



**New Zealand**  
FILM COMMISSION



Te Tumu Whakaata Taonga

# **New Zealand Film Commission**

## **Boost Funding - Guidelines for Applicants**

2018



## Introduction

Our job at the New Zealand Film Commission (NZFC) is ensuring New Zealand has a successful screen industry. Part of this is supporting the development of sustainable and successful screen businesses.

**Your application must be completed online through our application portal and is due by 9am on Monday January 28 2019. No late applications will be accepted. Decisions will be announced by the beginning of March, with contract negotiations to follow.**

## Boost Funding overview

The aim of Boost is to:

- accelerate the slates of active producers over a 12 month period;
- enhance the business sustainability of producers and screen businesses who have a strategic vision on the global screen marketplace and a plan to deliver on this.

The maximum level of support available is generally up to \$100,000 per application and subject to availability of funds. You may include 50-70 percent of funding tagged towards producer overhead costs and the other 50-30 percent must be spent on third party development costs. Expenditure must take place over 12 months. Any funds not drawn down within 12 months will lapse.

Funding will be provided as a grant. Recipients must provide an interim report at 6 months, and a final report at the end of the 12-month contract. The report will need to include details of how the Boost funding was spent on each project in your slate. Payment will be made in tranches to be negotiated on a case by case basis and will be based upon your goals and KPIs indicated in your application.

We encourage recipients of devolved funding schemes like Boost to consider ethnicity and gender diversity and reflect Aotearoa New Zealand society. We encourage applicants to have half of their projects with women in key creative roles, and to promote the authentic representation of Māori characters, stories, places, history and culture in New Zealand films (in front of and behind the camera). Progress towards our diversity goals will be tracked and reported on an annual basis.

Our funding is discretionary – that is, the NZFC chooses where best to apply the limited funding available. Our decisions are final. The criteria we apply may change from time to time, but our decisions will be consistent with the New Zealand Film Commission Act 1978.

## We are here to help

These guidelines are intended to help you deliver the strongest application possible. We recommend you discuss your application with our Devolved Development Co-Ordinator as you put it together.

To contact us

Email: [adrianner@nzfilm.co.nz](mailto:adrianner@nzfilm.co.nz) or 04 382 7681





## Who can apply

Applicants must be either:

An established producer (at least one 'produced by' credit on a feature film that has been released theatrically by a distributor) with strong screen production credits and an existing slate of projects in development and/or production OR

An established successful screen business (active for more than five years and with demonstrable production experience in television, commercials, new media, online or gaming) and an existing slate of projects in development and/or production.

All applicants must have at least one long form project on their existing slate that would be described as being in 'advanced development'. The NZFC determines whether a project is in advanced development with the following criteria: a) director attached; b) script at a stage that is advanced; c) project overall is market-ready/currently being packaged or financed.

To be eligible for funding, you must be a New Zealand citizen or permanent resident.

If the application is being made in the name of a company, it must be a New Zealand company; that is, the company must be incorporated and carrying out business in New Zealand, and its central management and control must be held by New Zealand citizens or permanent residents.

## Relationship to other NZFC funding

If your Boost application is successful, you will NOT be eligible to apply for Producer International Travel Assistance (PITA) funding until your Boost agreement has been completed and approved.

For projects both within and outside of your Boost slate you will now be eligible to apply for other Film Commission funding pathways including project development and Talent Development Funding, but you cannot apply for funding from Boost and another NZFC scheme to cover the same costs.

You cannot apply for Boost funding if you are already receiving Boost funding and have yet to fulfil your contractual obligations under that Boost contract by the application deadline. This includes approval by NZFC of contracted reports. Failure to provide the Boost funding reports in accordance with your contract will result in you being ineligible to apply for any other NZFC funding.

You cannot apply if your company is currently receiving NZFC Business Development Scheme funding and has not yet fulfilled your contractual obligations.

You cannot apply if you have any overdue contractual or reporting obligations to the NZFC.

## What you can apply for

The maximum level of support available is generally up to \$100,000 per application and subject to availability of funds.

You should only apply for actual and reasonable costs involved in progressing your project/s. You must provide a detailed budget of intended costs. See *Elements of your application* for the items you may include in your budget. We will not consider retrospective applications; that is, you cannot apply for funding to cover costs you have already incurred.





## Elements of your application

Set out your comprehensive plan for boosted slate development. This is your opportunity to show us that you have a realistic and clear plan for business development and how you will measure the success resulting from Boost funding. At a minimum your plan should include the following:

- A brief summary of you / your company including a history of past performance as well as your present position in the screen industry.
- Any existing projects in development (including the advanced development project) and any existing market relationships.
- A detailed proposal showing how you plan to enhance your business strategy, including your insights on the global marketplace and how your slate fits within your vision. This may include the following:
  - Insights, research, and experience from international screen market trends
  - Indicators of proposed sustainability
  - SWOT analysis (strengths, weaknesses, opportunities, threats)
- Concise, realistic and measurable six-monthly Key Performance Indicators (KPIs) or goals so that you, and we, can track your progress over the 12month funding period. Meeting these KPIs will be key to triggering drawdowns of Boost funding, so ensure these are goals you intend to meet. You should expect a percentage of the funding to be held back until delivery of a final report.

### **Slate - one (1) page summaries**

You must provide summary details for all the proposed projects on your slate, and how each project relates to your / your company's international vision.

### **Budget**

You must provide a detailed budget using the Boost budget template that clearly shows how the funding will be spent. This needs to include projected income from other sources. The costs that you can include in your budget are:

- Writer fees – see *NZWG Guide to Recommended Minimum Writing Rates*
- Project or professional consultant fees
- Extensions to rights or optioning costs
- Script assessment fees
- Director fees (unless the director is also the writer or script consultant)
- Project-related research costs
- Travel costs to market and market pitch materials
- Legal costs
- Producer fees
- Direct script and project-related overheads (such as printing, couriers, phone etc).





## **Rights**

You need to show that you hold or share intellectual property rights in relation to the projects. Please provide a list or table of the documents you hold evidencing those rights, and keep copies of the documents handy so that they can be provided to the NZFC on request. Our requirements are set out in our *Chain of Title information sheet*. You will not be eligible to receive any funding unless you hold the rights to the project(s).

## **Other NZFC projects and funding**

Let us know if you have other projects in active development with the NZFC or have current loans or grants, whether for the projects on your slate or for others. We also want to know about any outstanding reports/deliverables due on current NZFC loans, grants or equity.

**Your application must be completed online through our application portal and is due by 9am on Monday January 28 2019. No late applications will be accepted.**

## **Boost panel assessment criteria**

### **Boost decision criteria**

When considering whether traditional Boost applications are of sufficient quality and promise to attract assistance, we will take the following factors into account:

- Track record and expertise of the key personnel
  - Does the applicant or team have real knowledge of the international marketplace and the breadth of relevant skills and experience to deliver this?
  - How successful were previous productions, for example gross box office, TV ratings, A-List festival selections, awards, international sales?
  - What are your business strengths?
- Strength of proposal
  - Do you have a clear and simple vision that is informed, researched and engaged with current international screen markets and trends?
  - How well does your vision align with the aims of Boost and of the NZFC?
  - What difference will Boost funding make to your company or to progressing your slate?
  - Do you have a clear development strategy for the projects on your slate?
  - How will you measure progress in a clear definable way?
- Strength of the slate
  - How strong are the main ideas of the project/s?
  - Does the project/s have strong international market appeal?
  - What is the experience and ability of the talent attached to the project/s?
  - What is the likelihood of the films being financed?
- Diversity
  - Does your business and/or slate include female creative collaborators? We are encouraging recipients of devolved funding to fund half of their projects with female writers and directors.



- Does your business and/or slate include ethnic diversity that reflects contemporary Aotearoa New Zealand society?
- Quality of budget
  - Is the budget comprehensive and is it realistic? Does the budget include information on where other money will come from for the project/s and/or the business?

## What happens to your proposal

Written proposals via the online portal are due at **9 AM on Monday January 28 2019**.

Applications will be assessed by a panel comprising two external assessors and the NZFC Chief Executive. The Panel will make recommendations to the Chief Executive who will make the final decision.

## Next steps

If you are successful, you will need to enter into a funding agreement with us for your Boost funding. No payments will be made until you have entered into a funding agreement with us.

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A final reminder that if you have any questions please contact our Devolved Development Co-ordinator by email [adrianner@nzfilm.co.nz](mailto:adrianner@nzfilm.co.nz) or phone (04) 382 7681.

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