



Te Māngai Pāho

Irirangi Te Motu
NZ On Air



REQUEST FOR PROPOSALS

Reo Māori Content Co-Fund

RFP:

Monday 4 December 2023

Open – Close:

Monday 11 December 2023 – Thursday 15 February 2024

Decisions:

Friday 19 April 2024

Queries:

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Hei Whakataki Introduction

E te tai whakarunga, e te tai whakararo, pari mai ki te ākau o Irirangi te Motu, o Te Māngai Pāho. Tere mai i runga i ngā ngaru o whakapeto ngoi. Kia rite ai te reo ki te tai o te tahuna moana, ka ngunguru i te pō, ka ngunguru i te ao.

Te Māngai Pāho and NZ On Air are committed to supporting the Māori media sector and collectively improving the outcomes of the Maihi Karauna, the Crown’s strategy for Māori language revitalisation, including ensuring that New Zealanders value te reo Māori as a crucial part of national identity.

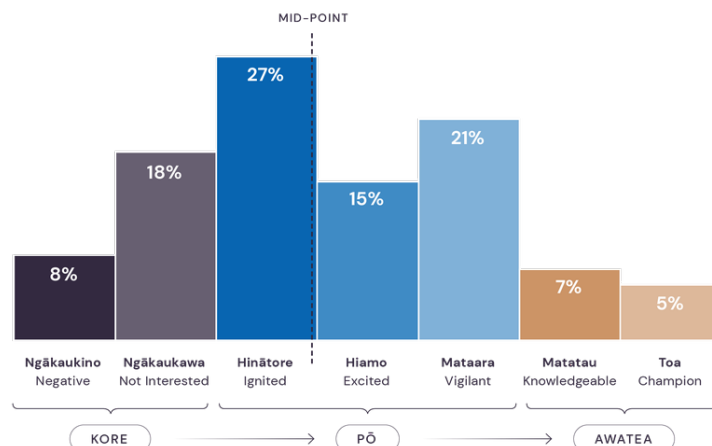
The Crown’s strategy for Māori language revitalisation aims to achieve three audacious goals by 2040:

- **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 at least basic 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.

In support of these goals, Te Māngai Pāho measures New Zealanders’ attitudes toward te reo Māori with the KoPA model; an adaptation of the theoretical Zero–Passive–Awatea ZePA model developed by Professor Rawinia Higgins and Dr. Poia Rewi. Attitudes are segmented into three core categories: Kore (zero); Pō (passive) and Awatea (active). The goal is to ‘right-shift’ the population along the continuum, into Awatea. When making investments into content, Te Māngai Pāho takes your contribution toward the Crown’s strategy goals and right-shifting audiences into account. For more information about KoPA, visit: <https://www.tmp.govt.nz/en/about/kopa-personas/>

KoPA model segmentation 2022

Nielsen CMI KoPA model 2022



Te Pūtake Purpose

Te Māngai Pāho and NZ On Air are joining forces once again to fund high-quality, Scripted and Non-Fiction reo Māori content for a broad audience.

Research into the funding of Māori content has revealed that 71% of public funding for Māori film and television content goes toward Non-Fiction production. In an attempt to redress this imbalance, the priority of this round will be high-quality, Scripted reo Māori content. Non-Fiction content applications are welcome but will need to be extra convincing to succeed.

The content we are looking to support is Aotearoa-centric, engaging, and compelling. It will also positively impact on New Zealanders' attitudes toward te reo Māori by giving the audience an experience of the language that is inclusive and within their reach.

Te Kaupapa Matua Request for Proposals

Te Māngai Pāho and NZ On Air invite applicants to apply for funding to create high-quality, te reo Māori content, in Scripted or Non-Fiction style, for a broad audience.

Applications should include evidence that the project is ready for production such as a complete pilot script, season outline and/or character arcs. Scripts must contain 30% or more te reo Māori. Projects must have an eligible, established local free-to-air (FTA) digital platform attached.

Eligible platforms:

- Whakaata Māori, Māori+
- TVNZ 1, TVNZ 2, TVNZ+, Re: News, Duke
- Three, ThreeNow
- Sky Open, SkyGo

Secondary platforms can be non-local, such as YouTube, but only in combination with a local FTA as a primary platform.

If you are interested in submitting an application with a different platform or platforms, please reach out to Juneea Silbery juneea@tmp.govt.nz or the NZ On Air Funding Team funding@nzonair.govt.nz to check eligibility before you apply.

Applications for interactive content; radio and audio, including podcasts; platforms, games and apps will not be considered for funding in this round.

Scripted

Scripted funding is for drama or comedy projects that have scripts, a season outline, well-developed characters and a compelling story. An attention-grabbing premise complemented by world class production values is the highest priority. Themes that convey a Māori worldview will stand out.

Your application should demonstrate that your project is ready to go into production. Any successful project will meet a high bar for te reo Māori, have strong platform attachment, tell an untold story and demonstrate that it could not be produced without the support of this funding.

Scripted Content Development

Where applicants do not have a complete pilot script, season outline or character arcs, they may apply for funding to develop these for an application to a future co-fund or other funding round. Projects that apply for scripted development funding should have the support of a primary platform. Platforms are not required to match-fund development but investment from the platform will strengthen your application. Your application should describe how you plan to use the development funding and demonstrate good insight into how additional development mahi will get your project ready for production. Development funding received in this round does not guarantee production funding; it simply sets you up to make a persuasive pitch to a future round. We expect to fund a small number of projects for scripted development of up to \$30,000 per project.

Non-Fiction

A Non-Fiction content idea is welcome into this round if it is creatively strong and there is a clear pathway to audience via an established local FTA or other platform. As the priority of the round is Scripted projects, any Non-Fiction project that is funded will need to meet the same criteria as Scripted applications: meet a high bar for te reo Māori, require significant research, have strong platform attachment, tell an untold, compelling story and demonstrate that it could not be produced without the support of this funding.

Te Māngai Pāho and NZ On Air are prepared to allocate up to \$8 million of funding but reserve at their sole discretion the right to distribute a greater or lesser amount in this funding round.

All successful projects need to be contracted by 30 June 2024. This means any third-party funding needs to be in place by then.

If you have questions about our process or whether your project is appropriate for this funding round, please contact juneea@tmp.govt.nz or funding@nzonair.govt.nz.

Aromatawai Assessment Criteria

We expect this funding round to be heavily over-subscribed, with fewer than half of applications successful.

Applications will be considered by a panel of assessors as part of a contestable process. As well as being scored on their own strengths, applications will be considered against others to ensure that a range of projects are funded, with complementary audience outcomes. Factors that will be considered include how ready projects are to go into production, how different the project is from others recently funded, and how strong the application is overall when compared with others received in the round.

Applicant & Key Personnel (20%)

- Production – experience and success
- Capability – is this the right team to tell this story?
- Te reo Māori – evidence of commitment to te reo Māori
- Kaitiaki – appropriate to create content in te reo Māori

Creative (25%)

- Premise – fresh
- Synopsis – clear and captivating
- Treatment – will enhance creative proposition
- Māori worldview – story told from a Māori worldview or contains characters that carry a Māori worldview
- Audience – evidence of an existing audience or ability to leverage an audience; clear on the project's target audience

Te Reo Māori on Screen (20%)

- Rautaki reo – clear approach to delivering te reo Māori on screen
- Poutiaki reo – meaningful consultation from ideation to post
- Te reo Māori – genuine, natural use of the language
- Te reo Māori – craft – kia rekareka, kia auaha te whakamahinga o te reo!

Platform & Distribution (10%)

- Primary platform – committed, invested
- International distribution – interest, potential

Promotion & Marketing (10%)

- Primary platform – marketing commitment and plan
- Other channels (incl. socials) – promotional potential

Budget (10%)

- Realistic
- Justified for proposed outcome

Leverage (5%)

- Committed third-party funding already attached to project
- Can be further leveraged for the promotion of te reo me ngā tikanga Māori
- Capacity and capability building opportunities that uplift Māori creatives
- Potential to right-shift Kore and Pō audiences
- Overall balance of proposal – including whether the application has any weak areas, is unique and/or innovative

Wātaka Timeline

4 Dec 2023	RFP Published
11 Dec 2023	Applications Open
13 Dec 2023	Online Info Session
15 Feb 2024	Applications Close
19 Apr 2024	Decisions Notified
30 Jun 2024	Contracting Deadline

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 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 of Te Māngai Pāho and the Head of Funding at NZ On Air.
- 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.