

Hon Carmel Sepuloni

Minister for Arts, Culture and Heritage

## AIDE MEMOIRE: CULTURAL SECTOR REGENERATION FUND: TE URUNGI: INNOVATING AOTEAROA - APPROVED SEED FUNDING

<b>Date:</b>	27 May 2021	<b>Priority:</b>	Medium
<b>Security classification:</b>	Restricted	<b>Reference:</b>	AM2021/304
<b>Contact</b>	Jeff Gibson, Programme Director, S9(2)(a) [REDACTED]		

### Purpose

- 1 This aide memoire summarises the seed funding decisions made by the Ministry following the first Te Urungi: Innovating Aotearoa event concluded in Porirua on 2 May 2021.

### We have approved 11 of 17 seed funding proposals

#### Background

- 2 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.
- 3 Approximately 15 in-person and online Te Urungi events are to be held nationwide over the next six to seven months. The Porirua event concluded on 2 May 2021 was the first in our efforts to distribute \$54 million from the Cultural Sector Innovation Fund over the period to June 2023.
- 4 The Porirua event was attended by 58 participants, resulting in 38 presentations to the evaluation panel over the weekend – 17 seed funding proposals and 21 full funding proposals. Most participants were from the Wellington region.

#### Assessment and evaluation of seed funding proposals

- 5 The 17 seed funding proposals were presented orally by participants to the evaluation panel. A benefit of the face to face presentation approach was panel members being able to provide immediate feedback to participants. Proposals were recorded and participants also submitted a 'lean canvas' that summarised their proposal.
- 6 The fund priorities reflected in the assessment criteria were:
  - a. Improved sector sustainability and resilience
  - b. Commercial opportunities created for the cultural sector

- c. Improved access and participation
  - d. Support for the preservation, retention and transmission of mātauranga Māori.
- 7 The panel considered material from all proposals at a moderation meeting on 5 May. The proposals were evaluated against the assessment criteria and consensus scoring was derived.
  - 8 The panel recommended 11 of the 17 seed funding proposals for funding.
  - 9 No conflicts of interest were declared, and the assessment process followed the probity guidance developed with the support of KPMG.

### **Recommendations and approvals**

- 10 The funding recommendations were approved by the Ministry's Sector Support Governance Group on 18 May 2021.
- 11 Detail about each of the proposals that will receive seed funding is appended.
- 12 The 11 proposals funded are for \$20,000 each – the maximum available for seed funding applicants. This \$220,000 seed funding allocation leaves \$3.780 million available for full project funding this round.

### **Next steps**

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- 13 The Ministry will contact all applicants informing them of the outcomes of their seed funding proposals early June 2021.
- 14 The Ministry will work with your office to identify announcement opportunities – possibly in conjunction with other products in the Cultural Sector Regeneration Fund.



Jeff Gibson  
**Programme Director**

## Appendix 1: Te Urunga seed funding results

### *Proposals awarded seed funding*

<b>Recipient</b>	<b>Brief description of proposal</b>	<b>Funding awarded</b>
Goldfish Creative	Leverage blockchain technology to revise funding of the live arts with the goal to create more sustainable income for independent artists in NZ.	\$20,000
Living Heritage	An approach to bring Heritage Sites to Life, making the invisible visible with virtual heritage.	\$20,000
Unesco Creative Cities	A co-designed, collaborative AR platform that addresses the taonga of Aotearoa's screen arts and story-telling culture A way for citizens and visitors to connect to a place through stories where they were told or originated	\$20,000
Andy Hanara	Cultural experience on waka tangata involving stories of Porirua learning mātauranga Māori paddling to Tutohu whenua around Porirua.	\$20,000
Whakaaro Factory	Invention: educational tool. Technological reform of flat screen behaviour problem	\$20,000
Zealanesia	Digital Virtual tourism cultural experience. Call to action - climate change, cultural revitalisation, digital interaction, Tokelau cultural.	\$20,000
With Lime	Building knowledge, skills, and capability in the NZ arts sector by encouraging affordable, accessible, and culturally appropriate use of technology.	\$20,000
Kia Ora 4 th@ Production	Music camp package for Ngati Toa and affiliations rangatahi.	\$20,000
Indigi.Nz - Alpha State	Content creation, immersive 5G studio, XR/AR, 360 degrees, 3D, Location, Streaming.	\$20,000
NZ Fringe	Development of a national network and circuit of Fringe Festivals. Resourcing regional festivals to develop and present work. Align festivals to create a circuit for independent, emerging artists to present their work.	\$20,000
Minaaka	Normalisation of te reo Māori in Aotearoa through Māori music	\$20,000