



**WORLD SUMMIT ON MEDIA FOR CHILDREN FOUNDATION**  
***TENDER INFORMATION FOR***  
***THE NEXT 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 next World Summit. A country and organisation must submit to the Foundation a formal proposal to hold the next World Summit on Media for Children.

***BACKGROUND***

**The Objectives of the World Summit on Media for Children**

- To achieve a greater understanding of developments in children's media around the world.
- To raise the status of children's media.
- To draw to the attention of key players in broadcasting the importance of issues relating to children.
- To agree on a charter of guiding principles in children's media.
- To ensure the provision of programming for children will be guaranteed as the communications revolution proceeds.
- To assist in the developing world to provide opportunities for quality children's programming in the future

### ***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 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.

Subsequently, the 2nd World Summit on Television for Children was held in London, England, in 1998, the 3rd World Summit on Media for Children was held in Thessaloniki, Greece, in 2001, and the 4<sup>th</sup> World Summit held in Rio de Janeiro in 2004.

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.

At a Summit in Johannesburg South Africa in March 2007 the Foundation Board conferred on Sweden the right to hold the next World Summit on Media for Children in Karlstad during 2010.

### ***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 raise funds for and prepare for the World Summit.

## ***THE NEXT WORLD SUMMIT***

### **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.

1. Each tender document is to be submitted to the Foundation at the following address: [triciaedgar@bigpond.com](mailto:triciaedgar@bigpond.com)
  
2. Each tender proposal is to address in writing the following issues:
  - 2.1 the identity of the legal entity to be responsible for the holding of the next World Summit
  - 2.2 the proposed date of the holding of the next World Summit
  - 2.3 the proposed city for the holding of the Summit
  - 2.4 the proposed venue/s for the holding of the Summit
  - 2.5 the way in which the proposed World Summit intends to address and promote each of the objectives of the World Summit movement
  - 2.6 the key themes and concepts proposed for inclusion in the World Summit
  - 2.7 the key speakers to be invited
  - 2.8 the base budget for the World Summit
  - 2.9 the draft business plan for the World Summit
  - 2.10 the principal sponsors for the World Summit
  - 2.11 the identity of the members of the organising committee for the World Summit
  - 2.12 the way in which the organising committee would propose to involve the Foundation in the Summit
3. 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
4. The Foundation will announce the successful tenderer, if any, at the concluding session of the preceding World Summit
5. In the absence of a successful tenderer the Foundation reserves the right to invite an organisation to host the next World Summit.