



Te Māngai Pāho

REQUEST FOR PROPOSALS

2023/24 General Audience 2 (Stage 1 – 3-page proposal)

Closes:

1 September 2023

All queries:

Kaitohutohu Matua – Ārahi Kaupāpa

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**Ko te reo
te take!**

Hei Whakataki

Introduction

Te Māngai Pāho funds content for broadcast that promotes te reo Māori and Māori culture, and under Te Ture mō te reo Māori aims to protect te reo Māori as a taonga under Te Tiriti o Waitangi. Our aim is to indiginise Aotearoa's content experience and though the content we fund we hope to achieve this.

Te Māngai Pāho is committed to supporting the Māori media sector and collectively improving the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation. Our role in that is to ensure te reo Māori, tikanga Māori and Māori culture is reflected in the media to build greater awareness, appreciation of te reo Māori, values, practices and views within Aotearoa.

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.

All content initiatives in response to this RFP should contribute to achieving these goals.

If you are new to our funding application process and would like further guidance on how to apply, your proposal, or have any questions regarding this RFP please feel free to contact juneea@tmp.govt.nz

Te Pūtake

Purpose

Te Māngai Pāho seeks **3-page proposals** (Stage 1 of 2) for the creation of:

- Receptive (30–70% te reo Māori)
- Fluent (70–100% te reo Māori)

content for Aotearoa audiences to distribute via established platforms with marketing and distribution support, or platforms that have an established audience with a marketing and distribution plan attached.

We are looking to fund content across multiple platforms that champions te reo and tikanga Māori, that uses te reo and tikanga Māori in innovative, accessible ways on screen to help change attitudes and behaviours across Aotearoa.

The assessment criteria will prioritise:

- Te reo Māori content proposals or those that articulate genuine Māori perspectives to create impact
- Registered providers who have the capacity and a plan to deliver the content within the timeframe of the intended kaupapa.
- The potential reach of the initiative
- The assessment criteria will prioritise higher fluency content proposals.

This contestable funding opportunity will support quality factual and scripted content made for diverse and multiple digital platforms including linear television, OnDemand, online viewing as well as limited Podcast funding streamed through major platforms in this financial year. Both new and returning series are eligible to apply.

This contestable investment opportunity is available for innovative content ideas for distribution via diverse platforms, this round also aims to invest in content for all audiences including tamariki and rangatahi.

Te Māngai Pāho is prepared to allocate up to \$10m (plus GST) of funding but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round.

- Applicants with platform support, and or content sharing agreements with platforms that have established audiences will have an advantage.
- The expectation is that each application has a primary and secondary platform for the content and that it be available for distribution on other unrelated platforms.
- We expect all funded projects to provide data and analytics to help measure the significant contribution we make to te reo Māori as a sector.
- All content will also be made available to Whakaata Māori following any exclusivity period, should Whakaata Māori not be either of the primary or secondary platforms.
- Evidence of platform co-investment, marketing support relevant and specific to the idea is encouraged and will be an advantage.
- Proposals that leverage other resources (waiata reo Māori etc.) and agencies for better promotion of the te reo Māori outcomes will also have an advantage.
- A limit of two proposals per production company.

Te Kaupapa Matua

Request for Proposals

We are looking for proposals that champion te reo Māori and our criteria:

- Content proposals are submitted by companies who have a commitment to reo Māori themselves.
- An appropriate Pou Tiaki Reo is involved throughout ideation and has expertise specific to the proposal that will provide meaningful consultation throughout the project.
- Clearly identify the audience the Māori content is being produced for.
- A clear description of how the content reo outcomes will be achieved, including the processes for ensuring quality and accessibility.
- Innovative, relevant and genuine use of te reo Māori or Māori perspective throughout.
- New and innovative platforms for distribution are being explored with an expectation that the content reaches audiences.

- That provide access to data to enable Te Māngai Pāho to evaluate the effectiveness of the investment.

Te Māngai Pāho does not intend to fund Apps or Platform creation through this investment opportunity.

Te Whakatakotoranga o Te Tono

Format for Stage 1 Proposals

3-page proposals should be a 'selling document' and provide a succinct and compelling description of your initiative to hold an assessor's interest. Anything submitted over 5 pages will be penalised. In particular, Te Māngai Pāho is interested in:

- The idea, treatment, style and tone
- Key personnel
- The deliverables (proposed content output deliverables and quantities)
- Treatment in relation to the idea and budget
- Indicative budget
- Indicative shoot schedule
- Te reo Māori outcome(s) on screen
- A brief outline of the proposed marketing and distribution that will ensure that the content reaches its target audience.
- Confirm how the applicant will provide Te Māngai Pāho with access to data as required
- If applicable, brief insights into how content has performed previously.

