



TENDER INFORMATION FOR THE 2020 WORLD SUMMIT ON MEDIA FOR CHILDREN

THE WORLD SUMMIT ON MEDIA FOR CHILDREN FOUNDATION is responsible for overseeing the process by which specific countries and organisations are given the right to hold successive World Summits on Media for Children. The Foundation owns the intellectual property of the World Summit on Media for Children concept. The Foundation is not a source of funding and any World Summit has to be self-financing. The Foundation has determined that there will be a formal tendering process for the World Summit. A country and organisation must submit to the Foundation a formal proposal to hold the 2020 World Summit on Media for Children.

BACKGROUND

The Objectives of the World Summit on Media for Children Foundation

The World Summit on Media for Children Foundation is an independent body which uses its expertise, networks and influence to

- Achieve a greater understanding of developments in children's media around the world
- Promote innovation in the development, design and provision of media for children
- Reinforce the constructive role of media in the development, education and wellbeing of children
- Draw the attention of key players in digital media to the importance of issues relating to children's lives
- Promote a charter of guiding principles in children's digital media
- Ensure the provision of high-quality digital resources for children will be guaranteed as the communications revolution proceeds
- Assist in providing future opportunities for high-quality media for children around the world

The History of the World Summit on Media for Children process

The World Summit movement was conceived by Dr Patricia Edgar and presented to a Round Table meeting hosted by Prix Jeunesse, Munich, in May 1993. It was recognised that television programming for children was changing and under threat in a variety of ways, and could no longer remain a domestic issue if it was to survive with the values and objectives to which professionals in the industry aspire.

The first World Summit on Television and Children was held in Melbourne, Australia, from 12-17 March 1995 hosted by the Australian Children's Television Foundation. Both officially and informally, the Summit provided an intense, exciting and fertile environment for the exchange of ideas and information and it acted as a catalyst for meetings and actions around the world.

Successive World Summits on Television for Children were held in:

- 1998 - London, England
- 2001 - Thessaloniki, Greece
- 2004 - Rio de Janeiro, Brazil
- 2007 - Johannesburg, South Africa
- 2010 - Karlstad, Sweden
- 2014 - Kuala Lumpur, Malaysia
- 2017 - Manchester, United Kingdom

A variety of other regional summits and forums, inspired by the World Summits, have also been held since 1995 and form part of the World Summit movement.

Formation and Role of Summit Holding Company

In 1999, a company was established to foster the World Summit movement. The World Summit On Media For Children Foundation is a not-for-profit public company incorporated in Victoria, Australia. Its Australian Company Number is 088 281 654. Its Board of Directors comprise representatives of the principal host organisations of previous and future World Summits and regional summits. The Foundation's objects are to encourage and promote the World Summit, select host organisations for future World Summits and assist those organisations to prepare for the World Summit.

THE 2020 WORLD SUMMIT ON MEDIA FOR CHILDREN

The Tender Process

The Foundation has determined the following process will be followed in relation to tenders to hold each World Summit on Media for Children no less than three years after the preceding World Summit.

Each tender document is to be submitted to the Foundation at the following address: adrian.mills@wsmcf.com. Submissions may be made for Summits 2020 and 2023.

Each tender proposal is to address in writing the following issues:

- a. The identity of the legal entity to be responsible for the holding of the next World Summit
 - b. The proposed date of the holding of the next World Summit
 - c. The proposed city for the holding of the Summit
 - d. The proposed venue/s for the holding of the Summit
 - e. The way in which the proposed World Summit intends to address and promote each of the objectives of the World Summit movement
 - f. The key themes and concepts proposed for inclusion in the World Summit
 - g. The key speakers to be invited
 - h. The base budget for the World Summit
 - i. The draft business plan for the World Summit
 - j. The principal sponsors for the World Summit
 - k. The identity of the members of the organising committee for the World Summit
 - l. The way in which the organising committee would propose to involve the Foundation in the Summit
1. The Foundation will consider all tenders received and may at its absolute discretion either reject a tender for any reason whatsoever or invite one or more tenderer to make a direct presentation to the Foundation
 2. The Foundation will announce the successful tenderer, if any, at the concluding session of the preceding World Summit
 3. In the absence of a successful tenderer the Foundation reserves the right to invite an organisation to host the next World Summit.



The World Summit on Media for Children Foundation
Website: www.wsmcf.com
Contact: adrian.mills@wsmcf.com