

20 November 2018



REQUEST FOR PROPOSALS: RNZ/NZ On Air JOINT INNOVATION FUND: GROWTH AUDIENCES

Introduction

In July 2018 the Minister of Broadcasting, Communications and Digital Media announced that a fund was to be established to pilot a new type of collaboration between RNZ and NZ On Air, with the intent to strengthen public media contribution to New Zealand society. The fund comprises three project categories: Signature Projects, Growth Audiences, and Diverse Journalism. RNZ is to be the primary platform(s) for all projects.

The complete RNZ/NZ On Air Memorandum of Understanding for the operation of the Innovation Fund can be found [here](#).

Purpose

RNZ has identified several segments of the population with whom we wish to build engagement.

We are seeking proposals for content to serve these **Growth Audiences**:

- Māori
- Pasifika
- Regional
- Younger New Zealanders (for the purposes of this RFP defined as under 24 years).

Projects

This is an open call for innovative multi-media ideas that will appeal to these **Growth Audiences**.

Projects will likely be comprised of a combination of elements best suited to the content and intended audience: audio, video, stills and text.

They will be distributed on the range of RNZ platforms best suited to the project: website/app, broadcast, social media. While created primarily for RNZ platforms, secondary distribution platforms will be considered.

Projects may be Factual or Scripted (drama/comedy/satire).

We anticipate allocating approximately \$1million to projects across the four Growth Audiences categories in this round.

The maximum budget level for any single project is \$250,000 for ideas of significant scale. It is unlikely that more than one project of this scale will be supported in this round, so we encourage submissions for a range of productions, with varying budget levels appropriate to the scale and format(s) of the project.

For each Growth Audience category all topics and formats will be considered.

We are particularly interested in ideas in these areas:

Māori	<p>Concepts for a series of 10 x 25 minute podcasts that can also be broadcast on Te Ahi Kaa (RNZ National Sunday 6.00pm)</p> <p>These will require supporting material for the website that enhances the audio podcast.</p>
Pasifika	<p>As well as English language projects for Pasifika audiences, we welcome new projects created for RNZ, featuring Pasifika languages. These could be bilingual (with English elements), or 100% in the chosen Pasifika language. Projects with high levels of Pasfika languages will likely be best suited for distribution online and/or broadcast on RNZ Pacific.</p>
Regional	<p>Projects intended for regional audiences that will have enduring relevance (a good shelf life) rather than news services.</p>
Younger New Zealanders	<p>We'd like to build our catalogue of stories and/or songs in a range of languages for 0-6 year olds: our three official languages plus some of the other most commonly spoken languages here in Aotearoa/New Zealand.</p> <p>Latest available data suggests these are Pasifika languages, Hindi, and Chinese languages.</p> <p>These will be available on our soon to be re-launched children's page which will be called "Storytime" and, where appropriate we'd love these to also be produced in English for broadcast on 'Storytime' (RNZ National Saturday and Sunday 6am).</p>
	<p>Podcast series for 18-24 year olds.</p>

Pitch Format

You will be required to upload your pitch in pdf format as part of your [online application](#).

This pdf should be a maximum of three pages and include the following information:

Working Title	
Growth Audience Category	<p>Which growth audience category do you wish to submit this proposal for? (Choose a primary category)</p> <p>Māori/Pasifika/Regional/Younger New Zealanders</p>
Further audience detail	<p>Tell us more about your target audience and why your project will appeal to them.</p> <p>This may be more specific within the category you have identified:</p> <p>E.g. Pasfika 18+, Tamariki Māori 5 - 10</p>

	OR you may wish to identify where your project will serve multiple growth audiences: E.g. Māori and Pasifika younger audiences 18 -24
Synopsis	
Concept	Please articulate your idea as clearly and succinctly as possible <ul style="list-style-type: none"> • Subject matter/story outline(s) • Treatment/style • A clear list of content output deliverables and quantities: Audio, video, text, still images, interactive media
Budget	Indicative budget
Estimated Production Period	
Key Personnel	Brief Bios/CVs, links to examples of previous work where relevant
Timing	Why is this project particularly important at this time? Is it linked to any event/anniversary?
Primary Platform/s	Which RNZ platforms do you have in mind for this project?
Secondary Platforms	Do you propose that this will be broadcast/published on other platforms?

Shortlisted Projects will be invited to submit further information in the full proposal.

SUBMISSION AND ASSESSMENT PROCESS

Thu 20 December 2018	4pm Deadline for 1 – 3 page(s) pitch submitted via the online application system.
Tue 29 January 2019	Shortlist announced with shortlisted projects being invited to submit full proposal. Unsuccessful projects also notified.
Mon 25 February 2019	4pm Deadline for full proposals submitted via the online application system.
Mar 2019 (date tbc)	Letters distributed advising of confirmation or decline.

Queries around the content of your submission should be directed to Kay.Ellmers@rnz.co.nz or 027 4899 686.

Queries around submission of applications through NZ On Air's online application system should be directed to anna@nzonair.govt.nz or 04 802 8382.

Proposals will be assessed by the RNZ/NZ On Air representatives of the joint assessment panel.

Reserved Rights and Terms and Conditions

The following government standard terms and conditions apply to the RFP and the RFP process:

- a. you must bear all of your own costs in preparing and submitting your proposal
- b. you represent and warrant that all information provided to us is complete and accurate
- c. we may rely upon all statements made in your proposal
- d. we may amend, suspend, cancel and/or re-issue the RFP at any time
- e. we may change the RFP (including dates), but will give all submitters a reasonable time to respond to any change
- f. we may accept late proposals and may waive any irregularities or informalities in the RFP process
- g. we may seek clarification of any proposal and meet with any submitter(s)
- h. we are not bound to accept the lowest priced conforming proposal(s), or any proposal
- i. if none of the proposals are acceptable to us we may enter into negotiations with one or more of the submitters (if any).
- j. we both agree to take reasonable steps to protect the other's confidential information
- k. our obligation to protect your confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions
- l. there is no binding legal relationship between us, and your proposal is only accepted if we both sign a funding contract
- m. our Request for Proposals (RFP) comprises this document, and any subsequent information we provide to suppliers
- n. the laws of New Zealand shall govern the RFP process
- o. in submitting your proposal you are deemed to have read, understood and agree to be bound by these terms and conditions, and the additional terms and conditions below, if applicable.