

**Hon Carmel Sepuloni**

**Minister for Arts, Culture and Heritage**

**AIDE MEMOIRE: CULTURAL SECTOR REGENERATION FUND, TE URUNGI: INNOVATING AOTEAROA – APPROVED PROJECT FUNDING FROM PORIRUA AND ONLINE EVENTS**

<b>Date:</b>	14 July 2021	<b>Priority:</b>	Medium
<b>Security classification:</b>	In Confidence	<b>Reference:</b>	AM2021/401
<b>Contact</b>	Jeff Gibson, Programme Director, 9(2)(a) [REDACTED]		

**Purpose**

- 1 This aide memoire summarises recent funding decisions made by Manatū Taonga related to Te Urungi: Innovating Aotearoa events held in Porirua and online. We informed you of the decision to fund 11 Porirua seed proposals through AM2021/304 in late May 2021. Funding decisions noted in this paper relate to project funding from both events and seed funding from the online event.

**20 of 73 funding proposals have been approved**

**Background**

- 2 Te Tahua Āki Auahatanga, Cultural Sector Innovation Fund provides \$54 million over three years to support innovative projects that improve the sustainability and resilience of the sector. Round one is being delivered through a nationwide events series, Te Urungi: Innovating Aotearoa.
- 3 Te Urungi are facilitated, collaborative, workshop style events designed to harness participants creative energy and innovative spirit. They are aimed at developing bold ideas that enable arts, culture, and heritage to adapt and thrive. Participants at the events can apply for seed funding up to \$20,000 to develop an idea or, project funding to implement a proposal.
- 4 The Porirua and online Te Urungi events were the first of 16 occurring across Aotearoa from May to December 2021. The Porirua event concluded on 2 May 2021 and the online event concluded on 26 May 2021.

**Assessment and evaluation**

- 5 Participants presented orally to the evaluation panel. A benefit of the presentation approach was panel members being able to provide immediate feedback to participants. Presentations were recorded and participants also submitted a 'project on a page' for seed funding or a project proposal/business case for project funding.

- 6 Project proposals from the two events were evaluated together to maintain funding consistency and give consideration to their collective impacts across the country. We will now group project proposals for evaluation after three events.
- 7 The evaluation panel comprised three external voting members with cultural sector, innovation and kaupapa Māori expertise. We also have a non-voting Manatū Taonga panel chairperson. The proposals were evaluated by the panel on a consensus basis against the fund purpose, outcomes and evaluation criteria:

*Table one: evaluation considerations*

Fund outcomes	Proposal evaluation criteria
<ul style="list-style-type: none"> <li>• Sector sustainability and resilience is improved</li> <li>• There are more commercial opportunities available for the cultural sector</li> <li>• Access and participation is improved</li> <li>• Support for the preservation, retention, and transmission of mātauranga Māori.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Context and purpose:</b> why, and for who, is the proposal being developed (30% weighting)</li> <li>• <b>Innovation:</b> how the proposal demonstrates new ways of working and/or approaches (30%)</li> <li>• <b>Implementation:</b> clarity of how the proposed project will be delivered (30%)</li> <li>• <b>Potential:</b> what are the future prospects for transformational change resulting from the project (10%).</li> </ul>

- 8 No conflicts of interest were declared, and the assessment process followed the probity guidance developed with the support of KPMG.
- 9 The panel considered material from all proposals at moderation meetings in early June. The proposals were evaluated against the assessment criteria and consensus scoring was derived. The panel recommended 20 of the 73 proposals for funding.
- 10 Of the 73 proposals evaluated, 65 were for project funding from the Porirua and online events, and eight were for seed funding from the online event. The total funding sought across the 73 proposals was almost \$85 million, as summarised in table two.

*Table two: summary of all proposals received, and total funding requested*

Funding option	Number of proposals	Total funding requested
Seed funding online	8	\$160,000
Project funding Porirua and online	65	\$84,374,946
<b>Totals</b>	<b>73</b>	<b>\$84,534,946</b>

## Recommendations and approvals

- 11 The panels funding recommendations were approved by Ministry's Sector Support Governance Committee on 6 July 2021. A summary of the funding decisions is provided in table 3.

*Table three: summary of funding decisions*

Funding option	Proposals declined	Proposals approved	Total funding approved
Seed funding online	4	3 <sup>1</sup>	\$60,000
Seed funding resulting from project funding proposals	n/a	5	\$100,000
Project funding	48	12	\$6,520,975
<b>Total recommendations</b>	<b>52</b>	<b>20<sup>1</sup></b>	<b>\$6,680,975</b>

- 12 Five project proposers will be offered seed funding rather than the full project funding which they applied for. Te Urungi participants are made aware that this as a funding option. The panel makes such recommendations for projects that meet the fund objectives but require further development to help ensure success.
- 13 Detail about each of the proposals that will receive funding is provided in Appendix 1.

## Next steps

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- 14 The Ministry will contact all applicants informing them of the outcomes of their applications in mid-July 2021.
- 15 The Ministry will work with your office to explore announcement opportunities related to the outcomes of the Innovation Fund.



Jeff Gibson  
**Programme Director**

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<sup>1</sup> One seed funding proposal is still under consideration



## Appendix 1: Successful proposals from Te Urungi: Innovating Aotearoa events held in Porirua and online

Table 1 – Proposals approved for funding

Proposal	Brief description of proposal	Funding approved
<b>Seed funding approved (online only, see AM2021/304 for Porirua seed funding)</b>		
The Village Otepoti	A creative workforce plan lead by Dunedin City Council, that empowers community driven leadership and agency.	\$20,000
Te Ringa Maitai The Hand of Steel	An innovative collaboration between renowned Māori and Pacific Island artists, and Heavy Metal (a Māori owned commercial art foundry) to design and manufacture Māori architectural products for urban designers and architects to incorporate into public and private spaces	\$20,000
CCAT	Aotearoa Music Showcase. Focus on Maori/Pacifika, Indie/AH, World/Folk genres. A festival incorporating a musician development programme and national and international markets.	\$20,000
<b>Seed funding resulting from project funding proposals (Porirua and online)</b>		
Spiral	Ko Mana Wahine Te Putake - to create new film-making paradigms and practices within a globally oriented, sustainable, unionised and whanau friendly infrastructure. Developing a feature animation of Keri Hulme's The Bone People as a pilot project.	\$20,000
Te Wharetoi o Ngati Toa	For the establishment of an iwi based Te Whare Toi o Ngāti Toa Creative Hub in Porirua.	\$20,000
The Grid	Establishment of an immersive digital arts space in Wellington focused on presenting and cultivating digital art in Aotearoa	\$20,000
NZMS	Mass digitisation of historical 2 million pages from Aotearoa community newspapers.	\$20,000
Jamn2020 Ltd	To establish a network of whakapapa experts to support young people in the welfare and penal system.	\$20,000
<b>Project funding approved (Porirua and online)</b>		
DOTDOT	An experience builder enabling artists, arts venues, arts organisations and cultural institutions to create their own hybrid and virtual events, allowing them to reach new audiences and drive new revenue streams for their work	\$206,965
Aotearoa Live Music Recovery Project	Supporting 30 small to medium sized music venues with funding to manage artist and audience development that increases diversity in the live music sector. The project will establish an ongoing advocacy function and incentivise both venues and musicians	\$2,110,000
Taki Rua Productions	Large-scale contemporary Māori immersive performing arts experiences to be presented at major festivals	\$1,323,000
Joel Baxendale - In World	InWorld, a tool that lets anyone, at any level of professionalism, apply app-technology in an interactive context. The platform is a flexible and dynamic creative tool for a wide variety of purposes from arts to educational projects	\$227,605

Proposal	Brief description of proposal	Funding approved
Metia Interactive	Culturally inclusive game technology to explore Matauranga Maori traditions and new cultural concepts. Published as interactive fiction in partnership with education experts, the project entails adapting to VR with spatial reasoning.	\$290,000
Wellbeing Unlocked	A suite of tools that helps arts & culture organisations measure understand, increase and articulate their wellbeing impact in order to unlock the value of culture and their assets	\$150,000
Rascality	Bringing entertaining, interactive reading experiences to mobile devices for children aged 3-7 years. Giving audiences access to animated stories from Aotearoa writers – where writers are paid and animations are developed for their stories	\$300,000
TPW - Māori Pokemon	Pūrākau is a story telling ambition that helps to embed Te Ao Māori content into the environment around us using mixed reality technology inspired by Pokemon Go	\$328,405
Atuatanga	A virtual reality experience of connection to Atua, the environment and personal connection. The player has a mission to enter the worlds of the atua, receive their wisdom and learn what needs to be done to restore the natural world	\$585,000
Narrative Muse	Digital platform to help Aotearoa audiences find books, movies and TV that reflect intersectionality and gender diversity. To help content producers understand how to serve these underrepresented audiences	\$500,000
NZ Festival of the Arts	A new values-driven ticketing platform, empowering audiences to choose their own ticket price. Enabling those with the means to pay more, and those who can't pay full price to enter at an amount they can afford	\$200,000
Public Art Heritage Aotearoa NZ	Database for documenting, protecting, and communicating the value of Aotearoa's remaining 20th Century public art heritage. Forming a national public art forum to connect and support people involved in the public art sector	\$300,000