



REQUEST FOR PROPOSALS (RFP)

Television Content Funding

Round Two

Financial Year
2019/20

Closing Date: 5:00pm
Friday 11th October 2019

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1. INTRODUCTION

This **Request for Proposal (RFP)**, Television Funding Round 2 of the 2019/20 financial year, invites funding applications for content for traditional broadcast and other platforms to promote the Māori language and Māori culture.

Please note that:

- Applicants must first become a Registered Provider to Te Māngai Pāho. Only Registered Providers will have access to Te Pūahatanga, Te Māngai Pāho's online Funding Management System to enable them to apply.

Go to http://funding.tmp.govt.nz/users/sign_up to register.

- This RFP outlines the criteria under which all proposals will be assessed; and the key terms and conditions of contracts for successful applicants. It is in the interest of each applicant to read the RFP thoroughly and ensure they have carefully considered the assessment criteria outlined in the RFP.
- Applicants must secure a broadcast commitment from a free-to-air national broadcaster (i.e. Māori Television, TVNZ, MediaWorks, PRIME or ChoiceTV) for a 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/

The closing date for acceptance of proposals for assessment is:

5pm Friday 11th October 2019.

2. BACKGROUND

<https://www.tmp.govt.nz/why-we-are-here>

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”.

<https://www.tmp.govt.nz/language-revitalisation>

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 content that promotes 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 language content).

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 content that ensures the following objectives are addressed:

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

3. GENRE

In this round Te Māngai Pāho has available approximately \$10 million of funding to allocate.

This is an open genre funding round. While for this funding round Te Māngai Pāho does not have any genre preferences or restrictions it does have specific requirements in terms of Language Category to meet its purchasing targets for this financial year. The priority of Te Māngai Pāho will be to achieve the target hours below:

Fluent Category	53 hours
Second Language Learner Category	30.5 hours
Receptive Category	50 hours

Only after Te Māngai Pāho has secured the target hours in all categories will it consider additional hours in any category.

4. PROPOSAL FORMAT

Te Māngai Pāho has made significant changes to its funding processes.

1. 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 only 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 and **MUST** be completed accurately. 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
5. Proposals should be a 'selling document' and provide a succinct and compelling description of your content. To assist Applicants, 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 proposal. Te Māngai Pāho will be interested in the:
 - a. quality of the idea;
 - b. audience for both the idea and 'right shifting';
 - c. quality of the language plan and 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 Te Māngai Pāho's focus on language outcomes from the content we fund, the quality of the language plan for the content 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. Applicants are encouraged to discuss with proposed key personnel how many other proposals they have also committed to in this funding round.
8. **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.**

5. 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 11th October 2019

Thursday 14th November 2019: Final consideration by Board of Te Māngai Pāho

Friday 15th November 2019: Notification of Board Decisions

Te Māngai Pāho reserves the right to vary any or all 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.

Te Māngai Pāho will not accept hard copies of proposals or documents emailed as attachments.

6. ASSESSMENT OF PROPOSALS

<https://www.tmp.govt.nz/process-of-assessment>

7. 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; **(10 marks)**
- Quality of Financial Information - budget, cashflow, schedule etc; **(10 marks)**

(b) Quality of Concept (20%)

- Innovative and appealing Māori centric idea; **(10 marks)**
- Well-developed proposal to realise that idea; **(10 marks)**

(c) Promotion of te reo Māori & tikanga Māori revitalisation outcomes (40%)

- Innovative language plan with clearly defined language objectives and target audience for the content; **(10 marks)**
- Promotion and marketing strategy with platform support; **(10 marks)**
- Commitment to provide analytics for impact reporting; **(10 marks)**
- Content is immediately available for all other platforms; **(10 marks)**

(d) Cost Effectiveness (20%)

- Relative cost per hour; **(10 marks)**
- Projected Audience; **(10 marks)**

8. RESERVED RIGHTS AND CONDITIONS

- The applicant must bear all their own costs in preparing and submitting a proposal under this RFP.
- The applicant represents and warrants that all information provided to Te Māngai Pāho is complete and accurate.
- Te Māngai Pāho may rely upon all statements made in your proposal.
- Te Māngai Pāho may amend, suspend, cancel and/or re-issue this RFP at any time.
- Te Māngai Pāho may change the RFP (including dates) but will give all applicants a reasonable time to respond to any change.
- Te Māngai Pāho may accept late proposals and may waive irregularities or informalities in the RFP process.
- Te Māngai Pāho may seek clarification of any proposal and meet with any submitter(s).
- Te Māngai Pāho is not bound to accept the lowest priced conforming proposal(s), or any proposal.

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.

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

Te Māngai Pāho expects successful applicants to provide Te Māngai Pāho with 'a non-exclusive licence in perpetuity to all New Zealand rights' in the content we fund. This replaces the equity position that Te Māngai Pāho has previously taken in that content. In recognition that this represents a significant change in the 'terms of trade' Te Māngai Pāho will no longer seek to participate in the producer's sales income with the effect that producers of Te Māngai Pāho funded content will now have an unfettered right to exploit that content outside of New Zealand and retain any revenue produced.

Te Māngai Pāho understands that this may create challenges for producers in negotiating access to third party rights. This is something that will be addressed at the contracting stage between Te Māngai Pāho and any successful applicant. However, it is the expectation that all successful applicants will use their best endeavours to fulfil this requirement.

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.
- 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 be included in the credits of the content.
- Making content funded for other broadcasters available for replay on other platforms and Māori Television.
- Te reo Māori monitoring and evaluation requirements.
- Approval of Key Personnel and any changes of Key Personnel
- Reporting Requirements.
- Ownership of rights during production.
- Establishment of a separate entity to produce the content.
- Restrictions on bank offsets.

10. QUERIES

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

Physical Address: Te Anga Nathan, Pou Ārahi Hōtaka
Te Māngai Pāho
Level 2, Te Puni Kōkiri House
143 Lambton Quay
WELLINGTON 6011

Postal Address: Te Anga Nathan, Pou Ārahi Hōtaka
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.