

# NZ Media Fund: May/July 2021 Funding Round

## Information for Funding Applicants – Scripted, Factual, Content Development, 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 July 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

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 2021.

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### C. July funding round priorities

July is the first round of the new financial year and we expect to receive many applications. As we did last year, we intend to provisionally cap the Factual and Scripted funding committed to this round to ensure funds remain for later rounds.

- **Factual** – genres prioritised for this round include Documentary and General Factual applications (including Events). Approximately \$10m has been allocated for content intended for general audiences.
- **Scripted** – applications for the Premier, Sustainable, Newer Storytellers strands of our [Scripted Roadmap](#) will be considered. Approximately \$20m has been allocated for content intended for general audiences.
- **Development** – both **Content** (including [Diverse Development](#)) and **Industry Development** applications will be considered. Please see the [Development Roadmap](#).
  - Factual development applications will only be accepted for projects that require significant research and have co-funding from the supporting platform.
  - Further information on Industry Development and Cultural Sector Capability Funding can be seen in paragraphs E and F.

Information regarding the [Public Interest Journalism](#) round will be released separately on Friday, 30 April.

### D. Timeline

**22 April 2021**

**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. You must submit a request to register with our online system well in advance of the application deadline day.<sup>1</sup>

**20 May 2021, 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. But we will not be generous.

**14 July 2021**

**Decisions confirmed, applicants notified the following day.**

This date may be extended at NZ On Air's sole discretion.

## E. Development Applications

**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](mailto:glenn@nzonair.govt.nz) before applying. Please see our [Development Roadmap](#) for more information.

## F. Cultural Sector Capability Funding

NZ On Air has been allocated \$2m over two years for Cultural Sector Capability Funding. The high-level objective of this Capability Funding is to strengthen the employment opportunities for established and emerging screen talent in the post COVID-19 environment.

This funding is specifically for industry capability development outcomes rather than content development.

COVID-19 has seen an unprecedented 'coming together' of guilds and industry bodies to address the collective issues facing the sector in the wake of the pandemic. With this fund we are inviting applications that demonstrate sector collaboration and industry initiatives that will aim to boost the technical and business capability of the screen sector.

We expect to see applications with a focus on pressures facing the sector which have been further impacted by COVID-19 and we will expect applications to apply a representation lens as outlined in NZ On Air's [2020 Diversity Report](#) to address equity issues across our sector.

Any potential initiatives will need to be designed as discrete schemes given this funding is not additional baseline funding. If you have an idea for a suitable initiative, please discuss this with [amie@nzonair.govt.nz](mailto:amie@nzonair.govt.nz) before applying.

## G. Platform Contributions

The COVID-19 relief package provided by Government to subsidise 80% of platforms usual production contribution expired on the 30 June 2021. We have not yet formally adopted the revised Platform Contributions Policy that was circulated in February this year (see [Shorts Newsletter](#)). In the interim, we expect applications will continue to have the usual level of platform contribution. Where these are not provided, the proposal should provide a rationale for this. Projects with appropriate co-investment will be assessed as having a stronger business case than those without.

## H. General Guidelines

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

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<sup>1</sup> See here for [general guidelines for funding applicants](#)