



New Zealand  
FILM COMMISSION



Te Tumu Whakaata Taonga

# Boost Funding

## He Aratohu mā ngā Kaitono Guidelines for Applicants

January 2023

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Īmēra mai, mēnā he pātai āu.

If you have any questions, please e-mail [devolved@nzfilm.co.nz](mailto:devolved@nzfilm.co.nz)

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## RĀRANGI TAKE - CONTENTS

KUPU WHAKATAKI – INTRODUCTION	3
KO WAI KA ĀHEI KI TE TONO – WHO CAN APPLY?	4
NGĀ ĀHEINGA KAUPAPA – KEY CONDITIONS	5
RAUTAKI MĀORI	7
NGĀ MEA KA TAEA E KOE TE TONO – WHAT CAN YOU APPLY FOR?	8
ME PĒHEA TE TONO – HOW TO APPLY	9
TIKANGA AROMATAWAI – ASSESSMENT	10
WHAKARITENGA TONO – APPLICATION PROCESS	13
TE HUARAHI WHAKAMUA – NEXT STEPS	14
KUPUTAKA – GLOSSARY	15

- A detailed list of documentation required to make an application can be found in the ***BOOST FUNDING SUBMISSION CHECKLIST***.



## KUPU WHAKATAKI – INTRODUCTION

The New Zealand Film Commission (NZFC) is here to support the New Zealand screen industry, including the development of sustainable and successful screen businesses, which increases the diversity of Aotearoa New Zealand's screen practitioners.

Boost Funding is open to all eligible applicants, and sits alongside He Ara, which specifically targets funding for Māori and Pacific screen businesses and slate development.

**Boost supports the growth and sustainability of mid-career to experienced producers, established screen businesses with associated teams and key creatives attached to a strong slate of long-form screen projects in the eligible formats for this fund including film, television, animation and interactive.**

### **The key objectives of Boost Funding**

- Activate high impact, authentic and culturally significant stories by supporting the development of diverse screen projects that reflect Aotearoa New Zealand society.
- Facilitate dynamic pathways for outstanding people, projects, and businesses; and,
- Enhance the sustainability of producers and screen businesses, associated teams, and key creatives who have a strategic vision and a plan to deliver in a fast-changing environment.

The amount of Boost Funding available is up to \$75,000 plus GST (if any) per application, subject to availability of total funds.



## KO WAI KA ĀHEI KI TE TONO – WHO CAN APPLY?

To be eligible for Boost Funding, applicants must be a New Zealand citizen or permanent resident, **and be either**:

- An established producer with at least two ‘produced by’ credits on any of the following:
  - a feature film that has been released theatrically or on a premium SVOD service (such as Netflix, Amazon Prime);
  - a series broadcast on a premium SVOD service or on primetime free-to-air TV, and with an existing slate of projects in development and/or production;

**Or:**

- An established successful screen business, which:
  - has been active for more than five years and is a NZ company (the company must be incorporated and carrying out business in NZ, and its central management and/or control must be held by NZ citizens or permanent residents); and,
  - has demonstrable experience producing screen content in one or more of the eligible formats from development through to delivery, and an existing slate of projects in development and/or production.

Projects on your slate must be able to meet the significant New Zealand content requirement in accordance with section 18 of the New Zealand Film Commission Act 1978 ([\*New Zealand Content Information Sheet\*](#)).

**Eligible formats:** dramatic, animated, and documentary Feature Films; factual, drama or animation Series; and VR, interactive or games.

Projects cannot be any of the following: short film, television commercial, advertising programme, news and current affairs programme, lifestyle and reality TV programme, panel programme or programme of a like nature, gaming project, pornography, under academic assessment, or simple documentation or recording of a public or live event (including sports events, stage plays, music concerts, dance performances or comedy shows).



## NGĀ ĀHEINGA KAUPAPA – KEY CONDITIONS

- **Businesses Applying:** Only one application will be accepted from any one legal entity.
- **Current and Overdue Reporting:** You cannot apply for Boost Funding if you have any overdue contractual or reporting obligations to the NZFC, and/or you are already receiving Boost, Boost Up or He Ara funding.
- **Chain of Title:** You must hold or share all rights required to develop, produce, and distribute (in all media, worldwide and in perpetuity), all of the projects on your slate. If you are successful, the funding agreement you will be required to enter with the NZFC will require you to provide warranties to this effect.
- **Future financing:** While receiving Boost Funding recognises the potential of your project(s) and/or business, it does not imply an ongoing commitment to future NZFC financing. Your project does not have to have been awarded NZFC Development Funding for it to be eligible for NZFC Production Financing.
- **GST:** Because grants are subject to GST, if you are GST registered, GST will be added to the grant when it is paid.
- **Health and Safety:** If your application is successful, you will be required to provide warrants that each project on your slate will comply with all current health and safety laws, regulations, and protocols.
- **Nature of Funding:** Boost Funding will be provided as a non-recoupable grant. Expenditure must take place over nine months from the date of execution of funding agreement. Any funds not drawn down within that timeframe will no longer be available to you and the offer in relation to the remaining funding will be withdrawn.
- **Official co-productions:** If your project is intending to be an official co-production, it must have an experienced producer who is a New Zealand citizen or permanent resident. Funding is only provided for New Zealand-based or New Zealand-specific development costs. If you already have an international co-producer attached to you project/s from one of New



Zealand's official co-production treaty partners, and you are seeking matched development funding for that project, then you may wish to consider applying to the International Co-Development Fund (see the [\*International Co-Development Fund\*](#) guidelines).

- **Producer equity:** Should your project(s) go into production, Boost Funding must be represented in the budget and applied as producer equity in the finance plan.
- **Relationship To Other NZFC Funding:** You are eligible to apply for other NZFC funding including project development and talent development funding, but this must be for other costs that Boost Funding does not cover. If you are awarded Boost Funding, the amount allocated in your budget towards direct project costs for developing each project will be included when calculating the relevant NZFC development funding cap.
- **Slate:** You can have a maximum of three projects (minimum two) on your slate that you perceive will have meaningful impact on/benefits to your business to innovate and progress. Any existing market interest in any of the projects or the slate will be taken into consideration.
- **Spend Allocation:** You may allocate up to 50% of the funding towards producer company overhead costs and producer fees, and the rest must be spent on project development costs.



## RAUTAKI MĀORI

The aim of Te Rautaki Māori Strategy is to work in partnership to achieve mutually agreed aspirations. This strategy and its execution will be informed by the principles of the Treaty of Waitangi and Te Ao Māori. Its mission is to champion Māori Screen Stories and Screen Practitioners in partnership with the Māori Screen Sector within Aotearoa and to the world.

Productions with Māori content (see Glossary) should demonstrate involvement of Māori in the project and provide details of this in the application, which may include, where applicable:

- Engaging early with secured advisors and/or creatives with the cultural competency, mātauranga Māori, te reo me ona tikanga (Māori language and cultural practices), and authority to lead and assure the Māori content as part of, or alongside, the creative team.
- Reflecting Māori representation in the creative team commensurate with the level of Māori content and capacity required for the production through to release. Generally, projects with significant Māori content should have a higher proportion of key creative roles leading the project e.g. producer, director, script writer, animation director.
- Demonstrating a clear partnership or engagement with, or inclusion of Māori creatives or advisors, and whānau, hapū and/or iwi across the production, to ensure genuine consultation and where necessary, permission for use.
- Demonstrating benefit to the Māori filmmaking industry or local communities through the narrative, or production in those regions or local tribal communities.

For queries regarding Te Rautaki Māori, contact [rautaki@nzfilm.co.nz](mailto:rautaki@nzfilm.co.nz).



## NGĀ MEA KA TAEA E KOE TE TONO – WHAT CAN YOU APPLY FOR?

You should only apply for actual and reasonable costs involved in progressing your projects and achieving your stated business and project outcomes.

### **Costs you can apply for (project funding):**

- costs for researching, developing, and progressing the slate;
- writer fees – see [NZWG Recommended Screenwriting Rates Guide](#);
- extensions to rights or optioning costs;
- script assessment fees and/or professional consultant fees;
- director fees (unless the director is also the writer or script consultant);
- interactive designer, game artist, programmer and/or developers' costs;

### **Costs you can apply for (overhead funding):**

- producer fees;
- direct script and project-related overheads (such as printing, couriers, phone, software licenses, server costs etc);
- legal and accountancy costs;
- general overheads including staffing and rentals; and,
- marketing and packaging costs.

### **Costs you cannot apply for:**

- costs covered by other funding sources, including NZFC slate funding, market travel funding or other development funding (i.e., no double dipping);
- non-New Zealander 'above the line' (producer, writer, director) fees;
- initial option payments; and,
- costs already incurred.





## ME PĒHEA TE TONO – HOW TO APPLY

### To apply for Boost Funding:

- Read the Boost Funding Submission Checklist.
- Your application must be completed online through the NZFC's [application portal](#) which is open for applications from 19 January 2023.
- Deadline for applications is **1pm Monday 13 February 2023**.
- Late or incomplete applications will not be accepted unless there are exceptional circumstances such as a technical difficulty with the application portal and you notify the NZFC immediately by emailing [funding@nzfilm.co.nz](mailto:funding@nzfilm.co.nz). 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 assessors, and you also accept that their identity may be required to be kept strictly confidential.
- Any statistical or demographic information provided as part of your application is not available to external assessors. The data collected is aggregated and used only in meeting the NZFC's reporting requirements.
- The NZFC will use reasonable efforts to maintain the confidentiality of the information provided by the applicant. Please note that any information you provide to the NZFC is subject to Official Information Act 1982 (OIA) requests. In processing a request under the OIA, the NZFC will consult with the relevant applicant prior to deciding to release or withhold information.

Applications for Boost Funding will be assessed against the following areas:

- **Strength of the projects in your slate**
- **Track record and expertise of the key business personnel**
- **Strength of the business model**

Assessment will be undertaken by NZFC staff and external assessors. External assessors will be sourced from the pool published on the [NZFC website](#). You will be required to list any conflicts of interest at the time of application.

A conflict of interest may exist when an external assessor has a personal interest with the applicant, other creatives, or the project itself. Personal interests can be financial or relate to family, friends, and associates. A conflict of interest can be an actual conflict, a perceived conflict (a situation that others might see as a conflict), or a potential conflict (a situation that while not an actual or perceived conflict right now, could eventuate into an actual conflict).

You may be contacted with a request to discuss your submission via video conferencing or phone as part of the assessment process.

The following table outlines the considerations the NZFC uses to assess how applications perform against each of the criteria.



	<b>OBJECTIVES</b>	<b>WHAT WILL BE CONSIDERED</b>
<b>Strength of the slate</b>	Activate high impact, authentic and culturally significant stories including supporting the development of diverse screen projects that reflect Aotearoa New Zealand.	<ul style="list-style-type: none"><li>• Are the projects creatively strong and compelling?</li><li>• Does the slate promise to be high impact and relevant to the intended audience/s?</li><li>• Does the slate support the development of diverse screen projects that reflect Aotearoa New Zealand society? If applicable, does the applicant's slate promote the authentic representation of Māori in characters, stories, places, history, and culture?</li></ul>
<b>Track record and expertise of the key business personnel</b>	Facilitate dynamic pathways for outstanding people, projects, and businesses.	<ul style="list-style-type: none"><li>• Will the slate facilitate dynamic pathways for outstanding people, projects, and businesses?</li><li>• Does the producer or team have the breadth of relevant skills and experience to deliver? Consideration will be given to the success of the applicant's previous productions (particularly within the last five years), for example gross box office, ratings, A-List festival selections, awards, international sales, and platform presence.</li><li>• How strong are the applicant's existing business relationships including financiers and market partners? If applicable, does the applicant's business have a track record or expertise in involving Māori creative collaborators or key personnel?</li></ul>



	<b>OBJECTIVES</b>	<b>WHAT WILL BE CONSIDERED</b>
<b>Strength of the business model</b>	Enhance the sustainability of producers and screen businesses, associated team and key creatives who have a strategic vision and a plan to deliver on this in a fast-changing environment.	<ul style="list-style-type: none"><li>• Is the business plan robust? Does it demonstrate an appropriate level of knowledge of the current screen marketplace and finance? Does it measure progress and success in a clear and definable way?</li><li>• 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?</li><li>• Does the applicant's business model identify pathways to audiences and economic growth?</li></ul>

# WHAKARITENGA TONO – APPLICATION PROCESS

## SUBMISSION DEADLINE

Applications for Boost Funding must be submitted through the *portal* by 1pm on 13 February 2023.

Application Deadline  
**1pm 13 February 2023**

## ELIGIBILITY

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

Incomplete applications will be considered ineligible.

1 week

## ASSESSMENT

NZFC will engage NZ and international external assessors to provide independent assessments. The applications will be assessed against the assessment criteria set out in these guidelines.

You may be invited to discuss your submission via video conferencing or phone as part of the assessment process.

5 weeks

## DECISION

The Assessment Panel will include external assessors and representatives of the NZFC.

The panel will make recommendations to the Chief Executive of the NZFC, or delegate, who will then make the final decision.

NZFC staff will notify applicants as to the outcome of their application. In all cases the decision of the NZFC is final.

Notification  
**1 May 2023**



## TE HUARAHĪ WHAKAMUA – NEXT STEPS

### **FUNDING RECOMMENDATIONS**

Applications will be assessed by a panel comprising of external assessors and representatives of the NZFC (“Panel”). Depending on the number of applications, the NZFC may shortlist the applicants to be presented to the Panel.

In making their funding decisions, the Panel can use its discretion to ensure, as much as possible, that the decisions best support each objective of the fund and that the objectives are broadly balanced across the totality of projects approved.

Consequently, it does not necessarily follow that the highest individually ranked applications will be successful, as consideration must be given to how the final slate of successful applications best meet, in aggregate, the overarching objectives of Boost Funding.

### **FUNDING DECISION**

The Panel will make recommendations to the Chief Executive of the NZFC, or delegate, who will then make the final decisions. Applicants will be advised of final decisions in May 2023 with a public announcement of final decisions to follow.

If you are successful, you will receive a letter from the NZFC detailing our offer of funding to you. You will then be invited to enter into a funding agreement with the NZFC. No payments will be made until you have agreed to the terms and conditions in the funding agreement.

Payment will be made in tranches to be negotiated on a case-by-case basis and will be based upon the goals and Key Performance Indicators (KPI) indicated in your application.

Boost Funding is discretionary, and all decisions are final. Decisions will be consistent with these guidelines and the NZ Film Commission Act 1978 (NZFC Act).



## KUPUTAKA – GLOSSARY

**Culturally Significant Content:** Culturally significant films and screen stories are those that New Zealand audiences will recognise as reflecting New Zealand identity and culture. Minority co-productions set in another country are unlikely to meet these criteria. The NZFC has a target of 80% of all long form screen stories funded over a three-year timeframe being culturally significant.

**Development Funding:** Includes funding from any of the following funds: Early Development Fund, Documentary Development Fund, Advanced Development Fund, Hapaitia te Kaupapa Kiriata: Māori Feature Film Support Fund, Tuhinga Reo Māori: Te Reo Māori Development Fund, International Co-Development Fund, Boost and/or Boost Up, Business Development Scheme, He Ara: Pathway for Māori and Pacific Island Screen Practitioners Fund, Seed and/or Seed Advanced and Blacklist NZ Project.

**He Ara Development Fund:** The *He Ara fund* aims to support New Zealand filmmakers of Māori and/or Pasifika heritage to create a diverse range of quality films.

**He Ara Whakaurunga Diversity and Inclusion Strategy:** The NZFC's *diversity and inclusion strategy* seeks to proactively respond to the needs of our staff, filmmakers, storytellers, stakeholders and audiences.

**Key Creatives:** These are defined as writer, director, and producer for all short films, feature films or series drama that receive NZFC development and/ or production funding.

For projects funded annually\* in development and production NZFC aims to have 20% with Māori practitioners in at least two key creative roles and 50% with a female or gender diverse director attached.

\*NZFC Statement of Performance Expectations 2022-2023.

**Māori Content:** Is anything sourced and generated from a Māori world view, Te Ao Māori – including but not limited to:

- Māori kupu, proverbs, expression of language, dialect, genealogical information, or naming conventions;



- Reference to, or inclusion of, Māori names, people, places, characters, protocols;
- Anything based on Māori history, stories, myths and legends, songs, dance, cultural expressions that may or may not be in public domain;
- Toi Māori – art, carving, tā moko, raranga, visual arts, games, both traditional and modern cultural expressions;
- Taonga Māori - te reo, landmarks, whakapapa, photographs, heirlooms, tribal landmarks, museum artefacts, flora and fauna (native trees, birds, taonga species); and
- Use of or reference to specific whānau, hapū, iwi tribal land, waterways, mountains, social systems, and structures.

**Mātauranga Māori:** Anything that is sourced in the wide context of Māori knowledge, its expression and cultural practice.

**Te Rautaki Māori:** Te Rautaki Māori is the Māori Strategy of the NZFC. It is in place to ensure cultural representation is responsible and filmmakers engage with Māori with relevant experience or authority for the Māori content within a story or project; that there is clear accountability, permission and leadership of the protocols, approach and inclusion of cultural practice or tikanga elements in the project or story; and to elevate the capacity and capability of Māori creatives, cast, crew and advisors as an asset and critical to making great films with Māori content. For queries regarding Te Rautaki Māori, contact [rautaki@nzfilm.co.nz](mailto:rautaki@nzfilm.co.nz).

**Market Ready Script:** A script where all aspects of story, structure, genre, character, dialogue, and theme are complete, except for finance packaging elements such as the accommodation of lead cast input, or key location changes.

**Production Ready:** A project with full market attachment to match the finance plan, complete budget and schedule, and a locked script.





CHANGE LOG – January 2023

Whole document	<ul style="list-style-type: none"> <li>Restructuring of document and rewording for clarity.</li> </ul>
Introduction	<ul style="list-style-type: none"> <li>Boost key objectives updated.</li> </ul>
Who can apply	<ul style="list-style-type: none"> <li>Updated wording to provide clarity on eligibility of screen businesses.</li> <li>Added list noting eligible project formats.</li> </ul>
Key conditions	<ul style="list-style-type: none"> <li>Removal of requirement to have a lead project when applying for Boost Funding.</li> <li>Only one application per legal entity now allowed; was two.</li> <li>Expenditure of funding increased from six months to nine months.</li> <li>Information added to explain that Boost Funding is included when calculating NZFC development funding cap.</li> <li>Addition of baseline key conditions that are present across other NZFC funding guidelines.</li> </ul>
Rautaki Māori	<ul style="list-style-type: none"> <li>New section added to clarify Māori content.</li> </ul>
What Can You Apply For?	<ul style="list-style-type: none"> <li>You can no longer apply for COVID-19 costs.</li> <li>Clarification of overhead costs.</li> </ul>
Assessment Table	<ul style="list-style-type: none"> <li>Revision of assessment considerations.</li> </ul>

CHANGE LOG- December 2021

Whole document	<ul style="list-style-type: none"> <li>Restructuring of document and rewording for clarity.</li> </ul>
Introduction	<ul style="list-style-type: none"> <li>Boost key objectives updated. Expectation of authentic representation of underrepresented communities clarified. Updated wording to reflect Rautaki Māori strategy.</li> </ul>
Who can apply	<ul style="list-style-type: none"> <li>Updated wording to provide greater clarity on eligibility of screen businesses.</li> </ul>
Key conditions	<ul style="list-style-type: none"> <li>Information added to explain that Boost Funding is included when calculating NZFC development funding cap.</li> </ul>
Assessment areas	<ul style="list-style-type: none"> <li>Refinement of assessment areas against Boost objectives. New table created to show the Boost objectives, assessment areas, and what will be considered.</li> </ul>
Term of contract	<ul style="list-style-type: none"> <li>Reduced from nine to six-months.</li> </ul>
Application requirements	<ul style="list-style-type: none"> <li>Creation of submission checklist to replace former “Elements of your Application” section</li> </ul>

