

# NZ Media Fund: March 2019 funding round

## Information for funding applicants - Scripted and Factual



### A. Purpose

These guidelines are for producers intending to make a funding application to the Scripted or Factual streams of the NZ Media Fund for the March 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 2019.

### C. March funding round priorities and timeline

After the December round it is likely that most of the **Factual** and **Scripted** budgets for the current financial year will be spent. Given the small amount of funding remaining we have reduced the scope of the March round as follows:

 <p>FACTUAL</p>	<ul style="list-style-type: none"> <li>We are seeking applications for interactive content for HEIHEI (see below)</li> <li>We are <b>not accepting general Factual production applications</b> in this round.</li> <li>We may consider time-sensitive production applications seeking modest funding at the discretion of the Head of Funding. These will only be projects that must start shooting within two months of the funding decision due to external event dates.</li> <li><b>Development applications</b> for significant factual projects that are co-funded by the supporting platform will be accepted in this round.</li> </ul>
 <p>SCRIPTED</p>	<ul style="list-style-type: none"> <li>We are seeking applications for interactive content for HEIHEI (see below)</li> <li>We are <b>not accepting general Scripted production funding applications</b> in this round.</li> <li>We may consider time-sensitive production applications seeking modest funding at the discretion of the Head of Funding. These will only be projects that must start shooting within two months of the funding decision due to external event dates.</li> <li><b>Development applications</b> for <b>existing</b> projects with platforms attached that are seeking further development will be accepted for this round. <b>New</b> development projects will not be accepted.*</li> </ul> <p><i>Please refer to our <a href="#">Scripted Roadmap</a> for detail on our strategic priorities for Scripted content.</i></p>
<p><b>*Development:</b> Due to the large number of projects currently in development (35) and the high level of development funding committed this year (\$733,700), we will not be accepting applications for new projects. A small number of applications for <b>existing</b> projects will be considered for <b>additional</b> development if they have matched funding from a platform.</p>	

#### Priority content outcomes we are seeking in this round are HEIHEI interactive projects:

NZ On Air has set aside approximately \$1m to support the creation of new games for HEIHEI. NZ On Air is keen to fund a high volume of simple games compatible with a range of devices that collectively cater to different interests, levels of gaming experience and ages (within HEIHEI's target demographic of 5-9 years). More information can be found [here](#).

## Timeline:

**30 Nov 2018, 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.

**17 Jan 2019, 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.

**7 Mar 2019**

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

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## Applying online

You must be registered with our online portal before you can submit an application. See [funding.nzonair.govt.nz](https://funding.nzonair.govt.nz). You can register at any time and we encourage producers to register well in advance of [funding deadlines](#).

After you register, and when you are submitting a proposal, you will be asked to input summary application information and upload your full proposal. This includes your plan to reach the audience, full budget, and any supporting documents you want to provide.

Please have these documents ready to upload. 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.

We will also require confirmation from the platforms cited in your application. Primary commissioning platforms will be able to confirm their support via the online portal. Written confirmation of support from secondary platforms should be uploaded with your application.

More than two applications for a project that has already been declined will not be accepted unless we ask you to resubmit it.

## D. General expectations

A document that suggests a general structure for applications is on our website [here](#) and can also be accessed through the online portal.

We suggest you consider these over-arching questions when developing your application:

- Why is this project a good idea?
- Do you have a strong plan to reach the intended audience?
- Do you have a commitment from a qualifying platform? <sup>1</sup>
- Are you bringing an appropriate level of co-investment to the table?

Content should be free to access when it is first released. We may make exceptions depending on the strength of the cultural and business case and provided free-access forms a fundamental part of the application.

Following the original licence agreement, funded content should still be easily accessible.

## E. How will we assess proposals?

We will assess proposals using the nine investment principles set out on p11 of [the funding strategy](#).

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<sup>1</sup> A qualifying platform, generally speaking, is a broadcast or online platform which:

- can already attract a significant audience
- will offer free access to funded content
- will generally offer an adequate financial investment in a content proposal; and
- can show a track record of or plan for a sustained commitment to New Zealand content.

We will assess the business and cultural case for each application using an assessment process that is designed to show how it contributes to NZ On Air's three funding goals:

- ▶ **Quality Content:** New Zealand audiences enjoy well-made local content that matters
- ▶ **Diverse Content:** New Zealand audiences value local content made for a range of communities
- ▶ **Discoverable Content:** New Zealand audiences can find and appreciate local content

We will use a three-stage assessment process.

- ▶ **Stage 1:** A short, robust assessment by one assessor intended to quickly but fairly reduce applications to a long list.
- ▶ **Stage 2:** At least two assessors will individually compare groups of like applications to compile a short list of the strongest. Partial funding team meets to discuss and agree the short list.
- ▶ **Stage 3:** Recommendations made to either the Staff Investment Committee or the Board. Funding decisions made.

A description of the assessment process is [here](#).

## F. The fine print

Please be aware that if your application is successful, among other requirements we will stipulate that:

- ▶ Producers enter into a formal funding agreement with NZ On Air. Our standard Development and Production funding agreements are available [here](#).
- ▶ Producers must be aware of their obligations under the Health and Safety at Work Act 2015.
- ▶ Producers of video projects are required to:
  - follow the Health and Safety in the New Zealand Screen Sector guidelines found at [screensafe.co.nz](http://screensafe.co.nz)
  - abide by agreed industry work standards as expressed in the **Individual Performance Agreement** (SPADA and NZ Actors Equity) and **The Blue Book** (NZ Film and Video Technicians Guild)
- ▶ The content is clearly branded as NZ On Air-funded. See our accreditation requirements [here](#).

Please also be aware that the following standard terms and conditions apply to your application. In submitting your application you are deemed to have read, understood and agree to be bound by these terms and conditions:

- ▶ you must bear all of your own costs in preparing and submitting your application
- ▶ you represent and warrant that all information provided to us is complete and accurate
- ▶ we may rely upon all statements made in your application
- ▶ we may amend, suspend, cancel and/or re-issue these guidelines at any time
- ▶ we may waive any irregularities or informalities in the application process
- ▶ we may seek clarification of any application and meet with any applicant
- ▶ we will not seek clarification of all applications or meet with all applicants
- ▶ we are not bound to accept any application
- ▶ you will not submit in your application any data that breaches any third party right (including intellectual property rights and privacy rights) or is objectionable, incorrect or misleading
- ▶ we both agree to take reasonable steps to protect the other's confidential information. Our obligation to protect your confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions
- ▶ you acknowledge that the commissioning platform you nominate will be able to access your full application for the purpose of verifying their support
- ▶ there is no binding legal relationship between us: a successful application is only formally accepted if we both sign a funding contract.

Thank you!

**Issued November 2018**