



## **TONO Ā- MAROHI (RFP)**

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### **Ihirangi Matarau Matatau**

### **Platform Agnostic Fluent Content**

### **Round One Financial Year 2020/21**

**Closing Date: 5:00pm  
Friday 17<sup>th</sup> April 2020**

**All Queries:**

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## 1 HE MEA WHAKATAKI - INTRODUCTION

The Māori Media Sector is undergoing significant change. Traditional media consumption has transitioned from linear broadcast to non-linear with a significant shift in recent years from laptop internet to a mobile internet model. The average person now spends 5 hours a day on a digital device seeking information, entertainment and engagement via a myriad of social media channels.

Te Māngai Pāho is seeking innovative new approaches to getting high quality Fluent Māori language content in front of Māori language audiences especially rangatahi, tomorrow's speakers of te reo Māori.

This **Request for Proposal (RFP)** invites applications for a range of **fluent (70 – 100%) content** intended for distribution via television, the internet and social media with a strong preference for innovative and engaging content targeting whānau audiences.

### **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.
- There is no allocation of 'hours'. The funding split is purely based on dollars and the number of initiatives funded. The implications of this are that our funding decisions are likely to be: (a) less schedule-driven; (b) provide a realistic level of funding for the funded initiative, and (c) focus our attention on language outcomes rather than funding outputs.
- 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.
- For general information about this RFP, please refer to the attached link: <https://www.tmp.govt.nz/guidelines-and-documents>.

## 2 TE MĀNGAI PĀHO - Aronga

Following the 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.

Fluent 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 tamariki/whānau 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 whānau 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 \$8.4 million (plus GST) of funding but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round.

### **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 whānau 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** 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 four or five 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 Media 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”, and 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 and Receptive Audiences (audiences without advanced Māori Language skills but who actively seek out Māori 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 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 \$8.4 million (plus GST) of funding.

#### **5.5 Proposal Process**

##### **Te Māngai Pāho has made significant changes to its funding processes**

- 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 only 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 and audio.
- 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. Please email us for a copy of our preferred budget and we will forward one to you
- 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 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.

- Applicants are encouraged to discuss with proposed key personnel how many other proposals they have also committed to in this funding round.
- **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 17<sup>th</sup> April 2020**

**Thursday 11<sup>th</sup> June 2020: Final consideration by Board of Te Māngai Pāho**

**Monday 1<sup>st</sup> July 2020: 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.

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

## 7 ASSESSMENT OF PROPOSALS

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

## 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; **(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 and language revitalisation outcomes (40%)

- Innovative language plan specific to programme 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 of the initiative; **(10 marks)**
- Projected Audience; **(10 marks)**

## 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 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.**

## 10 QUERIES

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

**Physical Address:**

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Te Māngai Pāho  
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143 Lambton Quay  
WELLINGTON 6011**

**Postal Address:**

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

**Email:**

[ruth@tmp.govt.nz](mailto:ruth@tmp.govt.nz) or [lynne@tmp.govt.nz](mailto:lynne@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.