



Te Māngai Pāho

REQUEST FOR PROPOSALS

Oro Kura Roa

RFP & Opening Date:

Tuesday 27 September 2022

Closing Date:

Wednesday 26 October 2022

Decisions:

Friday 18 November 2022

All queries:

Nadia Marsh

Mātanga Puoro

nadia@tmp.govt.nz

Hei Whakataki

Introduction

Te Māngai Pāho is committed to supporting the Māori media and music sectors in collectively improving the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation. Our role is to promote Māori language and culture to all New Zealanders.

Te Pūtake

Purpose

Music is everywhere in the world. It creates suspense in movies, excitement at football matches and fun with friends. It is ordinary for its presence in people's everyday lives, yet extraordinary for the way it can reflect and affect us, our ideas and our society.

Simultaneously, Aotearoa has made a positive shift in attitude toward te reo Māori, with language classes oversubscribed and more reo being spoken on air, on screen, and online than before. At the end of the 2020–21 budget year, we saw waiata reo Māori radio airplay up by 9% and streaming up by 29%.

To maintain this level of positive engagement, we need more talented artists who are willing and able to make a career out of music. The purpose of Oro Kura Roa is to support an emerging reo-focused music artist to do that.

An investment package to the value of \$90,000 (plus GST if applicable) will be made available with reservation for Te Māngai Pāho to adjust the investment according to market, and to contract independent services on behalf of the successful applicant.

This funding is aligned to all three focus areas of Te Māngai Pāho's [Standard of Performance Expectations \(SPE\)](#): Audience, Creation and Capacity.

Hātepe

Process

Given the significant investment, a short list of applicants will be invited to make a presentation to the panel of assessors before a final decision is made. Assessors will come from the music and reo communities.

Te Kaupapa Matua

Request for Proposals

This RFP invites music artists to apply for Oro Kura Roa – support to the value of \$90,000.00 (before taxes) that enables an emerging artist to complete a body of work in te reo Māori that will enhance their repertoire, experience, and music career.

The applicant will need to complete their body of work within a 3-month period, during which they will receive a stipend, studio support and industry mentoring. The applicant is expected to be free of other regular professional commitments during this time.

Eligibility

- Applicants must be capable of writing waiata in te reo Māori.
- Applicants must have already released 2 waiata reo Māori – but no more than 10 – under one performer name to a digital service platform.
- Applicants must already be members of APRA and Recorded Music.
- Applicants must not have received Waiata Tuarea funding from Te Māngai Pāho in the last 24 months.

Agreement

Along with Te Māngai Pāho's standard terms and conditions, applicants also agree to each of the following:

- Complete a body of work of no less than 6 waiata, ready for release in the second half of 2023.
- Follow a programme devised by Te Māngai Pāho that gives opportunities to strengthen their music sector relationships and knowledge.
- Adhere to the professional guidelines set out by Te Māngai Pāho.

Suitability

The ideal candidate to receive this support will already have:

- If in employment, support from their employer to pursue this opportunity.
- Support from whānau to pursue this opportunity.

- Proficiency in te reo Māori equivalent to level four of the Level Finder Examination administered by the Māori Language Commission, Te Taura Whiri, or endorsement from someone with notable reo credentials.

Proposal

- A clear vision for their body of work.
- Evidence of unfinished material that could be developed for the body of work.
- A demo of an unreleased waiata that could be included in the body of work.
- Personal statement sharing your character, career aspirations, experience and how you believe this opportunity will help you.

Wātaka

Timeline

| | |
|---------------------|-----------------------------------|
| 23 Sep 2022 | Initiative Announced |
| 27 Sep 2022 | RFP Published & Applications Open |
| 26 Oct 2022 | Applications Close |
| 28 Oct 2022 | Shortlist Notified |
| 31 Oct – 4 Nov 2022 | Shortlist Panel Interviews |
| 18 Nov 2022 | Decision |

Te Whakatakotoranga o Te Tono

Application

| ELIGIBILITY | |
|---|--|
| <input type="checkbox"/> The artist is capable of writing waiata in te reo Māori. <input type="checkbox"/> The artist has released 2–10 songs to digital before under one performer name. (Links.) <input type="checkbox"/> The artist is a member of APRA. <input type="checkbox"/> The artist is a member of Recorded Music. <input type="checkbox"/> The applicant has not received Waiata Tuarea funding support from Te Māngai Pāho in the last 24 months. | |
| AGREEMENT | |
| <input type="checkbox"/> The artist agrees to complete a body of work of no less than 6 waiata, ready for release in the second half of 2023. <input type="checkbox"/> The artist agrees to follow a programme devised by Te Māngai Pāho that gives opportunities to strengthen music sector relationships and knowledge. <input type="checkbox"/> The artists agrees to adhere to the professional guidelines set out by Te Māngai Pāho. | |
| SUITABILITY | |
| Support letter from your usual employer, if applicable | Attach letter |
| Support letter from whānau | Attach letter |
| Evidence or endorsement of proficiency in Te Reo Māori | Attach evidence or letter |
| PROPOSAL | |
| Musical vision for body of work | Attach description |
| Sample of waiata that could be developed for the body of work | Attach mp3 |
| Personal statement | Attach statement |
| Additional Information | |
| Attachments(s) | Attach additional information you think will convince the assessors that you are ready and excited about this opportunity. |

Aromatawai

Assessment Criteria

A panel of Aotearoa music industry leaders, label professionals and mātanga reo exponents will assess your application and potential for success in music.

Suitability (50%)

- External support (20%)
- Proficiency in Te Reo Māori (20%)
- Record of quality reo in previous releases (10%)

Proposal (50%)

- Music vision (20%)
- Potential in incomplete work demo (10%)
- Personal statement (20%)

Te Tono ā-Ipurangi

Applying Online

You must be registered in Te Pūahatanga, the online application system operated by Te Māngai Pāho, to apply. Only applications submitted through this portal will be considered. You can register at any time, and we encourage producers to register well in advance of the funding deadline. Applicants will not be able to submit proposals until all the required fields have been completed, so please do not leave completion of your application to the last minute.

You can save your application at any time throughout the process and come back to it via your dashboard prior to the deadline. Key 'compliance' information from your Registered Provider data will automatically populate your funding application.

Ngā Tikanga me Ngā Herenga

Reserved Rights

- You must bear all your own costs in preparing and submitting your application.
- You represent and warrant that all information provided to us is complete and accurate.
- We may rely upon all statements made in your application.
- We may amend, suspend, cancel or re-issue the RFP at any time.
- We may change the RFP (including dates) but will give all submitters a reasonable time to respond to any change.
- We may accept late applications with the approval of the Chief Executive.
- We may seek clarification of any proposal and meet with any applicant.
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal.