

TE TUMU WHAKAATA TAONGA NEW ZEALAND FILM COMMISSION

He Pounamu Te Reo Māori Te Kōkiri Kiriata Roa Reo Māori

He Aratohu mā ngā Kaitono Guidelines for Applicants

Kohitātea 2021



Ma te huruhuru, ka rere te manu
With feathers the bird will fly

Ko te inoi ki a koe kia āta pānui koe i ēnei aratohu, he mea āta whiriwhiri mārire kia eke ai te tono ki ngā tino taumata. Tēnā pānuitia ngā rauemi mōhiohio e kōrerotia nei i ēnei aratohu, *arā, Te Rautaki Māori, Chain of Title, New Zealand Content, Audience Engagement, me Distributors and Sales Agents, me te tuhinga Ngā Whakaritenga Hoko/Terms of Trade.*

Tēnā whakapā mai i mua i te tono mai, nā te mea he tohutohu whai take tā te tira kaimahi a Te Tumu Whakaata Taonga

Tēnā whakapā mai ki te **Te Tira Rautaki Māori** mā te Imēra rautaki@nzfilm.co.nz mā te waea mai
rānei 0800 659 754.

Tirohia hoki te [Kaupapa Here COVID-19](#)



Kupu Whakataki - Introduction

E ū ana Te Tumu Whakaata Taonga (NZFC) ki ngā mahi e whanake pai ai te ahumahi kiriata roa o Aotearoa. Tētahi wāhi nui ko te wāhi ki te ao Māori me ōna māngai.

Te Rautaki Māori Ko tā Te Rautaki Māori o Te Tumu Whakaata Taonga he whakaū i te whakapuaki, hei pou matua te kaha o te ahurea Māori me ngā pakiwaitara Māori mō te mahi waihanga kiriata o Aotearoa. Ko te whāinga matua o Te Tumu Whakaata Taonga hei taunaki i ngā kiriata Māori, me ngā kaiwhakaputa kiriata Māori ki Aotearoa, otirā ki te ao katoa.

E tautoko ana Te Tumu Whakaata Taonga New Zealand Film Commission i ngā mātāpono o Te Tiriti o Waitangi, me te tiakitanga i te reo Māori hei reo whai mana mō Aotearoa, ā, e ngākau-nui ana ki te hāpai i ngā kōkiri o te *Maihi Karauna*, te Ture Reo Māori 2016 hoki ki te tautoko i te reo Māori mā ēnei mahi.

Heipū tonu ki te whakarewanga me ngā mahi i ngā tau kei mua o Te Rautaki Māori, kua whakatūria e Te Tumu Whakaata Taonga te Kōkiri Kiriata Roa Reo Māori, e kīa nei **He Pounamu Te Reo Māori**, tētahi tahua ka wātea ia tau hei whāinu i te hanganga o ngā kiriata whakaari roa ki te reo Māori. Te whāinga ia o tēnei pūtea he whakapiki i te maha o ngā kiriata ka waihanga ki te reo Māori, me te whai haere tonu i tētahi ara tika ā-ahurea mō ēnei kiriata. Mehemea he tuhinga kiriata whakaari tāu, i tuhia te nuinga ki te reo Māori, nā tētahi rōpū auaha Māori i hautū, e hiahia ana mātou kia whakapā mai koe.

Tēnā whakapā mai i mua rawa i te tuku tonu mai, nā te mea he nui ngā tohutohu, whakaaro hoki a ngā kaimahi a Te Tumu Whakaata Taonga hei āwhina.

Tirohanga whānui ki te whāngainga pūtea waihanga - Production financing overview

Kua whakaritea e mātou tētahi \$2.5 miriona mō ngā pūtea waihanga kiriata whakaari e noho nei tōna itinga rawatanga o **te rua i roto o ēnei tūranga e toru, te kaituhi, te ringatohu me te tumu whakaputa, he Māori**.

Kei te āhua tonu o te whānui me te kounga o ngā tonu ka tae mai, te maha o ngā kiriata ka āwhinatia mā tēnei kōkiri. Ko ngā kaupapa kāore he tumu whakaputa i te taha, e mate whanaketanga atu anō ana rānei, ka whiria pea e Te Tumu Whakaata Taonga kia whakawhanaketia anō.

Ko te nui o ngā pūtea ka tonoa e koe me noho hei ōrau tika o te rārangi pūtea me te nui o te māketē/kaimātakitaki mō tō kiriata. Mō te nuinga, e kore mātou e haumi i neke atu i te \$2 miriona mō ia kaupapa, engari ka noho tēra hei itinga rawatanga, e kore e pērā te katoa.

Ka āhei koe ki te tonu mō tae atu ki te \$2.5 miriona mō ia kaupapa mō ngā tahua o He Pounamu Te Reo Māori - te Kōkiri Kiriata Roa Reo Māori. Me uru ki roto i te tapeke \$2.5 miriona ngā moni whakawhanake i tukua tikatia atu i Te Tumu Whakaata Taonga mō te kaupapa e tonu nā koe. Ka uru ki ngā tahua whakawhanake ngā pūtea katoa mō tētahi kaupapa i whiwhi mai i te Tahua Whakawhanake o Te Ara, mai i Boost rānei.





Kia mārama hoki, ko te taupoki \$2.5 miriona he taupoki mō te rahi o te haumitanga a Te Tumu Whakaata Taonga, ehara i te taupoki mō tō rārangi pūtea ake.

E horaina atu ana te whāngainga pūtea hei haumitanga moni punga, e noho ai tētahi wāhanga rawa o te kiriata ki Te Tumu Whakaata Taonga, me tētahi whakaritenga whakahoki moni, pūrenatanga moni hoki mō tā mātou haumitanga. Rite tonu ki ngā kaihaumi katoa, ka noho he here i te taha o te haumitanga, me te whakaaro o Te Tumu Whakaata Taonga anō me noho tahi ia hei reo whai mana mō ētahi o ngā whakatau. E tākina atu ana ngā here mō te haumi i roto i te puka [Ngā Whakaritenga Hoko/Terms of Trade](#) me te puka [Te Kaupapa Here COVID-19/COVID-19 Policy](#).

Ka wātea hoki pea ētahi atu pūtea ki a koe me tō kaupapa mā roto i ētahi atu whakahaere kāwanatanga tae atu ki *Te Māngai Pāho* me *Irirangi Te Motu* me ētahi atu tari ahurea, ngā puna o te ao whānui, ngā kaihaumi tūmataiti me ētahi atu hoa kōtui.

Kei Te Tumu Whakaata Taonga te mana haumi, ā, he pūmau āna whakatau. Ka huri pea ngā paearu ka hoatu i roto i ngā whakatau whāngainga pūtea i ētahi, engari ka hāngai ngā whakatau ki te [New Zealand Film Commission Act 1978](#).

Heoi anō tā mātou he āwhina atu - We are here to help

He mea āta tārei ēnei aratohu hei āwhina i tō tono kia tino pakari ai. Tēnā āta pānuitia, tae atu ki ngā whārangi āwhina me ngā tuhinga, ka kitea katoatia atu [ki konei ki te pae tukutuku o Te Tumu Whakaata Taonga](#).

He mahi matatini tonu te hanga tono pūtea waihangā, koia mātou ka akiaki atu nei i a koe kia kōrero tahi koe mō tō huarahi tono pūtea ki ngā kaimahi a Te Tumu Whakaata Taonga i mua i tō whakapānga atu ki ētahi hoa māketē kōtui.


Tēnā whakapā mai ki **Te Tira Rautaki Māori** mā te imēra rautaki@nzfilm.co.nz mā te waea mai rānei 0800 659 754.

Ko wai ka āhei ki te tono - Who can apply

E āhei ai te tangata ki te tono mō te Kōkiri Kiriata Roa Reo Māori, e kīa nei He Pounamu Te Reo Māori me pēnei anake te āhua o te tono:

- **Ko te nuinga o te tuhinga kiriata me reo Māori.**
- **Me mātua ārahi ngā ringa auaha Māori matua i ngā mahi o roto.**
- Me mātua noho he tangata Māori i nga tūranga e rua o ngā tūranga auaha e toru o te kaituhi, o te ringa tohu me te tumu whakaputa, ā, me mātua noho tētahi ko te tūranga ringatohu e piri ana i te wā o te tono.
- Me take mai te tono ki te Kōkiri Kiriata Roa Reo Māori, e kīa nei He Pounamu Te Reo Māori i te tumu whakaputa. Mō tēnei ka whakamanaia te whakaaro kia tū he







tangata whai mana hei rangatira mō te kaupapa, me te wāhi taketake ki te tumu whakaputa hei hora ārahitanga auaha, ngā pūkenga whāngai pūtea kiriata me te rautaki whānui mō te kaupapa. **Kāore e whakaaetia kia taurite tonu te ingoa o te tumu whakaputa matua i tō tonu ki te ingoa o te kaituhi o te ringa tohu rānei.**

- Kotahi anake te kaupapa e whakaaetia ai te tumu whakaputa kia tonu i ia whangainga pūtea. Me tangata nō Aotearoa te kaitono matua, me tangata noho pūmau rānei.
- He kōkiri hōu tēnei hei kawē whakamua i tētahi kiriata reo Māori. Mehemea i hinga ētahi tonu mō ō mua pūtea, ka whiriwhiria pea tēnei e mātou ina aromatawaitia tō kaupapa mō te Kōkiri Kiriata Roa Reo Māori, e kīa nei He Pounamu Te Reo Māori.
- Mehemea he waihangatanga mahi tahi tō hanganga, me noho mai ētahi kai nunui nō Aotearoa ki roto, waihoki te tumu whakaputa tautōhito, me noho mai he kirirara nō Aotearoa, he tangata noho pūmau rānei ki konei. Mō ētahi atu kōrero mō ngā hanganga mahi tahi tirohia tā mātou pae tukutuku.

Te āheinga kaupapa mō te Kōkiri Kiriata Roa Reo Māori, arā, He Pounamu Te Reo Māori - Project eligibility for He Pounamu Te Reo Māori Feature Film Initiative

Ko te Kōkiri Kiriata Roa Reo Māori e kīa nei He Pounamu Te Reo Māori tētahi o ā mātou huarahi, e whiwhi tautoko ai te tangata i Te Tumu Whakaata Taonga. Mā ngā tikanga e whai ake nei hei āwhina tō whakatau mehemea koinei te huarahi tika mō tō kaupapa kiriata roa.


- **Me tū tētahi hui i āta whakaritea i waenga i ia kaitono me tētahi o ngā mema o te tira Rautaki Māori, kotahi wiki i mua atu rānei, i te wā tika mō te tonu. Me whakarite tēnei mā te tuku īmēra ki rautaki@nzfilm.co.nz me waea mai rānei ki 0800 659 754.**
 - E hiahia ana Te Tumu Whakaata Taonga ki te tautoko i ngā kaupapa nā te Māori i ārahi, ā, kua tohua tētahi \$2.5 miriona moni waihanga i raro i tēnei kōkiri.
 - E pōwhiritia ana ngā kaupapa e tō mai ana i ētahi atu puna whānganga moni, me tētahi rārangi pūtea teitei kē atu.
 - Ko te nuinga o te tuhinga kiriata me reo Māori
 - E pai noa ana ki a mātou ngā herenga māketē i te tononga, engari kāore e noho hei whakaritenga taketake e āhei ai te tangata kia tonu.
 - Mehemea he herenga makete, he rarangi pūtea atu anō rānei, tēnei tukua ngā tāpaetanga, ngā reta whakaatu hiahia rānei i te taha o tō tonu.
 - Mehemea kua rite katoa tō tuhinga kiriata mō te waihanga ko te tino painga atu tēnā. Ahakoa tērā, ka noho Te Tumu Whakaata Taonga New Zealand Film Commission ki te whiriwhiri i ngā tuhinga e tika ana kia tāreitā atu anō, ā, ka aromatawaitia ēnei kaupapa mō te āhei kia tautokona mā ētahi anga whanaketanga kē atu.
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- Me mātua homai ngā kaupapa i tētahi mahere tūhono tangata; ahakoa tērā, ka āta whiria hoki he huarahi kē noa atu i tā te nuinga. Ka kitea he whārangi mōhiohio tūhono tāngata i [tō mātou pae tukutuku i konei](#).
- Ka taea e koe te tono mō tētahi Kōkiri Kiriata Roa Reo Māori, e kīa nei He Pounamu Te Reo Māori ahakoa pēhea te taumata rārangi pūtea. Ko te nui o ngā pūtea ka tonoa e koe me noho hei ōrau tika o te rārangi pūtea me te nui o te māketē/kaimātakitaki mō tō kiriata.
- Mehemea kāore he herenga māketē, ētahi atu kōtuitanga pūtea rānei, me mātua whakaatu mai koe ka taea te kiriata te hanga i roto i tētahi pūtea \$2.5 miriona, iti iho rānei.
- Ka āhei koe ki te tono mō te whāngai moni mō tētahi hanganga ngātahi whai mana kua oti te waitohu; arā, he kaupapa kōtui ki tētahi tangata i tētahi whenua, 'rohe kāwanatanga' rānei i raro i tētahi tiriti kiriata, whakaaetanga rānei. Me mātua whai tumu whakaputa i ngā whenua e rua, ā, ko te tūmanako mā ia tumu whakaputa e tō mai ngā moni e whakaarotia ana ka pau i tētahi wāhi, i tētahi wāhi. Mō ētahi atu kōrero mō ngā hanganga mahi tahi tirohia [tā mātou pae tukutuku i konei](#).
- Ko te whāinga tuatahi o Te Tumu Whakaata Taonga he whāngai pūtea ki ngā kiriata pakiwaitara roa e whakaarotia ana ka puta ki ngā whare pikitia o te ao, ā, kāore i iti iho te roa i te 80 meneti. Kei raro i tēnei karangatanga ko te whakahākori. Ko ngā hōputu e whakaarotia ana ka taka whakawaho i ngā whāinga pūtea matua ko:
 - [ngā kaupapa whakatairanga, pānui hokohoko rānei;](#)
 - [ngā pānui rongō kōrero, take o te wā rānei;](#)
 - [ngā hanganga o tētahi rā tūmatanui, kaupapa 'oho' tonu, kei roto i tēnei karangatanga ko ngā rā tākaro, ngā whakaari atamira, ngā kōnohete waiata, ngā whakakitenga kanikani, whakakatakata rānei; me](#)
 - [ngā pānui e meatia ana hei pāpāhotanga pouaka whakaata i te tuatahi.](#)
- Kia nui tonu hoki ngā āhuatanga o Aotearoa i tō kiriata. Pānuitia te whārangi mōhiohio tūhono āhuatanga nō Aotearoa i [tō mātou pae tukutuku i konei](#) mō te hōhonutanga atu o ngā kōrero.
- Mehemea kāore anō kia tatū katoa ō ritenga pūtea, engari e mea ana koe ki te tono ki te pūtea whāngai waihanga matua o Te Tumu Whakaata Taonga, arā, [Feature Film Production Investment](#), ki te Kōkiri Kiriata Roa Reo Māori, e kīa nei He Pounamu Te Reo Māori rānei, tēnā whakapā mai.

Me pēhea te tono - How to apply

1. Tēnā whakamōhiohia mai tō whakaaro ki te tono ki Te Tira Rautaki Māori mā te īmēra ki rautaki@nzfilm.co.nz mā te waea mai rānei 0800 659 754.
2. Whakakāia [tuihonotia](#) e tono tuihono mō He Pounamu Te Reo Māori, te Kōkiri Kiriata Roa i Te Reo ka tuku atu hoki i ngā pukapuka e tika ana.

I te wāhanga e whai ake nei, ka tākina atu mōhiohio tūhono e tika ana. He mea nui kia whakakāi koe i tino nuinga ka taea e koe, me te tuku tuihono ake i te tino nuinga hoki e taea ana o



ngā pukapuka e tonoa, nā te mea e hiahiatia ana ēnei mōhiotanga mō tētahi aromatawai whānui, tika hoki. Ki te kore i reira ngā wāhanga katoa o tō tono, e kore pea e whiria.

E kore ngā tono tōmuri e tātaritia mō te whāngainga pūtea.

Te Pūtea Āwhina Mahi Kiriata o Aotearoa - NZSPG

- E pā ana ēnei aratohu mō te huarahi tono, āheinga hoki mō te Kōkiri Kiriata Roa Reo Māori, e kīa nei He Pounamu Te Reo Māori, tētahi o ngā pūtea hanga kiriata tikanga motuhake a Te Tumu Whakaata Taonga. Kāore ēnei aratohu e hono ana ki ērā o **Te Pūtea Āwhina Mahi Kiriata o Aotearoa (NZSPG)**. He mea āta whakahaere te NZSPG e tētahi rōpū motuhake i roto Te Tumu Whakaata Taonga mō te Manatū Taonga, me Hīkina Whakatutuki. He motuhake tonu ngā paearu me ngā wātaka o NZSPG.
- Mehemea kei te whakanoho koe i ngā pūtea o tō kaupapa maha kiriata kia uru mai te NZSPG he mea tino hira kia āta arotake mārire koe i ngā paearu e āhei ai tētahi kaupapa i raro i te NZSPG, he pēhea te āhua o te huarahi āheinga mō te pūtea, he pēhea hoki te roa.
- Ka hiahia hoki pea koe ki te kimi tohutohu mātanga mō ngā taipitopito mō te āheinga o te kiriata kia whai mana mō NZSPG.
- Ka kitea ngā whakamārama o **Te Pūtea Āwhina Mahi Kiriata o Aotearoa (NZSPG)** [ki tō mātou pae tukutuku ki konei](mailto:nzspg@nzfilm.co.nz) he pai noa hoki te tuku pātai ki nzspg@nzfilm.co.nz te waea mai rānei ki te Kaiwhakahaere Pūtea Kōkiri ki +64 4 382 7680.

