

NZ Media Fund: March/May 2021 Funding Round Information for Funding Applicants – **Scripted, Factual, Music, 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 May 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. May funding round priorities

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

- **Factual, Scripted and Music** applications to the Youth RFP (up to \$2.5m) – RFP Details are [here](#).
- **Factual and Scripted HEIHEI** returning series (up to \$2m) - **Invitation Only** - This round will also accept applications for HEIHEI returning series that launched on HEIHEI after the Aug/Sep 2020 Children's funding round deadline.
- **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 E) as well as new Cultural Sector Capability Funding applications (see paragraph F).

D. Timeline

18 February 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.¹

18 March 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 won't be generous.

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

F. Cultural Sector Capability Funding – circa \$200k

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. 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 before submitting an application.

G. 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 Platform Initiative [information, eligibility criteria and application process here](#).

H. General Guidelines

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

¹ See here for [general guidelines for funding applicants](#)