



Te Māngai Pāho

REQUEST FOR PROPOSALS

Waiata Tuarea (Multi-song projects)

Round:

1 of 2 / 2024/25

RFP Date:

Tuesday 28 May 2024

Opening Date:

Tuesday 4 June 2024

Closing Date:

Thursday 27 June 2024

Decisions:

Friday 19 July 2024

All queries:

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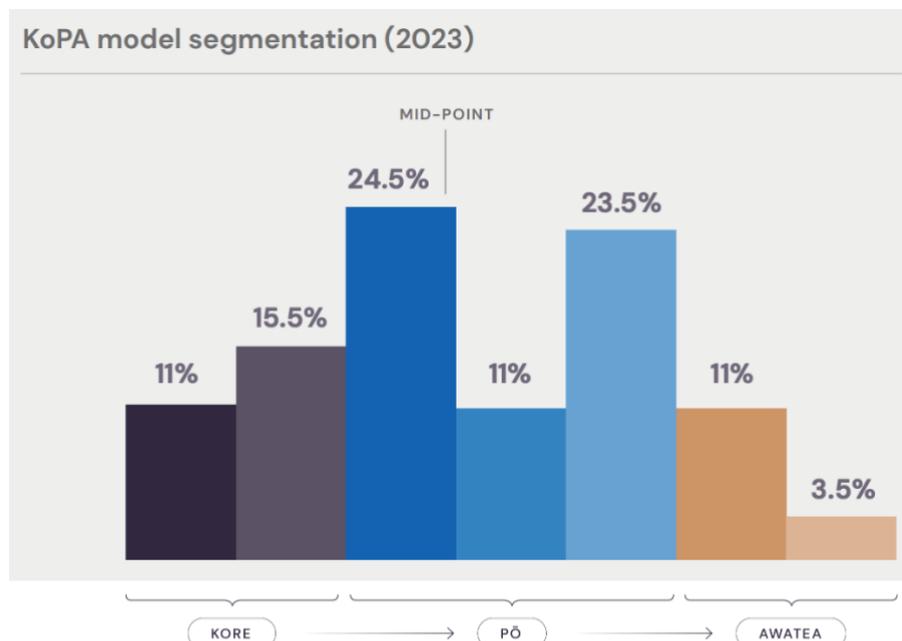
Hei Whakataki Introduction

Through its support of the Māori media sector, Te Māngai Pāho aims to improve the outcomes of the Maihi Karauna, the Crown’s strategy for Māori language revitalisation. This includes ensuring New Zealanders value te reo Māori as an essential part of their national identity.

The Crown’s strategy for Māori language revitalisation has three audacious goals for 2040:

- Goal 1: more than 85% of New Zealanders will value te reo Māori as a key part of national identity;
- Goal 2: more than 1,000,000 New Zealanders will have the ability and confidence to talk about at least basic things in te reo Māori;
- Goal 3: more than 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 investing in content, Te Māngai Pāho seeks to understand the contribution that content will make to the Crown’s strategic goals and right-shifting its target audience. For more information about KoPA, visit: <https://www.tmp.govt.nz/en/about/kopa-personas/>



Te Pūtake Purpose

The purpose of this funding is to support the creation of quality, Waiata Tuarea projects – EPs, albums, multi-song projects – for diverse audiences that will contribute to the normalisation and wellbeing of te reo Māori. Te Māngai Pāho expects to allocate up to \$200,000 (plus GST) but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round.

We invite applicants who wish to apply for production and promotion funding of their waiata to respond to this 2024/25 Waiata Tuarea Round 1 Request For Proposals (RFP).

Waiata Tuarea we are looking to support will be for Aotearoa audiences first and demonstrate a capacity to positively impact New Zealanders' attitudes towards te reo Māori by providing audiences an opportunity to engage with the language in a way that is inclusive and within their reach.

Wātaka Timeline

28 May 2024	RFP Published
4 June 2024	Applications Open
6 June 2024, 11:00am	Online Info Session https://us02web.zoom.us/j/88580394464
27 June 2024, 5:00pm	Applications Close
19 July 2024	Decisions

Te Kaupapa Matua Request for Proposals

You must submit your response to this RFP by completing the appropriate application form in [Te Pūahatanga](#) and attaching recorded demos of the waiata that will appear on the project, each including music and vocals.

Music artists and producers are invited to apply for a funding contribution of up to \$50,000.00 (before taxes) for the **production** and **promotion** of a project of no less than four **waiata reo Māori**.

Experienced applicants

Experienced applicants should demonstrate previous success in music and evidence of their online audience, along with recorded demos of new and unreleased waiata reo Māori (song containing more than 50% te reo Māori).

