



Te Māngai Pāho

# Request Proposals

## General Audience Round 1

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Stage 1 proposals  
Closing Date: 5:00pm  
Friday 13 May 2022

Deadline for full proposals  
Closing Date: 5:00pm  
Friday 3 June 2022

**All queries:**

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**Ko te reo  
te take!**

# Hei Whakataki

## Introduction

Te Māngai Pāho funds content for broadcast 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 is to indiginise Aotearoa's content experience and though the content we fund we hope to achieve this.

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 RFP should contribute to achieving these goals.

If you are new to our funding application process and would like further guidance on how to apply, your proposal, or have any questions regarding this RFP please feel free to contact [blake@tmp.govt.nz](mailto:blake@tmp.govt.nz).

# Te Pūtake

## Purpose

Te Māngai Pāho seeks 3 page proposals (Stage 1 of 2) for the creation of:

- Te Pō/ Receptive (30% – 70% te reo Māori)
- Awatea/ Fluent (70% – 100% te reo Māori)

content for Aotearoa audiences to distribute via established platforms with marketing and distribution support, or platforms that have an established audience with a marketing and distribution plan attached.

We are looking to fund content across multiple platforms that champion te reo and tikanga Māori, that use te reo and tikanga Māori in innovative, accessible ways on screen to help create the societal conditions for intergenerational transmission and the widespread use of te reo Māori as a living language.

The assessment criteria will prioritise higher fluency content proposals.

This contestable funding opportunity will support quality factual and scripted content made for diverse and multiple digital platforms including linear television, OnDemand, online viewing as well as limited Podcast funding streamed through major platforms in this financial year. Both new and returning series are eligible to apply.

Te Māngai Pāho is prepared to allocate up to \$8m (plus GST) of funding but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round.

- Applicants with platform support, and an established audience will be prioritised.
  - The expectation is that each application has a primary and secondary platform for the content and that it be available for distribution on other unrelated platforms.
  - All content will also be broadcast via Whakaata Māori if Whakaata Māori is neither your primary or secondary platform after the exclusivity period has ended.
- Evidence of platform co-investment, marketing support relevant and specific to the idea is encouraged and will also be an advantage.
- Proposals that leverage other resources (waiata reo Māori etc) and agencies for better promotion of the te reo Māori outcomes will be prioritised.
- A limit of two proposals per production company.

## Te Kaupapa Matua

### Request for Proposals

**We are looking for proposals that champion te reo Māori and our criteria:**

- Content proposals are submitted by companies who have a commitment to te reo Māori themselves.
- A relevant Pou tiaki reo is involved throughout ideation and has expertise specific to the proposal that will provide meaningful consultation throughout the project.

- On screen te reo Māori outcomes and processes ensuring its quality, and accessibility are clearly outlined in the proposal, including a breakdown of projected te reo Māori use per episode.
- Attracting audience numbers is prioritised through marketing and distribution planning.
- Identify the audience the Māori language content is being produced for.
- Ensure that the content is available on platforms that whānau use.

Te Māngai Pāho does not intend to fund Apps or Platforms through this funding initiative.

## Te Whakatakotoranga o Te Tono

### Pitch Format for Stage 1

3 page (between 2–5 pages) proposals should be a ‘selling document’ and provide a succinct and compelling description of your initiative so as to hold an assessor’s interest, anything submitted over 5 pages will be penalised. In particular, Te Māngai Pāho will be interested in:

- The idea.
- The deliverables (proposed content output deliverables and quantities).
- Treatment in relation to the idea and budget.
- Indicative shoot schedule.
- Te reo Māori outcome(s) on screen..
- A brief outline of the proposed marketing and distribution that will ensure that the content reaches its target audience.
- If applicable, brief insights into how content has performed previously.

## Assessment Criteria

### for Stage 1

#### **The Applicant (15%)**

- Experience and capability of the Applicant
- The Applicant's commitment to te reo Māori and tikanga Māori
- Capacity building

#### **Quality of Concept (30%)**

- Innovative and appealing quality Māori centric idea

### Te reo Māori, Tikanga Māori (30%)

- Clear plan on how te reo Māori will be used in the funded content (Subtitles, on screen use of te reo Māori, pronunciation, scripts)
- Pou tiaki reo involved

### Distribution and Marketing (20%)

- Marketing and promotional plan to reach audience
- Platform support

### Potential for Impact (5%)

- Potential Impact on te reo Māori and tikanga Māori uptake and understanding
- Potential to reach the stated target audience.

## Wātaka

### Timeline

21 April 2022	RFP Published
21 April 2022	Round opens in Te Pūahatanga (the online application system)
5pm, 13 May 2022	Deadline for Stage 1 proposals
20 May 2022	Decision letters distributed, and successful shortlist for full proposals (Stage 2) notified. Round opens in Te Pūahatanga
5pm, 3 June 2022	Deadline for full proposals
17 <sup>th</sup> June 2022	Decision letters distributed

## Te Tono ā-Ipurangi

### Applying Online

You must be registered with Te Pūahatanga, the online application system operated by Te Māngai Pāho to submit an application. 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

- You must bear all of 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