

NZ Media Fund: September 2020 funding round

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

A. Purpose

This information is for producers intending to make a funding application to the Scripted or Factual streams of the NZ Media Fund or Industry Development Fund for the September round. In an environment where there are more applications than available funding, we structure funding rounds so that wherever possible like content can be considered at the same time. This enhances the contestability of ideas across the applications considered in each round.

B. Introduction

This round is specifically for content that is intended to reflect and/or appeal to targeted audiences¹ (see over).

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. September funding round priorities and timeline

The September round is primarily for production applications intended to reflect and/or appeal to targeted audiences. **General production applications will only be considered for selected Scripted applications (see below).**



Factual genres for this round include Children's, Documentary, Information, and Events with applications being accepted for projects intended for targeted audiences.



Scripted genres for this round include Children's, Drama and Comedy with applications being accepted for projects intended for targeted audiences.

Applications for Scripted projects aimed at general audiences will also be considered for;

- Sustainable productions (includes comedy series)
- Newer Storytellers projects

Please read our [Scripted Roadmap](#) for definitions of these Scripted categories. If you have a new project for a general audience that you wish to submit to this round please discuss this with a member of the funding team prior to submitting your application.

For information on the Content Development and Industry Development applications being considered in this round please refer to paragraph D (see over).

¹ For further detail regarding targeted audiences please refer to page 14 of our [Funding Strategy](#)

Timeline:

- 3 July 2020, 4pm** Round open for applications.
All applications must be made through NZ On Air's [online application system](#). Applications not submitted through this system will not be accepted.
- 6 August 2020, 4pm** Application deadline. Round closes.
Late applications will not be considered. In very exceptional circumstances, for time-sensitive projects agreed prior by the Head of Funding, we may consider an out of time application.
- 30 September 2019** Decisions confirmed, applicants notified the following day. This date may be extended at NZ On Air's sole discretion.

Targeted audiences

Our funding strategy outlines our goals for supporting content for targeted audiences. Relevant goals for this round include:

- ▶ **Children, Youth**
We will help grow great New Zealanders by providing enriching local content for children that encourages imagination and curiosity. See Section E below.
- ▶ **Pacific audiences**
We will ensure diverse content made for Pacific peoples in New Zealand is accessible, enjoyed and valued.
- ▶ **Other ethnic populations**
We will support valued content serving other ethnic populations in New Zealand that exceed 100,000. At this time these are Indian and Chinese New Zealanders. To this round we also welcome applications that serve Kiwi Pan-Asian audiences.
- ▶ **Other community minorities of reasonable size**
We will support valued projects as opportunities permit, including content that reflects diverse religious and ethical beliefs.
- ▶ **People with disabilities**
We will support valued stories about disability both to be inclusive and to provide insight for a general audience.

D. Development Applications

Content Development: Applications with platform support 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. Diverse Development applications (projects without platform support) are **not** being considered in this round as the funding for these was fully allocated in the July round.

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. If you have a new IDF initiative please discuss this with glenn@nzonair.govt.nz before submitting an application. Please see our [Development Roadmap](#) for more information.

E. Applications for Children's content

Applications are open for children's content for any age (preschool, primary, secondary).

For video content where HEIHEI is the primary platform we have already conducted [an initial open round](#) of short form pitches. Only applications that were shortlisted and invited to submit a full proposal are eligible to submit full HEIHEI video content applications to this round.

Projects that have secured another platform as their primary distribution can submit applications. Projects aimed at 5-9-year-olds that have secured a primary platform and would like to seek a secondary platform play on HEIHEI

can contact a Funding Advisor to discuss.

Applications will need to demonstrate their intended primary platform already has an established children's audience. How well applications can be distributed across multiple platforms will also be part of the assessment criteria.

To this round we are also accepting proposals for a small number of new games for the [HEIHEI Games](#) platform. NZ On Air is seeking proposals for games that encourage active learning and problem solving in a fun way for tamariki ages 5-9. Please read [Information for Applicants: HEIHEI Games](#) for more information.

F. Platform Contributions

Due to the economic impact of the Covid-19 pandemic commercial media platforms have suffered a significant drop in advertising revenue. In response the Government has provided a relief package of additional funding to NZ On Air as part of Budget 2020 that allows qualifying platforms to reduce their normal level of contributions by up to 80%.

All funding applications should reflect the full amount of the usual platform contribution so we can determine the 80% reduction where it is applicable. The deduction will be applied to funded projects, subject to the platform having their eligibility approved, when funding decisions are announced.

Please read the full Platform Initiative [information, eligibility criteria and application process here](#).

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

G. General Guidelines

Information on NZ Media Fund general guidelines and how to make a funding application can be seen [here](#).