



Te Māngai Pāho

Request for Expressions of Interest

Te Wiki o te Reo Māori

—
Round One –
Closing Date: 5:00pm
Friday 25 March 2022

All Queries:
Blake Ihimaera
Pou Ārahi Kaupapa – Head of Content
Email: blake@tmp.govt.nz

Ko te reo te take!

Request for Expressions of Interest – Te Wiki o te Reo Māori

Te Māngai Pāho invites content creators and platforms to contribute to the promotion of te reo Māori and the impact of Te Wiki o te Reo Māori by submitting innovative new content ideas for consideration in this funding round.

Hei Whakataki

Te Māngai Pāho will run an EOI/Tender process – the EOI will be a two-stage process. Following assessment of initial proposals, Te Māngai Pāho will identify a shortlist of no more than three respondents to proceed to the next stage.

The tender process will be open to Te Māngai Pāho registered providers who have the capacity and skill to deliver innovative ideas.

Te Māngai Pāho funds for broadcast and distribution, content 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. Our aim with the content we fund is to indigenise the content consumption of Aotearoa audiences.

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 is 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 EOI should be designed to contribute to achieving these goals.

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Te Pūtake

Purpose

It is quite evident that support for te reo Māori has grown significantly in the last five years. Te Wiki o te Reo Māori and initiatives that Te Māngai Pāho has previously funded have contributed to that growth. Te Māngai Pāho and other Māori language agencies are committed to building on the current momentum.

This EOI is seeking innovative new ideas to promote te reo Māori to a wide audience. The primary focus is to strengthen the engagement of wider Aotearoa and so initiatives that target a broad receptive audience will be preferred. The potential reach of the initiative will be an important selling point and those initiatives that have multi-platform support or opportunities will have an advantage.

Te Kaupapa

Te Māngai Pāho is prepared to allocate up to \$300,000.00 (plus GST) of funding for this project.

Funding will be contracted and paid in instalments to the successful applicant by way of milestone deliverables in accordance with Te Māngai Pāho's standard funding processes.

Applicants with platforms support will be prioritised. The expectation is that the content will also be available for distribution on other unrelated platforms.

What we are looking for:

- Companies that demonstrate a commitment to te reo Māori and tikanga Māori.
- Innovative new ideas that will appeal to a wide audience.
- Pou tiaki reo engagement throughout both the ideation and delivery of the project.
- Innovative, relevant, engaging use of te reo Māori throughout; kia rekareka, kia auaha te whakamahinga o te reo!
- Applicants with multi-platform support, and an established social media audience will have an advantage
- Evidence of platform co-investment and/or third-party marketing support is encouraged and will also be an advantage.
- Proposals that successfully leverage other resources and agencies specific to the idea will be preferred.

Assessment Criteria

The Applicant (25%)

- Innovative production team with a commitment and understanding of the kaupapa.

Concept (25%)

- Genuinely innovative concept with wide appeal.
- Capable of being achieved in the timeframe.

Te Reo me ngā Tikanga Māori (25%)

- Te reo and tikanga Māori are evident in the proposal.
- Pou tiaki reo attached.

Marketing and Distribution (25%)

- Innovative marketing strategy with confirmed platform(s) and/or sponsor support.
- Broad audience appeal.

Wātaka

Timeline

4 February 2022	EOI Published
9 February 2022	Round opens via Te Pūahatanga
5:00pm 25 March 2022	Deadline for full proposals submitted via Te Pūahatanga
8 April 2022	Round One 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 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.