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10 March 2020

[REDACTED]  
New Zealand Tax Payers' Union Inc.  
PO Box 10518  
The Terrace  
Wellington

by email: [REDACTED]

Dear [REDACTED]

### Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 27 February 2020.

You have requested:

*Are there any requirements for the documentary on Ihumātao to be balanced, present both sides of the argument, or is it just a political propaganda love-in with taxpayer money?*

*If there are requirements to be balanced or present both sides, please provide us the wording of those requirements.*

*If there are not requirements, can NZ on Air point to any previous funding to follow or promote a conservative political cause?*

Our understanding of your query is that you would like us to provide the parameters of funding for the project *Ake Ake Ake!*.

New Zealand on Air operates under our [9 investment principals](#), of which I have attached a copy for you. We balance our priorities between audiences and content types so that New Zealanders can find locally made content that appeals to them on the platforms they use.

I have also attached the Request for Proposals of the co-fund with [Te Māngai Pāho](#) from which *Ake Ake Ake!* was funded. Funding was established for projects with shared values between the two entities. You will see that we requested proposals for content that provides audiences with diverse Maori perspectives and original, informative and entertaining content. To clarify, in this particular RFP "right-shifting" refers to [ZePA](#) (Zero-Passive-Active) model of Māori Language Revitalization.

All our funded content is required to comply with the Broadcasting Standards, of which can be found [here](#).

We decline to release the application for *Ake Ake Ake!* under s2(b) of the OIA act. As details of the project are commercially sensitive due to it still being in production.

## Connecting and reflecting our nation

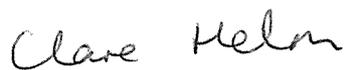
Once this project has been broadcast/released we will be happy to reconsider your request and may be in a position to release some of the information we have withheld. Please contact us again at that time with a new request.

For your information, funding provided by NZ On Air for all successful projects is searchable on our website. You can also sign up to receive our bi-monthly industry newsletter via our website.

You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). NZ On Air proactively releases information in accordance with the Government's commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your name removed) will be published on the NZ On Air website shortly and will remain on our website for 12 months.

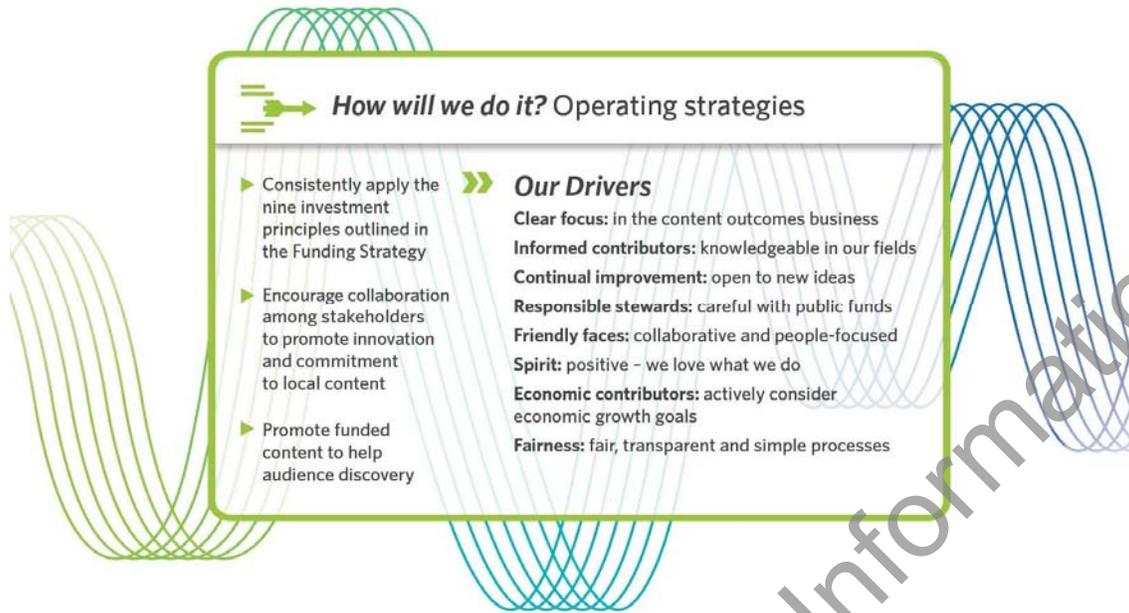
Thank you for your interest in our work.

Yours sincerely

A handwritten signature in black ink that reads "Clare Helm". The signature is written in a cursive, flowing style.

Clare Helm

**ACTING CHIEF EXECUTIVE**



**We are guided by nine investment principles:**

1. **Cultural value:** We prioritise content that tells engaging New Zealand social, cultural, political or historical stories; takes an innovative approach; is particularly appealing to a specific audience that is less well served with local content; and/or contributes to the Rautaki Māori.
2. **Balance:** We balance mainstream content and special interest content for audiences cited in the Broadcasting Act.
3. **Risk:** We are generous with creative risk in funded content; conservative with business risk.
4. **Competition:** We support a range of content and entities, both to encourage multiple views and voices, and to encourage competition for the best ideas. We expect commissioning platforms to show a sustained commitment to New Zealand identity and culture.
5. **Value for money:** We use efficient processes and focus on cost-effective content with a reasonable shelf-life that attracts audiences of an appropriate size.
6. **No duplication:** We invest in content and entities that add diversity to content already available and which the market alone cannot support.
7. **Leverage:** We prioritise content and entities that attract other investment (for market validation and to help offset the cost to the taxpayer), and which can leverage others aspects of our work (e.g. which intend to commission or license NZ music.)
8. **Capability:** We prefer content and entities run or supported by capable partners. This means we can monitor efficiently, balancing robust accountability for public funds with a minimum of red tape. Investment support for unsupported start-ups will be unlikely.
9. **Fairness:** We require accurate, reliable information from applicants to ensure good decision-making in a contestable environment.

28 August 2019



## REQUEST FOR PROPOSALS: \$4m NZ On Air and Te Māngai Pāho Māori Factual Co-Fund

### A. Introduction

*Mā tōu rourou, mā tōku rourou, ka ora ai te iwi.*

Te Māngai Pāho and NZ On Air are joining forces to encourage compelling receptive Māori language content (20-30% Te Reo Māori) skilfully made to appeal to a general audience.

Receptive Māori language content previously funded by both agencies has included series such as [The Hui](#), [Ahikāroa 2](#), and the soon-to-launch *Colonial Combat 2* (for TVNZ OnDemand and Māori Television).

Both funding agencies are committed to supporting the Māori media sector and collectively improving the outcomes of 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 agencies are now calling for short proposal documents via this RFP.

### B. Purpose

This new funding opportunity will support new, high-quality, receptive-language, screen Factual content for a broad and sizeable audience in an engaging and inclusive way.

### C. Request for Proposals

Designed with prime-time television slots in mind, and good on demand/online support and promotion, the fund seeks Factual proposals with high production values made for a general and substantive audience that will have a good shelf-life.

We expect the content to provide audiences with diverse Māori perspectives and original, informative and entertaining content.

The intention is that a minimum of between 4-6 applications will be supported into production in Q1 2020. Each agency is looking to contribute up to \$2m each to the joint fund. We expect budgets will be realistic for the nature and scale of projects proposed.

Platform co-investment is mandatory and projects with third party investment will generally be seen as having an enhanced business case.

Feedback from the sector supports a **two-stage assessment process** to make it easier for producers and allow them to put ideas forward without having to spend a significant amount of time creating full proposals when only a small number of projects can be funded.

### D. Proposal Format

Production companies may submit a **maximum number of two proposals** in order to manage demands on the fund. We want your **best** ideas.

The stage one application should be **no more than three pages** and contain the following:

1. An outline that crisply describes the idea and how it will engage its target audience for both the idea and '[right shifting](#)'
2. Proposed content output deliverables and quantities
3. A marketing and promotional outline from the broadcast partner
4. A receptive Māori language and/or Māori cultural objective for the programme.
5. Brief bios/CVs, links to examples of previous work of key personnel where relevant
6. A brief description of the quality management processes planned to ensure high quality Māori language and cultural content
7. An indicative budget amount.

**Shortlisted projects will be invited to submit a full proposal.**

## E. Timeline

Mon August 19, 2019	RFP Published
Wed 2 October <b>5pm</b>	Deadline for <b>1 – 3 page(s) pitch</b> submitted via Te Māngai Pāho's <a href="#">online application system</a>
Wed 16 October	Shortlist confirmed with shortlisted projects being invited to submit full proposals. Unsuccessful applicants also notified.
Thu 16 January 2020 <b>5pm</b>	Deadline for <b>full proposals</b> submitted via the online application system
Fri 14 February	Letters distributed advising of confirmation or decline

***Please note the Terms and Conditions below.***

## F. 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. You can register at any time and we encourage producers to register well in advance of the funding deadline, **5:00pm Wednesday 2 October 2019**.

Please have your pitch document 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 application completion 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.

## G. Assessment Process

For both stages of assessment, a panel of four representatives (two from each agency) will assess all applications to reach consensus decisions. In the event there is no panel consensus, the final decisions (for both assessment stages) will be determined between the two Chief Executives.

## H. Assessment Criteria

The panel uses a weighting system to ensure the full range of criteria is considered. Please note that the range of criteria has been updated for this RFP to reflect both Te Māngai Pāho and NZ On Air's shared objectives.

### Quality of Concept (30%)

- Innovative and appealing Māori centric idea
- Well-developed proposal to realise that idea
- Avoids duplication of content already available

### Capacity of the Applicant (20%)

- Experience and capability of the Applicant
- Quality of Financial Information (budget, cashflow, schedule etc)
- Proposals led by or with the significant involvement of Māori key creatives: this means at least two of the three key roles of producer, director and writer/researcher should be Māori

### Cost Effectiveness (20%)

- Projected Audience
- Reasonable shelf-life
- Leverage – we will prioritise applications that attract other investment and leverage other aspects of our shared mahi (i.e. projects that intend to commission or license NZ music)
- Appropriate platform contribution – there is an expectation that platform contribution will reflect the prime-time and sizeable audience ambitions of the RFP. This criteria will be influential in the decision making process. If platform contribution is low (below 5% of total budget), then extended platform rights will apply and that content can be made available for all other platforms within 5 working days of first broadcast

### Promotion of te reo Māori and language revitalisation outcomes (30%)

- Innovative language plan specific to programme and target audience: 20-30% Te Reo Māori
- A commitment and methodology for impact reporting
- Promotional strategy with platform support – we expect to see significant platform support for marketing/publicity and marketing costs may not be included in production budgets

## I. Reserved Rights and Terms and Conditions

1. You must bear all of your own costs in preparing and submitting your proposal
2. You represent and warrant that all information provided to us is complete and accurate
3. We may rely upon all statements made in your proposal
4. We may amend, suspend, cancel and/or re-issue the RFP at any time
5. We may change the RFP (including dates), but will give all submitters a reasonable time to respond to any change
6. We may accept late proposals and may waive any irregularities or informalities in the RFP process
7. We may seek clarification of any proposal and meet with any submitter(s)
8. We are not bound to accept the lowest priced conforming proposal(s), or any proposal