



6 Oketopa 2020

**Nau mai, rere atu te reo karanga!
Tihei mauri reo! Tihei mauri ora!**

Request for Proposal

Māori Television with support of the Ministry of Education will commission up to 50 hours of new fluent content for Mauri Reo, Mauri Ora programming. All programmes will be broadcast on both Māori Television and Ministry of Education platforms.

We seek full proposals for new educational te reo Māori programmes that engage, educate and entertain. Proposals should be aimed at Kōhungahunga (up to 5 years of age) or Kura Tuatahi (6-12 years of age) reflecting on three key themes:

1. Rongo rāua ko Haumia

- Programme ideas showcasing the teaching and learnings of traditional and original waiata and karakia around Rongo and Haumia – featuring tamariki from around the motu engaged in micro māra projects and activities.
- Programme ideas about ‘whakatau wairua’ and practices relating to mindfulness using breathing and actions (meditation) to support emotional wellbeing.
- Programme ideas about Māori History featuring strategies used to integrate localised stories and histories into everyday learning - *see website directive for teaching methods*.
- Programme ideas that introduce the origins of kai, and methods of planting and cultivating.
- Programme ideas series about healthy food and active play to encourage connection to Rongo and Haumia.

2. Ngā Mahi a Rehia

- Programme ideas aimed at kōhungahunga using creative arts such as drawing, painting, sculpture, drama, dance, movement, music and storytelling to express ideas and make meaning of local pūrākau.
- Programme ideas aimed at using waiata to encourage the use of instruments (poi/rara/tītōtōrea) to build on motor skills.
- Programme ideas about traditional Māori games and activities.

3. Mai i te Maunga ki te Moana

- Programme ideas aimed at the use of *rotarota* about atua Māori to give insight into to *Kaitiakitanga* (guardianship)
- Programme ideas aimed at using natural materials (shells, rākau, toka, things that can be found in different taiao) to create art and share stories and experiences.



Learning Outcomes:

All programme proposals need to ensure specific learning outcomes align with Ministry of Education Te Whāriki or Te Marautanga o Aotearoa.

Refer to key links below and *Appendix (Example of Proposed Content and Themes)*.

[Te Whāriki \(page 24, 25\)](#)

[Te Marautanga o Aotearoa](#)

Programme Series options:

- **Kōhungahunga**
 - 7 x new programmes (15 episodes x 10 minute episodes)
 - 5 x new programmes (6 episodes x 25 minute episodes)
- **Kura Tuatahi**
 - 5 x new programmes (12 episodes x 10 minute episodes)
 - 1 x new programmes (6 episodes x 25 minute episodes)
 - 2 x new programmes (12 episodes x 25 minute episodes)

Programme indicative budgets:

- Short form content (10 minutes) up to \$5,000 per episode
- Long form content (25 minutes) up to \$12,000 per episode

Full proposals should include;

1. Programme concept (Includes detailed synopsis, format, treatment and target audience)
2. Key personnel
3. Budget overview and breakdown (needs to align to the proposed schedule)
4. Production schedule
5. Episodic potential ideas
6. Series learning outcomes

*****All programme masters will be expected to deliver by 30 November 2020, all production schedules should aim for this delivery date*****

All proposals to be submitted to proposals@maoritelevision.com by **Friday 16 October, 5pm (deadline)**

Proposal outcomes: Monday 26 October, 12pm