

NZ Media Fund: July 2018 funding round

Information for Regional Media funding applicants



A. Purpose

These guidelines are for producers intending to make a Regional Media application to the Factual stream of the NZ Media Fund in the July 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.

B. Introduction

NZ On Air's funding strategy is founded on core public media principles. These include enriching the New Zealand cultural experience, improving diversity of media content in many forms, ensuring content is accessible, strengthening community life, and promoting informed debate. Our publicly-funded content may entertain and it will add cultural value.

NZ On Air recently engaged Dr Gavin Ellis to review the current provision of Regional Media content and his report is available [here](#). While the report identified various improvements that are needed the Board has decided to continue with this funding for a least a further year to see if content quality and audience engagement can be improved. Quality is still clearly an issue and we are prepared to lower output targets if there is a clear plan to increase story and production quality.

We are seeking applications for the provision of regional audio/visual media to discrete regional locations around New Zealand. We expect the proposed content will be civic journalism¹ that supports our focus on the provision of public media. This funding is not for local news that will be reported by other news sources.

We require produced content to be of a professional standard that will engage an audience and also enable, where appropriate, the content to be carried by other distribution platforms. Confirmed or proposed collaborations with other media outlets that enhance the distribution of funded content will be seen as advantageous for an application.

Successful applicants should not expect funding will be continued after July 2019. Regional Media continues to be a funding area that is under review; both from a value for money perspective (is this content valued and engaged with by audiences), as well as considering developments in the wider media space that may better deliver this type of content. However for the moment we're prepared to keep trying!

For more detail on the strategy underpinning the NZ Media Fund please read the [Funding Strategy](#).

C. Regional Media funding round priorities and timeline



Funding of \$1.24m has been allocated to this content stream. We expect that three or four different projects to be supported with this funding. It is a contestable round but given the timing constraints, applicants will likely have a demonstrable content production capability with an existing path to a regional audience of appropriate size for the funding requested.

We expect that funded projects will deliver content to their region/s for a 12 month period from August/September 2018 to July/August 2019.

Timeline:

21 May 2018, 9am

Funding round opens.

All applications must be made through *Eric*, NZ On Air's online application system. Applications not submitted through this system will not be accepted.

¹ Civic journalism seeks to integrate journalism into the democratic process; it looks to not only inform the public but also works towards engaging citizens and creating public debate.

7 June 2018, 4pm

Application deadline. Round closes.

Late applications will not be considered.

19 July 2018

Applicants notified. This date may be extended at NZ On Air's sole discretion.

D. Applying online

You must be registered with *Eric* before you can submit an application. See funding.nzonair.govt.nz. You can register at any time and we encourage producers to register well in advance of [funding deadlines](#).

Please have all your documents ready to upload when you submit your application. Applicants will not be able to submit proposals until all the required fields have been completed, so **please do not leave application completion to the last minute**.

You can save your application at any time throughout the process and come back to it via your dashboard prior to the deadline.

We will also require confirmation from the platforms cited in your application that they support the proposal and confirm they have reviewed the budget as being appropriate. Primary commissioning platforms will be able to confirm their support via *Eric*. Written confirmation of support from secondary platforms should be uploaded with your application.

More than two applications for a project that has already been declined will not be accepted unless we ask you to resubmit it.

E. General expectations of production applications

A document that suggests a general structure for the content proposal you are required to upload as part of your application is on our website [here](#) and can also be accessed through *Eric*.

We suggest you consider these over-arching questions when developing your application:

- ▶ Why is this project a good idea?
- ▶ Do you have a strong plan to reach the intended audience?
- ▶ Do you have a commitment from a qualifying platform? ²
- ▶ Are you bringing an appropriate level of co-investment to the table?
- ▶ Are the skills and experience of the team appropriate for the project?

Following the original licence agreement, funded content should still be easily accessible.

F. Business case expectations

Co-investment is important because it shows market interest in your project, which adds to likelihood of success on release, and also because reducing the request from us allows us to support more applications.

