



Te Māngai Pāho

Request For Proposals 26 March 2026

2026–27 Kura Pounamu

Thu 26 Mar 2026	RFP Published Round Opens
Wed 1 Apr 2026	Info Session
Tue 26 May 2026, 5:00pm	Deadline
Fri 17 Jul 2026	Decisions Notified

Queries:
content@tmp.govt.nz

Hei Whakataki

Introduction

Te Māngai Pāho is a contributor to 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.

Normalisation plays a part in language revitalisation strategies worldwide, and media is one of the strongest tools at its disposal because it shapes what people see, hear, and expect. Te Māngai Pāho invests in the production of reo Māori content for delivery on locally owned or managed media platforms for this reason.

Te Pūtake

Purpose

Through this RFP process, Te Māngai Pāho aims to identify reo Māori content projects which are aligned to our reo and investment goals and supported by a case that provides assurances that the project is ready and that the applicant is able to deliver what is proposed.

The purpose of this funding is to support the creation of reo Māori content for Aotearoa audiences. Te Māngai Pāho expects to **allocate up to \$10m** (ex. GST) in total but reserves at its sole discretion the right to distribute a higher or lesser amount in this funding round.

Priority is given to **100% reo Māori** content for **tamariki** and **rangatahi audiences**. Young people, from kōhungahunga through to kura tuarua, are critical to reo Māori revitalisation and retention strategies as they are the fluent speakers of tomorrow. Approximately **\$3m** (of \$10m) will be allocated for this content.

We will also accept applications for te reo Māori content for **general audiences**, with preference for entertainment content on digital platforms and content containing more than 70% te reo Māori. Approximately **\$7m** (of \$10m) will be allocated to content for general audiences.

The following are ineligible for this funding round:

- Matariki content
- News, Current Affairs and Journalism content
- Scripted Development



- Music Recordings

Ineligible always:

- Gaming content
- Educational content, lessons and resources
- Advertising content
- Content for non-media websites and apps

Wātaka

Dates and Deadlines

Thu 26 Mar 2026	RFP Published Round Opens
Wed 1 Apr 2026, 11:00am	Info Session
Tue 26 May 2026, 5:00pm	Deadline
Fri 17 Jul 2026	Decisions Notified

Te Māngai Pāho reserves the right to vary any of the above dates as it deems necessary. Late submissions are at the sole discretion of the Kaihautū of Te Māngai Pāho.

He Hui Whakamārama

Information Session

Our Kaihāpai (advisors) will be available to provide clarity on priorities, processes and criteria; and to answer questions at an online session at 11:00am on Wednesday 1 April 2026. The link to join the session is here: <https://us02web.zoom.us/j/88503039798>

Te Tono

Proposal Format

Applicants may submit a **maximum of two proposals** by completing an application form for each and attaching a relevant proposal document.

It is imperative that proposals contain the following sections to ensure information can be found easily and consistently against the assessment criteria.

- Creative Concept
- Te Reo Māori
- Audience Strategy
- Schedule and Budget
- Applicant and Key Personnel

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.

Aromatawai

Proposal Assessment

Applications and proposals will be considered by a panel of assessors including Te Māngai Pāho staff and external professionals. Following individual assessor assessments, the panel will convene to discuss the scoring of proposals, agree on whether any scores require moderation, and agree on which proposals should be recommended to receive offers of funding (including whether any proposals should be recommended subject to conditions).

When considering which proposals to recommend for offers of funding, the assessment panel will be guided by the ranking of proposals but may depart from this for any reason, including but not limited to; addressing priorities; urgency; available funding; and duplication of content.

The assessment panel's recommendations will then be provided to the Board of Te Māngai Pāho, which will meet to discuss the recommendations and decide which proposals are to receive an offer of funding and whether any should be made subject to conditions. The Board is the decision maker, and its decisions may differ from the assessment panel's recommendations. Applicants will then be notified of final decisions.

Assessment Criteria Weighting

Te Auahatanga | Creative (25%)

- Originality
- Synopsis is captivating and compelling
- Treatment will enhance the creative proposition and provide assurances of a well-developed and production-ready idea
- Māori worldview is evident throughout
- Content is relevant aligns with the target audience

Te Reo Māori | Māori Language (25%)

- Pou tiaki reo and reo personnel roles are defined
- Rautaki reo demonstrates quality assurance processes and methods for delivering te reo Māori in content
- Kia māhorahora te reo – how your content will have impact for te reo Māori
- How much reo Māori is in the content

Te Rautaki Pāho | Audience Strategy (20%)

- Target audience is clearly identified, with evidence and rationale provided
- Platform is relevant for the target audience and proposed content
- Platform support letter is provided
- A marketing and promotion strategy which details how you plan to engage with the target audience

Te Tahua | Budget (15%)

- Clear correlation between budget and proposal and is within industry standards
- The budget and production schedule are realistic for the proposal

- The budget and proposed language outcomes represent good value

Te Kaitono | Applicant (15%)

- Demonstrates experience, skill, success and capacity to deliver
- Key creatives and talent are confirmed and aligned to deliver the proposed reo Māori content
- Team is aligned to create proposed reo Māori content

Expectations

If your project receives funding, the final content must be made available to Whakaata Māori and Māori+ following a short exclusivity period on your primary platform. This does not include content for social media channels.

Te Tono ā-Ipurangi

Applying Online

To apply, you must first register with [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 submitted in Te Pūahatanga will be assessed.

