

**Māori Digital Technology Development Fund**

**Application Tips**

***Applications close 12 noon, Friday 9 March 2018***

The following tips are intended to help you strengthen your application to the Ka Hao Māori Digital Technology Development Fund.

**Tip – Explain your idea clearly**

1. Explain your idea clearly, preferably in less than 3 sentences (whether on paper or on video).  Imagine it’s an elevator pitch, and the elevator isn’t going to the top of the Empire State Building!

**Tip – Choose one funding priority**

1. Identify which of the three funding priorities your project most closely aligns to instead of trying to align your project to all three funding priorities. This should sharpen the focus of your application.

**Tip – Explain how your project will create jobs and build capacity**

1. Explain how your project will create digital **technology jobs** for Māori, either immediately, or in the future (and if in the future, explain when participants taking part in the project can expect to get these digital technology jobs).
2. When detailing the digital technology jobs your project will create, who are the likely employers?  For example, are you wanting to employ people or do you require third party employers to hire the project participants?
3. **If your project isn’t creating digital technology jobs for Māori or building capacity to get more Māori into the digital technology sector** then the Ka Hao Māori Digital Technology Development Fund is not suitable for your project.

**Tip – Projects that enhance Māori language and cultural initiatives through digital technologies**

1. While these projects may not have quite the same job creation focus as applications that target the other two funding priorities, it is important to note that the Ka Hao fund isn’t focused on translating content.

**Tip – A video to support your project is not compulsory**

1. A video to support your application is not compulsory but is a nice way to demonstrate the passion for your project and explain your project, which some people find easier to talk to than write about.

**Tip – Use your time wisely when preparing a video**

1. When preparing your video, remember to use your time wisely. Focus on:
* the concept of your project
* the key activities you’ll do
* the technology jobs and opportunities it will create
* one idea per application – multiple ideas in the same proposal effectively dilute the strength of each individual idea
* sticking to the 3 minute time limit!

**Tip – Apply even if you have not registered**

1. You can still apply for the Fund even if you have not registered your interest by 12 noon, Wednesday 7 March. Even if you miss that deadline, we would still appreciate a quick email letting us know you intend to apply.

**Tip – Explain the sustainability of your project beyond the Ka Hao funding**

1. Explain what happens to your project once Ka Hao funding is spent?  Does it end or carry on? Who will fund it if it’s intended to carry on?  If you expect others to fund it, have those potential funds indicated any willingness to fund or support the project in the future? You could include a sentence or two about this in the budget section.
2. Are you expecting the Ka Hao Fund to meet the total cost of the project or do you only require partial funding, i.e. you have sources of other funding to meet some project costs?

**Who to contact if you’ve still got questions?**

Malcolm Morrison (Programme Manager): 027 337 3727

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Website: <http://www.tpk.govt.nz/en/whakamahia/it-and-innovation/ka-hao-maori-digital-technology-development-fund>