

NZ Media Fund: December 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 December 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 2020.

C. December funding round priorities and timeline

The December round is for production applications intended to appeal to **general** audiences. This is the third funding round of the financial year, which means we have already had two significant rounds for general and targeted audiences. These first two rounds alone will likely see 72% of the Factual and around 77% of the Scripted budgets committed.



FACTUAL

The priority focus for Factual applications for this round is Quality Journalism, Premier Stories and Many Perspectives – see our [Factual Roadmap](#) for further detail on these funding streams.

We have notionally allocated the following funding against these genres:

- Current Affairs - \$3m
- Events - \$300,000
- Documentary/Information - \$2m



SCRIPTED

The priority focus for Scripted applications this round is Premier content and Sustainable production – see our [Scripted Roadmap](#) for further detail on these funding streams.

We have notionally allocated the following funding against:

- Premier Drama - \$2.5 - 3m
- Children's Drama - \$1 - 1.5m
- Comedy - \$1.5m (given the limited funding available we are likely to prioritise returning comedy series that have proven audience engagement.)

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

Timeline:

11 September 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.

15 October 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.

2 December 2020 Decisions confirmed, applicants notified the following day. This date may be extended at NZ On Air's sole discretion.

D. Development Applications

Content Development: Applications with platform support are open. Given the level of development we have already supported in the current year 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. 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.

F. General Guidelines

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

G. Upcoming Rounds and Other Funding/Development Opportunities

January/March Round (dates for this round will be published after the September meeting)	
NZ On Air/Te Māngai Pāho Co-Fund \$4m	<p>A priority for this round will be the consideration of Scripted and Factual shortlisted applications to the 2020 NZ On Air/Te Māngai Pāho Co-Fund.</p> <ul style="list-style-type: none">• An RFP for this fund will be released after the September Board Meeting.• NZ On Air will be contributing up to \$4m to this fund with a similar contribution from Te Māngai Pāho.• This fund will be open to Factual and Scripted proposals and will be a two-stage submission process with the first stage submission in Oct/Nov with full, shortlisted applications due in Jan 2021.

Asian NZ Factual RFP \$2m	<p>Up to \$2m will be made available for Factual content by, for and about pan-Asian and Middle Eastern, Latin American or African (MELAA) audiences in NZ.</p> <ul style="list-style-type: none"> • An RFP for this fund will be released after the September Board Meeting. • There will be an expectation that there will be representative key personnel driving the pan-Asian and MELAA cultures to be depicted within the content. At least 2/3 roles of writer, producer, director will be expected to be of Asian or MELAA descent. • If the Producer is of non-Asian or non-MEELA descent, co-producer partnerships with Asian or MEELA producers are encouraged.
Scripted – Newer Storytellers \$1.5m	<p>A limited amount of funding (up to \$1.5m) will be available for Scripted – Newer Storyteller projects with the intention of funding 2-3 projects – <u>please discuss this with the Funding team if you are intending to apply to this round.</u></p>

Mar/May Round (dates for this round will be published after the September meeting)	
Youth RFP \$2.5m - 3m	<p>This round will consider applications to a Youth content RFP that will be released before the end of the year. We are currently undertaking a Children and Youth Media Review that will inform this RFP.</p> <ul style="list-style-type: none"> • This RFP will have funding of up \$2.5 - 3m available and will be open for Factual (circa \$1m) and Scripted applications (circa \$1.5 – 2m).
HEIHEI Returning Series <u>Invitation Only</u> \$2m	<p>This round will also accept applications for HEIHEI returning series where the previous series has been fully delivered.</p> <ul style="list-style-type: none"> • Funding of up \$2m will be available for Factual (\$1m) and Scripted (\$1m) HEIHEI returning series that launched on HEIHEI after the Aug/Sep Children’s funding round deadline.

H. Cultural Sector Capability Funding - \$500k

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 environment.

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

During the first lockdown, NZ On Air witnessed an unprecedented ‘coming together’ of guilds and industry bodies to address the collective issues facing the sector in the wake of COVID-19. We propose a sector-wide call out inviting applications demonstrating sector collaboration and industry initiatives that will aim to boost the technical and business capability of the screen sector.

We expect to see joined-up sector 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](#).

Any potential initiatives will need to be designed as discrete schemes given this funding is not additional baseline funding.

An RFP for this fund will be released in November once we have incorporated sector feedback on proposed guidelines.