

NZ Media Fund: July 2020 funding round

Information for funding applicants – Scripted, Factual, Industry Development Fund



A. Purpose

These guidelines are for producers intending to make a funding application to the Scripted and Factual streams of the NZ Media Fund or Industry Development Fund for the July round. 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.

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](#) for 2020.

C. July funding round priorities and timeline

July is the first round of the new financial year and we expect to receive a large number of applications. In response to feedback received from producers and platforms we intend to cap the **Factual** and **Scripted** funding committed in this round to ensure funds remain for later rounds. These caps are higher than they were for the July 2019 round.

Given the widespread impacts that Covid-19 is having on the sector, for the July round we will be prioritising larger-scale drama productions that will give sizeable crews assurance of work, and balancing this with support for a range of Factual projects at different budget levels that might more easily be made in different Alert Levels. We expect all proposals to acknowledge the [Health & Safety requirements](#) at different Covid-19 Risk levels and for these to be factored into your production plans. More specific guidance on managing Covid-19 risk in the screen sector is under development. Please keep an eye on the [Screen Sector Covid-19 Action group website](#). Priorities for this round are:



FACTUAL

- Factual genres prioritised for this round include **Documentary, Information, and Events**. We will also be considering a small number of previously-supported **Regional Media projects in a closed round** (see below). Approximately **\$10m** has been allocated for content intended for general audiences.
- **Development applications** for complex Factual projects that require significant research and that are co-funded by the supporting platform will be accepted in this round.



SCRIPTED

- Scripted applications for the Premier strand of our [Scripted Roadmap](#) will be considered. Approximately **\$17.5m** has been allocated for content intended for general audiences.
- **Development applications** for Scripted content development (Mainstream and Diverse) will be considered. Please see the [Development Roadmap*](#).

- ### D. Content Development:
- Applications for both types of development (Mainstream and Diverse) are open. We are expecting a large volume of applications and there will be a high bar for new projects to secure development funding. Applications that are similar to existing development projects are unlikely to be successful. Attaching the support of the qualifying platform (Mainstream Development) remains the easiest way to secure development funding.

Industry Development Fund

To this round we are accepting applications to all three strands of our Industry Development Fund: Professional Development, National Conferences and National Awards. The annual budget for this fund is \$450k and is generally oversubscribed so there will be a high bar for new projects to secure funding. Please see our [Development Roadmap](#) for more information.

Regional Media applications:

Regional Media continues to be a funding area under review; both from a value for money perspective (is this content valued and engaged with by audiences), as well as considering future developments in the regional information/journalism space.

Currently multiple discussions are taking place about what future support for the journalism sector (including regional) may look like. While these conversations are ongoing, we want to maintain funded regional journalism at the current level until a larger picture of public media support for journalism emerges.

With this in mind, we will be inviting **only those that received Regional media funding in our July 2019** round, to submit a funding application to a **closed round** for projects extending no longer than 12 months.

Projects that tell regional stories can still apply to the general Factual round but these will need to have a broad distribution plan on an eligible platform to have a chance of gaining funding support.

Timeline:

1 May 2020, 4pm	Funding round opens. 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	Application deadline. Round closes. Late applications will not be considered. In exceptional circumstances, for time-sensitive projects agreed prior by the Head of Funding, we may consider an out of time application. But we won't be generous.
16 July 2020	Applicants notified. This date may be extended at NZ On Air's sole discretion.

D. Platform Contributions

Due to the impacts of the Covid-19 pandemic commercial media platforms are currently reeling from slashed advertising revenue. During these tough times we are expecting a significant reduction in the financial contributions these platforms (those that have significant reliance on commercial revenue) are able to make towards the projects they support in this round. We still expect platforms to offer what they can (cash contributions are preferred), and the level of the Platform contribution will continue to inform the business case assessment of applications.

The Government has announced a [funding package](#) to provide additional funding to NZ On Air in order that platforms can reduce their normal level of contributions by up to 80%.

We still expect platforms to contribute 50% of the budget of the development applications that they support in this round.

More information regarding NZ On Air's contribution expectations will be shared with platforms shortly after the release of these funding guidelines.

E. General Guidelines

Information on NZ Media Fund general guidelines and how to make a funding application can be seen [here](#). Please note that all applications need to be submitted via our [online portal](#) (see paragraph C of the guidelines linked to above).