



REQUEST FOR EXPRESSIONS OF INTEREST

BROADCASTER/EDUCATIONAL PARTNER

NATIONAL NAIDOC WEEK

CONTENTS

INTRODUCTION	3
NATIONAL NAIDOC COMMITTEE	4
NATIONAL NAIDOC SECRETARIAT.....	4
THE OPPORTUNITY	5
SUBMISSION PROCESS	6
SUBMISSION DEADLINE.....	7
STATEMENT OF REQUIREMENTS	8
LIMITATIONS	10

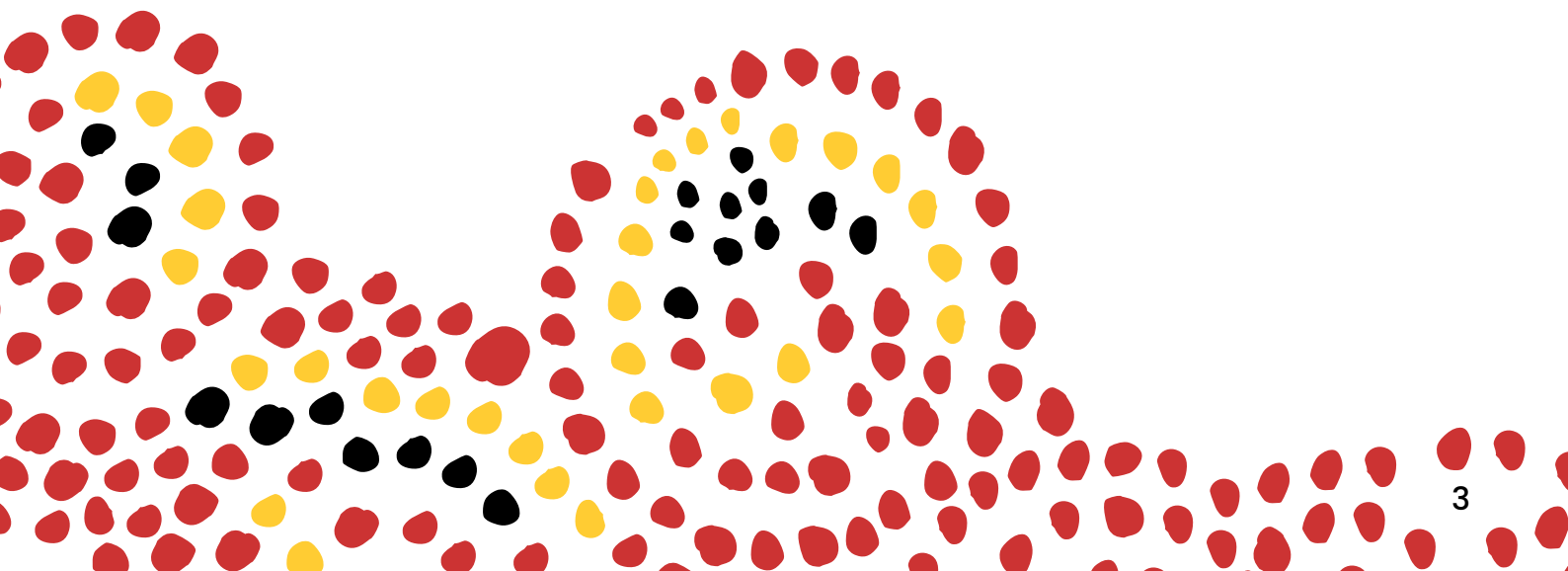
INTRODUCTION

The purpose of this Request for Expressions of Interest is to assess the interest of Australian broadcasters in partnering with the National NAIDOC Committee to broadcast the National NAIDOC Weeks Awards Ceremony – and/or to create National NAIDOC Week Educational Materials.

On 26 January 1938, while many Australians celebrated the 150th anniversary of the landing of the First Fleet, a group of over 1000 Aboriginal people gathered at Australia Hall in Sydney to calling for full citizenship status and for laws to improve the lives of First Nations people. As one of the first major civil rights gatherings in the world, this day became known as the Day of Mourning. Since then, National NAIDOC Week has grown to become both a commemoration of the first Day of Mourning as well as a celebration of the history, culture and excellence of First Nations people. National NAIDOC Week is observed annually from the first Sunday in July until the following Sunday.

The annual National NAIDOC Week Awards Ceremony is a celebration of Aboriginal and/or Torres Strait Islander peoples' outstanding achievements and excellence. The Awards Ceremony allows us to pay tribute to our people's achievements whilst also acknowledging that their work enriches both our communities and this nation. As well as celebrating excellence, and building toward a better future, the Awards Ceremony also reminds us of this nation's 65,000 year history.

The National NAIDOC Week Awards Ceremony is National NAIDOC Week's premier event. During the Ceremony, 10 Award Winners are announced. More information about the Award Categories can be found at: [NAIDOC Nominations](#). Beloved by the community, the Awards Ceremony is broadcast live on national television and is available for streaming after the event. As well as including the presentation of ten awards, the event also includes a minimum of four entertainment segments in addition to a Welcome to Country.

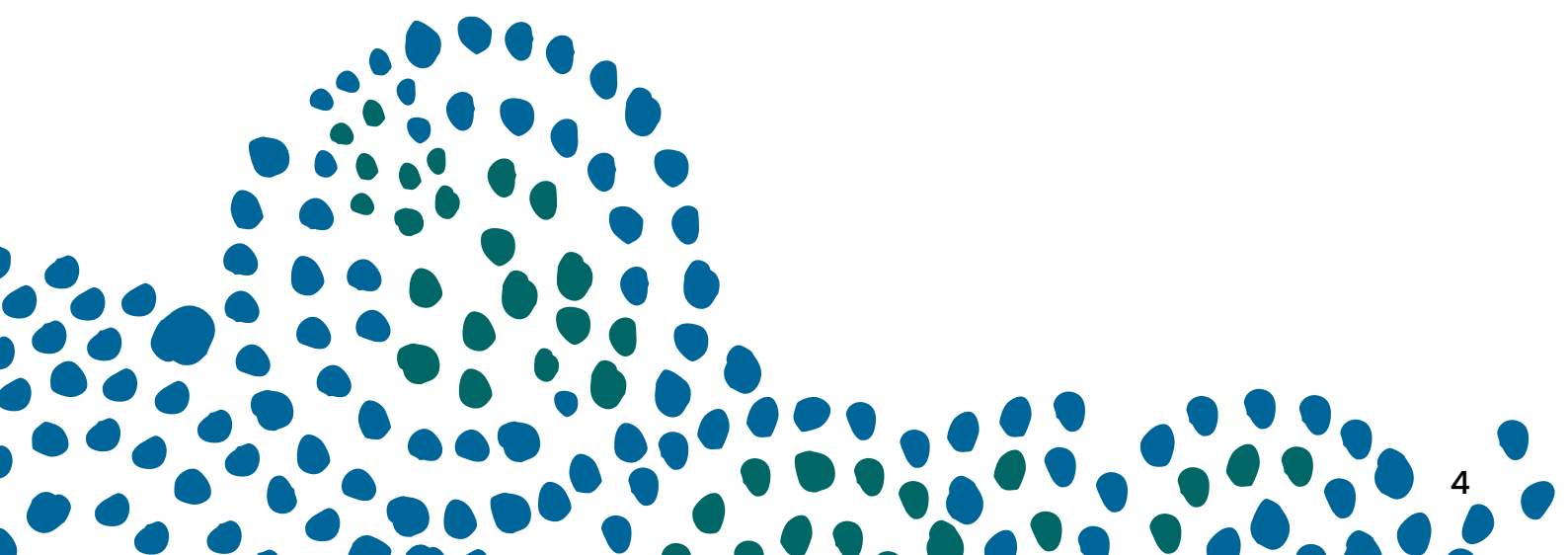


NATIONAL NAIDOC COMMITTEE

The National NAIDOC Committee (NNC) is an independent of government, voluntary Committee comprising ten ordinary Members from which two are elected Co-Chairs. The National NAIDOC Committee make key decisions regarding the production of the yearly National NAIDOC Week Awards Ceremony and are custodians of National NAIDOC Week events on behalf of all First Nations people. The Committee is responsible for setting the dates and theme annually for National NAIDOC Week, selecting the winner of the National NAIDOC Week Poster Competition, selecting the winners of the National NAIDOC Week Awards, and selecting the focus city for future National NAIDOC Week Awards Ceremonies.

