



## REQUEST FOR PROPOSALS (RFP)

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### Digital and New Media Content Funding

Round One

**Financial Year  
2019/20**

**Closing Date: 5:00pm  
Friday 5<sup>th</sup> July 2019**

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## 1 INTRODUCTION

Te Māngai Pāho wishes to contribute funding to a range of Digital and New Media Content to be made available via the internet to promote the Māori language and Māori culture.

This Request for Proposal (RFP) invites applications for a range of content intended for primary distribution via the internet and social media with a strong preference for content focused at rangatahi and other audiences.

Content Proposals may be for any genre but must have a clearly defined Māori Language Plan and a viable Marketing Strategy.

Please note that:

- Applicants must first become a Registered Provider to Te Māngai Pāho. Go to [http://funding.tmp.govt.nz/users/sign\\_up](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 enable them to apply for funding.
- Applicants do not require a Broadcast Commitment; however, it will be an advantage for your proposal to:
  - (a) have confirmed support from an established platform; and
  - (b) be available for distribution on other platforms.Evidence of third party marketing support will be also be an advantage.
- This RFP outlines the criteria under which all proposals will be assessed, and the key terms and conditions of contracts for successful applicants.

## 2 TE MĀNGAI PĀHO OBJECTIVES FOR NEW MEDIA AND DIGITAL CONTENT

Following the recent Government launch of the Maihi Karauna, the Crown's strategy for Māori language revitalisation for 2018-2023, Te Māngai Pāho is looking for innovative ways of promoting te Reo Māori as a living language by funding a wide variety of original, informative and entertaining content for distribution on a variety of platforms.

The Crown's strategy for Māori language revitalisation has three audacious goals; 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.

Digital and New Media Content initiatives in response to this RFP should contribute to achieving these goals.

### **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 outline an idea that will be engaging and will 'Right-shift' language learners along the ZePA continuum from Zero - Passive – Active.

It is essential 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 \$4 million (plus GST) of funding but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round. We expect at least 50% of the funding to be allocated to fluent audiences.

### **4 PROPOSAL FORMAT**

**4.1** Proposals should be a 'selling document' and provide a succinct and compelling description of your initiative so as to hold an assessor's interest. To assist Applicants 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. In particular, 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, and the quality of the language plan;
- (d) An outline of the proposed marketing and distribution strategies.

**4.2** 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 of Te Māngai Pāho on language outcomes from the programmes 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 te reo Māori will be vital.

**4.3** Te Māngai Pāho reserves the right to approve all Key Personnel at the contracting stage.

## **5 LANGUAGE PLANNING**

### **5.1 Quality of Language Planning**

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 proposals for Te Māngai Pāho funding. More importantly language plans will be specific to the unique opportunities presented by the content which is being proposed.

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.

### **5.2 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 funding 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.

### **5.3 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.

#### 5.4 Genre

This is an open genre funding round. In this round Te Māngai Pāho is prepared to allocate approximately \$4 million (plus GST) of funding.

#### 5.5 Proposal Process

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

- For applications to be considered, Applicants must first complete the online Registered Provider process to gain access to the dashboard for this funding round.
- 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.
- 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.
- 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](http://www.tmp.govt.nz). Alternatively, please email us and we will forward them to you - email: [lynne@tmp.govt.nz](mailto: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.**

- 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.
- 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.

- 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 funding round.
- 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.

**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.**

## 6 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 5<sup>th</sup> JULY 2019**

**Thursday 8<sup>th</sup> August 2019: Final consideration by Board of Te Māngai Pāho**

**Friday 9<sup>th</sup> August 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.**



## **7 ASSESSMENT OF PROPOSALS**

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.

## **8 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 of the initiative
- Projected Audience

## 9 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, 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.

## 10 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 be 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 producer 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.**

## 11 QUERIES

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

**Physical Address:**

**Content Team**

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

**Postal Address:**

**Content Team**

**Te Māngai Pāho  
PO Box 10 004  
WELLINGTON 6143**

**Email:**

[lynne@tmp.govt.nz](mailto:lynne@tmp.govt.nz) or [ruth@tmp.govt.nz](mailto:ruth@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](http://www.tmp.govt.nz)). Te Māngai Pāho reserves the right to do so up until the closing date of this RFP.