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Tel: 04 382 9524
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1 November 2019



Manakau
Horowhenua 5541

by email:

Dear

Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 25 October 2019.

You have requested:

I should be grateful if NZ on Air would supply me with all the information it holds about the commissioning and funding of the 7-part web series for the NZ Herald digital platform called the Land of the Long White Cloud. I am particularly interested in the decision to change the name of series was changed from "After White Guilt".

I have attached the requested information that we are able to release: the proposal, assessment, funding letters, various emails and production reports.

The following redactions in these documents have been made:

- budget and external financial information - s 9(2)(b)- trade secret
- assessment information for unrelated projects - out of scope
- external contact details s9(2)(a) - privacy

We decline to release the funding contract under s9(2)(b) but I confirm it is consistent with [our standard contract here](#).

You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). NZ On Air proactively releases information in accordance with the Government's commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your name removed) will be published on the NZ On Air website shortly and will remain on our website for 12 months.

Thank you for your interest in our work.

Yours sincerely

Jane Wrightson
CHIEF EXECUTIVE

Connecting and reflecting our nation

FACTUAL – Tuia 250

FUNDING DECISIONS

RECOMMENDATION

That the Staff Investment Committee **approves**;

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- **Up to \$139,452 to Nia Phipps for *After White Guilt*, 7 x 6-8' for NZME-NZ Herald + RNZ**

and **declines**;

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

Five applications recommended for total funding of \$ [REDACTED]

Six applications recommended decline seeking total funding of \$ [REDACTED]

OVERVIEW

1. Given the low level of available Factual funding remaining, the May round was closed to General Factual applications and a special request for proposals that mark **Tuia 250** was issued.
2. Eleven Tuia 250 applications were received and these applications are assessed in this paper. Three applications were declined prior to full assessment;
 - [REDACTED] – Tuia 250 project but platform criteria not met
 - [REDACTED] – Tuia 250 project [REDACTED] declined to support
 - [REDACTED] – non Tuia 250 project and platform criteria not met
3. Three General Factual projects were given leave to submit applications ‘out of round’ because these projects have particular timing issues. These applications are assessed in [Item 2.4](#).
4. In assessing the Tuia 250 applications staff considered to what degree the projects would tell us something new, deliver content to a targeted audience, or create projects that would have a good shelf life. Staff also

considered to what degree applications would support/promote the Tuia 250 event as a major national commemoration.

5. The guidelines for the Tuia 250 RFP stated 'around \$1.5m' was available for this initiative. In the absence of additional funding being available from other sources, the \$1.5m will be reduced by the amount of any funding approved for the 'out of round' applications.
6. In addition to two Funding Team assessors, the Tuia 250 applications were also assessed by Helen McCracken from MCH. An assessment hui was held with Helen on 9 April to discuss all the applications. Helen concurred with the staff funding recommendations. Helen did not assess or make any recommendations about the *Tuia 250 Live* proposal as MCH provided a letter of support for this application. An assessment sheet is attached as [Annex A](#).
7. A number of applications, including some being recommended for funding, include low or no platform support. This is particularly true in regard to cash contributions to production budgets. SIC should discuss whether this is acceptable or whether platform production contributions should remain a condition of our funding for this initiative. Arguments for making an exception in this instance to our usual terms could include:
 - this is a high priority national commemoration that has limited commercial appeal and therefore deserves a higher than usual public subsidy
 - there is an advantage in having extended broadcast rights apply to most funded projects so they can potentially be shared across more platforms (many of the proposals already include multiple platform distribution that arguably weakens the commercial appeal for the primary platform)
 - if we support [REDACTED] then we will probably want to insist that content is contributed to it from other funded projects

GENERAL ASSESSMENT & STAFF OPINION

After White Guilt

Nia Phipps for NZ Herald

\$139,452

Synopsis

8. A seven-part documentary web-series that tells the stories of New Zealanders who are reflecting on their colonial heritage and white guilt, and the ways they push through to take action against racism in Aotearoa.

General Assessment

9. This proposal is well thought out and directly addresses the themes of Tuia 250 and has connected the commemoration with relevant issues within New Zealand society.
10. Nia Phipps and Kathleen Winter are newish documentary makers but they have some experience with NZ On Air funded content (*Minimum + Loading Docs*) and staff believe they should have no difficulty in navigating the sensitive nature of this subject matter.
11. As well as being hosted by NZME this content is also likely to be distributed on RNZ, NZPTV and Loading Docs platforms.
12. The NZME contribution of \$ [REDACTED] is [REDACTED]. This is similar to other applications in this round where [REDACTED].

