



# Every Voice: Guidelines

Issued July 19<sup>th</sup> 2021

Every Voice is a joint initiative of NZ On Air, Screen Australia and TikTok, aimed at supporting diverse and distinct voices in the creation of innovative episodic scripted or factual content for TikTok.

The foundation of TikTok has always been about providing a place for people to express their ideas through creative, joyful and engaging content. The result is a vibrant, inclusive, global community that celebrates and embraces diversity and self-expression. TikTok welcomes those who are pushing acceptance for all and helping to create a world where everyone has the right to be who they are.

## Every Voice aims to:

- Create career pathways and support a new generation of online storytellers to share their voices and visions
- Cultivate original local content made specifically for online audiences in Aotearoa and abroad
- Authentically reflect the diversity of people and experiences from around Aotearoa, all of which are important culturally, creatively and economically.

## Inclusive Storytelling

NZ On Air is committed to building equity into their programs and engagement with the community. Gender equity, anti-racism, authentic storytelling, from and about under-represented groups, and inclusivity are priorities for NZ On Air. We expect that the lived experience portrayed through the narrative and characters are reflected within the key creative team. It is vital the creative team has the cultural authorship to tell the story so that telling of the story is authentic. This will be taken into account when assessing all applications.

For New Zealand screen content to effectively deliver cultural and economic benefits it must reflect the rich diversity of communities across Aotearoa. Ultimately a diversity of ideas and a diverse workforce will grow the local screen industry, make it more relevant to local audiences, and make it more competitive internationally.

## WHO

**Every Voice is aimed at TikTok creators (or creators who want to expand to working on TikTok) working on lower budget, exciting vertical content designed to appeal to an online audience.**

This partnership will support a range of screen projects from New Zealand and Australia and is aimed at creators from under-represented backgrounds – specifically Māori, First Nations, Pacific Peoples, regional and remote areas, Pan-Asian, LGBTQIA+, Culturally and Linguistically Diverse (CALD), female or trans/gender diverse, those living with a disability and creators based in regional and remote areas.

Genuine collaborations between a TikTok content creator(s) and established producers, production companies and/or entertainment properties are encouraged and may strengthen an application. Collaborations between New Zealand and Australian creators are also encouraged.

## WHAT

Applicants are eligible to apply for up to AUD \$50,000 per project. It is anticipated that between 3 and 5 projects will be funded in New Zealand, and a similar amount in Australia.

The project that is the subject of the application **must** comprise of episodic content designed to be told between 6 - 15 episodes (up to 1-minute per episode), aimed at audiences aged between 16 and 35. Projects can be of any genre of scripted or factual content.

In addition, successful teams must be available to attend a virtual workshop on November 4th and 5th, to develop story skills and best practice for creating for TikTok. More information on this will be provided to successful teams.

## HOW

**NZ On Air applications close 4pm NZT Thursday, 26<sup>th</sup> August 2021** and can be made through the NZ On Air [application portal](#). Please note these guidelines and application portal apply to New Zealand creators only. Australian creators can read the Screen Australia guidelines [here](#) and apply for Every Voice funding through the Screen Australia portal [here](#).

Applications must consist of:

- Fully completed application form including contact details and applicant eligibility.
- A downloadable pitch video between 90 seconds and 2 minutes in length, consisting of:
  - Information on the series format (how many episodes, length of episode – note episodes must not be longer than 1 minute each)
  - Genre, characters, story arc and brief plot summary
  - Themes and tone of the project
  - What is unique and exciting about the project – creatives are encouraged to use this pitch video as an opportunity to highlight their distinct creative voice, style, technical skills and understanding of TikTok as a short form content distribution platform.
- A brief profile of your TikTok account, if you have one. If you do not currently have a TikTok account, you should share insights from any other relevant accounts or profiles you currently manage, as well as your aspirations for your future TikTok account.
- An up to three-page pitch document that describes:
  - A brief outline of the episodes
  - A synopsis and description of the project (including a brief cultural strategy – where relevant – to ensure the project and representation are authentic)
  - An overview of the target audience for this project, which should include demographics and demonstrate understanding of viewing habits
  - The marketing and social media strategies for the project, including how the creative intends to promote the series to a wider audience than their existing subscribers
  - Career and talent development – how the creative might continue to develop their voice in the screen industry following the release of this project
- A preliminary budget (provided as an Excel file) that includes top line budget items such as producer fees, director fees, writers' fees, cast, locations, post-production, and marketing. Please note that successful applicants may be required to provide a more detailed budget in due course.

