

Round Tahi Information for Funding Applicants – Scripted, Non-Fiction, Content Development, Platforms



A. Purpose

This information is intended for applicants who are considering submitting a funding application for Round Tahi, the initial funding round of the financial year, across any of the following funding streams: Scripted, Non-Fiction, Platforms, Industry Development, or Content Development.

The funding allocations for this round are based on [our recently confirmed funding](#) for the 2023/24 financial year.

We have also recently released our new investment strategy, which can be [read here](#).

B. Introduction

NZ On Air's funding strategy is founded on core public media principles. We do this by funding **quality, diverse** and **discoverable** content that inspires, engages, and entertains local audiences.

Here are the [funding round deadlines](#) for financial year 2023/24.

C. Assessment criteria

Alongside our nine investment principles (page 15 of our [Investment Strategy](#)), we will additionally assess the following when evaluating applications:

- **Diversity, Equity, and Inclusion** – Does the content reflect the diverse makeup of New Zealand's population and provide opportunities for under-represented groups? Does it shed light on aspects of NZ culture, society, or people that are often overlooked or misunderstood?
- **Gender equality** – Will the project promote and uphold gender equality both on screen and behind the scenes?
- **Talent development** – Is this project offering a supportive environment for early and mid-career writers and production creatives, particularly those who represent New Zealand's cultural and ethnic diversity, to hone their skills?
- **Regionalism** – Will this production showcase regions and communities that are seldom represented in local content, giving us a glimpse into parts of the country that we rarely see?

D. Round Tahi priorities

We welcome projects intended for both hard-to-reach and general audiences. Non-Fiction and Scripted applications will be considered (including children's content, podcasts, games as well as part-financing of feature films) as will applications for Non-Fiction and Scripted content development.

We will give priority to projects that cater to hard-to-reach audiences and have a practical distribution plan to ensure that the target audience is reached.

This round will also evaluate annual applications from existing funded platforms. Please note that this is a closed fund for platforms, and we will not be accepting new applications at this time.

See below for more information about the Non-Fiction, Scripted, Platforms, Industry Development and Content Development applications we are looking for:

Non-Fiction

A minimum allocation of \$12m has been allocated for Non-Fiction content in this round.

This round will accept Non-Fiction applications for screen (television and digital), podcasts and games as well as partial financing of feature films. Additionally, we will consider applications for children's Non-Fiction content, returning special interest journalism, documentaries, event coverage, comedy panel shows, and unscripted comedy shows.

Please note we are not inviting **new** journalism applications into this round. If you have any queries about this, please contact Gabriel Thomas on gabrielt@nzonair.govt.nz.

Scripted

A minimum allocation of \$7m has been allocated for Scripted content in this round.

For this round, we are accepting Scripted applications for screen (television and digital), podcasts, games, and partial financing of feature films. Drama and comedy content genres are both eligible, as is children's content.

Our primary focus is on funding Scripted projects that are <\$3m per project. This will allow us to respond in later rounds to any possible changes to the NZ Screen Production Grant (NZSPG) that might allow NZ On Air to support production funding of television and other non-feature film productions that access a NZSPG grant (beyond children's and animation which are already eligible).

Development

Both **Content** and **Industry** development applications will be considered.

- The round is only open to **content development applications** supported by a platform. Applications without platform support will be considered in Round Rua.
- The **Industry Development Fund** is accepting applications for all three of its strands in this round: Professional Development, National Conferences, and National Awards. If you have a new initiative for IDF, we encourage you to discuss it with Glenn at glenn@nzonair.govt.nz before submitting your application. Further information on IDF can be found [here](#).

Platforms

The Platforms funding stream is a closed fund for existing funded entities who deliver services to create and deliver audio/visual public media content of particular cultural or social value. These entities are described [here](#). Applications for new platforms will not be considered.

Games

In this round, we are prioritising games applications that target children and young people, particularly those in the Intermediate (10-12 years) and Early College (13-14 years) age groups. We encourage applications for games that are intended to be distributed on platforms outside of [HEIHEL games](#), as we want to expand our reach and impact.

We are looking for games that meet our assessment criteria as outlined in Section C.

We recognise that browser updates can affect how platforms and games function, so a plan for dealing with maintenance and updates should be included. It is also essential to consider the range of devices and browsers that users will use to access the content, ensuring compatibility with the platform and content. If you have any questions or would like to discuss your submission, please contact Amie Mills at amie@nzonair.govt.nz and Dan Milward at dan@gamefroot.com.

E. Timeline

6 April 2023

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.

27 April 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.

7 July 2023

Decisions confirmed, applicants notified.

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

F. Application Limits

To cope with the increasing demand for our funding and the resulting surge in declined applications, we are implementing application limits (per round) for producers/production companies and platforms.

Producers/production companies are limited to a maximum of four applications, with a maximum of two applications per category (Scripted, Non-Fiction, Content Development, Industry Development). Platforms, on the other hand, can submit up to 10 applications per round, without any restrictions per category within that total. It's important to note that the platform application cap does not apply to children's applications and returning series.

If you have a strong case for exceeding these limits, please contact the Head of Funding before submitting your applications. For any questions, please email amie@nzonair.govt.nz.

G. Platform Support

To be eligible for funding, Scripted and Non-Fiction screen applications must have the support of a local broadcaster or platform that has a proven track record of reaching local audiences. We strongly encourage the distribution of content across multiple platforms whenever feasible.

Podcast and game applications are eligible to apply for funding with distribution plans for international platforms, provided that they have a feasible distribution strategy that demonstrates how the target audience will be reached.

Supporting platforms should provide:

- free access to the content
- audience data and insights
- a well-considered and well-resourced marketing plan for reaching audiences
- an audience for funded content that is appropriate for the size of pūtea (funding) sought

- an established, viable business
- a sustained commitment to local content for New Zealand audiences
- co-investment - this demonstrates market attachment and strengthens the business case of an application.

Please note that if supporting platforms seek content exclusivity then appropriate co-investment in the production budget is required.

H. Health and Safety

Your production budget should consider the costs of operating in line with [ScreenSafe COVID-19 Health and Safety Protocols and general health and safety requirements](#). You can access other ScreenSafe Health & Safety Toolkit documents [here](#).

More information on our COVID-19 response is available on [our website](#).

I. General Guidelines

Information on how to make a funding application is [here](#).