

Capability / Discoverability – Guidelines for Applicants

Purpose

This paper provides guidelines for the sector support funding available within the Capability and Discoverability streams of NZ On Air's Investment Model.

Introduction

NZ On Air's primary investment focus is on funding diverse, highly valued content through our Creation stream. However, the sector support provided by the Capability and Discoverability streams contributes to the health of domestic media industries through the following four types of industry-led initiatives:

Discoverability

1. **National Events and Awards** - to recognise high quality creative and technical work.
2. **Industry Conferences** - to assist with the running costs of events intended to connect and upskill media professionals and strengthen the sector's collaboration and coordination.

Capability

3. **Professional Development (groups)** - to support groups of early and mid-career creative professionals to extend their skills and build sector capacity.
4. **Industry Support** – funding for a limited number of industry organisations that offer professional advocacy, information or support services.

Our Objective

Capability and Discoverability sector support projects will enable recognised industry organisations to lead initiatives that result in increasing the success of New Zealand content.

These industry support funding streams do not specifically support content production but some elements of content production (e.g. pilots, song writing camps) may be considered as part of a wider Professional Development training initiative.

As we have separate contestable funding for content creation our sponsorship of national awards and events will generally not include funding for filming to provide streaming or broadcast coverage. If you believe this is an integral aspect of your project, please contact us before submitting your application.

Applications must be for standalone initiatives. There should be no expectation of ongoing funding.

Applying for funding

Applications must be made through our online portal [here](#). Funding decisions will be made by NZ On Air's Staff Investment Committee.

Applications should be submitted to one of our three funding rounds each year. Capability / Discoverability applications are generally accepted to any round but do read the [current round](#) guidelines before applying in case there are limitations to the types of applications we will consider.

Criteria

1. National events and 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 online media content.

NZ On Air's contribution will be:

- 1.1 a modest proportion of the total event cost (ideally with multiple partners involved and contributing),
- 1.2 usually allocated to specific awards that recognise creative or technical excellence in screen, audio and music production.

Our funding comes with the expectation that:

- 1.3 where NZ On Air's funding is for a specific award, this would have either a naming right or an explicit association, and we reserve the right to negotiate the awards with which we are associated,
- 1.4 in situations where NZ On Air is the majority funder of the event, we reserve the right to negotiate a naming right for the event,
- 1.5 you will provide a detailed budget and finance plan that shows NZ On Air's contribution alongside those of other sponsors,
- 1.6 NZ On Air will be offered several complimentary admissions for the Board and staff in return for support, to engage and participate with the kaupapa as appropriate.

2. Industry conferences

NZ On Air may agree to support screen, interactive/game, community radio or music industry conferences, or events intended to upskill and connect practitioners, industry representatives and emerging creatives.

NZ On Air's contribution will be:

- 2.1 a modest proportion of the total event cost (ideally with multiple partners involved and contributing), and
- 2.2 allocated to events intended to upskill and connect practitioners 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 providing data, research or staff speakers.
- 2.4 NZ On Air will expect several complimentary admissions to be offered for the Board and staff in return for support, and to engage and participate with the kaupapa as appropriate.

NZ On Air's support for industry conferences will generally be for events of scale and/or that are organised by established industry guilds and national organisations.

3. Professional and sector development

NZ On Air may support New Zealand-based professional upskilling services intended to build capacity in the screen, interactive, broadcast, music or related industry sectors we fund.

We will support initiatives to increase Māori screen workforce development in conjunction with other agencies.

Eligible initiatives will be:

- 3.1 managed by recognised and representative screen, interactive, community radio, music, and online media guilds or organisations. Direct applications from individuals will not be accepted.

For mentoring or upskilling schemes, NZ On Air will:

- 3.2 focus on mentoring or professional development schemes for a group of early and mid-career professionals,
- 3.3 expect diversity within the group,
- 3.4 prioritise a clearly identified and important skills or information deficit,
- 3.5 require 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).

4 Industry support

NZ On Air may support New Zealand-based industry organisations that provide advocacy and information/support services intended to develop understanding about the wider impact of the screen, interactive, broadcast, music or related industry activity.

For pan-sector advocacy/information services:

- 4.1 NZ On Air support will form a small part of a wider project supported by multiple agencies,
- 4.2 you will provide a detailed budget and finance plan that shows NZ On Air's minority contribution alongside those of other partners.

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