



New Zealand
FILM COMMISSION



Te Tumu Whakaata Taonga

Screen Capability - Business Innovation Programme

He Aratohu mā ngā Kaitono Guidelines for Applicants

June 2023

Īmēra mai, mēnā he pātai āu.

If you have any questions, please e-mail jude.mclaren@nzfilm.co.nz



KUPU WHAKATAKI – INTRODUCTION

The New Zealand Film Commission (NZFC) supports 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.

Screen Capability - Business Innovation Programme (“the Programme”) is open to recipients of NZFC Boost, He Ara and Business Development funding from 2018 to 2023. It is intended to supplement Boost, He Ara and Business Development funding and aims to enhance business growth and business owner capability by teaching innovative thinking and practice, and by providing post programme support to integrate learning.

This programme is aimed at mid-career level producers and supports the growth and sustainability of producers of this experience level and their screen businesses.

The Programme is supported by New Zealand government Screen Sector Covid Capability Funding. Up to ten businesses will be supported to participate in a series of workshops and mentoring. The total number of participants is subject to availability of total funds.

If you are successful, the NZFC will pay for your participation and, if required, flights and accommodation fees for the Programme for those outside of the Auckland region.

Key objectives of the Programme

- 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.



PROGRAMME OVERVIEW

The Programme consists of two in person workshops with masterclasses in Auckland and online coaching and mentoring. It aims to address the challenges and opportunities facing the screen sector on a system-level as well as understand potential business concepts these challenges or opportunities present.

Workshops:

Two in person weekend workshops will be held in Auckland to complete a ***Certificate in Applied Innovation (CAI)***.

1. *Foundation and Discovery workshops: Sat 26, Sun 27 August 2023*
2. *Ideation, Market Potential, and Build, Measure, Learn: Fri 22, Sat 23, Sun 24 September 2023*


The workshops will be facilitated by innovation trainers from [Creative HQ](#) (CHQ). CHQ is one of the leading trainers of applied innovation and works with government agencies, social enterprise, NGO's, corporates, and startups including creative sector businesses in Aotearoa and around the world. They have worked with more than 30,000 individuals and 500+ business founders since they began in 2003.

Participants must attend all five days in person.

The workshops will be run based on one or more problem statements related to the businesses of the participants.

A [problem statement](#) helps you to define the problem you need to solve from the perspective of the people you want to help. Over time, the statement will be refined as you learn new things and become more informed.

CAI participants will develop a problem statement and solutions related to their businesses in the context of the wider screen industry.



In the second part of each workshop day, participants will attend one 45-minute industry specific masterclasses.

The Aim of the Applied Innovation series and Masterclasses:

- **Connect** participants to each other and to an experienced team of mentors, screen sector “makers”, screen leaders and innovation facilitators.
- **Discover** new models and ways that empower screen practitioners.
- **Grow** awareness of entrepreneurial approaches to the screen sector.
- **Think** in a disciplined and principled manner.
- **Understand** the direction of the sector's future from where it is currently positioned.

As a result, the participants will feel an increased sense of confidence and engagement and leave the CAI and masterclasses with tools and skills that match their needs. The programme is about equipping screen businesses and business owners for the future of the screen sector.

Based on industry feedback from a Co-Design workshop run in 2022 with ten screen sector businesses, key Masterclass topics were identified as, but not limited to:

- International market connection
- Strategy and business planning
- Intellectual property and co-production
- Sourcing finance, including screen incentives

Innovation coaching and sector mentoring

Post CAI, across six months, each team will receive four, one-hour follow up innovation coaching sessions from CHQ innovation coaches to assist integration of the teams learning from CAI into their business practice.

Additionally, they will also receive eight, one-hour sessions of screen sector business mentoring to address individual needs of their businesses. Mentors will be matched by way of applicants answers to application questions and further identification during the weekend workshops.

These sessions will be delivered online (or in person if appropriate).



The Programme aims:

1. Increased confidence in producers running a business;
2. Learnings from the programme are applied to business;
3. Participants thinking differently;
4. Strengthened connections among the producer/business cohort.

Successful applicants will be required to document their learning across the mentorship portion of the Programme and will be interviewed before 01 July 2024 by staff from the NZFC's Talent Development team. Participants will be required to share insights from their experience and their learnings about business development and mentoring. Talent Development staff will write a short report based on the interview that will inform future planning.

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


To be eligible for the **Screen Capability - Business Innovation Programme** initiative, applicants must be:

1. a **New Zealand citizen or permanent resident; and**
2. **be a recipient of NZFC's Boost, He Ara or Business Development funding from 2018 to 2023:**

If you are not a Boost or He Ara funding recipient but have interest in applying, please contact the Talent Pathways Manager from the NZFC Talent Development team jude.mclaren@nzfilm.co.nz

NGĀ ĀHEINGA KAUPAPA – KEY CONDITIONS

- **Businesses Applying:** Only one application will be accepted from any one legal entity.
- **Attendance:** Applicants must be able to attend all five days of the two-weekend innovation training. All coaching and mentoring must take place over six months following the second weekend workshop.

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- **Current and Overdue Reporting:** You cannot apply for the Screen Capability - Business Innovation Programme if you have any overdue contractual or reporting obligations to the NZFC.
 - **Future financing:** While receiving Boost, He Ara or Business Development Funding recognises the potential of your project(s) and/or business, it does not imply an ongoing commitment to future NZFC financing.
 - **Support provided:** Successful applicants will have the cost of their Screen Capability - Business Innovation Programme placement paid by the NZFC. Successful applicants outside of the Auckland area can also receive travel support funding from NZFC if required.

Should your application be successful, you will be required to enter into an agreement with the NZFC to document the support awarded. The agreement will include obligations that apply to the support, including but not limited to the requirement for you to report on your experience at Screen Capability - Business Innovation Programme and provide the NZFC with certain deliverables.

Participants will be required to sign a Non-Disclosure Agreement as a condition for attending the weekend workshops and masterclasses.

- Please note any funding is conditional upon the recipient complying at all times with all applicable laws, regulations, rules, and Government directions, including in relation to any pandemic such as COVID-19 and any industry guidelines or best practice procedures in relation to COVID-19. Details of this will be outlined in the funding agreement.

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.

For queries regarding Te Rautaki Māori, contact rautaki@nzfilm.co.nz.



ME PĒHEA TE TONO – HOW TO APPLY

To apply for Screen Capability - Business Innovation Programme:

- Your application must be completed online through the NZFC's [application portal](#) which is open for applications from **26 June 2023**.
- Deadline for applications is **1pm Monday 24 July 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. 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 may consult with the relevant applicant prior to deciding to release or withhold information.



TIKANGA AROMATAWAI – ASSESSMENT

Out of the eligible applications submitted, the NZFC will decide on up to ten participants to attend the Screen Capability - Business Innovation Programme. In doing so, the NZFC will consider the information submitted by the applicants in their applications and the applicant's ability to maximise the development programme.

Applications will be assessed against the following areas:

- 1. Previous Boost, He Ara or Business Development application assessment.**
- 2. Clarity about how the Screen Capability - Business Innovation Programme will support the development of your business.**
- 3. Openness to learning and mentoring.**
- 4. Goal(s) for business development based on attending the programme.**
- 5. Your measure of success resulting from the development programme.**

Assessment will be undertaken by NZFC staff. If external assessors are sourced to assess any applications, they will be 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).



How this Programme and mentorship will develop your business

Your application must demonstrate your thinking within five succinct statements outlining:

1. How you and your business will benefit from the Screen Capability - Business Innovation Programme workshops and mentorship.
2. What the challenges are for your business and what your goal or goals are for what could be developed in your business [maximum of three key goals].
3. How you intend to approach the workshop process and what the terms 'mentoring' and 'coaching' suggest to you.
4. How you will measure success resulting from the Screen Capability - Business Innovation Programme e.g. before and after.
5. What you consider your major business success/outcomes within the last five years.

Each statement is 400 words maximum.

There will be a check box in the application to confirm you are available and committed to the two weekend workshops as well as online mentoring and coaching meetings.

WHAKARITENGA TONO – APPLICATION PROCESS

SUBMISSION DEADLINE

Applications for the Screen Capability - Business Innovation Programme must be submitted through the *portal* by 1pm on 24 July 2023.

Application Deadline
1pm 24 July 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 staff will assess applications against the assessment criteria set out in these guidelines.

The Assessment Panel will include representatives from NZFC and may include external assessors.

1 week

DECISION

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
Week 7 August



TE HUARAHI WHAKAMUA – NEXT STEPS

PROGRAMME RECOMMENDATIONS

Applications will be assessed by a panel comprising of representatives of the NZFC Development and Production, Te Rautaki and Talent Development, teams (“Panel”).

In making their funding recommendation decisions, the Panel can use its discretion to ensure, as much as possible, that the decisions best support each objective of the programme and that the objectives are broadly balanced across the totality of participants 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 the overarching objectives of the initiative.

PROGRAMME DECISION

The Panel will make recommendations to the Chief Executive of the NZFC, or delegate, who will make the final decisions. Applicants will be advised of final decisions the week commencing 7 August 2023 with a public announcement of final decisions to follow.

If you are successful, you will receive a letter of agreement from the NZFC detailing the participation and reporting terms and conditions in exchange for the Programme placement.

Screen Capability - Business Innovation Programme participant support is discretionary, and all decisions are final. Decisions will be consistent with these guidelines and the NZ Film Commission Act 1978 (NZFC Act).

A final reminder that if you have any questions, please contact the Talent Pathways Manager, NZFC Talent Development jude.mclaren@nzfilm.co.nz or phone 0800 659 754.