Novice applicants

Applications from applicants without experience in recording and release should demonstrate an understanding of the steps required to deliver a high quality waiata reo Māori along with recorded demos of new and unreleased waiata reo Māori (song containing more than 50% te reo Māori).

All projects

Each waiata in the project must contain a minimum 50% te reo Māori.

Original music is preferred but covers or waiata containing samples will be accepted if Rights have been cleared and evidence of such is provided with the application.

Identify at least two waiata on the project that will be released as a feature supported by music video assets and promotional activity.

Applicants should already have a distributor through which to release the project on digital music platforms. (e.g. Spotify, Apple Music)

Applicants will have 12 months within which to deliver the project. The timeline you provide should reflect this.

Evidence of applicant and artist's personal commitment to te reo Māori is highly advantageous.

Eligibility

Companies, Trusts, and any other organisation that is legally registered in New Zealand. Individuals (Sole Traders) who are GST registered may also apply.

Ineligible

- Applications from applicants with overdue Te Māngai Pāho contracts.
- Applications received after the closing date and time.
- Applicants registered as an Individual (Sole Trader) that are not GST registered.
- Projects that better fit another funding stream.
- Incomplete applications.

It is the responsibility of the applicant to ensure that they are eligible. Ineligibility will be notified as soon as practically possible however this may be after the closing of a round.

Pukapuka Tono Application

ARTIST EXPERIENCE	
<input type="checkbox"/>	Artist has released a song to digital before. Platform link to song: _____
<input type="checkbox"/>	Artist has had a song playlisted by a NZ radio station before. Station(s), song: _____
<input type="checkbox"/>	Artist has a distribution agreement. The distributor is: _____
<input type="checkbox"/>	Artist has been nominated for a NZ music award before. Awards, year: _____
KEY PERSONNEL	
Mātanga Reo/Pou Tiaki Reo	Name, and up to 5 projects they are credited with
Music Producer or Collaborator	Name, and up to 5 projects they are credited with
Recording Engineer	Name, and up to 5 projects they are credited with
Mastering Engineer	Name, and up to 5 projects they are credited with
Publicist/Promotions	Name, and up to 5 projects they are credited with
CREATIVE	
Project Title	
Recording Artist	
Primary Music Genre	
Te Reo Māori	Fluent 70+% / Receptive 50-70%
Target Age Group	Tamariki / Rangatahi / Pakeke / Kaumātua
No. of Tracks in Project	
Demos Attached	Music and vocals must be demonstrated
Titles of Feature Waiata	
Intended Release Date	
TE REO MĀORI	
Lyric Sheet	Reo Māori lyrics required. Also provide an English explainer or equivalent lyric.

DISTRIBUTION & ARTIST PLATFORMS	
Digital Distributor	
Spotify Artist Link and Monthly Listeners	
Target Radio Stations, Playlists	Platforms you will pitch your song to and how
Facebook Link and Follower Numbers	
Instagram Link and Follower Numbers	
TikTok Link and Follower Numbers	
BUDGET	
Detailed budget	Eligible costs: Mātanga Reo, studio hire, audio engineer, music producer/director, session musicians, mastering, publicity, video and asset creation, photography, video director, cameras, lighting, editing, grading, graphics
Additional Information	
Attachments(s)	Attach a proposal that enhances your application and demonstrates your capability and capacity to produce this waiata (eg. studio bookings, Rights)

Aromatawai Assessment Criteria

Artist, Applicant and Key Personnel (20%)

- Artist – evidence of public profile
- Applicant – evidence of experience, success and capacity to deliver
- Capability – this is the right team to make this waiata
- Te reo Māori – evidence of personal commitment to te reo Māori.

Creative (25%)

- Musical appeal
- Lyrics and vocals are of high quality
- Producer and production will enhance musical idea, meet broadcast standards
- Waiata has potential to right-shift audiences
- Content feels Māori.

Te Reo Māori (20%)

- Te reo Māori – genuine, natural, acceptable use of the language
- Te Whakatakoto – provides good demonstration of the language to learners
- Te Whakahua – natural, in line with community expectation
- Rautaki – clear approach to delivering te reo Māori in waiata.

Distribution & Platform (20%)

- Distribution – evidence of a digital distributor
- Platform – evidence of engaged followers on digital service platform (music)

- Platform – evidence of engaged followers on social media platforms (artist)
- Publicity/Promotion – clear approach to promoting song

Budget and Schedule (15%)

- The budget and proposed timeframe is realistic
- Clear correlation between budget and proposal
- The budget and proposed language outcomes represent good value.

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 submitted applications 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 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 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.