

NZ Media Fund: July & September 2020 funding rounds



Information for funding applicants – HEIHEI Content

A. Purpose

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

For **proposals for which HEIHEI is the only proposed platform there is a two stage process:**

- A funding application for HEIHEI-only content (those with no other supporting platform) must first be submitted as a **two-page pitch before 28 May**.
- You can only submit a full proposal for HEIHEI-only content **if your two-page pitch is shortlisted**.

Children's applications for **platforms other than HEIHEI** can skip the July round and submit a full application to the September round – deadline August 6, 4pm.

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 process described below for HEIHEI-specific applications allows producers to put ideas forward without having to spend a significant amount of time creating full proposals when a limited number of projects can be 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 6 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:** We are looking for content that skews towards the older end of the HEIHEI demographic. This is a sophisticated audience that likes to 'watch up'.
- **Video-based content:** That reflects [our latest User Research](#) findings for 7-9 year olds.
- **Factual:** Premier factual series that promote STEM subjects in fun and engaging ways; 'edutainment' – learning through humour and fun; concepts suitable for family viewing; big, fun, noisy (gets kids talking), experimental, family participation; any strategies to get HEIHEI content into schools are welcomed
- **Animation and Scripted Live-Action** – noisy, complex themes with well-developed characters and relationships; a powerful sense of adventure, some with a spooky or surreal element; twists and surprises. Think self-contained episodes with an overarching series arc
- **Cultural diversity** and reflecting tamariki in Aotearoa is an underlying tone

Please note: We are not commissioning any audio-only content or games in this main funding round for 2020. This funding round is for video-based content for HEIHEI.

D. Process for HEIHEI applications

- A funding application for HEIHEI content (with no other supporting platform) must first be submitted as a **two-page pitch before 4pm 28 May**.
- Shortlisted pitch applicants will then be invited to submit full proposals to the Targeted Audiences round, deadline for full proposals is 4pm 6 August.
- 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 Commissioner Ngawaero Maniapoto (Ngawaero.Maniapoto@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 applications

- 30 April 2020, 4pm** 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.
- 28 May 2020, 4pm** Deadline for two-page pitches. Round closes.
Late applications will not be considered.
- 16 July 2020** Shortlist of 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.
- 6 August 2020, 4pm** Deadline for shortlisted HEIHEI applicants to submit full proposals **AND** for children's applications for platforms other than HEIHEI. All applications must be made through NZ On Air’s [online application system](#).
Applications not submitted through this system will not be accepted.
- 30 September 2020** 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 applications

You will be required to upload your pitch in pdf format as part of your [online application](#).

This does not need to be a highly produced document. We want to hear your best creative ideas. This pdf should be a maximum of three pages (including cover page) and contain the following information:

Working Title	
Synopsis	
Target age-range	
Concept	Please articulate your idea as clearly and succinctly as possible <ul style="list-style-type: none">• 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	When would you deliver this content to HEIHEI?
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. 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 2020.](#)