



Te Māngai Pāho

REQUEST FOR PROPOSALS

Waiata Reo Māori Platform Features

Round:

2022-23 by invitation

RFP Date:

Monday 28 November 2022

Closing Date:

Thursday 19 January 2023

All queries:

Nadia Marsh

Mātanga Puoro

nadia@tmp.govt.nz

Ko te reo te take!

Hei Whakataki

Introduction

Te Māngai Pāho is committed to supporting the Māori media and music sectors and collectively improving the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation.

Te Pūtake

Purpose

This contestable funding opportunity will support media and broadcast organisations to resource the making of Waiata Reo Māori Feature content for their platform.

This funding is aligned to Te Māngai Pāho's 'Audience' performance expectations.

Te Kaupapa Matua

Request for Proposals

This RFP invites **Media Platforms** with a proven brand audience (listeners, viewers, followers) of more than 50,000 to apply for funding to support the making of regular content that promotes waiata reo Māori through a targeted Feature. Te Reo Māori (bilingual or fluent) should be used in the Feature to frame the content.

A Mātanga Reo/Pou Tiaki Reo will be an integral part of your project and proposal as they will ensure the scripted reo demonstrates acceptable grammar and is appropriately styled for your audience.

Proposals should be for Features between 1 January 2023 and 30 November 2023.

A total pool of \$200,000 (plus GST) will be made available for distribution but Te Māngai Pāho reserves the right to distribute a higher or lesser amount.

Applications must be made through a legal entity. Individuals are not eligible to apply. Please contact the Mātanga Puoro about your proposal before applying.

Te Whakatakotoranga o Te Tono

Application

APPLICANT DETAILS	
Company name	
Company contact	
Platform brand name and medium type(s)	<i>Brand name and type of platform E.g. XYZ - Radio XYZ - TV + On Demand XYZ - Radio + Spotify</i>
Platform audience numbers	<i>Current listener/viewer/follower numbers on each platform type. Please attach evidence. E.g., analytics, survey results</i>
KEY PERSONNEL	
Content producer	
Mātanga reo	<i>Someone adequately qualified and experienced to oversee correct use and pronunciation of reo content in a style that is relatable to your audience.</i>
Content host	
Video director	
Writer	
Other(s)	<i>Name and role</i>
PROPOSAL	
Creative	
Feature name	
Feature description	<i>Feature description</i>
KoPA segment reo content	<i>Receptive 30-70% / Fluent 70%+</i>
Target age group	<i>Tamariki / Rangatahi / Pakeke / Kaumātua</i>
Content deliverables	<i>What tangible assets will you deliver? Audio? Video? How long and frequent will they be?</i>
Demo, storyboard, sample	<i>To give assessors an audible or visual idea</i>
Timeline	<i>Production and delivery dates</i>
Budget	
Detailed budget	<i>Line by line expenditure</i>
Additional Information	
Attachments(s)	<i>Add any other information you think will be helpful to your application.</i>

Aromatawai

Assessment Criteria

Key Personnel	Experience and capability of the team, potential for success.	20%
Platform/Audience	Existing audience reach. Platform credibility.	10%
Proposal	Feature character, innovation, styling, reo, potential to launch waiata reo Māori to #1.	50%
Budget	Realistic and reasonable for proposed deliverables and outcomes.	20%

Wātaka

Timeline

28 Nov 2022

RFP Published

5 Dec 2022

Applications Open

19 Jan 2023

Applications Close

17 Feb 2023

Decisions

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, 5:00pm **Thursday 19 January 2023**. 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