



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

Round 2

He Aratohu mā ngā Kaitono Guidelines for Applicants

September 2021

Īmera mai, mēnā he pātai tāu.

You are welcomed to submit any enquiries to 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***.

Change Log for issued document in 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

Change Log for issued document in September 2021

- Updated eligibility criteria
- New dates for round 2
- Updated Key Conditions
- Updated settings related to Māori content
- Updated Assessment information

KUPU WHAKATAKI - INTRODUCTION

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

We anticipate this development funding will have wide benefits to the sector, providing potential opportunities and support for proposals that may ultimately be progressed and financed 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 on the project where possible. We anticipate projects applying will already be initiated and have strong supporting material.

Ara ki te Puna Kairangi – Premium Development was allocated a total budget of \$2million from the total Premium Fund of \$50million. In the first round \$1.5million was awarded to 19 projects. Therefore \$500,000 is 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 meet the **applicant eligibility** and **content eligibility** requirements set out below and provide the required documentation as outlined in these *Premium Development Fund Guidelines*, the *Premium Development Fund Submission Checklist* and the *Premium Fund Terms of Trade*.

APPLICANT ELIGIBILITY:

An applicant must:

- ✓ be a NZ citizen or permanent resident;
- ✓ be the (or one of the) NZ producer/s of the project;
- ✓ For Development Funding the applicant must be able to demonstrate at least one ‘produced by’ credit in one of the eligible formats and genre. If this credit is not in the format and genre they are applying for, then they must have another member of the producing team with a ‘produced by’ credit in the format and genre they are applying for.
- ✓ Apply through a company incorporated and carrying on business in New Zealand (‘NZ’) and which has its central management in New Zealand (at least one of the directors of the applicant company must be held by a NZ citizen or Permanent Resident);’
- ✓ be able to demonstrate that it owns (or in the case of a co-production or partnership, share) all necessary rights to develop the project and has on the ability, on commencement of production, to obtain the copyright in the project.

The eligibility requirements for applicants will also apply to the contracting entity or entities (if different from the original applicant), including any special purpose rights holding companies referred to in the application. Failure to provide relevant information will result in the application not being eligible to be assessed.

CONTENT ELIGIBILITY:

Your project must meet the requirements of the New Zealand Film Commission Act 1978 (the “**Act**”) by:

- ✓ **having significant New Zealand content** as determined by section 18 of the Act; and
- ✓ **qualifying as a ‘film’** as determined by section 2 of the Act

Further detail about these are set out in the Premium Fund Terms of Trade. Your project must also be one of the **eligible formats**.

Eligible formats

Eligible formats include feature films, single episode television or non-feature films and series productions including but not limited to drama, documentary, children’s and animation. These categories have restrictions to be aware of:

- **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.

There are no restrictions on genre and content but some types of productions are not eligible:

- 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.

The failure to meet these requirements will result in the application not being eligible to be assessed.

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 Development Fund.
- The number of applications per production company is limited to **two per round**. An individual producer also can only submit up to two applications (even if they are with different entities). This limit does not include applications to the Premium Production Fund. You can have up to two development applications and up to two production applications simultaneously.
- Development projects submitted to round one that were unsuccessful may be re-submitted to round two 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.

- Development projects submitted to round one that were successful may not apply in this round.
- A project cannot be submitted to the Premium Production Fund and Premium Development Fund simultaneously.
- Applications for development of a **future season of returning series** (meaning not the first season of the project) must provide a written narrative explaining why this future season is a step change for the project, and why development cannot be funded through existing funding channels.
- Applicants **can apply for** up to \$100,000 for development of animation projects, \$80,000 for development of other eligible formats, or \$60,000 for development of future seasons of returning series or sequels.
- There is **no requirement** to have secured Private International Investment (see *Premium Fund Terms of Trade*) 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 market commitment/s (with or without funding attached) are welcome.
- **Official Co-productions** are eligible to apply.
- Development co-investment or match-funding is **allowed**.
- 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 Development funding will be provided as a **non-recoupable grant**. It may be treated as 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’ ‘Aotearoa New Zealand Content’ is commonly interpreted as content that reflects settings, stories, places and people that are recognisably from Aotearoa New Zealand. Please note you must still meet the Significant New Zealand Content requirement under the Act.
- Applications that involve **Māori content** (as defined in the *Premium Fund Terms of Trade*) should reflect Māori representation in the creative team, that is commensurate to the level of Māori content and capacity required for the production. For further information about *Te Rautaki Māori*, please refer to the *Premium Fund Terms of Trade*.
- If successful, you will be required to **credit** the Premium Fund for development support.
- The Agencies may vary the *Premium Fund Terms of Trade* and the *Premium Fund Guidelines* at any time. When an application is received, the *Premium Fund Terms of Trade* and the applicable *Premium Fund Guidelines* that are current at the time of receiving the application will apply to that application.

RELATIONSHIP TO OTHER NZFC / NZ ON AIR / TE MĀNGAI PĀHO FUNDING

- Development funding from other government agencies such as NZFC, NZ On Air and Te Māngai Pāho is **permitted** alongside the Premium Development 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 funding sought from the Premium 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 development costs to date for third party expenditure should be included in the budget breakdown and development finance plan.

Specifically, applications to **Ara ki te Puna Kairangi – Premium Development** may include, but are not limited to, funding for:

- Feature drafts / Documentary treatment
- Episode drafts
- Advanced pilot drafts
- Pitch and short form documents including a series 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
- Legal costs
- Preparing budgets & Schedules
- Package-critical location scouting
- Producer and/or EP fees (expenditure on fees & overheads to be broken down)

Costs not eligible for development funding include those incurred during principal photography, or costs related to active pre-production ie. directly leading to commencement of production/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

The Applications for **Ara ki te Puna Kairangi – Premium Development** will first be assessed against the applicant and content eligibility criteria (as outlined in these *Premium Fund Development Guidelines* and the relevant provisions of the *Premium Fund Terms of Trade* as applicable).

Only those applications assessed to meet these requirements will be considered eligible to move into the secondary assessment phase.

In the secondary assessment phase, applications will be assessed against the five key Objectives of the Premium Fund.

The five key Objectives are:

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

All eligible applications will go through the same assessment process. There will be no shortlisting.

Assessment against the five key objectives is undertaken by the Te Puna Kairangi team (with input from the Agencies' staff as required) and External Assessors who provide independent perspectives (they may be internationally or locally based and will have various areas of specialisation, including development), and cultural assessors (where relevant).

The total score for each project will include scoring from Internal and External Assessors, with each objective evenly weighted.

The External Assessors are sourced from the pool published on the NZFC website: [External Assessor Process for Production and Development Funding \(nzfilm.co.nz\)](https://nzfilm.co.nz/external-assessor-process-for-production-and-development-funding)

Conflicts of interest will be managed through the portal.

To provide meaningful evaluation, External Assessors will be provided with the following prompt questions relating to each of the five key Objectives to elicit the perspective they can provide.

They will also be asked to provide written feedback relevant to their expertise which may be based on some of these prompt questions. Therefore, the written feedback may not directly reflect the totality of the Objectives judged on but are elements that the external assessors will be considering when assessing the projects.

These prompt questions as related to each Objective are noted below.

