



Te Māngai Pāho

REGISTRATION OF INTEREST 2024/25 General Audience Round 2

ROI: Mane 7 o Oketopa

Open: Mane 14 o Oketopa

Close: 5:00pm Wenerei 30 o Oketopa

Decisions: Mane 25 o Noema

All queries:

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**Ko te reo
te take!**

Hei Whakataki Introduction

Through its support of the Māori media sector, Te Māngai Pāho aims to improve the outcomes of the Maihi Karauna, the Crown’s strategy for Māori language revitalisation. This includes ensuring New Zealanders value te reo Māori as an essential part of their national identity.

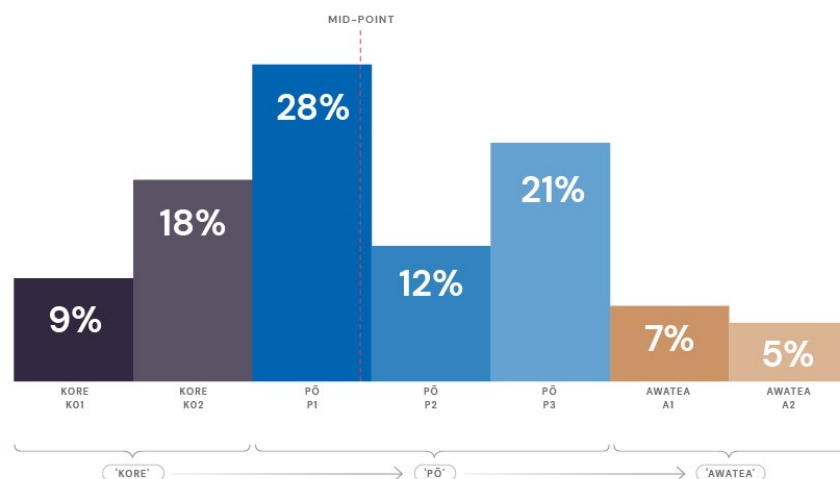
The Crown’s strategy for Māori language revitalisation has three audacious goals for 2040:

- **Goal 1: more than 85%** of New Zealanders will value te reo Māori as a key part of national identity;
- **Goal 2: more than 1,000,000** New Zealanders will have the ability and confidence to talk about at least basic things in te reo Māori;
- **Goal 3: more than 150,000** Māori aged 15 and over will use te reo Māori as much as English by 2040.

In support of these goals, Te Māngai Pāho measures New Zealanders’ attitudes toward te reo Māori with the KoPA model; an adaptation of the theoretical ZePA model developed by Professor Rawinia Higgins and Dr. Poia Rewi. Attitudes are segmented into three core categories: kore (zero); pō (passive) and awatea (active). The goal is to ‘right-shift’ the population along the continuum, into awatea. When investing in content, Te Māngai Pāho seeks to understand the contribution that content will make to the Crown’s strategic goals and right-shifting its target audience. For more information about KoPA, visit: <https://www.tmp.govt.nz/en/about/kopa-personas/>

KoPA Model Segmentation (2023)

Nielsen CMI KoPA Model 2023²



2. Source: Nielsen CMI. Base: Total NZ population, FY Q1 23 to Q4 2023 n = 10,003. Midpoint = 5% points of the top end of P1.

Te Pūtake Purpose

This Registration of Interest (ROI) replaces what was "Stage One" in previous General Audience funding rounds. The ROI process aims to be more focused in its ask. But for successful applicants it will have the same outcome – an invitation to participate in the next stage of the 2024/25 General Audience Round 1.

At the ROI stage, we invite content producers to tell us about their capability and capacity to deliver content in the next 12 months, and to pitch content ideas that will contribute to the normalisation and wellbeing of te reo Māori.

The content we are looking to support will be Aotearoa-centric and demonstrate a capacity to positively impact on New Zealanders' attitudes towards te reo Māori by providing audiences an opportunity to engage with the language in a way that is inclusive and within their reach.

He Tono Kaupapa Request for Proposals

Te Māngai Pāho invites producers to submit their ROI by completing the appropriate application form in [Te Pūahatanga](#), and attaching a 5-page pitch document that demonstrates their capacity and readiness to apply for funding.

It is important that applications and pitches are succinct, accurate and display alignment with the values and goals of Maihi Karauna. (Refer to page 2). If you are new to Te Māngai Pāho, we urge you to take time to understand the context within which we operate. With this in mind, the following information is key in your response to this ROI.

FUNDING

General Audience Funding

General Audience funding is for the creation of quality, reo Māori Scripted and Non-Fiction content for diverse audiences across eligible broadcast, on demand and digital platforms.

In 2024/25 General Audience Round 2, Te Māngai Pāho expects to allocate up to \$8,000,000 (plus GST) of funding.

Targeted Audience Funding

Te Māngai Pāho has already held funding rounds for the following **targeted audiences**:

- Rangatahi/Tamariki – Fluent
- News & Current Affairs – Receptive and Fluent

Proposals in these categories and for these audiences are not eligible to apply to this General Audience funding.

CONTENT

Reo Māori Content

Reo Māori Content is content containing te reo Māori of more than 30% that has been tailored to reach one of two categories of reo Māori content audiences: Receptive and Fluent.

Receptive audiences are represented as 'Pō' or 'P' in the KoPA model. They are receptive to reo Māori content and while they have some comprehension, they may not be comfortable in the language for long periods of time. Content for Receptive audiences must contain between 30% and 70% te reo Māori.

Fluent audiences are represented as 'Awatea' or 'A' in the KoPA model. They are active reo speakers with a range of language comprehension and experience. Content for Fluent audiences must contain more than 70% te reo Māori.

Scripted Content

Scripted Content can be defined as drama or comedy shows that have scripts, a season outline, well-developed characters and a compelling story. Themes and characters that convey a Māori worldview will stand out. Scripted content can be made for screen and audio platforms.

Factual Content

Factual Content can best be described as a documentary or researched show that tells an untold story of Aotearoa New Zealand and its people. Factual content can be made for screen and audio platforms.

PLATFORMS

Eligible Platforms

Te Māngai Pāho funded content must be supported by a local, free-to-air or digital platform with evidence of an established and engaged audience.

Television – linear and digital on demand

- Whakaata Māori, Māori+
- TVNZ 1, TVNZ 2, TVNZ +, TVNZ Duke
- Three, ThreeNow
- Sky Open, SkyGo
- Others will be considered at the request of the platform

If your idea is for free-to-air television, linear or on demand, you should have a clear indication of support from a local platform, confirmed by a letter of support. Contact the platform to find out how to receive their endorsement.

Returning series for television platforms are welcome. Pitches should discuss new series innovations, and be supported by data and evidence of an engaged audience.

New series for television platforms are also welcome. Pitches should be for new ideas with a fresh perspective. The platform support should clearly indicate where the content will fit in their content strategy.

Note: should your project go on to receive funding from 2024/25 General Audiences Round 1, the content you make will be made available to Whakaata Māori following a short period of exclusivity for your primary platform.

Iwi Radio and Podcast Platforms

- Any or all of the 21 iwi radio stations funded by Te Māngai Pāho
- Digital podcast platforms will be considered case by case

Quality, reo Māori, Scripted and Factual content ideas for iwi radio and established podcast platforms are welcome. Content ideas must have some level of support from multiple iwi radio stations, confirmed by letters of support.

News, current affairs, and interview-style programmes and podcasts ideas will not be considered due to the volume of current affairs content already available in the market.

Digital – local media and social media platforms

- RNZ
- Mediaworks

- NZME
- Spinoff
- Stuff
- Others, and social media platforms, will be considered at the request of the platform

Compelling reo Māori content ideas for a local digital media platform that are free to access and can provide evidence of an established and highly engaged audience will be considered.

Content ideas will need to be supported by a convincing strategy for reaching and engaging audiences.

While social media is not technically a local platform, we will accept platforming on locally managed social media pages and profiles with evidence of an established and highly engaged audience.

A letter of support from the platform will enhance an application.

Ineligible Platforms

Content for interactive platforms including learning, games and apps will not be considered for funding in this round.

