



**Te Māngai Pāho**

Māori Broadcasting  
Funding Agency

# Request for Proposal (RFP)

## Guidelines For Producers

Outside Broadcast Radio Programme Funding

Te Māngai Pāho  
Level 8  
Eagle Technology House  
135 Victoria Street  
Wellington 6011

## Closing Date

**Midday, Monday 31 May 2010**

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Te Māngai Pāho is seeking to purchase a range of Outside Broadcast (OB) Radio Programmes for broadcast on the radio that will assist in promoting the Māori language and Māori culture.

This **Request for Proposal (RFP)** invites applications for the next Outside Broadcast Radio Programme funding round for the 2010/2011 financial year.

Funding is made available to producers through an annual contestable funding pool. This financial year, Te Māngai Pāho is seeking to fund a number of **OB Radio Programmes to be broadcast during the period from 1 July 2010 - 30 June 2011**.

Te Māngai Pāho funding priorities are for programming of 'live' OB events that are of significant or national interest, that support the promotion of the Māori language and Māori culture and assist in capturing the widest possible radio listenership. In addition, the radio programme should also be of a high quality (in terms of audio and production) and delivered in te reo Māori appropriate to the target audience.

All proposals should be largely targeted towards Fluent Speakers of te reo Māori, however due consideration will also be given for programming aimed at Second Language Learners and Receptive Audiences.

| Target Audience                 | Quantity of Te Reo Māori Per OB Radio Programme | Funding Contribution, Number of OB Radio Programmes and Minimum Number of Broadcast Hours per OB Event |
|---------------------------------|---|--|
| Fluent Speakers of te reo Māori | 70%+  | Determined as part of the assessment process   |
| Second Language Learners        | 30-70%  |  |
| Receptive Audiences             | Up to 30%                                       |  |

The funding contribution, number of OB radio programmes and minimum number of broadcast hours per OB event will be determined as part of the assessment process. This will be based on a number of factors including the type of OB event being held, production cost/value, target audience and Māori language programming hours.

Applicants can apply provided they are linked<sup>1</sup> to the iwi radio distribution system (Punga.net<sup>2</sup>) and are:

- A production company/broadcaster or radio station; or
- A production company/broadcaster or radio station who will co-produce<sup>2</sup> the OB broadcast with one of the 21 recognised iwi radio stations<sup>3</sup>.

This RFP:

- provides a general overview about the documentation to be supplied;
- outlines the criteria under which all proposals will be assessed; and
- provides a summary outlining the key terms and conditions of a formal funding agreement for successful applicants.

If you are submitting several OB applications, each application must be provided as a separate individual proposal and 5 copies of each individual project supplied for assessment.

An outline of the required format and content of your proposal is provided in a separate document titled, “**Outside Broadcast Radio Programme Proposal Format Outline and Required Appendices**”.

The closing date of acceptance of proposals for assessment is:

**MIDDAY, MONDAY 31 MAY 2010.**

- 
1. An entity (approved by Starnet 2000 Ltd) which is connected to the iwi radio distribution service, Punga.net<sup>2</sup> and able to submit and receive programming material.
  2. Any co-producing arrangements are between the two parties broadcasting the OB event and do not imply with any contractual arrangements with Te Māngai Pāho. Any funding is paid directly to the applicant account identified on the application form.
  3. An entity which is receives operational funding from Te Māngai Pāho and is connected to the iwi radio distribution service, Punga.net<sup>2</sup> and able to submit and receive programming material.

### STATUTORY FUNCTION

Te Māngai Pāho is a Crown entity established under the 1993 amendment to the Broadcasting Act 1989. The statutory function of Te Māngai Pāho is clearly set out under Section 53B Part 1 of the Act as follows:

*To promote Māori language and Māori culture by making funds available, on such terms and conditions as Te Māngai Pāho thinks fit, for broadcasting and the production of programmes to be broadcast and for archiving programmes.*

### MĀORI LANGUAGE STRATEGY

In making purchase decisions, Te Māngai Pāho takes into consideration the government's long term Māori language goals which encompass the following:

- The Māori language will be widely spoken by Māori.
- In particular, the Māori Language will be in common use within Māori whānau homes and communities. All New Zealanders will appreciate the value of the Māori language to New Zealand society.
- The majority of Māori will be able to speak Māori to some extent. There will be increases in proficiency levels of people speaking Māori, listening to Māori, reading Māori and writing in Māori.
- Māori language use will be increased at marae, within Māori households and other targeted domains. In these domains the Māori language will be in common use.
- All Māori and other New Zealanders will have enhanced access to high quality Māori language education.
- Iwi, hapū and local communities will be the leading parties in ensuring local-level language revitalisation. Iwi-specific dialects of the Māori language will be supported.
- The Māori language will be valued by all New Zealanders and there will be a common awareness of the need to protect the language.

## TE MĀNGAI PĀHO OBJECTIVES FOR RADIO

Te Māngai Pāho's role is part of the Government's wider Māori Language Strategy. Its work is complementary to and in support of initiatives in other areas and its objectives can be summarised as follows:

- Firstly, aiming to educate and inform the wider community about Māori language and culture by purchasing te reo Māori programmes and funding the broadcast of these.
- Secondly, aiming to provide support to those learning te reo Māori and learning about Māori culture by ensuring informative and entertaining programming appropriate to their interests and te reo Māori abilities is made available.
- Thirdly, aiming to facilitate through the broadcast medium of radio in an environment for te reo Māori as a living language, a language transmitted to the homes, workplaces, marae and other gathering places.

## AUDIENCES

Te Māngai Pāho provides funding that promotes te reo Māori me ōna tikanga Māori, in each of the areas identified above. The Te Māngai Pāho Funding Framework identifies these areas as three target audiences - Fluent Speakers of te reo Māori, Second Language Learners and Receptive Audiences (audiences without advanced Māori language skills who actively seek out Māori programming).

Te Māngai Pāho gives due consideration to proposals that will ensure the following objectives are addressed:

- A diversity of te reo Māori that contributes to the revitalisation of Māori language and Māori culture.
- A range of te reo Māori radio programmes for broadcast via the iwi radio network.
- Te reo Māori programming which captures and sustains a national radio listenership.

Te Māngai Pāho seeks to fund proposals that support the promotion of te reo Māori me ōna tikanga Māori and assists in capturing the widest possible national radio listenership.

Each year, Te Māngai Pāho may seek additional information from the iwi radio network about the different OB events their radio audiences would be/are interested in listening to. This information may be used as part of the request for proposal (RFP) and assessment process to help determine te reo Māori programming needs and target audiences as outlined in the Te Māngai Pāho Funding Framework.

If you have any queries in relation to this RFP please submit them in writing to:

**Physical Address:** Carl Goldsmith – Manager, Radio Funding Portfolio  
Te Māngai Pāho  
Level 8, Eagle Technology House  
135 Victoria Street  
WELLINGTON 6011

**Postal Address:** Carl Goldsmith – Manager, Radio Funding Portfolio  
Te Māngai Pāho  
PO Box 10 004  
WELLINGTON 6143

**Email:** [carl@tmp.govt.nz](mailto:carl@tmp.govt.nz)

Points of clarification on the RFP will be made in writing. Te Māngai Pāho will not be bound by any oral responses to questions regarding this RFP provided by any Te Māngai Pāho staff or Board members.

Periodically, questions and answers arising from queries by applicants relating to this RFP which Te Māngai Pāho considers may be of interest or relevance to others responding to this RFP will be posted on the Te Māngai Pāho web site ([www.tmp.govt.nz](http://www.tmp.govt.nz)) up to the closing date of this RFP.

It is essential that you get the completed proposal to our office **before** the closing time and date.

Closing Time and Date for All Applications:

**MIDDAY, MONDAY 31 MAY 2010**

By 30 June 2010: Notification of Board Decisions

*Te Māngai Pāho reserves the right to vary any or all of the above dates as it deems appropriate.*

Note: If a proposal is received after midday on the closing date it may not be considered in this round. However, Te Māngai Pāho reserves the right to extend the period allowed for submission of proposals at its sole discretion. Any late proposal on which Te Māngai Pāho chooses not to exercise its discretion will be returned to the person submitting the proposal.

**Please note that Te Māngai Pāho will not accept emailed or faxed proposals.**

All submissions to be sent to:

**Physical Address:** Carl Goldsmith – Manager, Radio Funding Portfolio  
Te Māngai Pāho  
Level 8, Eagle Technology House  
135 Victoria Street  
WELLINGTON 6011

**Postal Address:** Carl Goldsmith – Manager, Radio Funding Portfolio  
Te Māngai Pāho  
PO Box 10 004  
WELLINGTON 6143

In order for applications to be considered, **5 (Five) unbound copies** of a **written proposal** must be provided before the published deadline. This includes the completed Outside Broadcast Radio Programme Application Form and subsequent Appendices. Proposals need not necessarily be full colour or expensive.

A bulldog clip in the top left hand corner will suffice. When submitting proposals the recommended format is:

- 5 (Five) copies
- A4 white paper
- Unbound
- Page Headers with the OB Event Title on each page
- Numbered Pages
- Indexed

To get a clearer idea about what information or documentation you need to supply, refer to the document titled, “**Outside Broadcast Radio Programme Proposal Format Outline and Required Appendices**”.

Proposals should be a 'selling document' which provide a definition and succinct account of your project.

The quality of the project description is important. Keep it factual, accurate and to the point so as to hold the assessor's interest.

Missing information or information which is difficult to locate within a proposal may impact on the evaluation of the proposal.

Proposals should be set out in the format as highlighted in the document titled, "**Outside Broadcast Radio Programme Proposal Format Outline and Required Appendices**". The format of this document is set out in accordance with the assessment criteria (as outlined on pg 9).

Your **application should include:**

- **A full and comprehensive written submission;** with
- **Completed forms and appendices.**

5 (Five) copies of your submission should be delivered to Te Māngai Pāho before the deadline of **MIDDAY, MONDAY 31 MAY 2010.**

**PROCESS**

A panel comprising of independent industry representative, a te reo Māori language assessor and Te Māngai Pāho management, assesses and prioritises all applications.

Applications are assessed against Te Māngai Pāho's overall objectives and statutory obligations including:

- Effective and efficient use of public funds.
- Fostering within Aotearoa the revitalisation of Māori language and greater awareness of Māori values, practices and views.

The panel makes recommendations to the Board of Te Māngai Pāho. Applicants will be advised in writing of the Board's decision once the Board minutes have been ratified.

**CRITERIA**

The panel uses a weightings system to ensure the full range of criteria is considered as outlined:

| Criteria Objectives  | Weightings<br>% |
|--|-----------------|
| Te reo Māori me ōna Tikanga Māori  | 25              |
| Technical Ability/Production Value   | 15              |
| Production Company/Radio Station or Trust Ability and Production Team Experience | 15              |
| Audience Reachability/Listenership Needs   | 20              |
| Quality Assurance  | 15              |
| Meets Needs and Objectives   | 10              |
| <b>Total</b>   | <b>100%</b>     |

Te Māngai Pāho is keen to improve the broadcast coverage of OB events that are of interest to Māori listeners and wider national audiences.

It is also of importance that applicants consider becoming more involved in the planning and co-ordination of annual/bi-annual events within their local and regional community groups i.e. local council, iwi groups, marae committees, local Board of Trustees etc. Applicants will then be able to gauge a clearer picture about the types of events that they might like to participate or broadcast from.

Te Māngai Pāho believes it is in the applicant's best interest to provide an overview of the planning process with their proposal to enable the assessment panel to gain a clearer insight of the steps and preparation that has been undertaken. This would also demonstrate to the panel that you have made a significant commitment and investment in the project and to the production planning process.

- Te Māngai Pāho does not intend to create any contractual legal obligations by calling for proposals, considering submitted proposals or negotiating with any or all of the applicants prior to the execution of a formal agreement between Te Māngai Pāho and a successful applicant who will be the funding recipient.
- It is not the intention of Te Māngai Pāho with this RFP to select one preferred applicant. Te Māngai Pāho reserves the right to negotiate concurrently with one or more applicants.
- This invitation by Te Māngai Pāho to submit a proposal should not be considered a recommendation to any organisation to submit one. Applicants must make their own independent investigations regarding all relevant matters.
- The applicant acknowledges that in considering funding proposals, Te Māngai Pāho is bound by the requirements of the Broadcasting Act 1989. Applicants should familiarise themselves with these requirements and in particular the requirements of Section 4 of that Act i.e. Section 4 (1) (a) - that the Radio Programme standards are consistent with the observance of good taste and decency.
- Any information which Te Māngai Pāho provides in relation to this RFP is believed by Te Māngai Pāho to be complete and accurate. However, Te Māngai Pāho makes no representation or warranty as to accuracy or completeness of any information so provided and each applicant must satisfy him/herself, as far as practical before submitting a proposal, as to the correctness and sufficiency of the proposal for this RFP.
- When evaluating the applications received, Te Māngai Pāho may need to seek further information from all or some of the applicants and reserves the right to do so. Any statements made by Te Māngai Pāho employees or Board members during the course of any meetings or discussions with the applicants do not bind Te Māngai Pāho when making any subsequent decision to enter into an agreement with an applicant or to reject any proposals.
- Any information supplied by Te Māngai Pāho to an applicant must be treated as confidential and must be used only for the purposes of submitting a proposal or clarifying a submitted proposal.
- Te Māngai Pāho reserves the right not to accept any proposal or the lowest priced proposal.
- Te Māngai Pāho is not under any obligation to check proposals for errors. Acceptance of a proposal that contains errors will not invalidate any contract formed arising from this RFP process.

- Te Māngai Pāho reserves the right to call and/or re-advertise for proposals or revisit any prior RFP process.
- Te Māngai Pāho reserves the right to suspend or cancel, (in whole or in part), this RFP or the RFP process.
- Te Māngai Pāho may vary the RFP by notice in writing to all persons submitting proposals. Proposals submitted in response to this RFP may not be varied once submitted without the prior written consent of Te Māngai Pāho.
- All costs incurred by applicants submitting proposals in preparing their proposals and during the preparations, negotiations and execution of any agreement within Te Māngai Pāho shall be borne by the applicants and Te Māngai Pāho will not have any liability for those costs.
- Tagged proposals and any proposals which do not fully comply with the requirements as outlined in this RFP may be considered, rejected or evaluated at the sole discretion of Te Māngai Pāho.
- Information disclosed in proposals to Te Māngai Pāho may be required to be disclosed to other members of the public pursuant to the Official Information Act 1982 however no information will be disclosed during the assessment process. By submitting a proposal there is consent to such disclosure as is deemed necessary by Te Māngai Pāho to comply with its obligations under the Act. To assist with this process, please indicate clearly in your proposal any information you consider to be commercially sensitive.
- Te Māngai Pāho will not be bound to give any reasons for decisions made as a result of this RFP or as an outcome of RFP assessment of any Proposals.
- None of Te Māngai Pāho employees, agents or advisors will be liable in contract or tort or in any other way for any direct or indirect damage, loss or cost incurred by any applicant or other person in respect of this RFP.
- The applicant shall not have any rights against Te Māngai Pāho of any nature whatsoever arising from the RFP process under this RFP and accordingly it shall not make any claim of any nature against Te Māngai Pāho, including but not limited to recover from Te Māngai Pāho (or any person associated with Te Māngai Pāho) any costs incurred in relation to this RFP or in respect of any lost expectation of profits.
- The te reo Māori quantity is measured as a proportion of the total programme dialogue and not as a proportion of the total programme duration. The quantity of te reo Māori content may be built up from a combination of voice over, waiata (but not background waiata) and dialogue.

A successful applicant will be required to enter into a formal funding agreement with Te Māngai Pāho which records the terms and conditions on which Te Māngai Pāho will provide funding to the applicant.

Te Māngai Pāho is under no legal obligation to provide funding until the formal funding agreement is signed by both parties. Payment will then only be made in accordance with the formal funding agreement.

Successful applicants should be aware that Te Māngai Pāho may ask to discuss or meet prior to the drafting of the formal funding agreement. The finalisation of the formal funding agreement can take several weeks or months before being implemented.

In some circumstances, delays can also occur if the funding offer has conditions attached to it and the Producer/Contract Holder needs to supply additional information to Te Māngai Pāho, in order for the agreement to be finalised.

The formal funding agreement to be entered into with Te Māngai Pāho will cover such matters as:

- Accountability for use of funds, including production and financial reporting.
- Provision of appropriate documentation for the nominated production bank account (e.g. bank deposit slip).
- Delivery requirements and compliance with the original proposal.
- The rights of Te Māngai Pāho in the event of contract default.
- Covenants that all necessary copyright and other authorities in relation to the Outside Broadcast Radio Programme have been obtained.
- A requirement that a credit for Te Māngai Pāho be included in the broadcast.
- The right of Te Māngai Pāho as a funder to participate in sales income returns of the Outside Broadcast Radio Programme.
- Te reo Māori (Language component) monitoring and evaluation requirements.
- The entire 'Live' Outside Broadcast Radio Programme and edited highlights package being made available on the iwi radio distribution network, Punga.net<sup>2</sup>.
- Reassurances that the product meets Radio Programme and Broadcasting standards.
- Reporting Requirements.

It may also cover such matters as:

- Ownership of rights during production.
- Establishment of a separate entity for the production of the Outside Broadcast Radio Programme.
- Restrictions on bank offsets.

## PRODUCER RESPONSIBILITIES

### Changes to the Production

The producer will be expected to keep Te Māngai Pāho informed about any changes to the production i.e. changes to key personnel, delays in the production etc.

The project also requires the services of a Te Reo Māori Consultant and that person needs to oversee the production from the beginning to the end of the project.

### Milestone Payment Made After the Event

There is only one payment made to the successful applicant and this will be made once all contractual deliverables have been met, receipted and approved by Te Māngai Pāho.

All deliverables outlined in the formal funding agreement must be provided within one month after the OB event has been broadcast or from the date of the execution of the funding agreement (this will be dependent on the terms outlined in the funding offer letter).

An example of the type of deliverables to be supplied by the successful applicant is outlined as follows:

- An Full and Final Narrative Report;
- A Final Cost Report;
- A Te Reo Māori Consultant Report;
- A Full OB Event Recording (full and complete recording of the entire OB event);
- 2 x 30 Minute Edited Highlights Recording of the OB Event; and a
- GST Invoice.

Below is an overview about the type of reporting that would need to be supplied by the producer. Note: Full and complete reporting will be required as part of the formal funding agreement with Te Māngai Pāho.

### Contract Reporting

A Final Narrative Report must accompany a full Cost Report against the Budget.

The final narrative report should detail all relevant information about the broadcast including planning, issues, delays, changes etc. A narrative report will also be required from the Te Reo Māori Consultant. Reports should be of sufficient detail so as to accurately describe all progress from the planning stage through to post-production.

A successful applicant will need to report overruns and problems if and when they occur. They will also need to outline the solutions that have been adopted in these cases. Successful applicants are also required to disclose any related party transactions as well as any conflicts of interest during the project.

### Final Narrative Report Comment on:

- How well the OB Radio Programme went and was received.

- Key personnel involvement/changes.
- The programme schedule (including changes if any).
- Feedback about the broadcast from partner stations and other broadcasters who supported/took the OB event (where applicable).
- Evaluation from key personnel.
- Any other matters that may have had an affected on the broadcast (i.e. technical issues, breakdowns, audio quality etc).
- Significant changes to the broadcast.
- Any issues/complications arising.
- Related party disclosures and transactions.
- Any conflicts of interest.

**Te Reo Māori Consultant Report:**

- Progress against the Te Reo Māori Content Plan (the Māori Language Plan).
- Noting progress before, during and after the OB event including amendments required to keep the overall language quantity and quality on track.
- Monitoring progress.

**Cost Reporting Against Budget:**

- Narrative description on the progress of the Budget.
- Comment on any material departures from the Approved Budget.
- A detailed Cost Report showing expenditure to date. The Cost Report should be at the level of detail shown in the Approved Budget.
- The Cost Report should show the comparison against the Approved Budget.
- The Cost Report should also include estimates of final completion costs.
- A high level of detail is required for each line item. A summary is **not** acceptable.
- Any other comments.
- Related party costs need to be disclosed.

Te Māngai Pāho reserves the right to review a production but will give up to 24 hours prior notice or such lesser time as may be reasonable in the circumstances of this happening. Te Māngai Pāho or a representative may inspect and/or conduct a financial review of the Producer's books, records, accounts and premises relating to your production (including verifying contents of the Final Narrative Report or Cost Report).

Funding inspections may also be required to ensure appropriate financial and production management systems are in place before funding is confirmed.

#### **WHERE TO NOW**

To begin, you'll need to go to the document titled, "**Outside Broadcast Radio Programme Proposal Format Outline and Required Appendices**". This document outlines the key components/information that you'll need to supply as part of your application for assessment.