NZ Media Fund: September 2019 funding round
Information for funding applicants – HEIHEI Content

A. Purpose

This information is only for producers intending to make a **HEIHEI content** funding application for the September round.

The two-stage process described below is for **proposals for which HEIHEI is the only proposed platform**.

- A funding application for HEIHEI-only content (those with no other supporting platform) must first be submitted as **a two-page pitch before 30 May.**
- You can only submit a full proposal for HEIHEI-only content **if your two-page pitch is shortlisted.**

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.

The September funding round is specifically for content that is intended to reflect and/or appeal to Targeted Audiences including children. This document outlines the longer two-stage assessment process for children's content funding applications intended for HEIHEI only (those with no other supporting platform).

We are introducing a new process in 2019 because in 2018 we received many more HEIHEI content applications than we were able to support. 110 HEIHEI content applications were submitted to the October 2018 round and only 15 received funding.

This year we want to ensure the process is easier for producers. The two-stage process described below allows children's content producers to put ideas forward without having to spend a significant amount of time creating full proposals when so few projects can get funded.

More general information about the September round will be published at a later date. The key application deadline for full proposals to the September round remains Thursday 8 August at 4pm.

C. HEIHEI Content Priorities

HEIHEI provides a safe, ad-free environment for New Zealand children aged 5-to-9.

HEIHEI content sets out to spark curiosity and creativity in tamariki through age-appropriate, quality content that reflects Kiwi kids (accents, diversity, colloquialisms and values). Content may include educational aspects, but above all else, is engaging, **fun and entertaining**.

This is the pou/framework that underpins HEIHEI.

HEIHEI has identified content priorities for this funding round.

- **7-to-9**: Content that skews towards the older end of the HEIHEI demographic of 7-to-9 year olds. We are looking for aspirational content for this group which focuses on the content preferences referenced through User Research and High Performing Content on HEIHEI.
- **Lean-in content** that encourages audience interaction and engagement.
- **Noisy titles** that encourage word-of-mouth – content that gets kids talking.
- **Scripted** sophisticated storyworlds, complex relationships that offer a powerful sense of adventure, exploration (animation/live action).
- **Edutainment** learning through humour and fun. Content that aligns with the school curriculum. Any strategies to get HEIHEI into schools are welcomed.
- **Interactive/Maker**: YouTube-inspired, tutorials, talent-driven, experiments, etc.

Please note: As per the User Research we are not commissioning any audio-only content in 2019. We are also not seeking games for HEIHEI to this round, as we held a funding round specifically for HEIHEI games earlier this year. This funding round is for audio-visual content for HEIHEI.

D. Process for HEIHEI-only

(a) A funding application for HEIHEI-only content (with no other supporting platform) must first be submitted as **a two-page pitch before 4pm 30 May.**

(b) Shortlisted pitch applicants will then be invited to submit full proposals to the Targeted Audiences round, deadline for full proposals is 4pm 8 August.

(c) Anticipated production budgets must be less than $500k.

Pitches will be assessed by a panel of NZ On Air staff, TVNZ staff, and external assessors if relevant.

If you have any questions about the pitch, please email HEIHEI Manager Kate Saunders (Kate.Saunders@tvnz.co.nz) and CC HEIHEI Commissioning Lead Kim Harrop (Kim.Harrop@tvnz.co.nz) prior to submitting your two-page pitch. Please use "HEIHEI Pitch Query" in the subject line of your email.

E. Timeline for HEIHEI-only

2 April 2019, 9am	Funding round opens for two-page pitches.
	All applications must be made through NZ On Air's online application system. **Applications not submitted through this system will not be accepted.**
30 May 2019, 4pm	Deadline for two-page pitches. Round closes.
	Late applications will not be considered.
27 June 2019	Shortlist of HEIHEI-only applications confirmed and all applicants notified. Successful applicants are invited to submit full proposals. This date may be extended at NZ On Air's sole discretion.
8 August 2019, 4pm	Deadline for shortlisted HEIHEI applicants to submit full proposals. All applications must be made through NZ On Air's online application system.
	Applications not submitted through this system will not be accepted.
25 September 2019	Decisions confirmed, shortlisted applicants notified the following day. This date may be extended at NZ On Air's sole discretion.

F. Pitch Format for HEIHEI-only applications

You will be required to upload your pitch in pdf format as part of your online application.

This pdf should be a maximum of two pages and contain the following information:

Working Title	
Synopsis	
Target age-range	
Concept	Please articulate your idea as clearly and succinctly as possible • Subject matter/story outline(s) • Treatment/style • A clear list of content output deliverables and quantities
Budget	Indicative budget. Please list any co-investment. Funding requests for HEIHEI-only content cannot exceed $500k
Estimated Production Timeline	Is it a one off or phased delivery?

Key Personnel	Brief Bios/CVs, links to examples of previous work where relevant
Audience	Who is the intended audience of this content, and why will it appeal to them? Please refer to section C. HEIHEI Content Priorities

G. Process and timeline for children's content supported by another Qualifying Platform

Children's content applications supported by a qualifying primary platform **other** than HEIHEI will skip the two-page pitch stage and submit full proposals before 4pm Thursday 8 August.

Supporting platforms will be required to confirm their support via NZ On Air's online application system after applications have been submitted. These applications will be assessed separately from the HEIHEI-only content and will be assessed by NZ On Air staff only, and external assessors if relevant. NZ On Air will prioritise applications for HEIHEI but will consider applications for other platforms where they can demonstrate a consistent children's audience (for children's content) of a reasonable size. A secondary outcome on HEIHEI is NZ On Air's preference.

Applications seeking more than $500K must have a broadcast outcome and have secured the prior support of a broadcaster. These applications are to be submitted by 4pm Thursday 8 August.

8 August 2019, 4pm   Deadline for applicants to submit full proposals. All applications must be made through NZ On Air's online application system.

Applications not submitted through this system will not be accepted.

25 September 2019   Decisions confirmed, applicants notified the following day. This date may be extended at NZ On Air's sole discretion.

H. Documents

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

We expect applicants to have paid close attention to the HEIHEI user research published on the NZ On Air website.

Guidance for HEIHEI content creators can be found here.

This is the pou/framework that underpins HEIHEI.

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 2019.