



Te Māngai Pāho

Request for Proposals

2024/25 Tamariki Rangatahi

RFP: Tūrei 16 o Āperira 2024

Open: Tūrei 23 o Āperira 2024

Close: 5:00pm Tāite 16 o Mei 2024

Decisions: Paraire 21 o Hune 2024

All queries:

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**Ko te reo
te take!**

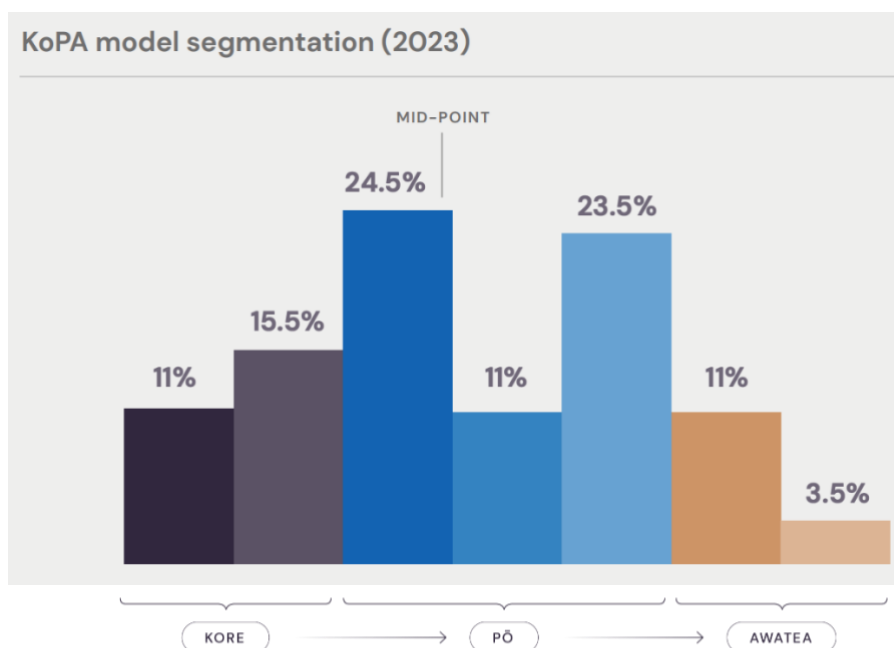
Hei Whakataki Introduction

Through its support of the Māori media sector, Te Māngai Pāho aims to improve the outcomes of the Maihi Karauna, the Crown’s strategy for Māori language revitalisation. This includes ensuring New Zealanders value te reo Māori as an essential part of their national identity.

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

- **Goal 1: more than** 85% of New Zealanders will value te reo Māori as a key part of national identity;
- **Goal 2: more than** 1,000,000 New Zealanders will have the ability and confidence to talk about at least basic things in te reo Māori;
- **Goal 3: more than** 150,000 Māori aged 15 and over will use te reo Māori as much as English by 2040.

In support of these goals, Te Māngai Pāho measures New Zealanders’ attitudes toward te reo Māori with the KoPA model; an adaptation of the theoretical ZePA model developed by Professor Rawinia Higgins and Dr. Poia Rewi. Attitudes are segmented into three core categories: kore (zero); pō (passive) and awatea (active). The goal is to ‘right-shift’ the population along the continuum, into awatea. When investing in content, Te Māngai Pāho seeks to understand the contribution that content will make to the Crown’s strategic goals and right-shifting its target audience. For more information about KoPA, visit: <https://www.tmp.govt.nz/en/about/kopa-personas/>



Te Pūtake Purpose

The purpose of this targeted audience funding is to support the creation of quality, reo Māori content that will contribute to the normalisation and wellbeing of te reo Māori through a Tamariki or Rangatahi audience. Participation in te reo Māori by this age demographic is a critical piece in reo Māori revitalisation and retention strategies. We are seeking content ideas that are relatable, age-appropriate, support learning, and provide immersive engagement with te reo Māori.

Te Māngai Pāho expects to allocate up to \$5,000,000 (plus GST) but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round. In 2024/25 the Tamariki Rangatahi funding round will be a one stage application process only.

Applicants and producers who apply to this round are reminded to keep the safety and wellbeing of tamariki and rangatahi at the forefront of their mind – both the talent in the production as well as the viewing audience.

He Tono Kaupapa Request for Proposals (RFP)

You must submit your response to this RFP by completing the appropriate application form in Te Pūahatanga, and attaching a full-length proposal document.

The full-length proposal should provide as much detail as possible about each facet of the project. While there is no limit on the number of pages that we will accept, for the benefit of clarity and assessment we expect applicants to be discerning about the volume of their proposals.

We expect this funding round to be heavily oversubscribed therefore applicants will be limited to a maximum of two proposals each.

If you are new to Te Māngai Pāho, we urge you to take time to understand the context within which we operate. Displaying understanding of the following information in your response to this RFP will be beneficial.

CONTENT

Reo Māori Content

Reo Māori Content is content containing te reo Māori of more than 30% that has been tailored to reach one of two categories of reo Māori content audiences: Receptive and Fluent.

Receptive audiences are represented as 'Pō' or 'P' in the KoPA model. They are receptive to reo Māori content and while they have some comprehension, they may not be comfortable in the language for long periods of time. Content for Receptive audiences must contain between 30% and 70% te reo Māori.

Fluent audiences are represented as 'Awatea' or 'A' in the KoPA model. They are active reo speakers with a range of language comprehension and experience. Content for Fluent audiences must contain more than 70% te reo Māori.

Tamariki Content

Funding for Tamariki content is available for age-appropriate content that contains 100% te reo Māori for Fluent audiences. Themes that support learning and growth are encouraged.

Rangatahi Content

Funding for Rangatahi content is available for age-appropriate content that contains 70–100% te reo Māori for Fluent audiences. Themes should be relevant to rangatahi and reflect a world that is appealing to them. Themed contexts that demonstrate a Māori worldview and genuine use of te reo Māori will stand out.

All Content

Your application should demonstrate that your project is ready to go into production. Confirmation of key personnel availability; a broadcast or platform commitment; and a realistic production schedule will support this.

Present a rautaki or mahere reo and details of people and resources that will aid producers to ensure genuine and appropriate (formal or colloquial, age-appropriate) use of te reo Māori on screen.

Provide a promotion and marketing plan to illustrate your vision beyond production for this project. Offer as much detail as possible about the tactics you will employ to bring attention and audience to this content.

A full and practical budget for your project is essential. We support fair pay and equity, and a budget that provides for intelligent use of local music. We also welcome wise use of resources and good value. Please identify all related-party costs. Production Company Overheads (PCO) may not exceed 10% of below the line costs. Contingency may be factored in but the aggregate of Contingency and PCO should not exceed 15% of the below the line costs.

We encourage the provision of data to support rationale, including previous series audience insights and market knowledge.

If your project has potential collateral benefits for te reo Māori or the content creation sector, you are encouraged to make it known. While not a priority, areas of leverage may be advantageous.

Should your project go on to receive funding, we expect to receive access to data and analytics to enable effective evaluation of the investment and its KoPA impact.

PLATFORMS

Eligible Platforms

2024/25 Tamariki Rangatahi content must be supported by a local, free-to-air or digital platform with evidence of an established and engaged tamariki or rangatahi audience.

Television – linear and digital on demand

- Whakaata Māori, Māori+
- TVNZ 1, TVNZ 2, TVNZ +, TVNZ Duke
- Three, ThreeNow
- Sky Open, SkyGo
- Others will be considered at the request of the platform

If your idea is for free-to-air television, linear or on demand, you should have a clear indication of support from a local platform, confirmed by a letter of support. Contact the platform to find out how to receive their endorsement.

Returning Tamariki Rangatahi series for television platforms are welcome. Pitches should discuss new series innovations and be supported by data and evidence of an engaged audience.

New series for television platforms are also welcome. Pitches should be for new ideas with a fresh perspective. The platform support should clearly indicate where the content will fit in their content strategy.

Note: should your project go on to receive funding from 2024/25 Tamariki Rangatahi, the content you make will be made available to Whakaata Māori following a short period of exclusivity for your primary platform.

Iwi Radio and Podcast Platforms

- Any or all of the 21 iwi radio stations funded by Te Māngai Pāho
- Digital podcast platforms will be considered case by case

Quality, reo Māori, age-appropriate content ideas for iwi radio and established podcast platforms are welcome. Content ideas must have some level of support from multiple iwi radio stations, confirmed by letters of support.

Digital – local media and social media platforms

- RNZ
- Mediaworks
- NZME
- Spinoff
- Stuff
- Others, and social media platforms, will be considered at the request of the platform

Compelling reo Māori content ideas for a local digital media platform that are free to access and can provide evidence of an established and highly engaged audience will be considered.

Content ideas will need to be supported by a convincing strategy for reaching and engaging audiences.

While social media is not technically a local platform, we will accept platforming on locally managed social media pages and profiles with evidence of an established and highly engaged audience.

A letter of support from the platform will enhance an application.

Ineligible Platforms

Content for interactive platforms including learning, games and apps will not be considered for funding in this round.

Te Tono Pitch Format

Your proposal should provide a detailed and compelling description of your idea. Your proposal should follow this format:

Applicant and Key Personnel

- A kōrero about the company and confirmation of key personnel
- Your capacity and availability to produce this content in a timely manner
- Why your team is the right team to create this content

Creative

- Synopsis – brief overview of the content
- Treatment and tone including how the content will reflect a Māori worldview and appeal to a Tamariki or Rangatahi target audience
- Audience – clearly identified target audience including alignment with the KoPA categories
- Insights – how content has previously performed (returning series); or evidence of an audience for this type of content (new series)
- Scripted content – developed scripts, characters, story arcs
- Factual content – research; relevance and alignment to target audience

Te Reo Māori

- Rautaki reo – a detailed approach and plan for delivering te reo Māori outcomes

Platform, Distribution and Marketing

- Platform – broadcast commitment or updated letter of support
- Digital-first – evidence of an established platform with engaged followers
- Detailed promotion and marketing plan

Budget and Schedule

- Full and detailed budget
- Detailed production schedule

He Wā Kōrerorero Information Session

Te Māngai Pāho staff will provide an opportunity for RFP applicants to attend an online information session on Tuesday 30 April 2024 at 11:00am. The purpose of this session will be to provide information about the process and funding criteria and answer any questions applicants may have. The link to register for the session is here:

<https://us02web.zoom.us/meeting/register/tZAsceCgrjwuG9TTvTkIzKncSB46Z6SEsrYp#/registration>

Aromatawai Assessment Criteria and Process

Applicant and Key Personnel (20%)

- Production – experience, success and capacity to deliver
- Capability – is this the right team to make this content?
- Te reo Māori – evidence of commitment to te reo Māori
- Kaitiaki – appropriate to create content in te reo Māori

Creative (20%)

- Treatment – will enhance creative proposition
- Māori worldview – is evident throughout
- Audience – evidence of an existing audience or ability to leverage an audience; clear on the project’s target audience.
- (Tamariki) Age-appropriate, supports and promotes learning
- (Rangatahi) Age-appropriate, is relatable to their lived experience

Te Reo Māori (25%)

- Rautaki reo – clear approach to delivering reo on screen for a Fluent audience
- Poutiaki Reo/Tikanga – meaningful consultation from ideation through to completion
- Te reo Māori – genuine, natural use of the language
- Tikanga Māori – appears normally, effortlessly
- Kaupapa Māori – content feels Māori in every way.

Platform, Distribution and Marketing (20%)

- Platform– letter of support and
- Digital – evidence of an established platform with engaged followers
- Distribution – clear plan to deliver within an appropriate timeframe
- Marketing – marketing and promotional plan to reach audience.

Budget and Schedule (15%)

- The budget and proposed timeframe is realistic for the proposal
- Clear correlation between budget and proposal
- The budget and proposed language outcomes represent good value.

The assessment panel will hold an assessment hui to discuss the scoring of proposals, agree on whether any scores require moderation, rank the proposals according to their scores and agree on which proposals should be recommended to receive offers of funding (including whether any proposals should be recommended subject to conditions).

When considering which proposals to recommend for offers of funding, the assessment panel will be guided by the ranking of proposals but may depart from this as it considers necessary, for example to address funding priorities or avoid duplication of content.

The assessment panel's recommendations are then provided to the Te Māngai Pāho Board, which will meet to discuss the recommendations and decide which proposals are to receive an offer of funding and whether conditions should be imposed on any offers. The Board is the decision maker and its decisions may differ from the assessment panel's recommendations.

The final decisions will then be notified to each applicant.

Wātaka Timeline

16 Apr 2024	RFP Published
23 Apr 2024	Applications Open
30 Apr 2024, 11:00am	Online Info Session https://us02web.zoom.us/meeting/register/tZAsceCgrjwuG9TTvTkzKncSB46Z6SEsrYp#/registration
16 May 2024, 5:00pm	Applications Close
21 Jun 2024	Decisions Notified

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.

Late submissions and deadline extensions are at the sole discretion of the **Chief Executive of Te Māngai Pāho**.

Te Tono ā-Ipurangi Applying Online

To apply, you must first register in Te Pūahatanga, the online application system operated by Te Māngai Pāho. Registrations can take up to three days to process so we encourage producers to register well in advance of the funding deadline. Applicants will not be able to submit applications until all required fields are completed. You can save your application at any time throughout the process and come back to edit right up to the deadline. Only applications submitted in Te Pūahatanga will be assessed.

Ngā Tikanga me ngā Herenga

Reserved Rights and Terms and Conditions

- 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.