

Hon Grant Robertson

Minister for Sport and Recreation

PROACTIVE RELEASE OF CABINET MATERIAL: 2020 PARALYMPIC GAMES
COVERAGE: FUNDING

26 May 2020

Date: 10 February 2020

Title: 2020 Paralympic Games Coverage: Funding

Author: Ministry for Culture and Heritage

These documents have been proactively released by the Minister. This package includes the Cabinet paper and other key decision papers, as listed below.

Title: Summary of Paper for 2020 Paralympic Games Coverage: Funding
Cabinet Paper: Funding 2020 Paralympic Games Coverage from the Prime Minister's Emerging Priorities Fund
Minute of Decision CBC-20-MIN-0004
Minute of Decision CAB-20-MIN-0013
Aide Memoire: Funding 2020 Paralympic Games Coverage from the Prime Minister's Emerging Priorities Fund – Speaking Points **AM2020/031**

Some parts of this information release would not be appropriate to release and, if requested, would be withheld under the Official Information Act 1982 (the OIA). Where this is the case, the relevant sections of the OIA that would apply have been identified. Where information has been withheld, no public interest has been identified that would outweigh the reasons for withholding it.

Key to redaction code:

9(2)(a) to protect the privacy of natural persons, including deceased people

9(2)(f)(iv) to maintain the current constitutional conventions protecting the confidentiality of advice tendered by Ministers and officials

9(2)(g)(i) to maintain the free and frank expression of opinions by and between Ministers and officials

Explanatory note:

Attitude Pictures Ltd was awarded \$500,000 from the Prime Minister's Emerging Priorities Fund to ensure comprehensive coverage of the 2020 Paralympic Games, to showcase and raise awareness of the challenges and successes of disabled New Zealanders and to increase people's understanding and awareness of disability.

With the postponement of the Paralympic Games until 2021 (due to the impacts of Covid-19), the funding will be set aside to be used in 2020/21. The funding is intended to enable accessible coverage of disabled athletes participating in sport and an awareness campaign featuring people with disabilities to promote both disability inclusion and sport for health.

Please note: the talking points refer to "New accessibility features on the AttitudeLive.com website (due for activation in April 2020) will allow disabled people to customise the accessibility features they need." These features are now live on www.AttitudeLive.com.



Cabinet Business Committee

Summary

This document contains information for the New Zealand Cabinet. It must be treated in confidence and handled in accordance with any security classification, or other endorsement. The information can only be released, including under the Official Information Act 1982, by persons with the appropriate authority.

2020 Paralympic Games Coverage: Funding

Portfolios Sport and Recreation / Disability Issues

Purpose This paper seeks approval for a grant of \$500,000 from the Prime Minister's Emerging Priorities Fund to media company Attitude Pictures Ltd (Attitude) to enable it, in partnership with Television New Zealand (TVNZ), to broadcast the 2020 Paralympic Games on free-to-air television in New Zealand.

Previous Consideration None.

Summary New Zealand has a long and proud history of competing at the Paralympic Games. In total, 209 Paralympians have competed at 23 Paralympics, winning 221 medals making New Zealand one of the world's most successful nations for Paralympic medals, per capita.

The next Summer Paralympic Games will be held in Tokyo, Japan from 25 August to 6 September 2020. TVNZ and Attitude (see **paragraphs 18-22**) have secured the rights to broadcast the 2020 Games in New Zealand.

\$875,000 is being sought for the 2020 Games. New Zealand On Air (NZOA) has committed \$375,000 provided the remaining funds can be secured. ACC has declined to provide further sponsorship this time (as it did for the Rio Games in 2018) while Sport NZ is unable to commit funds to the project.

The Minister of Sport and Recreation and the Minister for Disability Issues are seeking approval for a one-off grant of \$500,000 to enable Attitude and TVNZ to broadcast the 2020 Paralympic Games on free-to-air television. This will also help fund additional footage showcasing the aspirations and achievements of New Zealand's Paralympians and other young disabled people.

Facilitating mainstream coverage of Paralympic sport is in line with the government's focus on improving the wellbeing of all New Zealanders and the recently launched Disability Action Plan 2019-2023.