**Please note: a limit of two applications per individual or production company will be accepted for assessment by NZ On Air. We want your best ideas.**

## Assessment Criteria

Eligible applications will be considered by NZ On Air, Screen Australia and TikTok representatives, as well as industry specialists as required. Funding decisions for NZ applications will be reviewed alongside NZ On Air's [nine investment principles](#), and will be specifically assessed against the following criteria:

- The creative strength and distinctiveness of the proposal, including the concept and entertainment value.
- The viability of the proposal with respect to the budget and scale of the project, as well as proposed audience reach. A project's demonstrated ability to target a specific niche or target audience will also be taken into account.

- The track record of the key participants involved in the proposal and the likelihood that this initiative will demonstrably develop their skills in made-for-web content production. This includes experience creating for TikTok.
- The alignment of the team and creative with the aims of this initiative.

Other factors, including availability of funds, diversity of slate and the diversity of the team, may also influence funding decisions. Shortlisted applicants may be interviewed.

Decisions on applications are final. **NZ On Air will advise applicants in writing of the outcome of their application by Friday 15<sup>th</sup> October 2021.** This date may be extended at NZ On Air's sole discretion.

NZ On Air's Head of Funding Amie Mills, Screen Australia's Senior Online Investment Manager Lee Naimo, and TikTok Director of Content for Australia and New Zealand Felicity McVay will host a Q&A webinar on **Tuesday 3 August 2021 at 12pm NZST** for practitioners interested in applying for the initiative. The webinar will include a panel discussion with more information on the initiative and include a question and answer session for those interested in applying. Practitioners interested in applying are strongly encouraged to register to attend the webinar and registration is essential. [Please register here.](#)

Successful teams must also be available to attend a virtual workshop on 4 and 5 November, 2021 to develop story skills and best practice for creating for TikTok.

We acknowledge and appreciate the effort that goes into applications but given the anticipated volume of applications we will not be able to provide individual feedback on each application.

#### **Further information**

Successful projects must be released exclusively on TikTok for a minimum of 2 years. Successful projects must also be able to guarantee that production will be completed by April 2022.

## **NZ On Air application portal**

You must be registered with our [online application system](#) before you can submit an application.

At this stage you do not need to have a business or production company established to register, you can submit your application as an individual. However please note that all successful applicants will be required to contract with NZ On Air as a [registered New Zealand company](#).

To register as an individual, please complete the following steps on the <https://funding.nzonair.govt.nz/> landing page:

- Click the 'New Zealand entity' button to confirm you understand that if you are successful in receiving funding you will be required to be registered as a New Zealand business for the purposes of contracting with NZ On Air
- Enter your personal name in the 'Business name' field
- Enter your contact details and create a password as usual

You can register at any time, and we encourage applicants to register well in advance of funding deadlines. Please have all your documents ready to upload when you submit your application.

Applicants will not be able to submit proposals until all the required fields have been completed, so please do not leave application completion to the last minute. You can save your application at any time throughout the process and come back to it via your dashboard prior to the deadline.

**If you are unsure about your eligibility or have questions about the application form, please email us at [funding@nzonair.govt.nz](mailto:funding@nzonair.govt.nz)** Please note that we are not able to provide creative advice or suggestions to strengthen your application.

#### **Reserved Rights and Terms and Conditions**

The following government standard terms and conditions apply to the Request For Proposals (RFP) and the RFP process:

- a. you must bear all of your own costs in preparing and submitting your proposal

- b. you represent and warrant that all information provided to us is complete and accurate
- c. we may rely upon all statements made in your proposal
- d. we may amend, suspend, cancel and/or re-issue the RFP at any time
- e. we may change the RFP (including dates), but will give all submitters a reasonable time to respond to any change
- f. we may accept late proposals and waive any irregularities or informalities in the RFP process
- g. we may seek clarification of any proposal and meet with any submitter(s)
- h. we are not bound to accept the lowest priced conforming proposal(s), or any proposal
- i. if none of the proposals are acceptable to us we may enter into negotiations with one or more of the submitters (if any).
- j. we both agree to take reasonable steps to protect the other's confidential information
- k. our obligation to protect your confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions.
- l. our obligation to protect your confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions
- m. there is no binding legal relationship between us, and your proposal is only accepted if we both sign a funding contract
- n. our Request for Proposals (RFP) comprises this document, and any subsequent information we provide to suppliers
- o. the laws of New Zealand shall govern the RFP process
- p. in submitting your proposal you are deemed to have read, understood and agree to be bound by these terms and conditions, and the additional terms and conditions, if applicable.