

NZ Media Fund: August/September 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 September 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

This round has a focus on content that is intended to reflect and/or appeal to targeted audiences¹.

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. Timeline

8 July 2021, 4 pm

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.²

5 August 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.

22 September 2021

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

D. September funding round priorities

¹ For further detail regarding targeted audiences please refer to page 14 of our [Funding Strategy](#)

² See here for [general guidelines for funding applicants](#)

The September round is focused on production applications intended to reflect and/or appeal to targeted audiences. It is the round where most of our funding for Children’s content for both HEIHEI and other platforms is committed.

Production applications will be considered as follows:

- **Factual** – the focus for this round is for applications for targeted audiences that will deliver to all genres of factual content (including Children).
 - Children’s factual content applications supported by platforms that are **not** [HEIHEI on TVNZ OnDemand](#) should apply through this stream.
 - There is a separate application process for producers intending to make factual HEIHEI video content specifically for HEIHEI on TVNZ OnDemand. The round information for that application process is [available here](#).
 - These applications are most likely to deliver to the Many Perspectives and Fresh Opportunities streams of the [Factual Roadmap](#).
 - Approximately \$17m has been allocated for factual content in this round.
- **Scripted** – the focus for this round is for applications for Premier and Sustainable streams of our [Scripted Roadmap](#).
 - Children’s scripted content applications (including games for the HEIHEI games platform) supported by platforms that are **not** [HEIHEI on TVNZ OnDemand](#) should apply through this stream.
 - There is a separate application process for producers intending to make scripted HEIHEI video content specifically for HEIHEI on TVNZ OnDemand. The round information for that application process is [available here](#). Information for HEIHEI games applications [is available here](#).
 - Approximately \$18m has been allocated for scripted content in this round.
- **Development** – both **Content** (including [Diverse Development](#)) and **Industry** development applications will be considered. However, funding for both streams is very limited and applications will have to reach a high bar to be successful. Please see the [Development Roadmap](#).
 - Factual development applications will only be accepted for projects that require significant research and have co-funding from the supporting platform.
 - Further information on Industry Development and Cultural Sector Capability Funding can be seen in paragraphs F and G.

E. Targeted audiences

Our funding strategy outlines our goals for supporting content for targeted audiences. Relevant goals for this round include:

- ▶ **Children, Youth**
We will help grow great New Zealanders by providing enriching local content for children that encourages imagination and curiosity. See Section E below.
- ▶ **Pacific audiences**
We will ensure diverse content made for Pacific peoples in New Zealand is accessible, enjoyed and valued.
- ▶ **Other ethnic populations**
We will support valued content serving other ethnic populations in New Zealand that exceed 100,000. Currently these are Indian and Chinese New Zealanders. To this round we also welcome applications that serve Kiwi Pan-Asian audiences.
- ▶ **Other community minorities of reasonable size**

We will support valued projects as opportunities permit, including content that reflects diverse religious and ethical beliefs.

▶ **People with disabilities**

We will support valued stories about disability both to be inclusive and to provide insight for a general audience.

F. 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 applying. Please see our [Development Roadmap](#) for more information.

G. Cultural Sector Capability Funding – \$200k

NZ On Air has been allocated \$2m over two years for Cultural Sector Capability Funding (CSCF). The high-level objective of this Capability Funding is to strengthen the employment opportunities for established and emerging talent in the post COVID-19 environment.

This funding is focused on capability development outcomes rather than content development.

There is circa \$200k of CSCF available in this funding round, and this has been prioritised for projects that will support the music and screen industries. COVID-19 has seen an unprecedented ‘coming together’ of industry bodies to address the collective issues facing the sector in the wake of the pandemic. 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 music and screen industries.

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 david@nzonair.govt.nz (if music related) and amie@nzonair.govt.nz before applying.

H. Platform Contributions

The COVID-19 relief package provided by Government to subsidise 80% of platforms usual production contribution expired on the 30 June 2021. We have not yet formally adopted the revised Platform Contributions Policy that was circulated in February this year (see [Shorts Newsletter](#)). In the interim, we expect applications will continue to have the usual level of platform contribution. Where these are not provided, the proposal should provide a rationale for this. Projects with appropriate co-investment will be assessed as having a stronger business case than those without.

I. General Guidelines

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