Regulatory Impact Analysis Not required.

Baseline Implications	It is proposed that the Emerging Priorities Fund be used to provide \$0.500 million to the Public Broadcasting Services appropriation within Vote Arts, Culture and Heritage. NZOA can then distribute and monitor the grant.
Legislative Implications	None.
Timing Issues	None indicated.
Announcement	A press statement will be released.
Proactive Release	The attached paper will be proactively released.
Consultation	<p>Paper prepared by MCH (Sport and Recreation) and MSD (Disability Issues). Treasury and Sport New Zealand were consulted. DPMC (Prime Minister) was informed. New Zealand on Air was also consulted.</p> <p>The Minister also indicates that New Zealand First and the Green Party were consulted.</p>

The Minister for Sport and Recreation and Minister for Disability Issues recommend that the Committee:

- 1 note that enabling mainstream coverage of Paralympic sport aligns with the intent of the recently launched Disability Action Plan 2019-2023 and government's focus on improving the wellbeing of all New Zealanders;
- 2 note that Attitude Pictures Ltd has a strong track record of providing television coverage about disabled New Zealanders and had successfully partnered with TVNZ to cover the 2016 and 2018 Paralympic Games;
- 3 note that 2016 and 2018 television coverage of the Paralympic Games provided by Attitude and TVNZ, in partnership with ACC, made a direct and significant contribution to wider media coverage and public awareness of Paralympic sport and the challenges faced by Paralympians and disabled people;
- 4 note that ACC has declined to fund coverage for the 2020 Paralympic Games, and Attitude Pictures Ltd has been unable to secure full funding to provide coverage;
- 5 note that NZ On Air has committed \$375,000 provided the remaining funds can be secured;
- 6 agree that the Crown will provide a one-off contribution of \$0.500 million to Attitude Pictures Ltd to enable it, in partnership with TVNZ, to provide coverage of the 2020 Paralympic Games in Tokyo;

7 approve the following change to appropriations to give effect to the policy decision in paragraph 5 above, with a corresponding impact on the operating balance and net core Crown debt:

	\$m – increase/(decrease)				
	2019/20	2020/21	2021/22	2022/23	2023/24 & Outyears
Vote Arts, Culture and Heritage Minister for Broadcasting, Communications and Digital Media					
Non-Departmental Output Expense: Public Broadcasting Services	0.500	-	-	-	-

8 agree that the change to appropriations for 2019/20 above be included in the 2019/20 Supplementary Estimates and that, in the interim, the increase be met from Imprest Supply;

9 agree that the expenses for 2019/20 incurred under paragraph 7 above be charged against the Prime Minister’s Emerging Priorities Fund established as part of Budget 2016;

10 ^{9(2)(f)(iv)} [REDACTED]

Vivien Meek
Committee Secretary

Hard-copy distribution:
Cabinet Business Committee

PROACTIVE RELEASE

In Confidence

Office of the Minister for Sport and Recreation

Office of the Minister for Disability Issues

Chair, Cabinet Business Committee

Funding 2020 Paralympic Games Coverage from the Prime Minister's Emerging Priorities Fund

Proposal

1. We propose that the Cabinet Business Committee approve a grant of \$500,000 from the Prime Minister's Emerging Priorities Fund to media company Attitude Pictures Ltd (Attitude) to enable it, in partnership with Television New Zealand (TVNZ), to broadcast the 2020 Paralympic Games on free-to-air television in this country.

Executive Summary

2. The next Summer Paralympic Games will be held in Tokyo, Japan from 25 August to 6 September 2020. TVNZ and Attitude have secured the rights to broadcast the 2020 Games in New Zealand.
3. Both parties had worked together to cover the 2016 Paralympics in Rio de Janeiro, Brazil and the 2018 Paralympics in Pyeongchang, South Korea. They delivered traditional sports coverage as well as content that gave viewers an insight into the challenges and successes of athletes who live with disabilities.
4. For the Rio Games, TVNZ and Attitude received a total of \$750,000 from New Zealand On Air (NZOA) and the Accident Compensation Corporation (ACC) to produce targeted content.
5. A larger amount of \$875,000 is being sought for the 2020 Games as accommodation and other expenses will be higher in Tokyo and also for additional videos regarding Paralympic sport for a disability/diversity awareness campaign. NZOA has committed \$375,000 provided the remaining funds can be secured. ACC has declined to provide further sponsorship this time while Sport NZ is unable to commit funds to the project.
6. We seek your approval for a one-off grant of \$500,000 to enable Attitude and TVNZ to broadcast the 2020 Paralympic Games on free-to-air television. This will also help fund additional footage showcasing the aspirations and achievements of New Zealand's Paralympians and other young disabled people.
7. Facilitating mainstream coverage of Paralympic sport is in line with the Government's focus on improving the wellbeing of all New Zealanders and the recently launched Disability Action Plan 2019-2023.
8. Securing coverage on mainstream media platforms is an important avenue for heightening the visibility of disabled people and nurturing greater understanding of the contribution that disabled people make to both sport and broader New

Zealand society. The investment into broadcasting also aligns with the government's broader accessibility work programme, the New Zealand Disability Strategy 2016-2026 and the Disability Action Plan 2019-2023 and the need to capitalise on opportunities to foster greater inclusivity and understanding of disabled peoples' perspectives and experiences.

9. Attitude has a strong track record of producing programmes focused on educating New Zealanders about social change, disability and mental health.
10. The Prime Minister has given her support to this proposal.

Background

Disability Sport in New Zealand

11. Statistics New Zealand's 2013 Disability Survey showed that 1.1 million people in the New Zealand population identified as being disabled (24 percent of the total population). Just over half of these (53 percent) have more than one type of impairment.
12. According to Sport NZ's 2017 Active NZ Survey, disabled young people are less likely to participate in a range of sports and activities, particularly play related activities such as using playgrounds and scootering. Disabled adults spend 16% less time participating in any given week than non-disabled adults.
13. A key focus and challenge for the disability active recreation and sport sector is to provide quality support, opportunities and experiences for disabled people and their whānau to participate.
14. On 11 October 2019, Sport NZ's Disability Plan was launched at the opening ceremony of the Halberg Games. The Disability Plan aligns with Sport NZ's overall vision of 'Every Body Active', the New Zealand Disability Strategy and the associated cross-Government action plan.

New Zealand's Investment in Paralympic Sport

15. New Zealand has a long and proud history of competing at the Paralympic Games. Our first Paralympic team of 15 competed at the 1968 Summer Paralympic Games in Tel Aviv, Israel. Our first winter Paralympics team of four took part in the Winter Paralympics in Geilo, Norway in 1980. Since then New Zealand has competed in every Paralympic Games, both winter and summer.
16. In total, 209 Paralympians have competed at 23 Paralympics, bringing home 221 medals. This makes New Zealand one of the world's most successful nations for Paralympic medals, per capita.
17. Through High Performance Sport New Zealand, the Government is investing \$16.2 million in Paralympic sport over the four-year Tokyo cycle 2017-2020. Total investment in Paralympic sport between 2012 and 2020 is expected to exceed \$30 million.

Attitude Pictures Ltd

18. Over the last 15 years, Attitude has produced television programmes focusing attention on social change, disability and mental health outcomes. It has delivered over 500 television programmes to TVNZ and hundreds of online

videos to educate New Zealanders about their health. It has twice been awarded the journalism prize by Australasian health practitioners under the Australian and NZ Mental Health Media Awards.

19. Attitude was the first production company in the world to secure the Paralympic broadcast rights – first delivering the Sochi, Russia Winter Paralympics in 2014, then partnering with TVNZ to produce nightly coverage from the Rio Summer Paralympics in 2016 and PyeongChang Winter Paralympics in 2018. The company has also won the broadcast rights for Tokyo 2020.
20. Attitude and TVNZ will work with government agencies to promote awareness of the New Zealand Disability Strategy and the Disability Action Plan which aim to improve the wellbeing of New Zealanders with disabilities and ensure disabled people have an equal opportunity to achieve their goals and aspirations.
21. Proposed event coverage includes:
 - The opening ceremony on 25 August 2020
 - Coverage of the Games from 26 August to 6 September 2020, with a minimum of eight hours of live and delayed coverage every day on Duke
 - Highlights package featuring hour-long daily highlights packages showcasing New Zealand athletes and great moments of the Games hosted on TVNZ On Demand and broadcast on TV One.
22. In conjunction with relevant government agencies, Attitude will also collate a list of young disabled New Zealanders who represent a broad spectrum of disability. This is an opportunity to leverage off the Paralympic Games to raise awareness beyond sport, to showcase to those living with disabilities the variety of ways they can live a full life. These profiles will form part of the broader coverage during the Paralympic Games.

New Zealand On Air Funding for Attitude

23. Through its contestable funding processes, NZOA has provided a total of around \$20 million for Attitude's projects since 1993.
24. NZOA considers Attitude to be a well-managed company that provides an opportunity for all-of-government engagement with the disability sector. The Attitude Live website is a 'go-to site' for information and engaging content for people with disabilities and their families. The site's wide reach across New Zealand's disability sector can be leveraged for health-related communication.

Request for Funding from the Prime Minister's Emerging Priorities Fund

25. For the Rio Games, TVNZ and Attitude received a total of \$750,000 from NZOA and ACC to produce the targeted content.
26. Tokyo is considerably more expensive than Rio in terms of accommodation and other costs and Attitude has estimated \$875,000 is required to ensure sufficient capacity to deliver broadcasting coverage of the Games, including additional footage of New Zealand's Paralympians and their journey towards representing their country.

27. For the 2020 Tokyo Games, NZOA has committed \$375,000 provided the remaining funds can be secured. ACC has declined to provide further sponsorship while Sport NZ has no financial capacity to provide the funding requested as its funding commitments are tied to a four-year cycle aligned to its 2020-2024 Strategy.
28. A one-off grant of \$500,000 would meet the shortfall to enable Attitude and TVNZ to provide free-to-air coverage of the Paralympic Games as well as additional footage showcasing the aspirations and achievements of New Zealand's Paralympians and other young disabled people.
29. Traditionally, Paralympic sport has not attracted advertising sponsorship the way that the Olympics has. The 2020 Paralympics commences in eight months. There is little time for Attitude to secure another source of funding to enable it to research and film the proposed footage to meet the broadcast deadlines.
30. Facilitating mainstream coverage of Paralympic Sport is in line with the Government's focus on improving the wellbeing of all New Zealanders and aligns with the recently launched Disability Action Plan 2019-2023.

Consultation

31. The Office for Disability Issues, Sport NZ and The Treasury were consulted on this paper. The Department of Prime Minister and Cabinet was informed about the paper.

Financial Implications

32. We propose the Emerging Priorities Fund be used to provide \$0.500 million to the Public Broadcasting Services appropriation within Vote Arts, Culture and Heritage. NZOA can then distribute and monitor the grant.

Legislative Implications

33. There are no legislative implications directly resulting from producing the proposed television coverage of the 2020 Paralympic Games.

Human Rights

34. There are positive human rights implications directly resulting from screening the proposed coverage of both the Paralympic Games and profiles of young disabled people. People living with disabilities will see their lives reflected in the content that will be aired on mainstream television. All New Zealanders will see the extraordinary achievements of New Zealand's top Paralympians as well as those of disabled people and their hopes and aspirations.
35. Supporting diversity and inclusion are key planks of this Government's wellbeing focus.

Impact Analysis

36. Impact analysis is not required for the proposed television coverage.

9(2)(g)(i)

Gender Implications

38. There are no gender implications directly resulting from the proposed coverage of the Paralympic Games.

Disability Perspective

39. There are significant positive implications for people with disabilities that would result from screening the proposed 2020 Paralympics coverage on free-to-air television. Disabled people will be front and centre of the television coverage which will include positive stories showing disabled people living their lives to the fullest.
40. Prime-time coverage of Paralympic sport places it on a similar footing to Olympic sport. There was unprecedented general media coverage of the 2016 Paralympics in this country, with a particular focus on the achievements and success of swimmer Sophie Pascoe and sprinter Liam Malone. Television coverage provided by Attitude and TVNZ, in partnership with ACC, made a direct and significant contribution to wider media coverage and public awareness.
41. Being seen on television highlights and provides recognition for the efforts of these athletes as well as insight into their unique challenges. This heightened profile may make attracting sponsorship easier for Paralympian athletes.
42. Such media exposure could help break down the attitude barriers that often prevent disabled people from reaching their full potential.
43. At the September 2019 "I-Lead" conference of 60 young disabled New Zealanders held at Parliament, one of the key recommendations was more positive portrayal of disabled people in the media. This proposal is well aligned with that recommendation.

