



## NZ Media Fund: July/September 2022 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 audiences<sup>1</sup>.**

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 2022.

### C. September funding round priorities

The September round is focused on production applications intended to reflect and/or appeal to targeted audiences. This includes funding for Children's content. [Information for producers intending to make a Children's funding application can be read in this separate document](#). Since those guidelines were published, an additional Matariki 2023 RFP for children has been created in collaboration with Te Māngai Pāho, Whakaata Māori, TVNZ | Te Reo Tātaki, and Prime/SKY. This detail is included in paragraph I.

**Production applications (excluding Children's content) 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.
  - These applications are most likely to deliver to the Many Perspectives and Fresh Opportunities streams of the [Factual Roadmap](#).
  - Approximately \$8m has been allocated for factual content in this round.
- **Scripted** – the focus for this round is for applications for the Sustainable and Newer Storytellers streams of our [Scripted Roadmap](#).
  - Approximately \$5m 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 limited and applications will have to reach a high

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

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 and minor updates to our Content and Industry Development Funding policies can be seen in paragraph F.

## D. Timeline

**23 June 2022, 4 p.m.**

**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.<sup>2</sup>

**21 July 2021, 4 p.m.**

**Application deadline. Round closes.**

Late applications will not be considered. In 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.

**21 September 2022**

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

## 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. [September 2022 Children's funding round information is available here](#). Please note the additional RFP for a Matariki 2023 special included in paragraph I.

▶ **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.

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<sup>2</sup> See here for [general guidelines for funding applicants](#)

## F. Development Applications

We have made minor updates to our [Development Roadmap](#). The updates reflect NZ On Air's current practices regarding increasing support of emerging practitioners via our Industry Development Fund (prior emphasis was on mid-high level career practitioners). It also places greater weight on aligning our content and industry development funding priorities with the three tiers of the Scripted Roadmap (Newer Storytellers, Sustainable, Premier). You can review the updated Development Roadmap [here](#).

**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](mailto:glenn@nzonair.govt.nz) before applying. Please see our [Development Roadmap](#) for more information.

## G. COVID-19 Budget Considerations

Your production budget should consider the costs of operating under the Traffic Light System as per [ScreenSafe COVID-19 Health and Safety Protocols](#). Other ScreenSafe Health & Safety Toolkit documents can be accessed [here](#).

Applicants should also be aware of the [COVID-19 Screen Production Recovery Funding \(SPRF\) criteria](#). This fund allows screen productions that meet the criteria to claim some of the costs incurred as a result of COVID-19 disruption. It is expected that you will have investigated all other options before you apply to this fund. More information on our COVID-19 response is available on [our website](#).

**Please note that all productions funded from 1 January 2022 will be expected to have adequately budgeted for all expected costs for implementing the ScreenSafe COVID-19 protocols. SPRF will not be available to cover unbudgeted Health and Safety related costs, it can only be accessed for costs associated with the delay or disruption caused by cast or crew members testing positive for COVID-19 and/or the need for isolation under the Protection Framework Traffic Light system.**

If you have SPRF questions, please contact [Abbi Maidment](#) or [Glenn Usmar](#).

## H. General Guidelines

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

## I. Matariki 2023 Special

### Hei Whakataki

#### Introduction

Te Māngai Pāho and NZ On Air | Irirangi te Motu are joining forces with Whakaata Māori, TVNZ | Te Reo Tātaki, and Prime/SKY to fund a modular receptive and fluent special (up to 30 minutes) for online and television for children 10+ for Matariki 2023. We intend to fund tamariki content for Matariki annually, and we see this short-form special as a potential pilot to a series, or feature film in future.

We wish to collectively support and improve the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation, to ensure that New Zealanders value te reo Māori as a crucial part of national identity.

NZ On Air is now calling for proposals via the July-September children's funding round.

If you are new to our funding application process and would like further guidance on how to apply, your proposal, or have any questions regarding this RFP please feel free to contact [amie@nzonair.govt.nz](mailto:amie@nzonair.govt.nz).

### Te Pūtake

## Purpose

We seek proposals for the creation of a receptive (30 - 70%) and fluent (70% - 100%) te reo Māori online and television special (up to 30 minutes) based on the three themes of Matariki. First, we *reflect*: remembering those we have lost and acknowledging our own journey over the last year. Then we *celebrate*: reconnecting with whānau, good friends and good food; and finally, we *reset*: preparing for the year ahead with a focus on wellbeing and life balance.

For centuries, in Aotearoa and around the Pacific, the appearance of Matariki in the mid-winter skies signaled the arrival of the new year. Now that Matariki is marked by a public holiday in Aotearoa, it's an opportunity for our children to learn more about the cluster and the traditions that surround it.

We wish to release the special simultaneously on Whakaata Māori, TVNZ | Te Reo Tātaki, and Prime/SKY for Matariki 2023.

### What we are looking for:

- A mixed media proposal blending live action and animation.
- A modular production utilising a kit of parts created for reversioning – including scripts, animation assets and backgrounds, sets for greenscreen, scores etc.
  - We have looked to an example in the UK, *The World According To Grandpa*, as to how this type of production can work to great effect across broadcaster and language adaptations.
- Pou tiaki reo and Māori key creatives involved throughout ideation.
- Music plays a big part in our togetherness, and we will prioritise projects that feature music within the concept of the special.
- We expect the producer to deliver this special as a fluent te reo Māori version, and as an English or bi-lingual version (English and te reo Māori).
- Producer/s who have strong relationships with the broadcasters and can work alongside multiple commissioners in the ideation and execution of this production.

## Te Whakatakotoranga o Te Tono

### Proposal

We are looking for proposals to include a treatment, tone, budget, Te Reo Māori and Tikanga strategy, Māori/Iwi engagement plan, and schedule – noting that the timeframe for delivery will likely be in the first quarter of 2023 in time for the 14 July 2023 public holiday.

**Issued June 2022**