



Te Māngai Pāho

Request for Proposals

**News and Current Affairs:
2022/23**

Closing Date: 5:00pm
Monday 15 August 2022

All Queries:
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DDI: (04) 915-0707

Ko te reo te take!

Hei Whakataki

Introduction

Te Māngai Pāho funds content for diverse platforms 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. Through the content we fund we aim to indigenise the Aotearoa content experience.

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.

Te Pūtake

Purpose

Te Māngai Pāho seeks full proposals for the creation of both:

- Receptive (30 - 70%) and/ or
- Fluent (70% - 100%)

te reo Māori news and current affairs projects aimed at general audiences and for distribution on established platforms. Priority will be given to those proposals with strong platform or broadcaster support.

Since its inception, Te Māngai Pāho has supported quality Māori journalism made by Māori about Māori issues, and interests. Te Māngai Pāho understands the important role it plays in creating space for our content, perspective, and language on matters deemed of local, national and international relevance and importance.

Māori journalism provides plurality of voice and addresses the potential for imbalance in our political landscape especially in respect to the demand te reo Māori and Māori perspectives are heard and considered. To ensure Māori journalistic capability within the sector, Te Māngai Pāho is committed to continuing its support for the production and distribution of Māori news and current affairs.

A requirement of the additional funding that the sector received in Budget 2022 and to support the case for [increased] long-term funding Te Māngai Pāho is required to provide regular reports with clear metrics. All successful applicants will be expected to assist Te Māngai Pāho in that task by providing access to all necessary data.

Te Māngai Pāho is prepared to allocate up to \$5m (plus GST) of funding but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round.

Te Kaupapa Matua

Request for full proposals

- Applicants with platform support will be prioritised.
- There is an expectation that platforms demonstrate their commitment to applications they endorse by way of marketing and distribution support.
- The content must be available freely for distribution on other unrelated platforms.
- Evidence of platform co-investment, support and third-party marketing support is encouraged and will also be preferred.
- Projects must adhere to the current Media Standards in Aotearoa
- Proposals that leverage other resources and agencies specific to the idea will be preferred.

- Production entities applying for this funding are required to demonstrate a genuine commitment to te reo Māori themselves as well as the project.
- Collaboration between organisations is encouraged. Content distribution agreements, aggregation by platforms/publishers, sharing resources or co-producing content supports the effective use of the limited funding available.

This RFP is for content and Te Māngai Pāho does not intend to fund Apps or Platforms through this funding initiative.

Te Whakatakotoranga o Te Tono

Format for Full Proposals

A full proposal should provide a succinct and compelling description of your project and how it contributes to quality Māori journalism within the sector.

Proposals should include:

- The project, and its commitment to providing quality Māori journalism
- Treatment, style and tone
- Te reo Māori strategy
- Key personnel
- Full budget
- Full schedule
- Platform/broadcasting partner commitment
- Commitment to capacity building
- Previous years data and analytics (if a returning programme)
- Marketing and distribution strategy
- Confirm that the team will adhere to ethical and professional standards
- Confirm how the applicant will provide Te Māngai Pāho with access to data as required

Assessment Criteria

For Full Assessment

The Applicant (15%)

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

Quality of the Concept (30%)

- Commitment to quality Māori journalism

- Budget and schedule
- Key personnel

Te Reo Māori and Tikanga Māori (30%)

- Clear strategy on how te reo Māori will be used in the funded content
- Cultural practices and values are reflected

Distribution and Marketing (20%)

- Marketing and promotional plan to reach audience
- Platform support

Potential for Impact (5%)

Wātaka

Timeline

Friday 1 July	RFP Published and round opens on Te Pūahatanga
5pm, Monday 15 August	5pm deadline for full proposals submitted via the online application system
16 September	Decision letters distributed.

Te Māngai Pāho reserves the right to vary any of the above dates as it deems necessary. Appropriate notice will be given to Applicants if dates change.

If a proposal is received after 5:00pm 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. Our current policy is that extensions may only be granted by the Chief Executive of Te Māngai Pāho.

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, but 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 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
- Late proposals will only be accepted on the approval of the Chief Executive.
- 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.