



**Te Māngai Pāho**

**Request for Proposals  
Content Development  
2022/23**

Closes: 5:00pm - Friday, 23 September 2022

All queries:

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**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](mailto:blake@tmp.govt.nz).

# Te Pūtake

## Purpose

Te Māngai Pāho seeks full proposals for:

- The development of factual or scripted content with te reo Māori outcomes for all audiences.
  - o (Content development for projects with higher language outcomes will be prioritised.)

We are aligning our processes across all contestable funding to better utilise our online portal Te Puahatanga, returning applicants will now have the opportunity to submit their development applications through the portal itself.

In a continued effort to serve New Zealand audiences engaging Māori content, we are always on the look out for fresh, innovative content ideas with te reo Māori outcomes. We believe the considered development of that content is fundamental to the quality of content and ensure the use of te reo Māori is of the highest standard. We are looking for innovative and engaging Māori storytelling that will connect with audiences.

This development funding round seeks to provide applicants with the opportunity to create written and/or visual materials and/or strategies to improve the quality and use of te reo Māori within projects. Ultimately it will also enable content creators to make strong bids for production funding in the very competitive funding environment.

# Te Pūtea

## Funding Available

Funding is available for the further development of a rautaki reo, treatment and/or script for te reo Māori content, including, where appropriate, a series bible and project development.

- Up to \$40,000, with a producer and pou tiaki reo attached.

# Te Kaupapa Matua

## Request for Full Proposals

- Applicants and production companies applying for this funding are required to demonstrate a genuine commitment to te reo Māori.
- Applicants need to demonstrate their specific experience and skill in respect of the content that is the subject of this application.
- The concept and underlying premise is uniquely Māori, engaging and exciting.
- The proposal contains a clear plan on how te reo Māori will be used, seen, heard within the project is expected.
- The applicant has platform interest or can clearly articulate the potential of the content to reach its target audience.
- Development to date, and the strategies for the use of the development funding being applied for is clearly articulated.
- Applicants can point to a viable production funding pathway.

# Te Whakatakotoranga o Te Tono

## Format for Full Proposals

Proposals should include:

- The premise and concept
- Treatment
- Proposed Key personnel
- Rautaki reo Māori
- Indicative production budget
- Indicative production schedule
- Indicative Marketing and distribution strategy

# Wātaka

## Timeline

2 August 2022	RFP Published/ Round Opens
11am, 12 August 2022	<u>Online webinar and information: Development</u>
5pm, 23 September 2022	Deadline for full proposals.
21 October 2022	Decision letters distributed.

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

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