



Te Māngai Pāho

REQUEST FOR PROPOSALS

Oro Kura Roa

RFP Date:

14 Oketopa 2025

Opening Date:

21 Oketopa 2025

Closing Date:

11 Noema 2025

Decisions:

19 Tihema 2025

All queries:

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Hei Whakataki Introduction

Through its support of the Māori media and music sectors, Te Māngai Pāho is committed to improving 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.

Te Pūtake Purpose

Music is everywhere in the world. It creates suspense in movies, excitement at football matches and fun with friends. It is ordinary for its presence in people's everyday lives, yet extraordinary for the way it can reflect and affect us, our ideas and society.

In New Zealand, 49% of all New Zealanders 15 and over stream music daily, and this grows to 62% for Māori aged 15 and over (*Where are the Audiences? 2024 – NZ On Air* – and *Where are the Māori Audiences? 2024 – Te Māngai Pāho and NZ On Air*).

TikTok and social media appear in the *Where Are The Audiences? 2024* (NZ On Air) research as a notable platform for the discovery of waiata, especially people under 15 years. Radio (including online radio) and other more "traditional" media are still part of the discovery mix but are less dominant for younger Māori.

To maintain a strong pipeline of fresh and engaging music, we recognise the need for skilled music artists with sustainable careers to regularly create waiata reo Māori. Te Māngai Pāho is therefore committed to supporting emerging, reo-focused artists by providing opportunities to experience working in music on a full-time basis.

Oro Kura Roa funding is available to support up to two recipients annually to strengthen their music business acumen and industry knowledge while simultaneously creating a new body of work for future release.

This funding is aligned to all three focus areas of Te Māngai Pāho's Standard of Performance Expectations (SPE): Creators, Content and Audiences.

Te Kaupapa Matua Request for Proposals

This Request for Proposals (RFP) invites singer-songwriters and music artists to apply for **Oro Kura Roa**, an opportunity designed to support an emerging artist to focus on their music full-time for a short, intensive period.

During this time, the selected artist will develop a body of work in **te reo Māori**, while also building their music business skills and expanding their professional network.

Oro Kura Roa offers an investment of up to **\$90,000**, which includes:

- A **\$14,000 stipend** to support the recipient during a minimum 12-week full-time creative period;
- Funding for the **production and promotion** of the resulting body of work, to be released in 2026; and
- A curated schedule of **music business development sessions** and **networking opportunities**.

Applicants must be available to commit fully to this programme and free from other professional obligations during the funded period.

Eligibility

The applicant must be able to demonstrate:

- An ability to individually express their thoughts and feelings when writing waiata in te reo Māori;
- Release of no less than three waiata reo Māori under one performer name to a digital service platform; and
- Their membership with APRA AMCOS and Recorded Music.

Ineligible

- Applicants with overdue music contracts.
- Incomplete applications.
- Applicants who do not fulfil the eligibility criteria.
- Previous recipients of Oro Kura Roa funding.

Agreement

Along with Te Māngai Pāho's standard terms and conditions, applicants also agree to:

- Complete a body of work of **no less than six waiata** for release in 2026.
- Develop financial and strategic marketing planning and growth throughout the term of this agreement;
- Follow the organised schedule devised by Te Māngai Pāho that gives opportunity to strengthen their music sector relationships and knowledge; and
- Adhere to the professional guidelines set out by Te Māngai Pāho.

Suitability

The ideal candidate will already have:

- Support from their employer to pursue this opportunity if they are intending to take a sabbatical from usual employment;
- Support from whānau to pursue this opportunity; and
- Proficiency in te reo Māori with a willingness to collaborate with pou tiaki reo.

Proposal

An applicant's proposal must be able to demonstrate:

- A clear understanding of their existing business structure, and business areas for development;
- A clear vision for their body of work including themes and possible collaborators;
- Demos or evidence of unreleased waiata that could be developed for the body of work;
- Personal statement sharing your character, career aspirations, experience and how you believe this opportunity will benefit you.

Hātepe Process

Given the significant investment, Oro Kura Roa will be conducted as a two-stage process. A short list of applicants will be invited to make a presentation to the panel of assessors before a final decision is made. Assessors will come from the music and reo communities.

Wātaka Timeline

14 Oct 2025	RFP Published
21 Oct 2025	Applications Open
11 Nov 2025	Applications Close
19 Dec 2025	Decisions

Pukapuka Tono Application

ELIGIBILITY
<ul style="list-style-type: none"><input type="checkbox"/> The artist is capable of writing waiata in te reo Māori.<input type="checkbox"/> The artist has released three songs to digital before under one performer name. (Links.)<input type="checkbox"/> The artist is a member of APRA AMCOS.<input type="checkbox"/> The artist is a member of Recorded Music.<input type="checkbox"/> The applicant does not have any overdue contracts with Te Māngai Pāho.
AGREEMENT
<ul style="list-style-type: none"><input type="checkbox"/> The artist agrees to complete a body of work of no less than six waiata for release in 2026;<input type="checkbox"/> The artist agrees to follow the organised schedule devised by Te Māngai Pāho; and<input type="checkbox"/> The artist agrees to adhere to the professional guidelines set out by Te Māngai Pāho.
SUITABILITY

Support letter from your employer, if applicable	Attach letter
Support letter from whānau	Attach letter
Demonstration of proficiency in te reo Māori	E.g. a qualification, song lyrics, endorsement
PROPOSAL	
Vision for body of work	Attach description
Demos or evidence of unreleased waiata that could be developed for the body of work	Attach mp3, song lyrics
Personal statement	Attach statement
Additional Information	
Attachments(s)	Attach a full proposal or information you feel will convince the assessors that you are ready and excited about this opportunity.

Aromatawai Assessment Criteria

A panel of Aotearoa music industry professionals and respected reo exponents will assess applications.

Suitability (50%)

- External support (10%)
- Clarity of existing business structure and development areas (10%)
- Demonstrable proficiency in te reo Māori (20%)
- Audience – existing and potential (10%)

Proposal (50%)

- Music vision (20%)
- Demo potential (10%)
- Personal statement (20%)

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 it via your dashboard right up to the deadline.

Only applications submitted in Te Pūahatanga will be considered for funding.

Ngā Tikanga me Ngā Herenga

Reserved Rights

- You must bear all your own costs in preparing and submitting your application.
- You represent and warrant that all information provided to us is complete and accurate.
- We may rely upon all statements made in your application.
- We may amend, suspend, cancel 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.
- We may accept late applications with the approval of the Kaihautū.
- We may seek clarification of any proposal and meet with any applicant.
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal.