

NZ Media Fund: March 2021 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 March 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.

C. March funding round priorities and timeline

Given the high percentage of Factual and Scripted funding that has already been allocated in the current financial year, as previously advised, the March round is considering applications for a limited number of initiatives:



Applications to the Factual RFP for Pan-Asian Creatives (up to \$2m) – details of the RFP can be seen [here](#)



The priority focus for scripted applications this round is Newer Storytellers – see our [Scripted Roadmap](#) for further detail on this funding stream.

We have notionally allocated \$1m with the intention of funding 2-3 projects. Given the limited funding available we recommend discussing potential applications with a Funding Advisor prior to submission.

Development

Our Content Development funds have been fully expended for both supported and diverse development. Therefore, we will **not** be accepting any Content Development applications in this round. Industry Development applications will be considered (see paragraph D) as well as new Cultural Sector Capability Funding applications (see paragraph E).

The shortlisted applications to the Te Māngai Pāho Co-Fund will also be considered in this round. **Only applications that have been advised they have been shortlisted can submit a full proposal in this round.** All eligible applications should be submitted via Te Māngai Pāho's online application portal [Te Pūahatanga](#). See timeline on next page.

Timeline: (Factual RFP for Pan-Asian Creatives, Newer Storytellers, IDF and Cultural Sector Capability applications)

- 15 Dec 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.
- 14 Jan 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.
- 3 Mar 2021** Decisions confirmed, applicants notified the following day. This date may be extended at NZ On Air's sole discretion.

Timeline: (Te Māngai Pāho Co-Fund full proposals for selected projects)

- 15 Jan 2021** Deadline for full proposals submitted via Te Māngai Pāho's online application portal [Te Pūahatanga](#)
- 16 Feb 2021** Recommendations to our respective Boards and Decision Letters distributed.

D. 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 before submitting an application. Please see our [Development Roadmap](#) for more information.

E. 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-19 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 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.

Key areas of focus that we are interested in addressing through this funding include (but are not limited to):

- The underrepresentation of Asian New Zealanders in NZ media creation (with a specific emphasis on Indian and Chinese communities as the largest pan-Asian groups within NZ)
- The challenges of NZ media content discoverability (particularly regarding marketing, promotion and publicity)
- Skills and capability building in areas where public media outcomes and content creation could be strengthened

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 before submitting an application.

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](#).

G. General Guidelines

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

H. Upcoming Rounds and Other Funding/Development Opportunities

May Round (application deadline 18 March 2020)	
Youth RFP \$TBC	<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">An additional \$500k of music funding will be made available in this round to projects showcasing NZ music to young New Zealanders. If you have an initiative in mind, please discuss this with Head of Music, David Ridler, david@nzonair.govt.nz before submitting an application.
HEIHEI Returning Series Invitation Only \$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 to \$2m will be available for Factual (\$1m) and Scripted (\$1m) HEIHEI returning series that launched on HEIHEI after the Aug/Sep 2021 Children's funding round deadline.