



Ara ki Te Puna Kairangi (‘The Premium Development Fund’)

He Aratohu mā ngā Kaitono Guidelines for Applicants

July 2021

Īmera mai, mēnā he pātai tāu.

If you have any questions, please consult the [Premium Fund FAQ](#)

You are welcomed to submit your enquiry to the e-mail the fund

premiumfund@nzfilm.co.nz

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- A detailed list of documentation required to make an application can be found in the ***PREMIUM DEVELOPMENT FUND SUBMISSION CHECKLIST***.
- The core conditions of the Premium Fund are set out in the ***PREMIUM FUND TERMS OF TRADE***.
- For any enquiry, please make sure you have read the ***PREMIUM FUND FAQ*** in the first instance.

KUPU WHAKATAKI - INTRODUCTION

Ara ki te Puna Kairangi – The Premium Development Fund (**‘Ara ki te Puna Kairangi – Premium Development’**) is designed to support projects that are ambitious and bold with significant international appeal. They should represent a step change to support high quality productions.

We anticipate this funding will have wide benefits to the sector, providing potential opportunities and support for proposals that may ultimately be progressed outside of Te Puna Kairangi – Premium Productions for International Audiences Fund.

Ara ki te Puna Kairangi – Premium Development will be available at a level to ensure fulltime commitment to executives and writers where possible. We anticipate projects applying will already be initiated and have strong supporting material.

Ara ki te Puna Kairangi – Premium Development had a total budget of \$2,000,000. In the first round \$1,500,000 was awarded to 19 projects. There is therefore \$500,000 available in this second round.

Te Tumu Whakaata Taonga New Zealand Film Commission (**‘NZFC’**), Irirangi Te Motu New Zealand On Air (**‘NZ On Air’**) and Te Māngai Pāho (**‘TMP’**) (**‘The Agencies’**) have worked closely on the design of **Te Puna Kairangi - Premium Fund**. The Agencies will continue to work together throughout the implementation to delivery stages of both the production and development strands.

The NZFC is responsible for administering **Te Puna Kairangi - Premium Fund** including **Ara ki te Puna Kairangi – Premium Development**, and all applications must be made through the NZFC’s online portal. The portal will be accessed through the funding page on NZFC’s website once available.

KO WAI KA ĀHEI KI TE TONO - WHO CAN APPLY?

To be eligible for **Ara ki te Puna Kairangi – Premium Development**, the lead applicant must comply with the requirements set out in the **Premium Fund Terms of Trade**, including:

- ✓ be a NZ citizen or permanent resident; and

- ✓ be the (one of the) NZ producer/s of the project; and have at least one ‘produced by’ credit in one of the eligible formats. If this credit is not in the format they are applying for, then they must have another member of the producing team with a ‘produced by’ credit in the format they are applying for.
- ✓ apply through a NZ company that is an established NZ screen business.
- ✓ be able to demonstrate that the project has, or is to have, significant New Zealand content (as determined in accordance with the New Zealand Film Commission Act 1978); and
- ✓ have (or share, if a co-production or partnership) all, or the ability to obtain all, necessary rights/copyright/intellectual property to develop the project; and
- ✓ provide required documentation as outlined in these *Premium Development Fund Guidelines*, the *Premium Development Fund Submission Checklist* and the *Premium Fund Terms of Trade*.
- ✓ Where applicable, be able to demonstrate that cultural considerations, protocols, and personnel relating to Māori interests have been appropriately considered and established.

HE AHA NGĀ KAUPAPA TONO - WHAT CAN I APPLY FOR?

Eligible formats are in three categories, but have **exclusions to be noted**:

- **Feature films** including but not limited to drama, documentary, children's and animation intended to be no less than 80 minutes (exclusive of credits), commonly screened as the main attraction in commercial cinemas and recorded in one of New Zealand's three official languages – Māori and/or English, and/or New Zealand Sign Language.
- **a single episode programme** (including a telefeature or feature length content that is not primarily intended for exhibition to the public in cinemas) intended to be at least 52 minutes (exclusive of credits) in length, including but not limited to drama, documentary, children's and animation;
- **a series or season of a series** including but not limited to drama, documentary, children's and animation being a programme with a common theme or themes consisting of at least two episodes that are intended for release together in national and international markets.

Exclusions to be noted:

- There are no restrictions on genre and content (subject to the conditions of the *Premium Fund Terms of Trade*), but some productions are not eligible for this Fund:
 - × Projects that are registered or will register for International NZSPG;
 - × Advertising programmes or commercials;
 - × News or current affairs programmes;
 - × Productions of a public event or live event, including sports events, stage plays, music concerts, dance performances or comedy shows;
 - × Lifestyle and Reality TV;
 - × a discussion programme, current affairs programme, news programme, panel programme, or a programme of a like nature;
 - × pornography;
 - × a training programme;
 - × Interactive and Gaming projects;
 - × Content exclusively for video sharing websites or social media.

NGĀ ĀHEINGA KAUPAPA - KEY CONDITIONS

- The majority of **key creative roles** (e.g. producer, director, script writer, series creator, showrunner, animation director) should be held by New Zealanders. Regardless of the above, there must be at least one New Zealand writer.
- For key creative roles proposed to be filled by non-New Zealanders, you will be required to strongly demonstrate how they will enhance the project meeting the key objectives of the Premium Fund.

The number of applications per production company is limited to **two**. An individual producer also can only submit up to two applications (even if they are with different entities). This cap does not include the Premium Production application submissions, you can have up to two development applications and up to two production applications simultaneously.

- Re-submissions of projects submitted to round one may be accepted subject to the agencies' satisfaction of a written narrative setting out the significant changes and development that the project has achieved since the previous submission.
- Applications for returning series must provide a written narrative explaining why this is a step change for the project, and why it can not be funded through existing funding channels.
- A same project cannot be submitted to the Premium Production Fund and Premium Development Fund simultaneously.
- Applicants can apply for up to \$100,000 for animation projects, \$80,000 for other projects, or \$60,000 for returning series or sequels.
- There is **no requirement** to have secured Private International Investment for Premium Development Funding.

- An **indicative audience engagement plan** will be required for domestic and international audiences which demonstrates your intended path to market.
- Market commitment is **optional** at this stage, however projects with match funding or market commitment/s (with or without funding attached) are welcome.
- Applicants must **own** (or in the case of a co-production or partnership, share) **the copyright in the production**.
- **Official Co-productions** are eligible to apply.
- The intended **filming location should be indicated at the development stage**. While the majority of filming must be in New Zealand, positive consideration will be given to projects with all filming to be done in New Zealand.
- The Premium Fund will provide each award as a **non-recoupable grant**. Grants may be applied as additional Producer Equity if the project goes into production. Development co-investment or match-funding is allowable.
- There is **no minimum requirement** for ‘Aotearoa New Zealand Content’ (subject to compliance with the *Premium Fund Terms of Trade* requirements around Significant New Zealand Content). *Aotearoa New Zealand Content is commonly interpreted as content that reflects settings, stories, places and people that are recognisably from Aotearoa New Zealand.
- Applications that involve a Māori Story must have Māori attached in **two out of three key creative roles** (e.g. producer, director, script writer, series creator, showrunner, story producers, animation director). The application should also reflect Intellectual Property (‘IP’) sharing and commitment to capacity and capability building to achieve mutually agreed aspirations as informed by the principles of Te Tiriti o Waitangi and Te Ao Māori.
- You will be required to credit the Premium Fund for development support.

- The Agencies reserve the right at any time to review and vary the *Premium Fund Development Guidelines*, *Premium Fund Development Submission Checklist* and *Premium Fund Terms of Trade*.

Relationship to other NZFC / NZ On Air / Te Māngai Pāho funding

- Investment from other government agencies such as NZFC, NZ On Air and Te Māngai Pāho is **permitted** alongside the Premium Fund. The usual terms and requirements from other funding avenues remain in full effect.
- If the project is awarded **Ara ki te Puna Kairangi – Premium Development**, the amount will not be counted as part of the NZFC development cap of \$80,000.
- If the project you are looking to apply with has previously been granted development funding from TMP, NZ On Air and/or NZFC, you are eligible to apply for **Ara ki te Puna Kairangi – Premium Development** but it must be for other costs.
- Applications may be ineligible for funding if the applicant (whether that is as an individual or under a company) has outstanding reports or deliverables to NZFC, TMP, and/or NZ On Air funding or are otherwise in breach of any contract with NZFC and/or TMP and/or NZ On Air.

HE AHA TE MEA KA TAEA E KOE TE TONO? - WHAT CAN YOU APPLY FOR?

You will need to provide a budget breakdown of the global development costs. This should include development expenditure to date and projected development costs. The intended use of the Development Fund should be clearly indicated. You should also provide a development finance plan clearly showing investment funds (sources to date and projected funds) in NZD.

The fund is not intended to cover retrospective costs, but producer costs to date for third party expenditure should be included in the budget breakdown and development finance plan.

Specifically, applications to Premium Development may include, but is not limited to:

- Feature drafts / Documentary treatment
- Episode drafts
- Advanced pilot drafts
- Pitch and short form documents incl. a bible
- Writers' rooms
- Showrunners
- Script Editors
- Research costs
- Character development (animation)
- Archive footage research
- Key international casting for finance purposes only
- Mood/look books
- Market attachment work/market attendance whether virtual or real
- Legals
- Budgets & Schedules
- Package-critical location scouting
- Producer and/or EP fees (expenditure on fees & overheads to be broken down)

Costs not eligible include those incurred during principal photography, or costs related to active pre-production ie. directly leading to commencement of principal photography. Development costs are to support packaging and financing and execution of the documents which allow projects to commence active production.

KAUPAPA AROMATAWAI - ASSESSMENT CRITERIA

Applications for **Ara ki te Puna Kairangi – Premium Development** will be assessed against the five following key objectives, as well as giving an overarching consideration to the purpose of **Te Puna Kairangi - Premium Fund** which is to support Premium Productions for International Audiences.

- Boost economic growth through the attraction of international investment and market partners.
- Increase employment through providing jobs to NZers.
- Create cultural benefit through providing the resources to tell NZ screen stories at a scale not previously possible, and support Māori cultural aspirations.
- ‘Speed to Market’. Respond to COVID-19 by distributing money quickly.
- Develop the skills and capability of people in the NZ screen sector.

ME PĒHEA E TONO - HOW TO APPLY

- Applications will only be accepted if they are submitted through the portal on the funding page of NZFC’s website before the published deadline. The portal will open for submissions on **23rd August 2021**. If you have not applied for NZFC funding before you will need to create an account on the portal first.
- The deadline for applications for the second round of development financing is **1pm, 14th September 2021**.
- Your application will autosave on the portal as you work on it and will be available for you to update or change when you go back into the portal before the published deadline. You will be asked to check your application before you finally submit it. You will receive a confirmation of submission by e-mail.
- Once the deadline is reached, the funding round will close, and the portal will no longer be available for submissions. Late or incomplete applications will not be considered. Any unsolicited additional information provided after the deadline will not be accepted.

- Please note that by submitting your application, you acknowledge and agree that your application may be reviewed by External Assessor/s, and you also accept that their identity may be required to be kept strictly confidential.
- The Agencies will use reasonable efforts to maintain the confidentiality of the information provided by the applicant. Any information you provide to the Agencies, or any Agency, in connection with the Premium Fund, is subject to Official Information Act 1982 (OIA) requests. In processing a request under the OIA, the relevant Agency will consult with the relevant applicant prior to making a decision to release or withhold the information.

WHAKARITENGA TONO - APPLICATION PROCESS

SUBMISSION DEADLINE

Applications for the second round to be submitted through the portal to NZFC by 1pm on the 14th September 2021. Late or incomplete applications will not be accepted.

Application Window: 3 weeks

ELIGIBILITY

Once your application is received, it will be checked for eligibility in line with these guidelines. If you are informed that your application does not meet requirements it will be deemed ineligible for this funding round.

Incomplete applications will be considered ineligible.

Subject to the volume of applications to process, agencies aim for a week to process eligibility.

ASSESSMENT

The assessment of eligible applications will be done by NZFC, NZ On Air and TMP who may engage external NZ and international assessors to provide independent assessments. The applications will be assessed against the Assessment Criteria set out in these guidelines.

Applicants may be required to provide additional documentation as part of this process. Applicants and key creatives may also be requested to attend a videoconference meeting with personnel from NZFC, NZ On Air and TMP.

Following such assessment the Kaihautū Te Puna Kairangi, Co - Heads, Premium Production Fund will make funding recommendations to the Chief Executives of NZFC, NZ on Air and TMP.

Assessment phase:
10 weeks

DECISION

NZFC staff will notify applicants following CEO decisions. Decisions will be made at the discretion of the CEOs after consideration of the recommendations put forward to them. In all cases the decision of the CEOs is final.

Early December
2021

TE HUARAHI WHAKAMUA - NEXT STEPS

- Successful applicants will be notified of the decision outcome by a decision email advising when the Premium Development Agreement will be presented to them.
- Unsuccessful applicants will be notified of the decision outcome by a decline letter. We may not be able to provide individual written feedback to all applicants.
- For successful applicants, the conditions required to be met will be set out in the Premium Development Agreement. Drawdowns of funding will be as per the Premium Fund Terms of Trade.
- Funding offers are valid for a **limited period**, dated from the offer of funding.

ĒTAHI ATU PŪTEA - OTHER FUNDING

If you feel like your project does not meet the key objectives and criteria of Premium Development, you should instead consider applying through other funding avenues that NZFC, NZ On Air and TMP offer, depending on the structure of your project. Please get in touch via the relevant email addresses listed below for more information about other funds offered:

- NZFC - info@nzfilm.co.nz
- NZ On Air – info@nzonair.govt.nz
- Te Māngai Pāho – Lynne@tmp.govt.nz

A final reminder that If you have any questions, please read the [Premium Fund FAQ](#) and/or e-mail premiumfund@nzfilm.co.nz as far in advance of the application deadline as possible.

Change Log July 2021

- *Update on funds remaining for Round 2*
- *Clarity around credits required in the project team*
- *Removal of reference to NZ and non-NZ directors and intern requirements*
- *New application for funding deadline*
- *Revised funding caps for returning series, other projects, and animation.*
- *Clarity around requirements for resubmissions and returning series*