



Te Māngai Pāho

# REQUEST FOR PROPOSALS

## Aotearoa NZ at SXSW Sydney

**RFP & Opening Date:**

7 September 2023

**Closing Date:**

27 September 2023

**Decisions:**

28 September 2023

**All queries:**

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## Hei Whakataki Introduction

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

## Te Pūtake Purpose

SXSW (South by Southwest) is a convention that started in the late 80's as a music festival and has since grown into the largest pop culture convention in the world. Nowadays the Texas, Austin event features tech and gaming alongside screen, music and other creative revolutions. It's the place to be if you create, collaborate or trade in any of these areas.

In October 2023, Sydney will host its own SXSW convention. It is the first to be held in Australasia and is set to attract innovators, influencers and indigenous thought leaders from the Asia-Pacific region and beyond.

Te Māngai Pāho is collaborating with Creative NZ and NZ Music Commission to create and activate "Aotearoa NZ House" within SXSW Sydney's programme. Aotearoa NZ House will host Māori and New Zealand music, screen and tech and gaming talent and presentations from Wednesday 18 to Friday 20 October 2023.

Te Māngai Pāho is participating in SXSW Sydney to grow international awareness and appreciation for content in te reo Māori. With this growth comes new audiences and business opportunities for Māori and New Zealand content makers.

With the investment we will make, we aim to take up to 10 producers of reo Māori screen and music content to SXSW Sydney to promote their content and business to conference attendees, with the flow on effect being that attention is brought to all reo Māori content.

This funding is aligned to the Creators and Audiences key focus areas of Te Māngai Pāho's [Standard of Performance Expectations \(SPE\)](#).

# Te Kaupapa Matua Request for Proposals

This RFP invites producers of screen and music content to apply for a slot in the Aotearoa NZ House programme and receive funding support up to \$4,000.00 (plus GST if applicable) for travel and accommodation in Sydney and a \$1,000.00 (plus GST if applicable) contribution towards your final presentation or performance.

Programmed slots require screen producers to:

- Be able to present a compelling, TedTalk styled kōrero proposing a Māori-centric view or approach to content;
- Screen a showreel or content piece no longer than seven minutes in duration as part of their presentation;
- Participate in a hosted panel talk.

Programmed slots require music producers/performers to:

- Have an existing streaming audience of more than 10,000 monthly listeners across all music streaming platforms;
- Be able to perform a 20-minute set of waiata reo Māori and waiata reo rua to backing track;
- Participate in a hosted panel talk.

It is expected that producers will meet our level of investment by investing their own time and effort into preparing their presentations and performances to a high standard and making the trip to the convention. Our contribution towards the final presentation or performance should be used for technical services or design to enhance quality and delivery.

## Priority

Priority is given to applicants who have already been invited by SXSW Sydney to participate in the main programme. This however does not prevent others from applying to present in Aotearoa NZ House.

## Eligibility

The applicant must:

- have a current passport;
- have an appropriate visa to travel on;
- be available to travel between Tuesday 17 September and Saturday 21 September 2023.

# Pukapuka Tono Application

ELIGIBILITY	
<input type="checkbox"/> The applicant has a current passport. <input type="checkbox"/> The applicant has an appropriate visa to travel on. <input type="checkbox"/> The applicant is available to travel between Tuesday 17 and Saturday 21 September 2023.	
PROGRAMME CONTENT	
<input type="checkbox"/> Screen <input type="checkbox"/> Music	
SXSXW SYDNEY PRIORITY	
<input type="checkbox"/> I have been invited to participate in SXSXW Sydney's main programme. (Evidence required.) <input type="checkbox"/> I have been given or purchased a SXSXW Sydney badge. (Not wristband.)	
PROPOSAL – SCREEN	
Presentation Title	This title will be used to market your presentation. It will appear in online marketing and socials.
Presentation Proposition	What can we expect? Detail key thoughts; summarise A summary may be used for marketing.
Showreel/Content	Provide a link to download a draft or demo of the content you'll cut for presentation, and briefly explain how it links to your kōrero or business proposition.
PROPOSAL – MUSIC	
Streaming Audience	Provide links or evidence of your monthly streaming audience. Must combine to be more than 10,000.
Waiata	Provide a list of the songs you intend to perform.
Set Style	Summarise your music and performance style. What can we expect? The summary may be used for marketing.
BUDGET	
Budget	Budget up to NZD\$4,000.00 (plus GST). Eligible costs: return flights; accommodation up to three days, airport transfers and per diems of NZ\$70.00 per day. Up to \$1,000 (plus GST) for technical services or design to enhance final presentation or performance.
ADDITIONAL INFORMATION	
Attachments(s)	Attach a full proposal or information you feel will convince the assessors that you are ready and excited about this opportunity.

## Aromatawai Assessment Criteria

A panel of Te Māngai Pāho and Aotearoa NZ House representatives will assess applications.

### Applicant (30%)

- Readiness to travel
- Track record in te reo Māori
- Track record in screen or music

### Priority (20%)

- Main programme participant
- Holds a badge

### Proposal – Screen (40%)

- Presentation appeal
- Idea is unique and not already present in Aotearoa House NZ programming
- Showreel/content proposition
- Positively promotes te reo Māori

OR

### Proposal – Music (40%)

- Streaming audience
- Set appeal
- Music genre is underrepresented in Aotearoa NZ House programming
- Positively promotes te reo Māori

### Budget (10%)

- Budget is reasonable for proposed deliverables

## Wātaka Timeline

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7 Sep 2023	RFP Published & Applications Open
27 Sep 2023	Applications Close
28 Sep 2023	Decisions

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# Te Tono ā-Ipurangi

## Applying Online

To apply, you must first register in [Te Pūahatanga](#), the online application system operated by Te Māngai Pāho. Registrations can take up to three days to process so we encourage producers to register well in advance of the funding deadline. Applicants will not be able to submit applications until all required fields are completed. You can save your application at any time throughout the process and come back to edit it via your dashboard right up to the deadline.

Only applications submitted in Te Pūahatanga will be considered for funding.

# Ngā Tikanga me Ngā Herenga

## Reserved Rights

- You must bear all your own costs in preparing and submitting your application.
- You represent and warrant that all information provided to us is complete and accurate.
- We may rely upon all statements made in your application.
- We may amend, suspend, cancel 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 applications with the approval of the Chief Executive.
- We may seek clarification of any proposal and meet with any applicant.
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal.