

28 August 2019



## REQUEST FOR PROPOSALS: \$4m NZ On Air and Te Māngai Pāho Māori Factual Co-Fund

### A. Introduction

*Mā tōu rourou, mā tōku rourou, ka ora ai te iwi.*

Te Māngai Pāho and NZ On Air are joining forces to encourage compelling receptive Māori language content (20-30% Te Reo Māori) skilfully made to appeal to a general audience.

Receptive Māori language content previously funded by both agencies has included series such as [The Hui](#), [Ahikāroa 2](#), and the soon-to-launch *Colonial Combat 2* (for TVNZ OnDemand and Māori Television).

Both funding agencies are committed to supporting the Māori media sector and collectively improving the outcomes of Maihi Karauna, the Crown's strategy for Māori language revitalisation, including ensuring that New Zealanders value te reo Māori as a crucial part of national identity.

The agencies are now calling for short proposal documents via this RFP.

### B. Purpose

This new funding opportunity will support new, high-quality, receptive-language, screen Factual content for a broad and sizeable audience in an engaging and inclusive way.

### C. Request for Proposals

Designed with prime-time television slots in mind, and good on demand/online support and promotion, the fund seeks Factual proposals with high production values made for a general and substantive audience that will have a good shelf-life.

We expect the content to provide audiences with diverse Māori perspectives and original, informative and entertaining content.

The intention is that a minimum of between 4-6 applications will be supported into production in Q1 2020. Each agency is looking to contribute up to \$2m each to the joint fund. We expect budgets will be realistic for the nature and scale of projects proposed.

Platform co-investment is mandatory and projects with third party investment will generally be seen as having an enhanced business case.

Feedback from the sector supports a **two-stage assessment process** to make it easier for producers and allow them to put ideas forward without having to spend a significant amount of time creating full proposals when only a small number of projects can be funded.

### D. Proposal Format

Production companies may submit a **maximum number of two proposals** in order to manage demands on the fund. We want your **best** ideas.

The stage one application should be **no more than three pages** and contain the following:

1. An outline that crisply describes the idea and how it will engage its target audience for both the idea and '[right shifting](#)'
2. Proposed content output deliverables and quantities
3. A marketing and promotional outline from the broadcast partner
4. A receptive Māori language and/or Māori cultural objective for the programme.
5. Brief bios/CVs, links to examples of previous work of key personnel where relevant
6. A brief description of the quality management processes planned to ensure high quality Māori language and cultural content
7. An indicative budget amount.

**Shortlisted projects will be invited to submit a full proposal.**

## E. Timeline

Mon August 19, 2019	RFP Published
Wed 2 October 5pm	Deadline for <b>1 – 3 page(s) pitch</b> submitted via Te Māngai Pāho's <a href="#">online application system</a>
Wed 16 October	Shortlist confirmed with shortlisted projects being invited to submit full proposals. Unsuccessful applicants also notified.
Thu 16 January 2020 5pm	Deadline for <b>full proposals</b> submitted via the online application system
Fri 14 February	Letters distributed advising of confirmation or decline

***Please note the Terms and Conditions below.***

## F. 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, **5:00pm Wednesday 2 October 2019**.

Please have your pitch document ready to upload when you submit your application. Applicants will not be able to submit proposals until all the required fields have been completed, so **please do not leave application completion 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.

## G. Assessment Process

For both stages of assessment, a panel of four representatives (two from each agency) will assess all applications to reach consensus decisions. In the event there is no panel consensus, the final decisions (for both assessment stages) will be determined between the two Chief Executives.

## H. Assessment Criteria

The panel uses a weighting system to ensure the full range of criteria is considered. Please note that the range of criteria has been updated for this RFP to reflect both Te Māngai Pāho and NZ On Air's shared objectives.

### Quality of Concept (30%)

- Innovative and appealing Māori centric idea
- Well-developed proposal to realise that idea
- Avoids duplication of content already available

### Capacity of the Applicant (20%)

- Experience and capability of the Applicant
- Quality of Financial Information (budget, cashflow, schedule etc)
- Proposals led by or with the significant involvement of Māori key creatives: this means at least two of the three key roles of producer, director and writer/researcher should be Māori

### Cost Effectiveness (20%)

- Projected Audience
- Reasonable shelf-life
- Leverage – we will prioritise applications that attract other investment and leverage other aspects of our shared mahi (i.e. projects that intend to commission or license NZ music)
- Appropriate platform contribution – there is an expectation that platform contribution will reflect the prime-time and sizeable audience ambitions of the RFP. This criteria will be influential in the decision making process. If platform contribution is low (below 5% of total budget), then extended platform rights will apply and that content can be made available for all other platforms within 5 working days of first broadcast

### Promotion of te reo Māori and language revitalisation outcomes (30%)

- Innovative language plan specific to programme and target audience: 20-30% Te Reo Māori
- A commitment and methodology for impact reporting
- Promotional strategy with platform support – we expect to see significant platform support for marketing/publicity and marketing costs may not be included in production budgets

## I. Reserved Rights and Terms and Conditions

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