



New Zealand Film Commission / New  
Zealand On Air

# Raupapa Whakaari Funding

Dramas to the world

In conjunction with



## Guidelines for Applicants

February 2019

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We encourage you to read these guidelines carefully as they are intended to help you deliver the strongest application possible. Please also read the relevant information sheets on our website.



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

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## **Introduction**

The New Zealand Film Commission and NZ On Air are seeking to develop high-end adult drama series that will appeal to the international market as well as New Zealand audiences. The Raupapa Whakaari Funding (RWF) initiative is designed to stimulate and grow opportunities for New Zealand feature film and drama producers to participate in the global series drama marketplace and attract finance. This will be achieved by supporting local producers and writers to develop quality, diverse and exciting drama series that are informed by, and attractive to, the global market. The initiative will include development funding and a Series Drama Lab run by Script to Screen.

**Your application must be completed online through the NZFC application portal, opening on the 18<sup>th</sup> February 2019 and closing at 9am on 18<sup>th</sup> March 2019. No late applications will be accepted. Decisions will be announced by the end of April.**

## **Overview**

The aim of Raupapa Whakaari Funding is to:

- Provide filmmakers a greater understanding of how the international TV landscape works;
- Develop New Zealand writers' and producers' capacity to create high-end drama series concepts, appealing to a local and global audience;
- Support the development of up to ten series concepts with intensive story sessions led by international advisors;
- Enable these teams to create a well-developed concept outline that has strong international market appeal;
- Enable up to four teams to create a full series package that is strong enough to compete with international counterparts and will connect with international partners.

Our Funding is discretionary – that is, the NZFC and NZ On Air choose where best to apply the limited funding available. Decisions are final. The criteria applied may change from time to time, but decisions will be consistent with the New Zealand Film Commission Act 1978 and/or The Broadcasting Act 1989.

## **Who can apply**

Writers and producers are expected to team up to submit their projects; therefore, the application will be a jointly written effort, submitted by the producer.

Applicants must be:

- An established producer with strong screen production credits (at least one ‘produced by’ credit on a dramatic feature film that has been released theatrically, or on a NZ scripted primetime free-to-air TV production).
- Emerging producing talent (short film, webseries, other local TV credits) may be considered but only with the attachment of an experienced executive producer. (Experienced EP must have a track-record of at least one EP or producer credit on a dramatic series or feature length film that has been released theatrically or on a NZ scripted primetime free-to-air TV production.)

A producer can submit up to two proposals if both projects have a different writer. A writer can be associated with two different producers. The person named as the lead producer in your application can be the same person as the writer as long as they have teamed up with an additional writer or producer. No sole applications will be accepted.

All applicants must be New Zealand citizens, or permanent residents. If the application is being made in the name of a company, it must be a New Zealand company; that is, the company must be incorporated and carrying out business in New Zealand, and its central management and control must be held by New Zealand citizens or permanent residents.

At application, the writer or producer must warrant that they are the sole owner of the rights and that these rights don’t breach anyone else’s rights. The producers must have clear access to the necessary rights in any material that is to be adapted for the screen, and an agreement (at least in principle) with the writer they wish to team-up with.

### **Relationship to other NZFC / NZ On Air funding**

If the project you are looking to apply with has previously been granted any development funding from either agency (NZFC’s Boost Scheme included) or has been and/or is involved in the Episodic Lab scheme, you are still eligible to apply for RWF.

You may be considered ineligible for funding if you have outstanding reports or deliverables relating to other NZFC / NZ On Air funding or are in breach of any contract with NZFC / NZ On Air.

We anticipate the project will be designed to be eligible for [NZSPG](#).

## **What support are we offering**

We are seeking proposals with a well-realised concept outline for a compelling series drama. The RWF scheme will consist of three phases:

### PHASE ONE

- From the initial call out, up to 10 selected concepts will be awarded a place on a Series Drama Lab and development funding of up to \$10,000 per project for further concept development.
- This funding is conditional on participation in the Series Drama Lab.

### PHASE TWO

- The Series Drama Lab will be developed and run by Script to Screen and consists of craft-based workshops, story feedback sessions and writers' tables with experienced international practitioners of high-end series drama. The lab will support writers and producers to develop their concepts for the international market.
- Following participation in the Series Drama Lab, each team will have the opportunity to submit their further developed concept proposal. Each proposal will be assessed by an expert panel which will include local and international drama professionals with relevant experience covering the spread of the 10 resubmitted projects.

### PHASE THREE

- Up to 4 projects will be selected for advanced development funding and they will each receive up to \$80,000 per project.
- This advanced development funding should take the well-developed concept outline to a full series package / collateral in order to attract substantial international partners.
- This package will likely include a bible, a first episode script, detailed series storyline arc, full character descriptions etc.

## **How to apply**

The deadline for applications is 18<sup>th</sup> March 2019. Applications must be received by **9 am** on the deadline day. It's important that you provide as much information as you can to help us make a full and fair assessment. Late or incomplete applications will not be considered. Allow time to complete your application.

Apply through the online application NZFC portal

The lead producer must be the person making the application for the RWF scheme. This recognises the need for one person to take overall responsibility for the project and the producer's critical role in providing creative guidance, international television financing expertise and an overall strategy for the project. The person named as the lead producer in your application can be the same person as the writer as long as they have teamed up with an additional writer or producer.

## **What to include**

The series drama concept outline should be up to 7 pages. Your team will be asked to provide the following elements within the online application:

- Logline and one paragraph premise pitch.
- Number and length of episodes.
- Target Audience.
- Where you think your series belongs in terms of International networks and platforms, and why.
- One-Page Synopsis (Your concept form and substance, the primary "pitch" document aiming to encourage readers to want to see more.).
- Key characters.
- Genre and tone of the series
- World of the series.
- Outline / story arc of Season 1.
- Background information if necessary. (For example, information on the historical basis, true story, source material, rights ownership).
- Brief bios & selected screen production credits of key team including writers\* .
- LOI from market partner (if any).

\* If the writer doesn't have produced TV or feature film writing credits, a 15-page screenwriting sample from the lead writer must be provided (NB: this can be from prior film or TV work).

Further details to help you shape your application:

- Your proposal can be a mini-series or a series of up to 13x60 minutes episodes and a minimum of 240 produced minutes.
- The content is not restricted to any territory or setting, but the majority must be able to be filmed in New Zealand.
- There is no restriction on genre or budget.
- There is no requirement to have cast, crew or director attached at the time of initial application of the outline concept.
- A market partner (including domestic broadcaster or platform) is not required, but if there is one then it will not exclude the project from being eligible.
- A director is not required at this stage, but if there is one then it will not exclude the project from being eligible.

## **Condition of investment**

As a partnership between two entities, the terms of investment will need to comply with both agencies' terms and conditions.

The degree to which projects portray New Zealand cultural identity is an important factor for NZ On Air. However, strong projects that do not have an explicit onscreen New Zealand identity may be supported through this initiative by the NZFC. Depending on the content, you might be contracting with just one or both agencies.

While receiving NZFC and NZ On Air Development Financing recognises the potential of your project, it does not imply an ongoing commitment to future NZFC and NZ On Air financing. Projects that get a development loan/grant cannot count on further loans/grants and each application is considered on its own merits.

It is recommended you have a limited liability company as we will enter into a Development Agreement with your company.

## **RWF panel assessment criteria**

Applications will be assessed by a panel of NZFC and NZ On Air Development and Production staff, and external expert assessors. If your project is selected, you may be requested to supply additional information.

When considering your application, the following factors will be taken into account:

### **• STRENGTH OF THE CONCEPT**

*To what extent your project*

- Has a strong and ambitious concept.
- Tells a compelling story.
- The story and the storytelling are bold and distinctive.

### **• AUDIENCE REACH**

*To what extent your project*

- Will reach and resonate with the intended audience
- Has strong international market potential.

### **• EXPERIENCE OF THE TEAM**

*To what extent*

- Does the team have knowledge of the international marketplace and the breadth of relevant skills and experience to deliver this?
- How successful were the producer's previous productions, for example gross box office, TV ratings, A-List festival selections, awards, international sales?
- Does the writer's prior work or written material demonstrate a strong level of craft?

### **• CULTURE & DIVERSITY**

*When considering the range of selected projects, it will be taken into account to what extent*

- Women are well represented in key roles;
- Māori are represented in key roles;
- Those in key roles represent the cultural diversity of New Zealand;
- The cultural diversity of New Zealand is represented within the story content.

**Reminder:** The degree to which projects portray New Zealand cultural identity is an important factor for NZ On Air. Strong projects that do not have an explicit onscreen New Zealand identity may be supported through this initiative by the NZFC.



## **Next steps**

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

You will receive an email notification with an invitation to view the decision and an associated letter in the online application portal. You will be asked to accept our offer.

Unfortunately, we are not able to provide feedback on the reasons for our decisions on unsuccessful applications.

If your application is successful, your letter will outline any conditions attached to the Development Financing and provide some feedback for the next stage of the scheme.

## **We are here to help**

These guidelines are intended to help you deliver the strongest application possible. We recommend you discuss your application with the Series Drama Lab Director Esther Cahill-Chiaroni at Script to Screen as you put it together.

To contact us: [esther@script-to-screen.co.nz](mailto:esther@script-to-screen.co.nz)

- **New Zealand Film Commission's** usual assessment processes and [Terms of Trade](#) applies.
- **NZ On Air Reserved Rights and Terms and Conditions apply:** <https://www.nzonair.govt.nz/funding/resources-producers/>