



Tuhia te hā o te reo Māori ki te rangi

# Māori Music Funding Round One, Two and Three – 2018/19

## Tracks, Videos, Waiata Māori Project Funding

### Round One

**Closing Date: 5:00 pm**

**Thursday, 31 January 2019**

### Round Two

**Closing Date: 5:00 pm**

**Thursday, 14th March 2019**

### Round Three

**Closing Date: 5:00 pm**

**Thursday, 18th April 2019**

**Enquiries: Te Anga Nathan,  
Pou Ārahi Hōtaka**

**Email: [teanga@tmp.govt.nz](mailto:teanga@tmp.govt.nz)**

Te Māngai Pāho  
Level 2, Te Puni Kōkiri House  
143 Lambton Quay  
WELLINGTON

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# 1. OVERVIEW

Te Māngai Pāho is in the process of engaging with the Music Sector to review both the process for and the outcomes of our Music Funding initiatives. We expect to finalise a new Māori Music Strategy by June 2019 for implementation in the new financial year. In the meantime, there are some immediate changes that we will make to simplify and make more effective the funding rounds for the current financial year.

Between now and 30 June 2019, Te Māngai Pāho will conduct three Music Funding Rounds. The three Music Funding Rounds will be for Tracks, Videos and Waiata Māori Projects.

Artists will only be allowed to seek funding for one track and/or video per funding round and one, Waiata Māori Project per business year.

Te Māngai Pāho has also created a new music funding category titled Waiata Māori Project for initiatives that promote Māori language and culture through music. The Waiata Māori Project may include but is not limited to the production of an album, a reversioning project or a music tour. We are looking for innovation and investing in projects which share waiata Māori with a broad audience. The Waiata Māori Project will only be available to established Artists.

An established Artist has an impressive track record of achievement in the music industry, and has made a significant contribution nationally or internationally promoting the Māori language and culture. An established artist would have also completed a body of work including several tracks, videos or music projects with Te Māngai Pāho or other public funding agencies.

In addition to this new approach to Music Funding Rounds, Te Māngai Pāho will further simplify the application and contracting process to ensure that successful applications can be contracted in a straight forward and timely manner. However, to be considered in a funding round, applicants must ensure that their application is complete. All consents required to enable the project to go ahead must be included with the application. Te Māngai Pāho will no longer issue conditional approvals. If there are elements missing from an application, it will be declined, and the artist will need to re-apply in the next funding round.

This Request for Proposals (RFP) invites online applications for funding of **Māori Music (tracks and videos)** in all genres which contain a **minimum of 70% te reo Māori content**.

In the three funding rounds, a total **allocation of up to \$750,000 is available**. It is the intention of Te Māngai Pāho to fund:

Round 1	<b>Closing Date: Thursday, 31 January 2019, 5:00pm</b>
	<ul style="list-style-type: none"><li>– <b>up to 30 music tracks at \$4,000 per track; and</b></li><li>– <b>up to 10 music videos at \$8,000 per video</b> (note: this has increased from \$6,000).</li><li>– <b>at least one Waiata Māori project (from \$20,000 to \$50,000).</b></li></ul>
Round 2	<b>Closing Date: Thursday, 14 March 2019, 5:00pm</b>
	<ul style="list-style-type: none"><li>– <b>up to 30 music tracks at \$4,000 per track; and</b></li><li>– <b>up to 10 music videos at \$8,000 per video</b> (note: this has increased from \$6,000).</li><li>– <b>at least one Waiata Māori project (from \$20,000 to \$50,000).</b></li></ul>

Round 3	<b>Closing Date: Thursday, 18 April 2019, 5:00pm</b>
	<ul style="list-style-type: none"> <li>– <b>up to 20 music tracks at \$4,000 per track; and</b></li> <li>– <b>up to 10 music videos at \$8,000 per video</b> (note: this has increased from \$6,000).</li> <li>– <b>at least one Waiata Māori project from \$20,000 to \$50,000).</b></li> </ul>

However, Te Māngai Pāho reserves the right to vary the number of music tracks and music videos funded should it be necessary.

The **Māori music** (tracks, videos and Waiata Māori Project) **should**:

- **be suitable for a wide audience**
- **be of a high-quality production (both quality of te reo Māori and music production);**
- **aim to grow the interest and appeal of the Māori language and culture (*'right-shifting'* a target audience);**
- **promote a Māori world view; and**
- **assist the promotion of the Māori language and Māori culture.**

He Mahere Whakapuaki Reo identifies rangatahi as an important focus for the Māori Media sector. In this RFP Te Māngai Pāho will be particularly interested in music for **rangatahi audiences**.

## Registered Provider

To apply for funding, applicants will need to become a **Registered Provider** through our online funding management system, Te Pūahatanga.

Applicants will need to provide some detailed information, references and documentation to enable Te Māngai Pāho to conduct a risk analysis and management assessment about you and your organisation. To register go to: <http://funding.tmp.govt.nz/>

Once confirmed as a registered provider, you'll be able to gain access to the online application process.

For existing registered providers, we recommend that you review both your online details and the documentation you have provided to ensure it is current.

**PLEASE NOTE:** Te Māngai Pāho has recently enabled individuals to register as Registered Providers. That means that applicants do not have to be a formal legal entity such as a Limited Liability Company, Trust etc. However, individuals as Registered Providers will be limited to a total funding of \$12,000.

## Deadline for Online Applications

The **deadline** for the online applications and decision dates for all three rounds are set out in the below schedule:

<b>Funding Round</b>	<b>Closing Date</b>	<b>Board Decisions</b>	<b>Notifications</b>
Round 1	5:00pm Thursday 31 January 2019	Thursday 7 March 2019	Friday 8 March 2019
Round 2	5:00pm Thursday 14 March 2019	Thursday 11 April 2019	Friday 12 April 2019
Round 3	5:00pm Thursday 18 April 2019	Thursday 9 May 2019	Friday 10 May 2019

## 2. APPLICATION PROCESS

### Online Application Process

Applications for Māori music are assessed by individual tracks or videos. If you intend to seek funding for more than one track or video, you will need to complete the online application for each track or video.

The Te Reo Māori Consultant, Māori Language Plan and project's support towards Te Māngai Pāho's key objectives and goals are important components of the application. To gain a clearer understanding about Te Māngai Pāho's strategic vision and obligations, visit <https://www.tmp.govt.nz/language-revitalisation>

Like the registered provider process, applicants will need to supply references and upload documentation as part of the online application process. A brief overview of some of the items to be supplied are highlighted below:

**PLEASE NOTE:** You will need to have all copyrights, permissions and/or written agreements in respect of the material to be used to produce the track or video (e.g. lyrical, musical or visual content) to complete your application. If you do not include evidence of all necessary approvals in your application it will not be considered in this funding round.

#### **Māori Music Track Application:**

- audio recording (demo) of the track;
- lyric sheet of the track;
- Māori language plan.

#### **Māori Music Video Application:**

- audio recording of the track;
- lyric sheet for the track;
- synopsis of the video treatment and overview of the video potential;
- Māori language plan.

#### **Waiata Māori Project Application:**

- Refer to point (e) Waiata Māori Projects Criteria, page 7.

Additional information about the process can also be found on the Te Māngai Pāho website: [www.tmp.govt.nz](http://www.tmp.govt.nz).

### 3. ASSESSMENT PROCESS

#### Weightings Criteria

The panel uses the following weightings system to ensure that a full range of criteria are considered:

##### Māori Music (Tracks and Video):

- (a) **Capacity of the Applicant (20%)**
  - experience and capability of the applicant;
  - quality of financial information;
  - commitment to TMP statutory objectives and language revitalisation strategies; and
  - commitment to capacity building;
- (b) **Quality of Music (40%)**
  - original Māori centric concept;
  - 'audio recording' shows a capacity to realise the concept in an appealing way; and
  - appealing to a specific target audience;
  - all necessary consents are included in application;
- (c) **Promotion of Māori Language and Māori Culture Revitalisation Outcomes (20%)**
  - innovative Māori language plan that has clearly defined language and tikanga objectives with a commitment to impact reporting;
  - a clearly defined audience for '*right-shifting*';
  - quality of Māori language; and
  - embraces tikanga Māori.
- (d) **Artist and Production Team (20%)**
  - artist(s) has strong audience appeal and presence;
  - quality of Māori language sung by the artist(s); and
  - production team have appropriate experience and capability.