NATIONAL NAIDOC SECRETARIAT

The National NAIDOC Committee is supported by the National NAIDOC Secretariat. The Secretariat sits within the National Indigenous Australians Agency (NIAA). As the National NAIDOC Committee is an unincorporated body, the NIAA enters into all contracts and sponsorship agreements on the Committee's behalf. The National NAIDOC Committee is the decision-making body for all matters relating to National NAIDOC Week and the Awards Ceremony, including in relation to partnership and sponsorship opportunities.



THE OPPORTUNITY



National NAIDOC Week Awards Media Partnership

The National NAIDOC Committee welcomes expressions of interest from Australian broadcasters who are interested in partnering with the National NAIDOC Committee as the National NAIDOC Week media partner. This partnership includes the live national broadcast of the National NAIDOC Week Award Ceremony and the opportunity to make this ceremony available for streaming.

National NAIDOC Week Educational Resources

Yearly educational resources are produced and provided free of charge to Australian schools both in hard copy and via the NAIDOC website. These much-in-demand resources are used to further foundational knowledge about National NAIDOC Week, the history of themes since 1972, and the focus cities for the National NAIDOC Awards. The educational resources include concepts relevant to a broad range of learners and topics, and provide Aboriginal and Torres Strait Islander perspectives in classrooms well beyond the dates of NAIDOC Week.

Details of Requirements for the both the National NAIDOC Week media partnership and National NAIDOC Week Educational Resources are available on [page 8](#).

Media Partnership Vision

National NAIDOC Week, including the National NAIDOC Week Awards Ceremony will:

- be a community focused celebration of Aboriginal and/or Torres Strait Islander peoples that deeply acknowledges its grassroots history;
- foster connection through a strong sense of community interaction and inclusiveness;
- respect National NAIDOC Week as a brand with significant cultural integrity, and;
- honour the fact that National NAIDOC Week belongs to the community.

These aims will be nurtured by a media partnership that:

- is collaborative, consultative and inclusive;
- is respectful of the National NAIDOC Week brand, and;
- honours the Committee's role as custodians of National NAIDOC Week events on behalf of all First Nations people.



SUBMISSION PROCESS



Step 1: Register Your Intent to Submit an Expression of Interest

Respondents are strongly encouraged to register their intent to submit an expression of interest by **Thursday 3 November 2022 at 5:00pm (AEDT)** to the National NAIDOC Secretariat at NAIDOC-Secretariat@niaa.gov.au with the email subject National NAIDOC Week Media partnership REOI. Respondents are asked to indicate their interest in either or both the broadcast opportunity and education materials.

In your email please include:

- Name of primary contact person
- Organisation name
- Telephone number
- Email address

Step 2: Information Sessions for REOI Respondents


Respondents who have registered their intent to submit an expression of interest will be invited to meet with the National NAIDOC Committee individually. These sessions will consist of a 15 minute presentation on the Committee's media partnership vision followed by a question and answer session. The aim of these sessions is to allow respondents the opportunity to better understand the Committee's requirements.

Step 3: Prepare and Submit an Expression of Interest

Please prepare a maximum 5 page submission which addresses the areas below:

- Why is the organisation interested in partnering with the National NAIDOC Committee?
- What is the organisation's experience working with First Nations communities? This should include a description of the organisation's current First Nations programming and services.
- How would the organisation create opportunities for emerging First Nations creatives and be inclusive of First Nations media organisations?
- How does the organisation service First Nations people either through programming or direct community involvement?



- 
- Describe the organisation's experience in producing and distributing educational resources for First Nations people, or outline how these educational resources could be produced and distributed.
 - Describe your vision for the National NAIDOC Week Awards Ceremony broadcast.
 - Are you a majority First Nations owned and controlled broadcaster?
 - Please advise whether you are a national broadcaster, or if not, which communities/areas you service?
 - Please provide a brief overview/bio of key personnel who will execute the scope of the work.
 - Please provide an indication of your proposed funding commitment. This includes in-kind support.
 - Any caveats, stipulations or requests that you would seek in order to secure the broadcast of the Awards Ceremony.

SUBMISSION DEADLINE

Submissions must be received by Thursday 8 December 2022 at 5:00pm (AEDT).

Please send electronic copies plus any attachments to:

National NAIDOC Committee


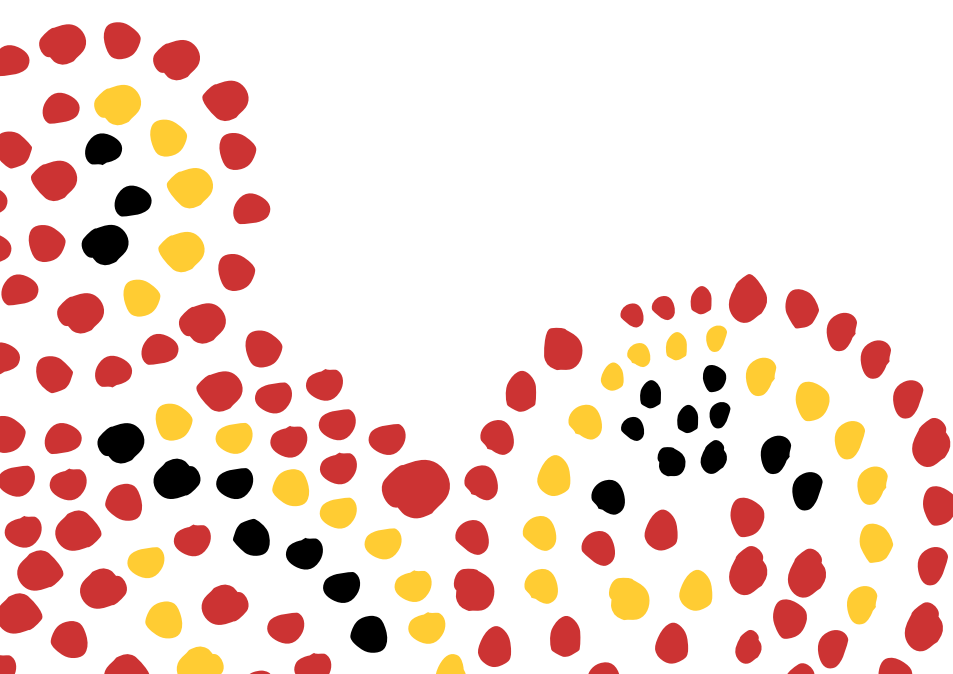
c/- National NAIDOC Secretariat

NAIDOC-Secretariat@niaa.gov.au

STATEMENT OF REQUIREMENTS

The below requirements will be used to assess applications. Requirements include, but are not limited to, the following:

- Willingness to work with the National NAIDOC Committee, National NAIDOC Secretariat and the Event Manager to plan and deliver the broadcast of the National NAIDOC Week Awards Ceremony.
- Broadcast of the National NAIDOC Week Awards Ceremony in consultation with and under the direction of the National NAIDOC Committee.
- Experience working with Aboriginal and Torres Strait Islander communities.
- Evidence of how First Nations creatives and media organisations will be engaged in the production of the broadcast, preferably from within Queensland in 2023.
- Adherence to the National NAIDOC Committee [Brand Guidelines](#) including use of NAIDOC logos.
- Broadcast and all materials produced to be aligned to and compliant with NAIDOC branding.
- Broadcast to contain appropriate credits as agreed between the National NAIDOC Committee, NAIDOC Secretariat and Event Manager.
- Adherence to agreed milestones and reporting timeframes.
- Attendance at all production meetings.
- Production of video packages, one for each finalist, including video footage, still images, spoken voice over and music. These video packages to be freely available for use by the National NAIDOC Committee, National NAIDOC Secretariat and Event Manager.
- All National NAIDOC Week material used by the broadcaster to be fully attributed to the National NAIDOC Committee and/or National NAIDOC Secretariat.
- Any re-transmission of the broadcast to occur with the written permission of the National NAIDOC Committee and/or National NAIDOC Secretariat.

- 
- Work with the National NAIDOC Committee to agree cross promotion including pre-promotion of the event.
 - Promotion of NAIDOC across platforms including social media.
 - Provision of in-depth statistical analysis of social media and broadcasting reach at the conclusion of the event.
 - Securing of curriculum developers/educators to produce co-branded educational materials relating to the National NAIDOC Week theme.
 - Both development and final clearance of educational materials to be proofed by the National NAIDOC Committee.
 - Provision of the educational materials on the NAIDOC website and in hard copy to schools at a date to be agreed.
 - Abide by all Aboriginal and Torres Strait Islander Cultural Protocols.
 - Abide by all Australian Intellectual Property laws.
 - Obtain and pay for all necessary clearances, including copyright and moral rights, from all participants, performers and any third-party owners of material (including artistic and musical works).
 - Declare and clearly manage any conflicts of interest, whether actual or perceived if and when they arise.
 - Effect and maintain public liability insurance to an agreed value.
 - Attend all rehearsals and provide all necessary broadcasting equipment required for rehearsals.
- 

LIMITATIONS

Any Respondent making a submission in response to this Request for Expressions of Interest (REOI) does so fully accepting the following provisions:

This is a REOI only; it is not a procurement document. The information contained in this REOI is intended for information purposes only to assist interested parties in assessing whether or not to respond to such request. No representation or warranty express or implied, is made by the National NAIDOC Committee or the NIAA as to the accuracy or completeness of such information. Neither the National NAIDOC Committee nor the NIAA will be responsible for, and hereby expressly disclaim any and all liability for any errors, omissions or inaccuracies in connection therewith. In its response to this REOI, the Respondent must disclose to the National NAIDOC Committee, any potential conflict of interest that might compromise this process. If such a conflict of interest does exist, the National NAIDOC Committee may, at its discretion, refuse to consider the response in question.

All information provided by or obtained at any time from the National NAIDOC Committee or the NIAA in any form in connection with this REOI that is not publicly available (i) must be treated in a highly confidential manner; (ii) is not to be used for any other purpose other than responding to this REOI; (iii) must not be disclosed to any other person without the prior written authorisation of the National NAIDOC Committee or the NIAA; and (iv) shall be returned to the National NAIDOC Committee or the NIAA immediately upon the request of the National NAIDOC Committee or the NIAA.

This exercise is not a request for tenders. This is a request for information only and no legal obligations will arise hereunder in any circumstances. The National NAIDOC Committee and the NIAA reserve the right to amend the scope of this REOI, and to carry out discussions with one or more prospective Respondents at any time, or from time to time, for the purpose of attempting to finalise an acceptable agreement, at all times without recourse against the National NAIDOC Committee and/or the NIAA should no such agreement be concluded.

The National NAIDOC Committee may proceed as it determines in its sole discretion, including to discontinue or invalidate this REOI and including to re-issue or proceed with a further REOI and the National NAIDOC Committee and the NIAA will not be responsible for any losses or costs incurred by any Respondent as a result thereof. The National NAIDOC Committee and the NIAA have the right not to respond to any report or request made by a Respondent and not to distribute copies of any reports or requests received from a Respondent and responses thereto, to the other Respondents. Where the National NAIDOC Committee in its discretion, considers that such report or request necessitates a change to this REOI, the National NAIDOC Committee will prepare and issue an appropriate addendum to this REOI. The National NAIDOC Committee reserves the right to terminate this REOI at any time for any reason.