



TE PAE MATARAU

Frequently Asked Questions



Te Pae Matarau | The Everyone Project Aotearoa

General FAQs

Te Pae Matarau - The Everyone Project Aotearoa is a demographic survey tool for the screen sector that helps funders and the industry understand who works in the sector. These FAQs provide a quick overview for cast, crew, post-production houses, subcontractors and anyone else engaging with Te Pae Matarau.

How do I access the survey?

You can complete the survey on any web browser.

Is the survey available in te reo Māori?

Yes! The survey questions are available in te reo Māori and you can respond in te reo Māori. You'll also be able to change between English and te reo Māori for each question.

Is the survey accessible?

The survey and the Te Pae Matarau portal currently meet Web Content Accessibility Guidelines 2.1 AA. Both aim to meet Web Content Accessibility Guidelines 2.2 AA as part of routine updates, and we will listen to feedback about ways of improving accessibility.

I just received an email asking me to fill out the survey. What do I do?

The email will let you know that you've been attached to a project and includes a link to create an account and fill in the survey. Once you've finished the survey, anytime you log back into the portal, you'll be able to see your responses, change your answers, or withdraw information at any time.

While completing the survey is voluntary, we urge you to participate in the survey as it is an important way we can gather data that will help with future research, policy-making and funding decision-making about the screen sector.



How long will the survey take to complete?

The survey should take around two minutes.

Can I skip over questions I don't want to answer?

You can skip any question except the first, which simply checks if you're 16 or older. After that, you can select 'prefer not to say' (or 'unsure/don't know') for any question.

Can under-16s do the survey?

Yes, but they'll complete a limited version that only asks for basic information. We ask that under-16s do the survey with an adult caregiver. The platform will guide under-16s to the appropriate version of the survey.

If I've worked on multiple productions, do I have to complete the survey more than once?

No. If you've already completed the survey, you'll only be notified that your name has been attached but you will not need to fill it out again IF you have used the same email address across the productions.

You will receive a reminder every 12 months that your Te Pae Matarau account exists. This is so that you can update any details that have changed and delete any data that you want removed.

You can opt out of receiving these emails if you wish, however we urge you to keep your data complete and up to date as it is important we have a full picture of the screen sector workforce.

What kind of questions will I be asked?

We'll be asking for data about productions and about the people involved in making them. Data about productions come from producers and are things like genre, budget, and formats.

Data about people comes from cast and crew themselves – you!



All questions are multi-choice so no typing is required. The questions cover things like geographic location, ethnicity, years worked in the industry, education, living situations and family responsibilities, health, and income.

Why do we ask about these things?

Better data means better decisions. Funding agencies, government ministers, guilds, unions, and representative groups all rely on data to create policy, support decision-making, and advocate for the needs of the sector.

Currently, there's a shortage of consistent data about the makeup of the industry. There is no single source of information that can tell us how many people work in the sector, in which roles, earning how much money. We don't know the gender, age, ethnic, or regional splits between roles. Te Pae Matarau will capture this data on an ongoing basis so that it can be reported back and used productively by funding agencies and screen sector organisations.

We need to understand the sector as a whole to make the best decisions possible. Screen media is collaborative. Every role matters, every contribution helps a project to succeed, and everyone in this industry deserves to be counted and represented, from the first name on the call sheet to the last.

I don't work on a project that's been funded by one of the funding agencies but I'd still like to complete the survey. Can I?

In the future, screen sector workers who are not currently attached to a project will be able to create their own logins and complete individual surveys, but for now this feature is not currently available. Cast and crew will be invited to complete the survey when they are attached to a project that has registered with Te Pae Matarau.

Is my data confidential / anonymous?

Your data is kept secure and confidential.

Te Pae Matarau is designed so that your individual survey responses are not visible to producers, post-production houses, subcontractors or funding agencies. They will not be able to determine who has or has not completed the survey. Funding agencies will not be able to see which individuals have been assigned to a production nor view their contact information.



Te Pae Matarau reporting uses aggregate, de-identified information which only the funding agencies can access. Before any of this information is reported on, it will go through additional screenings by research staff at the funding agencies to further ensure that the data is broad enough to protect anonymity.

Like most secure platforms, Te Pae Matarau administrators may access personal information where necessary (for example, to manage the system, keep it secure, or respond to requests). Access is limited and controlled. **You own all your personal data. You can view your responses, update them, or withdraw information at any time.**

What happens to my data?

Your survey answers will be anonymised and aggregated with all the other answers. The funding agencies will then report on this aggregate data on a yearly basis, at minimum. All published data will be available on the websites of each agency.

What about Māori Data Sovereignty?

Te Pae Matarau has an internal Māori data governance action plan, which is overseen by senior Māori leaders at all three agencies and led by Te Māngai Pāho. We want to ensure that Te Pae Matarau's design and implementation processes align with the Māori Data Sovereignty principles outlined by Te Kāhui Raraunga's [Māori Data Governance Model](#) (May 2023). These include onshore storage of data, ongoing collaboration with Māori stakeholders and experts, transparency around data use and classification, and a recognition that data is taonga.

I have questions about how Te Pae Matarau works. Who should I talk to?

If your production has received funding from NZ On Air, The NZ Film Commission, or Te Māngai Pāho, your first point of contact should be the Funding Team at that agency. If required, they'll pass on your enquiry to the Te Pae Matarau staff members responsible for the project and one of them will reach out to you directly. For general enquiries about Te Pae Matarau, please email tepaematarau@nzonair.govt.nz

