



Tuhia te hā o te reo Māori ki te rangi

Te Māngai Pāho

**Māori Music
Funding –
Tracks and
Videos**

Financial Year 2016/17

**Closing Date: 5:00 pm
Friday 28 April 2017**

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Email: carl@tmp.govt.nz**

Te Māngai Pāho
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WELLINGTON

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1. OVERVIEW

This Request for Proposals (RFP) invites online applications for funding of **Māori music (tracks and videos)** in all genres which contain a **minimum of 70% te reo Māori content**.

In this funding round, a total **allocation of up to \$680,000 is available**. It is the intention of Te Māngai Pāho to fund:

- **up to 125 music tracks at \$4,000 per track; and**
- **up to 30 music videos at \$6,000 per video.**

However, Te Māngai Pāho reserves the right to vary the number of music tracks and music videos funded should it be necessary.

The **Māori music** (tracks and videos) **should**:

- **be suitable for peak listening audiences on iwi radio;**
- **be of a high quality production (both quality of te reo Māori and music production);**
- **aim to grow the interest and appeal of the Māori language and culture (*'right-shifting'* a target audience);**
- **promote a Māori world view; and**
- **assist the promotion of the Māori language and Māori culture.**

Registered Provider

To apply for funding, applicants will need to become a **Registered Provider** through our online funding management system, Te Pūahatanga.

Applicants will need to provide some detailed information, references and documentation to enable Te Māngai Pāho to conduct a risk analysis and management assessment about you and your organisation. To register go to: <http://funding.tmp.govt.nz/>

Once confirmed as a registered provider, you'll be able to gain access to the online application process.

For existing registered providers, we recommend that you review both your online details and the documentation you have provided to ensure it is current.

Deadline for Online Applications

The **deadline** for the online applications is **5.00 pm, Friday 28 April 2017**.

The assessment panel's recommendations will be presented in to the Board of Te Māngai Pāho on 8th June 2017 with notification of the Board decisions being available on 9th June 2017.

2. APPLICATION PROCESS

Online Application Process

Applications for Māori music are assessed by individual tracks or videos. If you intend to seek funding for more than one track or video, you will need to complete the online application for each track or video.

The Te Reo Māori Consultant, Māori Language Plan and project's support towards Te Māngai Pāho's key objectives and goals are important components of the application.

To gain a clearer understanding about Te Māngai Pāho's strategic vision and obligations, refer to Section 6 – Background, pages 8-10.

It is also important that all copyrights, permissions and/or written agreements in respect of the material to be used for the production of the track or video (e.g. lyrical, musical or visual content) are obtained.

Note: If your application is successful, confirmation that all requisite copyright clearances have been obtained will be a pre-requisite to any drawdown of Te Māngai Pāho funding.

Like the registered provider process, applicants will need to supply references and upload documentation as part of the online application process. A brief overview of some of the items to be supplied are highlighted below:

Māori Music Track Application:

- audio recording (demo) of the track;
- lyric sheet of the track;
- summarised CV's of each production team member (including the artist(s) on the track);
- production budget; and
- Māori language plan.

Māori Music Video Application:

- audio recording of the track;
- lyric sheet for the track;
- synopsis of the video treatment and overview of the video potential;
- summarised CV's of each production team member (including the artist(s) on the track);
- production budget; and
- Māori language plan.

Additional information about the process can also be found on the Te Māngai Pāho website: www.tmp.govt.nz.

3. ASSESSMENT PROCESS

Weightings Criteria

The panel uses the following weightings system to ensure that a full range of criteria are considered:

(a) Capacity of the Applicant (20%)

- experience and capability of the applicant;
- quality of financial information;
- commitment to TMP statutory objectives and language revitalisation strategies; and
- commitment to capacity building;

(b) Quality of Music (40%)

- original Māori centric concept;
- 'audio recording' shows a capacity to realise the concept in an appealing way; and
- appealing to a specific target audience;

(c) Promotion of Māori Language and Māori Culture Revitalisation Outcomes (20%)

- innovative Māori language plan that has clearly defined language and tikanga objectives with a commitment to impact reporting;
- a clearly defined audience for '*right-shifting*';
- quality of Māori language; and
- ko ngā tikanga kia tautokongia – embraces tikanga Māori.

(d) Artist and Production Team (20%)

- artist(s) has strong audience appeal and presence;
- quality of Māori language sung by the artist(s); and
- production team have appropriate experience and capability.

Assessment Panel

An assessment panel comprised of independent te reo Māori consultants, industry practitioners and Te Māngai Pāho management, together with representatives of the iwi radio network will assess the applications.

4. QUERIES AND CHANGES TO TIMETABLE

Queries

Any queries in relation to this RFP document are to be submitted in writing to:

Email: carl@tmp.govt.nz

Physical Address: Carl Goldsmith – Radio Manager
Te Māngai Pāho
Level 2, Te Puni Kōkiri House
143 Lambton Quay
WELLINGTON 6011

Postal Address: Carl Goldsmith – Radio Manager
Te Māngai Pāho
PO Box 10 004
WELLINGTON 6143

Periodically, questions and answers arising from queries by applicants relating to our RFP process which Te Māngai Pāho considers may be of interest or relevance to others will be posted on the Te Māngai Pāho website www.tmp.govt.nz and Te Māngai Pāho reserves the right to do so, up until the application deadline.

Changes to Timetable

From time to time it may be necessary to vary the published dates of an RFP and Te Māngai Pāho reserves the right to vary any or all of the dates for this RFP as it deems necessary or appropriate.

Te Māngai Pāho reserves the right to extend the period allowed for submission of proposals at its sole discretion. However, once the funding round is closed applicants will no longer be able to access the online Application Form. Our policy is that extensions may only be granted by the Chief Executive of Te Māngai Pāho and this discretion will be exercised sparingly.

Please note that Te Māngai Pāho will no longer accept hard copies of proposals or proposals emailed as attachments.

5. CONTRACT NEGOTIATION

All successful applicants will be required to enter into a formal funding agreement with Te Māngai Pāho.

The funding agreement will outline the terms and conditions of the funding and certain contractual requirements may need to be met by the producer prior to implementation of the contract.

Te Māngai Pāho is under no legal obligation to provide funding until the agreement has been signed by both parties (TMP and the applicant). Payment will only be made in accordance with the terms in the funding agreement.

It is recommended that successful applicants do not begin any work on the music project until the funding agreement has been signed and fully executed.

Successful applicants will be responsible for obtaining all clearances/declarations before signing the funding agreement:

- Covenants and copyrights of the track and other necessary material and authorities in relation to the music project have been obtained; and
- Written agreements have been implemented (with production team, artist(s) and/or service providers).

A brief overview of what the formal funding agreement will cover is highlighted below:

- Accountability for use of funds, including production and financial reporting.
- Delivery requirements (including archiving arrangements) and compliance with the original proposal.
- The rights of Te Māngai Pāho in the event of contract default.
- A requirement that suitable acknowledgement of Te Māngai Pāho be included in any publicity material.
- Te reo Māori monitoring and evaluation requirements.
- An undertaking relating to the technical standards of the project.
- Reporting requirements.

6. BACKGROUND

Te Māngai Pāho Role and Purpose

Te Māngai Pāho is a Māori language agency operating in the broadcast sector. Te Māngai Pāho's purpose is to promote Māori language and Māori culture. The Māori language is currently somewhere between definitely endangered and severely endangered¹. As a result, this purpose is perhaps better expressed as an imperative to revitalize the Māori language and culture.

The primary levers that Te Māngai Pāho can use to pursue this revitalisation are to make funds available for broadcasting, producing programmes for broadcasting and archiving programmes. Te Māngai Pāho also makes funds available for transmitting on demand, producing content for transmitting on demand and archiving content. In practice, this has translated to providing funding for Māori language programmes, Māori culture programmes and music, for television and radio broadcast. However, Te Māngai Pāho is keen to ensure that all of the content it funds is available on multiple platforms.

Government Expectations

One of the Government's four highest priorities is a higher performing State sector that New Zealanders trust, that is delivering outstanding results and value for money. The Government's Better Public Services programme extends a strong theme of innovation to achieve better results, better value for money and stronger leadership across the State sector – both within each agency and at sector and system level.

In this context, Te Māngai Pāho can be expected to play both:

- A leadership role – both developing initiatives to improve efficiency and effectiveness of the interventions it funds; as well as, guiding and supporting others to achieve better outcomes for the Māori language and Māori culture; and
- An innovator role that is more entrepreneurial – enabling and empowering others to experiment and develop novel approaches and solutions.

Te Māngai Pāho Position

The academic literature on language revitalization is well-developed² and various theories have been applied in the development of strategies to address Māori language loss. These theories have also influenced how these strategies have been measured.

Te Māngai Pāho has undertaken a careful re-examination of the literature around language revitalization and, with the assistance of access to a significant research project, developed a view on how the theory of language revitalisation might be better tailored to the specific needs of the Māori language revitalisation environment and efforts.

¹ Te Paepae Motuhake (2011), *Review of the Māori Language Strategy and the Māori Language Sector*.

² See for example, Fishman, Joshua (1991), *Reversing Language Shift: Theoretical and Empirical Foundations of Assistance to Threatened Languages*. Clevedon: Multilingual Matters. Spolsky, Bernard (2003), *Reassessing Māori Regeneration. Language in Society*, 32(4): 553-578.

More recent research has highlighted the important impact of societal ideologies, and the value and attitudes attributed to the language by society, on language revitalisation. Language values are an inherent factor of language choice amongst bilingual Māori communities. Against this background, current revitalisation strategies emphasise shifting this ideology to advance the Māori language and encourage normalisation across the nation.

The ZePA³ model highlights how *right-shifting* the position of an individual from Zero – Passive – Active can strengthen the position of the language within society. The key difference is that the emphasis is not simply on moving directly from Zero to Active. *Right-shifting* an individual from Zero to Passive can generate increased awareness and support for language revitalisation more broadly, and the subsequent *right-shift* from Passive to Active is then easier to achieve.

The evidence reported in the Te Puni Kōkiri surveys on the Health of the Māori Language⁴ suggests that there has been continued *left-shifting* in Aotearoa/New Zealand over time that has contributed to the decline of the language, leaving the language in the precarious state described by Te Paepae Motuhake.

To successfully revitalize the language, Māori language initiatives need to both stem the factors that support this *left-shift* and proactively encourage a *right-shift* – to increase the value, status and use of the language over time. Māori broadcasting is one such initiative. A review of international research also suggests that broadcasting can be a cost-effective intervention to revitalise the language⁵.

Innovation and Improving Performances

A key feature of the Government's expectations for the State sector is an emphasis on innovation to deliver better outcomes at lower cost over time. Applying the *right-shifting* approach also suggests a need to innovate and to update Te Māngai Pāho's strategy and activity in the following areas:

- Focussing on the quality of te reo and programming.
- Building capacity and capability in the broadcasting sector.
- Seizing the opportunities presented by technology.
- Securing greater leverage from the Crown funding.

Quality

The critical role of the quality of te reo and of programming is a common theme across the Māori language revitalisation literature and of the discussions Te Māngai Pāho has had. Consistently lifting quality is both an enduring challenge in its own right and a key factor that influences the effectiveness of broadcasting in generating a *right-shift*.

³ Higgins, R. & Rewi, P., 'ZePA – Right-Shifting: Reorientation towards Normalisation.' *The Value of the Māori Language (Te Hua o te Reo Māori)* Huia, Wellington 2014 edited by Rawinia Higgins, Poia Rewi and Vincent Olsen-Reeder pp7-32

⁴ Te Puni Kōkiri (2008), *Te Oranga o te Reo Māori 2006: The Health of the Māori Language in 2006*.

⁵ Grin, Francois and Francois Vaillancourt (1998), *Language Revitalisation Policy: An Analytical Survey Theoretical Framework, Policy Experience and Application to Te Reo Maori Working Paper 98/6*.

The sector is well aware of the increased focus that Te Māngai Pāho has placed on language plans and language outcomes from the content we fund. The expectation is that there will be a continual improvement in the quality of the language plans within funding proposals and that applicants will also be able to demonstrate a commitment to improving the language quality within the projects they lead.

Applicants for funding must expect Te Māngai Pāho to persist with this increased focus on language planning. They should also expect Te Māngai Pāho to more assertively manage the implementation of those language plans to ensure the outcomes promised are in fact delivered.

Capacity and Capability

Te Māngai Pāho recognises that the Māori Music sector needs to be assisted to raise its capacity and capability in Māori language and Māori culture. The fulfilment of Te Māngai Pāho's objectives and goals for te reo and tikanga Māori are dependent on the sector to deliver. A critical influence on the overall right-shift is the ability to continually improve the quality, depth and breadth of the Māori language used and the culture expressed in the content we fund. There is an opportunity for Te Māngai Pāho to use the Māori language plans developed by funding applicants as an important component of the approach for achieving this focus on capability and capacity.

Leverage

Greater leverage from Crown funding can be gained from both improved co-operation at the Crown agency level by ensuring that initiatives are well planned, complementary and coordinated. For Te Māngai Pāho, it is also about being clear about the objectives being sought from our funding and being able to better demonstrate to taxpayers the impact and effectiveness of these initiatives so that they continue to attract Crown support. For example, programmes with multiple plays on different platforms, that engage audiences and provide a measurable impact, all contribute to this objective.

What does this mean for Māori Music Producers?

The adoption of the *right-shift* approach is a response to the government's drive for better outcomes and better results. Our aim is to for the wider Māori broadcast sector to be able to demonstrate a tangible impact on Māori language and Māori cultural outcomes. Te Māngai Pāho therefore now has a greater emphasis on funding content including music (tracks and videos) that has a clear objective in terms of *right-shift*, ideally a means to measure that objective and a commitment to report on its impact.

The online application should:

- Outline an idea that demonstrates how it will draw in its target audience.
- Include a Māori language and/or Māori cultural objective for the track or video.
- Ideally, have a way of measuring or demonstrating its impact.
- Include a commitment to report on the objective.
- Outline the quality management processes planned to ensure high quality Māori language and cultural content.
- Respond to this RFP.