



**Te Māngai Pāho**

## **REQUEST FOR PROPOSALS**

### **Waiata Reo Māori Platform Features**

**Round:**

1 of 1/2024-25

**RFP Date:**

Monday 17 March 2025

**Closing Date:**

Monday 7 April 2025

**All queries:**

Nadia Marsh

Hautū Te Hua Waihanga

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

**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:

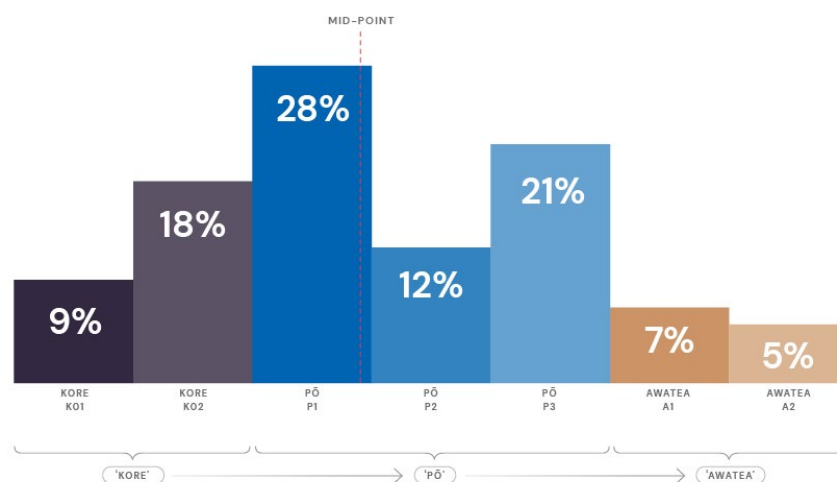
- **Goal 1: more than** 85% of New Zealanders will value te reo Māori as a key part of national identity;
- **Goal 2: more than** 1,000,000 New Zealanders will have the ability and confidence to talk about at least basic things in te reo Māori;
- **Goal 3: more than** 150,000 Māori aged 15 and over will 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 2023<sup>2</sup>



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 contestable funding opportunity will support media and broadcast organisations to resource the making of Waiata Reo Māori Feature content for their platform.

This funding is aligned to Te Māngai Pāho's 'Audience' performance expectations.

## He Tono Kaupapa Request for Proposals

This RFP invites **Media Platforms** with a proven brand audience (listeners, viewers, followers) of more than 100,000 to apply for funding to support the making of a regular (daily, weekly, monthly) content feature to promote waiata reo Māori. Te Reo Māori (bilingual or fluent, written or verbal) should be used in the feature to frame the content.

A Mātanga Reo/Pou Tiaki Reo will be an integral part of your proposal and project. They should be adequately qualified to oversee correct use and pronunciation of te reo Māori in a style that is relatable to your audience.

Proposals should be for Features between 1 May 2025 and 31 December 2025.

Te Māngai Pāho is prepared to allocate up to \$50,000 (plus GST if applicable) per Feature. A total pool of \$200,000 (plus GST) will be made available for distribution but Te Māngai Pāho reserves the right to distribute a higher or lesser amount.

Applications must be made through a legal entity. Individuals are not eligible to apply.

# Pukapuka Tono Application

APPLICANT DETAILS		
Company name		
Company contact		
Experience in te reo Māori	<i>Provide examples of previous te reo Māori mahi</i>	
Experience in waiata reo Māori	<i>Provide examples of previous waiata reo Māori mahi</i>	
Key Personnel		
Content producer	<i>Name, experience</i>	
Mātanga reo	<i>Name, experience</i>	
Waiata reo Māori curator	<i>Name, experience</i>	
Content host	<i>Name, experience</i>	
PROPOSAL		
Feature		
Feature name		
Feature description	<i>Provide a synopsis of the feature</i>	
Te reo Māori	<i>Aside from music performances, how will te reo Māori be included in the feature?</i>	
Te reo Māori	<input type="checkbox"/> Receptive 50- 70%	<input type="checkbox"/> Fluent 70%+
Target age group	<input type="checkbox"/> Tamariki <input type="checkbox"/> Rangatahi	<input type="checkbox"/> Pakeke <input type="checkbox"/> Kaumatua
Content deliverables	<i>Audio, video, text? Duration, quantity, frequency?</i>	
Sample (demo, images)	<i>Provide assessors a mock-up of the content</i>	
Data	<i>If you have run a Feature before, how did the content perform?</i>	
Intended start and end dates		
Audience Potential		
Media brand and platforms	<i>E.g JKL9 TV and on demand; Tui 99.9 radio &amp; Insta</i>	
Links	<i>Links to online platforms</i>	
Current audience	<i>Current listener/viewer/follower numbers on each platform. Please attach evidence. E.g analytics</i>	
Previous audience	<i>If a returning feature, previous audience for feature</i>	
MEASURES		
Metric reporting	<i>What data and measures will you implement to inform how impactful the feature has been?</i>	
BUDGET		
Detailed budget	<i>Line by line expenditure</i>	
Additional Information		

Attachments(s)	<i>Add any other information you think will be helpful to your application.</i>
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## Aromatawai Assessment

### Applicant (20%)

- Experience promoting waiata reo Māori
- Experience promoting te reo Māori
- Capability and experience of key personnel to deliver reo Māori content
- Track record with Te Māngai Pāho

### Creative Proposal (60%)

- Te reo Māori
- Appeal of proposition
- Audience potential
- Previous success
- Outcomes for waiata reo Māori
- Overall proposal and clarity of proposition

### Measures (10%)

- Metric reporting

### Budget (10%)

- Justified costs
- Reasonable for proposed deliverables and outcomes

## Wātaka Timeline

17 Mar 2025	RFP Published
17 Mar 2025	Applications Open
7 Apr 2025	Applications Close
17 Apr 2025	Decisions

# Te Tono ā-Ipurangi

## Applying Online

You must be registered with Te Pūahatanga, the online application system operated by Te Māngai Pāho, to apply. You can register at any time so we encourage first-time applicants to register well in advance of the funding deadline, 5:00pm **Monday 7 April 2025**. Only applications submitted through Te Pūahatanga portal will be considered.

Applicants can submit proposals when all the required application fields have been completed. You can start and 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