

Te Pae Matarau – The Everyone Project Aotearoa is a survey tool to gather safe, accessible, accurate and respectful data about the make-up of the New Zealand screen sector workforce.

Its objective is to provide insightful data for and about those who participate in the sector to inform future policy, research and funding decisions. It is a joint project supported by NZ On Air, Te Māngai Pāho and the NZ Film Commission.

What does the name mean?

Te Pae can be understood as a gathering, group or collective of people. *Matarau* refers to something that is multi-faceted or many-sided. In this context, it reflects the diversity of people, roles, skills, experiences and data across the media sector. Together, *Te Pae Matarau* speaks to the collective view of many people who make up the sector – a way of seeing and understanding everyone more clearly.

Why do we need it?

An empowered industry needs knowledge about its own workforce but there is a critical lack of up-to-date information about our screen sector. How many people participate? In which roles? How much income do they earn? Do more people work in local or international productions? Do they work additional non-sector jobs? What about family responsibilities or disabilities? **These are all questions that Te Pae Matarau can help to answer.**

Is my data safe?

Yes. **Your individual responses are kept safe and private.** We only report combined (aggregated) results from all participants. Your individual responses are never shared or reported in a way that could identify you. You can change or delete your information at any time. All personal information is managed in accordance with the Privacy Act 2020.

By participating in *Te Pae Matarau – The Everyone Project Aotearoa* you are contributing to important, ongoing data that will ultimately be used to benefit the sector.

