



**Te Māngai Pāho**

## **REQUEST FOR PROPOSALS**

### **Waiata Reo Māori Platform Features**

**Round:**

1 of 1/2023-24

**RFP Date:**

Tuesday 26 September 2023

**Closing Date:**

Friday 20 October 2023

**All queries:**

Nadia Marsh

Mātanga Puoro

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**Ko te reo te take!**

# Hei Whakataki Introduction

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

## Te Pūtake Purpose

This contestable funding opportunity will support media and broadcast organisations to resource the making of Waiata Reo Māori Feature content for their platform.

This funding is aligned to Te Māngai Pāho's 'Audience' performance expectations.

## Te Kaupapa Matua Request for Proposals

This RFP invites **Media Platforms** with a proven brand audience (listeners, viewers, followers) of more than 100,000 to apply for funding to support the making of a regular content feature to promote waiata reo Māori. Te Reo Māori (bilingual or fluent, written or verbal) should be used in the feature to frame the content.

A Mātanga Reo/Pou Tiaki Reo will be an integral part of your proposal and project. They should be adequately qualified to oversee correct use and pronunciation of te reo Māori in a style that is relatable to your audience.

Proposals should be for Features between 1 January 2024 and 13 December 2024.

Te Māngai Pāho is prepared to allocate up to \$50,000 (plus GST if applicable) per Feature. A total pool of \$150,000 (plus GST) will be made available for distribution but Te Māngai Pāho reserves the right to distribute a higher or lesser amount.

Applications must be made through a legal entity. Individuals are not eligible to apply.

# Pukapuka Tono Application

APPLICANT DETAILS		
Company name		
Company contact		
Experience in te reo Māori	<i>Provide examples of previous te reo Māori mahi</i>	
Experience in waiata reo Māori	<i>Provide examples of previous waiata reo Māori mahi</i>	
Key Personnel		
Content producer	<i>Name, capability and experience</i>	
Mātanga reo	<i>Name, capability and experience</i>	
Waiata reo Māori curator	<i>Name, capability and experience</i>	
Content host	<i>Name, capability and experience</i>	
PROPOSAL		
Feature		
Feature name		
Feature summary	<i>Briefly describe the feature</i>	
Te reo Māori	<i>Aside from music performances, how will te reo Māori be included in the feature?</i>	
Te reo Māori	<input type="checkbox"/> Receptive 50- 70%	<input type="checkbox"/> Fluent 70%+
Target age group	<input type="checkbox"/> Tamariki <input type="checkbox"/> Rangatahi	<input type="checkbox"/> Pakeke <input type="checkbox"/> Kaumatua
Content deliverables	<i>Audio, video, text? Duration, quantity, frequency?</i>	
Sample (demo, images)	<i>Provide assessors a mock-up of the content</i>	
Intended start and end dates		
Audience Potential		
Media brand and platforms	<i>E.g JKL9 TV and on demand; Tui 99.9 radio &amp; Insta</i>	
Links	<i>Links to online platforms</i>	
Current audience	<i>Current listener/viewer/follower numbers on each platform. Please attach evidence. E.g analytics</i>	
Previous audience	<i>If a returning feature, previous audience for feature</i>	
MEASURES		
Metric reporting	<i>What data and measures will you implement to inform how impactful the feature has been?</i>	
BUDGET		
Detailed budget	<i>Line by line expenditure</i>	
Additional Information		
Attachments(s)	<i>Add any other information you think will be helpful to your application.</i>	

# Aromatawai Assessment

## Applicant (20%)

- Experience promoting te reo Māori
- Experience promoting waiata reo Māori
- Capability and experience of key personnel
- Track record with Te Māngai Pāho

## Creative Proposal (60%)

- Te reo Māori
- Appeal of proposition
- Audience potential
- Previous success
- Outcomes for waiata reo Māori
- Overall proposal and clarity of proposition

## Measures (10%)

- Metric reporting

## Budget (10%)

- Justified costs
- Reasonable for proposed deliverables and outcomes

# Wātaka Timeline

26 Sep 2023	RFP Published
2 Oct 2023	Applications Open
20 Oct 2023	Applications Close
17 Nov 2023	Decisions

# Te Tono ā-Ipurangi

## Applying Online

You must be registered with Te Pūahatanga, the online application system operated by Te Māngai Pāho, to apply. You can register at any time so we encourage first-time applicants to register well in advance of the funding deadline, 5:00pm **Friday 20 October 2023**. Only applications submitted through Te Pūahatanga portal will be considered.

Applicants can submit proposals when all the required application fields have been completed. You can start and 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