He aha tā mātou e kimi nei - What we are looking for

E hiahia ana Te Tumu Whakaata Taonga ki te whakahanumi pūtea ki ngā kaupapa kiriata roa, he ariā pakari, taketake hoki kei roto, nā te reo Māori motuhake i tāpae ki te ao.

I muri i ngā kōrerorotanga ngātahi ki te rāngai kiriata Māori, kua oti i Te Tumu Whakaata Taonga *Te Rautaki Māori mō te Te Tumu Whakaata Taonga*, te aukaha, te whakarewa. Ko te rautaki tēnei a Te Tumu Whakaata Taonga mō ngā kiriata Māori. Ka noho *Te Rautaki Māori* hei aratohu mō te āhua o tā mātou tautoko i ngā kiriata Māori ki Aotearoa, otirā ki te ao. Tēnā pānuitia Te Rautaki Māori kia mārama katoa koe ki ōna whāinga, he pēhea hoki e karapīpiti ai ki tō kaupapa, me te whakapā mai ki a mātou mō ō pātai katoa. [*E wātea ana Te Rautaki Māori ki konei ki tō matou pae tukutuku.*](#)

Me whakauru ngā kōrero mō te kiko o ngā mahi i roto i tō tono, e kitea ai mehemea kei a koe ngā pūkenga hei whakatinana i tō kaupapa. E wātea ana ētahi pūtea mō ētahi atu pūmanawa mā roto i ngā pūtea Rautaki Māori, Awhina Pūmanawa hoki.





Mā tō tono hei whakaahua tō kaupapa kia tino kitea ōna painga.

He aha ngā mea hei whakauru atu ki tō tono - What to include in your application

Tā te ripanga i raro iho nei he tātai i ngā mea me hōmai e koe, me tā ngā kaiaromatawai e kimi ai i roto i aua kōrero. Me maumahara hoki ki te pānui i ngā kōrero i roto i ngā whārangi mōhiotanga me te puka *Ngā Whakaritenga Hoko/Terms of Trade*, waihoki te puka *Kaupapa here mō COVID-19/COVID-19 Policy*.





Ngā mea me homai e koe - What you need to provide

Tono Auaha – Creative Material

- He tuhinga kiriata reo Māori 'kua rite hei mahinga'.
- He whakarāpototanga o ngā āhuatanga o te pakiwaitara, e rua rerenga noa iho te roa, kei reira te paki katoa.
- He whakarāpopototanga poto e whakaata tika ana i te pakiwaitara o te kiriata tae rawa atu ki te mutunga (250 kupu, tōna mōrahi).
- He whakarāpopototanga kotahi wharangi e whakaata tika ana i te pakiwaitara o te kiriata tae atu ki te mutunga
- Te whakapuaki matakitenga o te ringa tohu.
- Te tirohanga whānui a te tumu whakaputa
- He tuhinga mō te momo o te kiriata me ngā āhuatanga o te momo reo, te mita hoki o te reo e tautoko ana i te whanaketanga me te purutanga o te reo Māori. (tirohia te Maihi Māori.)
- Mehemea e pā ana te tono auaha ki ngā tirohanga me ngā hītori o tētahi whanau/hapū, o tētahi iwi rānei - He pēhea koe e whakapā atu ai e kōrero tahi ai ki aua whānau /hapū, iwi rānei, he aha hoki ngā āhuatanga kua mahia e koe hei whakahaere, hei tiaki hoki i aua pānga o aua iwi, me te āta whakahaere i aua momo take kia tika ai ngā putanga mahi?

Ngā mea e kimiha ana e mātou - What we are looking for

- He kiriata pono mārika tēnei, he whakaoho i te hunga mātaki, he mea nui hoki mō te ahurea?
- Kua rite te tuhinga kiriata hei whakatinanatanga? Ka taea e tā mātou tīma te whakawhitiwhiti whakaaro ki a koe mō te tikanga o tēnei ritenga.
- He mea nui te kiriata mō te ahurea? Ka whakaatatia te hunga o Aotearoa – New Zealand, te Iwi Māori rānei?
- He kiriata e tika ana kia kīa he 'whakaaro whakaoho i te hinengaro e puta ai tētahi kiriata whakamīharo 'he reo, he pakiwaitara ahurei kei roto, kāore he taupā, kāore he here ā-momo kiriata?
- Ki tō mōhio ka whakamihia te kiriata e ngā kaitātari kiriata o te ao?
- Ki te titiro atu ka eke te kiriata ki ngā taumata arumoni, me te tō mai i te tini o te tangata ki ngā kiriata o Aotearoa? Ka tōia mai hoki ētahi rōpū mātakitaki rerekē, ina koa, tangata whenua, hapori Māori, te pānga ā-pāpori, te aha atu?





Ngā mea me homai e koe - What you need to provide

Mahere pūtea me te here haumi - Finance plan and recoupment

- He mahere pūtea tōtika, me ētahi taipitopito mō ētahi kaituku moni hunga tuatoru, tae atu ki ngā reta whakaatu aronuitanga/whakaūnga rānei mai i taua hunga.
- Te anga herenga haumi (mā tēnei e āta whakarite ka tukua atu ngā moni hua ki a wai, ko wai hoki ka whiwhi tuatahi, tuarua, tuahia). Me whakauru atu ki roto te anga herenga haumi e whakaarotia ana, me ētahi 'tāheke' e matapaetia ana o ngā rōpū katoa e hāngai ana, i te taha o ngā matapaetanga herenga haumi mōkito rawa.
- Tētahi kirimana ā-pūtea, haumitanga rānei ki tētahi whānau/hapū, iwi rānei e tautoko ana i te mahinga.

Ngā mea e kimiha ana e mātou - What we are looking for

- Ko wai hoki kei te whakarato mai i te pūtea, he pēhea hoki te kaha o tōna whakaūnga? E hiahiatia ana tētahi reta whakaatu aronuitanga mai i ngā kaihaumi kei roto nei ngā whakaritenga e tukua mai ai ā rātou pūtea (hei tauira, ngā momo whāngainga pūtea, hei tauira mō tērā, haumitanga moni punga, moni taurewa, moni tautoko, utunga ka whakatārewatia, te tūnga herenga haumi e tūmanakotia ana e rātou me ētahi atu here tapiri o tā rātou tuku pūtea ki te kaupapa).
- Ka ōrite te nui o ngā pūtea mai i ngā puna mākete, pēnei i ngā hokonga tō mua, te whāngainga āputa/ haumitanga moni punga hoki/rānei, ki ngā matapae mō te ekenga taumata o te kiriata?
- Mō te nuinga, e kī ana a Te Tumu Whakaata Taonga e hiahia ana tēnei tari kia whiwhi i tētahi wāhanga o tōna haumitanga i te taha o ngā kaihaumi moni punga. Āta tiro e whakata ana tō anga here haumitanga i te puka *Ngā Whakaritenga Hoko/Terms of Trade*
- Mehemea e tika ana, ka uru ki konei ētahi taunakitanga tuhituhi ki nga kaitohatoa me tētahi kanohi hokohoko. Kāore i te tūtohutia kia waitohutia te kirimana i te wā o te tono; he pai kē atu kia waiho hei tāpaetanga whakaaro.





Ngā mea me homai e koe - What you need to provide	Ngā mea e kimihi ana e mātou - What we are looking for
<p>Mahere tūhono tangata - Audience engagement plan</p> <p>He mahere tōtika e tātaki ana i nga kaimātakitaki e whakaarotia ana, he pēhea hoki koe e toro atu ai ki a rātou. Kei roto pea i te mahere tētahi arotahitanga whāiti ki ētahi taurira tohatoha ki ngā hapori, ki ngā marae, ki ngā āhuatanga ā-takiwā/ahurei ā-motu/ā-ao/ā-iwi taketake, i tua atu i ngā taurira tuku iho mō te tohatoha kiriata. Ki te mōhio pai koe ki ō kaimātakitaki ka pēhea tō tūhono atu ki a rātou i waenga i te tini o ngā kiriata?</p>	<ul style="list-style-type: none">• He pēhea tēnei e āwhina ai i te tō mai i te tini o te tangata ki ngā kiriata o Aotearoa?• Kua oti te whakamārama i ngā kaimātakitaki me te āhua o tō toro atu ki a rātou, i tō mahere? Tirohia te <i>Whārangī Mōhiohio Tūhono Tāngata i te pae tukutuku/Audience Engagement Plan information sheet</i> mō ngā whakaritenga mōkito rawa.• He aha ngā huamoni e tūmanakotia ana i ngā whare pikitia o Aotearoa me ngā huamoni i ētahi atu māketē tāpiri pēnei i te pouaka whakaata, te ataata ka tonoa e te tangata, me ngā DVD?• Ko wai rawa te kaitohatoha mō Aotearoa? He aha ā rātou mahere tohatoha mō te pikitia? He aha ā rātou whakaritenga?• He kanohi hokohoko tāu? He aha tāna rautaki hokohoko mō te kiriata? He aha ā rātou whakaritenga?• He kaipāpāho ā-motu mō te kiriata? He aha tāna utu raihana?• Kua oti ngā tika o te kanohi hokohoko, te kaitohatoha me te kaipāpāho te whakahāngai?• Mehemea e tika ana, ka uru ki konei ētahi taunakitanga tuhituhi ki nga kaitohatoha me tētahi kanohi hokohoko. Kāore i te tūtohutia kia waitohutia te kirimana i te wā o te tonu; he pai kē atu kia waiho hei tāpaetanga whakaaro. Ka noho ko te makete ā-motu pea hei whāinga tuatahi mō te reo Māori, heoi anō, me āta whakaaro ngā whāinga wāhi ki te ao whānui mō ēnei momo kiriata.



Ngā mea me homai e koe - What you need to provide

Tātai Pūtea me te maramataka - Budget and schedule

- Te whārangi o runga o te tātai pūtea waihanga me tētahi kape o te tātai pūtea waihanga hōhonu.
- Te wātaka waihanga whānui e whakaarotia ana. Me hoatu ki roto i te wātaka waihanga he wā tōtika mō te whakaoti kirimana (e ono wiki ki te toru marama) me tētahi whakaritenga mō tētahi whakakitenga whakamātautau (tirohia te puka o *Ngā Whakaritenga Hoko/Terms of Trade*).
- He wātaka hopu whakaahua me tētahi puka rārangi takitahi mō te hopukanga. Kei a koe te tikanga mō te homai i ēnei taipitopito i te tononga - ahakoa rā, he mea nui kia āta wāhia mārire te tuhinga kiriata kia ngāwari ai te arotakenga o te matakitenga me te tika o te tātai pūtea, heoi, kei te āhua o te taumata pūtea e kimihia ana. Ka hiahiatia ēnei ki te haere whakamua koe ki te wā o te hanga kirimana.

Ngā mea e kimihia ana e mātou - What we are looking for

- E hāngai ana te tātai pūtea ki te tokomaha e matapaetia ana o ngā kaimātakitaki ki te kiriata?
- Ka taea te kiriata te whakatinana i roto i te tātai pūtea me ngā tikanga mahi kua oti te tāpae?
- E puta ana i roto ngā utunga hāngai ki Te Tumu Whakaata Taonga me ngā whakaritenga i te puka *Ngā Whakaritenga Hoko/Terms of Trade*, tae atu ki ngā pūtea whakawhanake kua whiwhi tae mai ki tēnei wā?
- He tōtika ngā āhuatanga o te wātaka waihanga?
- Kia mōhio koe, ka āta arotakea ngā tātai pūtea katoa kia mōhio ai kua kapi katoa ngā āhuatanga, ā, tērā pea ka tuhia he tātai pūtea motuhake i te taha.
- Kei roto i tō rārangi pūtea ngā mōkito whakatairanga, ki tā ngā kirimana whakatairanga mō ngā wae whakatairanga, whakaputa hoki pēnei i ngā tapanga kati, te kōpaki matihiko (DCP) whakaahua whakamātau, te tuku tuhinga ki waho, te kōpaki pāpāho (EPK), ngā whakaahua toitū, me te kaiwhakatairanga. Ehara i te mea me whakauru atu ngā utu pānui whakaahua, kapohanga whakatairanga rānei ki tō rārangi pūtea, mehemea kua whakaūngia ā-tuhitia e koe ka kapi ēnei utu i tō kaitohatoa, i tō kanohi hoko rānei, e ai ki tā mātou *Kaupapa here COVID-19/COVID-19 Policy* (tēnā tirohia tō mātou wahanga Whakatairanga, Pāpāho hoki).



Ngā mea me homai e koe - What you need to provide	Ngā mea e kimihi ana e mātou - What we are looking for
<p>Te Hunga mahi - Key personnel</p> <ul style="list-style-type: none">• Me homai ngā āhuetanga katoa o ngā tangata takitahi e whai pānga ana ki te kiriata, tae atu ki ngā tāhuhu tāngata whārangī kotahi, ngā pānga ā-iwi, te matatau ki te reo, te hononga hoki ki te pakiwaitara, ki te kaupapa rānei, me tētahi haurongo poto• Me homai hoki ngā taipitopito o ngā kaiwhakaari matua, me ngā mahere mō te whakaūnga mahi.	<ul style="list-style-type: none">• Ka pēhea tēnei kaupapa e poipoi i ngā huarahi mahi mō ngā kaihanga kiriata Māori o roto?• Ka eke ki te taumata e tika ana te tautōhito o te tumu whakaputa me te ringa tohu?<ul style="list-style-type: none">○ Mehemea kei runga ake tō tātai pūtea i te \$1 miriona, me tangata e mōhio nuitia ana te tumu whakaputa mō āna kiriata roa, mō āna kiriata poto, whakaari pouaka whakaata, pānui hokohoko hoki/rānei i mahi ai. Me tangata e mōhio nuitia ana te ringa tohu whakaputa mō āna kiriata poto, whakaari pouaka whakaata pūtea nui, pānui hokohoko hoki/rānei i mahi ai.○ Mō ngā kiriata iti iho te pūtea, he pai noa kia iti iho te tautōhito o te tumu whakaputa me te ringa tohu, engari me tangata e mōhio nuitia ana mō āna kiriata poto, whakaari pouaka whakaata pūtea nui, pānui hokohoko hoki/rānei i mahi ai.• He aha ngā pūkenga a ētahi atu kaimahi o te rōpū e hāngai ana ki te kaupapa?• He aha ngā pūkenga ā-ahurea Māori o te kaitono hei hora i te kaupapa?
<p>Ētahi atu kōkiri a Te Tumu Whakaata Taonga - Other NZFC projects</p> <ul style="list-style-type: none">• Ngā taipitopito o ētahi kaupapa e whakawhanaketia ana i te taha o Te Tumu Whakaata Taonga (te ingoa o te kaupapa me te pānga o Te Tumu Whakaata Taonga).• Mehemea he pūrongo anō, he here anō e tika ana kia whakatutukitia mō ērā atu kaupapa, mō ētahi atu pūtea kua tukua atu e Te Tumu Whakaata Taonga rānei, he moni taurewa rānei, he hea rānei, me mātua tuku mai ērā i te taha o tēnei tono, i mua mai rānei i te tukunga.	<ul style="list-style-type: none">• Kōrerotia mai ngā āhuetanga o tō mahi tahi me Te Tumu Whakaata Taonga i mua?• He aha ngā hua i puta i ngā tautoko o mua? Kia tika ai te tiroiro mai a te iwi whānui ki ngā moni tāke ka homai ki Te Tumu Whakaata Taonga, me āta whakaū mārire mātou i ahatia ō mua tukunga moni taurewa/pūtea.• Kei te takoto tika katoa ō here ki Te Tumu Whakaata Taonga?



Ngā mea me homai e koe - What you need to provide

Mahere Tiaki Tikanga - Māori Cultural Considerations and Care

- Tākina te takoha o te kaupapa ki te whakaatatanga o ngā āhuatanga Māori, o ngā tirohanga rānei o ngā iwi/hapū, me te huhua o ngā tirohanga o ngāi Māori i ēnei rā.
- He pēhea te kaupapa nei e whakahaere i ngā toronga ki te kaitiaki o aua taonga, he pēhea hoki e whakaatatia ngā hiahia o ngā iwi, o ngā hapū, o ngā whānau hoki i roto i te kaupapa.
- Me whakamārama hoki he pēhea te atawhai a te kaitono i ngā tikanga me te reo Māori i roto i tōna rōpū, i roto hoki i te mahinga.

Ngā mea e kimihi ana e mātou - What we are looking for

- He kaitohutohu e noho ana i waho i te rōpū auaha taketake/ ngā kaiwhakaari / ngā kaimahi e whakangāwari ana i te hīkoi o te rōpū waihanga kia tika ai te whakaahua i a ngāi Māori i roto i tā rātou kaupapa, kia mōhio hoki kei te tika katoa ngā āwangawanga o te iwi Māori. He mea nui kia toitū tonu ngā āhuatanga Māori me ngā tikanga ina whai wāhi mai ngā haporī Māori, ina whakaahuatia, ina kōrerotia rānei.
- Me homai he rārangi mārāma tonu o te reo me ngā tikanga i roto i tō hanganga, he pēhea hoki e noho ai hei wāhi māori noa o ngā āhuatanga o te mahi waihanga.
- Te whakamahi tika i te reo Māori.
- Te hāpainga i ngā tikanga mō ngā mahi waihanga, tūhono hoki ki ngā kaimahi me ngā ringa rehe.
- Te torotoro me te whakamaherehere tika mai i te hunga whai pānga/ngā kaitiaki/ngā iwi/ngā hapū/ngā whānau.

E tika ana kia uru mai ētahi mōhiohio tautoko mai i:

- [Te Puni Kokiri – Maihi Karauna](#)
- [Te Māngai Pāho - Te Mahere whakapuaki Reo](#)

Tauira:

- Ko te reo kia Māori – he whakatairanga i te whakaaro Māori mō te ao
- Ko te reo kia ora – he whakamahi i te reo Maori hei reo
- Ko ngā tikanga kia tautokona – he whakaū i ngā tikanga Māori

Ka kitea ētahi atu kōrero i tō mātou pae tukutuku hei āwhina mō ngā aratohu ahurea Māori me ētahi whakaaro mō te waihanga kiriata

- [Working with Māori in Screen Production](#)
- [Te Urutahi Koataata Māori – Working with Māori in Film & Television](#)
- [The Brown Book](#)

Ka ahatia tō tono - What happens to your application

Kia tae mai tō tono ka tukua atu he whakaūnga ā-īmēra ki a koe e whakamihi ana i te whiwhinga o te tono.

Kātahi ka tahuri ngā kaimahi a Te Tumu Whakaata Taonga ki te:

1. Āta titiro he tono whai mana i raro i ngā paearu āheinga i ēnei aratohu. Ko ngā tono tōmuri me ērā kāore i te whai mana, ka whakakāhoretia.
2. Ka hono Te Tumu Whakaata Taonga ki te huhua o ngā tāngata whai pūkenga maha puta noa i ngā wehenga o te ao kiriata, pēnei i te ao whakawhanake, whāngai pūtea, whakaputa raihana rānei mō tēnei mea te kiriata (Ngā Kaiaromatawai o Waho).

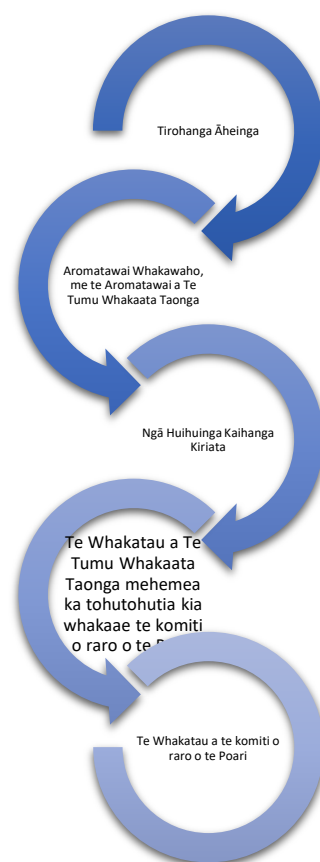
Ahakoia ka hāngai tonu ngā pūkenga o ētahi o ēnei tāngata ki ngā wāhanga motuhake, (hei tauira, te pakipūmeka, te whakahākori, ngā kaupapa pāhekoheko), he whai take, he aronga motuhake ngā whakaaro o ngā Kaiaromatawai o Waho mō ngā tono pūtea, ā, hei āwhina ēnei tirohanga mā Te Tumu Whakaata Taonga.


Mehemea e hāngai ana, ka tīkina atu tētahi atu kaiaromatawai whai mōhiotanga/tautōhito ahurea e pā ana ki tētahi hapori kāore e tino kitea ana, hei homai kitenga tōkeke whai tikanga (Kaiaromatawai Ahurea). Hei tauira, mehemea he āhuatanga Māori, he kiripuaki Māori rānei kei tō kaupapa, ka tahuri Te Tumu Whakaata Taonga i ki te kimi i tētahi tirohanga motuhake, i runga anō i ā mātou aratohu i Te Rautaki Māori.

Kia mārama hoki koe, mā te tuku i tō tono pūtea mai i Te Tumu Whakaata Taonga, kei te whakaū, kei te whakaae hoki koe kia arotakea tō tono e ētahi kaiarotake o waho, kei te whakaae hoki koe ka noho matatapu tonu te ingoa o te (ngā) kaiarotake o waho ki Te Tumu Whakaata Taonga, ā, e kore e whakaputaina e mātou.

Hei tiro ki te rārangi o ngā Kaiarotake o Waho o nāianei tēnā peka atu ki tō mātou [pae tukutuku](#) ka whakapuaki ai i ētahi taupatupatu pānga āu.

3. Ka arotakea tō tono e ngā kaimahi o Te Tumu Whakaata Taonga (tae atu ki te Tira Rautaki Māori me te tira Whakahaere Waihanga, Whakawhanaketanga), ā, ka





whakaritea kia haere he aromatawai motuhake o te tuhinga kiriata me te pitomata ā-māketē o te kiriata. E kore e hapa te whakauru i tētahi kaiaromatawai Māori kotahi/kaiaromatawai reo Māori.

4. Kia hoki mai ā mātou aromatawai, ka tautohutia tō tono he tono whai painga kia whakatinanatia, ka hiahia tonu ngā kaimahi o Te Tumu Whakaata Taonga ki te kōrero ki a koe mō ngā āhuatanga katoa o tō kaupapa. Te tikanga, ka hiahia tonu mātou ki **te hui tahi me koe**, ka tonu atu hoki i te roanga atu o ngā kōrero i a koe. Ka whiwhi koe i tētahi whakarāpopototanga ingoa-muna o te aromatawainga o tō kaupapa i mua i te hui.
5. Ka āta whiria ēnei mōhiohio katoa, me ā mātou kōrerorerotanga, i te taha o tō tono ōkawa ina whakatau mātou i te kawenga whakamua o te kaupapa ki te komiti o raro o te Poari mō te Kōkiri Kiriata Roa Reo Māori, e kīa nei He Pounamu Te Reo Māori hei haumitanga, i te korenga e haere whakamua rānei. Ki te kitea kāore anō tō kaupapa kia eke ki te taumata tika mō te whāngai pūtea waihanga, engari he pitomata tōna kia eke ki te taumata mā ētahi atu whakawhanaketanga, ka āhei tonu pea koe ki te tonu ki tētahi pūtea whakawhanake mai i Te Tumu Whakaata Taonga. Ka whakamāramatia tēnei ara ki a koe e ngā kaimahi o Te Rautaki Māori.
6. Ka uru tētahi whakarāpopototanga o tō tono, tae atu ki ngā kōrero matua, me tā mātou aromatawai ki tētahi tohutohu ka tāpaetia ki te Poari, me tā mātou aromatawai anō hoki ki te komiti o raro o te Poari mō te Kōkiri Kiriata Roa Reo Māori, e kīa nei He Pounamu Te Reo Māori. **Ka riro te komiti o raro o te Poari mō te Kōkiri Kiriata Roa Reo Māori, e kīa nei He Pounamu Te Reo Māori anake te whakatau whakamutunga mō te haumitanga a Te Tumu Whakaata Taonga.**


Te huarahi whakamua - Next steps

Ka whakamōhiotia atu koe mā te waea mā te īmēra rānei i roto i te rā kotahi o te rā o te hui o te **komiti o raro o te Poari mō te Kōkiri Kiriata Roa Reo Māori, e kīa nei He Pounamu Te Reo Māori.**

Ki te whakatau te komiti o raro o te Poari mō te Kōkiri Kiriata Roa Reo Māori, e kīa nei He Pounamu Te Reo Māori kia haumi, ka tāpaetia he whāngainga pūtea ā-herenga. Ka pā tonu ngā [Whakaritenga Hoko/Terms of Trade](#) me te [Kaupapa here COVID-19/COVID-19 Policy](#). Tērā anō hoki pea ētahi atu herenga, kei tēnā tonu, kei tēnā tonu te āhua o ērā. Ka whakarārangiā mai ēnei i roto i tētahi reta tāpaetanga ā-here me mātua waitohu hoki e koe.

Ka **whai mana te nuinga o ngā tāpae whāngainga pūtea waihanga ā-here mō te whā marama**. I roto i tenei wā me mātua whakatutuki e koe ngā here i mua i te katinga (e tākina atu nei i [Ngā Whakaritenga Hoko/Terms of Trade](#) me te [Kaupapa here COVID-19/COVID-19 Policy](#)), kei mōnehu (pau) te mana o te tāpaetanga. Ki te tonoa e koe, i ētahi





wā ka āhei kia tukua he whakaroatanga rua marama mehemea kua kitea ētahi painga i roto i te tāpaetanga o ngā here.

Ki te tutuki ngā here o te tāpaetanga i roto i te Reta Tāpaetanga ā-Here, ka taea te whakaotioti i ngā ritenga, me te mahi kirimana. Ko te kirimanatanga, e kīa nei he “whakaotioti” **ka haere pea mō te ono wiki ki te toru marama, he mea tēnei me āta tuitui atu ki tō wātaka waihanga.** I roto i tēnei wā, me whakahaere e koutou ko tō rōia ngā ritenga whakaotioti katoa, me te mahi piri tahi ki Te Tumu Whakaata Taonga kia tutuki katoa ngā here, kia horaina mai hoki ngā pukapuka me ngā mōhioatanga katoa. Ka oti katoa ngā kirimana ōkawa i mua i te tukunga atu o ngā pūtea waihanga, ki te kore he whakaaetanga mō tētahi tāpaetanga pūtea tōmua.

I muri i te hui a te komiti o raro o te Poari mō te Kōkiri Kiriata Roa Reo Māori, e kīa nei He Pounamu Te Reo Māori, mā Te Tumu Whakaata Taonga e pānui ngā ingoa o ngā kaupapa i waimarie ki te ao, hāunga ia te rahi o ngā pūtea e tāpaetia ana. Kia oti te kirimana mō te kiriata, ka pānuitia e mātou te wāhi o te haumitanga moni punga a Te Tumu Whakaata Taonga.

Kia mahara, me he patai anō āu, tēnā whakapā mai ki Te Tira Rautaki Māori mā te īmēra rautaki@nzfilm.co.nz mā te waea mai rānei 0800 659 754.

Ka kitea pea e koe ētahi atu kōrero mō ētahi kaupapa i ngā whārangi mōhioatanga i tō mātou pae tukutuku, tae atu ki *[Chain of Title](#)*, *[New Zealand Content](#)*, *[Audience Engagement](#)*, me *[Distributors and Sales Agents](#)*.

