

Hei Whakataki

Introduction

E whakaaro nui ana ki te rāngai pāpāho Māori i tēnei noho taratahi me te mihi nui ki a koutou e whakapeto ngoi tonu ana kia puta ngā hōtaka hei painga mō te katoa.

Te Māngai Pāho and NZ On Air are joining forces once again with a co-fund round for receptive and/or fluent Māori language content (20-100% te reo Māori) made to appeal to a broad audience. Both funding agencies are committed to supporting the Māori media sector and collectively improving the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation, including ensuring that New Zealanders value te reo Māori as a crucial part of national identity.

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.

Our agencies are now calling for full proposals via this RFP.

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

Te Pūtake

Purpose

Te Māngai Pāho and NZ On Air seek proposals for the creation of either:

- Receptive (20-70%) and / or
- Fluent (70-100%)

Te reo Māori content for general audiences, distributed via established platforms, or platforms that have an established audience relevant to the idea will be the focus of this RFP. Whether your idea is receptive or fluent, we are looking for ideas that strongly convey a Māori world view – content that highlights the beauty of te ao Māori and te reo Māori on screen.

In this round the agencies have agreed to consider proposals for content with te reo Māori content of between 20% and 100%. However, the assessment process will give preference to proposals with higher language content and/or that include additional innovative opportunities for the promotion of te reo Māori.

Te Kaupapa Matua

Request for Proposals

Scripted

We are looking to support **high-quality scripted series** that will create significant audience impact, with clear te reo Māori outcomes and with local free-to-air (FTA) platform support. Returning series with proven te reo Māori outcomes are also eligible.

High-end scripted production for digital first and/or linear television is the priority of this RFP, and we will be focusing on funding projects that have completed **scripted development**. We understand that there are a number of these types of projects currently in the development pipeline via recent initiatives such as *Ara ki Te Puna Kairangi* (the development strand of the COVID-recovery Premium Productions Fund for International Audiences).

All scripted production funding applicants will be required to have an established local FTA platform attachment, with a **minimum \$1 million budget per scripted application**.

Factual

We will also consider factual applications (**minimum \$500k budget**) if the idea is creatively strong and has a clear pathway to its audience via an established local platform.

What we are looking for:

- Innovative opportunities for the promotion of te reo Māori and tikanga Māori
- 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!
- On screen te reo Māori goals should be identified
- 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

We do not intend to fund interactive content, radio/audio, apps or platforms through this RFP.

Evidence of platform co-investment, opportunities to leverage commitment from other government and funding agencies connected to the project, letters of support from relevant iwi if necessary, a robust rautaki reo Māori, and third-party marketing and distribution support is encouraged and will be assessed favourably.

Te Māngai Pāho and NZ On Air are prepared to allocate up to \$8 million (plus GST) of funding but reserve to their sole discretion the right to distribute a greater or lesser amount in this funding round.

Te Whakatakotoranga o Te Tono

Proposal Format

For **both scripted and factual applications**, we are looking for a brief treatment, tone, detailed budget and TX date, key talent, and a te reo Māori strategy that will highlight the language goals the programme hopes to achieve. The proposal should be a 'selling document' and provide a succinct and compelling description of your initiative to engage and hold the interest of an assessor.

For **scripted applications**, we will also expect to see evidence of development deliverables if you have these available.

Assessment Criteria

In relation to the idea:

The Applicant (15%)

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

Quality of Concept (30%)

- Innovative and appealing high quality Māori-centric idea with language outcomes

Te reo Māori, Tikanga Māori (30%)

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

Distribution and Marketing (20%)

- Marketing and promotional plan to reach audience
- Platform support
- Opportunity for leverage
- Established social media audience

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

Thursday 15 December 2022	RFP Published
Friday 27 January 2023	Round opens via Te Pūahatanga
Friday 24 February 2023	Deadline for full proposals via Te Pūahatanga
Friday 14 April 2023	Decision letters distributed

If a proposal is received after 5:00pm on the closing date it may not be considered in this round. However, we reserve the right to extend the period allowed for submission of proposals at our sole discretion. Our current policy is that extensions may only be granted by the Chief Executive of Te Māngai Pāho, and Head of Funding at NZ On Air.

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 the 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.