



Te Māngai Pāho

# REQUEST FOR PROPOSALS

## Waiata Reo Māori (Singles)

**Round:**

2 of 2 / 2024-25

**RFP Date:**

Tuesday 25 February 2025

**Opening Date:**

Tuesday 4 March 2025

**Closing Date:**

Thursday 27 March 2025

**Decisions:**

Thursday 17 April 2025

**All queries:**

Ani-Piki Tuari

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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.

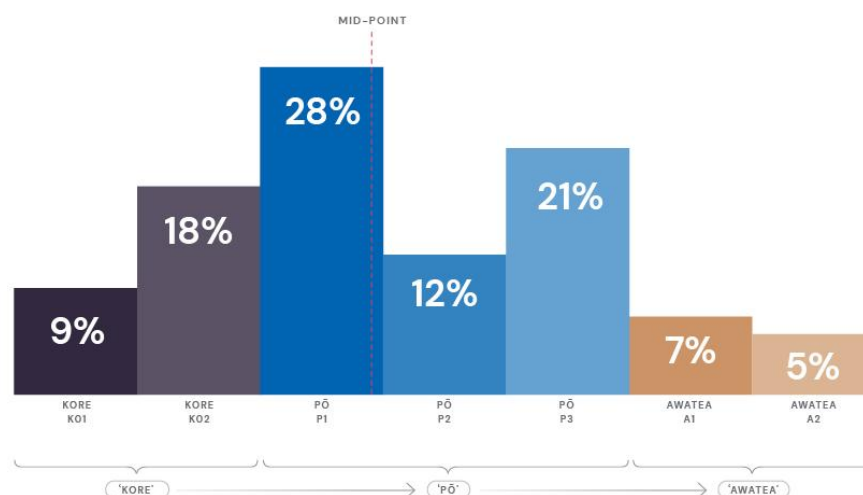
The Crown’s strategy for Māori language revitalisation has three audacious goals for 2040:

- 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/>

KoPA Model Segmentation (2023)

Nielsen CMI KoPA Model 2023<sup>2</sup>



2. Source: Nielsen CMI. Base: Total NZ population, FY Q1 23 to Q4 2023 n = 10,003. Midpoint = 5% points of the top end of P1.

## Te Pūtake Purpose

Music is a wonderful way for audiences to engage with te reo Māori in a way that feels inclusive and within their reach. Proficiency isn't a barrier to enjoyment which makes music's potential to positively impact New Zealanders' attitudes towards te reo Māori such an asset to language revitalisation strategies.

The purpose of this funding is to support the creation of quality waiata reo Māori – single songs containing more than 50% te reo Māori – for diverse audience interests. Songs produced with this funding will contribute to a pipeline of waiata reo Māori for digital music platforming and radio airplay. The content will also 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.

## Wātaka Timeline

Tue 25 Feb 2025	RFP published
Mon 3 Mar 2025, 2:00pm	Online Info Session <a href="https://us02web.zoom.us/j/81058387575?pwd=dKCDbDAKslAzLdynRPq1mk3wlpSKHI.1">https://us02web.zoom.us/j/81058387575?pwd=dKCDbDAKslAzLdynRPq1mk3wlpSKHI.1</a>
Tue 4 Mar 2025	Applications open
Thu 27 Mar 2025, 5:00pm	Applications close
Thurs 17 Apr 2025	Decisions notified

# Te Kaupapa Matua Request for Proposals

Music artists and producers are invited to apply for funding support of \$10,000.00 (before taxes) for the **production** and **promotion** of a single waiata reo Māori. Applications and proposals should demonstrate capacity and capability to produce, deliver and promote a single waiata reo Māori.

Original music is prioritised but covers or waiata containing samples will be considered if Rights have been cleared and evidence of such is provided in the proposal document.

To apply for Waiata Reo Māori funding support, applicants must:

- be a Registered Provider in [Te Pūahatanga](#);
- complete the appropriate application form in [Te Pūahatanga](#);
- supply the information requested in the application form such as lyric sheets and demos (music and vocals) of the waiata that will appear on the project;
- attach a proposal detailing the experience of the artist and project delivery team.

## Mandatory Specifications

1. The waiata must contain a minimum 50% te reo Māori.
2. Applicants must deliver and release the song and complete contract reports within 6 months of contracting.
3. Applicants must also produce publicity assets and release materials to support promotion of the project.

## Expectations of Artist

1. Artist must already have a distributor who can release the project on digital music platforms. (e.g., Spotify, Apple Music)
2. Artists must have a social media profile, or clear publicity or marketing opportunities, to leverage for promotion to audience.

## Eligible Costs

- Te Reo Māori Support – e.g. Mātanga Reo, Pou Tiaki Reo
- Audio Production – e.g. studio hire, music producers, musicians
- Video Production – e.g. video producer, cameras, lights

- Publicity, Promotion, Marketing – e.g. publicist, social media strategist, asset creation, photographer
- Travel from regions to reputable studios in cities (limitations apply)
- Other costs will be considered on a case-by-case basis

### **Eligible to Apply**

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

### **Ineligible Applications**

- Applications from applicants with overdue Te Māngai Pāho contracts
- Applications relating to songs that have previously received funding support
- Applications received after the closing date and time
- Applications that better fit another funding stream
- Applications for waiata containing samples, lyrics or elements that the applicant does not have the proper clearance to use
- 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.

### **First-time Applicants**

If you are new to Te Māngai Pāho, we urge you to take time to understand the context within which we operate. This funding is to produce a single waiata reo Māori that will contribute to revitalisation, normalisation and wellbeing of te reo Māori. Te reo Māori must be at the heart of the music content you intend to produce.

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

# Te 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, Promotion, Marketing Specialist	Name, and up to 5 projects they are credited with
CREATIVE	
Song Title	
Recording Artist	
Music Genre	
Composer(s)	
Te Reo Māori	Fluent 70+% / Receptive 50-70%
Target Age Group	Tamariki / Rangatahi / Pakeke / Kaumātua
Song Demo	Music and reo vocals must be demonstrated
Video Asset	Yes / No
Intended Release Date	
TE REO MĀORI	
Lyric Sheet	Reo Māori lyrics required. Also provide an English explainer or equivalent lyric.
DISTRIBUTION & PLATFORM	
Digital Distributor	
Spotify Artist Link and Monthly Listeners	
Facebook Link and Follower Numbers	
Instagram Link and Follower Numbers	
TikTok Link and Follower Numbers	
Target Radio Stations, Playlists	Platforms you will pitch your song to and how
BUDGET	
Detailed budget	Show all expenses and costs and any other contributions that have already been committed to this project. I.e. from funders, iwi, investors etc.
ADDITIONAL INFORMATION	
Attachments(s)	Attach a proposal that enhances your application and demonstrates your capability and capacity to produce this waiata (eg. music rights agreements)

# 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 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 – sounds 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 (15%)

- The budget 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 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.