



Te Māngai Pāho

Request for Information

2024–25 Iwi Platform

RFI Date:

22 March 2024

Round Open – Close

Open: 25 March 2024

Close: 5:00pm 18 April 2024

Contract Start:

1 July 2024

All queries:

Kaitohutohu Matua, Hōtaka / Senior Advisor – Content

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**Ko te reo
te take!**

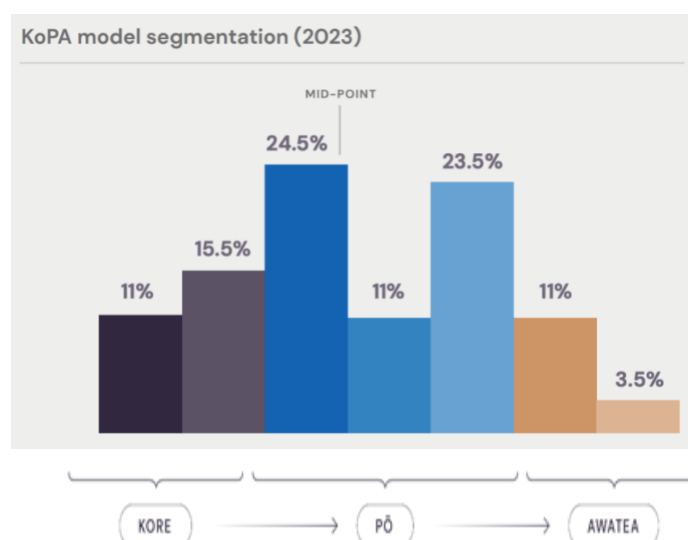
Hei Whakataki Introduction

Te Māngai Pāho is committed to supporting the Māori media sector and 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 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/>



Te Pūtake Purpose

The purpose of this Request for Information (RFI) is to communicate Te Māngai Pāho's annual request for iwi radio information.

Iwi Platform funding is available to support iwi radio to platform reo and kaupapa Māori content. Included in this is the production and programming of local content for iwi and hapori.

He Tono Kaupapa Request for Information

Te Māngai Pāho invites all Iwi Radio Station Managers to demonstrate their capacity and capability for platforming reo and kaupapa Māori content in the 2024/25 financial year. We welcome proven and innovative approaches and encourage collaboration across the hapori.

Te Māngai Pāho agrees to allocate **\$630,000** (Plus GST) to each station in 2024/25.

Information Format

Each station sits in its own unique environment. We ask that the information provided speaks of these distinctions and provide insight into the station's strategies and tangible targets, particularly in relation to te reo Māori.

Below are the guidelines for the information that is required.

Key Personnel

- A kōrero about all key personnel involved.

Te Reo Māori

- Rautaki Reo – a clear approach to delivering te reo Māori in content and on platform that engages audiences in a way that is inclusive and within reach;
- Reo Māori Content target – ideally 6 hours per day of fluent reo Māori content (70%) between 6am and 12 midnight, seven-days per week.

Platform

- Audience – clarity about the platform's existing audience;
- Platform and delivery – clear strategy to positively impact te reo Māori;
- Innovations and collaborations that improve quality of content and delivery.

Content

- Programmes – clear programming schedule;
- Podcasts, digital content – strategy, plan for content on other managed digital platforms.

Budget

- Budget for \$630,000 for the 2024/25 financial year.

Ngā Kawatau Expectations

- That through the 2024/25 financial year, platforms will provide data links and analytics to help measure the significant contribution we make to te reo Māori as a sector, and to enable Te Māngai Pāho to evaluate the effectiveness of its investment.
- That platforms agree to provide an updated staff list along with logos and brand assets at milestone 1 of the ensuing contract.

Wātaka Timeline

22 March 2024	ROI Published
25 March 2024	Applications Open
11:00am – 12:00pm 28 March 2024	Q&A Webinar Click here to register
5:00pm 18 April 2024	Applications Close
1 July 2024	Contract Start

Te Tono ā-Ipurangi Applying Online

Information should be uploaded to Te Pūahatanga, the online system operated by Te Māngai Pāho. You can save your information at any time throughout the process and come back to edit right up to the deadline. Only information submitted in Te Pūahatanga will be accepted.

Ngā Tikanga me ngā Herenga

Reserved Rights and Terms and Conditions

- You must bear all your costs in preparing and submitting your information.
- You represent and warrant that all information provided to us is complete and accurate.
- We may rely upon all statements made in your submission.
- We may amend, suspend, cancel and/or re-issue the RFI at any time.
- We may change the RFI (including dates) and will give all respondents a reasonable time to adjust.
- We may meet with any respondent to clarify information.
- We may accept late submissions with the approval of the Chief Executive of Te Māngai Pāho.