



REQUEST FOR PROPOSALS (RFP)

Television Programme Funding

Round One

Financial Year
2019/20

Closing Date: 5:00pm
Friday 7th June 2019

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INTRODUCTION

Te Māngai Pāho wishes to contribute funding to a range of programmes for broadcast on television that will promote the Māori language and Māori culture.

This **Request for Proposal (RFP)** invites applications for programme funding for Television Funding Round 1 of the 2019/20 financial year. Proposals may be for any genre.

Please note that:

- Applicants must first become a Registered Provider to Te Māngai Pāho. Go to http://funding.tmp.govt.nz/users/sign_up to register.
- Only Registered Providers will have access to Te Pūahatanga, Te Māngai Pāho's online Funding Management System to apply.
- Applicants must also secure a Broadcast Commitment from a free-to-air national broadcaster (i.e. Māori Television, TVNZ, MediaWorks, PRIME or ChoiceTV) for their proposal before it is submitted to Te Māngai Pāho.
- All applicants must complete all sections of the application process prior to the deadline for receipt of proposals.
- There is important information on the Te Māngai Pāho website explaining our strategic direction and applicants need to be familiar with this information www.tmp.govt.nz.
- This RFP outlines the criteria under which all proposals will be assessed; and the key terms and conditions of contracts for successful applicants.

The closing date for acceptance of proposals for assessment is:

5pm Friday 7th June 2019.

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.

One of the primary levers Te Māngai Pāho can use to pursue language revitalisation is to make funds available for producing programmes for broadcasting on traditional platforms. However, Te Māngai Pāho is committed to ensuring that all content it funds is available on multiple platforms.

MĀORI LANGUAGE REVITALISATION

There is a strong foundation of research on language revitalisation. Te Māngai Pāho has built this focus on revitalisation into its funding activities in a manner that is likely to be consistent with current and future Māori language strategies. The current challenge is to develop more objective measures of quality and outcomes that can be used to guide performance against these goals.

MĀORI LANGUAGE STRATEGIES

Māori Language (Te Reo Māori) Act 2016 was passed on 14 April 2016.

The Act establishes Te Mātāwai to lead revitalisation of Māori Language on behalf of iwi and Māori. Two Māori language strategies have been developed:

- The Maihi Karauna strategy, focusses on national matters and is the responsibility of the Crown.
- The Maihi Māori strategy, focusses on matters at an iwi and community level and is the responsibility of iwi and Māori, through Te Mātāwai.

A clear message from the current government is the need for a more collaborative and cohesive approach to language revitalisation. Together, the Maihi Karauna and the Maihi Māori sector strategies mark a new opportunity to achieve the aspirations for te reo Māori that we share with whānau and communities. Fundamental to the success of this approach is the assumption that all participants subscribe to the Te Mātāwai / Crown shared visions "Kia Mauri Ora Te Reo".

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 Māori media sector.
- Seizing the opportunities presented by technology.
- Securing greater leverage from the Crown funding.

Quality of Language Planning

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 and a key factor that influences the effectiveness of broadcasting in generating a *right-shift*.

The sector is aware of the increased focus that Te Māngai Pāho has placed on language plans and language outcomes from programming over the last three or four years. The expectation is that there will be a continual improvement in the quality of the language plans within programme proposals and that language plans will be specific to the unique opportunities presented by the programme which is being proposed. Applicants will also need to demonstrate a commitment to improving the language quality within the programmes they produce.

The sector must expect Te Māngai Pāho to persist with this increased focus on language planning. It 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 broadcasting sector needs to be assisted to raise its capacity and capability in te reo Māori and tikanga Māori. 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 te reo Māori used by broadcasters, and of the tikanga they express. There is an opportunity for Te Māngai Pāho to use the Māori language plans developed by broadcasters and producers 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 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 for the 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 programmes that have a clear programming objective in terms of the "Right Shift", ideally a means to measure that objective and a commitment to report on its impact.

A programme proposal should:

- Outline an idea that demonstrates to the assessors how it will draw in its target audience.
- Include a Māori language and/or Māori cultural objective for the programme.
- 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.

TE MĀNGAI PĀHO OBJECTIVES FOR TELEVISION

Te Māngai Pāho's role is one part of the government's wider Māori Language Strategy. Our work is complementary to and in support of initiatives in other areas and our objectives can be summarised as follows:

- to promote te reo Māori as a living language by funding a wide variety of original, informative and entertaining content for fluent speakers of te reo Māori for public broadcast as well as distribution on other platforms;
- to 'Right Shift' those learning the Māori language and learning about Māori culture, by ensuring original, informative and entertaining content appropriate to their interests and Māori language abilities is made available for broadcast and distribution on other platforms;
- to 'Right Shift' the wider community by funding a range of content for broadcast and distribution on other platforms, that (a) informs them about the Māori language and culture; and (b) promotes the normalisation of the Māori language.

AUDIENCES

Te Māngai Pāho provides funding for producers to produce programmes and other content that promote the Māori language and Māori culture, in each of the areas identified above. Te Māngai Pāho's Purchase and Funding Framework identifies these areas as: Fluent Speakers, Second Language Learners and Receptive Audiences (audiences without advanced Māori Language skills but who actively seek out Māori programmes).

A key criterion for funding is the degree to which a proposal promotes the Māori language and Māori culture in a manner appropriate to its target audience. Te Māngai Pāho seeks programming that ensures the following objectives are addressed:

- A diversity of Māori language programming that contributes to both 'Right Shifting' of Aotearoa/New Zealand and the normalization of the Māori language and Māori culture.
- A range of programmes in the Māori language to be broadcast on a variety of television networks as well as for distribution on other platforms.
- Māori language programming which captures and sustains its stated target audience.

GENRE

This is an open genre funding round. In this round Te Māngai Pāho is prepared to allocate approximately \$10 million of funding.

Producers and Broadcasters should also note that programmes that are time sensitive must have secured not only a Broadcast Commitment but also an on-air date and timeslot to be considered for assessment.

PROPOSAL FORMAT

All Applicants for Te Māngai Pāho funding need to be aware of Te Māngai Pāho funding processes.

1. For applications to be considered, Applicants must first complete the online Registered Provider process to gain access to the dashboard for this funding round.
2. Key 'compliance' information from your Registered Provider data will automatically populate your Funding Application and Applicants will merely need to complete the online application form and upload all the components of their proposal before the published deadline.
3. The online application form will have areas for Applicants to upload additional components of the proposal as separate files: pdf, excel, word, audio and video.
4. A Budget Summary will be provided as an online form to be completed. Te Māngai Pāho has a preferred budget format and the online Budget Summary reflects that preference. The Budget Summary forms part of the funding agreement. Copies of our preferred budget form are available on our website www.tmp.govt.nz. Alternatively please email us and we will forward them to you - email: lynne@tmp.govt.nz **PLEASE NOTE: there is an expectation that the Budget Summary is accurately completed. Failure to do so may impact on the final weighting in the assessment process.**
5. Proposals should be a 'selling document' and provide a succinct and compelling description of your programme to hold an assessor's interest. To assist Applicants to achieve this some of the more 'standard' information required by Te Māngai Pāho will be included in the online template for Applicants to acknowledge. Freeing producers to concentrate on the more creative elements of the specific programme/project. Te Māngai Pāho will be interested in the:
 - a. quality and originality of the idea;
 - b. audience for both the idea and 'right shifting';
 - c. quality of the language plan and the the planned outcomes;
 - d. ability and commitment to measure and report on those outcomes.
6. In a contestable and competitive environment, the creativity and overall quality of the proposal may be a deciding factor; in particular, because of the focus Te Māngai Pāho has on language outcomes from the initiatives we fund, the quality of the language plan for the programme and the ability of the Applicant to demonstrate a wider commitment to develop its capacity to support the revitalisation of the Māori language will be vital.
7. While it is no longer a requirement that key personnel sign a form to confirm their commitment to the project, Applicants are encouraged to discuss with proposed key personnel how many other proposals they have also committed to in this particular funding round.
8. Te Māngai Pāho reserves the right to approve all Key Personnel at the contracting stage. As a part of the Registered Provider database Te Māngai Pāho will eventually have a database of production personnel and their CVs.
9. **Applicants will not be able to 'SUBMIT' their proposal until all required fields have been completed so please do not leave it until the last minute.**

TIMETABLE

It is essential that you complete the online application process before the advertised closing time and date.

Closing Time and Date for all Applications Under this RFP

5:00 PM FRIDAY 7th June 2019

Thursday 11th July 2019: Final consideration by Board of Te Māngai Pāho

Friday 12th July 2019: Notification of Board Decisions

Te Māngai Pāho reserves the right to vary any of the above dates as it deems necessary or appropriate.

NB: 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.

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

ASSESSMENT OF PROPOSALS

Process

Prior to an application being considered, a new Registered Provider must complete the Registered Provider process and supply the documentation and references that enable Te Māngai Pāho to conduct a risk analysis and management assessment. Existing Registered Providers must have complied with all previous contractual obligations and be current with all corporate responsibilities.

A panel comprising independent industry practitioners, te reo Māori consultants and Te Māngai Pāho Management assesses and prioritises all applications that have been supported by a qualifying broadcaster.

The panel makes recommendations to the Board of Te Māngai Pāho. Applicants will be advised in writing of the Board's decision within two working days.

ASSESSMENT CRITERIA

The panel uses a weightings system to ensure the full range of criteria is considered. Please note that the range of criteria has been changed for this RFP to reflect Te Māngai Pāho's revised strategic direction.

(a) Capacity of the Applicant (20%)

- Experience and capability of the Applicant
- Quality of Financial Information (budget, cashflow, schedule etc)

(b) Quality of Concept (20%)

- Innovative and appealing Māori centric idea
- Well-developed proposal to realise that idea

(c) Promotion of te reo Māori and language revitalisation outcomes (40%)

- Innovative language plan specific to programme and target audience;
- a commitment and methodology for impact reporting
- marketing strategy with platform support
- content is immediately available for all other platforms

(d) Cost Effectiveness (20%)

- Relative cost per hour
- Projected Audience

QUERIES

If you have any queries in relation to this RFP please contact:

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PO Box 10 004
WELLINGTON 6143

Email: teanga@tmp.govt.nz

Points of clarification in respect of this RFP will be made in writing. Te Māngai Pāho will not be bound by any oral responses to questions regarding this RFP provided by any Te Māngai Pāho staff or Board members.

Periodically, questions and answers arising from queries by applicants relating to this RFP which Te Māngai Pāho considers may be of interest or relevance to others responding to this RFP will be posted on the Te Māngai Pāho web site (www.tmp.govt.nz). Te Māngai Pāho reserves the right to do so up until the closing date of this RFP.