



# Industry Development Fund

## Criteria Guide

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### PURPOSE

This paper describes a new fund created to bring together various aspects of our industry support work. It includes the fund's objectives and criteria for applications.

### INTRODUCTION

NZ On Air funds content for diverse television, radio and digital media audiences. We invest over \$132m per annum in content that 'reflects and develops New Zealand identity and culture'.

While our primary funding focus is on the audience, we know that our investments also contribute to the health of the domestic industry. And a healthy industry creates innovative, quality local content.

In response to an increasing number of requests, and linked to our Screen New Zealand work, NZ On Air has created a new fund to bring together various aspects of our industry support work. From its inaugural year 2015/2016, we expect this fund to build to around \$400,000.

Over time we expect to see that our focus on enabling high quality, successful content, together with support for enhanced professional skills and other industry initiatives, will lead to ever-increasing success for New Zealand content.

### THE FUND'S OBJECTIVE

The Industry Development Fund will support recognised industry organisations to lead initiatives that contribute to NZ On Air's mission: to champion local content that engages, stimulates and satisfies intended audiences.

Three types of industry-led initiatives are eligible -

1. **National Quality Awards** - to recognise high quality creative and technical work.
2. **National Industry Conferences** - to assist with the running costs of events of scale intended to connect and upskill broadcast or digital media professionals.
3. **Professional Development (groups)** - to support a small number of groups of early/mid-career production professionals to extend their skills.

The Industry Development Fund does not directly support content production. NZ On Air's normal production funding application processes are separate and the usual criteria apply.

### APPLYING TO THE FUND

To apply you must use the application form [here](#).

Decisions will be made by NZ On Air's Staff Investment Committee twice-yearly in **March and September**.

Due to limited funds, proposals will be considered on a first-come first served basis. Therefore applications outside these rounds may not be able to be considered.

### CRITERIA

#### 1. **NATIONAL QUALITY AWARDS**

NZ On Air may agree to co-sponsor national New Zealand-based award ceremonies that honour the production skills and cultural contribution of the best television, radio, music or digital media content.

**NZ On Air's contribution will be:**

- 1.1 a modest proportion of the total event cost because significant numbers of other partners are involved and,
- 1.2 usually allocated to particular awards that recognise creative or technical excellence in television, radio, music and digital media production.

**2. NATIONAL INDUSTRY CONFERENCES**

NZ On Air may agree to support a national screen, community radio, or music industry conference or event intended to upskill and connect practitioners, advisers, and emerging industry personnel.

**NZ On Air's contribution will be:**

- 2.1 a modest proportion of the total event cost because significant numbers of other partners are involved
- 2.2 allocated to events of scale intended to upskill and connect significant numbers of people from different industry disciplines

**OR**

- 2.3 other NZ On Air support may be considered instead of, or as well as, a financial contribution, such as data analytics or the provision of staff speakers.

NZ On Air will expect a number of complimentary admissions for Board and staff to be offered in return for support.

**3. PROFESSIONAL AND SECTOR DEVELOPMENT (GROUPS)**

NZ On Air may support a small number of New Zealand-based mentoring schemes or similar professional development or information initiatives. These will be managed by recognised and representative screen, community radio, music, and digital media guilds or organisations.

Direct applications from individuals will not be accepted.

**Applications should propose to provide either:**

- 3.1 upskilling opportunities for a group of early/mid-career professionals with good track records. This fund is likely to prioritise 'above-the-line' screen producers, directors and writers. The size of the group should be at least five people and diversity within the group is encouraged

**OR**

- 3.2 pan-sector information services intended to develop understanding about the wider impact of the screen, broadcast, music, or related industry activity.

We require a written report discussing and critiquing the results of each supported project at its conclusion.

**NZ On Air will consider upskilling schemes that:**

- 3.3 focus on mentoring or professional development schemes for a group of high-potential industry practitioners with good track records
- 3.4 prioritise a clearly identified and important skills deficit
- 3.5 set out a clear project plan with objectives, robust criteria and selection processes, a timeline and KPIs
- 3.6 for screen initiatives, target above-the-line personnel (producers, directors, writers) interested in television and/or digital media
- 3.7 are for discrete initiatives. There should be no expectation of ongoing funding
- 3.8 do not exceed \$60,000 of NZ On Air funding per scheme, preferably less, and will preferably be less than 60% of the total cost because other financial partners are involved
- 3.9 do not include initiatives targeting entry-level personnel. Such initiatives are not eligible

**For pan-sector information services, NZ On Air support will:**

- 3.10 form a small part of a wider project supported by multiple agencies
- 3.11 not exceed \$10,000 of NZ On Air funding per scheme and preferably be less.

This funding scheme and its criteria will be reviewed annually.