



Te Māngai Pāho

**Request for 3 Page
Proposals
General Audience 1:
2023/24**

Round 1 closes: 28 April 2023

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

Te Pūtake

Purpose

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

- Receptive (30 – 70% te reo Māori)
- 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 champions te reo and tikanga Māori, that uses te reo and tikanga Māori in innovative, accessible ways on screen to help change attitudes and behaviours across Aotearoa.

The assessment criteria will prioritise:

- Te reo Māori content proposals or those that articulate genuine Māori perspectives to create impact
- Registered providers who have the capacity and a plan to deliver the content within the timeframe of the intended kaupapa.
- The potential reach of the initiative
- 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.

This contestable investment opportunity is available for innovative content ideas for distribution via diverse platforms, this round also aims to invest in content for all audiences including tamariki and rangatahi.

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 or content sharing agreements with platforms that have established audiences will have an advantage.
- 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.
- We expect all funded projects to provide data and analytics to help measure the significant contribution we make to te reo Māori as a sector.
- All content will also be made available to Whakaata Māori following any exclusivity period, should Whakaata Māori not be either of the primary or secondary platforms.
- Evidence of platform co-investment, marketing support relevant and specific to the idea is encouraged and will be an advantage.
- Proposals that leverage other resources (waiata reo Māori etc.) and agencies for better promotion of the te reo Māori outcomes will also have an advantage.
- 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 reo Māori themselves.
- An appropriate Pou Tiaki Reo is involved throughout ideation and has expertise specific to the proposal that will provide meaningful consultation throughout the project.
- Clearly identify the audience the Māori content is being produced for.
- A clear description of how the content reo outcomes will be achieved, including the processes for ensuring quality and accessibility.

- Innovative, relevant and genuine use of te reo Māori or Māori perspective throughout.
- New and innovative platforms for distribution are being explored with an expectation that the content reaches audiences.
- That provide access to data to enable Te Māngai Pāho to evaluate the effectiveness of the investment.

Te Māngai Pāho does not intend to fund Apps or Platform creation through this investment opportunity.

Te Whakatakotoranga o Te Tono

Format for Full Proposals

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, treatment, style and tone
- Key personnel
- The deliverables (proposed content output deliverables and quantities)
- Treatment in relation to the idea and budget
- Indicative 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.
- Confirm how the applicant will provide Te Māngai Pāho with access to data as required
- If applicable, brief insights into how content has performed previously.

Wātaka

Timeline

31 March 2023	Round Opens
5pm, 28 April 2023	Deadline for stage 1 proposals submitted via the online application system
12 May 2022	Decision letters distributed, and successful shortlist for full proposals (Stage 2) notified.
5pm, 26 May 2023	Deadline for full proposals.
16 June 2023	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