed with the Purchasing Agency
Anime Marketing and Promotion Campaign	Final Campaign Strategy	Completed
	Production and Content Plan, including timeline	Week ending 08 April 2022
	Detailed Marketing and Promotion Campaign Plan, including timeline	Week ending 13 May 2022
	Provision of final marketing and promotion collateral	Week ending 27 May 2022
	Two-week marketing and promotion campaign to support the launch of Episode 2 (reporting on reach and success of campaign)	Within one week of completion of Episode 2 two-week marketing and promotion campaign
	Two-week marketing and promotion campaign to support the launch of Episode 3 (reporting on reach and success of campaign)	Within one week of completion of Episode 3 two-week marketing and promotion campaign

Appendix 4 – Payment for Service/s

The Purchasing Agency will pay the Provider for satisfactory completion of the Services in accordance with the terms of this Outcome Agreement where conditions for payment have been met. All payments shall be made subject to the receipt from the Provider of the relevant reports and a valid, itemised tax invoice. The Outcome Agreement number **MYDN 22-01768** must be quoted on all invoices.

Payment Number	Payment Dates and Conditions	Instalment Amount (GST Exclusive)
1	From 31 March 2022. Following the signing of this Outcome Agreement by both Parties, and satisfactory report(s) are received in accordance with the requirements outlined in Appendix 3 and upon receipt of a valid itemised Tax Invoice.	\$50,000.00
2	From 22 April 2022 Following receipt of satisfactory report(s) are received in accordance with the requirements outlined in Appendix 3 and upon receipt of a valid itemised Tax Invoice.	\$75,000.00
3	From 17 June 2022. Following receipt of satisfactory report(s) are received in accordance with the requirements outlined in Appendix 3 and upon receipt of a valid itemised Tax Invoice.	\$75,000.00
TOTAL OUTCOME AGREEMENT AMOUNT (GST Exclusive)		\$200,000.00

Appendix 5 – New IP

The Provider will not publish, distribute, or engage any other person(s) or organisation(s), including media in relation to the Services or reporting specified in Appendix 3 without the written permission of the Purchasing Agency.

Appendix 6 – Changes to the Framework Terms and Conditions

The Purchasing Agency and Provider agree that despite the provision on the accreditation reviews in the Framework Terms and Conditions (see clause 5.6 of the Framework Terms and Conditions), the Accreditation Review for Level 1 of the Social Sector Accreditation Standards will be every six months unless otherwise agreed by the Purchasing Agency.

Accreditation Status means accreditation at Levels 1 to 4 under the Social Sector Accreditation Standards.

Appendix 7 – Additional Terms to the Framework Terms and Conditions

The Purchasing Agency and Provider agree that the following additional terms form part of this Outcome Agreement:

8.1 Social Sector Accreditation Status and Reviews

- (a) The Provider shall maintain their required Accreditation Status for the provision of Services for the term of this Outcome Agreement.
- (b) The Purchasing Agency shall disclose to the Provider any changes to the Social Sector Accreditation standards.
- (c) If the Provider's Accreditation is suspended, this Outcome Agreement will be suspended without further notice under the Framework Terms and Conditions. If the Provider's Accreditation is revoked or relinquished this Outcome Agreement will come to an end without further notice.
- (d) The Purchasing Agency may conduct an Accreditation Review of the Services, or the Provider's practices, operational and financial policies, procedures and systems.
- (e) The Purchasing Agency shall:
 - i. give the Provider at least two Business Days' notice of any Accreditation Review; and
 - ii. visit during working hours or other reasonable times depending on the matter being reviewed; and
 - iii. provide the Provider with a copy of any report on the Accreditation Review.

8.2 Health and Safety at Work Act 2015

The Provider will:

- (a) Consult, cooperate and coordinate with the Purchasing Agency to the extent required to ensure both Parties comply with their respective obligations under the Health and Safety at Work Act 2015 as they relate to the Outcome Agreement.
- (b) Perform its, and ensure that its Personnel perform their, obligations under the Outcome Agreement in compliance with its and their obligations under the Health and Safety at Work Act 2015.
- (c) Comply with all reasonable directions of the Purchasing Agency relating to health, safety and security.
- (d) Report any health and safety matters, as determined by the Purchasing Agency's Social Sector Accreditation Standards (for Levels 1 to 4 Service/s only), the Purchasing Agency's policy, or any notice issued under the Health and Safety at Work Act 2015, to the Purchasing Agency to the extent that it relates to, or affects, the Outcome Agreement.

From: [Carla Martinez Vivanco](#) on behalf of [Debra Tuifao](#)
To: [Debra Tuifao](#)
Subject: FW: Anime - Covid 19 campaign
Date: Wednesday, 12 October 2022 7:49:26 PM
Attachments: [ATT00001.htm](#)
[ATT00002.htm](#)
[MYD_Ina-COVID Anime v5.pdf](#)
[BRC Logo_E-signature.png](#)

From: TE AWANUI REEDER <info@bigrivercreative.org>
Sent: Thursday, 20 May 2021 5:31 PM
To: Debra Tuifao <[s9\(2\)\(a\)@msd.govt.nz](mailto:s9(2)(a)@msd.govt.nz)>
Subject: Anime - Covid 19 campaign

Tālofa Debra.

Thank you for your patience on this.

Attached is the proposal, I thought I'd get your eyes over it first. That way we can identify any gaps.

Please keep in mind, we can change the scenarios if necessary.

Let me know your thoughts.

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OFFICIAL INFORMATION ACT



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COVID ANIME CAMPAIGN FOR MINISTRY OF YOUTH DEVELOPMENT

RELEASED UNDER THE
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Our Team



TE AWANUI REEDER

DIRECTOR/ LEAD CREATIVE

(Ngāti Raukawa, Ngā Pōtiki, Te Arawa, Ngāti Kahungunu)

Director of Big River Creative and holds a Masters of Business and is completing a Masters of UX Design. Te Awanui is an expert communicator, award winning creative (song writing), musician (Nesian Mystik/AWA) and broadcaster (radio).

He has extensive experience working with rangatahi in the creative arts and is confident about igniting meaningful connections to Ākonga as part of the focus groups and interviews. His creative team will be providing high quality graphic design and videography for the deliverables requested by MYD.



JAMIE MCCASKILL

DIRECTOR/ LEAD CREATIVE (Ngāti Tametera)

An award winning playwright, director, musician and actor. Jamie graduated from UCOL Theatre School in 2000 and has carved a successful career, performing in hundreds of shows throughout Aotearoa and around the world. Jamie is a Director of the The Māori Sidesteps and is the principal writer for the Māori Side Steps web series. Most recently Jamie has adapted Patricia Grace's book, The Kuia and The Spider that enjoyed a national tour and is in collaboration with Aboriginal Playwright, Nathan Maynard, on a piece called Hide the Dog which premieres in The Sydney Arts Festival in 2021.



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Youth COVID-19 Creative, Innovative, Call to Action initiative

PROBLEM/S

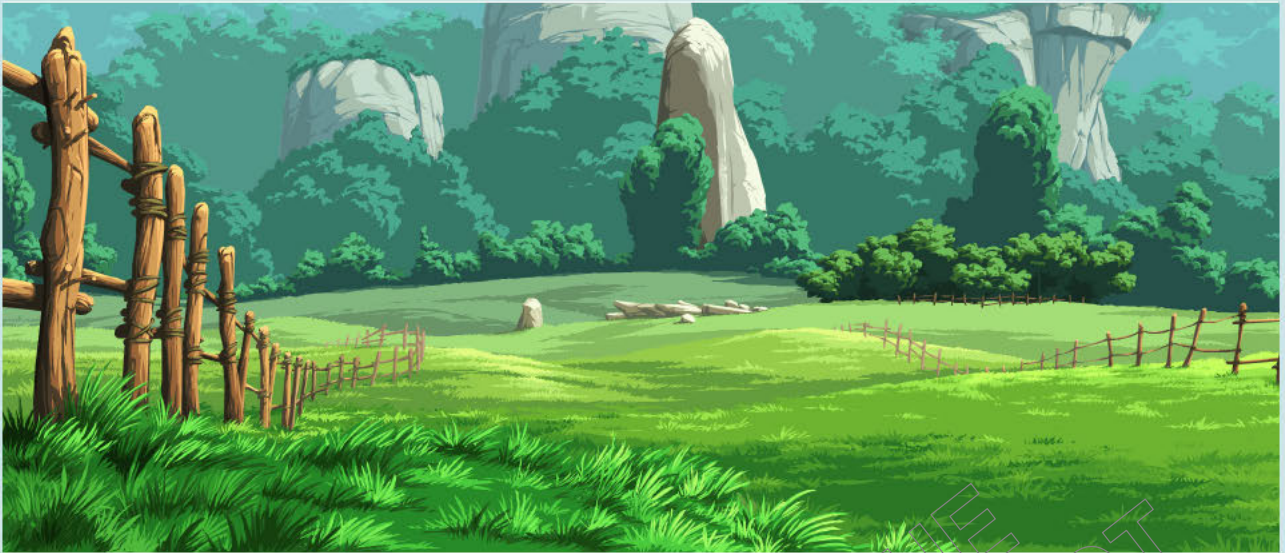
- Existing Government's COVID-19 messaging is not landing
- Need to mitigate the spread of misinformation

POTENTIAL SOLUTION/S

Anecdotally, we have heard that Rangatahi want a creative and innovative call to action initiative to help their understanding of what they need to do to support the government's COVID-19 recovery response. They want one source that they trust that communicates clear and simple information about the vaccine.

AIM

To enable young people to have a place in the process, to have a voice and role in the government's COVID-19 recovery response. To be champions the correct COVID-19 messages (including vaccine roll-out) and lead by influencing their peers and whānau to take active steps (call to action).



OUR IDEA

An Anime style campaign that includes 3 x ads (30-45sec) that will be led by Ina, a confident Māori/Pasifika student that will create a relationship with the identified audience, because she is the audience. Through various scenarios, Ina alongside her whānau/ 'āiga will encourage, educate and demonstrate why rangatahi and their whānau are critical in the process and roll out for the Covid 19 vaccine.



TARGET AUDIENCE

- Rangatahi (aged 12-24)
- Rangatahi Māori, Pacific, Rainbow and Disabled young people

MARKET

The market size recorded 10 consecutive years of growth with sales of 2.51 trillion yen (115.1% of the previous year), thanks to growth in both domestic and overseas markets. The size of the overseas markets recorded 1.2009 trillion yen, an increase of 20%, which makes up 49.5% of the Japanese animation market. (Anime Industry Report 2020)

P.O.D

No Anime style campaign exists.

MENTOR

There is the opportunity to mentor a young person/s during this campaign.

RISK/S

Doing nothing, changes nothing.



WĀHINE TOA – INA

- Māori/Pasifika
- A loyal friend
- Leader within school
- Popular student
- Loves to play Rugby and Netball
- Culturally intelligent

SCENARIOS

WHUTUPORO – RUGBY + WHĀNAU

It's the play of the rugby game. Ina's team is behind, only a try will win them the game. She notices an opportunity in the defensive line and switches the play. She gets the ball, dummy's and then side steps through the line and fending off two defenders. Running the length of the field to score under the posts.

The supporters cheer as we focus on the whānau, in particular, Ina's Māmā who says to the other parents "See, that's why we need to get vaccinated, so we can

fight off the virus, like my baby just fended off those girls" as she does demonstrates how she would fend off the virus. Then defers to one of the other Māmā who's a doctor.

The doctor says "Tika! That's right" and encourages the Māmā to make it fun. Ina runs in and says "We could get our nails done too!" holding up her mud stained hand with taped fingers.

CTA: BOOK IT IN, GET IT DONE.



SCENARIOS CONT.

PONO – TRUTH + DEALING WITH MISINFORMATION

A girl walks home with her friends after school. One of the girls doesn't want the vaccine. She starts talking about what she's seen online.

Ina stops her, "awwww gummon, here's the facts girlfriend!" Ina informs her with the evidence (3 main points) and then says, "I'll always have your back!". Together all the girls do their crew sign followed by saying PYT (Pacific Young Toa).

Ina begins to fill her friends with pride in their own whakapapa and the importance of working together to get their whānau vaccinated.

Protect your whakapapa.

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TIK TOK – MUSIC + DANCE

A rangatahi calls out to his friends "You guys seen Ina's new Tik Tok?" they reply "Nah?!" and huddle around to watch.

Ina performs the Tik Tok which shows her getting the vaccine. It then shows her super power like fighting off the virus using martial arts, magic and karakia.

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big river
CREATIVE

HE AU OHO, HE AU IHI
CURRENTS OF INSPIRATION,
CURRENTS OF MAGIC



Quote

Description	Amount NZD
Conceptualisation	s9(2)(b)(iii)
Script writing	
Character Design and Art Direction / Concept Art	
Storyboard / Animatic	
Supervisor VFX	
Edit	
3D Assets / Animation / Compositing	
Online Flame with Client Session	
Online/ Grading with Client Session	
Project management, meetings, weekly WIP, presentations etc.	
Voice over	
Sound design	
Total (NZD GST Excl)	\$250,000.00

DESIGNED WITH AROHA



bigrivercreative.org

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From: [Carla Martinez Vivanco](#) on behalf of [Debra Tuifao](#)
To: [Debra Tuifao](#)
Subject: FW: BRC - Covid anime promotion
Date: Wednesday, 12 October 2022 7:55:05 PM
Attachments: [ATT00001.htm](#)
[ATT00002.htm](#)
[MYD_Ina-COVID Anime v7 R2.pdf](#)
[BRC Logo_E-signature.png](#)

From: TE AWANUI REEDER <info@bigrivercreative.org>
Sent: Wednesday, 9 June 2021 3:48 PM
To: Debra Tuifao <[s9\(2\)\(a\)](#) [@msd.govt.nz](mailto:msd.govt.nz)>
Subject: BRC - Covid anime promotion

Here you go :)

Let me know if you'd like me to change anything.

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PILOT: COVID ANIME PROMOTION FOR MINISTRY OF YOUTH DEVELOPMENT

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OFFICIAL INFORMATION ACT

Our Team



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DIRECTOR/ LEAD CREATIVE

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Youth COVID-19 Creative, Innovative, Call to Action initiative

PROBLEM/S

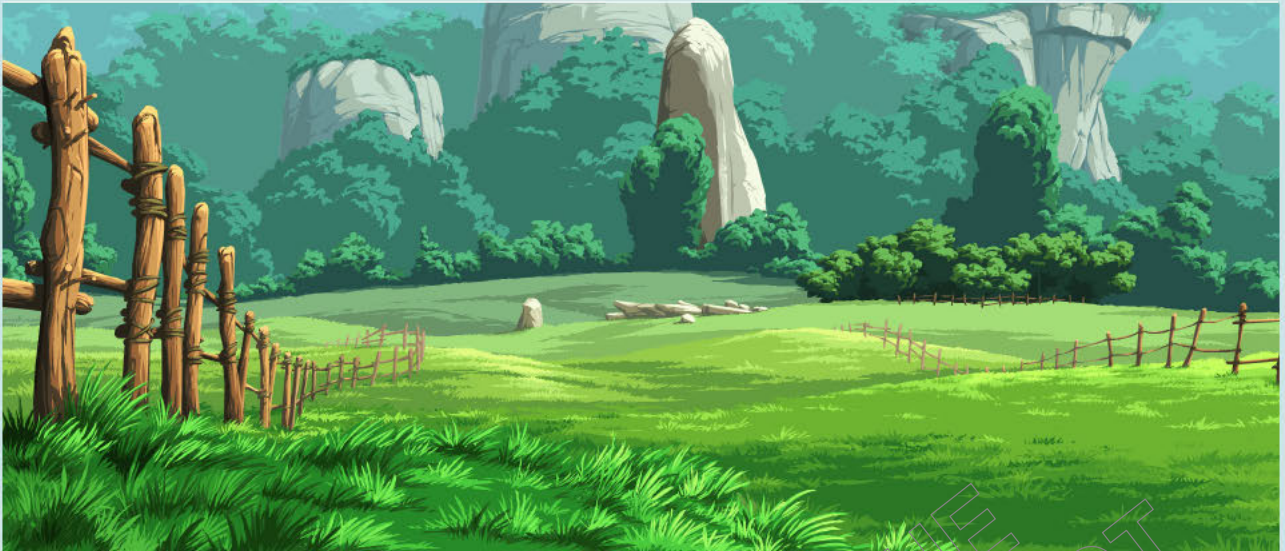
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POTENTIAL SOLUTION/S

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To enable young people to have a place in the process, to have a voice and role in the government's COVID-19 recovery response. To be champions the correct COVID-19 messages (including vaccine roll-out) and lead by influencing their peers and whānau to take active steps (call to action).



OUR OPPORTUNITY

To develop a (15-20sec) pilot for an Anime style promotion that supports the roll out for the Covid 19 vaccine.

It will be led by Ina, a confident Māori/Pasifika student that will create a relationship with the identified audience, because she is the audience. Through various scenarios, Ina alongside her whānau/ 'āiga will encourage, educate and demonstrate why rangatahi and their whānau are critical in the process.



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CTA: BOOK IT IN AND KEEP THE WHĀNAU SAFE!



POTENTIAL SCENARIOS CONT.

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Protect your whakapapa.

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big river
CREATIVE

HE AU OHO, HE AU IHI
CURRENTS OF INSPIRATION,
CURRENTS OF MAGIC



Quote

Description	Amount NZD
Conceptualisation	s9(2)(b)(ii)
Script writing	
Character Design and Art Direction / Concept Art	
Storyboard / Animatic	
Supervisor VFX	
Edit	
3D Assets / Animation / Compositing	
Online Flame with Client Session	
Online/ Grading with Client Session	
Project management, meetings, weekly WIP, presentations etc.	
Voice over	
Sound design	
Total (NZD GST Excl)	\$99,500.00

DESIGNED WITH AROHA



bigrivercreative.org

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