



**Te Māngai Pāho**

# Request for Proposals

## General Funding Round 2

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Stage 1 proposals  
Closing Date: 5:00pm  
Friday 8 October 2021

Deadline for full proposals  
Closing Date: 5:00pm  
Tuesday 26 October 2021

All Queries:  
Blake Ihimaera  
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DDI: (04) 915-0700

**Ko te reo te take!**

# Hei Whakataki

## Introduction

E whakaaro nui ana ki te rāngai pāpāho Māori i tēnei noho taratahi me te mihi nui ki a koutou e whakapeto ngoi tonu ana kia puta ai ngā hōtaka hei painga mō te katoa.

Te Māngai Pāho funds content for distribution on multiple platforms that promotes 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.

The media plays an important role in shaping our future generations, our contribution and strategic aim is to indigenise and influence Aotearoa's media landscape through the use of te reo Māori across all platforms.

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. Our role in that is to ensure te reo Māori, tikanga Māori and Māori culture are reflected in the media to build greater awareness, appreciation of te reo Māori, values, practices and views within Aotearoa.

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

- Goal 1: Eighty-five per cent of New Zealanders (or more) will value te reo Māori as a key part of national identity;
- Goal 2: One million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori;
- Goal 3: One hundred and fifty thousand Māori aged 15 and over will use te reo Māori as much as English by 2040.

All content initiatives in response to this RFP should contribute to achieving these goals.

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](mailto:blake@tmp.govt.nz).

# Te Pūtake

## Purpose

Te Māngai Pāho seeks 3–page proposals (Stage 1 of 2) for the creation of both:

- Receptive (30–70%) and/or
- Fluent (70–100%)

te reo Māori content for general audiences to distribute via established platforms, or platforms that have an established audience relevant to the idea. Whether your idea is receptive or fluent, we are looking for ideas that strongly convey a Māori worldview – content that highlights the beauty of our people and language on screen.

# Te Kaupapa Matua

## Request for Proposals

This contestable funding opportunity will support quality factual scripted content made for diverse digital platforms including linear television, OnDemand and online viewing. Both new and returning series are eligible to apply, however we encourage producers with new ideas, fresh voices, and Māori content that is currently missing from our screens to apply.

**Te Māngai Pāho is prepared to allocate up to \$7.5m (plus GST) of funding but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round. Of its annual content budget Te Māngai Pāho expects to spend 60% on fluent content and 40% on receptive content.**

### What we are looking for:

- Fluent content proposals are our priority.
- Innovative opportunities for the promotion of te reo Māori and tikanga Māori.
- Companies that demonstrate a commitment to te reo Māori and tikanga Māori.
- Capacity building opportunities for the sector.
- Pou tiaki reo is involved throughout ideation and will provide meaningful consultation throughout project.
- Innovative, relevant, engaging use of te reo Māori throughout; kia rekareka, kia auaha te whakamahinga o te reo!
- On screen te reo Māori goals should be identified at stage 1.
- Applicants with multi–platform support, and an established social media audience will have an advantage.
- Evidence of platform co–investment and third–party marketing support is encouraged and will also be an advantage.
- Proposals that leverage other resources and agencies specific to the idea will be prioritised.
- A limit of two proposals per production company.

Te Māngai Pāho does not intend to fund Apps or Platforms through this funding initiative.

# Te Whakatakotoranga o Te Tono

## Pitch Format for Stage 1

In Stage 1 we are looking for a short pitch document for your content idea (including a brief treatment, tone, indicative budget and TX date, key talent) with a te reo Māori strategy that will highlight the language goals the programme hopes to achieve (no more than 5 pages total). The pitch document should be a 'selling document' and provide a succinct and compelling description of your initiative to engage and hold the interest of an assessor. Any material in excess of five pages will not be considered.

## Assessment Criteria

### for Stage 1

#### **The Applicant (15%)**

- Experience and capability of the Applicant
- The Applicant's commitment to te reo Māori and tikanga Māori
- Capacity building

#### **Quality of Concept (30%)**

- Innovative and appealing quality Māori centric idea
- Regional focus

#### **Te reo Māori, Tikanga Māori (30%)**

- Clear plan on how te reo Māori will be used in the funded content (Subtitles, on screen use of te reo Māori, pronunciation, scripts)
- Pou tiaki reo involved

#### **Distribution and Marketing (20%)**

- Marketing and promotional plan to reach audience
- Platform support
- Established social media audience

#### **Potential for Impact (5%)**

- Potential Impact on te reo Māori and tikanga Māori uptake and understanding
- Potential to reach the stated target audience.

## Wātaka

### Timeline

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20 September 2021	RFP published/Round opens.
5:00pm, Friday 8 October 2021	Deadline for stage 1 proposals submitted via the online application system.
Friday 15 October 2021	Decision letters distributed, and successful shortlist for full proposals (Stage 2) notified.
Tuesday 26 October 2021	Deadline for full proposals.
Friday 12 November 2021	Decision letters distributed.

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If a proposal is received after 5:00pm on the closing date it may not be considered in this round. However, Te Māngai Pāho reserves the right to extend the period allowed for submission of proposals at its sole discretion. Our current policy is that extensions may only be granted by the Chief Executive of Te Māngai Pāho.

## Te Tono ā-Ipurangi

### Applying Online

You must be registered with Te Pūahatanga, the online application system operated by Te Māngai Pāho, to apply. 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

By submitting a proposal, the respondent agrees to all Te Māngai Pāho terms and conditions as set out in this RFP.

- 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 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.