



# Māori Digital Technology Development Fund.

## Funding Plan

Developed by the Expert Advisory Group  
September 2016



# Māori Digital Technology Development Fund.

The Māori Digital Technology Development Fund is a contestable fund established to support initiatives that will create high value jobs and opportunities for Māori in digital technologies.

## Contact Details

027 337 3727

kahao@tpk.govt.nz

Website [www.tpk.govt.nz/kahao](http://www.tpk.govt.nz/kahao)  
or visiting any Te Puni Kōkiri  
office.

## Creative Commons

This work is licensed under the Creative Commons Attribution 3.0 New Zealand License. To view a copy of this license view <http://creativecommons.org/licenses/by-nc/3.0/nz/>



## Published by

Te Puni Kōkiri

ISBN: 978-0-478-34550-6

Whiringa-ā-nuku / October 2016

# Contents

|   |          |
|---|----------|
| <b>Introduction</b>   | <b>3</b> |
| Purpose of the Funding Plan   | 3        |
| Background to the Māori Digital Technology Development Fund   | 3        |
| Key principles  | 4        |
| Objective of the Fund   | 4        |
| Funding priorities  | 4        |
| Relationship between the long-term objective, the three funding priorities and the funding outcomes   | 5        |
| <b>Funding Plan</b>   | <b>6</b> |
| Funding priorities and specific outcomes that will be targeted for the two-year period                | 6        |
| Key features of the initiatives that will deliver those outcomes                                      | 6        |
| Dates for the application process over each of the two-year periods                                   | 6        |
| Key rules and requirements potential applicants will need to be aware of including selection criteria | 7        |





## Introduction

### Purpose of the Funding Plan

The purpose of the Funding Plan is to set out the priorities and outcomes that the Māori Digital Technology Development Fund (**the Fund**) will target for a two-year period.

*Why – A two-year Funding Plan offers an opportunity to respond to early indications of what is effective about a particular approach and refine or change direction. This is particularly important in the early stages of the Fund.*

The Funding Plan will specify:

- funding priorities and specific outcomes that will be targeted for the two-year period
- key features of the initiatives that will deliver those outcomes
- dates for the application process over each of the two-year periods
- key rules and requirements potential applicants will need to be aware of including selection criteria.

Every two-years, there will be a process, led by Te Puni Kōkiri and the Expert Advisory Group to develop an updated Funding Plan. Each release of the Funding Plan requires the joint approval of the Minister for Māori Development and Minister of Science and Innovation and Minister for Tertiary Education, Skills and Employment.

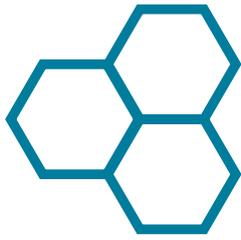
The Funding Plan may not change significantly from one cycle to another, but change is possible. Ideally, there will be a mix of continuity to the areas of the previous Funding Plan that are drawing a large number of high-quality applications with some refreshing in areas for which the opportunities are less than was expected. Alternatively, there may be a shift toward areas not addressed by the previous Funding Plan.

### Background to the Māori Digital Technology Development Fund

In 2014, the Government allocated \$30 million for a Māori ICT Development Fund (to be branded as The Māori Digital Technology Development Fund). Cabinet agreed that the Fund could be used to support a wide range of objectives, including:

- Māori economic development by stimulating Māori participation across the ICT sector.
- enhanced use of ICT as an input into Māori economic development through enabling better use of existing ICT, and research and development
- access to Māori language and culture through ICT
- digital literacy initiatives
- developing delivery mechanisms for Māori language content and supporting content production.





## Key principles

To deliver a significant and enduring positive impact, the Māori Digital Technology Development Fund will:

- focus on making a greater difference in a few critical areas rather than focusing on a broader set of objectives;
- encourage collaboration between government, iwi, business, communities and any other group which hold values aligned with those of the Fund;
- leverage partnership opportunities with other government and non-government organisations to maximise the impact of the Fund while not duplicating the purpose of existing funding programmes; and
- encourage opportunities to enhance the Māori language and culture through digital technologies.

## Objective of the Fund

The long-term objective of the Māori Digital Technology Development Fund will be to:

### **Create high value jobs and opportunities that advance Māori in digital technologies**

High value jobs are not measured purely by the income earning potential of the job. Consideration will also be given to the value of the wider community contribution those jobs can make. For example, a social enterprise that can create high value jobs and opportunities that advance Māori in digital technologies would be considered.

## Funding priorities

To achieve its long-term objective, the Fund will support initiatives within three funding priority areas:

- **Funding priority 1 – Improving digital skills and pathways for Māori into digital technologies**

This priority will grow the number of Māori in high-value jobs by improving and promoting pathways for Māori to enter the digital technologies sector, and by supporting the development of skills necessary to participate in sectors deploying digital technologies.

- **Funding priority 2 – Growing digital technologies businesses**

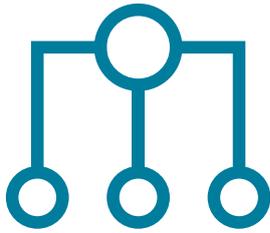
This priority will grow the number of high-value jobs by supporting the development of Māori in digital technology businesses.

- **Funding priority 3 – Enhancing new Māori language and culture initiatives through digital technologies**

This priority will support the development of new Māori language and culture initiatives through digital technologies, and in doing so, contribute to the development of skills necessary to participate in sectors deploying digital technologies and grow the number of Māori in high-value jobs.

The funding priorities link to a number of key outcome areas which provide more detail and guidance to applicants about the types of initiatives that could be supported.



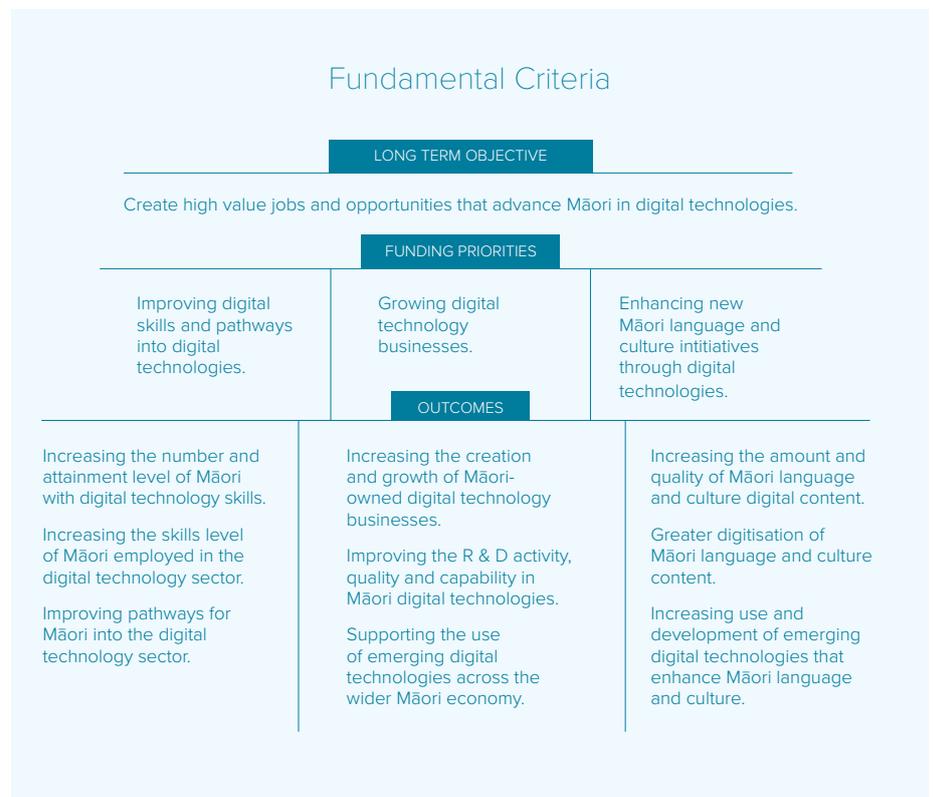


## Relationship between the long-term objective, the three funding priorities and the funding outcomes

All applications will be assessed based on a range of factors (see Selection Criteria) but each successful application must demonstrate that the initiative will:

1. create high value jobs and opportunities that advance Māori in digital technologies; and
2. align to one or more of the three funding priorities; and
3. achieve one or more of the funding outcomes relevant to the funding priority the applicant is targeting.

Those are the “Fundamental Criteria”. The diagram below illustrates how those fundamental criteria are linked.





## Funding Plan

Funding priorities and specific outcomes that will be targeted for the two-year period

The funding priorities and outcomes to be targeted over the first two-years of the Fund are the Fundamental Criteria described in the pyramid diagram on the previous page. If an application cannot demonstrate how the proposed initiative meets the Fundamental Criteria it is unlikely to receive money from the Fund. The section below offers more specific detail about the key features being sought in applications for the Fund.