KEY OBJECTIVES	PROMPT QUESTIONS FOR EXTERNAL ASSESSORS
<p>Boost economic growth through the attraction of international investment and market partners in New Zealand’s screen sector.</p>	<ul style="list-style-type: none"> ➤ <i>Does the project, once developed, have the potential to attract International Market Investment and international market partners? Would you be willing to stand behind this project and put it in front of potential international investors and market participants?</i> ➤ <i>Does the project have potential to resonate with international audiences?</i> ➤ <i>Does the project appear to have potential for longer term economic benefits to the NZ screen sector such as relationship development, business sustainability, halo effect?</i>
<p>Increase employment through providing jobs to New Zealanders in the screen sector</p>	<ul style="list-style-type: none"> ➤ <i>Does the applicant demonstrate an understanding and ability to execute on a pathway to market in order to get this project made primarily in New Zealand with New Zealand key creatives and crew?</i> ➤ <i>Does this application demonstrate a viable plan and the credibility to attract known New Zealand talent and develop up and coming New Zealand talent? How appropriate is the proposed market package to achieve these aims?</i>
<p>Create cultural benefit through providing the resources to tell New Zealand screen stories at a scale not previously possible and support Māori cultural aspirations.</p>	<ul style="list-style-type: none"> ➤ <i>Is the project Bold and Ambitious?</i> ➤ <i>Does this project have any unique selling points/fresh elements or Voice?</i> ➤ <i>Do you consider it original, compelling, and exciting?</i> ➤ <i>Does the project demonstrate a high level of uniquely/specifically New Zealand content?</i> ➤ <i>Does this project have the potential to reveal anything new/interesting/original about New Zealand? Would these concepts/ideas appeal to audiences outside of New Zealand?</i> ➤ <i>Does it contribute to achieving a slate that represents a diversity of key creatives?</i> ➤ <i>Does it contribute to Māori cultural aspirations?</i>
<p>Speed to market' Respond to COVID-19 by distributing money quickly in the wake of the lockdown period to support the screen sector.</p>	<ul style="list-style-type: none"> ➤ <i>Are the existing creative materials well executed and does the development plan provide confidence that the applicant can deliver on the promise of the idea?</i> ➤ <i>Does the applicant have a clear plan of how to develop the project further?</i> ➤ <i>Is the project feasible and does the team have the capacity and capability to get the project into an advanced market ready stage?</i> ➤ <i>Are the proposed deliverables and development budget realistic and appropriate?</i>
<p>Develop the skills and capability of the New Zealand screen sector.</p>	<ul style="list-style-type: none"> ➤ <i>Does the proposed development plan represent career enhancing opportunities for those involved in the development process?</i> ➤ <i>Do the training and career progression opportunities outlined in the application in both entry and high level roles involve exciting upskilling, perhaps in new areas such as technology, regions, diversity, craft or mentorship value?</i>

DEVELOPMENT FUNDING RECOMMENDATIONS

The Co-Heads of Premium Fund and NZFC Head of Development and Production will review the assessments and present recommendations for development funding to the Agencies' CEOs based on the collated final scores against the five key Objectives, and any further relevant considerations covered in these *Premium Fund Development Guidelines* and the *Premium Fund Terms of Trade*.

DEVELOPMENT FUNDING DECISIONS

Development funding decisions will be made by the Chief Executives of the Agencies. The Chief Executives will meet to consider the development funding recommendations and will consider all eligible applications.

In making their funding decisions they can use their discretion to consider each application in light of the criteria as a whole and the totality of the applications in the light of the funds purpose and the intended outcomes of the Fund.

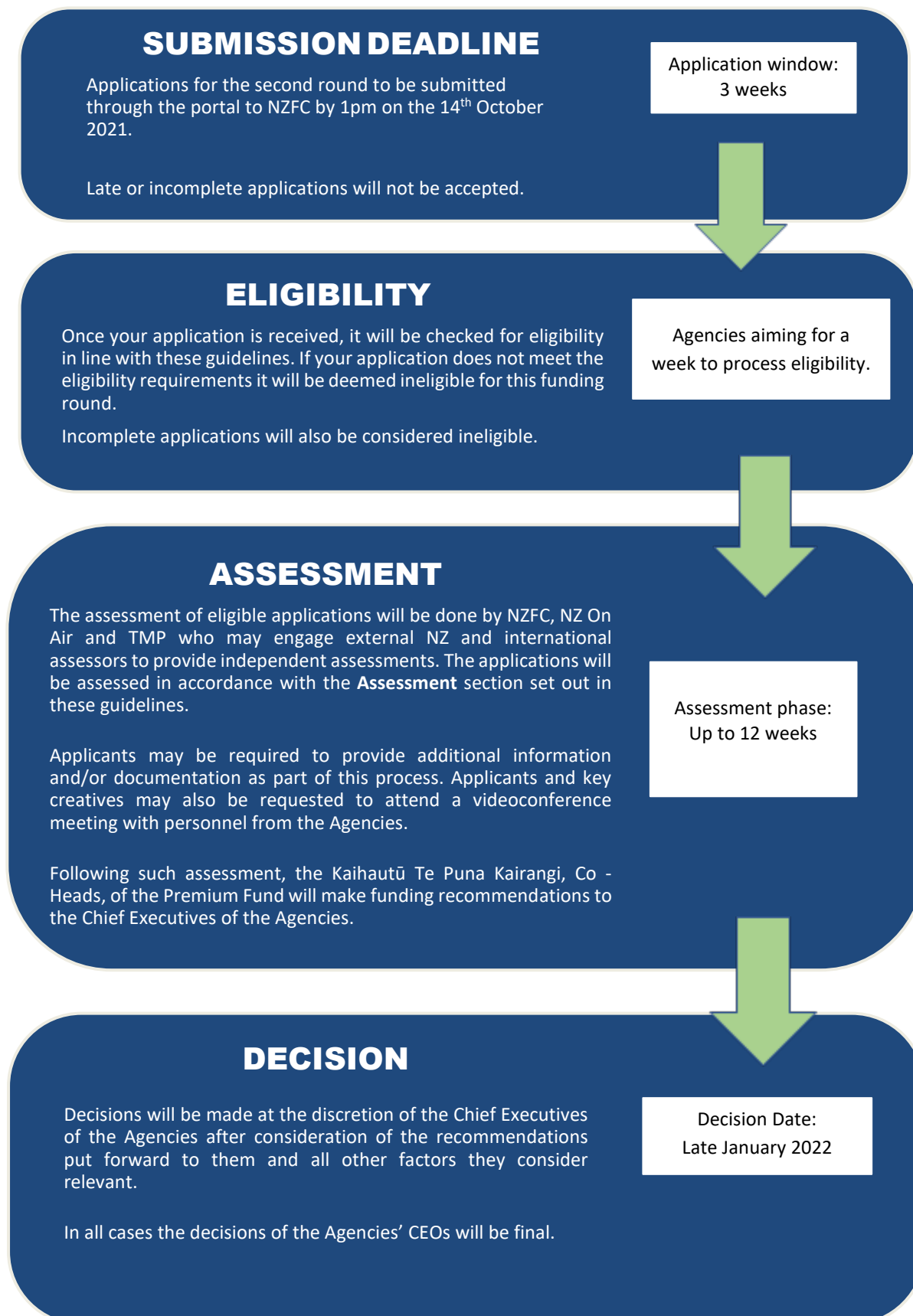
It is important to note that the Premium Fund was established to support development of individual projects that reflect the key objectives, and also to support the development of a range of productions, that, together in aggregate, are assessed to best deliver on the key objectives of the Premium Fund.

As a consequence, it does not necessarily follow that the highest individually ranked applications will all be successful, as consideration must be given to how the entire group of successful applications best meet, in aggregate, the overarching objectives of the Premium Fund.

In all cases the decisions of the Chief Executives of the Agencies will be final.

WHAKARITENGA TONO – APPLICATION PROCESS

This is the intended timeline and it is subject to the volume of applications to process.



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. 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 October 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 may seek to consult with the relevant applicant prior to making a decision on the OIA.

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 way of a decline letter.
- For successful applicants, the conditions required to accessing the development funding will be set out in the Premium Development Agreement. Drawdowns of funding will be as per the *Premium Fund Terms of Trade*.
- Funding offers will be valid for a **limited period of time**.

ĒTAHI ATU PŪTEA - OTHER FUNDING

If you feel like your project does not meet the key objectives and criteria of Premium Development Fund, you should instead consider applying through other funding avenues that the Agencies 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