NZ Media Fund: October 2018 funding round
Information for funding applicants - Scripted and Factual

A. Purpose

This information is for producers intending to make a funding application to the Scripted or Factual streams of the NZ Media Fund for the October 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

This round is specifically for content that is intended to reflect and/or appeal to targeted audiences[1] (see over).

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.

For more detail on the strategy underpinning the NZ Media Fund please read the Funding Strategy.

The general guidelines for Factual and Scripted funding applicants can be found here.

The information and expectations document which we provide to assist commissioning platforms can be read here.

Here are the funding round deadlines for 2018/19.

C. October funding round priorities and timeline

The October round is for production applications intended to reflect and/or appeal to targeted audiences. **General production applications will not be considered**. New development applications are also not being accepted for this round – see paragraph E.

Factual genres for this round include Children's, Documentary, Information, and Events for targeted audiences

Scripted genres for this round include Children's, Drama and Comedy for targeted audiences

Timeline:

25 July 2018, 9am	Funding round opens for applications.
	All applications must be made through Eric, NZ On Air's online application system. Applications not submitted through this system will not be accepted.
9 August 2018, 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.
1 October 2018	Decisions confirmed, applicants notified the following day. This date may be extended at NZ On Air's sole discretion.

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[1] For further detail regarding targeted audiences please refer to page 14 of our Funding Strategy

Targeted audiences

Our funding strategy outlines our goals for supporting content for targeted audiences. Relevant goals for this round include:

‣ Children, Youth

We will help grow great New Zealanders by providing enriching local content for children that encourages imagination and curiosity. See Section D below.

‣ Pacific audiences

We will ensure diverse content made for Pacific peoples in New Zealand is accessible, enjoyed and valued.

‣ Other ethnic populations

We will support valued content serving other ethnic populations in New Zealand that exceed 100,000. At this time these are Indian and Chinese New Zealanders.

‣ Other community minorities of reasonable size

We will support valued projects as opportunities permit, including content that reflects diverse religious and ethical beliefs.

‣ People with disabilities

We will support valued stories about disability both to be inclusive and to provide insight for a general audience.

D. Applications for Children's content

Applications are open for children's content on any platform and for any age (preschool, primary, secondary). NZ On Air and TVNZ recently launched HEIHEI, a platform for tamariki aged 5-9. Detailed guidelines for applicants seeking to create content for HEIHEI are here.

Content applications for HEIHEI seeking $500K or less can be submitted without platform support. These applications may be video, audio, games, interactive, multimedia or multiplatform.

All applications seeking more than $500K need to have a broadcast outcome and have secured the support of a broadcaster – if a broadcaster does not verify their support for your application it will not be eligible for assessment.

Producers for all children's applications with a core target of tamariki aged 5-9, irrespective of whether the primary platform is broadcast or HEIHEI (or another online platform), should outline the ways your application could contribute content to HEIHEI i.e.

‣ For applications intended for other platforms, where NZ On Air is the primary funder, we expect funded content (or a re-edited/appropriate form of it) will either directly or shortly after first release be made available to HEIHEI.

‣ If your project is an international coproduction, where NZ On Air is a minority investor, we may relax the expectation above. Leverage opportunities for HEIHEI should be discussed.

‣ Content applications intended for HEIHEI are recommended to submit a two-minute video that provides a sense of the approach and style of the content proposed as part of their application. This video will be used as part of our internal assessment and we may also request feedback from an external children's panel.

How well applications can be distributed across multiple platforms will be part of the assessment criteria.

Please note that whilst we are open to interactive applications for HEIHEI in this round (incl. web games, iOS and Android apps), we intend to do a 6-month, post-launch analysis in November 2018 to validate the interactive offering on the platform. Subsequently, we may look to hold some funding back for the May 2019 round to allow us to fund further children's content based on that audience data analysis.

E. Development proposals

Because of constrained funding and the high number of projects currently in development we are not accepting proposals for new development projects for the October round. It is not prudent to increase our development

slate if there is no practical way projects can be supported into production within a 12-18 month period following the conclusion of a successful development process.

Existing projects with platform support can apply for further development or, in rare circumstances, projects with specific timing issues may be considered – please contact the Head of Funding in this instance.

We will advise if and when we will be able to open applications for new development projects.