



Te Māngai Pāho

Irirangi Te Motu  
**NZ On Air**



## Request for proposals

Te Māngai Pāho and  
NZ On Air Co-Fund Round

Round One – 2021/22  
Closing Date: 5:00pm  
Friday 18 February 2020

All queries:

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Or

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Ko te reo te take!

# Hei Whakataki

## Introduction

E whakaaro nui ana ki te rāngai pāpāho Māori i tēnei noho taratahi me te mihi nui ki a koutou e whakapeto ngoi tonu ana kia puta ngā hōtaka hei painga mō te katoa.

Te Māngai Pāho and NZ On Air are joining forces once again with a co-fund round for receptive and/or fluent Māori language content (30–100% te reo Māori) made to appeal to a broad audience. Both funding agencies are committed to supporting the Māori media sector and collectively improving the outcomes of the 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 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.

Our agencies are now calling for full proposals via this RFP.

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 [blake@tmp.govt.nz](mailto:blake@tmp.govt.nz).

## Te Pūtake

### Purpose

Te Māngai Pāho and NZ On Air seek proposals for the creation of either:

- Receptive (30–70%) and / or
- Fluent (70–100%)

te reo Māori content for general audiences to distribute via established platforms, or platforms that have an established audience relevant to the idea. Whether your idea is receptive or fluent, we are looking for ideas that strongly convey a Māori world view – content that highlights the beauty of te ao Māori and te reo Māori on screen.

# Te Kaupapa Matua

## Request for Proposals

This contestable funding opportunity will support high-quality factual and scripted series with clear te reo Māori outcomes made for diverse digital platforms including linear television and online viewing. Both new and returning series with proven te reo Māori outcomes are eligible. New series or series with only one season previously released will be prioritised. It is likely that a series returning for a third season or more will be deprioritised alongside newer projects.

Limited scripted production funding is being offered in this round, prioritising newer storytellers in this genre, who have ideally completed scripted development for digital-first and/or linear television.

All production funding applicants will be required to have a platform attachment, with a limit of two proposals per production company and a cap of \$2 million per individual factual application and \$1 million per scripted application.

We will consider a small number of scripted development applications (with or without a platform attached) if the idea is creatively strong.

In this round the agencies have agreed to consider proposals for content with te reo Māori content of between 30% and 100%. However, the assessment process will give preference to proposals with higher language content and/or that include additional innovative opportunities for the promotion of te reo Māori.

Evidence of platform co-investment, opportunities to leverage commitment from other agencies relevant to the idea, letters of support from relevant iwi if necessary, a robust rautaki reo Māori, and third party marketing and distribution support is encouraged and will also be an advantage.

Te Māngai Pāho and NZ On Air are prepared to allocate up to \$6 million (plus GST) of funding but reserve to their sole discretion the right to distribute a greater or lesser amount in this funding round.

### What we are looking for:

- Innovative opportunities for the promotion of te reo Māori and tikanga Māori
- Companies that demonstrate a commitment to te reo Māori and tikanga Māori
- Capacity building opportunities for the sector
- Pou tiaki reo is involved throughout ideation and will provide meaningful consultation throughout the project
- Innovative, relevant, engaging use of te reo Māori throughout; kia rekareka, kia auaha te whakamahinga o te reo!
- On screen te reo Māori goals should be identified

- Applicants with multi-platform support, and an established social media audience will have an advantage
- Evidence of platform co-investment and third-party marketing support is encouraged and will also be an advantage
- Proposals that leverage other resources and agencies specific to the idea will be prioritised

We do not intend to fund Apps or Platforms through this funding initiative.

## Te Whakatakotoranga o Te Tono

### Proposal Format

We are looking for a brief treatment, tone, detailed budget and TX date, key talent with a te reo Māori strategy that will highlight the language goals the programme hopes to achieve. The proposal should be a 'selling document' and provide a succinct and compelling description of your initiative to engage and hold the interest of an assessor.

## Assessment Criteria

In relation to the idea:

### The Applicant (15%)

- Experience and capability of the applicant
  - The Applicant's commitment to te reo Māori and tikanga Māori
  - Capacity building

### Quality of Concept (30%)

- Innovative and appealing high quality Māori centric idea with language outcomes

### Te reo Māori, Tikanga Māori (30%)

- Pou tiaki reo
- Language on screen
  - Clear plan on how te reo Māori will be used in the funded content (subtitles, on screen use of te reo Māori, pronunciation, scripts)

### Distribution and Marketing (20%)

- Marketing and promotional plan to reach audience
- Platform support
- Opportunity for leverage
- Established social media audience

### Potential for Impact (5%)

- Potential impact on te reo Māori and tikanga Māori uptake and understanding
- Potential to reach the stated target audience

## Wātaka

### Timeline

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Wednesday 8 December 2021

RFP Published / Round opens.

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5:00pm

Deadline for full proposals.

Friday 18 February 2022

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Tuesday 19 April 2022

Decision letters distributed.

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If a proposal is received after 5:00pm on the closing date it may not be considered in this round. However, we reserve the right to extend the period allowed for submission of proposals at our sole discretion. Our current policy is that extensions may only be granted by the Chief Executive of Te Māngai Pāho, and Head of Funding at NZ On Air.

## Te Tono ā-Ipurangi

### Applying Online

You must be registered with Te Pūahatanga, the online application system operated by Te Māngai Pāho to apply. 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. Please have your full proposal 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 the 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

By submitting a proposal, the respondent agrees to all Te Māngai Pāho terms and conditions as set out in this RFP

- You must bear all 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 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