



**Te Māngai Pāho**



# Request for Proposals News & Current Affairs

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RFP published: 13 August 2024

Extended Closing Date: 23 September 2024

Decisions: 18 October 2024

Queries:

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**Kia māhorahora  
te reo!**

# Hei Whakataki Introduction

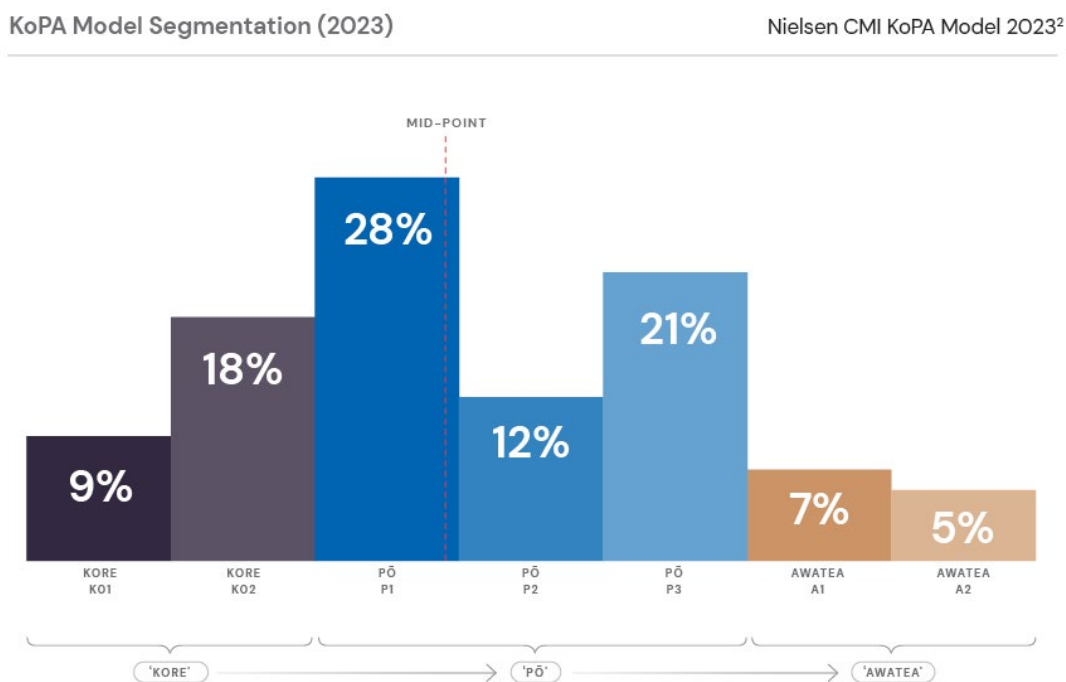
Through its support of the Māori media sector, Te Māngai Pāho aims to improve the outcomes of the Maihi Karauna, the Crown’s strategy for Māori language revitalisation. This includes ensuring New Zealanders value te reo Māori as an essential part of their national identity.

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 making investments into content, Te Māngai Pāho considers how the content may contribute toward the Crown’s strategy goals and right-shifting of audiences.



# He Tāhuhu Kōrero Background

Since the establishment of Te Reo Whakapuaki Irirangi in 1994, Te Māngai Pāho has supported Māori journalism in television and radio. From existing television programmes such as *Te Karere* and *Marae*, to the establishment of te reo Māori national radio news services *Rua Mai* then *Waatea News*, Te Māngai Pāho has included funding for Māori news and current affairs in its strategies to revitalise and grow te reo Māori.

Initially, funding was funnelled via the contestable rounds for television content. This changed in 2021 when Te Māngai Pāho introduced a specific round for television news and current affairs programmes. In recent years, Te Māngai Pāho has invested approximately \$7.55M per annum in Māori news and current affairs.

In Budget 2020, Te Māngai Pāho received funding for regional stories. Following an RFP process, four regional news providers, led by iwi radio stations, were selected to produce weekly stories for a centralised news hub. Te Māngai Pāho also funded the technology to create a central distribution point for that content. The funding provided by the government for this initiative was for two years only.

In 2022 Te Māngai Pāho was allocated \$5.0M of funding for three years to continue and expand the regional news hubs initiative. The Public Interest Journalism Fund administered by NZ On Air contributed an additional \$3.0M to the initiative. The current funding commitments for the regional hubs expire at the end of December 2024 but the existing appropriation for the regional hubs expires in June 2026.

The current model is not sustainable and Te Māngai Pāho has engaged with the Māori news and current affairs sector to co-design a sustainable future focussed model for implementation in the 2025/26 financial year.

Discussion points were:

- the need for updated legislation and increased government investment;
- workforce development and retention is an issue;
- regional voices need to be protected;
- the need for better audience data;
- better access to platforms and funding;
- ensuring there is a space for rangatahi.

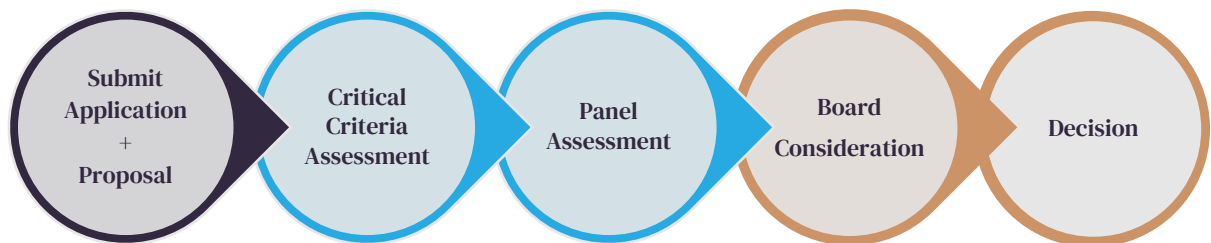
A working group facilitated by Kawea Te Rongo (Independent Māori Journalists Association) will be established to contribute to the development and provide ongoing advice as Te Māngai Pāho develops a new approach to the funding of Māori news and current affairs.

# Te Pūtake Purpose

The purpose of this funding is to support the creation of quality, Māori news and current affairs content for diverse audiences using free-to-air/access platforms. The content funded will need to contribute to the normalisation and wellbeing of te reo Māori. Te Māngai Pāho expects to allocate up to \$11,000,000 (plus GST) but reserves to its sole discretion the right to distribute a higher or lesser amount.

The purpose of this document is to outline news and current affairs investment priorities for Te Māngai Pāho in 2024/25, for content distribution during the 2025 calendar year, and to provide advice on the application process and timeline.

# Hātepe Process



# Wātaka Timeline

|                      |  |
|----------------------|--|
| 13 Aug 2024          | RFP Published  |
| 22 Aug 2024          | Round Opens  |
| 26 Aug 2024, 1:00pm  | Information Session<br><a href="https://us02web.zoom.us/j/86379354093">https://us02web.zoom.us/j/86379354093</a> |
| 23 Sep 2024, 12:00pm | Round Closes – extended closing date   |
| 18 Oct 2024          | Decisions Notified   |
| 28 Oct – 6 Dec 2024  | Contracting  |

Late applications may only be submitted with the approval of the Kaihautū of Te Māngai Pāho. Te Māngai Pāho reserves the right to extend the submission period at its sole discretion.

# He Tono Kaupapa Request for Proposals

You must submit your response to this RFP in [Te Pūahatanga](#) by completing the appropriate application form and attaching a full-length proposal document. While there is no limit on the number of pages that we will accept, for the benefit of clarity and assessment we expect applicants to be discerning about a proposal's volume.

Applicants are asked to propose a news service or current affairs programme that will meet the following priorities as articulated by Te Māngai Pāho with input from the Māori news and current affairs sector.

## **News Service in Te Reo Māori**

Funding is available for Māori news services in te reo Māori (100%). Applicants must be able to demonstrate a high level of both journalistic and te reo Māori capability. Proposals should contain a commitment to collaboration in the gathering and distribution of news; include strategies to reduce unnecessary duplication; articulate a focus on improving the quality of storytelling and delivery to appropriate platform(s) for its audience.

## **Te Reo Māori**

The application must contain evidence of capacity and capability to deliver content in te reo Māori to a high standard. Evidence of a rautaki reo that underpins the commitment of the service to te reo Māori is expected. Examples of previously produced news stories in te reo Māori by the service will contribute to the assessors' views of authenticity and capability.

## **Journalism**

Along with capacity and capability to deliver in te reo Māori there is a requirement for the service to be founded on a clear and culturally appropriate journalistic practice. Examples of previously produced news stories that show they are culturally appropriate by the service will contribute to the assessors' views of authenticity and capability.

Demonstrate how the service and its people ensure robust practises that adhere to broadcasting standards and limit risks for its subjects and stakeholders. The ability to identify qualified, experienced, and recognised journalists on staff will strengthen the application. A viable strategy for the development of new journalists may also be an advantage.

## **Output and Promotion**

Identify and quantify the tangible deliverables that will be delivered to the intended audience on a regular basis over the course of a year. Eg. Bulletin days and times, durations, uploads. Please also provide detail on the strategies you will apply to gain attention to the news content you will produce.

## **Distribution, Platform Partnerships**

The news service provider should have their own established platform or platform partner that can provide evidence of a substantial, highly engaged audience. A provider with multiple platforms, platform partners or a distribution network that significantly improves

reach will be further advantaged. Support letters from platform partners and data evidence of audiences will validate assertions.

### **Technical Delivery**

Illustrate the technical eco-system you exist in to further demonstrate how the service will collect, store, platform, and distribute the content. The further the reach, the greater the advantage.

### **Data**

We encourage the provision of data to support all rationale, including previous year audiences and market insights.

### **Budget**

A detailed budget is essential. We support fair pay and equity while welcoming wise use of resources. Well-rationalised budgets must also return good outcomes for investment. Consolidation of technical systems may be considered but Te Māngai Pāho will not fund any new technology or new platforms this year. Identify any other financial investors in your business case.

### **Current Affairs**

Funding is available for suitably experienced providers to produce current affairs programmes that deliver Māori-interest stories for diverse audiences. Te Māngai Pāho is particularly interested in programmes and providers that are future-focussed and can deliver high quality te reo Māori content for fluent audiences.

Funding is also available for receptive programmes that contain a minimum of 30% te reo Māori.

### **Te Reo Māori**

The application should contain evidence of capacity and capability to deliver content in te reo Māori to a high standard. A rautaki reo that underpins the commitment of the service to te reo Māori is expected. Examples of previously produced stories in te reo Māori will contribute to the assessors' views of authenticity and capability.

### **Journalism**

Along with capacity and capability to deliver in te reo Māori is the requirement for the programme to be founded on a clear and culturally appropriate journalistic practice. Examples of a previously produced stories in te reo Māori will assist the deliberations of the assessors.

Demonstrate how the service and the people it employs ensure robust practises that adhere to broadcasting standards and limits the risk to for its subjects and stakeholders. The ability to identify qualified, experienced, and recognised journalists on staff will strengthen the application. A viable strategy for the development of new journalists may also be an advantage.

## Output and Promotion

Identify and quantify the tangible deliverables that will be delivered to audience on a regular basis over the course of a year. E.g. Days and times, durations, uploads. Please also provide detail on the strategies you will apply to bring attention to the content you will produce.

## Distribution, Platform Partnerships

The provider should have their own established platform or platform partner that can provide evidence of a substantial, highly engaged audience. A provider with multiple platforms, platform partners or a distribution network that significantly improves reach will be further advantaged. Support letters from platform partners and data evidence of audiences will validate assertions.

## Technical Delivery

Illustrate the technical eco-system you exist in to further demonstrate how the provider will collect, store, platform, and distribute the content. The further the reach, the greater the advantage.

## Data

We encourage the provision of data to support your proposal, including previous year audiences and market insights.

## Budget

A detailed budget is essential. We support fair pay and equity while welcoming wise use of resources. Well-rationalised budgets must also return good outcomes for investment. Consolidation of technical systems may be considered but Te Māngai Pāho will not fund any new technology or new platforms this year. Identify any other financial investors in your business case.

# Pukapuka Tono Application

## APPLICATION FORM

The application form requests top line information for quick access by assessors and for future contracting. Please complete it accurately and with as much detail as possible.

| DETAILS   |  |   |  |
|---|--|---|--|
| Title   | Title of the proposed kaupapa  |   |  |
| Summary   | Summary of the proposed kaupapa  |   |  |
| Reo Target Audience   | <ul style="list-style-type: none"><li><input type="radio"/> Receptive (30–70% te reo Māori)</li><li><input type="radio"/> Fluent (70–100% te reo Māori)</li></ul>  |   |  |
| Te Reo Māori Content  | <table border="0"><tr><td><ul style="list-style-type: none"><li><input type="radio"/> 30%</li><li><input type="radio"/> 40%</li><li><input type="radio"/> 50%</li><li><input type="radio"/> 60%</li></ul></td><td><ul style="list-style-type: none"><li><input type="radio"/> 70%</li><li><input type="radio"/> 80%</li><li><input type="radio"/> 90%</li><li><input type="radio"/> 100%</li></ul></td></tr></table> | <ul style="list-style-type: none"><li><input type="radio"/> 30%</li><li><input type="radio"/> 40%</li><li><input type="radio"/> 50%</li><li><input type="radio"/> 60%</li></ul> | <ul style="list-style-type: none"><li><input type="radio"/> 70%</li><li><input type="radio"/> 80%</li><li><input type="radio"/> 90%</li><li><input type="radio"/> 100%</li></ul> |
| <ul style="list-style-type: none"><li><input type="radio"/> 30%</li><li><input type="radio"/> 40%</li><li><input type="radio"/> 50%</li><li><input type="radio"/> 60%</li></ul> | <ul style="list-style-type: none"><li><input type="radio"/> 70%</li><li><input type="radio"/> 80%</li><li><input type="radio"/> 90%</li><li><input type="radio"/> 100%</li></ul>   |   |  |
| Format  | <ul style="list-style-type: none"><li><input type="radio"/> News</li><li><input type="radio"/> Current Affairs</li><li><input type="radio"/> Other</li></ul>   |   |  |

|                      |   |   |
|----------------------|---|---|
| Primary Platform     | Linear <ul style="list-style-type: none"> <li>○ TVNZ 1, 2 or Duke</li> <li>○ Three</li> <li>○ Whakaata Māori</li> <li>○ Other</li> </ul>              | Digital <ul style="list-style-type: none"> <li>○ TVNZ+</li> <li>○ Three Now</li> <li>○ Māori+</li> <li>○ Other</li> </ul>   |
|                      | Radio <ul style="list-style-type: none"> <li>○ Iwi Radio</li> <li>○ Mediaworks Radio</li> <li>○ NZME Radio</li> <li>○ RNZ</li> <li>○ Other</li> </ul> | Digital <ul style="list-style-type: none"> <li>○ Newsroom</li> <li>○ NZ Herald</li> <li>○ RNZ</li> <li>○ Stuff</li> <li>○ The Spinoff</li> <li>○ Other</li> </ul> |
|                      |   | Social Media <ul style="list-style-type: none"> <li>○ Facebook</li> <li>○ Instagram</li> <li>○ TikTok</li> <li>○ YouTube</li> <li>○ Other</li> </ul>              |
| Secondary Platform   | Linear <ul style="list-style-type: none"> <li>○ TVNZ 1, 2 or Duke</li> <li>○ Three</li> <li>○ Whakaata Māori</li> <li>○ Other</li> </ul>              | Digital <ul style="list-style-type: none"> <li>○ TVNZ+</li> <li>○ Three Now</li> <li>○ Māori+</li> <li>○ Other</li> </ul>   |
|                      | Radio <ul style="list-style-type: none"> <li>○ Iwi Radio</li> <li>○ Mediaworks Radio</li> <li>○ NZME Radio</li> <li>○ RNZ</li> <li>○ Other</li> </ul> | Digital <ul style="list-style-type: none"> <li>○ Newsroom</li> <li>○ NZ Herald</li> <li>○ RNZ</li> <li>○ Stuff</li> <li>○ The Spinoff</li> <li>○ Other</li> </ul> |
|                      |   | Social Media <ul style="list-style-type: none"> <li>○ Facebook</li> <li>○ Instagram</li> <li>○ TikTok</li> <li>○ YouTube</li> <li>○ Other</li> </ul>              |
| No. of Episodes      |   |   |
| Episode Duration     |   |   |
| Total No. of Minutes |   |   |
| Budget Summary       | Summary of the detailed budget in the full proposal   |   |
| Amount Requested     | Contribution you are requesting from Te Māngai Pāho   |   |
| Application Contact  | Application contact person  |   |
| Full Proposal        | Attach a full proposal to satisfy the criteria  |   |



## FULL PROPOSAL

Provide a full proposal to satisfy the criteria and set yourself apart from others.

A reminder that for the benefit of clarity and assessment we expect applicants to be discerning about a proposal's volume.

## SAMPLE LAYOUT

| SECTION 1: CONTENT & OUTCOMES  |   |
|--|---|
| Title  | Title of the proposed kaupapa   |
| Description  | Description of the proposed kaupapa, details to satisfy the criteria                                    |
| Deliverables & Outcomes  | Tangible deliverables and outcomes  |
| Innovations  | Provide detail of any innovation or unique proposition that will appear new to market                   |
| SECTION 2: TE REO MĀORI  |   |
| Approach   | Approach to delivering te reo Māori content   |
| Rautaki Reo  | Excerpts from rautaki reo to demonstrate commitment and capability                                      |
| Evidence   | Evidence of previously produced content to demonstrate capability                                       |
| SECTION 3: APPLICANT & KEY PERSONNEL   |   |
| Suitability & Experience   | Suitability, skill and experience of applicant and key personnel to deliver. Names and credentials      |
| SECTION 4: DISTRIBUTION, PLATFORM PARTNER  |   |
| Primary Platform   | Confirm own platform ownership or provide a platform partner support letter to confirm the relationship |
| Secondary Platform(s)  | Provide evidence of a distribution network.   |
| Data   | Provide data on existing and potential audience, and previous performance                               |
| SECTION 5: BUDGET  |   |
| <ul style="list-style-type: none"><li>• Full, detailed budget;</li><li>• Provide rationale to assist understanding;</li><li>• Identify other financial contributors and their contributions; and</li><li>• Specify the contribution you are requesting from Te Māngai Pāho</li></ul> |   |
| SECTION 6: ADDITIONAL INFO   |   |
| Provide any other information you feel will strengthen your proposal or provide a point of difference.   |   |

## He Wā Kōrerorero Information Session

Te Māngai Pāho staff will provide an opportunity for RFP applicants to attend an online information session on Monday **26 August 2024 at 1:00pm**. The purpose of the session will be to provide information the process and criteria and answer any questions applicants may have.

The link to join the session is here: <https://us02web.zoom.us/j/86379354093>

# Aromatawai Assessment Criteria

## Content & Outcomes (25%)

- Capability to deliver the required te reo Māori at a high quality
- Capability to deliver quality journalism
- Māori worldview is evident throughout
- Data insights from previous programmes indicating high audience engagement
- Clear strategy for making content appeal to the target audience

## Te Reo Māori (25%)

- Content contains more than 70% te reo Māori
- Rautaki reo – clear approach to delivering te reo Māori in content for a clearly identified reo target audience
- Te reo Māori – genuine, natural use of the language
- Tikanga Māori – appears seamlessly within content
- Kaupapa Māori – content feels Māori

## Applicant and Key Personnel (15%)

- Capacity – experience and capacity to deliver
- Capability – a highly respected journalism team known for good practice
- Kaitiaki – appropriate to guide creation of content in te reo Māori

## Platform, Distribution and Marketing (20%)

- Platform(s) including digital – support letters demonstrating partner commitment to collaboration, sharing resource, co-production, distribution, and aggregation promise impactful and cost-effective outcomes
- Technical delivery – is technically astute and can deliver as proposed
- Audience – evidence of an existing audience or ability to leverage an audience
- Promotion and Marketing – marketing and promotional plan to reach audience.

## Budget (15%)

- Budget is well rationalised, reasonable, demonstrates experience.
- Clear correlation between budget and proposal.
- The budget and proposed language outcomes represent good value.

# Te Tono ā-Ipurangi

## 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. Registrations will be accepted up to two business days before a 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 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

- 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 all submitters a reasonable time to respond to any change
- Late proposals will only be accepted on the approval of the Kaihautū.
- 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