### Key features of the initiatives that will deliver those outcomes

All applications that make it to stage two will be assessed against the criteria on page 9 of this Funding Plan. Those criteria represent many of the key features the Expert Advisory Group want to see.

The Expert Advisory Group has an open mind to all applications that meet the Fundamental Criteria, but to assist potential applicants it offers some guidance below on initiatives that it is unlikely to recommend for funding from this Fund:

- initiatives that promote or support digital literacy only
- initiatives that benefit very few Māori – noting that applications that relate to funding priority two from Māori small-medium businesses would not be excluded
- scholarships, especially if student loans are available for course participants
- start-up ventures, where there are a number of other avenues of support available for such ventures
- development of apps or websites, noting that platforms that allow others to develop capability or content are likely to be looked on more favourably
- development of strategies
- initiatives that are turning existing Māori language and culture content that is currently in analogue or paper format into a digital format.

### Dates for the application process over each of the two-year periods

The Māori Digital Technology Development Fund will use a two-stage contestable application process.

- Stage one – Idea generation and development
- Stage two – Assessment of full proposals

Stage two is by invite only, with applicants needing to have passed stage one first.

In 2016, applications to the Fund will be open once, with the applications opening on a date to be advised on Te Puni Kōkiri's website. In all other years, it is anticipated that applications will be open for two periods each year.





## Key process milestones

## Estimated dates for Round 1 in 2016

|   |                  |
|---|------------------|
| Stage one applications open                         | 6 October 2016   |
| Stage one applications close                        | 5 December 2016  |
| Decision on which applicants to invite to stage two | 16 December 2016 |
| Invitation to participate in stage two              | 18 December 2016 |
| Stage two applications close                        | 10 March 2017    |
| Recommendation to Joint Ministers                   | 24 March 2017    |
| Decision by Joint Ministers                         | 14 April 2017    |

The above dates are subject to change and Te Puni Kōkiri will provide specific dates for each application round on its website, and those dates will have precedence over the dates in this Funding Plan.

## Key rules and requirements potential applicants will need to be aware of including selection criteria

All applications will be assessed based on a range of factors (see Selection Criteria) but each successful application must demonstrate that the initiative will satisfy the Fundamental Criteria.

Applications will be scored using a weighted attribute model. Price will be assessed as part of an overall value-for-money assessment made during the stage two application process. Following the Expert Advisory Group's stage two assessment, it will consider whether the short-listed applications represent good value-for-money. Only applications that represent good value-for-money will be recommended for funding. This makes value-for-money a final pass/fail test for applicants.

### Stage one assessment process

The purpose of the stage one application is to get applicants to suggest initiatives that can satisfy the Fundamental Criteria without having to invest considerable time and cost.

The stage one application process involves preparing:

- a short written application describing a single idea or initiative and the matters referred to below
- a short video in support of the application.

This application will provide a high-level description of the planned initiative including:

- a high-level description of initiative and what it will achieve
- who will be the lead organisation and which partners are expected to be involved
- an indicative budget range
- what will be delivered and under what timeframes.



# 1-2-3

The Expert Advisory Group suggest applicants embrace the 1-2-3 concept.

- 1 idea or initiative
- 2 pages (of written material)
- 3 minutes (maximum) of video content.

Te Puni Kōkiri will support the Expert Advisory Group assess those applications. The best applications or those with the greatest potential will be invited to prepare a full proposal for further assessment.

**Helpful hint:** Applicants who make it to stage two will be assessed against the criteria described in the table below. Demonstrating that the initiative has thought about how it will address some of those stage two criteria will be insightful to the Expert Advisory Group.

## Stage two assessment process

Once the Expert Advisory Group approves the application to move to stage two, the applicant is invited to submit a more substantial proposal. The applicant will then have two months to develop and submit a more detailed proposal. Te Puni Kōkiri will be available to answer the queries of those invited to submit a proposal.

The formal proposal will provide a detailed description of the planned initiative including:

- what will be delivered or developed and under what timeframes
- a description of the expected impact on the outcomes of the initiative, including where possible specific quantitative estimates of the number of individuals that will benefit (if relevant), and how success will be measured
- a detailed budget of the proposed use of funding including timeframes
- other funding sources or in-kind support that will be applied to deliver the initiative
- the intended future of the initiative beyond the period for which they are applying for funding, including potential sources of funding once money from the Fund is gone.

The full proposal will also include a detailed description of the organisation(s) that will deliver the initiative, including:

- the organisation's relevant experience and expertise in delivering similar initiatives
- the key individuals involved and their skills and experience
- their connection to the community or group they propose to support
- any financial or in-kind support they receive from government and non-government organisations.





All applications submitted in stage two will be assessed against the criteria below.

| Assessment criteria  | Comment  | Weighting |
|----------------------|--|-----------|
| Alignment            | The initiative must demonstrate how it will create high value jobs and opportunities that advance Māori in digital technologies that align to one or more of the three funding priorities, with supporting evidence to show how it will achieve the outcomes associated with the relevant funding priority   | 25%       |
| Proposed solution    | <p>Is the proposal a credible solution for delivering targeted outcomes?</p> <p>The initiative must provide some evidence to demonstrate that the relevant stakeholders who need to input into the initiative are engaged and on-board.</p> <p>The applicant needs to identify how they will measure the success or otherwise of the initiative for the Māori they are supporting, including identifying sources of data, explaining what it tells them about how successful or otherwise the initiative has been.</p> | 30%       |
| Sustainability       | <p>The application should identify whether the initiative survives after money from the Fund has been exhausted.</p> <p>The initiative must demonstrate thought as to where funding to keep the initiative going will be sourced.</p>  | 10%       |
| Capability           | The (Lead) organisation must describe the experience and expertise it has (or its key personnel have) to deliver the initiative, including understanding of, and connection to, the community or group it is seeking to serve?   | 15%       |
| Leverage partnership | <p>Does the proposal leverage other sources of expertise or funding – government or non-government to increase the total value of the proposal?</p> <p>The applicant should identify their partners, what they are contributing, and the significance of that contribution, i.e. essential v nice-to-have. Supporting evidence should be provided to demonstrate the commitment the partners have to the applicant's initiative.</p>   | 10%       |
| Language and culture | Does the proposal enhance Māori language and culture?  | 10%       |





### Value-for-money assessment

The Expert Advisory Group and Joint Ministers are obviously interested in the price of each initiative, and whether the price represents value-for-money. The Expert Advisory Group needs to balance:

- the quality of the proposed initiative and its alignment to the Fundamental Criteria
- the number of Māori who may participate in each initiative
- the expected benefits for those Māori who participate in each initiative, especially in relation to whether the long-term objective will be realised

with

- the estimated cost for delivering each initiative
- whether the initiative has any likelihood of securing on-going funding to continue to support Māori who may want to participate in this initiative after money from the Fund ends.

In making recommendations to Joint Ministers, the Expert Advisory Group will provide a separate comment about whether it considers each initiative it recommends for funding represents good value-for-money.

### General administrative matters

Further detail about scoring scale and other administrative and/or process matters (such as the confirmed initial launch date and any due diligence checks on applicants) related to each assessment processes will be published on Te Puni Kōkiri's website before each application opens.

### Assessment of formal proposals

There will be no minimum or maximum on the number of applications funded, and there will be no requirement that all available funding be allocated if there are insufficient quality proposals.

The Expert Advisory Group, acting as an assessment panel, will make recommendations regarding:

- which proposals will receive funding
- the value of that funding (which may be less than requested)
- any specific conditions on receiving the funding, such as realisation of claimed support from other partners
- the schedule at which funding will be provided, including any stage-gates that must be met to receive a further tranche of funding
- any specific progress indicators or outcomes that should be measured, other than those identified in the proposal.

Final decisions will be made jointly by the Minister for Māori Development and Minister of Science and Innovation; Tertiary Education, Skills and Employment.





### Eligible applicants

Full proposals must have a 'lead organisation'. If there is only one organisation in the proposal, they are the lead. If there are multiple organisations, the lead organisation is the entity that Te Puni Kōkiri will contract with, and who will ultimately be held accountable for delivery and performance.

Lead organisations may be any New Zealand-based legal entity excluding those established under or governed by the State Sector Act 1988 or Crown Entities Act 2004; or an entity that is 50 percent owned by one or more of those type of entities. The lead organisation could however partner with one of these aforementioned entities.

Entities established under the Local Government Act 2002 are eligible to be lead organisations.

Applicants may submit or be involved in more than one proposal, provided the proposals are materially distinct.



# Process overview

Idea generation  
(2 Months)



Assessment of proposals  
(2-3 weeks)



Full proposals developed  
(2 months)



Full proposals assessed  
(2-4 weeks)

