



Te Māngai Pāho

REQUEST FOR PROPOSALS

2025/26 Iti Pounamu

RFP Published:

Paraire 15 Ākuhata 2025

Round Opens:

Tāite 21 Ākuhata 2025

Round Closes:

Tāite 18 Hepetema 2025

Decisions:

Paraire 17 Oketopa 2025

All queries:

Junea Silbery

Kaiārahi – Te Hua Waihanga

juneea@tmp.govt.nz

**Ko te reo
te take!**

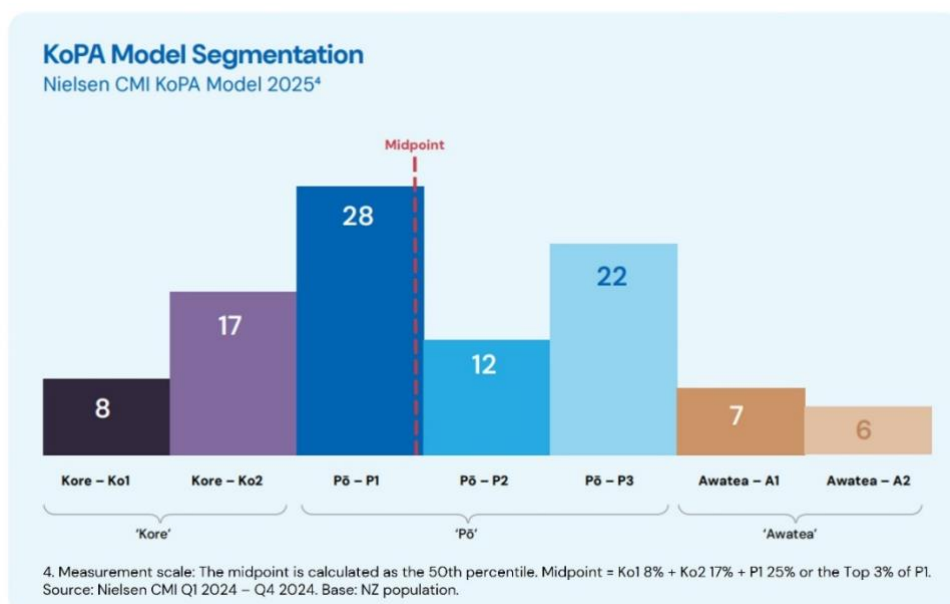
Hei Whakataki Introduction

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/>



Te Pūtake Purpose

Iti Pounamu is a one-off funding round added to the 2025/26 financial year to provide an opportunity for content creators to apply for funding or contribution toward a smaller scale project ahead of the next General Audience funding round.

We invite applicants with projects that are ready for production to apply for funding of up to \$300,000 (ex. GST) by responding to the 2025/26 *Iti Pounamu* RFP.

Funding will be allocated in accordance with our investment framework which expects to direct 60% of all funding toward the creation of Fluent content (content containing 70–100% te reo Māori).

[Audience research](#) tells us that Māori audiences are attracted by humour, authentic characters, familiar faces and places, Māori culture, history, and Kiwi music. We are particularly interested in reo content with these features and that are made for the digital realm, though not exclusively so.

Te Māngai Pāho is prepared to allocate up to \$3m (ex. GST) in this round but reserves to its sole discretion, the right to distribute a higher or lower amount in this funding round.

Ineligible for funding in this round

- Apps and platforms
- Capacity and capability building
- Development
- News and current affairs
- Content for paywalled or subscription on demand platforms
- Content for interactive platforms and websites including learning, games and apps

He Tono Kaupapa Request for Proposals

You must submit your response to this RFP by completing the appropriate application form in Te Pūahatanga 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 with the volume of their proposals.

Applications should demonstrate that the project is ready for production. Any successful project will need to meet a high bar for reo Māori, have a clear and achievable audience strategy and is scaled appropriately for this round.

Te Reo Māori

All content will be expected to demonstrate the capacity to deliver 30% or more te reo Māori, supported by a rautaki reo for “right-shifting” the target audience along the KoPA spectrum.

Budget

We support fair pay and equity. Budgets must identify all related-party costs. Production Company Overheads (PCO) may not exceed 10% of below-the-line costs. Contingency may be factored in, but the aggregate of Contingency and PCO should not exceed 15% of below-the-line costs.

Audience Strategy

An audience strategy will demonstrate how the content will be discovered by audiences. The project must be for an existing platform that will provide support during production and promotion. If the content creator intends on using a social media platform they control, all active channels and pages associated with that platform profile must be clearly identified and be able to provide evidence of an engaged audience.

- **For returning series:** Please include evidence demonstrating audience demand and the continued relevance of the content.
- **For new content:** Provide supporting market data to show the creative relevance of the concept and explain how the content will actively promote te reo Māori to the target audience.

The results of the [Where Are the Māori Audiences?](#) research reinforced the importance of marketing and promotion in order for local content to reach Māori audiences. In all cases, give as much detail as possible about the tactics you will employ to bring attention and audience to this content.

Ngā Kawatau Expectations

We expect this funding round to be oversubscribed; therefore, applicants will be limited to a maximum of two proposals each.

Performance Data and Reporting

Should your project go on to receive funding from the funding round, there will be an expectation to provide performance data and analytics. This is to enable Te Māngai Pāho to understand and evaluate how funded content contributes to the promotion of te reo Māori and Māori culture.

- Producers must report on content performance, including distribution, audience data and engagement.
- Te Māngai Pāho will source TV ratings for linear broadcasts and request viewership data for online/on-demand content from Platforms.
- For content released on other online platforms, producers must provide performance data, social media insights, and promotion/publicity details in the required format. Guidance on data collection is provided on our website at: <https://www.tmp.govt.nz/en/funding/help-resources/>

Wātaka Timeline

Paraire 15 Ākuhata 2025	RFP Published
Tāite 21 Ākuhata 2025	Applications Open
Tūrei 26 Ākuhata 2025, 1:00pm	Information Session https://us02web.zoom.us/j/82699859533
Tāite 18 Hepetema 2025, 5:00pm	Applications Close
Paraire 17 Oketopa 2025	Decisions Notified

He Wā Kōrerorero Information Session

Te Māngai Pāho will provide an opportunity for RFP applicants to attend an online information session on Tuesday 26 August, 11:00 am. The purpose of this session will be to provide further clarity about the RFP, the process and funding criteria and answer any questions applicants may have. The link to attend the session is here: <https://us02web.zoom.us/j/82699859533>

Aromatawai Assessment Criteria and Process

Applications will be considered by a panel of assessors including Te Māngai Pāho staff and external professionals. In determining readiness for production and right-shifting potential, the panel will score proposals against the following criteria:

Applicant and Key Personnel (20%)

- Capacity – applicant and key personnel are committed and available to deliver project
- Production – team has experience to deliver, has had previous content success
- Capability – the team is aligned and appropriate to produce the content matter
- Kaitiaki – appropriate to guide the creation of content in te reo Māori.

Creative (25%)

- Synopsis – creative idea is clear and captivating
- Treatment – will enhance the creative proposition
- Demonstrates readiness for production
- Māori worldview – is evident in the content
- Relevance – content is well-aligned to the target audience.

Te Reo Māori (20%)

- Fluent content
- Rautaki reo – demonstrates a clear and knowledgeable approach to delivering te reo Māori content, engagement with Pou Tiaki Reo
- Tikanga, kaupapa Māori – content demonstrates alignment to te ao Māori and/or reflects genuine Māori life experiences and shows engagement with Mātanga.

Audience Strategy (20%)

- Data and insights to support your content has an audience (returning) or that there's an audience for your content (new)
- Platform, channel – identified and committed, relevant for content
- Distribution – relevant multi-platform approach with a clear plan for release
- Marketing – demonstrates the ability to attract and reach an audience.

Budget and Schedule (15%)

- The budget and proposed timeframe are realistic for the proposal
- Clear correlation between the budget and the proposal
- The budget and proposed language outcomes represent good value.

Te Tono ā-Ipurangi Applying Online

To apply, you must first register in [Te Pūahatanga](#), the online application system operated by Te Māngai Pāho. Registrations can take up to three days to process so we encourage producers to register well in advance of the funding deadline. Applicants will not be able to submit applications until all required fields are completed. You can save your application at any time throughout the process and come back to edit right up to the deadline. Only applications and documents submitted in Te Pūahatanga will be assessed for funding.

Ngā Tikanga me ngā Herenga Reserved Rights and Terms and Conditions

- You must bear all your own costs in preparing and submitting your application and 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 applicants 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 applicant(s).
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal.