

# Diverse Development Initiative



## Purpose

This paper sets out the details of an initiative designed to provide an opportunity for small and medium sized production companies to develop scripted projects that reflect the varied cultural and ethnic diversity of New Zealand.

## What is it?

To extend the range of scripted drama and comedy development projects NZ On Air has revised our development criteria to provide a pathway for a limited number of eligible projects to access first-stage development funding without the support of a platform. It is a discrete extension to our current content development funding criteria (which usually requires platform co-investment).

## Funding details

\$125,000 plus GST per annum has been set aside from our annual development budget to support diverse development projects that have not yet secured the support of a platform.

Projects can apply for a single round of funding for a maximum of \$25,000 + GST. This funding can be augmented with producer and/or third party funding.

After a single round of development has been completed the project will not be eligible for further development funding without the support and co-investment of an appropriate platform.

## Criteria

Diversity is a key goal for NZ On Air.

Applications will need to demonstrate the project is for scripted content of a type that is not currently present on our screens and/or will reflect the diverse lives and cultural experiences of NZ On Air's priority audiences which include:

- Māori
- Children and Youth
- Pacific, Chinese and Indian
- People with disabilities
- Other ethnic and cultural communities of reasonable size including those of spiritual and religious beliefs.

Projects that include personnel that reflect New Zealand's cultural and ethnic diversity are encouraged. Depending on the level of experience of those personnel we may require further information on how they will be mentored and supported so the best development materials are produced.

## Who can apply?

Applications will need to be supported by established producers with existing scripted production credits. Emerging producing talent may be considered, the attachment of experienced mentors or an executive producer will significantly strengthen these applications.

Given that one of the aims of this initiative is to provide an opportunity for new voices to contribute scripted content (as well as encouraging more diverse content), applications without platform support are restricted to small-medium size production companies without an existing development infrastructure.

## When?

Development applications can be submitted to any meeting.

## What is not eligible?

- Applications that do not have a suitable producer/production company attached.
- Applications that have already received development funding under this initiative. Further funded development requires platform support and co-investment under our usual development criteria.
- Projects that do not adequately demonstrate diversity of content or 'voice' to existing local scripted content.