##### Waiata Māori Projects:

- (e) **Waiata Māori Projects Criteria**
  - funding of between \$20,00 and \$50,000 is available for Waiata Māori projects which promote reo Māori music to a broad audience.

Potential applicants must first email a one-paragraph project overview to [teanga@tmp.govt.nz](mailto:teanga@tmp.govt.nz) at least two weeks before the funding deadline.

- a Waiata Māori project application is more likely to be successful if the applicant has gained funding from other organisations or is willing to invest their own money into the project.
- if you are eligible to apply for Waiata Māori project funding the full application must contain:
  - a project overview including KPI's;
  - audio recording(s)
  - production plan and budget;
  - intended release plan for project;
  - marketing and promotional plan and budget;

- full project timeline;
- evidence of co-funding commitment;
- artist track record;
- company track record for music releases.

## **Assessment Panel**

An assessment panel comprised of independent te reo Māori consultants, industry practitioners and Te Māngai Pāho management, together with representatives of the iwi radio network will assess the applications.



## 4. QUERIES AND CHANGES TO TIMETABLE

### Queries

Any queries in relation to this RFP document are to be submitted in writing to:

Email: [teanga@tmp.govt.nz](mailto:teanga@tmp.govt.nz)

Physical Address: Te Anga Nathan – Pou Ārahi Hōtaka  
Te Māngai Pāho  
Level 2, Te Puni Kōkiri House  
143 Lambton Quay  
WELLINGTON 6011

Postal Address: Te Anga Nathan – Pou Ārahi Hōtaka  
Te Māngai Pāho  
PO Box 10 004  
WELLINGTON 6143

Periodically, questions and answers arising from queries by applicants relating to our RFP process which Te Māngai Pāho considers may be of interest or relevance to others will be posted on the Te Māngai Pāho website [www.tmp.govt.nz](http://www.tmp.govt.nz) and Te Māngai Pāho reserves the right to do so, up until the application deadline.

### Changes to Timetable

From time to time it may be necessary to vary the timeframes published for an RFP and Te Māngai Pāho reserves the right to vary any or all of the dates for this RFP as it deems necessary or appropriate.

Te Māngai Pāho reserves the right to extend the period allowed for submission of proposals at its sole discretion. However, once the funding round is closed applicants will no longer be able to access the online Application Form. Our policy is that extensions may only be granted by the Chief Executive of Te Māngai Pāho and this discretion will be exercised sparingly.

**Please note that Te Māngai Pāho will no longer accept hard copies of proposals or proposals emailed as attachments.**

## 5. CONTRACT NEGOTIATION

All successful applicants will be required to enter into a formal funding agreement with Te Māngai Pāho.

The funding agreement will outline the terms and conditions of the funding and certain contractual requirements may need to be met by the producer prior to implementation of the contract.

Te Māngai Pāho is under no legal obligation to provide funding until the agreement has been signed by both parties (TMP and the applicant). Payment will only be made in accordance with the terms in the funding agreement.

It is recommended that successful applicants do not begin any work on the music project until the funding agreement has been signed and fully executed.

Successful applicants will be responsible for obtaining all clearances/declarations before signing the funding agreement:

- Covenants and copyrights of the track and other necessary material and authorities in relation to the music project have been obtained; and
- Written agreements have been implemented (with production team, artist(s) and/or service providers).

A brief overview of what the formal funding agreement will cover is highlighted below:

- Accountability for use of funds, including production and financial reporting.
- Delivery requirements (including archiving arrangements) and compliance with the original proposal.
- The rights of Te Māngai Pāho in the event of contract default.
- A requirement that suitable acknowledgement of Te Māngai Pāho be included in any publicity material.
- Te reo Māori monitoring and evaluation requirements.
- An undertaking relating to the technical standards of the project.
- Reporting requirements.

### **A Final Note**

Te Māngai Pāho has endeavoured to simplify the application process for this funding round. It is also expecting to simplify the contracting process and the level of compliance. However, there is a corresponding expectation that applicants will have all the necessary consents and be ready to contract immediately should their application be successful. Te Māngai Pāho reserves the right to cancel funding commitments if successful applicants are not able to progress their projects in a timely manner.