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FAQ Sheet Joint Innovation Fund

What is the Joint Innovation Fund?

In July 2018 the Minister of Broadcasting announced she had accepted a recommendation from her Ministerial Advisory Group that RNZ and NZ On Air jointly establish a contestable content innovation fund with the intention of strengthening public media contributions for New Zealand audiences.

The fund will commission content, initially for RNZ platforms, with a focus on the creation of new, interesting, and innovative content for audiences who are currently not being well served.

What is the purpose of the fund?

The Joint Innovation Fund will take an innovative collaborative approach to commissioning public media content for New Zealand audiences. It will commission and create content with a focus on New Zealanders who are currently not being well served, in particular Māori, Pacifica, regional, and younger audiences.

The fund will seek input from independent content creators while recognising the need to strengthen RNZ's capability in order to support this significant growth and output of content.

What funding is available?

A one off allocation of \$6 million Crown funding has been committed for 2018 - 2019. It will support content creation across three categories: *Signature Projects*, *Growth Audiences*, and *Diverse Journalism*. (see below for details)

Who is involved?

NZ On Air and RNZ are joint signatories to a Memorandum of Understanding. The two entities have established high-level policy and procedures for allocating \$6m of Crown funding in 2018 – 2019 to commission and create public media content with a focus on Māori, Pacifica, regional, and younger audiences.

What kind of projects will be funded?

The Fund will commission projects in three categories, initially for RNZ platforms, with a focus on Māori, Pacifica, regional, and younger audiences.

Can other platforms be involved?

The funding is for RNZ-first content. Subsequent plays on secondary platforms will be welcome.

High-level descriptors for each of three project categories are summarised below:

1. Signature Projects

Major productions of national significance, scale and interest to a broad audience will be sought from independent content creators. Cross-platform multimedia projects will be encouraged, with RNZ adding extra content and profile through its existing programmes.

2. Growth Audiences

Content targeted specifically at four key audiences: Pacifica, Māori, Regional, and younger New Zealanders. Cross platform multimedia content projects will be encouraged along with potential production partnerships with groups familiar with these particular audiences.

3. Diverse Journalism

News, current affairs and factual content and related supporting activities and initiatives. This will include a range of smaller-scale projects (e.g. podcasts, multi-media and multi-duration projects).

Who can apply for funding?

The large majority of the funding will be committed to projects sought from and delivered by independent content creators. No project will be a fully-RNZ internal production.

What is the timing for this process?

Initial requests for proposals (RFPs) will be published in September and October with an expectation that the first projects will be in production by the end of the year. Around \$3m will be committed in the first wave; the balance once both parties review progress and commitments to date.

Who manages the process?

NZ On Air will manage the contestable RFP and application process through its online applications portal. RNZ will lead the first-stage assessment process, and both entities will assess all longlisted proposals and agree on final selection. See the flowchart in the MOU. NZ On Air will manage contracting, using a three-way contract to simplify process.

Who makes the decisions?

Commissioning and investment decision-making will be made jointly by NZ On Air and RNZ. Both entities will be consistent and flexible, and decisions will be based on impartial assessment. As usual, once decisions are made RNZ has full editorial control,

The agencies will issue joint press releases to communicate details of funding decisions.

Will funding decisions be made public?

See above. Funding decisions will be made public in the usual way and reported in NZ On Air's Annual Report.

What will happen in future years?

Future commitments depend on whether funding continues to be made available for this purpose and the success of the approved projects.