



REQUEST FOR PROPOSALS (RFP)

**Snap-Reo
(Micro Māori language
lessons)**

Financial Year 2018/19

**Closing Date: 5:00pm
Monday, 10th June 2019**

**All Queries: Te Anga Nathan
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1 INTRODUCTION

This **Request for Proposal (RFP)** stems from pilot initiatives announced by the government with the launch of the Maihi Karauna, the Crown's strategy for Māori language revitalisation for 2018-2023. To help maximise the potential of these pilot initiatives, Te Māngai Pāho, Te Taura Whiri and Māori Television will collaborate on the delivery of the initiatives that support.

The strategy's audacious goals are.

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.

The three pilot initiatives largely aimed at promoting the learning and use of te reo Māori amongst rangatahi (12-24 years) include: a series of regional workshops to explore innovative ways to revitalise te reo Māori; followed by a national youth summit; a social marketing campaign; and a pilot for 'Snap-Reo' micro-lessons.

This RFP specifically focuses on proposals for 'Snap-Reo' micro-lessons targeting two rangatahi segments (12-17 and 18-24 years).

Te Māngai Pāho invites funding applications for a range of content intended for primary distribution via, television, the internet and social media.

Proposals must have a clearly defined Māori language target audience, an innovative marketing strategy and a robust evaluation model to measure the effectiveness of the micro-language lessons.

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 the online funding application form.
- 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.

2 BACKGROUND TO SNAP-REO

- 2.1 There is considerable demand for online resources to support te reo Māori. This is evidenced, for example, by the uptake of the #1miriona campaign run by Te Māngai Pāho. The objective of #1miriona was to engage 1 million Māori language supporters with te reo Māori online content that people like, comment on and share. The campaign outperformed its objective, resulting in more than 2.2 million engagements and more than 2.6 million video views.
- 2.2 Research conducted by Colmar Brunton on behalf of Te Taura Whiri i te Reo Māori titled *Māori Language Week - To understand reactions to 2018 and how to ensure continued success for 2019* reveals that while very few can people speak te reo Māori well, there is an appetite to improve particularly amongst younger age groups.
- 2.3 Snap-Reo would target rangatahi with very quick online lessons through a series of innovative videos, posts, memes and similar content. As this is a pilot, robust evaluation will be very important in evidencing success and deciding on future action.

3 CONTENT FOR THIS RFP

In this funding round, Te Māngai Pāho is particularly interested in receiving proposals for innovative and engaging content targeting rangatahi (youth) audiences.

These proposals must be engaging micro-language lessons that 'Right-shift' language learners along the ZePA continuum from Zero - Passive - Active and include images, video and audio.

It would be beneficial if the micro-language lessons were structured in a manner that would build the fluency of the rangatahi and were humorous.

It is important that applicants:

- (a) can clearly identify the Māori language audience the content is being produced for;
- (b) ensure that the content is available on platforms that rangatahi use; and
- (c) include a comprehensive marketing strategy that will ensure that the content reaches its target audience.

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

Te Māngai Pāho is prepared to allocate up to \$300,000 (plus GST) of funding but reserve to our sole discretion the right to distribute a higher or lesser amount in this funding round. The available funding may be allocated to one application or shared amongst several.

4 TWO STAGE PROPOSAL FORMAT

Te Māngai Pāho and our partners propose operating a two-stage process for this funding round. Initially, applicants will be required to provide an Initial Pitch document (between two and five pages in length) outlining their idea.

- 4.1** The Initial Pitch should be a 'selling document' and provide a succinct and compelling description of your initiative to hold an assessor's interest. Te Māngai Pāho will be interested in the:
- (a) quality of the idea including the level of innovation it represents;
 - (b) the suitability of the concept for right-shifting the target rangatahi audience along the ZePA continuum from Zero - Passive - Active and strengthen the position of Māori language within society.
 - (c) The envisaged language outcomes, the suitability of the pedagogy along with the ability and commitment to measure the reach of the initiative; and
 - (d) an outline of the proposed marketing and distribution strategies.
- 4.2** An Assessment Panel representative of all three entities will consider all proposals and select between 5 and 10 proposals to submit full proposals.
- 4.3** Those applicants selected to proceed to full proposals will have the opportunity to test their concept with rangatahi at one of the regional rangatahi workshops prior to finalising their full proposal.

