

COVID 19 Vaccine and Immunisation Māori Communications Fund Q & As

Q: The purpose of the Māori Communications Funding?

The purpose of the Māori Communications Funding (the fund) is to assist groups to provide tailored regional and local Māori communication and support responses for Māori, iwi, whānau, hapū, and hapori as part of the COVID19 Vaccine and Immunisation programme national rollout.

Q: The objectives of the fund?

The objectives of the fund are to:

- a. implement effective Māori communication strategies to address any obstacles and barriers for Māori accessing the COVID 19 Vaccine.
- b. contribute towards the awareness and understanding of the COVID 19 Vaccine programme for Māori, prioritising:
 - Rural areas
 - High risk Māori population with comorbidities
 - Sub-population or cohorts such as homeless whānau.
- c. support community action and strengths-based approaches that lead to Māori having greater informed consent.

Q: The priority areas of the fund?

The priority areas of this fund are for regional and local responses, prioritising:

- Rural areas
- High risk Māori population with comorbidities
- Sub-population or cohorts such as homeless whānau.

Q: How much funding has been set aside for the Māori Communications Funding?

For this fund, \$2 million dollars has been set aside for regional and local responses.

Q: Is there a national Māori campaign?

Yes. A national Māori campaign is being designed and developed by Mahi Tahi Ltd. This is expected to go live on 12 April 2021.

Q: What is the process for accessing the Māori Communications Funding?

A portion of the funding will be set aside for the Iwi Comms Collective who have a significant reach into Māori communities throughout the country.

For all other Māori organisations, an application process has been established where organisations can apply for funding. See [COVID 19 Vaccine and Immunisation Māori Communications Fund \(the fund\)](#)

Q: Who can apply to this fund?

Any Iwi, Māori entity or Māori health provider (as defined by the Ministry of Health) that is a legal entity that has not previously received funding from the Ministry of Health, or government agency or any other source for this initiative.

Q: How much funding will each organisation receive?

Each successful organisation or applicant will receive up to \$50,000.00 (excl. GST) to support communications work.

Q: Does my initiative have to address all the objectives and priority areas of the fund?

No, your initiative must support at least one objective and align with one priority area of the fund.

Q: What are the timeframes for applying to the Fund?

The fund will open on 15 April 2021 with applications closing 5pm on 14 May 2021. This is to ensure that all successful applicants can begin their communications work by 1 July 2021.

Q: What are the indicative timelines for this Fund?

Applications open on **15 April 2021**

Deadline for Questions from suppliers **23 April 2021**

Deadline for the Buyer to answer suppliers' questions **28 April 2021**

Deadline for applications **5pm on 14 May 2021**

Shortlisting of applicants' week beginning **17 May 2021**

Meetings scheduled with shortlisted applicants between **24 May to 4 June 2021**

Unsuccessful Respondents notified of outcome by **11 June 2021**

Contractual negotiations concluded **18 June 2021**

Contracts ready for signing **25 June 2021**

Expected contract start date **01 07 2021**

Note: all dates and times are dates and times in New Zealand

Q: Who will assess the applications?

A funding panel will be established consisting of Māori communication experts and representatives from the Ministry of Health and Te Puni Kōkiri to assess the applications.

Q: Who can I contact if I have any questions?

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