



Te Māngai Pāho

**Request for 3 Page
Proposals
Tamariki
Rangatahi 2021/22**

Closes: 5:00pm Friday, 23 April 2021

All queries:

Kaiārahi Hōtaka

Blake Ihimaera

blake@tmp.govt.nz

**Ko te reo
te take!**

Hei Whakataki

Introduction

Te Māngai Pāho funds initiatives that promote te reo Māori and Māori culture, and under Te Ture mō te reo Māori aims to protect te reo Māori as a taonga under Te Tiriti o Waitangi.

Te Māngai Pāho is committed to supporting the Māori media sector and collectively improving the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation, and understand our role in that is to ensure te reo Māori, tikanga Māori and Māori culture is reflected in the media to build greater awareness, appreciation of Māori language, values, practices and views within Aotearoa.

If you are new to our funding application process and would like further guidance on how to apply, your proposal, or have any questions regarding this RFP please feel free to contact blake@tmp.govt.nz

Te Pūtake

Purpose

We are seeking 3 page proposals (Stage 1 of 2) for both:

1. Fluent Māori language content (100% Te reo Māori) made for tamariki
2. Fluent Māori language content (70-100% te reo Māori) OR receptive content (30-70% te reo Māori) made for rangatahi

We hope to serve two distinct target audiences with this funding round, with priority focus given to nohinohi (0-5) and kura tuatahi (5-10 years) in the tamariki space, and rangatahi between 18-30 years as underserved audiences. *Fluent content remains the priority.

Te Māngai Pāho will allocate up to \$4m (*but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round.*) of its 2021/22 contestable funding to support the creation of content for tamariki and rangatahi audiences.

We are seeking 3 page proposals for both rangatahi and tamariki with indicative budgets starting at \$250k per application, we want your best ideas.

This contestable funding opportunity is available to both previously funded, tamariki and rangatahi content with proven audience appeal and innovative new content ideas for mass consumption with priority given to new ideas, unless returning series or initiatives can demonstrate engagement by the target demographic.

Te Kaupapa Matua

Request for Proposals

In general, we are looking for proposals that:

- Align with our funding principles
- Have sought and secured funding or other resources for the project from sources other than Te Māngai Pāho
- State the potential size of the audience likely to benefit from the project to which the proposal relates;
- State the extent to which the intended audience involved has access to services that have as their primary aim the promotion of Maori language and Maori culture;
- Take into account the needs and preferences of children participating in te reo Māori immersion education, and all persons learning te reo Māori.

For Tamariki content we are looking for:

- Innovative, relevant, engaging and genuine use of te reo Māori; kia rekareka, kia auaha te whakamahinga o te reo!
- Proposals that leverage other resources and agencies specific to Tamariki
- Projects with supported educational outcomes will be prioritised
- Innovative ideas that engage tamariki on appropriate platforms

Projects must keep the safety of tamariki as talent, or as content consumers at the forefront. This should be thoroughly thought about in relation to production, marketing, online distribution, and privacy.

For Rangatahi content we are looking for:

- Innovative, relevant, engaging and genuine use of te reo Māori; kia rekareka, kia auaha te whakamahinga o te reo!

- Proposals that have cut through
- Content that is relevant, and reflect their lives
- Proposals that have an understanding on how to reach their target audience
- Innovative ideas that aim to engage rangatahi on multiple platforms
- Applicants who can demonstrate an advanced understanding of social media to lead campaigns for the funded content

Applicants will not require broadcast commitment in the traditional sense – However, those with confirmed support from an established platform as a tool for editorial oversight, distribution and marketing, with the expectation that the content be available for distribution on other unrelated platforms will be prioritised.

Te Whakatakotoranga o Te Tono

Pitch Format for Stage 1

3 page (between 2–5 pages) proposals should be a ‘selling document’ and provide a succinct and compelling description of your initiative so as to hold an assessor’s interest. In particular,

Te Māngai Pāho will be interested in:

- **Why: Purpose**
 - Why you believe your story needs to be told, why the intended audience need this, why this is different to whats currently on offer, why will it be appreciated. The idea.
- **What: Deliverables**
 - Proposed content output deliverables and quantities
 - Indicative budget
 - The envisaged Māori language outcome
- **When: Schedule**
 - Indication on when it will be completed
- **How: Measures**
 - A brief outline of the proposed marketing and distribution strategy
 - If applicable, brief insights into how content has performed for rangatahi audiences previously
- **Who: Key personel in relation to the idea**

Wātaka

Timeline

26 March 2021	RFP Published/ Round Opens
5pm, 23 April 2021	Deadline for stage 1 proposals submitted via the online application system
3 May 2021	Shortlist letters distributed, and successful applicants for full proposals (Stage 2) notified.
28 May 2021	Deadline for full proposals.
11 June 2021	Decision letters distributed.

Te Tono ā-Ipurangi

Applying Online

You must be registered with Te Pūahatanga, the online application system operated by Te Māngai Pāho to submit an application. Only applications submitted through this portal will be considered. You can register at any time and we encourage producers to register well in advance of the funding deadline. Please have your full proposal ready to upload when you submit your application. Applicants will not be able to submit proposals until all the required fields have been completed, so please do not leave completion of your application to the last minute.

You can 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