



Te Māngai Pāho

REQUEST FOR PROPOSALS

2023/24

Regional News Hub Projects Expansion

RFP Date:

4 September 2023

Closing Date:

29 September 2023

Decisions:

20 October 2023

All queries:

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**Ko te reo
te take!**

Hei Whakataki Introduction

Te Māngai Pāho funds content for diverse platforms to promote 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 invest in, we aim to see and hear more te ao Māori voices and perspectives in Aotearoa content.

Te Māngai Pāho is committed to supporting the Māori media sector and working with others to achieve 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 is reflected in the media to build greater awareness and appreciation of te reo Māori, values, practices and views within Aotearoa.

The Crown's strategy for Māori language revitalisation has set three audacious goals to achieve by 2040:

- Goal 1: 85% of New Zealanders (or more) will value te reo Māori as a key part of national identity;
- Goal 2: 1,000,000 New Zealanders (or more) will have the ability and confidence to talk about basic, everyday things in te reo Māori;
- Goal 3: 150,000 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. Te Māngai Pāho supports quality journalism made by Māori about Māori issues and interests. Te Māngai Pāho understands the role it plays in creating space for Māori content, perspectives, and language on matters of local, national and international relevance and importance.

Māori journalism provides plurality of voice and addresses the potential for imbalance in our media landscape. To ensure Māori journalistic capability within the sector, Te Māngai Pāho is committed to continuing its support for the production and distribution of Māori perspective news and current affairs.

If you are new to our funding application process, please contact carl@tmp.govt.nz before applying.

Te Pūtake Purpose

In Budget 2022 Te Māngai Pāho was given funding specifically for a regional news initiative that would strengthen regional contributions to New Zealand's news and current affairs landscape. NZ On Air's Public Interest Journalism Fund contributed an additional \$3M to the initiative. The resulting RFP led to the establishment of four regional news hub projects.

In May 2023 we sought expressions of interest from other regions for potential new hubs. We received suitable interest to warrant an RFP process.

Te Māngai Pāho is now looking to add up to three more regional news hub projects to the programme, from regions where a regional news hub project is yet to be initiated. Priority areas are (but not limited to) Te Tai Tokerau and Te Whanganui-a-Tara.

Priority will be given to iwi and iwi radio partnerships with a genuine commitment to collaboration; a key focus on capacity building; and a clear methodology for collecting and sharing audience data on the news content they will generate.

Te Māngai Pāho is prepared to invest up to \$2.6M (plus GST) but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round.

Successful applicants will be funded for a pilot period, a minimum of 48 weeks between 1 January 2024 and 31 December 2024. There is no guarantee of funding beyond 31 December 2024.

Te Kaupapa Matua Request for Proposals

Te Māngai Pāho is looking for providers to form a collaborative and innovative approach to the delivery of regionally focused news from a Māori perspective in audio-visual formats on traditional and digital platforms.

The key outcomes we want to achieve are:

- An increase in te reo Māori and regional Māori perspectives in national news services;
- An increase in stories about, and for, Māori in regional news services;

- Growth in capacity and capability of Māori perspective journalism in the regions.

Proposals should speak to how your project hub will establish itself; the style and tone it will apply to its content; and how it will connect with news services to ensure te reo Māori and regional Māori perspectives are heard in a national news context more often.

Proposals should include:

- Collaborating partners
- Key personnel
- Strategy for producing news in your region
- Treatment, style and tone of news content that will be produced
- Te reo Māori strategy
- Distribution strategy, broadcast platform commitments
- Proposed news content deliverables and delivery schedule
- Plan for building capacity and capability of Māori journalists in the region
- Success measures; data collection method and commitment to share data
- Full budget

This RFP is for content. Te Māngai Pāho will not fund apps or platforms with this funding.

Aromatawai Assessment

Applicant & Partners (20%)

- Partner(s) strengths and commitment to project
- Key personnel demonstrated expertise
- Track record in delivering timely, professional services and reo outcomes
- Potential to grow capacity and capability of Māori journalists in the region

Proposal (50%)

- The proposition is expertly presented, easy to comprehend
- Proposed style and tone of content is appealing
- Proposed style and tone of content is suitable for national news platforms
- Proposed delivery of deliverables is realistic

- Proposed content, deliverables and delivery together will provide a service so good, other news services will become reliant on it
- Proposed platforms have an impressive audience and reach
- Proposed data can be used in Te Māngai Pāho's *Audience Impact Model*
- Proposed plan for developing Māori perspective journalism in the region is realistic
- Innovation exists in content and/or supply
- Overall proposal is sound and warrants investment

Te Reo Māori me ngā Tikanga Māori (20%)

- Proposal shows genuine commitment to te reo Māori me ngā Tikanga Māori
- Key personnel includes a Māori language advisor with demonstrable proficiency in te reo Māori that is suitable for news
- Te reo Māori strategy is achievable and will have positive impact on project
- Te reo Māori, tikanga Māori, and Māori perspective are focuses within the proposed content

Budget (10%)

- Reasonable for proposed deliverables and outcomes
- Reasonable in context of news production and Te Māngai Pāho investment

Wātaka Timeline

4 Sep 2023	RFP Published Applications Open
29 Sep 2023	Applications Close
20 Oct 2023	Decisions Notified

Te Māngai Pāho reserves the right to extend the period for submission only as permitted 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