



Tuhia te hā o te reo Māori ki te rangi

Māori Music Funding

2019/2020

Tracks, Videos, and Project Funding

Enquiries: Te Anga Nathan,
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1. OVERVIEW

Te Māngai Pāho will conduct three Music Funding Rounds in the 2019/2020 financial year. The three Music Funding Rounds will be for Tracks, Videos and Waiata Māori Projects.

Individuals will be allowed to seek funding for at least one track and/or a video per funding round.

Business entities will be allowed to seek funding for at least two tracks and/or two videos per funding round and one, Waiata Māori Project per financial year. The tracks and/or videos may be for a single artist or two separate artists.

Te Māngai Pāho has also created a new music funding category titled Waiata Māori Project for initiatives that promote Māori language and culture. 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. Waiata Māori Project funding will only be available to established Artists via a Business entity.

An established Artist has an impressive track record of achievement in the music industry, and has made a significant contribution nationally or internationally to 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.

This Request for Proposals (RFP) invites online applications for funding of **Māori Music (tracks, videos and special projects)** in all genres which contain a **minimum of 50% te reo Māori content**.

In the three funding rounds, a total **allocation of up to \$760,000 is available**. It is the intention of Te Māngai Pāho to fund:

Round 1	Closing Date: 5:00 pm, Wednesday, 7 August 2019
	<ul style="list-style-type: none">– up to 20 music tracks at \$4,000 per track– up to 14 music videos at \$8,000 per video– at least two Waiata Māori project (from \$20,000 to \$50,000)
Round 2	Closing Date: 5:00 pm, Friday, 8 November 2019
	<ul style="list-style-type: none">– up to 20 music tracks at \$4,000 per track– up to 14 music videos at \$8,000 per video– at least one Waiata Māori project (from \$20,000 to \$50,000)
Round 3	Closing Date: 5:00 pm, Wednesday, 11 March 2020
	<ul style="list-style-type: none">– up to 20 music tracks at \$4,000 per track– up to 12 music videos at \$8,000 per video– at least one Waiata Māori project (from \$20,000 to \$50,000)

However, Te Māngai Pāho reserves the right to vary the number of music tracks, videos and/or waiata Māori projects it funds should it be necessary.

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

- **be suitable for airplay for iwi radio and 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. To register applicants will need to provide basic background information including two trade references. To register go to: <http://funding.tmp.govt.nz/>

Once confirmed as a Registered Provider, you will be able to access 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 agreed to allow 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 up to \$12,000 at any one time.

Deadline for Online Applications

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

Funding Round	Closing Date	Board Decisions	Notifications
Round 1	7 August 2019	12 September 2019	13 September 2019
Round 2	8 November 2019	12 December 2019	13 December 2019
Round 3	11 March 2020	9 April 2020	10 April 2020

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.

Te Māngai Pāho is a Māori language agency and a Te Reo Māori Consultant, Māori Language Plan and how a project supports the key goals and objectives of Te Māngai Pāho are all important components of an application. To gain a clearer understanding of 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. Below is a brief overview of some of the items to be supplied within the application:

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, video or special project (e.g. lyrical, musical or visual content). Te Māngai Pāho may also request evidence of these approvals during the assessment/contracting process.

The demo track must be the full song and contain a minimum 50% te reo Māori.

Māori Music Track Application:

- audio recording (demo) of the track;
- lyric sheet of the track in **English and Māori**;
- production budget
- Māori language plan.

Māori Music Video Application:

- audio recording (demo) of the track;
- lyric sheet for the track in **English and Māori**;
- clear synopsis of the video treatment and overview of the video potential;
- production budget
- Māori language plan.

Waiata Māori Project Application:

- Refer to point (e) Waiata Māori Projects Criteria, pages 6-7.

Additional information about the process can also be found on the Te Māngai Pāho website: 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 Videos):

- (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 (30%)**
- 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 (30%)**
- 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.
 - Is suitable for airplay on iwi Radio.
- (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**

Qualifying Registered Providers may apply for Waiata Māori Project funding. Such funding is available on the following basis:

- funding of between \$20,000 and \$50,000 is available for Waiata Māori projects which promote reo Māori music to a broad audience;
- 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 (demo) of all track(s);
 - lyric sheet(s) of all track(s) in English and Māori;
 - well defined production plan and schedule
 - full production budget;

- intended release plan for project;
- marketing and promotional plan and budget;
- evidence of co-funding commitment;
- artist(s) music track record;
- company track record for music release(s) etc.

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 all 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

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 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.