

Information for funding applicants – Industry Development



A. Purpose

1. These guidelines are for applicants intending to make a funding application to NZ On Air for Industry Development funding. In an environment where there are more applications than available funding, we want to show you how to submit an application.

B. Introduction

2. Industry Development funding 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.
3. Three types of industry-led initiatives are eligible:
 - ▶ **National Quality Awards** - to recognise high quality creative and technical work.
 - ▶ **National Industry Conferences** - to assist with the running costs of events of scale intended to connect and upskill broadcast or digital media professionals.
 - ▶ **Professional Development (groups)** - to support a small number of groups of early/mid-career production professionals to extend their skills.
4. This funding does not directly support content production. See the [funding strategy and the NZ Media Fund](#).
5. Here are the [funding round deadlines](#).

Funding round timelines and priorities

Industry Development applications can be considered at any round. You can find out application closing dates on our website and in our online application system. These cover:

- ▶ All applications must be made through [NZ On Air's online application system](#). Applications not submitted through this system will not be accepted.
- ▶ *Late applications will not be considered.* In exceptional circumstances, for time-sensitive projects, agreed prior by the Head of Funding or Head of Music, we may consider an out of time application.
- ▶ The date applicants are notified may be extended at NZ On Air's sole discretion.

C. Applying for Industry Development funding

6. You must be registered with NZ On Air's online application system, before you can submit an application. See funding.nzonair.govt.nz. You can register at any time and we encourage applicants to register well in advance of funding deadlines.
7. You will be asked to input a detailed description of the initiative, its logistics, other confirmed funding partners, the reason NZ On Air funding is necessary, and how the initiative contributes to the development of Great New Zealand Content.
8. Please have this information ready to upload when you apply.
9. You can save your application at any time throughout the process and come back to it via your dashboard.
10. Decisions will be made by the Chief Executive on advice from the Head of Funding or Head of Music.

D. Criteria

NATIONAL QUALITY AWARDS

11. NZ On Air may 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.
12. **NZ On Air's contribution will be:**
 - a modest proportion of the total event cost because significant numbers of other partners are involved and,
 - usually allocated to particular awards that recognise creative or technical excellence in television, radio, music and digital media production.
13. NZ On Air will expect naming rights.

NATIONAL INDUSTRY CONFERENCES

14. NZ On Air may support a national screen, community radio, or music industry conference or event intended to upskill and connect practitioners, advisers, and emerging industry personnel.
15. **NZ On Air's contribution will be:**
 - a modest proportion of the total event cost because significant numbers of other partners are involved, and
 - allocated to events of scale intended to upskill and connect significant numbers of people from different industry disciplines, or
 - 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.
16. NZ On Air will expect a number of complimentary admissions for Board and staff to be offered in return for support.

PROFESSIONAL AND SECTOR DEVELOPMENT

17. NZ On Air may support
 - a small number of 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, broadcast, music, or related industry activity.
18. These will be managed by recognised and representative screen, community radio, music, and digital media guilds or organisations.
19. Direct applications from individuals will not be accepted.
20. **For mentoring or upskilling schemes NZ On Air will:**
 - focus on mentoring or professional development schemes for a group of early/mid-career professionals with good track records.
 - usually require at least five people in the group and we expect diversity within the group
 - prioritise a clearly identified and important skills deficit
 - require a clear project plan with objectives, robust criteria and selection processes, a timeline and KPIs
 - for screen initiatives, target above-the-line personnel (producers, directors, writers) interested in television and/or digital media
 - provide no more than \$60,000 per scheme, preferably less, also preferably less than 60% of the total cost because other financial partners are involved

- ▶ not support initiatives targeting entry-level personnel.

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

- ▶ form a small part of a wider project supported by multiple agencies
- ▶ not exceed \$10,000 of NZ On Air funding per scheme and preferably be less.

E. How will we assess applications?

22. We have a fixed annual amount available for Industry Development. We will assess applications for awards, conferences or professional development using the criteria set out above, by comparing business cases, and selecting professional applications that clearly help NZ On Air meet its own objectives.
23. Once funds are exhausted we will not accept new applications.

F. The fine print

24. Please be aware that if your application is successful, among other requirements we will stipulate that:
- ▶ Applicants must be aware of their obligations under the Health and Safety at Work Act 2015.
 - ▶ NZ On Air funding will be clearly acknowledged. See our accreditation requirements [here](#).
25. Please also be aware that the following standard terms and conditions apply to your application. In submitting your application you are deemed to have read, understood and agree to be bound by these terms and conditions:
- ▶ you must bear all of your own costs in preparing and submitting your application
 - ▶ you represent and warrant that all information provided to us is complete and accurate
 - ▶ we may rely upon all statements made in your application
 - ▶ we may amend, suspend, cancel and/or re-issue these guidelines at any time
 - ▶ we may waive any irregularities or informalities in the application process
 - ▶ we may seek clarification of any application and meet with any applicant
 - ▶ we will not seek clarification of all applications or meet with all applicants
 - ▶ we are not bound to accept any application
 - ▶ you will not submit in your application any data that breaches any third party right (including intellectual property rights and privacy rights) or is objectionable, incorrect or misleading
 - ▶ we both agree to take reasonable steps to protect the other's confidential information. Our obligation to protect your confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions
 - ▶ there is no binding legal relationship between us: a successful application is only formally accepted if we provide you with a signed letter confirming funding.

Thank you!

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