Ngā Kawatau Expectations

- We expect this funding round to be heavily oversubscribed with fewer than half of applications successful therefore applicants will be limited to a maximum of two proposals each.
- For the benefit of clarity and assessment, we ask for pitches to be kept to a cover and 5-pages. Page 6 onwards will not be assessed.
- Should your project go on to receive funding from 2024/25 General Audiences Round 2, you will need to provide data and analytics to enable Te Māngai Pāho to evaluate the effectiveness of the investment as measured by KoPA.

Wātaka Timeline

Registration of Interest

7 Oct 2024	ROI Published
14 Oct 2024	Applications Open
5:00pm, 30 Oct 2024	Applications Close
25 Nov 2024	Decisions Notified

Request For Proposals

26 Nov 2024	RFP Published
3 Dec 2024	Applications Open
5:00pm, 13 Feb 2025	Applications Close
21 Mar 2025	Decisions Notified

Te Tono Pitch Format

Your 5-page pitch should provide a succinct and compelling description of your idea. Your pitch should be formatted accordingly:

Applicant and Key Personnel

- A kōrero about the company and key personnel involved in the project
- Your capacity to produce this content in a timely manner
- Why you are the right people to create this content

Creative

- Synopsis and Treatment
- Audience – clear on the project’s target audience
- If applicable, brief insights into how content has previously performed

Te Reo Māori

- Rautaki Reo – a clear approach to delivering reo in content
- Pou Tiaki Reo/Tikanga – Pou Tiaki endorsement of rautaki and idea

Platform, Distribution and Marketing

- Platform – letter of intent to support
- Digital-first – evidence of an established platform with engaged followers
- Distribution and marketing intentions

Budget and Schedule

- Indicative budget
- Indicative schedule

Aromatawai Assessment Criteria

ROIs will be considered by a panel of assessors as part of a contestable process. As well as being scored on their own strengths, they will be considered against others to ensure that a range of applicants and projects are invited to submit a full proposal to 2024/25 General Audiences Round 2. Factors that will be considered include how ready projects are to go into production, and how different the project is from others recently funded.

Applicant and Key Personnel (20%)

- Production – experience, success and capacity to deliver
- Capability – is this the right team to make this content?
- Te reo Māori – evidence of commitment to te reo Māori
- Kaitiaki – appropriate to create content in te reo Māori

Creative (20%)

- Synopsis – clear and captivating
- Treatment – will enhance creative proposition
- Māori worldview – is evident throughout
- Audience – clear on the project’s target audience.

Te Reo Māori (25%)

- Rautaki reo – clear approach to delivering reo on screen
- Pou Tiaki Reo/Tikanga – meaningful consultation from ideation through to completion
- Te reo Māori – genuine, natural use of the language
- Tikanga Māori – appears normally, effortlessly
- Kaupapa Māori – content feels Māori in every way.

Platform, Distribution and Marketing (20%)

- Platform – level of guaranteed support and suitable fit for Creative
- Digital – platform is established with engaged followers
- Distribution – clear plan to deliver within an appropriate timeframe
- Marketing – marketing and promotional plan to reach audience.

Budget and Schedule (15%)

- The budget and proposed timeframe is realistic for the proposal
- Clear correlation between budget and proposal
- The budget and proposed language outcomes represent good value.

Te Tono ā-Ipurangi Applying Online

To apply, you must first register in [Te Pūahatanga](#), the online application system operated by Te Māngai Pāho. Registrations can take up to three days to process so we encourage producers to register well in advance of the funding deadline. Applicants will not be able to submit applications until all required fields are completed. You can save your application at any time throughout the process and come back to edit right up to the deadline. Only applications and documents submitted in Te Pūahatanga will be assessed for funding.

Ngā Tikanga me ngā Herenga

Reserved Rights and Terms and Conditions

- You must bear all your own costs in preparing and submitting your application and 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 ROI at any time.
- We may change the ROI (including dates) but will give all applicants a reasonable time to respond to any change.
- We may accept late proposals and may waive any irregularities or informalities in the ROI process.
- We may seek clarification of any proposal and meet with any applicant(s).
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal.