



Te Māngai Pāho

Request for Proposals

Innovation Round

—
Stage 1 proposals
Closing Date: 5:00pm
Monday 8 November 2021

All Queries:
Blake Ihimaera
Email: blake@tmp.govt.nz
DDI: (04) 915-0700

Ko te reo te take!

Hei Whakataki

Introduction

Te Māngai Pāho funds content for diverse platforms that promotes te reo Māori and Māori culture as a taonga under Te Tiriti o Waitangi.

Our role is to ensure te reo Māori, tikanga Māori and Māori culture is reflected in the media. We work to build a greater awareness and appreciation of te reo Māori, Māori values and practices across 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.

Te Pūtake

Purpose

Te Māngai Pāho seeks 3-5-page proposals (Stage 1 of 2) for the creation of

- Receptive (30-70%) Māori content; and/or
- Fluent (70-100%) Māori content

To inform, entertain and engage specific target audiences.

Te Kaupapa Matua

Request for Proposals

Te Māngai Pāho is seeking innovative and new approaches to engage audiences, with a focus on rangatahi Māori and te reo Māori content. We appreciate the impact Covid-19 has had on our content

creators, and, with this contestable funding opportunity will look to support proposals that demonstrate the willingness and capacity to challenge traditional approaches to content creation.

New, innovative and experimental projects will be preferred. We will look to experiment with multiple ideas, including pilots, rather than spend the limited funding on one or two ideas.

Te Māngai Pāho is prepared to allocate up to \$1.5m (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 (70-100%) and 40% on receptive content (30-70%).

What we are looking for:

- Fluent content proposals are a priority.
- Innovative and original content to promote te reo Māori and tikanga Māori.
- A rangatahi focus.
- Speed to market – understanding the impacts of Covid-19, we will aim to support content creators who can demonstrate a strategy and capacity to deliver the content in a timely manner.
- Companies that demonstrate a commitment to te reo Māori and tikanga Māori
- Innovative, relevant, engaging use of te reo Māori throughout; kia rekareka, kia auaha te whakamahinga o te reo!

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 innovative content idea (including a brief treatment, tone, indicative budget, key talent and proposed platform) with a te reo Māori strategy that will highlight the language goals the proposed idea 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

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

Quality of Concept

- Innovative and appealing quality Māori centric idea

- Speed to market
- Originality of idea

Te reo Māori, tikanga Māori

- 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

- Marketing and promotional plan
- Multi-platform support
- Established social media audience
- Potential to reach the stated target audience

Potential for Impact

- Potential impact on te reo Māori and tikanga Māori uptake and understanding
- Innovative approach

Wātaka

Timeline

Monday 18 October 2021	RFP Published.
Monday 1 November 2021	Round opens via the online application system.
5:00pm Monday 8 November 2021	Deadline for stage 1 proposals submitted via the online application system.
Thursday 18 November 2021	Decision letters distributed, and successful shortlist for full proposals (Stage 2) notified.
5:00pm Monday 29 November 2021	Deadline for full proposals
Friday 10 December 2021	Decision letters distributed.

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 must 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.