5 TIMETABLE

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

Monday 10 June 2019 (5:00pm): **Deadline for Initial Pitch**

Friday 14 June 2019: **Notification of Successful Proposals**

17- 28 June 2019: **Testing at regional rangatahi workshops**

Friday 5 July 2019 (5:00pm): **Deadline for Full Proposals**

Friday 12 July 2019: **Notification of Successful Proposal(s)**

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

NB: Te Māngai Pāho reserves the right to extend the period allowed for the 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 current policy is that extensions may only be granted by the Chief Executive of Te Māngai Pāho and this discretion will be exercised very sparingly.

6 ASSESSMENT OF PROPOSALS

Process

Applications will be assessed by an Assessment Panel appointed by Te Māngai Pāho, Te Taura Whiri i te Reo Māori and Māori Television.

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

While all applications will be assessed against the overall objectives of the Maihi Karauna, this Funding Round has these specific assessment criteria.

7 ASSESSMENT CRITERIA

The panel will use a weightings system to ensure the full range of criteria are appropriately considered.

(a) Rangatahi Audience (25%)

- Clearly defined rangatahi audience both in age range and language proficiency;
- Māori language plan that clearly focuses on language outcomes for that demographic;
- Research to support the assumptions in respect of the target audience;
- Project has an innovative marketing strategy;
- Project has a commitment of marketing support from a viable platform(s).

(b) Creativity (25%)

- Innovative, humorous or catchy reo Māori concept with clear alignment to the target audience;
- The production is cost-effective;
- Good quality te reo Māori for the specific target audience and used innovatively;
- Project will produce a unique te reo Māori resource that will have durability.

(b) Accessibility (25%)

- Distribution and marketing are relevant for target audience;
- The initiative has commitments from more than one platform or delivery mechanism;
- The content will be freely available to other platforms;
- Te Māngai Pāho has a non-exclusive licence in perpetuity for promotion of te reo Māori.

(d) Capacity (25%)

- Applicant has the necessary skills and experience to deliver the project;
- Budget and plan are realistic for the project;
- Project provides opportunities for innovative reo Māori talent;
- Applicant has secured a contribution of resources from other sources;
- Applicants' ability to provide an evaluation model for the Snap Reo initiatives.

8 GENERAL INFORMATION

- Te Māngai Pāho does not intend to create any contractual legal obligations by calling for proposals, considering submitted proposals or negotiating with any or all the applicants prior to the execution of a formal agreement between Te Māngai Pāho and a successful applicant who will be the funding recipient.
- It is not the intention of Te Māngai Pāho with this RFP to select one preferred applicant. Te Māngai Pāho reserves the right to negotiate concurrently with one or more applicants.
- This invitation by Te Māngai Pāho to submit a proposal should not be considered a recommendation to any organisation to submit one. Applicants must make their own independent investigations regarding all relevant matters.
- The applicant acknowledges that in considering funding proposals, Te Māngai Pāho will seek to maintain standards consistent with the observance of good taste and decency.
- Any information which Te Māngai Pāho provides in relation to this RFP is believed by Te Māngai Pāho to be complete and accurate. However, Te Māngai Pāho makes no representation or warranty as to accuracy or completeness of any information so provided and each applicant must satisfy him/herself, as far as practical before submitting a proposal, as to the correctness and sufficiency of the proposal for this RFP.
- When evaluating the applications received, the Assessment Panel and Te Māngai Pāho may need to seek further information from all or some of the applicants and reserves the right to do so. Any statements made by Te Māngai Pāho employees or Board members during any meetings or discussions with the applicants do not bind Te Māngai Pāho when making any subsequent decision to enter into an agreement with an applicant or to reject any proposals.
- Any information supplied by Te Māngai Pāho to an applicant must be treated as confidential and must be used only for the purposes of submitting a proposal or clarifying a submitted proposal.
- Te Māngai Pāho reserves the right not to accept any proposal or the lowest priced proposal.
- Te Māngai Pāho is not under any obligation to check proposals for errors. Acceptance of a proposal that contains errors will not invalidate any contract formed arising from this RFP process.
- Te Māngai Pāho reserves the right to call and/or re-advertise for proposals or revisit any prior RFP process.
- Te Māngai Pāho reserves the right to suspend or cancel, (in whole or in part), this RFP or the RFP process.
- Te Māngai Pāho may vary the RFP by notice in writing to all persons submitting proposals. Proposals submitted in response to this RFP may not be varied once submitted without the prior written consent of Te Māngai Pāho.

- All costs incurred by applicants submitting proposals in preparing their proposals and during the preparations, negotiations and execution of any agreement within Te Māngai Pāho shall be borne by the applicants and Te Māngai Pāho will not have any liability for those costs.
- Tagged proposals and any proposals which do not fully comply with the requirements as outlined in this RFP may be considered, rejected or evaluated at the sole discretion of Te Māngai Pāho.
- Information disclosed in proposals to Te Māngai Pāho may be required to be disclosed to other members of the public pursuant to the Official Information Act 1982 however no information will be disclosed during the assessment process. By submitting a proposal there is consent to such disclosure as is deemed necessary by Te Māngai Pāho to comply with its obligations under the Act. To assist with this process, please indicate clearly in your proposal any information you consider to be commercially sensitive.
- Te Māngai Pāho will not be bound to give any reasons for decisions made because of this RFP or as an outcome of RFP assessment of any Proposals.
- None of Te Māngai Pāho employees, agents or advisors will be liable in contract or tort or in any other way for any direct or indirect damage, loss or cost incurred by any applicant or other person in respect of this RFP.
- The applicant will not have any rights against Te Māngai Pāho of any nature whatsoever arising from the RFP process under this RFP and accordingly it shall not make any claim of any nature against Te Māngai Pāho, including but not limited to recover from Te Māngai Pāho (or any person associated with Te Māngai Pāho) any costs incurred in relation to this RFP or in respect of any lost expectation of profits.

9 CONTRACT NEGOTIATION

The successful applicants will be required to enter into a formal agreement with Te Māngai Pāho on terms satisfactory to Te Māngai Pāho recording the terms and conditions on which Te Māngai Pāho will provide funding to the applicant.

Te Māngai Pāho is under no legal obligation to provide funding until the Funding Agreement is signed by both parties. Payment will then only be made in accordance with the Funding Agreement.

Successful applicants may be required to allow Te Māngai Pāho to carry out such clearances on key personnel as Te Māngai Pāho may reasonably require.

The formal agreement to be entered with Te Māngai Pāho will cover such matters as:

- Accountability for use of funds, including production and financial reporting.
- Provision of appropriate documentation for the nominated production bank account (e.g. bank deposit slip).
- Delivery requirements (including archiving arrangements) and compliance with the original proposal.
- The rights of Te Māngai Pāho in the event of contract default.
- Covenants that all necessary copyright and other authorities in relation to the content have been obtained.

- A requirement that a credit for Te Māngai Pāho support be included in the credits and marketing elements for the content.
- Te reo Māori monitoring and evaluation requirements.
- An undertaking relating to standards.
- Reporting Requirements.

Key Personnel Changes

The successful applicant will be expected to keep Te Māngai Pāho informed about any changes to key personnel. Your project requires the services of a Te Reo Consultant and that person must be approved by Te Māngai Pāho **before** a Funding Agreement is executed.

PLEASE NOTE: Te Māngai Pāho reserves the right to approve any significant production changes including changes of key personnel up until a Funding Agreement is signed by Te Māngai Pāho.

10 QUERIES

If you have any queries in relation to this RFP, please submit them in writing to:

**Te Anga Nathan,
Pou Ārahi Hōtaka**

Physical Address:

**Te Māngai Pāho
Level 2, Te Puni Kōkiri House
143 Lambton Quay
WELLINGTON 6011**

Postal Address:

**Te Māngai Pāho
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.