



Te Māngai Pāho



# REQUEST FOR PROPOSALS

## Oro Kura Roa

**RFP Date:**

14 Oketopa 2024

**Opening Date:**

21 Oketopa 2024

**Closing Date:**

7 Noema 2024

**Decisions:**

13 Tihema 2024

**All queries:**

Philip Bell

Kaihāpai Te Hua Waihanga

[Phil@tmp.govt.nz](mailto:Phil@tmp.govt.nz)

## Hei Whakataki Introduction

Through its support of the Māori media and music sectors, Te Māngai Pāho is committed to improving the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation. This includes ensuring New Zealanders value te reo Māori as an essential part of their national identity.

## Te Pūtake Purpose

Music is everywhere in the world. It creates suspense in movies, excitement at football matches and fun with friends. It is ordinary for its presence in people's everyday lives, yet extraordinary for the way it can reflect and affect us, our ideas and society.

Simultaneously, Aotearoa has made a positive shift in attitudes toward te reo Māori, with oversubscribed language classes and more reo Māori being spoken on air, on screen, and online than before. Year on year, 2023 to 2024, we saw waiata reo Māori streaming increase from 12.9 million to 14.2 million, while overall Aotearoa artist streaming decreased by 7% in the same period.

To maintain this level of positive engagement, we need a steady supply of waiata. The purpose of Oro Kura Roa is to offer an emerging, reo-focused music artist a taste of what it is like to work on (and in) music full-time. In that time, the recipient will strengthen their music business acumen while contributing a new body of work to the supply pipeline of waiata reo Māori.

This funding is aligned to all three focus areas of Te Māngai Pāho's [Standard of Performance Expectations \(SPE\)](#): Creators, Content and Audiences.

## Te Kaupapa Matua Request for Proposals

This RFP invites singer-songwriters and music artists to apply for Oro Kura Roa – support to enable an emerging artist to focus on music in a full-time capacity for a short period of time. In that time, the recipient will develop their music business proposition and network of contacts while completing a body of work in te reo Māori.

Oro Kura Roa is an investment up to \$90,000 (before taxes) that provides:

- a stipend to support the recipient while they work in music in a full-time capacity for a minimum 12 weeks and maximum 14 weeks
- funding support for the production and promotion of the body of work which is to be released by 1 October 2025; and
- an organised schedule of music business development meetings and network introductions.

The applicant is expected to be free of other professional commitments during this time.

## Eligibility

The applicant must:

- be capable of individually expressing their thoughts and feelings when writing in te reo Māori;
- have released 3 waiata reo Māori under one performer name to a digital service platform; and
- already be a member of APRA AMCOS and Recorded Music.

## Ineligible

- Applicants with overdue music contracts.
- Incomplete applications.
- Applicants who do not fulfil the eligibility criteria.

## Agreement

Along with Te Māngai Pāho's standard terms and conditions, applicants also agree to:

- complete a body of work of no less than 6 waiata, ready for release by 1 October 2025;
- develop financial and strategic marketing planning and growth throughout the term of this agreement;
- follow the organised schedule devised by Te Māngai Pāho that gives opportunity to strengthen their music sector relationships and knowledge; and
- adhere to the professional guidelines set out by Te Māngai Pāho.

## Suitability

The ideal candidate will already have:

- support from their employer to pursue this opportunity if they are intending to take a sabbatical from usual employment;
- support from whānau to pursue this opportunity; and
- proficiency in te reo Māori with a willingness to collaborate.

## Proposal

An applicant's proposal should contain:

- a clear understanding of their existing business structure, and business areas for development;
- a clear vision for their body of work including themes and possible collaborators;
- demos or evidence of unreleased waiata that could be developed for the body of work;
- personal statement sharing your character, career aspirations, experience and how you believe this opportunity will benefit you.

## Hātepe Process

Given the significant investment, Oro Kura Roa will be conducted as a two-stage process. A short list of applicants will be invited to make a presentation to the panel of assessors before a final decision is made. Assessors will come from the music and reo communities.

## Wātaka Timeline

---

14 Oct 2024

RFP Published

---

21 Oct 2024

Applications Open

12pm, 23 Oct 2024

Info Session

<https://us02web.zoom.us/j/84773576786>

14 Nov 2024

Applications Close

13 Dec 2024

Decisions

## Pukapuka Tono Application

ELIGIBILITY	
<input type="checkbox"/> The artist is capable of writing waiata in te reo Māori. <input type="checkbox"/> The artist has released 3–15 songs to digital before under one performer name. (Links.) <input type="checkbox"/> The artist is a member of APRA AMCOS. <input type="checkbox"/> The artist is a member of Recorded Music. <input type="checkbox"/> The applicant does not have any overdue contracts with Te Māngai Pāho.	
AGREEMENT	
<input type="checkbox"/> The artist agrees to complete a body of work of no less than 6 waiata for release by 1 October 2025; <input type="checkbox"/> The artist agrees to follow the organised schedule devised by Te Māngai Pāho; and <input type="checkbox"/> The artist agrees to adhere to the professional guidelines set out by Te Māngai Pāho.	
SUITABILITY	
Support letter from your employer, if applicable	Attach letter
Support letter from whānau	Attach letter
Demonstration of proficiency in te reo Māori	E.g. a qualification, song lyrics, endorsement
PROPOSAL	
Vision for body of work	Attach description
Demos or evidence of unreleased waiata that could be developed for the body of work	Attach mp3, song lyrics
Personal statement	Attach statement
Additional Information	
Attachments(s)	Attach a full proposal or information you feel will convince the assessors that you are ready and excited about this opportunity.

## Aromatawai Assessment Criteria

A panel of Aotearoa music industry professionals and respected reo exponents will assess applications.

### Suitability (50%)

- External support (10%)
- Clarity of existing business structure and development areas (10%)
- Demonstrable proficiency in te reo Māori (20%)
- Audience – existing and potential (10%)

### Proposal (50%)

- Music vision (20%)
- Demo potential (10%)
- Personal statement (20%)

## He Wā kōrerorero Information Session

Te Māngai Pāho staff will provide an opportunity for applicants to attend an online information session on Wednesday 23 October at 12:00pm. The purpose of this session will be to provide information about the process and funding criteria and answer any questions applicants may have. The link to attend the session is here: <https://us02web.zoom.us/j/84773576786>.

## Te Tono ā-Ipurangi

### Applying Online

To apply, you must first register in [Te Pūahatanga](#), the online application system operated by Te Māngai Pāho. Registrations can take up to three days to process so we encourage producers to register well in advance of the funding deadline. Applicants will not be able to submit applications until all required fields are completed. You can save your application at any time throughout the process and come back to edit it via your dashboard right up to the deadline.

Only applications submitted in Te Pūahatanga will be considered for funding.

# Ngā Tikanga me Ngā Herenga

## Reserved Rights

- You must bear all your own costs in preparing and submitting your application.
- You represent and warrant that all information provided to us is complete and accurate.
- We may rely upon all statements made in your application.
- We may amend, suspend, cancel or re-issue the RFP at any time.
- We may change the RFP (including dates) but will give all submitters a reasonable time to respond to any change.
- We may accept late applications with the approval of the Kaihautū.
- We may seek clarification of any proposal and meet with any applicant.
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal.