

# Market Development Fund

FY20 Funding Programme

# **More than \$1.4million was invested in supporting retail service provider marketing activities in FY19.**

Between August 2018 and June 2019 we conducted three MDF funding application rounds, each with different funding amounts and application criteria. All were focussed on getting more customers onto the best available broadband on the Chorus network.

Additionally there were two adhoc regional stimulation rounds in October '18 and June '19. These were focused on stimulating demand quickly in areas where we had technician oversupply.

Over the year 21 providers participated delivering 40 fibre or VDSL campaigns targeted at businesses and consumers.

**We see a lot of value in this program and look to continue it for FY20 with some enhancements.**

# We've made some changes this year to make it easier to get funding support when you need it.

- **Extended funding timeframes:** We'll have less funding rounds (2) but they will have longer funding application and advertising periods so you can apply when it best fits within your marketing programme and business planning cycles.
- **Multiple applications:** You can apply for multiple opportunities at the same time, giving you flexibility to get support for both business and consumer activities.
- **Supporting more things:** More variety in the activities we will support in each funding round.

# For FY20 we have \$1million available to support your business and consumer fibre activities.

The Market Development Fund will be run across two rounds:

## Round 1:

### Applications:

Apply any time between  
09 September '19 – 13 December '19.

### Advertising period:

September '19-February '20.

## Round 2:

### Applications:

Apply any time between  
13 January '20 – 19 June '20.

### Advertising period:

February-July '20

Each round will have a range of opportunities that are eligible for funding. You can apply for more than one, but you cannot apply for the same opportunity more than once within the funding round.

The funded opportunities will be detailed at the beginning of each funding round.

# Market Development Fund – FY20 overview

## Round 1 – opportunities

Opportunities	Funding criteria
<p><b>Marketing fibre to seniors</b></p>	<p><b>You can apply for a contribution of up to \$30,000 to assist you with marketing fibre to consumers aged 65 and over.</b></p> <ul style="list-style-type: none"> <li>• We'll match your spend dollar-for-dollar up to \$30,000 per provider.</li> <li>• Funded activity includes: educational communications, events and any advertising targeted to Chorus fibre areas that encourages and supports seniors to connect to fibre.</li> </ul>
<p><b>Getting kiwis to ask for the 'The fastest fibre'.</b></p>	<p><b>You can apply for a contribution of up to \$50,000 to assist you with promoting gig-speed plans using the term 'the fastest fibre' in your advertising.</b></p> <ul style="list-style-type: none"> <li>• We'll match your spend dollar-for-dollar up to \$50,000 per provider</li> <li>• Funded activity includes: any advertising targeted to Chorus fibre areas that mentions the term 'The fastest fibre' in connection to the promotion of the gig-speed plans.</li> </ul>
<p><b>Businesses need business-grade fibre.</b></p>	<p><b>You can apply for a contribution of up to \$50,000 to assist you with marketing and educating businesses on the need for business grade fibre.</b></p> <ul style="list-style-type: none"> <li>• We'll match your spend dollar-for-dollar up to \$50,000 per provider</li> <li>• Funded activity includes: The development of any promotional or educational materials and any advertising targeted to Chorus fibre areas that promotes the need for businesses to connect to a business grade fibre plan.</li> </ul>

# FY20 MDF funding calendar

2019				2020							
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	
<b>FUNDING ROUND 1: 500,000 total funding available</b>											
<b>09 SEP '19 Applications open</b>			<b>13 DEC '19 Applications close</b>								
<b>09 SEPTEMBER '19 – 29 FEBRUARY '20 Funded advertising period</b>											
				<b>FUNDING ROUND 2: \$500,000 total funding available</b>							
				<b>13 JAN '20 Applications open</b>					<b>19 JUN '20 Applications close</b>		
				<b>03 FEBRUARY – 31 JULY '20 Funded advertising period</b>							

## **We'll look to add in other opportunities as they become available.**

There's some great opportunities in the pipeline that aren't quite ready for the MDF yet, we will add them as additional funding options as they become available.

Keep an eye out for customer updates for more details.

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