Te Whakatakotoranga o Te Tono

Format for Stage 2 Proposals

If the project is successfully shortlisted, a full proposal expanding on the idea will need to be provided through Te Puahatanga by the applicant.

- The concept, treatment, style and tone in full
- Key personnel and letters of support
- The deliverables
- Treatment in full
- Full production budget
- Full production shoot schedule
- Rautaki Reo Māori and projected te reo Māori outcomes
- Full marketing and distribution plan including all broadcast commitments
- Confirm how the applicant will provide Te Māngai Pāho with access to data as required
- If applicable, analytics as to how earlier series of the content have performed.

Ngā Paearu Arotake

Assessment Criteria for Proposals

All points below are considered when the projects are externally assessed. The criteria and points below are provided as a guide for assessment.

The Applicant (15%)

- **Experience and capability of the applicant**
 - Experience/ ability of the applicant to produce quality Māori content
- **The applicant's commitment to te reo Māori**
 - Production entities applying for this funding are required to demonstrate a genuine commitment to te reo Māori themselves as well as the project.
- **Capacity building**
 - The project will build Māori capacity in the sector

Quality of Concept (30%)

- **Innovative and appealing quality Māori centric idea**
 - Key personnel identified
 - Promotion of te reo Māori or Māori culture
- **Execution of the idea is clearly articulated**
 - Treatment
 - Easy to understand
 - Previous success to deliver quality content
- **Budget/ Schedule**
 - Quality of Financial Information (budget, schedule, health and safety etc)
- **Research, key support and insights identified**
- Data Insights from previous series/ rationale for the need of the show
- Key consultation and or support in relation to idea identified
- **Other contributions/ Leverage**
 - Evidence of platform co-investment, support and third-party marketing support is encouraged.

Te reo Māori, Tikanga Māori (30%)

- **Relevant, natural, engaging use of te reo Māori throughout the content**
 - Considers the needs of all people learning te reo Māori
 - Key talent
 - Reo speakers identified
 - Plan on how te reo Māori will be used in the funded content.
 - **Clear language outcomes on screen**
- **Te reo Māori outcomes, and how they will be achieved**
 - Commitment to impact reporting and measuring
 - **Pou tiaki reo identified and involved throughout ideation and will provide meaningful consultation throughout project.**
 - **Te reo Māori processes are identified**
- **Cultural practices and values are reflected in proposal**
 - Cultural safety plan if applicable
- **Fluent Content**

Distribution and Marketing (20%)

- **Marketing and promotional plan to reach audience**
 - Potential size of audience
 - Proposals that have an understanding on how to reach their target audience
 - Promotion of te reo Māori or Māori culture
 - Evidence of platform co-investment, support and third-party marketing support is encouraged and will also be preferred.
- **Platform Support**
 - Applicants with platform support will be prioritised.
 - The content must be available freely for distribution on other unrelated platforms.
 - Collaboration between organisations is encouraged. Content distribution agreements, aggregation by platforms/publishers, sharing resources or co-producing content supports the effective use of the limited funding available to the sector.

Potential for Impact (5%)

Wātaka

Timeline

4 Aug 2023	Round opens.
1 Sep 2023, 5:00pm	Deadline for Stage 1. Proposals must be submitted online via Te Pūahatanga.
11 Sep 2023	Stage 1 decision letters distributed. Shortlist notified.
29 Sep 2023, 5:00pm	Deadline for Stage 2. Proposals must be submitted online via Te Pūahatanga.
20 Oct 2023	Stage 2 decision letters distributed.

Te Tono ā-Ipurangi

Applying Online

You must be registered with [Te Pūahatanga](#), the online application system operated by Te Māngai Pāho to submit an application. Only applications submitted through this portal will be considered. You can register at any time and we encourage producers to register well in advance of the funding deadline. Applicants will not be able to submit proposals until all the required fields have been completed, so please do not leave completion of your application to the last minute.

You can save your application at any time throughout the process and come back to it via your dashboard prior to the deadline. Key compliance information from your Registered Provider data will automatically populate your funding Application.

Ngā Tikanga me ngā Herenga

Reserved Rights and Terms and Conditions

- You must bear all of your own costs in preparing and submitting your proposal.
- You represent and warrant that all information provided to us is complete and accurate.
- We may rely upon all statements made in your proposal.
- We may amend, suspend, cancel and/or re-issue the RFP at any time.
- We may change the RFP (including dates), but will give all submitters a reasonable time to respond to any change.
- We may accept late proposals and may waive any irregularities or informalities in the RFP process.
- We may seek clarification of any proposal and meet with any submitter(s).
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal.