

MENTOA TRUST Project Proposal

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| Project Title | Produce 30 Films to help foster the use of the Niuean Language |
| Project Summary | <p>The project will help produce at least 30 short films in the Niuean language, Niue language sub-titling will be on all the films, Niuean language sub-titling also on films narrated in other languages, subtitling lyrics in film songs programmes shown on TV Niue in the same Niuean language as audio. This will help over 20,000 Niuean people to learn and use the Niuean Language on a regular basis. The project will also produce at least 5 Niuean language music videos that will promote Niuean language and use-age particularly amongst Niuean youth in Niue and overseas. The project promotes Niuean culture, language and heritage in a modern and youth relevant context enabling younger generations to embrace their culture and language. This project will promote the creative use of Niuean language in modern forms and contexts for youth. The content will be aired on national TV, online and via DVD distribution. The short films produced will be showcased in the "KIFAGA NIUE FILM FESTIVAL" planned for February 2014.</p> |
| Themes | Art & Culture, Education, Economic Development and Technology. |
| Funding Amount | \$99,995 |
| Project Location | Mutalau, Niue Island, NEW ZEALAND |
| What is the problem? | <p>Vagahau Niue(VN) is Niuean Language now considered as endangered because of the declining number of people actively using it, only about 1,200 Niuean people living in Niue and about 2,000 people living overseas is literate in Niuean. Niue have over 20,000 people living overseas in New Zealand, Australia and America. The increase in content of VN through the use of films produced under this project will help benefit over 20,000 Niueans to be able to read, understand, write and speak Niuean. When the youth today mature, their current lack of Niuean language literacy will exacerbate an already precarious situation. Niuean language is under threat due to lack of Niuean language resources and creative content for youth to aspire towards, create or</p> |

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| | <p>emulate. Over stimulation by other influences and global trends is affecting youth perceptions of Niuean language as restrictive and old fashioned, generating a lack of interest in its pursuit.</p> |
| <p>How will this project solve the problem?</p> | <p>1.1 Conduct training in production of Vagahau Niue content - training will be provided in the areas of shooting a film, lighting, effects, editing and adding Niuean sub-titling to the films. There will also be short trainings on screen writing and drama using some of our resource people based in New Zealand like Vela Manusaute.</p> <p>2.1 Collect & store Vagahau Niue content</p> <p>3.2 Create Vagahau Niue demand</p> <p>3.1 Promote, broadcast, distribute Vagahau Niue content</p> <p>4.1 Same language sub-titling in Niue films</p> <p>5.1 Sub-titling lyrics in all film songs programs on TV nationally in the same language as the audio-Niuean</p> <p>6.1 produce 5 x niuean music videos along youth related themes</p> <p>7.1 subtitle these in English for Niuean youth overseas to follow and understand, learn, mimic and thereby pick up the language</p> <p>8.1 Create greater overall demand for Niuean language content/useage</p> <p>9.1 Promote, broadcast, distribute the music videos</p> <p>5.1 Attract further resources/funding to produce and promote more Niuean language content.</p> <p>In order to build a much stronger Niuean culture values into the films, Niuean hiapo patterns, arts and sounds must be shown at least 50% in</p> |

the film.

Indicators for measuring achievement includes:

- 50% increase of vagahau Niue (everyday usage) in Niue by 2015
- 30% increase of VN abroad (everyday usage) by 2015
- 50% increase in VN media content produced and broadcasted.
- 30 films produced by 2015
- 30 films broadcasted, published online by 2016
- 5 films accepted to overseas film festivals by 2017
- 2 films nominated for awards – best indigenous content .

The knowledge generated by the project itself will help the project to focus more clearly into areas that are effective in achieving the maximum results. A review will be carried out after the first year of the project for this purpose. Gathering data, statistics and information will provide knowledge for adjusting the project activities and objectives.

Budget:

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| Apple video editing system - | \$20,000 |
| Digital Video Camera - | \$10,000 |
| Accessories (microphones, headphones, lights)- | \$10,000 |
| Activities..... | \$50,000 |
| Miscellaneous..... | \$9,995 |

The KIFAGA NIUE FILM FESTIVAL will also be funded from the above

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| | budget. |
| Potential Long term Impact | <p>The project will educate over 20,000 Niuean people (based in Niue and overseas) to be able to understand, speak and write the Niuean Language, building confidence in them to use the Niue Language on a regular basis. Through this the Niuean people will become more confident also to fully understand and appreciate their culture, traditions and value. The films will also creating an unifying journey for all the Niuean people to link, communicate, co-operate, share and exchange information.</p> <p>The project will also contribute to making Niuean language ‘cool’ in the eyes of the youth in Niue and overseas. It will help them embrace and take ownership of their culture and take pride in their heritage. It will also contribute to the wider community recognizing the issue of loss of Niuean language, and generate more demand for increased content. This could also contribute to increased resources available to target the 20,000 who live overseas to keep the language alive.</p> |
| Message or Quote | "Koe vagahua Niue ko e asefua haia he tagata Niue." – Old Niuean saying Translates as: <i>“ Niuean language is the heart of our Niuean people”</i> |
| Keywords | niue niuean vagahau language culture traditions values sioneholo mentoa frank taoro trust mentoa mentoatrust charitable charity trust film commission niuefilms film festival short films niue locations makefu tuapa namukulu hikutavake toi mutalau lakepa liku hakupu vaiea avatele tamakautoga alofi alofitoga alofitokelau |
| Partner Organisations | <p>Taoga Niue - http://www.taoganiue.nu</p> <p>Niue Film Commission - http://www.niuefilmcommission.com</p> <p>MENTOA Trust - http://x.nu/IDKc1</p> |

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| | - https://www.facebook.com/pages/Mentoa-Trust/ |
| Project Organisation | MENTOA Trust Project Leader: Frank Sioneholo Team: Moira Enetama, Culture & Niue Heritage Adviser Shane Tohovaka, Media & Film Production Adviser Rosslyn Pulehetoa Mitiepo, Niuean Language & Community Adviser |