

Q&A

1. Why was this fund established?

Māori, in particular those aged 15-24, are high users of social media and mobile technology to access the internet, yet very few Māori forge careers in digital technology. This is currently a missed opportunity. This Fund should help create high value jobs and opportunities for Māori in digital technologies.

Māori are particularly well represented in the primary export sector, however are woefully under-represented in the digital technologies sector. This fund represents an opportunity to accelerate Māori participation in this sector.

2. What do you fund?

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

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

Fundamental Criteria

LONG TERM OBJECTIVE		
Create high value jobs and opportunities that advance Māori in digital technologies.		
FUNDING PRIORITIES		
Improving digital skills and pathways into digital technologies.	Growing digital technology businesses.	Enhancing new Māori language and culture initiatives through digital technologies.
OUTCOMES		
Increasing the number and attainment level of Māori with digital technology skills. Increasing the skills level of Māori employed in the digital technology sector. Improving pathways for Māori into the digital technology sector.	Increasing the creation and growth of Māori-owned digital technology businesses. Improving the R & D activity, quality and capability in Māori digital technologies. Supporting the use of emerging digital technologies across the wider Māori economy.	Increasing the amount and quality of Māori language and culture digital content. Greater digitisation of Māori language and culture content. Increasing use and development of emerging digital technologies that enhance Māori language and culture.

3. What won't you fund?

If an application cannot demonstrate how the proposed initiative meets the long-term objective, addresses one or more the funding priorities and delivers one or more of the outcomes it will not be funded. In addition, the following types of initiatives are unlikely to be recommended for funding:

- initiatives that promote or support digital literacy only
- initiatives that benefit very few Māori – noting that applications that relate to Funding Priority 2 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.

The Fund will not support initiatives that duplicate the purpose of existing government funded programmes.

4. Does the Fund provide partial funding if the applicant can access some funding elsewhere?

The Fund will consider partial funding or co-funding of an initiative.

5. What will be required from those receiving funding?

Te Puni Kōkiri will enter contracts with each successful applicant, and the funds will be distributed in accordance with the Milestone Payment table in those contracts.

6. Who administers the fund?

Te Puni Kōkiri. More detailed information about the fund can be found here:

<http://www.tpk.govt.nz/kahao/>

If you have any questions, please email the following email address for any information:

kahao@tpk.govt.nz

7. How much funding is available in 2016/17?

Approximately \$4M is available for 2016/17. The fund is \$30M over six years.

8. How many funding rounds per annum?

Generally there will be two funding rounds per year, but given the timing of the launch of the Fund there will only be one funding round in the 2016/17 financial year.

9. What are the dates the Fund opens and decisions are made?

The anticipated dates for the Fund opening, closing and decisions being made are noted in the table below. These dates are subject to change and TPK's website will always hold accurate information about dates and times for each funding round.

Key process milestones	Estimated dates for Round 1 in 2016
Stage 1 applications open	6 October 2016
Stage 1 applications close	5 December 2016
Decision on which applicants to invite to Stage 2	16 December 2016
Invitation to participate in Stage 2	19 December 2016
Stage 2 applications close	10 March 2017
Recommendation to Joint Ministers	24 March 2017
Decision by Joint Ministers	14 April 2017

10. How do I apply

The Fund will use a two-stage contestable application process to achieve its objective to create pathways to high value jobs and opportunities for Māori in the digital technology sector.

- Stage 1 – Idea generation and development
- Stage 2 – Assessment of full proposals

Stage 2 is by invite only, with applicants needing to have passed stage 1 first.

The stage 1 application follows a 1-2-3 concept:

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

11. Who makes the funding decisions?

The Expert Advisory Group considers all applications and makes recommendations to Ministers Flavell and Joyce who approve the successful applicants. The link below details who is on the Expert Advisory Group.

<https://www.beehive.govt.nz/release/m%C4%81ori-ict-development-fund-advisory-group-members-appointed>

12. When am I notified if my application is successful?

For stage 1 applications, applicants will be notified if they have been successful no later than the date that invitations are sent to participate in stage 2.

For stage 2 applications, all applicants will be advised if they have been successful within one week of receiving confirmation of the successful applicants from Ministers Flavell and Joyce.

13. If my application is unsuccessful, is there other funding available elsewhere?

Possibly. The Expert Advisory Group and Te Puni Kōkiri will advise every unsuccessful applicant why their application was not approved, and identify other potential sources of funding for the proposed initiative if that is known.

14. Will you assist applicants to complete applications?

We expect that the stage 1 application process is sufficiently self-explanatory that applicants will not need much assistance to prepare an application. Te Puni Kōkiri will publish a guidance document to help applicants invited to participate in stage 2 complete their application. In addition, you may ask questions of Te Puni Kōkiri about the stage 1 or stage 2 application process via kahao@tpk.govt.nz, or via the Facebook page www.facebook.com/MaoriDigitalTechnologyDevelopmentFund/

15. What is the role of the EAG?

The Expert Advisory Group are appointed by the Ministers to provide advice about how the fund will work including its objectives and the design of an operational framework. It will also make recommendations to the Ministers' about how the grant should be spent. The link below details who is on the Expert Advisory Group.

<https://www.beehive.govt.nz/release/m%C4%81ori-ict-development-fund-advisory-group-members-appointed>

16. Why has the Fund taken so long to launch?

Once the Fund was transferred from Te Māngai Pāho to Te Puni Kōkiri and the Ministry of Business, Innovation and Employment, work begun on developing a suitable operational framework, which involved external consultation. That consultation and the addition of a third funding priority targeting enhancing new Māori language and culture initiatives through digital technology slowed progress, but Ministers are very happy with the finished product.

17. Why is Te Māngai Pāho not administering the Fund, as announced in 2014?

The scope Fund is beyond the scope of Te Māngai Pāho's statutory functions, which primarily relate to promoting Māori language and culture through broadcasting.

18. Why is Minister Adams no longer involved in the Fund?

The scope of the Fund more closely aligns to the Science and Innovation, and Tertiary Education, Skills and Employment portfolios than to the Communications and Information Technology portfolio. As a result Minister Adams responsibilities were transferred to Minister Joyce, who holds the Science and Innovation, and Tertiary Education, Skills and Employment portfolios.