



**Te Māngai Pāho**

# **Request for Proposals**

## **Innovative Content for Emerging Platforms**

Deadline for full proposals  
Closing Date: 5:00pm, Friday 14 October 2022

**All queries:**

Pou – Ārahi Kaupapa  
Blake Ihimaera  
[blake@tmp.govt.nz](mailto:blake@tmp.govt.nz)

**Ko te reo  
te take!**

# Hei Whakataki

## Introduction

Te Māngai Pāho funds content for broadcast and online distribution 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.

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 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 perspectives within Aotearoa.

The Crown's strategy for Māori language revitalisation has three audacious goals to achieve 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 for the creation of:

- Te Pō/ Receptive (30 - 70% te reo Māori)
- Awatea/ Fluent (70% - 100% te reo Māori)

Content and campaigns for Aotearoa audiences to distribute via new and emerging platforms with marketing and distribution support, or platforms that have an established audience with a distribution plan attached.

We are looking to fund innovative content and genres we haven't yet explored across multiple platforms that champion te reo and tikanga Māori, that use te reo and tikanga Māori in innovative, accesible ways on screen to help change attitudes and behaviours across Aotearoa.

The assessment criteria will prioritise:

- te reo Māori content proposals or those that articulate genuine Māori perspectives to create impact;
- content and genres not currently funded by Te Māngai Pāho; and
- registered providers who have the capacity to deliver content in the next year.

This contestable funding opportunity is available for innovative content ideas for distribution via diverse platforms.

This round is available to fund content for all audiences including tamariki and rangatahi.

Te Māngai Pāho is prepared to allocate up to \$3m (plus GST) of funding but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round.

- Applicants with platform support, and or content sharing agreements with platforms that have established audiences will have an advantage.

- The expectation is that each application has a primary and secondary platform for the content and that it be available for distribution on other unrelated platforms.
- We expect all funded projects to provide data and analytics to help measure the significant contribution we make for te reo Māori as a sector.
- All content will also be made available to Whakaata Māori following any exclusivity period, should Whakaata Māori not be either of the primary or secondary.
- Evidence of platform co-investment, marketing support relevant and specific to the idea is encouraged and will be an advantage.
- Proposals that leverage other resources (waiata reo Māori etc.) and agencies for better promotion of the te reo Māori outcomes will also have an advantage.
- A limit of two proposals per production company.

## **Te Kaupapa Matua**

### Request for Proposals

**We are looking for proposals that champion te reo Māori and our criteria:**

- Content proposals are submitted by companies who have a commitment to reo Māori themselves.
- An appropriate Pou Tiaki Reo is involved throughout ideation and has expertise specific to the proposal that will provide meaningful consultation throughout the project.
- Clearly identify the audience the Māori content is being produced for.
- A clear description of how the content reo outcomes will be achieved, including the processes for ensuring quality and accessibility.
- Innovative, relevant and genuine use of te reo Māori or Māori perspective throughout.
- New and innovative platforms for distribution are being explored with an expectation that the content reaches audiences.
- That provide access to data to enable Te Māngai Pāho to evaluate the effectiveness of the investment

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

# Te Whakatakotoranga o Te Tono

## Format for Full Proposals

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:

- Te reo Māori strategy
- Treatment, style and tone
- Key personnel
- Full budget
- Full schedule
- Platform/broadcasting partner commitment
- Commitment to capacity building
- Marketing and distribution strategy
- Confirm that the team will adhere to ethical and professional standards
- Confirm how the applicant will provide Te Māngai Pāho with access to data as required

## Assessment Criteria

### 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 (25%)

- Innovative and appealing quality Māori centric idea

### Te reo Māori, tikanga Māori (25%)

- 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 are involved

### Distribution and Marketing (25%)

- Marketing and promotional plan to reach audience
- Platform support

### Potential for Impact (10%)

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

## Wātaka

### Timeline

1 September 2022	Round opens
5pm, Friday 14 October 2022	Deadline for full proposals.
18 November 2022	Decision letters distributed.

Te Māngai Pāho reserves the right to vary any of the above dates as it deems necessary. Appropriate notice will be given to Applicants if dates change.

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 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