Ngā Tikanga me ngā Herenga

Rights, Terms and Conditions

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

He Kupu Āwhina

Advice to Applicants

Advice provided in this section is current at the date of publication. Applicants are not limited to this advice and may seek additional advice from a Kaihāpai (advisor).

Te Māngai Pāho reserves the right to update this advice.

Content for Tamariki and Rangatahi Audiences

1. To meet the priority target, proposals for content for this demographic must contain **100% te reo Māori** and age-appropriate themes. The content must be made for an established platform with an existing audience that is appropriate for use by the age of the target audience.
2. Applicants and producers are also reminded to keep the safety and wellbeing of tamariki and rangatahi at the forefront of their mind – the talent in the production as well as the viewing audience. Consider them in your production health and safety plan, and when selecting an appropriate platform for the content.
3. Whakaata Māori have demonstrated their suitability to commission and host 100% te reo Māori content for tamariki on Māori+.
4. Any applicant who proposes to host the proposed content on social media channels (including YouTube) must be able to demonstrate that, in addition to other platform obligations, they can operate those platforms safely and responsibly for young audiences.

Content for General Audiences

1. Proposals should demonstrate that content for General Audiences is suitable for consumption by anyone, regardless of age, background, or familiarity with the topic.
2. Content, however, should be pitched toward a particular segment of the general audience of Aotearoa for engagement and reo Māori impact.

Standards

1. All proposed content must comply with the Broadcasting Act 1989, in particular, the programme standards specified in section 4(1) of the Broadcasting Act 1989 and all other television standards, codes of practice, rules, statutes, and regulations applicable to the broadcast of the Programme and to the Platform, including but not limited to:
 - (i) Films, Videos and Publications Classification Act 1993
 - (ii) YouTube Community Guidelines

Platforms

1. Platforms are an integral part of any audience strategy. Content should be made for an established platform with an existing audience, with that platform's audience in mind.

2. New Zealand media companies such as TVNZ (including TVNZ+), Whakaata Māori (including Māori+), and Sky (including Three, Sky Open and ThreeNow) are recognised commissioners of screen content. Contact them directly for information about their commissioning priorities and support.
3. Iwi Radio stations, RNZ, and commercial radio networks Mediaworks and NZME are recognised local audio platforms. RNZ is also recognised as commissioners of factual content for the RNZ website. Contact them directly for information about their commissioning priorities and support.
4. A proposal for content on a social media channel (including YouTube) will need to contain audience analytics for that platform channel from the **last three months** to demonstrate its influence and trust, alignment with target groups and it's fit for the project. Applicants must provide a systematic report or screenshots to evidence follower growth, engagement rate, geographic breakdown of audience, and top five highest performing posts.
5. Te Māngai Pāho expects to receive access to relevant data and analytics from the chosen platform to enable effective evaluation of the investment and its KoPA impact.

New Content

1. New Content ideas should be supported by evidence of a market and audience for the proposed content.

Returning Content

1. Returning series must provide evidence of the previous season's audience numbers and engagement rate; continued demand; and relevance.

Creative

1. Proposals must contain a clear creative section about the content.
2. Provide, in depth:
 - (i) Synopsis
 - (ii) Key themes
 - (iii) Tone and style;
 - (iv) What makes it original or distinctive
 - (v) Why this content, now
3. If pitching **Scripted** content, provide evidence that validates completion of development such as characters, story arcs, scripts.

Te Reo Māori

1. Proposals must contain a clear rautaki reo for the content.
2. The rautaki reo should explain how te reo Māori will appear creatively within the content.

3. It should also outline the responsibilities of the Poutiaki Reo and other reo personnel, and what processes will be followed to ensure quality assurance.
4. Include an explainer about how your project will contribute to the Te Māngai Pāho goals of right-shifting the population along the KoPA continuum. This includes how your content might contribute to the status, normalisation and acquisition of te reo Māori by your audience.

Audience Strategy

1. Proposals must contain a clear audience strategy for the content.
2. Projects must have at least one committed and established platform partner to provide support during production and promotion.
3. If proposing a returning series: give evidence of the previous season's audience; continued demand and relevance.
4. If proposing a new idea, use market data to show relevance and opportunity for the project.
5. Further, provide details of your marketing, promotional, and/or publicity strategy that will enhance discoverability and bring attention and audience to the content.

Schedule

1. Proposals must contain a clear production schedule.
2. The schedule must show total weeks of production and include milestone dates for the production and funding contract.

Budget

1. Proposals must contain a clear and detailed budget.
2. **Related-party costs** (e.g. applicant-owned asset hire to the production; applicant fees and payments) **must be placed above the line**.
3. Production Company Overheads (PCO) **may not exceed 10% of below the line costs** and when combined with Contingency the aggregate should not exceed 15% of below the line costs.
4. Consider operating in line with agreed industry standards as expressed in the Screen Industry Workers Act and The Blue Book (The Screen Industry Guild of Aotearoa New Zealand).

Applicant and Key Personnel

1. Proposals must contain a clear applicant and key personnel section.

2. Provide a business profile and bios for key personnel to validate relevant experience and ability to deliver the proposed project.
3. Companies, trust and organisations are eligible to apply.
4. Individuals (sole traders) are ineligible to receive funding in this round.

Production Readiness

1. Production readiness is demonstrated throughout the proposal and is an outcome of assessment.