

- ▶ First-stage assessment for all eligible applications to create a long list for comparative assessment at stage 2.
- ▶ Assessments are completed by a single assessor who will assess the application and supporting materials.
- ▶ The application will be assessed against the investment principles of Cultural Value, Value for Money, Leverage, Capability, No Duplication and Fairness, taking into account the level of funding requested.
- ▶ The investment principles Balance, Risk and Competition are assessed in stage 2.

For Consideration By	Staff Investment Committee OR Board	Meeting Date	e.g. 2016-12
Stream	e.g. Scripted/Factual	Contract Type	e.g. General Audience/Mainstream or General Audience/Diverse or Targeted Audience/Diverse
Genre	e.g. Documentary	Sub-Genre (Type)	e.g. Spoken Word, Webseries
Name of Proposal		Format and length	e.g. 1 x 46
Production Co.		Timeslot (if broadcast)	
Primary Platform		Secondary Platform/s	
Target Audience (demographic)		Expected Audience (size) over 6 months	
External Assessment	e.g. Script, Budget, Cultural	Supplementary Material	
Any known potential conflict of interest		Assessed by	name

Synopsis (pasted from application)

	Funding Requested			
	NZ On Air	Platform	Other	Total
Licence Fee				
Equity				
Other				
Total				

Cultural value/Tōna Mana Ahurea	Does the project clearly reflect and develop NZ culture and identity?
The project:	
Tells engaging NZ social, cultural, political or historical stories	Yes/No
Takes an innovative approach for its type	Yes/No
Appeals to a specific audience less well-served with local content If yes, specify (e.g. Children):	Yes/No
Contributes to Rautaki Māori	Yes/No

Value For Money/Te Whaipanga	Is the target audience clear and of sufficient size to justify level of funding requested?
The project:	
Is likely to attract an audience of appropriate size for the funding requested?	Yes/No
Is the level of funding requested appropriate for the project	Yes/No

Comparable Content Previously Funded								
Programme	Duration	Eps	Year	Platform	NZOA Cost Per Hour	Platform Cost Per Hour	3 rd Party Cost Per Hour	Total Cost Per Hour

Value For Money/Te Whaipanga	Does the distribution plan clearly show that the target audience can be reached?
The project:	
Has a strong promotional plan that is supported by the platform/s	Yes/No
Has a commissioning platform with a demonstrated ability to reach the intended audience	Yes/No
Helps leverage other aspects of NZ On Air's work (e.g. uses NZ music)	Yes/No

Leverage/He Iti Matakahi	Is there adequate co-investment for the scale of the project?
The project:	
Has platform contribution(s) to the production budget	Yes/No
Has cash or in-kind co-investors, excluding the primary commissioning platform	Yes/No

Capability/Te Āheitanga	Do production key personnel have sufficient breadth or depth of experience to execute the project?
The project:	
Is being produced by a person or entity that has previously delivered successful funded projects	Yes/No
If yes, did they manage and deliver the project to the expected standard? (note any issues)	Yes/No
If no, does the proposed team/active commissioning platform collectively have demonstrated experience to successfully complete the project?	Yes/No
Notes on Capability:	

No duplication/He Uara Wakatepe	Has a similar project recently been funded or supported by NZ On Air or another investor?
The project:	
Is demonstrably different to other local content recently funded by NZ On Air or other investors within the last 12 months or so	Yes/No
If no, similar funded content includes:	

Fairness/Me Matatika	Can NZ On Air rely on the application material?
The project:	
Has application documents that are complete, accurate and reliable enough to make a funding decision	Yes/No
If no, what are the main defects?	

Weighing up			
Number of YES answers	Xx/16	Number of NO answers	Xx/16

Staff Recommendation	Further assessment/ Decline
Notes if necessary:	

Viewer data (where available include ratings and/or viewer statistics from previous related programmes or series)

Reasons for not funding after Stage 1 assessment (more than one can be used):

1. The project does not clearly reflect and develop NZ culture and identity
2. The target audience is not clear, or of insufficient size to justify level of funding requested
3. The distribution plan does not provide sufficient evidence that the target audience can be reached
4. There is no or insufficient co-investment for the scale of the project
5. Production team key personnel have not demonstrated sufficient breadth or depth of experience to execute the project
6. The project is similar to other local content recently funded by NZ On Air or other investors
7. The application documents provided were not sufficiently complete, accurate or reliable enough to make a funding decision.