Platform co-investment is an important criteria (it demonstrates the platform's commitment to the project), along with other appropriate co-funding sources. Applications seeking 100% NZ On Air funding will only be successful in special circumstances so applicants should discuss this with a Funding Advisor prior to submitting their application.

Co-investment will take one or more of the following forms:

- ▶ *Platform cash contribution to the production budget*
Our preferred option. The level of contribution will be part of our assessment and will influence our funding decision.
- ▶ *"In kind" or non-cash platform contribution to the production budget*

² A qualifying platform, generally speaking, is a broadcast or online platform which:

- can already attract a significant NZ audience
- will offer free access to funded content
- will generally offer an adequate financial investment in a content proposal; and
- can show a track record of or plan for a sustained commitment to New Zealand content.

This type of contribution is eligible co-investment if it is a genuine contribution to the production budget by providing necessary resources or services that are appropriately costed.

- ▶ *Third party cash contribution to the production budget*
Appropriate sponsorship or other third-party funds secured by the producer are also eligible co-investments.

G. How will we assess proposals?

We will assess proposals using the nine investment principles set out on p11 of the funding strategy.

We will assess the business and cultural case for each application using an assessment process that is designed to show how it contributes to NZ On Air's three funding goals:

- ▶ **Quality Content:** New Zealand audiences enjoy well-made local content that matters
- ▶ **Diverse Content:** New Zealand audiences value local content made for a range of communities
- ▶ **Discoverable Content:** New Zealand audiences can find and appreciate local content

We will use a three-stage assessment process.

- ▶ **Stage 1:** Eligible applications are grouped into like applications (topic, genre, funding request amounts etc.) and assigned to an assessor group for individual assessment. The funding team discusses all assessed applications and agrees a funding recommendation list.
- ▶ **Stage 2:** After the assessments are finalised and recommendations agreed, a funding team member will complete a funding paper which will generally cover a group of applications.
- ▶ **Stage 3:** Recommendations made to either the Staff Investment Committee or the Board. Funding decisions made.

A description of the assessment process and the assessment sheets we will use for Stages 1 and 2 are [here](#).

H. The fine print

Please be aware that if your application is successful, among other requirements we will stipulate that:

- ▶ Producers enter into a formal funding agreement with NZ On Air. Our standard agreements are [here](#).
- ▶ Producers must be aware of their obligations under the Health and Safety at Work Act 2015.
- ▶ Producers of video projects are required to:
 - follow the Health and Safety in the New Zealand Screen Sector guidelines found at [screensafe.co.nz](https://www.screensafe.co.nz)
 - abide by agreed industry work standards as expressed in the **Individual Performance Agreement** (SPADA and NZ Actors Equity) and **The Blue Book** (NZ Film and Video Technicians Guild)
- ▶ The content is clearly branded as NZ On Air-funded. See our accreditation requirements [here](#).

Please also be aware that the following standard terms and conditions apply to your application. In submitting your application you are deemed to have read, understood and agree to be bound by these terms and conditions:

- ▶ you must bear all of your own costs in preparing and submitting your application
- ▶ you represent and warrant that all information provided to us is complete and accurate
- ▶ we may rely upon all statements made in your application
- ▶ we may amend, suspend, cancel and/or re-issue these guidelines at any time
- ▶ we may waive any irregularities or informalities in the application process
- ▶ we may seek clarification of any application and meet with any applicant
- ▶ we will not seek clarification of all applications or meet with all applicants
- ▶ we are not bound to accept any application
- ▶ you will not submit in your application any data that breaches any third party right (including intellectual property rights and privacy rights) or is objectionable, incorrect or misleading
- ▶ we both agree to take reasonable steps to protect the other's confidential information. Our obligation to protect your confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions

- ▶ you acknowledge that the commissioning platform you nominate will be able to access your full application for the purpose of verifying their support
- ▶ there is no binding legal relationship between us: a successful application is only formally accepted if we both sign a funding contract.

Thank you!