

Information for Applicants: HEIHEI games

Introduction

NZ On Air has set aside approximately \$1 million in this financial year to support the creation of new gaming content for HEIHEI. Our [user research](#) shows HEIHEI users are strongly engaging with the games currently on HEIHEI and are hungry for more. NZ On Air is seeking game proposals that encourage active learning and problem solving in a fun way for tamariki.

Purpose

This information is for producers intending to make a funding application to the HEIHEI Games round. In an environment where there are more applications than available funding, we want to show you how to submit an application and how it will be assessed.

Audience

HEIHEI is a platform for tamariki aged 5-9. Detailed guidelines for applicants seeking to create content for HEIHEI are [here](#). Interests and developmental stages vary among 5-9 year-olds and you may wish to further refine the target audience of your game.

Overview

We expect applicants to have paid close attention to the [HEIHEI user research](#) published on the NZ On Air website. This research should inform game applications.

Simple Games: NZ On Air is primarily interested in funding a high volume of Simple Games compatible with a range of devices that, collectively, cater to a variety of interests, ages, and levels of gaming experience. Simple Games that feature existing characters from HEIHEI shows are of interest (but not a requirement). Budgets will vary but we do not expect a Simple Game funding request to exceed \$150,000.

Simple Games Compatibility Requirements	Mobile & tablet app (Webview) iOS and Android	Games must run in a webview inside the HEIHEI application*. Maximum Game RAM usage: 150MB Games must play in fullscreen.
	Desktop browser (Webview)	Running within a webview in the following browsers: Chrome, Safari, Firefox, MS Edge and Internet Explorer releases 2017 and beyond.

Complex Game: NZ On Air is open to funding a desktop-only game with a richer gaming experience than the Simple Games and with a maximum budget of around \$300,000.

Complex Games Tech Specs	Desktop browser (Webview)	Running within a webview in the following browsers: Chrome, Safari, Firefox, MS Edge and Internet Explorer releases 2017 and beyond.
	User Research Requirements	<ul style="list-style-type: none"> • Provide intuitive controls (test with children to ensure usability) and image-based tutorials so that children (who can't read) can easily learn how to play. • Provide shorter beginner levels which help children gain skills and experience success before increasing the difficulty. • Consideration given to tracking a user's progress, collecting analytics and identifying information.

Delivery/Hosting: Developers are expected to host the games built and supply web links which can be added into the HEIHEI CMS.

Please note: Developers must ensure games work within the HEIHEI platform across all specified endpoints. The HEIHEI platform WebView cannot be modified in any way to accommodate a specific game. To test the game engine you intend to build in is compatible, please get in touch with Kate.Simmonds@tvnz.co.nz for access to the HEIHEI Game test app.

Developers considering building in Unity, please familiarise yourself with their compatibility [specs](#) and the limitations around [developing in WebGL](#) prior to preparing your proposal.

Timeline

- 30 Nov 2018, 4pm** Funding round opens.
All applications must be made through [NZ On Air's online application system](#). Applications not submitted through this system will not be accepted.
- 17 Jan 2019, 4pm** **Application deadline.** Round closes.
Late applications will not be considered. In exceptional circumstances, for time-sensitive projects agreed prior by the Head of Funding, we may consider an out of time application. But we won't be generous.
- 7 Mar 2019** Applicants notified. This date may be extended at NZ On Air's sole discretion.

Application requirements

We expect the following detail to be addressed in the creative proposal you submit as part of your online application:

- **A working title**
- **A brief outline of your concept – focusing on how the game will entertain tamariki, add cultural value to their lives, and spark their curiosity – up to half a page**
- **A brief overview of your approach and proposed game format – up to half a page**

- **Game Mechanics** (i.e. levels, learning curve, motivations, rewards)
- **General Mechanics** (i.e. control method, loading times, visual appeal, audio, game interface)
- **A clear list of content output deliverables**
- **Insights about the target audience** – refer to HEIHEI research
- **Production plan and schedule** - include proposed key deliverables and production milestones from commencement to delivery. Please build in time upfront for scoping and feasibility with HEIHEI team. We encourage applicants to consider an agile, iterative approach to game development.
- **Detailed budget summary** uploaded as a separate document (ideally Excel) – please include an allowance for ongoing, monthly maintenance costs (i.e. for hosting, content updates, moderation software, community management etc.) for a period of up to 5 years.
- **Key personnel** - who are the intended key personnel on the project? We expect expertise in both gaming and children’s content in the team
- **Reference of style / execution examples / concept art**
- **Any other detail you feel is important for us to know**

Guidelines

NZ On Air’s usual application requirement to submit applications via our [online portal](#) apply.

Contacts

Queries around the **content of your submission** should be directed to Kate.Simmonds@tvnz.co.nz

Queries around **submission of applications** through NZ On Air’s online application system should be directed to anna@nzonair.govt.nz or 04 802 8382

Reserved Rights and Terms and Conditions

The following government standard terms and conditions apply to the RFP and the RFP process:

- a. you must bear all of your own costs in preparing and submitting your proposal
- b. you represent and warrant that all information provided to us is complete and accurate
- c. we may rely upon all statements made in your proposal
- d. we may amend, suspend, cancel and/or re-issue the RFP at any time
- e. we may change the RFP (including dates), but will give all submitters a reasonable time to respond to any change
- f. we may accept late proposals and may waive any irregularities or informalities in the RFP process
- g. we may seek clarification of any proposal and meet with any submitter(s)
- h. we are not bound to accept the lowest priced conforming proposal(s), or any proposal
- i. if none of the proposals are acceptable to us we may enter into negotiations with one or more of the submitters (if any).
- j. we both agree to take reasonable steps to protect the other’s confidential information
- k. our obligation to protect your confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions
- l. there is no binding legal relationship between us, and your proposal is only accepted if we both sign a funding contract
- m. our Request for Proposals (RFP) comprises this document, and any subsequent information we provide to suppliers
- n. the laws of New Zealand shall govern the RFP process
- o. in submitting your proposal you are deemed to have read, understood and agree to be bound by these terms and conditions, and the additional terms and conditions below, if applicable.