



Te Māngai Pāho
'Ko te reo te take'

MUSIC BREAKTHROUGH PROJECTS

MĀORI MUSIC FUNDING 2020-21

QUERIES TO:

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Te Māngai Pāho
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BACKGROUND

Te Māngai Pāho is a Māori language agency operating in the broadcast sector. Te Māngai Pāho's purpose is to promote Māori language and Māori culture.

The Māori language is currently somewhere between definitely endangered and severely endangered. As a result, this purpose is perhaps better expressed as an imperative to revitalise the Māori language and culture.

The primary levers that Te Māngai Pāho can use to pursue this revitalisation are to make funds available for broadcasting, producing programmes for broadcasting and archiving programmes.

Te Māngai Pāho also makes funds available for transmitting on demand, producing content for transmitting on demand and archiving content. In practice, this has translated to providing funding for Māori language programmes, Māori culture programmes and music, for television and radio broadcast. However, Te Māngai Pāho is keen to ensure that all content it funds is available on multiple platforms.

INTRODUCTION TO MĀORI MUSIC FUNDING

Te Māngai Pāho will conduct 13 music-related funding rounds in the 2020-21 financial year. Five will be for Music Recordings & Publicity, four for Music Wānanga and four for Breakthrough Projects. This is a change to the way we have funded Māori music in the past, with previous years being primarily focused on recordings with some promotion.

This RFP is for **Breakthrough Projects**.

This is an evolution of previous years' Special Projects funding, with the focus now on music content and strategies that broaden access, appeal and embedment of waiata reo Māori in the lives of everyday New Zealanders.

Music Breakthrough Projects has been allocated an annual budget of **\$200,000** in 2020-21.

APPLICATION DATES

The deadline for online applications, and decision dates, are set out as below:

Funding Round	Closing Date	Decisions
Round 1	Fri 17 Jul 2020, 5:00pm	Fri 14 Aug 2020
Round 2	Fri 18 Sep 2020, 5:00pm	Fri 9 Oct 2020
Round 3	Fri 19 Feb 2021, 5:00pm	Fri 12 Mar 2021
Round 4	Fri 16 Apr 2021, 5:00pm	Fri 14 May 2021

Te Māngai Pāho reserves the right to vary dates and rounds if required.

BREAKTHROUGH PROJECTS FUNDING

Te Māngai Pāho will accept applications into Te Pūahatanga for up to \$50,000 (plus GST if applicable) for either:

- A reo Māori music project that will deliver fresh, appealing, repeat-worthy content to a specific music genre audience on multiple listening and viewing platforms; or
- A strategy that will embed waiata reo Māori in the daily lives of everyday New Zealanders; or
- A concept or project that will convert New Zealanders with zero to passive reo Māori into waiata reo Māori benefactors.

Projects worth more than \$50,000 should be discussed with the Kaiarahi Puoro before submission.

APPLYING FOR FUNDING

WHAT WE FUND

Music Breakthrough Projects funding is available to companies and groups.

Eligible costs: all relevant and reasonable costs to the project will be considered.

REGISTERED PROVIDER

To apply for funding, applicants need to be a **Registered Provider** in our online funding management system, *Te Pūahatanga*. To register, applicants will need to provide background information including two trade references. To register go to: <http://funding.tmp.govt.nz/>

Registrations must be made in either your own legal name ('Individual') or the legal name of a Limited Liability Company or Trust ('Company').

Once confirmed as a Registered Provider, you will be able to make a submission for funding.

Individuals are not eligible to apply for Breakthrough Project funding.

ELIGIBILITY

Incomplete applications, applications from applicants with overdue contracts, and applications that will propel an Individual Registered Provider beyond the maximum total allowed will not be considered for funding. Ineligibility will be notified as soon as practically possible however this may be after the closing of a round. It is the responsibility of the applicant to ensure that they are eligible.

APPLICATION INFORMATION

BREAKTHROUGH PROJECT

- Project name
- Company name
- Company contact
- Company and personnel track record
- Proposal; including
 - Benefit(s) for waiata reo Māori;
 - Creative or innovative proposition;
 - Evidence of the gap or barrier that exists for the project to be necessary;
 - Details of how a public audience will be recruited;
 - Project timeline;
 - Project budget.

ASSESSMENT

A panel comprised of independent te reo Māori experts and music industry practitioners will assess all eligible applications. During the assessment process, the panel will use a weighting system to ensure that a range of criteria are considered.

BREAKTHROUGH PROJECT	
Intended outcome 40%	
Benefits for waiata reo Māori	10%
Timeliness	10%
Potential to fill gap or build bridge	10%
Potential for intended audience to embrace it	10%
Planning & Delivery 40%	
Creativity or innovation of proposition	10%
Public audience strategy recruitment	10%
Project budget is justified	10%
Chance of success	10%
Company 20%	
Track record	10%
Reputation	10%

QUERIES AND CHANGES TO TIMETABLE

QUERIES

Any queries in relation to this RFP document are to be submitted in writing to:

Nadia Marsh
Kaiarahi Pūoro
nadia@tmp.govt.nz

or

Te Māngai Pāho
PO Box 10 004
WELLINGTON 6143
Attn: Nadia Marsh

Periodically, questions and answers arising from queries by applicants relating to our RFP process will be posted on the Te Māngai Pāho website www.tmp.govt.nz. Te Māngai Pāho reserves the right to do so, up until the application deadline.

CHANGES OF 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 within 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.