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INDUSTRY DEVELOPMENT FUND – GUIDELINES FOR APPLICANTS

PURPOSE

This paper provides guidelines for applications to NZ On Air's Industry Development Fund.

INTRODUCTION

NZ On Air funds content for a breadth of audiences. We invest in content that 'reflects and develops New Zealand identity and culture'.

While our primary funding focus is on the audience, we know that our investments also contribute to the health of the domestic industry. And a healthy industry creates innovative, quality, representative local content.

Through the Industry Development Fund NZ On Air will support initiatives that have the potential to contribute to NZ On Air's goals of quality, diversity, and discoverability.

Over time we expect to see that our focus on enabling high quality, successful content, together with support for enhanced professional skills and other industry initiatives, will lead to ever-increasing success for New Zealand content.

Applications must be for discrete initiatives. There should be no expectation of ongoing funding.

This funding scheme and its criteria will be reviewed annually.

THE FUND'S OBJECTIVE

The Industry Development Fund will support recognised industry organisations to lead initiatives that contribute to NZ On Air's aim: Great New Zealand content is valued and enjoyed by many New Zealand audiences.

Three types of industry-led initiatives are eligible -

1. **National Quality Awards** - to recognise high quality creative and technical work.
2. **National Industry Conferences** - to assist with the running costs of events intended to connect and upskill media professionals and strengthen the sector's collaboration and coordination.
3. **Professional Development (groups)** - to support groups of early and mid-career creative professionals to extend their skills and build sector capacity.

The Industry Development Fund does not explicitly support content production but some elements of content production (e.g. pilots) may be considered. See the [funding strategy and the NZ Media Fund](#).

APPLYING TO THE FUND

Applications must be made through our online portal [here](#).

Decisions will be made by the Head of Funding on advice from staff.

CRITERIA

1. NATIONAL QUALITY AWARDS

NZ On Air may agree to co-sponsor national New Zealand-based award ceremonies that honour the production skills and cultural contribution of the best television, radio, music, or digital media content.

NZ On Air's contribution will be:

- 1.1 a modest proportion of the total event cost (ideally with multiple partners involved and contributing) and,
- 1.2 usually allocated to particular awards that recognise creative or technical excellence in television, radio, music and digital media production. Naming rights are expected.

2. NATIONAL INDUSTRY CONFERENCES

NZ On Air may agree to support a national screen, interactive, community radio, or music industry conference or event intended to upskill and connect practitioners, industry representatives, and emerging creatives.

NZ On Air's contribution will be:

- 2.1 a modest proportion of the total event cost (ideally with multiple partners involved and contributing)
 - 2.2 allocated to events intended to upskill and connect practitioners from different industry disciplines
- OR**
- 2.3 other NZ On Air support may be considered instead of, or as well as, a financial contribution, such as providing data, research or staff speakers.
 - 2.4 NZ On Air will expect a number of complimentary admissions for Board and staff to be offered in return for support and in order to engage and participate with the kaupapa as appropriate.

3. PROFESSIONAL AND SECTOR DEVELOPMENT

- 3.1 NZ On Air may support
 - New Zealand-based mentoring schemes or similar professional upskilling, or
 - pan-sector information services intended to develop understanding about the wider impact of the screen, interactive, broadcast, music, or related industry activity.
- 3.2 These will be managed by recognised and representative screen, interactive, community radio, music, and digital media guilds or organisations.
- 3.3 Direct applications from individuals will not be accepted.

For mentoring or upskilling schemes NZ On Air will:

- 3.4 focus on mentoring or professional development schemes for a group of early and mid-career professionals
- 3.5 expect diversity within the group
- 3.6 prioritise a clearly identified and important skills deficit
- 3.7 require a clear project plan with objectives, robust criteria and selection processes, a timeline and KPIs
- 3.8 for screen initiatives, target above-the-line personnel (producers, directors, writers) interested in media

For pan-sector information services, NZ On Air support will:

- 3.9 form a small part of a wider project supported by multiple agencies
- 3.10 unlikely to exceed \$10,000 of NZ On Air funding per scheme