

Document 9

From: [Sam Kemp-Milham](#)
Sent: Friday, 22 October 2021 12:05 PM
To: [Nicole Yee](#)
Subject: FW: Narrative Muse :: seeking your help

From: Suse Reynolds <[S9\(2\)\(a\)](#)>
Sent: Tuesday, 16 March 2021 2:19 PM
To: Sam Kemp-Milham <Sam.Kemp-Milham@mch.govt.nz>
Subject: Re: Narrative Muse :: seeking your help

Grand... done!
S

On 16/03/2021, at 11:30 AM, Sam Kemp-Milham <Sam.Kemp-Milham@mch.govt.nz> wrote:

How about Smith the Grocer ?

From: Suse Reynolds <[S9\(2\)\(a\)](#)>
Sent: Tuesday, 16 March 2021 11:29 AM
To: Sam Kemp-Milham <Sam.Kemp-Milham@mch.govt.nz>
Subject: Re: Narrative Muse :: seeking your help

Grand... I can come to you.

I have a wee coffee date at Floriditas at 2pm so just let me know where suits you best and I'll front :)

best
S

On 16/03/2021, at 11:22 AM, Sam Kemp-Milham <Sam.Kemp-Milham@mch.govt.nz> wrote:

Hey Suse

That's fantastic , can we use the time that you have available on Wednesday at 3pm to meet ?

Where is good for you to meet?

Looking forward to seeing you

Sam

From: Suse Reynolds <[S9\(2\)\(a\)](#)>
Sent: Tuesday, 16 March 2021 9:10 AM
To: Sam Kemp-Milham <Sam.Kemp-Milham@mch.govt.nz>

Cc: Simon Bowden <Simon.Bowden@mch.govt.nz>; Brough Johnson

<S9(2)(a)>

Subject: Re: Narrative Muse :: seeking your help

Hey Sam

Ref the fund... that's ok! Completely understand.

And ref meeting with your new team member... I could do 3pm tomorrow. Would that work? Otherwise I'm afraid I'm off around the country Thur/Fri but good availability on Monday and especially Tuesday next week.

Warmly
Suse

On 15/03/2021, at 9:25 AM, Sam Kemp-Milham

<Sam.Kemp-Milham@mch.govt.nz> wrote:

Kia Ora Suse

Thanks for your email , unfortunately we cannot give any update currently about the deployment of the innovation fund , apart from there will be news soon , we are currently still working through our internal processes .

On another note , would you be free this week , maybe Wednesday to meet with a new team member about the innovation ecosystem and key stakeholders ?

Thanks again Suse

Have a great day

Sam

From: Suse Reynolds <S9(2)(a)>

Sent: Monday, 8 March 2021 10:29 AM

To: Sam Kemp-Milham <Sam.Kemp-Milham@mch.govt.nz>; Simon Bowden <Simon.Bowden@mch.govt.nz>

Cc: Brough Johnson

<S9(2)(a)>

Subject: Narrative Muse :: seeking your help

Hey both

I wonder if you might have any more insights or detail to share about the deployment of the Innovation Fund.

We are waiting in the wings with our fingers crossed that Narrative Muse might be worthy recipient of some of this funding. And we ask with a little wide-eyed hope as the runway for Narrative Muse is getting tight.

Narrative Muse is an opportunity neither classic financial venture investors or impact investors are very used to seeing but we are hustling hard and have two very encouraging leads we are pursuing with a venture investor and an impact investor - which speaks exactly to the point I've just made! We contain elements of both as an investment opportunity. We do have a number of other avenues for funding in play too including the New Zealand angel networks having only pitched to a couple so far.

We'd be very grateful for any intel.

I've attached a spiel below to remind you about what and how Narrative Muse is going about amplifying the creation of content for under represented audiences and a document we have sent to the impact investor we are in discussion which might resonate with the aspirations for the Innovation Fund. That impact fund is focused on Auckland and Northland but that we would/could expand the sentiment and reach of the activities outlined to the whole of NZ.

warmly
Suse

[Narrative Muse](#) is grounded in the rapidly scaling creator economy and is uniquely placed to provide a solution to the massive disruption the media industry is being forced to contend with at the moment which is being generated by Covid, Black Lives Matter and #metoo.

Screen content producers and book publishers are desperate to find new pathways to audiences and new revenue streams. Narrative Muse is perfectly poised meet this need and primed to become "Spotify" for underserved audiences. They are building and deploying a recommendation engine to help audiences find content that is perfect for them and focusing on amplifying content produced by women in the first instance.

The founders, Brough Johnson and Teresa Bass who both have deep domain expertise, know that;

- audience representation can not continue to be overlooked,
- S9(2)(b)(ii) [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
- it will be paramount that those insights are generated for and with audiences (rather than from audiences) in a high-integrity way.

In the last year, since Narrative Muse's pre-seed raise of \$S9(2)(b)(ii) the team have S9(2)(b)(ii) their recommendation engine users to over S9(2)(b)(ii) and growing at about S9(2)(b)(ii) users a week and collected over S9(2)(b)(ii) data points. They are in market to raise circa \$S9(2)(b)(ii) to grow users to S9(2)(b)(ii) and further augment the platform.

The pitch deck is S9(2)(b)(ii)

Suse Reynolds
Director

S9(2)(a) [REDACTED]
[REDACTED]
[REDACTED]

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Suse Reynolds
Director

S9(2)(a) [REDACTED]
[REDACTED]
[REDACTED]

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Director

S9(2)(a) [REDACTED]
[REDACTED]
[REDACTED]

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Suse Reynolds
Director

S9(2)(a) [REDACTED]
[REDACTED]
[REDACTED]

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From: [Sam Kemp-Milham](#)
Sent: Friday, 22 October 2021 12:05 PM
To: [Nicole Yee](#)
Subject: FW: Narrative Muse :: super wonderful world-changing startup!

From: Suse Reynolds <[S9\(2\)\(a\)](#)>
Sent: Thursday, 4 February 2021 5:19 PM
To: Simon Bowden <Simon.Bowden@mch.govt.nz>
Cc: Brough Johnson <[S9\(2\)\(a\)](#)>; Sam Kemp-Milham <Sam.Kemp-Milham@mch.govt.nz>
Subject: Re: Narrative Muse :: super wonderful world-changing startup!

Hey Simon/Sam

Thanks from me too for spending some time with us... just loved it! It's always so nice to be able to share your passions with people who share similar aspirations and interests.

onwards... and warmest wishes
S

... and so cute to see you today Sam :)

On 4/02/2021, at 1:59 PM, Simon Bowden <Simon.Bowden@mch.govt.nz> wrote:

Kia ora Brough,

It was a very valuable session for us. In addition to your project, I was interested to learn about the emergence of an impact angel community and the challenges to get investment outside of looking for the next Xero.

Please sign up to: support.culture@mch.govt.nz to be in the loop.

Have a great day,

Simon

From: Brough Johnson <[S9\(2\)\(a\)](#)>
Sent: Thursday, 4 February 2021 1:36 PM
To: Suse Reynolds <[S9\(2\)\(a\)](#)>
Cc: Sam Kemp-Milham <Sam.Kemp-Milham@mch.govt.nz>; Simon Bowden <Simon.Bowden@mch.govt.nz>
Subject: Re: Narrative Muse :: super wonderful world-changing startup!

Kia ora Sam and Simon,

I wanted to drop a note to say that it was great to meet you both. I'm looking forward to seeing what info your team releases in the next few weeks. Is there

Cc: Brough Johnson <S9(2)(a)>

Subject: Re: Narrative Muse :: super wonderful world-changing startup!

Hey Sam

Brough and I would love to come and chat to you at 2pm tomorrow. Is that slot still free?? If it is, you name the venue and we will front :)

Thank you so much for making the time for us!

warmly
Suse

On 29/01/2021, at 2:20 PM, Sam Kemp-Milham <Sam.Kemp-Milham@mch.govt.nz> wrote:

Hey Suse

Thanks for your email , have just left you a voicemail.

Can you call me when you get a chance so that we can arrange a time to meet on Tuesday

My cell is S9(2)(a)

Thanks
Sam

From: Suse Reynolds <S9(2)(a)>

Sent: Thursday, 28 January 2021 4:25 PM

To: Sam Kemp-Milham <Sam.Kemp-Milham@mch.govt.nz>

Subject: Re: Narrative Muse :: super wonderful world-changing startup!

Hey Sam

Just bringing this to the front of your inbox because I know how gnarly inboxes can get!!

Would love to line up a meeting with you and Brough Tue/Wed next week if that lined up at all.

Cheers
Suse

Sent from my iPhone

On 22/01/2021, at 1:28 PM, Suse Reynolds <S9(2)(a)> wrote:

Hi Sam

It was wonderful to meet you at the Govtech "do" last year. I'm well up for catching up some time if can help with how you and MCH aspire to support Aotearoa's film and creative sector. Such important work!!

I'm also super keen to talk to you about [Narrative Muse](#) which I think I got a little over excited about when we spoke. This super compelling startup is grounded in the rapidly scaling creator economy and is uniquely placed to provide a solution to the massive disruption the media industry is being forced to contend with at the moment which is being generated by Covid, Black Lives Matter and #metoo.

Screen content producers and book publishers are desperate to find new pathways to audiences and new revenue streams. Narrative Muse is perfectly poised meet this need and primed to become "the Spotify" for underserved audiences. They are building and deploying a recommendation engine to help audiences find content that is perfect for them and focusing on amplifying content produced by women in the first instance.

The founders, Brough Johnson and Teresa Bass, who both have deep domain expertise knew

- audience representation could not continue to be overlooked,

- 9(2)(b)(ii) [REDACTED]

- that it would be paramount that those insights were generated for and with audiences (rather than from audiences) in a high-integrity way.

In the last year, since Narrative Muse's pre-seed raise of \$S9(2)(b)(ii) the team have S9(2)(b)(iii) their recommendation engine users to S9(2)(b)(ii) and collected over S9(2)(b)(ii) data points. We are about to come to market to raise circa \$S9(2)(b)(ii) to grow users to S9(2)(b)(ii) and further augment the platform.

The pitch deck is S9(2)(b)(iii).

Brough is going to be in Wellington the week after next - Tue 2 and Wed 3 Feb - do let me know if there might be a slot on your dance card for you to meet her/us.

thanks ever so much
Suse

Suse Reynolds
Director

S9(2)(a)

[Redacted]

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Suse Reynolds
Director

S9(2)(a)

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Suse Reynolds
Director

S9(2)(a)
[Redacted]
[Redacted]
[Redacted]

--
BROUGH JOHNSON
Narrative Muse
Co-founder & CEO
M [S9\(2\)\(a\)](mailto:S9(2)(a)@narrativemuse.co) W narrativemuse.co
Sk S9(2)(a)

--
BROUGH JOHNSON
Narrative Muse
Co-founder & CEO
M [S9\(2\)\(a\)](mailto:S9(2)(a)@narrativemuse.co) W narrativemuse.co
Sk S9(2)(a)

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Suse Reynolds
Director

S9(2)(a)
[Redacted]
[Redacted]
NEW ZEALAND

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From: [Support Culture](#)
Sent: Thursday, 18 February 2021 11:36 AM
To: S9(2)(a)
Subject: RE: HPRM: Newsletter and updates

Kia ora Brough,

Thank you for your email. Here is a link to [sign up to our mailing list for the COVID Recovery Programme](#).

Please let me know if you have any more questions.

Ngā mihi,
Brandon Couch, on behalf of the Team at the Ministry for Culture and Heritage

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PO Box 5364, Wellington 6140

Ph +S9(2)(a)

support.culture@mch.govt.nz | www.mch.govt.nz

From: Brough Johnson <S9(2)(a)>
Sent: Tuesday, 9 February 2021 1:10 PM
To: Support Culture <support.culture@mch.govt.nz>
Subject: HPRM: Newsletter and updates

Kia ora,

Simon Bowden suggested that I contact you to sign up for the Ministry of Culture and Heritage newsletter and updates on funding opportunities. Can you please direct me to the link to sign up?

Many thanks,
Brough

--

BROUGH JOHNSON

Narrative Muse
Co-founder & CEO

M [S9\(2\)\(a\)](#) W narrativemuse.co
Sk [S9\(2\)\(a\)](#)

From: S9(2)(a)
Sent: Friday, 7 May 2021 2:12 PM
To: [Support Culture](#)
Cc: S9(2)(a)
Subject: Narrative Muse - Project funding - Te Urungi Cultural Sector Innovation Fund
Attachments: Narrative Muse Forecast & Use of Funds (NZD).xlsx; Narrative Muse_Te-Urungi-Lean canvas.pdf; Narrative Muse deck_Te Urungi - deck.pdf; Narrative Muse_Business case_2021.pdf

These application documents are provided. As Docs 1-3.

Kia ora,

[Narrative Muse](#) is applying for project funding through the Te Urungi Cultural Sector Innovation Fund.

Attached you will find:

- Narrative Muse Business case - 2021
- Narrative Muse Te Urungi deck
- Narrative Muse Te Urungi Lean canvas
- Narrative Muse Forecast & Use of Funds (NZD)

Please note that we are applying for \$S9(2)(a) from Te Urungi Cultural Sector Innovation Fund. We are uncertain how funding will be allocated to different projects for the Innovation Fund. We do ask that if there is concern about our application amount, that you please reach out to us to kōrero how to meet the needs of the Fund while helping us meet our target to achieve our innovative outcomes for the creative sector.

If you have any questions, please feel free to reach out to myself, Brough Johnson, at S9(2)(a) or Dil Khosa at S9(2)(a)

Ngā mihi nui,
Brough Johnson

--

BROUGH JOHNSON

Narrative Muse
Co-founder & CEO

M [S9\(2\)\(a\)](#) W narrativemuse.co
Sk [S9\(2\)\(a\)](#)

From: [Support Culture](#)
Sent: Friday, 14 May 2021 9:28 AM
To: S9(2)(a)
Subject: RE: Te Urungi: Innovating Aotearoa - Wellington Feedback

Kia ora Brough

Thank you for taking the time to complete this survey and flagging that the survey did not provide you with a confirmation response. I can confirm your feedback has been received.

Ngā mihi,
Brandon Couch, on behalf of the Team at the Ministry for Culture and Heritage

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S9(2)(a)

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From: Brough Johnson <S9(2)(a)>
Sent: Tuesday, 11 May 2021 1:37 PM
To: Support Culture <support.culture@mch.govt.nz>
Subject: Re: Te Urungi: Innovating Aotearoa - Wellington Feedback

FYI that it doesn't appear that we can submit this form once we've completed it. Or at least, the page doesn't show us that it's been submitted when we hit 'done'. :)

On Tue, May 11, 2021 at 12:59 PM Manatū Taonga Ministry for Culture and Heritage <support.culture@mch.govt.nz> wrote:

No images? [Click here](#)



Tēnā koe Brough

Once again, thank you for joining us for Te Urungi: Innovating Aotearoa at Pātaka.

This was the first Te Urungi event in a nationwide journey. We would welcome your thoughts on the aspects of the weekend you found most valuable, as well as any suggestions you have for things we could do differently for future events.

We would really appreciate you taking the time to complete this [short survey](#) so we can continue to build on this innovation journey around Aotearoa.

To keep up to date with the latest developments on the Arts and Culture COVID Recovery Programme, please [subscribe](#) here.

Ngā mihi nui
The Innovation Fund Team



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PO Box 5364, Wellington 6140, New Zealand
support.culture@mch.govt.nz
www.mch.govt.nz

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Te Urungi: Innovating Aotearoa - Wellington event

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BROUGH JOHNSON

Narrative Muse
Co-founder & CEO

M [S9\(2\)\(a\)](#) W narrativemuse.co
Sk [S9\(2\)\(a\)](#)

From: [Support Culture](#)
Sent: Tuesday, 11 May 2021 11:34 AM
To: [Coral Midwinter](#)
Subject: RE: HPRM: Narrative Muse - Project funding - Te Urungi Cultural Sector Innovation Fund

Hi Coral,

No worries – we just sent off a basic response to Brough with the basic content from the web saying that “funding available depends on potential impact etc etc” so nothing too revealing.

Carmel would be the best person to touch base with on any pending queries as she tends to manage the escalation of any unclear content to the Innovation team for clarification.

Ngā mihi,

Brandon Couch, on behalf of the Team at the Ministry for Culture and Heritage

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Ph [S9\(2\)\(a\)](#)

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From: Coral Midwinter <Coral.Midwinter@mch.govt.nz>
Sent: Tuesday, 11 May 2021 11:28 AM
To: Support Culture <support.culture@mch.govt.nz>
Subject: RE: HPRM: Narrative Muse - Project funding - Te Urungi Cultural Sector Innovation Fund

Thanks for this Brandon. Having read her email, I don't think we need to get back with a response about the funding. There is no upper limit so applying for \$[S9\(2\)\(b\)\(ii\)](#) isn't a problem. If the proposal is recommended then we would look to negotiate which may or not may not include funding amounts.

Can you please let me know if you are awaiting on a response from us on any other matters/queries? Apologies, everyone is so busy I'm not sure exactly what is outstanding.

Coral Midwinter | Pou Tohu Matua, Te Whakangao me ngā Hua | Senior Adviser, Investments and Outcomes, Service Transition

Availability: Monday, Tuesday (working from home) and Thursday, Friday (in office)

Manatū Taonga | Ministry for Culture & Heritage

From: Support Culture <support.culture@mch.govt.nz>
Sent: Monday, 10 May 2021 3:44 PM
To: Coral Midwinter <Coral.Midwinter@mch.govt.nz>; Jennifer Hume <Jennifer.Hume@mch.govt.nz>; Nicole Yee <Nicole.Yee@mch.govt.nz>
Subject: FW: HPRM: Narrative Muse - Project funding - Te Urungi Cultural Sector Innovation Fund

Hey team,

Sorry, turns out I did miss this one! Slipped through because we received a query from Brough just recently to do with the upper funding cap and so I wasn't expecting to see him having participated in the first event.

We do still have that query from him regarding what will happen if he applies for a significant amount of funding – if you guys would be able to provide some info about how that negotiation would work (only stuff that's either publicly available and/or not sensitive of course) that would be very useful too.

Ngā mihi,
Brandon Couch, on behalf of the Team at the Ministry for Culture and Heritage

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From: Brough Johnson <S9(2)(a)>
Sent: Friday, 7 May 2021 2:12 PM
To: Support Culture <support.culture@mch.govt.nz>
Cc: Dil Khosa <S9(2)(a)>
Subject: HPRM: Narrative Muse - Project funding - Te Urungi Cultural Sector Innovation Fund

Kia ora,

[Narrative Muse](#) is applying for project funding through the Te Urungi Cultural Sector Innovation Fund.

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If you have any questions, please feel free to reach out to myself, Brough Johnson, at S9(2)(b)(ii) or Dil Khosa at S9(2)(b)(ii)

Ngā mihi nui,
Brough Johnson

--

BROUGH JOHNSON

Narrative Muse
Co-founder & CEO

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Sk S9(2)(a)

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From: [Nicole Yee](#)
Sent: Wednesday, 12 May 2021 8:32 AM
To: [Siobhan Mcfarlane](#)
Cc: [Hannah Leahy](#)
Subject: FW: Te Urungi: Innovating Aotearoa - Wellington Feedback - please respond

Morning Siobhan

Is there a page after the attendee hits 'submit' on the survey so they know it's been properly submitted? We have had some feedback below.

Also I assume you can't check if we have received Brough's response as it's anon...?

Nicole

From: Carmel Leonard <Carmel.Leonard@mch.govt.nz>
Sent: Wednesday, 12 May 2021 7:14 AM
To: Nicole Yee <Nicole.Yee@mch.govt.nz>; Hannah Leahy <Hannah.Leahy@mch.govt.nz>
Subject: Fwd: Te Urungi: Innovating Aotearoa - Wellington Feedback - please respond

Hi Nicole & Hannah

Feedback on the survey form below. Could you check that you received this attendees feedback so that we can confirm to them it was received and thank them.

Cheers
Carmel

Get [Outlook for iOS](#)

From: Brandon Couch <Brandon.Couch@mch.govt.nz>
Sent: Tuesday, May 11, 2021 2:03:39 PM
To: Carmel Leonard <Carmel.Leonard@mch.govt.nz>
Subject: FW: Te Urungi: Innovating Aotearoa - Wellington Feedback

Presumably one to go directly to the Innovation team.

Ngā mihi,
Brandon Couch, on behalf of the Team at the Ministry for Culture and Heritage

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support.culture@mch.govt.nz | www.mch.govt.nz

From: Brough Johnson <[S9\(2\)\(a\)](#)>
Sent: Tuesday, 11 May 2021 1:37 PM
To: Support Culture <support.culture@mch.govt.nz>
Subject: Re: Te Urungi: Innovating Aotearoa - Wellington Feedback

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On Tue, May 11, 2021 at 12:59 PM Manatū Taonga Ministry for Culture and Heritage

<support.culture@mch.govt.nz> wrote:

No images? [Click here](#)



Tēnā koe Brough

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This was the first Te Urungi event in a nationwide journey. We would welcome your thoughts on the aspects of the weekend you found most valuable, as well as any suggestions you have for things we could do differently for future events.

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Ngā mihi nui
The Innovation Fund Team



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Narrative Muse
Co-founder & CEO

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Sk [S9\(2\)\(a\)](#)

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From: [Support Culture](#)
Sent: Wednesday, 19 May 2021 2:14 PM
To: S9(2)(a)
Subject: RE: HPRM: Re: HPRM: A question as an applicant to the Cultural Sector Innovation Fund

Kia ora Brough,

Thank you for your email.

We intend to get back to participants with their results for project funding applications within approximately eight to twelve weeks of the event – please note, however, that this is an indicative estimate.

Please let me know if you have any further questions.

Ngā mihi,
Brandon Couch, on behalf of the Team at the Ministry for Culture and Heritage

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From: Brough Johnson <S9(2)(a)>
Sent: Tuesday, 18 May 2021 7:06 PM
To: Support Culture <support.culture@mch.govt.nz>
Subject: HPRM: Re: HPRM: A question as an applicant to the Cultural Sector Innovation Fund

Kia ora Brandon,

We're finessing budgets at the moment. Do you have a sense of timing for when announcements will be made about projects that have been successful?

Ngā mihi nui,
Brough

On Tue, May 11, 2021 at 11:08 AM Support Culture <support.culture@mch.govt.nz> wrote:

Kia ora Brough,

Thank you for your attached business case and supporting documents to support your request for project funding.

In terms of project funding, the amount available will depend on your individual project and its potential reach and impact.

I hope this helps answer your question. If you have any further queries, please let me know.

Ngā mihi,
Brandon Couch, on behalf of the Team at the Ministry for Culture and Heritage

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From: Brough Johnson <S9(2)(a)>
Sent: Wednesday, 5 May 2021 6:22 PM
To: Support Culture <support.culture@mch.govt.nz>
Subject: HPRM: A question as an applicant to the Cultural Sector Innovation Fund

Kia ora,

As an applicant for the Cultural Sector Innovation Fund, we have a question about the amount we're applying for. If we are successful in our application but the amount that we're seeking is considered too much, would there be a process of discussion in how much would be more appropriate? i.e. We'd like to know if we could be turned down simply for the amount we are putting forward or if there would be a discussion between ourselves and the committee on an appropriate amount.

Ngā mihi nui,
Brough

--

BROUGH JOHNSON

Narrative Muse
Co-founder & CEO

M [S9\(2\)\(a\)](mailto:S9(2)(a)@narrativemuse.co) W narrativemuse.co
Sk [@S9\(2\)\(a\)](https://www.skype.com/profile/S9(2)(a))

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--

BROUGH JOHNSON

Narrative Muse
Co-founder & CEO

M S9(2)(a) W narrativemuse.co
Sk S9(2)(a)

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Jessie Wood

From: Support Culture <support.culture@mch.govt.nz>
Sent: Wednesday, 19 May 2021 2:14 PM
To: Brough Johnson
Subject: RE: HPRM: Re: HPRM: A question as an applicant to the Cultural Sector Innovation Fund

Kia ora Brough,

Thank you for your email.

We intend to get back to participants with their results for project funding applications within approximately eight to twelve weeks of the event – please note, however, that this is an indicative estimate.

Please let me know if you have any further questions.

Ngā mihi,
Brandon Couch, on behalf of the Team at the Ministry for Culture and Heritage

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PO Box 5364, Wellington 6140

Ph **S9(2)(a)**

support.culture@mch.govt.nz | www.mch.govt.nz

From: Brough Johnson <**S9(2)(a)**>
Sent: Tuesday, 18 May 2021 7:06 PM
To: Support Culture <support.culture@mch.govt.nz>
Subject: HPRM: Re: HPRM: A question as an applicant to the Cultural Sector Innovation Fund

Kia ora Brandon,

We're finessing budgets at the moment. Do you have a sense of timing for when announcements will be made about projects that have been successful?

Ngā mihi nui,
Brough

On Tue, May 11, 2021 at 11:08 AM Support Culture <support.culture@mch.govt.nz> wrote:

Kia ora Brough,

Thank you for your attached business case and supporting documents to support your request for project funding.

In terms of project funding, the amount available will depend on your individual project and its potential reach and impact.

I hope this helps answer your question. If you have any further queries, please let me know.

Ngā mihi,

Brandon Couch, on behalf of the Team at the Ministry for Culture and Heritage

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Sent: Wednesday, 5 May 2021 6:22 PM
To: Support Culture <support.culture@mch.govt.nz>
Subject: HPRM: A question as an applicant to the Cultural Sector Innovation Fund

Kia ora,

As an applicant for the Cultural Sector Innovation Fund, we have a question about the amount we're applying for. If we are successful in our application but the amount that we're seeking is considered too much, would there be a process of discussion in how much would be more appropriate? i.e. We'd like to know if we could be turned down simply for the amount we are putting forward or if there would be a discussion between ourselves and the committee on an appropriate amount.

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Brough

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Sk S9(2)(a)

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Sk S9(2)(a)

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From: [Support Culture](#)
Sent: Friday, 6 August 2021 2:52 PM
To: S9(2)(a) [REDACTED]
Subject: RE: Te Urungi: Innovating Aotearoa notification of decision [REDACTED]
S9(2)(b)(ii) Narrative Muse

Kia ora Brough,

Thank you for your confirmation email.

Next steps will be that your Manatū Taonga representative will be in touch with you next week to address any questions you have and progress your funding agreement.

Thank you for registering in our grant management portal and sending through your New User Registration receipt.

The funding agreement will be created with the following details:

- Narrative Muse
- Brough Johnson S9(2)(a) [REDACTED]

We look forward to supporting your project.

Ngā Mihi,
Christopher Leach, on behalf of the Team at the Ministry for Culture and Heritage

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Ph +S9(2)(a) [REDACTED]

support.culture@mch.govt.nz | www.mch.govt.nz

From: Brough Johnson <S9(2)(a) [REDACTED]>
Sent: Monday, 26 July 2021 10:19 AM
To: Support Culture <support.culture@mch.govt.nz>
Cc: Sebastian Clarke <sebastian.clarke@mch.govt.nz>
Subject: Re: Te Urungi: Innovating Aotearoa notification of decision S9(2)(b)(ii) Narrative Muse

Kia ora,

Thanks heaps for this notification of the decision and the high-level feedback. We'd like to accept this proposal and we too are delighted to work with you on our project.

Please send through the draft funding agreement and in the meantime, we'll go ahead and register with the grant management portal.

Ngā mihi nui,

Brough

On Fri, Jul 23, 2021 at 3:54 PM Support Culture <support.culture@mch.govt.nz> wrote:

Tēnā koe Brough,

We are pleased to confirm that your proposal for project funding through Te Urungi: Innovating Aotearoa (Cultural Sector Innovation Fund) has been successful.

You applied for \$~~920,000~~ and, subject to completion of due diligence and reaching agreement on contract terms, Manatū Taonga Ministry for Culture and Heritage will fund your proposal for \$500,000.00 to support you with this mahi.

We can discuss the reasons for the partial funding with you if you would find that helpful, and in the meantime can provide this high-level feedback:

The panel saw an opportunity to develop audiences for content that reflects diversity and to influence producers and presenters to publish content to better serve underrepresented audiences. This project is recommended for funding; however the panel suggests the project considers how it will ensure high quality artistic output. The panel recognised the option given by this project to provide funding at a lower amount in the event there were fiscal constraints on the fund. The panel has recommended \$500,000 to support this project and understands that progressing this project will be subject to confirmation that it can proceed at this level of funding.

Next steps

If you accept this proposal, please confirm by email to support.culture@mch.govt.nz by Friday 6 August 2021.

Once we receive confirmation you wish to proceed, we will be in touch to confirm with you the details of your proposal. This will allow us to complete our processes including draft a funding agreement that will set out the terms and conditions of funding. You will be able to suggest changes to the draft we send you.

In the meantime, please register on our grant management portal. Your registration will allow us to work together on the next steps to finalise the funding agreement. The link for registration is <https://mch-cp.enquire.cloud>. Once registered, please email your registration receipt to support.culture@mch.govt.nz so that we can progress your funding agreement.

We will publicly announce a list of successful proposals from our Te Urungi Te Whanganui-a-Tara Wellington event. We expect this will be around the end of August. We are asking all participants to keep their funding outcome confidential until this announcement, to allow us to confirm the final outcomes for all participants before information is made public.

In the meantime, if you have any questions or would like to discuss the offer further, please email support.culture@mch.govt.nz and the team will get back to you as soon as possible.

We are delighted at the opportunity to work with you and to support your project.

Kia rapahoe te uru, anō he matimati nō Tangaroa ā te Toi.

When the blade of the steering paddle plunges into the water, it becomes the creative fingers of Tangaroa.

Ngā mihi,

Gordon McKenzie | Establishment Lead, Te Aka Tūhono - Investment & Outcomes

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BROUGH JOHNSON

Narrative Muse
Co-founder & CEO

M [+S9\(2\)\(a\)](tel:+6490909090) W narrativemuse.co

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From: S9(2)(a) [REDACTED]
Sent: Friday, 27 August 2021 12:35 PM
To: [Sebastian Clarke](mailto:Sebastian.Clarke@mch.govt.nz)
Subject: Re: Te Urungi: Innovating Aotearoa notification of decision S9(2)(b)(ii) Narrative Muse

That looks good to me Sebastian!

On Fri, Aug 27, 2021 at 11:19 AM Sebastian Clarke <Sebastian.Clarke@mch.govt.nz> wrote:

Thanks so much Brough,

That is good to know.

Just as an update from me, I have been drafting a funding agreement for us to review/and eventually have signed. I'll aim to send this through as soon as I can (it just needs to go through an initial peer review first).

In the meantime, I just wanted to get confirmation that you were happy with this description of what the MCH funding for NM will support:

Digital platform to help Aotearoa audiences find books, movies and TV that reflect intersectionality and gender diversity. To help content producers understand how to serve these underrepresented audiences

Let me know if you'd like to see this edited at all. 😊

Best,
Sebastian

From: Brough Johnson <S9(2)(a) [REDACTED]>
Sent: Wednesday, 25 August 2021 1:17 PM
To: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Subject: Re: Te Urungi: Innovating Aotearoa notification of decision S9(2)(b)(ii) Narrative Muse

Kia ora Sebastian,

I'm sending you an update to let you know that we've had to spread out our planning sessions due to lockdown and people's availability so we haven't completed those yet.

In the meantime, do send through those 'framing' docs when you have them.

Thanks!
Brough

On Thu, Aug 19, 2021 at 4:37 PM Brough Johnson <S9(2)(a) [REDACTED]> wrote:

Ooooooh! Lucky! I got to get a wee holiday in last week. Also good timing!

See you tomorrow at 11:30am.

On Thu, Aug 19, 2021 at 3:55 PM Sebastian Clarke <Sebastian.Clarke@mch.govt.nz> wrote:

Thanks so much Brough – I'm doing okay at home. Luckily I got to see my 3month old niece on the weekend, so that's was good timing!

I'll send out a teams link for the meeting tomorrow. Let me know if the timing needs to change, otherwise see you online at 11.30am.

Cheers
S

From: Brough Johnson <S9(2)(a)>
Sent: Thursday, 19 August 2021 2:36 PM
To: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Subject: Re: Te Urungi: Innovating Aotearoa notification of decision S9(2)(b)(i) Narrative Muse

Tēnā koe i tēnei ahiahi,

Hope you and yours are doing ok in lockdown. So... about tomorrow. Shall we Zoom?

Cheers,
Brough

On Tue, Aug 17, 2021 at 2:02 PM Sebastian Clarke <Sebastian.Clarke@mch.govt.nz> wrote:

Kia ora Brough

Hey that's totally understandable – will definitely keep you in mind for any future media opportunities too.

Cheers
Seb

From: Brough Johnson <S9(2)(a)>
Sent: Tuesday, 17 August 2021 1:07 PM
To: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Subject: Re: Te Urungi: Innovating Aotearoa notification of decision S9(2)(b)(i) Narrative Muse

Kia ora Sebastian,

I hope you're having a great day so far. Thank you so much for thinking of us.

We've talked within our small team and we're juggling a lot right now and trying to keep things simple. We'd prefer not to be a case study for the media release at this time, but please ask us again in the future; we think we'll have a lot more to offer soon.

See you Friday. I'm looking forward to seeing you!
Brough

On Mon, Aug 16, 2021 at 11:37 AM Sebastian Clarke <Sebastian.Clarke@mch.govt.nz> wrote:

Thanks Brough,

I'll keep that in mind!

On another matter, Minister Sepuloni will be making a media release around the first round of Innovation Fund recipients and I wanted to test whether you'd be comfortable and interested in Narrative Muse being included as a case study for the media release? If you'd be okay with this, MCH would work with you to finalise some text to include in the release. Let me know – and no pressure if this isn't something you're interested in 😊

Cheers
S

From: Brough Johnson <S9(2)(a)>
Sent: Friday, 13 August 2021 4:55 PM
To: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Subject: Re: Te Urungi: Innovating Aotearoa notification of decision S9(2)(b)(ii) Narrative Muse

Sure thing. If you haven't been to S9(2)(a) before, make sure you put this into Google or else you'll likely end up at a different building because there are three S9(2)(a).

See you then!
Brough

On Fri, Aug 13, 2021 at 4:03 PM Sebastian Clarke <Sebastian.Clarke@mch.govt.nz> wrote:

Hey Brough,

That's great – I'm happy to come your office at 11.30 if that suits?

Cheers
S

From: Brough Johnson <S9(2)(a)>
Sent: Friday, 13 August 2021 3:49 PM
To: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Subject: Re: Te Urungi: Innovating Aotearoa notification of decision S9(2)(b)(ii) Narrative Muse

Sounds great! It'll be cool to see you. I'm free from 11:30am both Thursday and Friday next week. I can zip over anywhere central. I'm also based at S9(2)(a) if you'd like to meet there.

On Fri, 13 Aug 2021 at 3:24 PM, Sebastian Clarke <Sebastian.Clarke@mch.govt.nz> wrote:

Kia ora Brough

I'm happy to let you know that I'll be looking after the process of getting a funding agreement in place with you for Narrative Muse. It would be good to

have a catch up next week so we can progress the funding agreement.

Are you available for a meeting next week? I'll actually be in Auckland next Thursday and Friday if you're available then, we could meet in person. Otherwise, a teams/zoom call works for me. Let me know what suits.

Best,
Sebastian

Sebastian Clarke | Pou Tohu Mātāmua, Te Aka Tūhono | Principal Adviser, Investment & Outcomes

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Mobile: S9(2)(a)

DDI: S9(2)(a)

sebastian.clarke@mch.govt.nz | www.mch.govt.nz

From: Brough Johnson <S9(2)(a)>

Sent: Monday, 26 July 2021 10:19 AM

To: Support Culture <support.culture@mch.govt.nz>

Cc: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>

Subject: Re: Te Urungi: Innovating Aotearoa notification of decision S9(2)(b)(ii)

Narrative Muse

Kia ora,

Thanks heaps for this notification of the decision and the high-level feedback. We'd like to accept this proposal and we too are delighted to work with you on our project.

Please send through the draft funding agreement and in the meantime, we'll go ahead and register with the grant management portal.

Ngā mihi nui,
Brough

On Fri, Jul 23, 2021 at 3:54 PM Support Culture

<support.culture@mch.govt.nz> wrote:

Tēnā koe Brough,

We are pleased to confirm that your proposal for project funding through Te Urungi: Innovating Aotearoa (Cultural Sector Innovation Fund) has been successful.

You applied for S9(2)(b)(ii) and, subject to completion of due diligence and reaching agreement on contract terms, Manatū Taonga Ministry for Culture

and Heritage will fund your proposal for \$500,000.00 to support you with this mahi.

We can discuss the reasons for the partial funding with you if you would find that helpful, and in the meantime can provide this high-level feedback:

The panel saw an opportunity to develop audiences for content that reflects diversity and to influence producers and presenters to publish content to better serve underrepresented audiences. This project is recommended for funding; however the panel suggests the project considers how it will ensure high quality artistic output. The panel recognised the option given by this project to provide funding at a lower amount in the event there were fiscal constraints on the fund. The panel has recommended \$500,000 to support this project and understands that progressing this project will be subject to confirmation that it can proceed at this level of funding.

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From: [Rose StevensonWright](#)
Sent: Thursday, 16 September 2021 7:51 AM
To: [Sebastian Clarke](#)
Subject: Funding Agreement Narrative Muse 15 September 2021
Attachments: Funding Agreement Narrative Muse 15 September 2021.docx

Follow Up Flag: Follow up
Flag Status: Completed

Heya, I have PR'd this now and I noticed that the negotiables in the system haven't been accepted yet (no request)

And the bank account details are not in there either (these usually get added in along with the bank confirmation during negotiables) that way you can verify the account, so this one is not verified yet.

The document itself is good to go though, I made a note in the check sheet about the key contact in the system although I am assuming that is a convo you have had.

 [Narrative Muse - Peer review - Funding agreement and negotiables CFMS - Copy.docx](#)

And the only other thing I noted was that the final reporting was due on the same date as the agreement end date and completion of project as per the milestones – we have generally been making our final reports one month after the agreement end date or completion of project (for seeds), but Bhumi raised a good point that maybe for projects we should make the agreement end date match the final report due date and the project completion date or milestone due date would be one month prior to that – I don't think there is a right or wrong but just another one of those things...

Sorry I hope this is helpful and happy to chat about anything if you like?

Rose

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Funding Agreement/Negotiables Peer Review Checklist – CFMS

Funding Recipient:	Narrative Muse	Project Title:	Narrative Muse	Project ID:	9(2)(b)(i)
Drafter:	Sebastian Clarke		Peer Reviewer:		
Preparation	Instructions				
DST results	Minimum Assistance, contract A, report template B				
Sign out process	<ul style="list-style-type: none"> If this is your first lot of drafting negotiables – these must be reviewed by an I&O Manager before sending to the Recipient. If not, after the peer review please send to the Recipient. If this is your first few Funding Agreements, these must be reviewed by an I&O Manager before sending to the Recipient. If not, after peer review please send to the Recipient. 				
Negotiables	Instructions		Drafter	Peer Reviewer	
1. System statuses all up to date	<p>On overview tab:</p> <p>Status Card:</p> <ul style="list-style-type: none"> Application status - Submitted Assessment status – Approved Recommendation status – Recommended or partially recommended <p>Current Stage Card:</p> <ul style="list-style-type: none"> Project stage – <i>Draft</i> <p>Status Other Card:</p> <ul style="list-style-type: none"> Funding offer accepted – Yes Funding offer subject to conditions – recipient has met conditions – Yes <p>Due Diligence Card</p> <ul style="list-style-type: none"> Legal Status Check (No concerns, Concerns Accepted or Not Applicable) Online Information Check (No concerns, Concerns Accepted or Not Applicable) 		SC 1/09	MF 3/09	
2. Legal name and address of Recipient	Where relevant - confirm that the Recipients legal name is the name of their account. From the Agreement or Overview tabs click on the 'Delivery Agent' to view the Recipient Account. If the account is a 'Business Account, please identify their legal status identifier, check via online sites and confirm that the Recipient name is exactly the same as their legal name.		SC 1/09	N/A	
3. Recipient Relationship details	In the Account of the Recipient (accessed by clicking on delivery agent in project record), the Relationship Card reflects the Relationship level and Relationship Manager details.		SC 1/09	MF 3/09	
4. Project Description	Does the summary of funded activity clearly explain what is being purchased? Are there any typos or edits required? Click the "CI&E Details"		SC 1/09	MF 3/09	
5. Agreement end date	Click the "Components" tab and view the "Project Schedule" to check that the dates are viable and align with the Agreement end date.		SC 1/09	MF 3/09	
6. Costs Calculator [INNOVATION ONLY]	Ensure that budget elements reflect the Recipients budget with no spelling or calculation errors.		SC 1/09	MF 3/09	
7. Agreement Manager	Agreement Manager has been added to the Agreement tab		SC 1/09	MF 3/09	


8. Delegated Authority	Delegated Authority (agreement signatory) has been added to the Agreement tab	SC 1/09	MF 3/09
9. Project location	Ensure the project location(s) on the Components tab: <ul style="list-style-type: none"> Region and district/city align (I&E) Region is delivery area for projects and Recipient location for seed (INNOVATION) Relevant community (ACTIVATORS) 	SC 1/09	MF 3/09
10. Project Activity Themes (Fund outcomes & Project themes) (INNOVATION)	On the tab on the Overview page – these have been identified and entered (or deliberately left blank)	SC 1/09	MF 3/09
11. Payment	Click the “Overview” tab and view the “funding summary” to ensure the ‘Funding Approved’ amount has been entered and matches value of SSGC approval.	SC 1/09	MF 3/09
12. Milestones	Check the milestones provide adequate means to mitigate risks as identified in DST (if applicable) or contract tier. <ul style="list-style-type: none"> Ensure the milestone name and descriptions are clear and accurate. Ensure dates align between payment and reporting milestones (if appropriate). Ensure payment milestones calculate to the overall approved funding amount. 	SC 1/09	MF 3/09
13. Instructions/Project Update Request (I&E) (ACTIVATORS) (SEED)	On the Project Update Request – Details tab – the Negotiables instructions (on the Client card): <ul style="list-style-type: none"> Are clear and do not have any spelling or grammar issues Include payment milestone information Include Agreement End date information Include milestone due date information 	SC 1/09	MF 3/09
14. DocGen (PROJECT)	Generate a Funding Agreement – on the Project’s Documents tab – Select the purple + button – Select correct template <ul style="list-style-type: none"> Review all information that is highlighted yellow Remove any monitoring and reporting schedules and templates (Appendix A) that are not required Review steps 1 –12 of this negotiables peer review form against the generated Funding Agreement 	SC 1/09	MF 3/09
Upon return of Negotiables	Instructions	Reviewer	Approver – if changes
1. Review of changes	Please review all fields to check for any changes made by the recipient: <ul style="list-style-type: none"> Project description Agreement end date Project Schedule Milestones Payment Schedule Project Activity Themes (INNOVATION) 	SC 14/09	n/a

2. Bank Account	Confirm recipients bank account is loaded onto their account and the account has been verified by the Agreement Manager (check Recipients account in CRM to confirm these details). Confirm bank account name matches the recipient and that Due Diligence 'Identify Validation tag' has been updated accordingly (overview tab)	SC 17/09	RSW 17/09
Funding Agreement	Instructions	Drafter	Peer Reviewer
1. Recipient name	Ensure that the Recipient name has populated correctly. <ul style="list-style-type: none"> For groups/collectives/sole traders, without legal status, you will need to amend the Recipient details to match those of the key contact as we cannot contract with a non-legal entity. 	SC 14/09	RSW 15/09
2. Monitoring Requirements (Schedule 3)	Check the monitoring requirements reflects the DST or contract tier. Remove any Monitoring types that are not required. Ensure the monitoring requirements align with the monitoring milestones (note that ad hoc and observing event do not require milestones but may align with milestones).	SC 14/09	RSW 15/09
3. Reporting Requirements (Schedule 4)	Check the reporting requirements reflects the DST or contract tier. Remove any reporting types that are not required. Ensure the reporting requirements align with the reporting milestone	SC 14/09	RSW 15/09
4. Payment Milestone/ Schedule	Click the "Overview" tab and view the "funding summary" to check the amount matches and that the payment description is accurate.	SC 14/09	RSW 15/09
5. Appendix A (Reporting Requirements)	Check the templates in Appendix A match the Reporting Requirements. Remove any templates that are not required.	SC 14/09	RSW 15/09
6. Quality Assurance	<ul style="list-style-type: none"> Spelling, Grammar and format check Confirm that all information has been pulled into the document correctly All yellow removed from Agreement once peer reviewed. 	N/A	RSW 15/09
7. Manual information required	Ensure that: <ul style="list-style-type: none"> Recipient contact matches the key contact for the project (or account if not different). Recipient signatory is added (if known) 	SC 14/09	RSW 15/09 Just note that in CFMS the key contact is just Brough rather than Jodie Brough
Final Sign off	Drafter:	Sebastian Clarke	
	I&O Manager:	<i>(For the first few agreements)</i>	
Approval of Paula's Signature	Paula Dixon:	Approved 21/9/2021	

From: S9(2)(a)
Sent: Friday, 17 September 2021 2:44 PM
To: [Sebastian Clarke](mailto:Sebastian.Clarke@mch.govt.nz)
Subject: Re: Bank account proof

No prob. Here you go. :)

S9(2)(b)(ii)



On Fri, Sep 17, 2021 at 2:27 PM Sebastian Clarke <Sebastian.Clarke@mch.govt.nz> wrote:

Kia ora Brough

Thanks so much for the screenshot – that is okay about the name change, I can see the name change in the companies register. Would it be okay though if you send me a more fulsome screenshot from your bank account that shows which bank you are with – sorry to be so particular!

Cheers
S

From: Brough Johnson <S9(2)(a)>
Sent: Thursday, 16 September 2021 4:50 PM
To: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Subject: Bank account proof

Kia ora Sebastian,

So nice to say hi!

Attached is a screenshot of our bank account name and number from our online banking. Note that it says BT Musings Limited rather than Narrative Muse Limited. We updated our name with the Companies Office but haven't updated our bank with those details yet. Thought I should explain that. :)

Mā te wā,
Brough

--

BROUGH JOHNSON

Narrative Muse
Co-founder & CEO

M [+S9\(2\)\(a\)](mailto:[REDACTED]) W narrativemuse.co

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Narrative Muse
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From: [Brough Johnson](#)
Sent: Wednesday, 15 September 2021 10:47 AM
To: [Sebastian Clarke](#)
Subject: Re: Draft MCH funding agreement

Kia ora Sebastian,

Thanks for looking into that, appreciate it. Let's go ahead and stick with the original payment schedule you had. There just needs to be a wee edit on the date of the Scheduled Progress payment 1 to 20 December 2021. I only just spotted that. :)

Type of payment	Payment conditions	Payment due date	Payment amount (excluding GST)
Upfront payment	9(2)(b)(ii)		
Scheduled Progress payment 1			
Scheduled Progress payment 2			
Scheduled Progress payment 3			
Scheduled Progress payment 4			
Final payment			
Total			\$500,000.00

Thanks!
Brough

On Tue, Sep 14, 2021 at 4:16 PM Sebastian Clarke <Sebastian.Clarke@mch.govt.nz> wrote:

Kia ora Brough

Hope you are going well today. I've revised the proposed payment schedule. Let me know if this look more manageable now:

Type of payment	Payment conditions	Payment due	Payment
-----------------	--------------------	-------------	---------

	date	amount (excluding GST)
Upfront payment	<div style="background-color: black; color: white; text-align: center; padding: 20px;"> <h1>9(2)(b)(ii)</h1> </div>	
Scheduled Progress payment 1		
Scheduled Progress payment 2		
Scheduled Progress payment 3		
Scheduled Progress payment 4		
Scheduled Progress payment 5		
Final payment		
Total		

Best,
Sebastian

Sebastian Clarke | Pou Tohu Mātāmua, Te Aka Tūhono | Principal Adviser, Investment & Outcomes

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Mobile: **S927a**

DDI: **S927a**

sebastian.clarke@mch.govt.nz | www.mch.govt.nz

From: Brough Johnson <S9(2)(a)>
Sent: Friday, 10 September 2021 4:06 PM
To: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Subject: Re: Draft MCH funding agreement

Kia ora!

Thanks for your patience. Having looked at your draft, you and your team have done an awesome job.

I've attached a document with some comments and a few edits (I've realised now that I should have tracked those, sorry) after having feedback from the Narrative Muse team about the description of the funded activity. The feedback was relatively minor and was just about the metrics we could hit based on our calculations. 9(2)(b)(ii)

Other than that, there are some <high five> comments in there and an ask for you and your team re. the final payment.

Let me know if you have any questions or would like to hop on a call.

Cheers and have an awesome weekend,
Brough

On Mon, Sep 6, 2021 at 1:43 PM Brough Johnson <S9(2)(a)> wrote:

Happy Monday!

Great. This helps a lot! I appreciate you pulling this together in this format.

I'm in another all-day workshop with the team setting strategy today. We've collectively decided to do these on Mondays during this extended lockdown rather than an intensive multi-day session together over a week.

My thinking is that I'll have a closer look at the funding agreement and begin filling in the bits and pieces based on what we're speaking about as a team and let you know what I need help with from you or if I have any feedback. :) Then I'll pass the highlights by the team to get their support.

I'll be in touch with any questions or feedback tomorrow at the earliest. Thanks for your help!

*Brough

On Mon, Sep 6, 2021 at 10:55 AM Sebastian Clarke <Sebastian.Clarke@mch.govt.nz> wrote:

Kia ora Brough

Hope you are well and finding work manageable from your bubble.

I am sharing with you a draft funding agreement for your review. I have populated it so you get a sense of the detail that would be good to see in the final version. Please look at the project milestones (which I took from your business case), as I am keen to know if these feel right for you. Happy to revise as appropriate.

If easiest, we can have a call this week to talk about any areas you have questions about.

Best,
Sebastian

Sebastian Clarke | Pou Tohu Mātāmua, Te Aka Tūhono | Principal Adviser, Investment & Outcomes
Manatū Taonga | Ministry for Culture & Heritage

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BROUGH JOHNSON

Narrative Muse
Co-founder & CEO

M [+\[REDACTED\]](tel:[REDACTED]) W narrativemuse.co

--

BROUGH JOHNSON

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BROUGH JOHNSON

Narrative Muse
Co-founder & CEO

M +S9(2)(a) W narrativemuse.co

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From: [Paula Dixon](#)
Sent: Tuesday, 21 September 2021 7:22 AM
To: [Sebastian Clarke](#)
Subject: RE: For review: Funding Agreement Narrative Muse
Attachments: Funding Agreement Narrative Muse 15 September 2021 (002).docx

Follow Up Flag: Follow up
Flag Status: Completed

Kia ora Sebastian,

Approved for sending and counter signing if the recipient has no amendments. PR doc updated.

Attached is the version with the minor amendments we made, leaving you to move milestones 5,6,7 the final report milestone. We also discussed if it may be useful to extend the agreement end date. It's very clear to us that we won't make the final payment until satisfactory final reporting is received, so happy for you to support the recipient to understand and extend if required.


Ngā mihi
Paula

From: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Sent: Friday, 17 September 2021 4:09 PM
To: Paula Dixon <Paula.Dixon@mch.govt.nz>
Subject: For review: Funding Agreement Narrative Muse

Kia ora Paula,

Mike and Rose have reviewed this project FA for me. Are you able to review before I send it out for signing?

Cheers
S

 [Narrative Muse - Peer review - Funding agreement and negotiables CFMS - Copy.docx](#)

From: [Sebastian Clarke](#)
Sent: Thursday, 23 September 2021 10:25 AM
To: [Paula Dixon](#)
Subject: RE: MCH Funding Agreement - Innovation Project - Narrative Muse

Cool – no changes made, so I'll add your e-signature in now. Thanks!

S

From: Paula Dixon <Paula.Dixon@mch.govt.nz>
Sent: Thursday, 23 September 2021 10:24 AM
To: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Subject: RE: MCH Funding Agreement - Innovation Project - Narrative Muse

Kia ora Sebastian,

Just checking, did the recipient make any changes? If they didn't you had my blessing to counter sign.

Nga mihi
Paula

From: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Sent: Thursday, 23 September 2021 9:27 AM
To: Paula Dixon <Paula.Dixon@mch.govt.nz>
Subject: FW: MCH Funding Agreement - Innovation Project - Narrative Muse

Kia ora Paula,

Narrative Muse has signed their funding agreement now – let me know if you are happy to have your signature added.

Cheers
Sebastian

From: Brough Johnson <S9(2)(a)>
Sent: Wednesday, 22 September 2021 3:38 PM
To: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Subject: Re: MCH Funding Agreement

Kia ora!

Kei te rawe ahau. :) Thanks for this. I've signed and attached a doc and a pdf for you.

Cheers for all your help!
Brough

Please refer to funding agreement template document (document 6) and text in letter describing funding agreement

On Tue, Sep 21, 2021 at 10:34 AM Sebastian Clarke <Sebastian.Clarke@mch.govt.nz> wrote:

Hey Brough,

Hope you are doing well this week. I've got a version of the funding agreement for you to sign if you are happy to. Let me know if you have any questions about it at all. 😊

Best,
Sebastian

Sebastian Clarke | Pou Tohu Mātāmua, Te Aka Tūhono | Principal Adviser, Investment & Outcomes
Manatū Taonga | Ministry for Culture & Heritage

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Co-founder & CEO

M **+S9(2)(a)** W narrativemuse.co

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From: S9(2)(a)
Sent: Thursday, 23 September 2021 5:02 PM
To: [Sebastian Clarke](mailto:Sebastian.Clarke@mch.govt.nz)
Subject: Re: MCH Funding Agreement

WONDERFUL news! Thanks!

On Thu, Sep 23, 2021 at 4:40 PM Sebastian Clarke <Sebastian.Clarke@mch.govt.nz> wrote:

Here it is 😊 I've also actioned the upfront payment, so that is currently with the MCH finance team to finalise and send out but it should be with you soon.

Best,
Sebastian

From: Sebastian Clarke
Sent: Thursday, 23 September 2021 9:29 AM
To: Brough Johnson <S9(2)(a)>
Subject: RE: MCH Funding Agreement

Tau kē, Brough! That's great. I'll send back the agreement once it is signed at our end, which should be very soon!

Best,
Sebastian

From: Brough Johnson <S9(2)(a)>
Sent: Wednesday, 22 September 2021 3:38 PM
To: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Subject: Re: MCH Funding Agreement

Kia ora!

Kei te rawe ahau. :) Thanks for this. I've signed and attached a doc and a pdf for you.

Cheers for all your help!
Brough

On Tue, Sep 21, 2021 at 10:34 AM Sebastian Clarke <Sebastian.Clarke@mch.govt.nz> wrote:

Hey Brough,

Hope you are doing well this week. I've got a version of the funding agreement for you to sign if you are happy to. Let me know if you have any questions about it at all. 😊

Best,
Sebastian

Sebastian Clarke | Pou Tohu Mātāmua, Te Aka Tūhono | Principal Adviser, Investment & Outcomes
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Narrative Muse
Co-founder & CEO

M **+S9(2)(a)** W narrativemuse.co

From: S9(2)(a)
Sent: Monday, 18 October 2021 4:21 PM
To: [Sebastian Clarke](mailto:Sebastian.Clarke@mch.govt.nz)
Subject: Re: Our MCH announcement this week

Cool. Thanks for that. That's a simple note. :)

If anything changes, feel free to let me know.

On Mon, Oct 18, 2021 at 4:15 PM Sebastian Clarke <Sebastian.Clarke@mch.govt.nz> wrote:

Hey,

This looks good to me. I think we should just go with recipient an Innovation Fund grant from Manatū Taonga Ministry for Culture and Heritage.

Our logo is available here: <https://mch.govt.nz/about-ministry/using-mch-logos-images>

Cheers
Sebastian

From: Brough Johnson <S9(2)(a)>
Sent: Monday, 18 October 2021 3:41 PM
To: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Subject: Our MCH announcement this week

Kia ora Sebastian,

We were planning to announce our funding with MCH and our other investment partners this week. These were the key points we were going to make:

- Announcement of funding to continue our work elevating content by and about women & gender diverse people
- Recipient of a "Te Urungi: Innovating Aotearoa" grant from the Ministry for Culture & Heritage (MCH)
- Our venture capital investors
- Te Urungi grant opportunity to help New Zealand audiences find and access locally-made books, movies, and TV that reflect their taste and identity, with a focus on Māori, Pasifika, Asian and rainbow women and gender diverse audiences.
- CTA for Aotearoa content producers to contact Narrative Muse to have their work featured

Do you have any feedback you'd like to offer on this and do you have logo collateral that you can provide so that we can include it?

Thanks!
Brough

--

BROUGH JOHNSON

Narrative Muse
Co-founder & CEO

M [S9\(2\)\(a\)](#) W narrativemuse.co

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Co-founder & CEO

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From: [Sebastian Clarke](#)
Sent: Monday, 27 September 2021 10:15 AM
To: [Sarah Willis](#)
Subject: RE: **S9(2)(b)(ii)** payment to process
Attachments: Bank account info - Narrative Muse.png

From: Sarah Willis <Sarah.Willis@mch.govt.nz>
Sent: Monday, 27 September 2021 10:14 AM
To: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Subject: RE: **S9(2)(b)(ii)** payment to process

Fab, thanks Seb! – just need their provided proof of bank account/statement 😊

SW

From: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Sent: Monday, 27 September 2021 10:09 AM
To: Sarah Willis <Sarah.Willis@mch.govt.nz>
Subject: RE: **S9(2)(b)(ii)** payment to process

Kia ora Sarah,

I hope this info will provide all you need now 😊 Let me know if not.

Best,
Seb

From: Sebastian Clarke
Sent: Friday, 24 September 2021 8:48 AM
To: Sarah Willis <sarah.willis@mch.govt.nz>
Subject: RE: **S9(2)(b)(ii)** payment to process

Ah of course – yes we can reconvene on Monday. Thanks! S

From: Sarah Willis <Sarah.Willis@mch.govt.nz>
Sent: Friday, 24 September 2021 8:33 AM
To: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Subject: RE: **S9(2)(b)(ii)** payment to process

Hey Seb,

Just checking this has been set up as a new supplier? If not, I'll be needing a bit more info to set them up first 😊

SW

From: Sebastian Clarke <Sebastian.Clarke@mch.govt.nz>
Sent: Thursday, 23 September 2021 2:14 PM
To: Sarah Willis <Sarah.Willis@mch.govt.nz>

Cc: Rose StevensonWright <Rose.StevensonWright@mch.govt.nz>

Subject: **S9(2)(b)(i)** payment to process

Kia ora Sarah

Can you please load a payment in Tech 1, and send to Rose SW for certifying.

- Invoice number is **S9(2)(b)(i)**
- Narrative 1 = Innovation Fund
- Narrative 2 = **S9(2)(b)(i)**

They are GST registered therefore the total amount will be \$**S9(2)(b)(ii)** GST excl.

I confirm that:

- I am satisfied that all relevant conditions required to release this payment have been met.
- This grant was approved by Bernadette, exercising financial delegation for grants:
https://mchnz.sharepoint.com/:w:/r/sites/pinvestmentsoutcomes/_layouts/15/Doc.aspx?sourcedoc=%7B84C1C46D-6B2E-4F6D-B33C-7BCC8B06B04D%7D&file=SSCG%20Te%20Urungi%20Porirua%2BOnline%20gaming%20project%20funding%20rec%20FINAL%2019Jul2021.docx&action=default&mobileredirect=true

Please attach this e-mail to the finance system record.

Ngā mihi,
Seb

Sebastian Clarke | Pou Tohu Mātāmua, Te Aka Tūhono | Principal Adviser, Investment & Outcomes
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sebastian.clarke@mch.govt.nz | www.mch.govt.nz

Out of Scope

From: Gordon Mckenzie <Gordon.Mckenzie@mch.govt.nz>
Sent: Tuesday, 14 September 2021 10:38 AM
To: Lindsey Birnie <Lindsey.Birnie@mch.govt.nz>
Cc: Sam Kemp-Milham <Sam.Kemp-Milham@mch.govt.nz>; Paula Dixon <Paula.Dixon@mch.govt.nz>; Hannah Leahy <Hannah.Leahy@mch.govt.nz>; Lyn Holland <Lyn.Holland@mch.govt.nz>; Claire Baillie <Claire.baillie@mch.govt.nz>; Richard Cook <Richard.Cook@mch.govt.nz>
Subject: RE: for APPROVAL/CONSIDERATION please

Kia ora koutou

I've had a look through the project descriptions, and got a few thoughts on the below:

Recipient name	Description	Funding
Out of Scope		
Narrative Muse	Digital platform to help Aotearoa audiences find books, movies and TV that reflect intersectionality and gender	\$500,000

diversity. To help content producers understand how to serve these underrepresented audiences

Out of Scope

I understand these descriptions have been agreed with the successful applicants, however I'm wondering if there is enough action and outcome focus in the descriptions. For instance, I'm not getting a feel for what innovation is being delivered, and the how. As an example, the S9(2)(b)(ii) project isn't telling me what is the outcomes of the expenditure / what does the project produce that provides the virtual experience? I might be overthinking this, so interested in other's thoughts on this one, and the other two.

Nga mihi – Gordon

Out of Scope

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Out of Scope

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Official Information Act 1982

From: [Sebastian Clarke](#)
Sent: Monday, 18 October 2021 5:43 PM
To: S9(2)(a) [REDACTED]
Subject: MCH response to media query

Hey Brough

Here is the info that MCH provided to Steve today.

From: Lindsey Birnie
Sent: Monday, 18 October 2021 4:54 PM
To: 'Stephen' <S9(2)(a) [REDACTED]>
Cc: Media <Media@mch.govt.nz>
Subject: RE: Newsroom query re Narrative Muse

Ahahi pai, sorry so late in the day but here you are.
Please attribute to a spokesperson – if you need a name let me know.

Why did the Ministry pour such a massive amount of money into an unknown start-up which directs its few readers to international conglomerates?
How does this benefit NZ culture and heritage?
Why is the MCH using our tax money to fund something that prioritises international books sold by offshore sellers?

The Cultural Sector Innovation Fund is designed to support innovative projects that improve the sustainability and resilience of the sector, provide commercial opportunities, and improve access and participation. We are looking for new ideas that solve sector challenges or bring about transformational change for the sector or parts of it, for audiences and Aotearoa.

The Innovation Fund was part of a suite of initiatives in a \$374million package supporting recovery from COVID-19. Complementing other work in Capability, Creative Arts Recovery and Employment and Mātauranga Māori Te Awe Kōtuku, the Innovation Fund was designed and targeted beyond business as usual, to span sectors and existing models.

Questions about the nature of Narrative Muse or its business model are best directed to Narrative Muse, however Manatū Taonga can speak to the potential we saw in it as a start-up with a strong proposal to develop audiences for diverse content, and to enable access to diverse content for audiences. This has potential for positive impacts for Aotearoa audiences and may help NZ content producers to reach global audiences.

In regard to the three specific outcomes of the Innovation Fund:

- **Sector sustainability and resilience are increased**

New Zealand content producers would be more resilient because of better understanding audiences' needs through insights from their use of the platform.

- **Commercial opportunities are increased**

New Zealand content producers have potential to increase sales of content by reaching new markets (nationally and globally) and by using insights to connect with new audiences that they may not yet have reached including Māori, Pasifika, Asian, rainbow, women, and gender diverse audiences.

- **Access and participation are improved**

New Zealand audiences find and access locally made books, movies and TV that reflects their taste and identity with a focus on Māori, Pasifika, Asian, rainbow, women, and gender diverse audiences. New Zealand audiences can find and access global material linked to their interests.

As well as goals to attain these outcomes, the proposal provided by Narrative Muse identified engagement and collaboration, and strong relationships with sector representatives and organisations, as activity that would be supported by this funding.

How does MCH think this funding from the Covid recovery package will help anyone in the NZ literary sector, which has directly suffered because of the pandemic?

Narrative Muse is an innovative start-up platform that we see has having considerable potential to benefit content creators across several different sectors, including the literary sector. It could increase representation and opportunity for content that is by or about diverse communities and will improve commercial opportunities for New Zealand content creators by providing another method to access their material. It will promote locally made material including Māori, Pasifika, Asian, rainbow, women, and gender diverse content to both local and international audiences.

What was the submission process, and why was it approved?

At the Te Urungi events, participants are supported to explore ideas for projects that will increase sustainability, access and participation or commercial opportunities within the arts, culture, and heritage sector.

During the Te Urungi event, teams can meet the evaluation panel who have been selected for their knowledge and expertise in arts, culture and heritage, innovation and kaupapa Māori. Each confidential session allows the teams to present their project and the panel to ask questions. Through these sessions, the panel are looking to understand how each project could help achieve the Innovation Fund purpose and outcomes. The panel uses a set of evaluation criteria to help guide their discussion with each team and to make their funding recommendations to Manatū Taonga.

Manatū Taonga leadership makes the final decisions.

While securing funding will be a key goal for participants, Te Urungi events are designed so that everyone walks away with new knowledge, skills and connections.

Full details including fund outcomes, Te Urungi event format and evaluation criteria are on our website. Information on the evaluation process is included here too.

Was anyone from Creative New Zealand, which has intimate knowledge of NZ's literary sector, invited to consult?

Input and feedback from Creative NZ as well as others from across the cultural sector helped inform the high-level design of the Innovation Fund.

Creative New Zealand can apply to receive Innovation Funding, and as such would not be consulted on other funding decisions.

Ngā mihi

Lindsey Birnie | Engagement and Communications Specialist, Arts and Culture Programme

Manatū Taonga | Ministry for Culture & Heritage

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M S9(2)(a)

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Sebastian Clarke | Pou Tohu Mātāmua, Te Aka Tūhono | Principal Adviser, Investment & Outcomes

Manatū Taonga | Ministry for Culture & Heritage

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Promoting a confident and connected culture

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Official Information Act 1982

From: [Simon Bowden](#)
Sent: Tuesday, 26 October 2021 11:33 AM
To: [Simon Bowden](#)
Subject: NM



Text Message
Mon, 18 Oct, 12:07 PM

Kia ora Garry, Sav and Elise. Can you let me know if you have time for a quick phone call today. We have a media article critical of one of our funding decisions being published tomorrow that could be high profile that I would like to give you a heads up about. I'm happy to call you one by one, just let me know what suits. Thanks Si

Tue, 19 Oct, 10:52 AM



Book industry shocked by



Text Message



From: [Simon Bowden](#)
Sent: Tuesday, 26 October 2021 11:33 AM
To: [Simon Bowden](#)
Subject: NM2



Book industry shocked by

...been made, checked by
\$500,000 grant
newsroom.co.nz

Tue, 19 Oct, 3:49 PM

Kia ora tīma, this story is growing with lots on Twitter, interest from One News and other news sources. We also have OIA requests which include any personal texts.

Wednesday 10:33 AM

Kia ora koutou, we are about to try and call you on Sam's phone with fingers crossed you might be available. Sorry for the short notice.



Text Message



From: Lindsey Birnie
Sent: Monday, 18 October 2021 10:56 AM
To: [Hannah Leahy](#); [Sam Kemp-Milham](#); [Simon Bowden](#); [Paula Dixon](#);
[Michael Frew](#)
Cc: [Nicole Yee](#)
Subject: RE: Newsroom query re Narrative Muse

Putting all material here for shared vis and easy access.

From: Lindsey Birnie
Sent: Monday, 18 October 2021 10:54 AM
To: Hannah Leahy <Hannah.Leahy@mch.govt.nz>; Sam Kemp-Milham <sam.kemp-milham@mch.govt.nz>; Simon Bowden <simon.bowden@mch.govt.nz>; Paula Dixon <Paula.Dixon@mch.govt.nz>; Michael Frew <mike.frew@mch.govt.nz>
Cc: Nicole Yee <Nicole.Yee@mch.govt.nz>
Subject: RE: Newsroom query re Narrative Muse

 [narrative muse media enquiry notes.docx](#)

Have started a doc with notes.
LB

From: Lindsey Birnie
Sent: Monday, 18 October 2021 10:19 AM
To: Hannah Leahy <Hannah.Leahy@mch.govt.nz>; Sam Kemp-Milham <sam.kemp-milham@mch.govt.nz>; Simon Bowden <simon.bowden@mch.govt.nz>; Paula Dixon <Paula.Dixon@mch.govt.nz>; Michael Frew <mike.frew@mch.govt.nz>
Cc: Nicole Yee <Nicole.Yee@mch.govt.nz>
Subject: FW: Newsroom query re Narrative Muse
Importance: High

Morena – see below – we’ll need to move quickly on this one. I’ll set up a meeting.
Mike who is relationship manager – we’ll also need to connect with the recipient – it may be that we refer to them.
We will also need their score sheets/panel notes –who can pull these (sorry I’d usually ask Carmel but as she’s not here who do I ask?).
Hannah/Sam – we should probably alert Joe and Min office?

Here’s my initial top of mind on what he is asking:
The central questions people are asking are: Why did the Ministry pour such a massive amount of money into an unknown start-up which directs its few readers to international conglomerates?
Can use comment provided to group – perhaps elaborate on where the proposal scored highly?
How does this benefit NZ culture and heritage? **Identify aims and overview of innovation fund – on website**
What was the submission process, and why was it approved? **Identify process on website. How was it approved – was this an SSGC decision?**
Was anyone from Creative New Zealand, which has intimate knowledge of NZ’s literary sector, invited to consult? **Can we check – did we ask this sector?**

Cheers
Lindsey

Why did the Ministry pour such a massive amount of money into an unknown start-up which directs its few readers to international conglomerates?

How does this benefit NZ culture and heritage?

Why is the MCH using our tax money to fund something that prioritises international books sold by offshore sellers?

The Cultural Sector Innovation Fund is designed to support innovative projects that improve the sustainability and resilience of the sector, provide commercial opportunities, and improve access and participation. We are looking for new ideas that solve sector challenges or bring about transformational change for the sector or parts of it, for audiences and Aotearoa.

The Innovation Fund was part of a suite of initiatives in a \$374million package supporting recovery from COVID-19. Complementing other work in Capability, Creative Arts Recovery and Employment and Mātauranga Māori Te Awe Kōtuku, the Innovation Fund was designed and targeted beyond business as usual, to span sectors and existing models.

Questions about the nature of Narrative Muse or its business model are best directed to Narrative Muse, however Manatū Taonga can speak to the potential we saw in it as a start-up with a strong proposal to develop audiences for diverse content, and to enable access to diverse content for audiences. This has potential for positive impacts for Aotearoa audiences and may help NZ content producers to reach global audiences.

In regard to the three specific outcomes of the Innovation Fund:

- **Sector sustainability and resilience are increased**

New Zealand content producers would be more resilient because of better understanding audiences' needs through insights from their use of the platform.

- **Commercial opportunities are increased**

New Zealand content producers have potential to increase sales of content by reaching new markets (nationally and globally) and by using insights to connect with new audiences that they may not yet have reached including Māori, Pasifika, Asian, rainbow, women, and gender diverse audiences.

- **Access and participation are improved**

New Zealand audiences find and access locally made books, movies and TV that reflects their taste and identity with a focus on Māori, Pasifika, Asian, rainbow, women, and gender diverse audiences. New Zealand audiences can find and access global material linked to their interests.

As well as goals to attain these outcomes, the proposal provided by Narrative Muse identified engagement and collaboration, and strong relationships with sector representatives and organisations, as activity that would be supported by this funding.

How does MCH think this funding from the Covid recovery package will help anyone in the NZ literary sector, which has directly suffered because of the pandemic?

Narrative Muse is an innovative start-up platform that we see has having considerable potential to benefit content creators across a number of different sectors, including the literary sector. It could increase representation and opportunity for content that is by or about diverse communities and will improve commercial opportunities for New Zealand content creators by providing another method to access their material. It will promote locally made material including Māori, Pasifika, Asian, rainbow, women, and gender diverse content to both local and international audiences.

What was the submission process, and why was it approved?

At the Te Urungi events, participants are supported to explore ideas for projects that will increase sustainability, access and participation or commercial opportunities within the arts, culture, and heritage sector.

During the Te Urungi event, teams can meet the evaluation panel who have been selected for their knowledge and expertise in arts, culture and heritage, innovation and kaupapa Māori. Each confidential session allows the teams to present their project and the panel to ask questions.

Through these sessions, the panel are looking to understand how each project could help achieve the Innovation Fund purpose and outcomes. The panel uses a set of evaluation criteria to help guide their discussion with each team and to make their funding recommendations to Manatū Taonga.

Manatū Taonga leadership makes the final decisions.

While securing funding will be a key goal for participants, Te Urungi events are designed so that everyone walks away with new knowledge, skills and connections.

Full details including fund outcomes, Te Urungi event format and evaluation criteria are on our website. Information on the evaluation process is included [here too](#).

Was anyone from Creative New Zealand, which has intimate knowledge of NZ's literary sector, invited to consult?

Input and feedback from Creative NZ as well as others from across the cultural sector helped inform the high-level design of the Innovation Fund.

Creative New Zealand can apply to receive Innovation Funding, and as such would not be consulted on other funding decisions.

Notes and supporting docs/info below. Ref only.

Seb Si met Publishing Assoc – had webinar 30 mems. General overview of funding opportunities for publishers. Q&A option during session. Were Qs specifically on NM – demonstrated concern about grant also Qs general but in some ways pointed to some of these lines of enquiry. Lit sector representation on decision making and how does standing of org factor into decision making.

Si – was specific Q – is NM a NZ project? Was impression there was international project?

To check – is it NZ company. Yes registered.

Asked did we only fund NZ companies. Nat Lib – concern slightly related to Amazon Nat Lib deal. Mentioned jeff Bezos how come funding int org selling directly to Amazon.

Said couldn't answer some commercially sensitive, some didn't have answers.

Other orgs had apps to capability fund which were declined inc sector app to invest in sector strategy.

Creative NZ can apply.

and here's the evaluation result:

Narrative Muse	C1: Context and purpose	30%	7	21%	The panel saw an opportunity to develop audiences for diverse content and to influence producers and presenters to publish diverse content. S9(2)(g)(i)
	C2: Innovation	30%	7	21%	
	C3: Implementation	30%	8	24%	
	C4: Potential	10%	8	8%	
	Total score			74%	

Statements from the applicant:

This application is to support our work in improving Aotearoa New Zealand screen and publishing sector sustainability and resilience, creating increased commercial opportunities for local Content Producers, and providing increased access and participation in New Zealand books, movies and television by local Audiences.

Today, Narrative Muse helps Audiences discover books, movies and TV by and about intersectional women and gender diverse people that match their taste and identity using our online 'matchmaker' recommendation platform. Soon, we will help Content Producers understand these Audiences using our proprietary insights of what these audiences are seeking.

Aotearoa Audiences, particularly from the Māori, Pasifika, Asian and rainbow communities are particularly underserved. This is, in part, due to a lack of understanding of what these Audiences want. It is also due to a lack of agency from content creators. NM seeks to standardise insights that will help Aotearoa content creators express the market opportunity of their work to funding bodies, publishers, producers and distributors, as well as help decision makers make assessments with the aid of data. There is evidence that when Aotearoa Content Producers make content for under represented Audiences, this content performs exceptionally well and has the opportunity to not only reach huge local Audiences, but global Audiences as well. Examples include the first Māori transgender drama series, Rūrangi, and the first women-driven Pasifika comedy series, Sis. The audience demand for Rūrangi was so great that it not only performed incredibly well locally, it was also sold to Hulu in the US in March, 2021. Sis was released on Comedy Central to New Zealand and Australian audiences at the end of 2020 and was green lit for a second season due to audience demand within two months. Narrative Muse is the only platform in the world that is first, an Audience content recommendation platform and second, an insights tool that supports Content Producers to understand what Audiences are seeking. Our approach is important in collecting forward-looking insights of what Audiences would like to read and watch rather than simply collecting information about what they've clicked on in the past. This is particularly important for underrepresented Audiences. Without this information, data tools have the potential to continue to support the creation of more homogeneous content.

How the project achieves Te Urungi Cultural Sector Innovation Fund outcomes

1. Improved sector sustainability and resilience

(1) We will help New Zealand Content Producers of books, movies and TV increase sales of content by better understanding Audiences' needs through insights while;

(2) delivering New Zealand content to local and global audiences via our Audience recommendation platform.

2. Increased commercial opportunities

We will help New Zealand Content Producers increase the sales of books, movies and TV for underserved markets including Māori, Pasifika, Asian and rainbow women and gender diverse Audiences.

3. Improved access and participation in arts, culture and heritage

We will help New Zealand Audiences find and access locally made books, movies and TV that reflects their taste and identity with a focus on Māori, Pasifika, Asian and rainbow women and gender diverse Audiences

Narrative Muse is applying to Te Urungi Cultural Sector Innovation Fund to achieve the following critical success factors and measures over the next three years:

- Grow our engagement with local Audiences to over 9(2)(b)(ii) Users with a focus on Māori, Pasifika, Asian and Rainbow women and gender diverse

Audiences. •

Grow our engagement with global Audiences from 9(2)(b)(ii) Users to 9(2)(b)(ii)

- Add a minimum of 9(2)(b)(iii) pieces of Aotearoa-based content to our Audience 'matchmaker' recommendation platform with a focus on Māori, Pasifika, Asian and Rainbow community Content.

- Direct Aotearoa Audiences to local content distributors, sellers and platforms where available.

- Grow further relationships with key New Zealand Content Producer stakeholders.

- Help form collaborations between New Zealand publishing and screen sectors.

- Accelerate the development of the 'matchmaker' platform for Audiences to discover and consume content.

- Commercialize our combined audience and content insights

Although the following are an outcomes that we seek to achieve in the next three years, these would not be included in Te Urungi Cultural Sector Innovation Fund outcomes

- Improve our Machine Learning modeling within our recommendation platform.

- Build a Deep Learning method of obtaining deep insights from content.

Hi there,

My name is Steve Braunias, and I am writing in my hat as literary editor at the Newsroom site. A story will appear in Newsroom tomorrow about the Ministry's \$500,000 grant to Narrative Muse, announced on Friday, through the Covid recovery fund.

I have spoken to numerous people in the NZ books sector who have expressed various states of concern, anger, and bafflement at this grant. There seems no indication that Narrative Muse have any connection with NZ publishing and writing, and that the few NZ books it recommends on its site go straight through to Amazon and itunes. The central questions people are asking are: Why did the Ministry pour such a massive amount of money into an unknown start-up which directs its few readers to international conglomerates? How does this benefit NZ culture and heritage? What was the submission process, and why was it approved? Was anyone from Creative New Zealand, which has intimate knowledge of NZ's literary sector, invited to consult?

I would need to speak with someone from the Ministry today. Can this be arranged please?

Steve

9(2)(b)(ii)

Te Whanganui-a-Tara – Porirua event

Narrative Muse	To support the development of Narrative Muse, a digital platform to help Aotearoa audiences access books, movies	\$500,000
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and television content that reflects intersectionality
and gender diversity

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From: Stephen <S9(2)(a)>
Sent: Monday, 18 October 2021 10:12 AM
To: Media <Media@mch.govt.nz>
Subject: Newsroom query re Narrative Muse

Hi there,

My name is Steve Braunias, and I am writing in my hat as literary editor at the Newsroom site. A story will appear in Newsroom tomorrow about the Ministry's \$500,000 grant to Narrative Muse, announced on Friday, through the Covid recovery fund.

I have spoken to numerous people in the NZ books sector who have expressed various states of concern, anger, and bafflement at this grant. There seems no indication that Narrative Muse have any connection with NZ publishing and writing, and that the few NZ books it recommends on its site go straight through to Amazon and itunes. The central questions people are asking are: Why did the Ministry pour such a massive amount of money into an unknown start-up which directs its few readers to international conglomerates? How does this benefit NZ culture and heritage? What was the submission process, and why was it approved? Was anyone from Creative New Zealand, which has intimate knowledge of NZ's literary sector, invited to consult?

I would need to speak with someone from the Ministry today. Can this be arranged please?

Steve
S9(2)(a)

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Official Information Act 1982

From: [Simon Bowden](#)
Sent: Tuesday, 26 October 2021 11:38 AM
To: [Simon Bowden](#)
Subject: NM3

Tue, 19 Oct, 11:32 AM

Oof, poor Brough

Yeah, really personal and structured in an unfair manner. He has also whipped the community up. Boooo.

Tue, 19 Oct, 3:40 PM

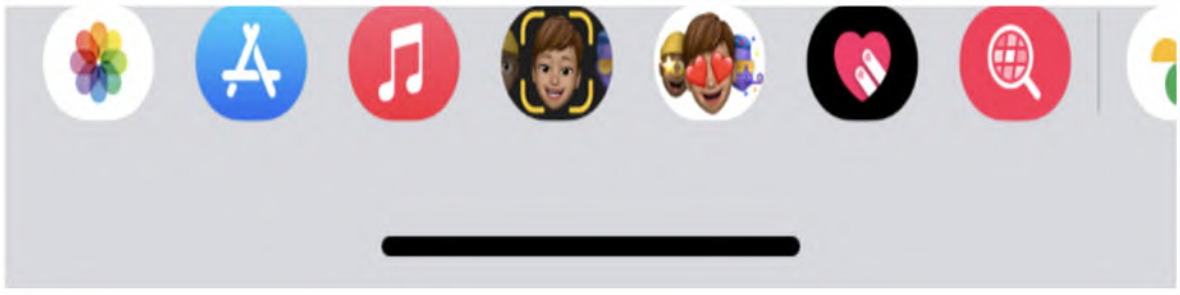
Yea really 'balanced' reporting, would expect something like this to be on the Herald.. Feeling your pain, but still think we made the right call, the innovation game is all about risk. Kia kaha my friend 🌞

Got it!



Text Message





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From: Lindsey Birnie
Sent: Tuesday, 19 October 2021 4:13 PM
To: S9(2)(a) [REDACTED]
Cc: [Media](#)
Subject: RE: Book grant

You can attribute to Joe Fowler, Pou Mataaho o Te Aka Tūhono - Deputy Chief Executive, Investment and Outcomes.

LB

From: André Chumko <S9(2)(a) [REDACTED]>
Sent: Tuesday, 19 October 2021 4:03 PM
To: Lindsey Birnie <Lindsey.Birnie@mch.govt.nz>
Cc: Media <Media@mch.govt.nz>
Subject: Re: Book grant

Hey Lindsey can I please have a person to attribute this to? Thank you,

On Tue, Oct 19, 2021 at 3:57 PM Lindsey Birnie <Lindsey.Birnie@mch.govt.nz> wrote:

Here you are Andre, I can confirm \$500k in funding to be delivered through the duration of the agreement to S9(2)(b)(ii) [REDACTED]

I have provided you fulsome responses below which I hope should shed some light on the reasons for funding and process. Any further questions yell out 😊

Please attribute to a spokesperson.

What would its response to criticism from authors and publishers be?

Questions about the nature of Narrative Muse or its business model are best directed to Narrative Muse, however Manatū Taonga can speak to the potential we saw in it as a start-up with a strong proposal to develop audiences for diverse literary, movie and TV content, including Māori, Pasifika, Asian, rainbow, women, and gender diverse, and to enable access to diverse content for audiences. This has potential for positive impacts for Aotearoa audiences to find content in which they see themselves and to see their stories represented — and in doing so create an additional avenue for New Zealand content to reach global markets.

The Cultural Sector Innovation Fund is designed to support innovative projects that improve the sustainability and resilience of the sector, provide commercial opportunities, and improve access and participation. We are looking for new ideas that solve sector challenges or bring about transformational change for the sector or parts of it, for audiences and Aotearoa.

Manatū Taonga sees this project as providing an opportunity to work collaboratively and constructively to create good outcomes for the sector, audiences, and Aotearoa. The funding is not for the work of Narrative Muse to date, rather to enable it to take the next steps in achieving these outcomes.

How did MCH decide this funding should go to this website/startup, and is there any way this could be reversed? Has this grant already been made?

This New Zealand start-up showed potential to meet the needs of audiences and create commercial opportunities for the literary, film and TV sectors.

This proposal was presented by Narrative Muse after they participated in a Te Urungi event. At these events, participants are supported to explore ideas for projects that will increase

sustainability, access and participation or commercial opportunities within the arts, culture, and heritage sector.

During the Te Urungi event, teams can meet the evaluation panel who have been selected for their knowledge and expertise in arts, culture and heritage, innovation and kaupapa Māori. Each confidential session allows the teams to present their project and the panel to ask questions.

Through these sessions, the panel are looking to understand how each project could help achieve the Innovation Fund purpose and outcomes. The panel uses a set of evaluation criteria to help guide their discussion with each team and to make their funding recommendations to Manatū Taonga.

Manatū Taonga leadership considers these recommendations to make final decisions. The funding has formally been awarded to Narrative Muse and will be provided in allocations between now and 2023.

While securing funding will be a key goal for participants, Te Urungi events are designed so that everyone walks away with new knowledge, skills and connections.

Full details including fund [outcomes](#), [Te Urungi event format](#) and [evaluation criteria](#) are on our website. Information on the evaluation process is included [here](#) too.

Also, why was this decision made? Were any Aotearoa-based organisations considered for this funding and if so, why were they not selected instead? If not, why not?

Anyone with an innovative idea that has the potential to transform the arts, culture and heritage sector and enhance the enormous value it brings to Aotearoa, is encouraged to take part in Te Urungi. Part of the evaluation for funding support is consideration of whether proposals are clear in their context and purpose and will deliver for their sector, community or audience. Narrative Muse, a New Zealand registered business, scored highly in this regard. It's important to recognise that this fund is based on achieving outcomes, and the potential for this project to do this for audiences, sectors and commercially meant it was supported.

Ngā mihi

Lindsey Birnie | Engagement and Communications Specialist, Arts and Culture Programme
Manatū Taonga | Ministry for Culture & Heritage

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M S9(2)(a)

lindsey.birnie@mch.govt.nz | www.mch.govt.nz

From: André Chumko <S9(2)(a)>

Sent: Tuesday, 19 October 2021 12:07 PM

To: Lindsey Birnie <Lindsey.Birnie@mch.govt.nz>

Cc: Media <Media@mch.govt.nz>

Subject: Re: Book grant

Probably just what exact funding was given to it, and could it confirm the information published in that Newsroom story is accurate? Also, why was this decision made? Were any Aotearoa-based organisations considered for this funding and if so, why were they not selected instead? If not, why not?

Hope that helps?

Thanks Lindsey.

On Tue, Oct 19, 2021 at 11:52 AM Lindsey Birnie <Lindsey.Birnie@mch.govt.nz> wrote:

Morena Andre,

Thanks for being in touch – we would definitely like to provide a response on this – it’s an interesting project and unfortunately there seems to be some misunderstanding... do you have any more specific questions?

Otherwise I’ll come back to you on the below.

Ngā mihi

Lindsey Birnie | Engagement and Communications Specialist, Arts and Culture Programme
Manatū Taonga | Ministry for Culture & Heritage

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M **S9(2)(a)**

lindsey.birnie@mch.govt.nz | www.mch.govt.nz

From: André Chumko <**S9(2)(a)**>

Sent: Tuesday, 19 October 2021 11:40 AM

To: Media <Media@mch.govt.nz>

Subject: Book grant

Hi all,

Would MCH like to comment on the controversy around this book grant? <https://www.newsroom.co.nz/book-industry-shocked-by-500000-grant>

There is also a lot of people commenting on this grant on Twitter.

What would its response to criticism from authors and publishers be?

How did MCH decide this funding should go to this website/startup, and is there any way this could be reversed? Has this grant already been made?

Please get back to me by 4pm if possible, and many thanks in advance,

Andre

--

André Chumko (he/him)
Arts and culture reporter

E **S9(2)(a)** M (+64) **S9(2)(a)**
Stuff Ltd, Level 7, Spark Central 42-52 Willis Street, Wellington, 6011, New Zealand

[]

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From: Lindsey Birnie
Sent: Wednesday, 20 October 2021 6:18 PM
To: S9(2)(a)
Cc: [Media](#)
Subject: RE: Narrative Muse

G'day Andre – sorry for the delay, a bit on today.
You'll find info to address your query here - <https://mch.govt.nz/te-tahua-aki-auahatanga-innovation-fund/innovation-fund-recipients> - we've updated in light of interest.
I also wanted to let you know I'm about to issue a press release with the next tranche of Innovation funding recipients – it should be with you in a few minutes.
Cheers
LB

Lindsey Birnie | Engagement and Communications Specialist, Arts and Culture Programme
Manatū Taonga | Ministry for Culture & Heritage
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From: Lindsey Birnie
Sent: Wednesday, 20 October 2021 4:40 PM
To: André Chumko <S9(2)(a)>
Cc: Media <Media@mch.govt.nz>
Subject: RE: Narrative Muse

I'm just chasing up Andre. Be back to you ASAP.
LB

From: André Chumko <S9(2)(a)>
Sent: Wednesday, 20 October 2021 4:32 PM
To: Lindsey Birnie <Lindsey.Birnie@mch.govt.nz>
Cc: Media <Media@mch.govt.nz>
Subject: Re: Narrative Muse

Hey Lindsey, how are you getting on with this one?
Thanks,

On Wed, Oct 20, 2021 at 9:41 AM Lindsey Birnie <Lindsey.Birnie@mch.govt.nz> wrote:

G'day Andre,
I'll be back to you on this.
Ngā mihi

Lindsey Birnie | Engagement and Communications Specialist, Arts and Culture Programme

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lindsey.birnie@mch.govt.nz | www.mch.govt.nz

From: André Chumko <andre.chumko@stuff.co.nz>

Sent: Wednesday, 20 October 2021 9:36 AM

To: Media <Media@mch.govt.nz>

Subject: Narrative Muse

Morning all,

Hey just again on the Narrative Muse grant -- who were the assessors who made this decision?
Can you please tell me what their qualifications were, if they were ministry staff?

My best

Andre

--

André Chumko (he/him)

Arts and culture reporter

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Stuff Ltd, Level 7, Spark Central 42-52 Willis Street, Wellington, 6011, New Zealand

stuff  **Neighbourly** 

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