



**New Zealand**  
FILM COMMISSION



Te Tumu Whakaata Taonga

# **New Zealand Film Commission**

## **Film Festival Fund**

### **– Guidelines for Applicants**

June 2019

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You are encouraged to read these guidelines carefully as they are intended to help you deliver the strongest application possible.

Please get in touch well before making a formal application, as we can offer helpful advice and guidance.

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## Introduction

The New Zealand Film Commission supports established New Zealand based film festivals through the Film Festival Fund.

Film festivals are integral to New Zealand's cultural landscape, not just because they offer New Zealand filmmakers a platform on which to showcase their films to local audiences, but also to provide opportunities for New Zealanders to see high calibre international films that may not otherwise be released in cinemas.

International films screened in festivals offer insight into cultures and ideas different to our own. These films promote discussion as they broaden and inform our perspective on the world and its people.

Festivals invite international filmmakers to introduce and discuss their films, providing valuable opportunities for our filmmaking talent to learn and network and to establish connections with the worldwide filmmaking community.

Having a film screened in a New Zealand film festival can be an important stepping-stone for filmmakers. Experience gained through being screened in a local festival, in front of a local audience, can be valuable when taking films to larger international festivals and markets.

Attending film festival screenings is a communal experience. In a world where we increasingly access moving image material on personal screens, film festivals foster community and remind audiences of the power and beauty films can have when shown on a big screen. This, in turn, supports the exhibition business which relies on people attending films in cinemas.

## Film Festival Fund Overview

The Film Festival Fund supports film festivals throughout New Zealand annually.

Applications are for one year, and funding is discretionary – that is, the NZFC chooses where best to allocate the available funds. All funding is dependent on the availability of funds in a given year.

Decisions are final. The criteria applied may change from time to time, but all decisions will be consistent with the New Zealand Film Commission Act 1978.





## Here to help

These guidelines are intended to help you deliver the strongest application possible. The Marketing Team is available to discuss your festival's eligibility before making an application.

To contact us email [marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz).

## Who can apply

To be eligible to apply for the Film Festival Fund you must be a recognised organisation programming a New Zealand-based film festival. Your festival must:

- Programme both New Zealand and international films
- Show films across a diverse range of genres and styles
- Have a programme of at least ten films screening during the festival's duration
- Screen in at least three major centres, including at least one in the South Island
- Show significant growth over the last three years
- Encourage diverse theatrical audiences of all ages and ethnicities.
- Show that the festival could continue after the funding period ends.

## How to apply

**Apply through the online application portal at <https://funding.nzfilm.co.nz/>.**

Allow time to complete your application.

**The deadline for the Film Festival Fund is Friday 19 July 2019.**

Applications must be received by **1pm** on the deadline day.

It's important you provide as much information as you can to help the NZFC make a full and fair assessment. Late or incomplete applications will not be considered.

The information required in your application will be outlined in the next section.





## What to include in your application

The Film Festival Fund offers funding for a single year, so your application needs to address how your festival proposes to achieve the following goals over that period:

- Audience growth
- Increased and more diverse audiences for the New Zealand films included in the festival programme
- Strong programming vision for diverse and high-calibre New Zealand and international films across a mixture of genres and styles
- Increased audience engagement with film culture
- Opportunities for New Zealand filmmakers to connect and network with international filmmakers and film markets
- Ongoing sustainability – will the festival have the ability to continue when the funding period is over?

### Your application must include:

- A comprehensive overview of the festival, its objectives and its audience growth over the last three years
- A marketing plan in which you identify the audience for your festival and how you propose to reach them
- A comprehensive and realistic budget

## What happens to your application

Applications are assessed by a panel of NZFC staff including the Head of Marketing and Chief Operating Officer.

This panel will make recommendations to the CEO who will give final approval for funding.

## Next steps

Applicants will be contacted as soon as possible after a decision is made.

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A final reminder that if you have any questions please contact the NZFC's Marketing Team:  
[marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz).

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