Staff Opinion

13. This application was assessed strongly by all assessors. The only issue raised was regarding the panel discussion in the final episode and whether the planned Māori representation (which is to be confirmed)

would be strong enough to deliver the Tuia 250 kaupapa of 'joint storytelling'. This is something that could be raised with the producers in the funding letter if this project is supported.

14. *After White Guilt* is a similar cost to [REDACTED] that is also in this round. During the assessment meeting staff weighed the merits of each. Ultimately staff believed *After White Guilt* was more deserving of support. It was assessed as a forward thinking project with a call to action that will reveal wide societal issues through personal stories. It should also appeal to a wide audience.
15. **Funding recommended up to \$139,452.**

ATTACHMENTS

[Annex A: Assessment Sheet](#)

[Annex B: Comparable programme tables](#)

Released under the Official Information Act

Tuia 250 Webseries

Comparable Programmes Previously Funded							
Programme	Total min. Minutes	Year	Platform	NZOA % Total Budget	NZOA Cost Per Minute	Platform Cost Per Minute	Total Cost Per Minute
Aren't Can't Don't	20	2017/18	Hex Work t/a The Spinoff	90.91%	4,999.85	█	█
Conversations*	72	2017/18	Mana Trust / e-Tangata	87.09%	1,939.44	█	█
Daughters Of The Migration	60	2017/18	The Coconet TV	90.32%	1,649.22	█	█
He Kōrero Taumaha Tonu*	40	2018/19	The Spinoff	74.63%	2,500.00	█	█
Scratched: Aotearoa's Lost Sporting Legends	64	2018/19	The Spinoff	77.77%	2,339.33	█	█
█	█	█	█	█	█	█	█
█	█	█	█	█	█	█	█
█	█	█	█	█	█	█	█
<i>After White Guilt</i>	42	2018/19	NZ Herald	90.90%	3,320.29	█	█
█	█	█	█	█	█	█	█

*Includes 3rd party funding



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Tel: 04 382 9524
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9 May 2019

Nia Phipps

Email: [REDACTED]

Dear Nia,

NZ ON AIR - FUNDING DECISIONS

Thank you for your application to our latest funding round. This was the fifth and final round of our financial year. As you know, due to the limited funds remaining, our focus for the Factual stream was on applications that mark Tuia 250.

In total we received 23 eligible Scripted and Factual applications seeking a combined total of over \$8 million.

All applications were considered individually by a group of assessors. A series of assessment meetings were then held, where each application was discussed and assessed against NZ On Air's funding criteria. The Funding team then prepared funding recommendations, based on the strength of individual proposals and the overall spread of applications both in this round and those previously funded.

These recommendations were then discussed and finalised by the NZ On Air Staff Investment Committee and Board. Successful applications present a diverse range of quality content that serves a wide range of New Zealand audiences on a variety of platforms.

We are pleased to approve funding of up to \$139,452 towards *After White Guilt* in this tightly-contested round.

Please note the conditions and general information set out in the Appendix.

Tuia 250 is a significant national commemoration and we have contributed over \$1.5m to supporting projects, including *After White Guilt*, that mark this important event. We request that all producers for Tuia 250 seek to distribute their content as widely as possible and make it available, where appropriate, to other Tuia projects and platforms. This will potentially extend the reach of all content over the period of the official commemoration and possibly provide opportunities for content to reach audiences post the commemoration. Thank you in advance for your consideration and co-operation with this.

Congratulations on securing support in this round. We ask you to keep this advice confidential until we have published this decision.

Ngā mihi,

Jane Wrightson
CHIEF EXECUTIVE

Released under the Official Information Act

APPENDIX: FUNDING INFORMATION

A: APPROVED PROJECTS

Please note: All funding decisions are “up to” decisions. The producer must negotiate and have approved by NZ On Air their detailed budget prior to contracting.

CONTENT FUNDING					
Stream	Title	Min. total minutes	NZ On Air Funding (ex GST)	Primary Platform Investment (ex GST)	Other Required Investment (ex GST)
Factual	<i>After White Guilt</i>	42'	\$139,452	\$ [REDACTED]	Nil

B: CONDITIONS AND REQUIREMENTS

GENERAL CONDITIONS

Our funding of successful applications is subject to:

- The production company sending us the relevant contract initiation forms: [please download from our website](#)
- Our approval of budgets before contracting, with Internal and Related Party costs highlighted
- Execution of Funding Agreements by 9 August 2019. The offers will lapse if an agreement has not been executed by then, and
- The general requirements of our Funding Agreement, summarised below.

We will begin drafting Funding Agreements once we receive both the completed contract initiation form and the necessary attachments.

We will not provide any funding until Funding Agreements are fully executed and then only in accordance with the terms of the Agreement.

SUMMARY FUNDING REQUIREMENTS

See [Template Funding agreements](#).

Content Requirements

Our Content Funding Agreement will require you to provide, among other things:

- evidence that you have registered as either a NZ Company, Trust or Incorporated Society
- a covenant from the platform to NZ On Air, where applicable, that it will publish the content
- a copy of your agreement with the platform, where applicable, to publish the content credits acknowledging the involvement of NZ On Air in a format acceptable to us. [Download the on-screen and off-screen crediting requirements and our brand resources from our website](#)
- financial and production progress reports during the production of the content
- A Health and Safety confirmation signed by you before production begins
- a copy of the content to Ngā Taonga Sound & Vision, if selected by the Archive
- a copy of your content to NZ On Screen, upon request, after your distribution agreements have expired

- your agreement that the content will be produced on an equal opportunities basis (to the extent possible)
- that you will use your best endeavours to ensure the content reflects and develops New Zealand identity and culture
- to notify captioning provider [Able](#) that the content has been delivered (not applicable for radio projects)
- a share of income to NZ On Air from sales of the content based on equity contributions when NZ Government (e.g. NZ On Air, NZFC and Te Māngai Pāho) combined funding is \$200,000 and over
- where there is third party funding, evidence that the full budget has been secured including copies of all third party contracts, and
- that your content will be available online for at least a year.

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9 May 2019

Michael Boggs
Chief Executive
NZME
Private Bag 92198
Auckland

Email: [REDACTED]
CC: [REDACTED]

Dear Michael,

NZ ON AIR - FUNDING DECISIONS

Thank you for the applications you supported to our latest funding round. This was the fifth and final round of our financial year. As you know, due to the limited funds remaining, our focus for the Factual stream was on applications that mark Tuia 250.

In total we received 23 eligible Scripted and Factual applications seeking a combined total of over \$8 million.

All applications were considered individually by a group of assessors. A series of assessment meetings were then held, where each application was discussed and assessed against NZ On Air's funding criteria. The Funding team then prepared funding recommendations, based on the strength of individual proposals and the overall spread of applications both in this round and those previously funded.

These recommendations were then discussed and finalised by the NZ On Air Staff Investment Committee and Board. Successful applications present a diverse range of quality content that serves a wide range of New Zealand audiences on a variety of platforms.

We are pleased to confirm three Factual projects supported by NZME have been selected in this round with total funding of up to \$[REDACTED].

Please note the conditions and general information set out in section C.

Congratulations on securing support for projects in this round. We ask you to keep this advice confidential until we have published this decision.

Best wishes to all the NZME team for the festive season.

Warm regards,

Jane Wrightson
CHIEF EXECUTIVE

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Please note: All funding decisions are “up to” decisions. The producer must negotiate and have approved by NZ On Air their detailed budget prior to contracting.

CONTENT FUNDING						
Stream	Title	Production Company	Min. total minutes	NZ On Air Funding (ex GST)	Primary Platform Investment (ex GST)	Other Required Investment (ex GST)
Factual	<i>After White Guilt</i>	Nia Phipps	42'	\$139,452	\$ [REDACTED]	A
Factual	<i>Smokefreerockquest & Smokefree Tangata Beats Webisodes 2019</i>	Rockquest Promotions	154'	\$50,000	\$ [REDACTED]	A
Factual	<i>Waka</i>	Tawera Productions	72'	\$157,600	\$ [REDACTED] (NZME)	\$ [REDACTED]

Tuia 250 is a significant national commemoration and we have contributed over \$1.5m to supporting projects, including *After White Guilt* and *Waka*, that mark this important event. We request that all producers for Tuia 250 seek to distribute their content as widely as possible and make it available, where appropriate, to other Tuia projects and platforms. This will potentially extend the reach of all content over the period of the official commemoration and possibly provide opportunities for content to reach audiences post the commemoration. Thank you in advance for your consideration and co-operation with this.

B: DECLINED PROJECTS

The high quality and number of applications compared to the available funding meant we had to prioritise applications and make some tough choices. Unfortunately we were not able to accord this project sufficient priority.

CONTENT FUNDING		
Stream	Title	Production Company
Factual	[REDACTED]	[REDACTED]

C: CONDITIONS AND REQUIREMENTS

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- where there is third party funding, evidence that the full budget has been secured including copies of all third party contracts, and
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