

# NZ Media Fund: General Guidelines



## Guidelines for funding applicants - Scripted and Factual

### A. Purpose

These guidelines are for producers intending to make a funding application to the Scripted or Factual streams of the NZ Media Fund. 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. More specific information is published prior to each round about the applications we are seeking.

### 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.

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

The information and expectations document which we provide to assist commissioning platforms can be read [here](#).

Here are the [funding round deadlines](#).

### C. Applying online

You must be registered with our online system before you can submit an application. See [funding.nzonair.govt.nz](https://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 must submit a request to register with our online system before midday on an application deadline day, otherwise your registration will not be processed in time for submission.

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 *our online application portal*. 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.

### D. 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 our [online application portal](#).

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? <sup>1</sup>
- › 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.

<sup>1</sup> 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.

## E. 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, 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*  
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.

Application requirements vary depending on the level of funding requested:

**Funding request of more than \$500k. You -**

**Are most likely** to offer both a broadcast (free-to-air television) and online outcome.

**Should** have significant licence free or co-investment.

**Must** have a plan to reach the audience which includes the broadcast timeslot; target audience estimates; and a marketing/promotions plan.

**Must** provide a fully developed proposal including a full treatment/scripts; adequate research; full budget; and specified audience.

**Funding request between \$100k - \$500k or under. You -**

**May** have either a broadcast and online, or an online-only, outcome: significant platforms will be prioritised.

**Should** have a competitive licence fee or co-investment.

**Must** have a plan to reach the audience which includes the broadcast timeslot (if applicable); target audience estimates; demonstrated understanding of the audience; and a marketing/promotions plan.

**Must** provide a well-developed proposal including the creative concept; budget; and specified audience.

**Should** provide video material for applications, particularly recommended for first time scripted projects if full treatment/scripts are not available.

**Funding request \$50k - \$100k. You -**

**May** have an online-only outcome.

**Should** have co-investment or an adequate level of third party funding.

**Must** have a plan to reach the audience which includes target audience estimates; demonstrated understanding of the audience; and a marketing/promotions plan.

**Must** provide a clear description of the creative concept and content structure; budget summary; and specified audience.

**Funding request less than \$50k.**

**Primarily open for development applications.**<sup>2</sup> Please contact us prior to deadline if you wish to discuss a non-development project that is less than \$50K.

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2. Development applications usually require a 50% platform co-investment. Development is intended to progress complex projects (usually scripted) to a stage where a production funding application could be considered.

## F. Development proposals

Development funding is relatively modest so we do not expect your application to be lengthy. Your proposal should include the following:

- Project description: An overview of your project and what you want to do
- Proposed format: Is this a one-off or series? What duration?
- What is the proposed style/treatment of the content?
- Who are the key development personnel? Producer, researchers, writers, others?
- Who is the primary target audience, how is this content relevant to them, how will they access it?
- What are the deliverable materials: e.g. treatment, scripts, story arcs, character backgrounds etc
- Budget. How much do you need, for what, and who else is contributing?

## G. Types of development funding

There are currently two content development funding pathways. For more information please see our Development Roadmap [here](#).

- a. Our preferred route is with the support of a commissioning platform secured by the producer. We generally require the platform to match our contribution and contribute to development costs on a 50/50 basis.
- b. To extend the range of potential ideas, especially for audiences less well-served, a limited amount of funding is available via our Diverse Development Initiative. For successful applications NZ On Air will contribute up to a maximum of \$25,000 for a single round of development for a project that is seeking a platform. You can see further information on this initiative [here](#).

Producers can contribute cash and/or resource to both types of development applications

## H. 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](#).

## I. 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!

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