



Te Māngai Pāho

Request for Proposals

Innovative Content for Emerging Platforms

Deadline for Stage 1 3–page proposals
Friday 29 September, 5pm

Deadline for Stage 2 full proposals
Friday 13 October 2023, 5pm

All queries:

Kaitohutohu Matua – Ārahi Kaupapa
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**Ko te reo
te take!**

Hei Whakataki Introduction

Te Māngai Pāho funds content for broadcast and online distribution 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.

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 is to ensure te reo Māori, tikanga Māori and Māori culture are reflected in the media to build greater awareness and appreciation of te reo Māori, Māori values, practices and perspectives within Aotearoa.

The Crown's strategy for Māori language revitalisation has three audacious goals to achieve 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 juneea@tmp.govt.nz.

Te Pūtake Purpose

Te Māngai Pāho is looking to invest in fresh, ground-breaking content and campaigns that champion te reo and tikanga Māori for all ages and interests, in genres and themes that are for the following audiences:

- Te Pō/Receptive (30 - 70% te reo Māori)
- Awatea/Fluent (70% - 100% te reo Māori)

The content should be supported by an innovative approach to sharing across multiple platforms (including emerging platforms, like TikTok) with the intent to maximise audience and positively change attitudes and behaviours toward te reo Māori.

This funding is aligned to Te Māngai Pāho's 'Creation' and 'Audience' [Statement of Performance Expectations \(SPE\)](#).

A total pool of \$3,000,000.00 (plus GST) will be made available for distribution but Te Māngai Pāho reserves the right to distribute a higher or lesser amount.

Wātaka Timeline

1 September 2023	Round opens
5pm, Friday 29 September 2023	Deadline for Stage 1 proposals.
13 October 2023	Stage 1 decision letters distributed
16 October 2023	Stage 2 opens to successful applicants
5pm, Friday 27 October 2023	Deadline for Stage 2 proposals
17 November 2023	Decision letters distributed.

Te Kaupapa Matua Request for Proposals

This RFP invites companies and producers of content to apply for funding for the **production, distribution and promotion** of innovative content for emerging platforms. Te Māngai Pāho will accept a limit of **two proposals per Applicant** and a maximum of **\$500,000.00 (excl. GST) per proposal**.

Criteria Priorities

- Higher te reo Māori fluency proposals and genuine Māori perspectives;
- Genres and themes that Te Māngai Pāho has not funded before;
- Registered providers and projects that have the capacity to be delivered in full before **December 31, 2024**.

Advantages – Te Reo Māori

- A Poutiaki Reo with high command of written language capabilities and demonstrated expertise specific to the theme of the proposed content;
- Inclusion of other reo Māori resources (eg. Waiata reo Māori) and/or agencies for better promotion of the te reo Māori outcomes;
- Innovative, relevant and genuine use of te reo Māori and Māori perspective throughout.

Advantages – Platform/Audience/Data

- Evidence of platform co-investment, marketing support relevant and specific to the idea is encouraged and will be an advantage.
- Platform support letters or content-sharing agreements with platforms that have established audiences;
- Access to data and analytics pertaining to the content's audience, reach and impact.

Expectations

- All content will also be made available to Whakaata Māori following any exclusivity period, should Whakaata Māori not be the primary or secondary platform.

- Rautaki reo Māori with clear description of how the content reo outcomes will be achieved, including the processes for ensuring quality and accessibility.

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

Te Tono Whāiti Format for Stage 1 Proposals

3-page proposals are a pitch for our attention! Provide a succinct and compelling description that speaks to the heart of your initiative. Submissions over 5 pages will be penalised. In particular, Te Māngai Pāho will be interested in:

- The idea, treatment, style and tone
- Te reo Māori outcome(s) on-air.
- Key personnel
- The deliverables (proposed content output deliverables and quantities)
- Indicative budget
- Indicative shoot schedule
- Promotion, marketing, distribution possibilities
- Applicant's method for audience and impact data reporting and sharing

Te Tono Whānui Format for Full Proposals

Full proposals should be well detailed, in a way that provides clarity and confidence in your capacity and capability to deliver. Te Māngai Pāho is interested in:

- The idea concept, treatment, style and tone in full
- Full Rautaki Reo Māori and realistic reo Māori outcomes
- Key personnel and letters confirming their commitment
- Full production budget
- Full production shoot schedule
- Full marketing and distribution plan including all broadcast partner commitments and letters of support
- Confirm team commitment to ethical and professional standards
- Confirm applicant's method, capability and willingness to share audience and impact data with Te Māngai Pāho

Ngā Paearu Arotake

Assessment Criteria for Proposals

The Applicant (15%)

- Experience and capability of the applicant
 - Experience/ ability of the applicant to produce quality Māori content.
- The Applicant's commitment to te reo Māori and tikanga Māori
 - Production entities applying for this funding are required to demonstrate a genuine commitment to te reo Māori themselves as well as the project.
- Capacity building
 - The project will build Māori capacity in the sector.

Quality of Concept (25%)

- Innovative and appealing quality Māori-centric idea
 - Key personnel identified.
 - Promotion of te reo Māori or Māori culture.
- Execution of the idea is clearly articulated
 - Treatment.
 - Easy to understand.
 - Previous success to deliver quality content.
- Budget/Schedule
 - Quality of financial information (budget, schedule, health and safety, etc.)
- Research, key support and insights identified
 - Rationale for the need of the project.
 - Key consultation and/or support in relation to the idea identified.
- Other contributions/Leverage
 - Evidence of platform co-investment, support and third-party marketing support is encouraged.

Te reo Māori, tikanga Māori (25%)

- Clear plan on how te reo Māori will be used in the funded content (subtitles, on screen use of te reo Māori, pronunciation, scripts)
 - Considers the needs of all people learning te reo Māori

- Key talent
 - Reo speakers identified
 - Plan on how te reo Māori will be used in the funded content.
 - **Clear language outcomes on screen**
- Poutiaki reo are involved

Distribution and Marketing (25%)

- Marketing and promotional plan to reach audience
 - Potential size of audience
 - Proposals that have an understanding on how to reach their target audience
 - Promotion of te reo Māori or Māori culture
 - Evidence of platform co-investment, support and third-party marketing support is encouraged and will also be preferred.
- Platform support
 - Applicants with platform support will be prioritised.
 - The content must be available freely for distribution on other unrelated platforms.
 - 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 to the sector.

Potential for Impact (10%)

- Potential impact on te reo Māori and tikanga Māori uptake and understanding
- Potential to reach the stated target audience

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 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