Publicity

44. A press statement may be released at the appropriate time on the Government's support for free-to-air television coverage of the 2020 Paralympic Games.

Proactive Release

45. The paper will be proactively released in whole with redactions, as necessary.

Recommendations

46. The Minister for Sport and Recreation and the Minister for Disability Issues recommend that the Cabinet Business Committee:
 1. **Note** that enabling mainstream coverage of Paralympic sport aligns with the intent of the recently launched Disability Action Plan 2019-2023 and Government's focus on improving the wellbeing of all New Zealanders;
 2. **Note** that Attitude Pictures Ltd has a strong track record of providing television coverage about disabled New Zealanders and had successfully

partnered with TVNZ to cover the 2016 and 2018 Paralympic Games;

3. **Note** that 2016 and 2018 television coverage of the Paralympic Games provided by Attitude and TVNZ, in partnership with ACC, made a direct and significant contribution to wider media coverage and public awareness of Paralympic sport and the challenges faced by Paralympians and disabled people;
4. **Note** that ACC has declined to fund coverage for the 2020 Paralympic Games, and Attitude Pictures Ltd has been unable to secure full funding to provide coverage;
5. **Note** that NZ On Air has committed \$375,000 provided the remaining funds can be secured;
6. **Agree** that the Crown will provide a one-off contribution of \$0.500 million to Attitude Pictures Ltd to enable it, in partnership with TVNZ, to provide coverage of the 2020 Paralympic Games in Tokyo;
7. **Approve** the following change to appropriations to give effect to the policy decision in recommendation 5 above, with a corresponding impact on the operating balance and net core Crown debt:

	\$m – increase/(decrease)				
	2019/20	2020/21	2021/22	2022/23	2023/24 & Outyears
Vote Arts, Culture and Heritage Minister for Broadcasting, Communications and Digital Media					
Non-Departmental Output Expense: Public Broadcasting Services	0.500	-	-	-	-

8. **Agree** that the proposed change to appropriations for 2019/20 above be included in the 2019/20 Supplementary Estimates and that, in the interim, the increase be met from Imprest Supply;
9. **Agree** that the expenses for 2019/20 incurred under recommendation 7 above be charged against the Prime Minister’s Emerging Priorities Fund established as part of Budget 2016;

10. ^{9(2)(f)(iv)} [REDACTED]

Authorised for lodgement

Hon Grant Robertson

Minister for Sport and Recreation

Hon Carmel Sepuloni

Minister for Disability Issues



Cabinet Business Committee

Minute of Decision

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2020 Paralympic Games Coverage: Funding

Portfolio Sport and Recreation / Disability Issues

On 28 January 2020, the Cabinet Business Committee:

- 1 **noted** that enabling mainstream coverage of Paralympic sport aligns with the intent of the recently launched Disability Action Plan 2019-2023 and government’s focus on improving the wellbeing of all New Zealanders;
- 2 **noted** that Attitude Pictures Ltd has a strong track record of providing television coverage about disabled New Zealanders and had successfully partnered with TVNZ to cover the 2016 and 2018 Paralympic Games;
- 3 **noted** that 2016 and 2018 television coverage of the Paralympic Games provided by Attitude and TVNZ, in partnership with ACC, made a direct and significant contribution to wider media coverage and public awareness of Paralympic sport and the challenges faced by Paralympians and disabled people;
- 4 **noted** that ACC has declined to fund coverage for the 2020 Paralympic Games, and Attitude Pictures Ltd has been unable to secure full funding to provide coverage;
- 5 **noted** that NZ On Air has committed \$375,000 provided the remaining funds can be secured;
- 6 **agreed** that the Crown will provide a one-off contribution of \$0.500 million to Attitude Pictures Ltd to enable it, in partnership with TVNZ, to provide coverage of the 2020 Paralympic Games in Tokyo;
- 7 **approved** the following change to appropriations to give effect to the policy decision in paragraph 6 above, with a corresponding impact on the operating balance and net core Crown debt:

	\$m – increase/(decrease)				
	2019/20	2020/21	2021/22	2022/23	2023/24 & Outyears
Vote Arts, Culture and Heritage Minister for Broadcasting, Communications and Digital Media					
Non-Departmental Output Expense: Public Broadcasting Services	0.500	-	-	-	-

- 8 **agreed** that the change to appropriations for 2019/20 above be included in the 2019/20 Supplementary Estimates and that, in the interim, the increase be met from Imprest Supply;
- 9 **agreed** that the expenses for 2019/20 incurred under paragraph 7 above be charged against the Prime Minister's Emerging Priorities Fund established as part of Budget 2016;

10 9(2)(f)(iv)



Vivien Meek
Committee Secretary

Present:

Rt Hon Jacinda Ardern (Chair)
Rt Hon Winston Peters
Hon Kelvin Davis
Hon Grant Robertson
Hon Phil Twyford
Hon Dr Megan Woods
Hon Chris Hipkins
Hon Andrew Little
Hon Carmel Sepuloni
Hon Dr David Clark
Hon David Parker
Hon Jenny Salesa
Hon Kris Faafoi
Hon Tracey Martin

Officials present from:

Office of the Prime Minister
Department of the Prime Minister and Cabinet

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Minister for Sport and Recreation
Minister for Disability Issues

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Cabinet

Minute of Decision

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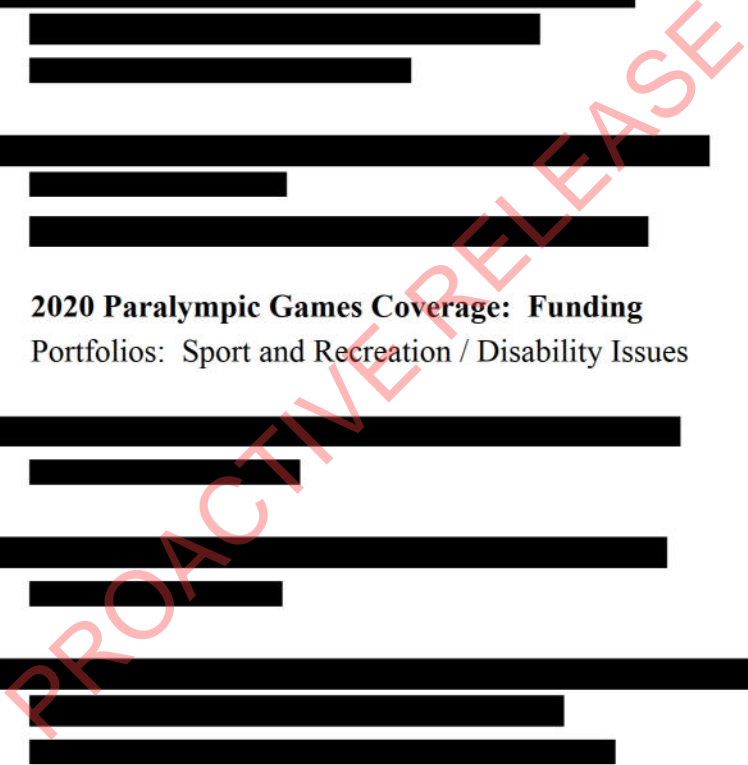
Report of the Cabinet Business Committee: Period Ended 31 January 2020

On 10 February 2020, Cabinet made the following decisions on the work of the Cabinet Business Committee for the period ended 31 January 2020:

Out of Scope	[Redacted]	[Redacted]
	[Redacted]	
	[Redacted]	
	[Redacted]	
CBC-20-MIN-0004	2020 Paralympic Games Coverage: Funding Portfolios: Sport and Recreation / Disability Issues	CONFIRMED
Out of Scope	[Redacted]	[Redacted]
	[Redacted]	
	[Redacted]	[Redacted]
	[Redacted]	
	[Redacted]	[Redacted]
	[Redacted]	

Michael Webster
Secretary of the Cabinet

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Minister for Building and Construction
Minister of Commerce and Consumer Affairs



Hon Grant Robertson

Minister for Sport and Recreation

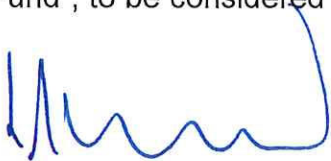
cc Hon Sepuloni, Minister for Disability Issues

AIDE MEMOIRE: FUNDING 2020 PARALYMPIC GAMES COVERAGE FROM THE PRIME MINISTER'S EMERGING PRIORITIES FUND – SPEAKING POINTS

Date:	24 January 2020	Priority:	Urgent
Security classification:	In Confidence	Reference:	AM2020/031
Contact	Louise Lennard, Manager, Sector Performance, ^{9(2)(a)} [REDACTED]		

Purpose

This aide memoire provides draft speaking points (at Appendix 1) for the Cabinet paper "Funding 2020 Paralympic Games Coverage from the Prime Minister's Emerging Priorities Fund", to be considered by the Cabinet Business Committee at 1pm on 28 January 2020.



Louise Lennard
Manager, Sector Performance

PROACTIVE RELEASE

Appendix 1: Draft Speaking Points

<p>Funding of Paralympic Games coverage</p>	<p>The next Summer Paralympic Games will be held in Tokyo from 25 August to 6 September this year.</p> <p>We propose that the Cabinet Business Committee approve a one-off grant of \$500,000 from the Prime Minister's Emerging Priorities Fund to ensure free-to-air television coverage of the Games.</p> <p>This will also help fund additional footage showcasing the aspirations and achievements of New Zealand's Paralympians and other young disabled people.</p> <p>The coverage will be delivered by the media company Attitude Pictures Ltd, in partnership with Television New Zealand.</p>
<p>Content</p>	<p>Coverage will include:</p> <ul style="list-style-type: none"> ● the opening ceremony on 25 August 2020 ● at least eight hours of live and delayed coverage every day ● daily sports highlights packages presented by reporters with disabilities ● athletes' profiles ● an awareness campaign comprising six vignettes of young, disabled New Zealanders from diverse cultural backgrounds ● messaging that reinforces key principles of the New Zealand Disability Strategy and promotes both disability inclusion and sports participation for health.
<p>Accessibility</p>	<p>Daily highlights package to be captioned when broadcast on TVNZ.</p> <p>All Paralympic content delivered on the AttitudeLive.com website will include closed captions.</p> <p>All daily highlights packages will be uploaded on AttitudeLive.com with captions, audio descriptions and sign language translations.</p> <p>New accessibility features on the AttitudeLive.com website (due for activation in April 2020) will allow disabled people to customise the accessibility features they need.</p> <p>I have asked officials to ensure there is as much live captioning as is feasible within the budget.</p>

Attitude Pictures	<p>Attitude Pictures Ltd has a strong track record of providing television coverage about disabled New Zealanders and successfully partnered with TVNZ to cover the 2016 Summer Paralympic Games in Rio and the 2018 Winter Paralympic Games in Pyeongchang. They delivered traditional sports coverage as well as content that gave viewers an insight into the challenges and successes of athletes who live with disabilities.</p> <p>As Attitude Pictures have secured the rights to broadcast the 2020 Games in New Zealand and have an agreement with TVNZ, there are no other potential providers of this service.</p>
NZ On Air support	<p>The total budget for broadcasting the 2020 Games is \$875,000. New Zealand On Air has committed \$375,000 provided the remaining funds can be secured.</p> <p>NZ on Air has contracted with Attitude Pictures since 1993. They consider them to be a well-managed company that provides a wide-reaching go-to website with engaging content for people with disabilities and their families.</p>
Alignment with Government Priorities	<p>Mainstream coverage of the Paralympics is in line with the Government's focus on improving the wellbeing of all New Zealanders and the recently launched Disability Action Plan 2019-2023.</p> <p>The coverage will provide an important opportunity to heighten the visibility of disabled people and promote greater understanding of the contribution disabled people make to both sport and broader New Zealand society.</p>

PROACTIVE RELEASE