

Māori Music Strategy

1 July 2020 – 30 June 2021



Introduction



This document expresses Te Māngai Pāho's music funding intentions for the financial period 1 July 2020 to 30 June 2021.

Within, you will find a set of simply defined priorities for the year; each a considered response to the most common challenges and aspirations identified by over 100 music artists and practitioners who contributed to the Māori Music Strategy Consultation process.

The outcomes of this strategy set the baseline for a longer term plan for waiata reo Māori.

Funding Priorities



Breakthrough Project

We encourage initiatives that set a new precedence for Te Reo Māori waiata among passive and receptive reo audiences.

We commit to fund *at least* one such breakthrough project this year

Proposals **above \$50,000** should be discussed with the Kaiarahi Puoro before submission.

Publicity

We will contribute up to **\$2,000** toward **publicity** and **marketing** of a TMP-funded Te Reo Māori music track or project.

Applicants are expected to show a personal contribution of equal value.



Recordings

Allow **funding** of up to **\$6,000 per recorded music track** to enable artists to engage Te Reo Māori experts, and the best musicians, producers, technicians and facilities Aotearoa has to offer.

Wānanga

This is a new area of funding introduced to assist the growth and calibre of the modern reo Māori music composer and performer pool.

Funding up to **\$5,000 per wānanga** is available for established programmes and new groups that connect artists with each other and develop Te Reo Māori waiata and music concepts.

Wrap Around Support



Advocate

for Te Reo Māori music to be included in commercial music strategies and event planning



Promote

Te Reo Māori music and artists to our broadcast partners, and assist funded artists with the development of a reusable press kit



Connect

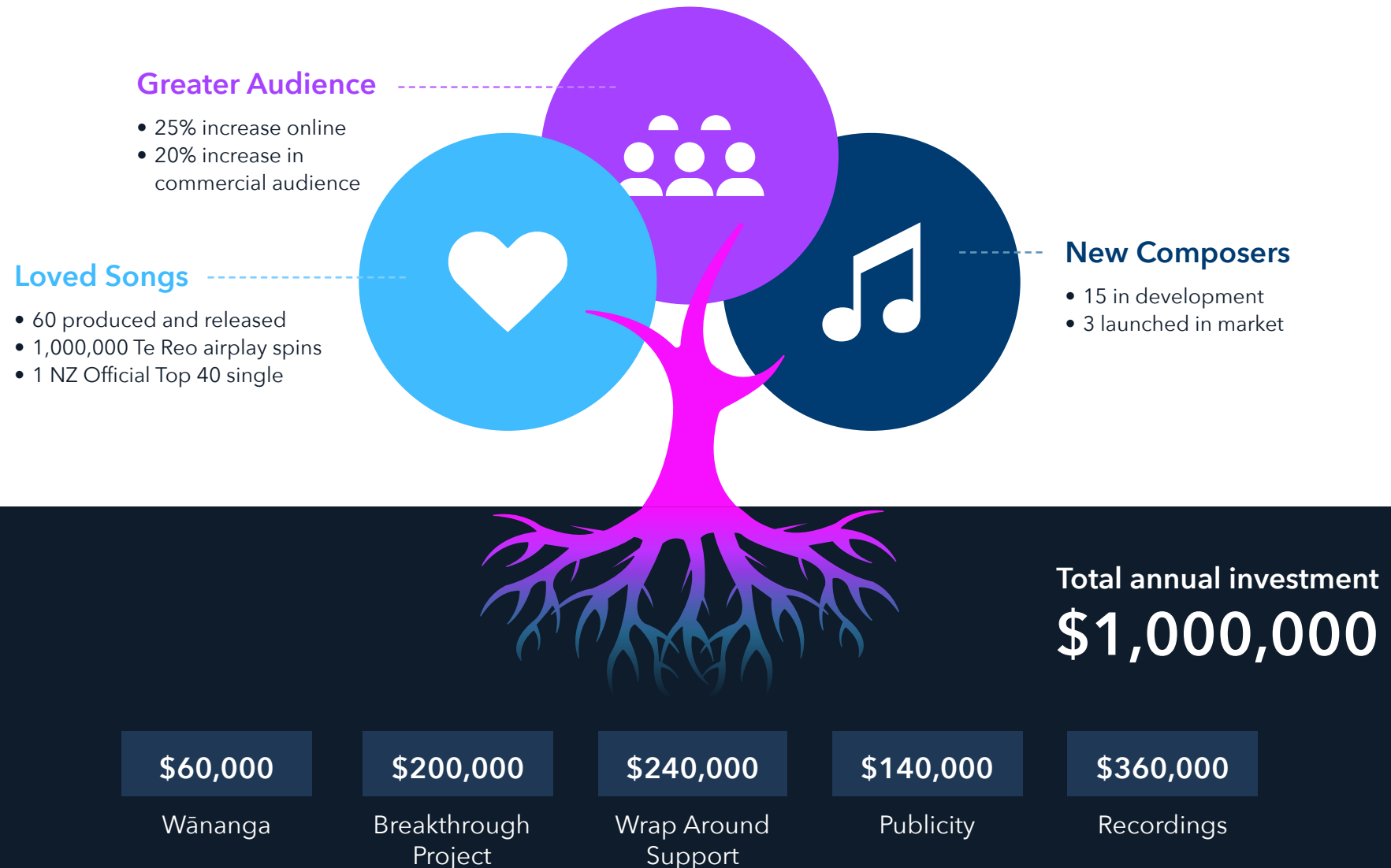
artists and managers with New Zealand's music network



Sponsor

music events that celebrate and champion Te Reo Māori waiata, music and artists

Annual Investment Outcomes



Our Approach



Reduce administration of milestones and formal reporting.



Accept responsibility for – and **act on** – being the 'go-to' for Māori to connect with the music industry.



Shift engagement with artists from compliance to **support** and **development**.



Be active. Champion Te Reo Māori waiata and Māori artists loudly and proudly.

Applying



1



Register as Provider

2



Select music funding stream

3



Start application in Te Puahatanga

4



Collect information required

5



Complete application then submit



Do a dance. Wait.

7



Receive notification

8



Accept/negotiate contract



For more information about Te Māngai Pāho
music funding please contact:

Nadia Marsh

Kaiarahi Puoro

nadia@tmp.govt.nz