



18 November 2014

REQUEST FOR PROPOSALS TO PRODUCE *TAGATA PASIFIKA* & *FRESH*

TVNZ and NZ On Air are requesting proposals from production companies with the requisite credentials and capability to produce two important Pasifika series *Tagata Pasifika* and *Fresh*. *Tagata Pasifika* and *Fresh* have a proud history of delivering innovative and entertaining content to Pacific audiences. They are also important contributors to NZ On Air's [Pacific Content Strategy](#), where the agency seeks to provide "diverse content made for Pacific audiences that is accessible, enjoyed and valued through multiple channels".

Both series have funding earmarked by NZ On Air for 2015 which is subject to acceptance of a suitable proposal.

While TVNZ and NZ On Air will consider applications for making just one series, it is our preference that one company takes over both of these productions. Placing both series with a single production entity will provide that company with a more resilient business structure from which it can grow and develop.

To ensure authenticity of content, we are expecting to contract with skilled production entities either led by Pacific people or who can demonstrate knowledge of these communities and of cultural competency and genuine and authentic involvement within these communities.

TVNZ's intention is to work with the successful applicant to ensure there is a seamless on air transition between the existing network production and the new external production. To ensure a seamless transition, preference will be given to producers willing to engage some or all of the current production team members. Some 2015 pre-production has commenced.

It is likely the successful production company will retain the existing programme formats but it is understood that there will likely be a refreshing of content over time as with all long-running production.

TVNZ will continue to own the name, logo and format of the programmes. The successful production company will own the copyright in the new series content. As programmes fully funded by NZ On Air, broadcast and exploitation rights for the series will comply with the agency's online rights policy and its normal business terms for fully funded programmes. TVNZ will have exclusive rights for the first broadcast of each episode and will stream the programmes on its On Demand site.

In accordance with industry practice editorial and creative decisions will need sign off by TVNZ .

Tagata Pasifika **47 x 30', 3 x 60'** **Live Saturdays 9am from 17 January 2015 TV One**

Tagata Pasifika is a Pacific news and current affairs show that celebrates and reflects the cultural identity of a broad range of Pacific audiences. It tells stories from Pacific communities that call Aotearoa home, as well as stories from New Zealand's part of the world – the South Pacific.

Currently *Tagata Pasifika* is broadcast live on Saturday, TV One at 11:30. In 2015 the time slot will change to 0900 TV One, Saturdays, with 47 x half hours (22:30 duration) episodes. There are also 3 x hour long specials, one of which will play out during the Anzac commemorations.

NZ On Air has provisionally committed \$1.641m for *Tagata Pasifika*.

Fresh **25x x30'** **Broadcast Saturdays 10am from 15 February 2015 TV2**

Fresh is made for young Pacific people. It has broad appeal and is a window to the Pacific youth culture of New Zealand and throughout the Pacific nations. As well as its usual weekly content, *Fresh* covers the ASB Polynesian Festival for x 5 episodes.

NZ On Air has provisionally committed \$1.144m for *Fresh*.

RFP details

Proposals should include the following information:

- A high-level production outline including ideas that you may have around refreshing programme content
- A production budget – note maximum amount potentially available from NZ On Air above
- Evidence of your involvement with the varied Pacific communities living in New Zealand and of your cultural competency and genuine and authentic involvement within these communities.
- Evidence of your experience producing specialist current affairs or youth programming
- Evidence of your successful use of digital media, social media and the online environment as tools to increase and engage audiences
- A company profile outlining your production company's capability, history, and business structure
- Your proposal for production key personnel and CVs of non-TVNZ personnel who are likely to be employed to work on the production

Deadline: Proposals should be emailed by **5pm 28 November 2014** to Ngawaero Maniapoto: ngawaero.maniapoto@tvnz.co.nz and Glenn Usmar: glenn@nzonair.govt.nz

We hope to let the successful applicant(s) know by mid December. TVNZ and NZ On Air reserve the right not to accept any proposal or to negotiate modifications to a proposal.

If you have any questions please do not hesitate to contact Kathryn Graham at TVNZ or Glenn Usmar at NZ On Air.