



Te Māngai Pāho

Request for Proposals

Māori Wardens Documentary

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Round opens: 29 March 2022

Round closes: 5:00pm
Friday 29 April 2022

All Queries:
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Ko te reo te take!

Request for Proposals – Māori Wardens Documentary

Te Māngai Pāho invites proposals from content creators for the production of content including a documentary to highlight and record the rich history and contribution of the Māori Wardens within Aotearoa

Hei Whakataki

Te Māngai Pāho is now inviting submissions of full proposals as part of a single step process due to time constraints. Following the assessment of proposals, Te Māngai Pāho together with Te Puni Kōkiri will notify the successful applicant.

The RFP process is open to Te Māngai Pāho registered providers who have the capacity and skill to produce a documentary of the required standard.

Te Māngai Pāho funds for broadcast and distribution, content that promotes te reo Māori and Māori culture, and under Te Ture mō te reo Māori aims to protect te reo Māori as a taonga under Te Tiriti o Waitangi. Our aim with the content we fund is to indigenise the content consumption of Aotearoa audiences.

Te Māngai Pāho is committed to supporting the Māori media sector and collectively improving the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation. Our role in that is to ensure te reo Māori, tikanga Māori and Māori culture is reflected in the media to build greater awareness, appreciation of te reo Māori, values, practices and views within Aotearoa.

The Crown's strategy for Māori language revitalisation has three audacious goals by 2040:

- Goal 1: Eighty-five per cent of New Zealanders (or more) will value te reo Māori as a key part of national identity;
- Goal 2: One million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori;
- Goal 3: One hundred and fifty thousand Māori aged 15 and over will use te reo Māori as much as English by 2040.

All content initiatives in response to this EOI should be designed to contribute to achieving these goals.

Te Pūtake

Purpose

Te Māngai Pāho seeks requests for proposals to produce a documentary that highlights the rich history of the Māori Wardens here in Aotearoa.

The hope is that this work will tell the unique history of the Māori Warden movement from its inception in the early 1900s through to the present day. Exploring how the unique role and capacity of its members has evolved over the years and revealing the aspirations of today's members as they seek greater control of their own destiny as an important cohort of individuals committed to serving communities across Aotearoa. It is expected that the project will include a significant documentary that will appeal to a wide audience, but innovative content creators may propose additional or ancillary content assets to maximise the audience appeal of the content.

Te Kaupapa

Te Māngai Pāho with the support of Te Puni Kōkiri is prepared to allocate up to \$300,000.00 (plus GST) of funding for this project.

Funding will be contracted and paid in instalments to the successful applicant by way of milestone deliverables in accordance with Te Māngai Pāho's standard funding processes.

Applicants with platform support will be prioritised. The expectation is that the content will also be available for distribution on other unrelated platforms.

What we are looking for:

- Companies that demonstrate a commitment to te reo Māori and tikanga Māori.
- Capacity building opportunities for the sector.
- Pou tiaki reo is involved throughout ideation and will provide meaningful consultation throughout the project.
- Innovative, relevant, engaging use of te reo Māori throughout; kia rekareka, kia auaha te whakamahinga o te reo!
- Applicants with multi-platform support, and an established social media audience will have an advantage.
- Evidence of platform co-investment and third-party marketing support is encouraged and will also be an advantage.
- Proposals that leverage other resources and agencies specific to the idea will be prioritised.

Assessment Criteria

The Applicant (25%)

- Production team has a connection to the Kaupapa

Concept (25%)

- Treatment plan relevant to the idea
- Storyline and format attached
- Knowledge of Kaupapa reflected in the concept

Te Reo me ngā Tikanga Māori (25%)

- Te reo and tikanga Māori are evident in the proposal
- Pou tiaki reo attached

Marketing and Distribution (25%)

- Broadcast commitment or an intended distribution plan to reach an audience

Wātaka

Timeline

24 March 2022	Information Zoom – 4pm (online)
29 March 2022	Round opens via Te Pūahatanga
5:00pm 29 April 2022	Deadline for full proposals submitted via Te Pūahatanga
20 May 2022	Successful Applicant notified

Te Tono ā-Ipurangi

Applying Online

You must be registered with Te Pūahatanga, the online application system operated by Te Māngai Pāho, to apply. Only applications submitted through this portal will be considered. You can register at any time, and we encourage producers to register well in

advance of the funding deadline. Please have your full proposal ready to upload when you submit your application. Applicants will not be able to submit proposals until all the required fields have been completed, so please do not leave completion of your application to the last minute.

You can save your application at any time throughout the process and come back to it via your dashboard prior to the deadline. Key 'compliance' information from your Registered Provider data will automatically populate your funding Application.

Ngā Tikanga me ngā Herenga

Reserved Rights and Terms and Conditions

By submitting a proposal, the respondent agrees to all Te Māngai Pāho terms and conditions as set out in this RFP.

- You must bear all your own costs in preparing and submitting your proposal.
- You represent and warrant that all information provided to us is complete and accurate.
- We may rely upon all statements made in your proposal.
- We may amend, suspend, cancel and/or re-issue the RFP at any time.
- We may change the RFP (including dates), but will give all submitters a reasonable time to respond to any change.
- We may accept late proposals and may waive any irregularities or informalities in the RFP process.
- We may seek clarification of any proposal and meet with any submitter(s).
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal.