



Waiata Reo Māori Funding Strategy

2021 — 2022



This document sets out Te Māngai Pāho's music funding intentions for the period 1 July 2021 to 30 June 2022.



This year, the investment pool has been boosted to \$1.2M with moves to encourage established platforms to create space for play and promotion of reo Māori artists and their songs.

Funding rounds for production and promotion of waiata reo Māori* remain, as does the opportunity for songwriting collaborations and wānanga – like APRA's Reo Māori Songhubs.

Overall, our aim is to motivate (and give opportunity to) reo Māori music makers and audiences alike. So that everyone has a chance to love music in te reo Māori the same way we do.

*Contains more than 50% te reo Māori



Our Goals

As they appear in our Standard Performance Expectations (SPE)



Audience

GREATER REACH

- 25% increase online



Creation

LOVED SONGS

- 60 funded songs
- 600,000 airplay spins
- 5 te reo Māori tracks in the NZ Top 20

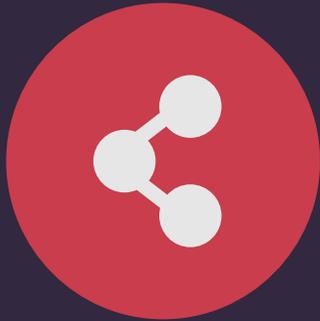


Capacity

NEW COMPOSERS

- 15 new composers supported in development

Our Approach



Continue to invest in the development of a music eco-system that champions waiata reo Māori and its artists.



Prioritise investment in new waiata for popular radio and streaming while continuing to provide opportunity for waiata in niche genre markets.



Offer funding recipients the services of a music mentor to guide them through the process of production, promotion and release.



Keep information and administration as simple as safely possible.

Funding Rounds



Audience

- Waiata Reo Māori Showcases*
- Waiata Reo Māori Platform Features*



Creation

- Waiata Reo Māori
- Waiata Tuarea
- Waiata Takitahi
- Oro Hāpai



Capacity

- Mentoring*
- Industry Music Awards*
- Music Organisation Initiatives*

*Contact mātanga puoro before applying

Funding Dates



Funding Priority	Funding Round	Open	Close	Decisions
Capacity	Industry Music Awards*	Mon 10 May 2021	Fri 21 May 2021	Fri 16 Jul 2021
Capacity	Mentoring*		Fri 28 May 2021	
Audience	Waiata Reo Māori Platform Features*			
Creation	Waiata Reo Māori 1	Thu 15 Jul 2021	Thu 29 Jul 2021	Fri 13 Aug 2021
Capacity	Music Industry Initiatives*	Mon 16 Aug 2021	Fri 27 Aug 2021	Fri 10 Sep 2021
Creation	Waiata Reo Māori 2	Mon 6 Sep 2021	Fri 17 Sep 2021	Fri 15 Oct 2021
Creation	Waiata Takitahi [co-fund]	Thu 21 Oct 2021	Thu 11 Nov 2021	Fri 10 Dec 2021
Audience	Waiata Reo Māori Showcases*	Mon 15 Nov 2021	Fri 26 Nov 2021	Fri 10 Dec 2021
Creation	Oro Hāpai (Collaborations)	Mon 29 Nov 2021	Fri 31 Mar 2022	Monthly TBC
Creation	Waiata Reo Māori 3	Mon 7 Feb 2022	Fri 18 Feb 2022	Fri 11 Mar 2022
Creation	Waiata Tuarea (Multi-song Projects)	Mon 7 Mar 2022	Fri 18 Mar 2022	Fri 11 Apr 2022
Creation	Waiata Reo Māori 4	Mon 5 Apr 2022	Fri 16 Apr 2022	Fri 14 May 2022

*Contact mātanga puoro before applying

Initiatives

What we do to support you in the music domain



Mentoring



**Promo on
TMP socials**



WaiataHou

Monthly compilation
for broadcasters







Contact

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