

NZ Media Fund: Mar - June 2023 funding round

Information for funding applicants – Children’s Content Development and Production Funding



A. Purpose

This information is for producers intending to make a children’s **scripted production** funding application or for applications for **scripted and factual development** funding, for the March – June 2023 ‘Children’s Round’.

The focus for this round will be scripted production funding, and we will prioritise funding projects that have received development support in the last children’s content round.

Funding for children’s factual projects that meet the proposed scale outlined below will only be considered with the prior approval of Head of Funding, Amie Mills, amie@nzonair.govt.nz

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](#).

C. Overview

A [children’s content framework](#) was designed in 2017-18 with the guidance of the NZ Children’s Screen Trust and Stacey Morrison. This framework provides the foundation for NZ On Air’s approach to funding children’s content, and it remains as powerful and as relevant now as it did when it was created. **It continues to be our guiding content framework as we move forward.**

For recent changes to the children’s funding strategy, please refer to our [strategy document](#). Our vision and our purpose are as follows:

OUR VISION
A range of local storytelling and songs reach our tamariki and have a positive impact on their lives.
OUR PURPOSE
Investing in distinctive, culturally rich content from Aotearoa that sparks creativity and curiosity.

The focus of the updated strategy is to ensure that local children’s content lives in multiple places where parents and children can discover it. In recent years, we have focused largely on funding and distributing children’s content via one primary provider (TVNZ/HEIHEI) with year-long exclusivity of content before it can be distributed on other platforms.

The updated strategy focuses on greater non-exclusivity of local children’s content and radical sharing to ensure that broader platforms than just Te Reo Tātaki (TVNZ) including Prime/SKY, Whakaata Māori (Māori Television), RNZ, The CoconetTV, Spinoff, YouTube Kids and others can distribute our 100% taxpayer funded content more widely, increasing the touch points for content discovery. This strategy strongly encourages cross-platform collaboration and partnership regarding children's content applications.

As part of our goal to support a range of world-class children’s content, in this second children’s round of 2022-23, we expect to fund larger-scale projects that have ambitions to export local stories internationally. This includes children’s drama and animation projects that are seeking to find an international co-production partner and/or utilise the NZ Screen Production Grant (NZSPG).

D. Content funding applications

We expect to provide ‘first in’, part-funding for larger-scale children’s projects that are seeking co-production financing and/or plan to utilise the NZSPG. These could include projects that received development support in the Jul-Sep 2022 Children’s Round, or a previously well-developed project that is ready to take to market.

Projects could have international distribution plans or off-shore financing - but will have a content focus that resonates with Aotearoa audiences first and foremost.

It is not a requirement to have a local platform attached.

E. Content development applications

Content development funding is available in this round for both **scripted and factual** children's projects.

Extensive consultation with local producers and international practitioners emphasised the critical importance of investing in development for children’s content.

Children’s drama and animation are the two genres eligible for screen incentives cross-subsidy with NZ On Air funding. This eligibility assists financing these comparatively-expensive genres when the projects have ambitions to take local stories to the world, and we believe more can be done to maximise this opportunity.

We have made development pūtea available in FY2022-23 to support projects to refine concepts and strengthen the writing, prototyping, and packaging of children’s programmes to take to market. Priority will be given to projects with NZSPG potential (see slide 56 of the [Children’s Summit deck](#)).

Applicants for development can apply for circa \$20k - \$50k per project. Priority will be given to applications that are supported by established producers with relevant sector experience and/or existing scripted production credits. A maximum of two projects are likely to receive development funding in this round.

This round will be open to both:

Unsupported Development	Applications without platform support.	<p>Applicants can apply for between \$20k - \$50k funding per project with a minimum of two projects likely to be supported in this round.</p> <p>Applications will need to be supported by established producers with existing scripted production credits.</p> <p>Priority will be given to projects with NZSPG potential.</p>
Supported Development	Applications with platform support	We encourage supported development (preferably with co-investment) from platforms that wish to commission and support children’s projects.

NZ On Air’s intent with the Unsupported Development tier is to support a small number of appropriate projects to get to the stage where they can demonstrate proof of concept internationally. It is intended as a way to find and support innovative, audience-focused local IP that has the potential to travel.

Further considerations:

- Projects should feature diversity in front of and behind the camera. It’s important that the behind-the-scenes staff are equally diverse and being inclusive at all stages of production is something we will look for in our assessment.
- Projects for younger audiences need to be crafted with an age-appropriate pace and style.

F. How to Apply

Production companies may submit up to a maximum total of three proposals (across Scripted production, and Scripted and Factual Content Development) to manage demands on the fund. We want your best ideas.

It is not a requirement to have a local platform attached.

G. Timeline

3 March 2023, 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.

30 March 2023, 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.

1 June 2023

Applicants notified of funding decisions.

This date may be extended at NZ On Air's sole discretion.

H. Audiences

Applications in this round are open for children's content aimed at these age groups:

- Preschool (0 – 4 years)
- Primary (5 – 9 years)
- Intermediate (10 – 12 years)
- Early College (13 – 14 years)

Our funding strategy outlines our goals for supporting content for targeted audiences. We welcome applications that tell stories by, for and about these audiences:

▸ Māori

Our Broadcasting Act mandate to promote Māori language and Māori culture, and our current te rautaki Māori (2018) remain the foundational documents that guide our Te Tiriti commitment in the children's content space. Our intent is to support the production of quality Māori content made for a general audience; to have good relationships with Māori content creators; and to uphold the mana tangata and mana iwi of funded content. We aim to provide audiences with content representing Māori perspectives, contributing to a visible Māori presence in media, and made with the appropriate kaupapa.

▸ Pacific

We honour the Pasifika communities we serve and will ensure content made for Pacific peoples in New Zealand is accessible, authentic, enjoyed and valued.

▸ Other ethnic populations

We honour the ethnic and migrant communities we serve, and we will support content serving ethnic communities 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 multiple 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.

The general guidelines for Factual and Scripted funding applicants can be found [here](#).

[The information and expectations document which we provide to assist commissioning platforms can be read here.](#)

[Here are the funding round deadlines for 2023/4.](#)