



Te Māngai Pāho

REQUEST FOR PROPOSALS 2025/26 General Audience Round 2

RFP: Friday 28 November 2025

Open: Wednesday 3 December 2025

Info Session: Tuesday 9 December 2025, 11:00am

Close: Thursday 29 January 2026, 5:00pm

Decisions: Friday 20 March 2026

All queries:

Junea Silbery
Kaihāpai Te Hua Waihanga
juneea@tmp.govt.nz

**Ko te reo
te take!**

Hei Whakataki Introduction

E mihi kau ana, nau mai ki tēnei wāhanga o te tono pūtea. Congratulations and welcome to stage two of this RFP process.

The aim of this RFP document is to provide applicants with clarity about the process and information we are seeking. This remains a contestable process with applicants' proposals competing for a limited pool of funding.

In response to the ROI, Te Māngai Pāho received 68 applications with an aggregate funding ask of \$27,339,831. After the first round of assessment, 24 proposals with an aggregate funding ask of \$11,166,045 have been invited to submit full proposals.

In the assessment of the proposals in this funding round Te Māngai Pāho will preference applications that:

- propose entertainment content for Fluent audiences.

Te Pūtake Purpose

The purpose of this funding is to support the creation of quality, reo Māori content for diverse audiences that will contribute to the normalisation and wellbeing of te reo Māori. Te Māngai Pāho is willing to allocate up to \$8,000,000 (plus GST) but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round.

We invite applicants who were successful at the ROI stage to apply for production and promotion funding of their project by responding to this 2025/26 General Audience Round 2 Request for Proposals (RFP).

As published in the ROI, the content we are looking to support will be Aotearoa-centric and demonstrate a capacity to positively impact New Zealanders' attitudes towards te reo Māori by providing audiences an opportunity to engage with the language in a way that is entertaining, inclusive and within their linguistic reach.

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. Only successful respondents to the ROI will have access to this round within Te Pūahatanga.

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.

The full-length proposal should expand on what was pitched at the ROI stage. It should be able to demonstrate a fully formed creative proposition that is ready for production and includes a strong audience strategy to ensure there will be outcomes for te reo Māori.

Production Readiness

Your application should demonstrate that your project is ready to go into production. Provide assurances that your key personnel and talent are suitable, willing and available; that your production schedule is timely and realistic; confirm all other parties' funding and finance; and provide a detailed and rationalised budget.

Audience Strategy

Your project must also have a strong strategy for reaching audiences. Projects must have at least one committed platform partner who will provide support during production and promotion. Whether the platform is social media, television on demand or linear, the channel, page or profile must be clearly identified, and evidence of an engaged audience must be provided.

If you're proposing a returning series, give evidence of the previous season's audience, continued demand and relevance. If you're proposing new content, use market data to show relevance and opportunity for the project.

Further, provide details of your marketing, promotional, and/or publicity strategy that will enhance discoverability and bring attention and audience to the content.

Approach to Te Reo Māori

Provide a mahere reo that demonstrates how your rautaki reo will be implemented and be effective. Include details of the approach, people and resources that will aid producers to ensure genuine and appropriate use of te reo Māori in the content. Provide an explainer about how you expect the project will move the audience along the KoPA continuum. The reo Māori in scripts will contribute to the assessors' views of authenticity and craft.

Creative

Provide more insight and detail into the creative pitch you provided at the ROI stage. A treatment plan will tell us how it will "feel" – the overall tone and visual style of the content.



Provide detailed examples of what will appear in the content to help demonstrate production readiness. If you are proposing Scripted content: go further and provide developed scripts, characters, story arcs.

Budget

A detailed and well-rationalised budget for your project is essential. We support fair pay and equity; and budget for use of local music. Please clearly identify all related-party costs (charges for use of assets owned by the applicant company, company directors or owners; and roles where a company director or owner will perform the duties) by placing them above the line. 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 the below the line costs. Provide a narrative to support your budget decisions.

Data and Insights

Should your project go on to receive funding, we expect to receive access to platform data and analytics to enable effective evaluation of the investment and its KoPA impact.

Applicant

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

Ngā Kawatau Expectations

- Should your project receive funding, you will need to provide data and audience analytics. This information will help Te Māngai Pāho evaluate the impact and effectiveness of the investment, as measured by the KoPA framework.
- If your project receives funding, the final content must be made available to Whakaata Māori following a short exclusivity period on your primary platform.

Aromatawai Assessment Criteria and Process

Full proposals will be considered by a panel of assessors including Te Māngai Pāho staff and external professionals. The panel will assess proposals against the following criteria:

Applicant and Key Personnel (20%)

- Key Personnel – confirmed
- Production – experience, success and capacity to deliver
- Capability – team is aligned and appropriate to produce the content matter

- Kaitiaki – appropriate to guide creation of content in te reo Māori

Creative (25%)

- Synopsis – clear and captivating
- Treatment – will enhance creative proposition
- Māori worldview – evident throughout
- Entertaining – content aligns with target audience demographic
- Demonstrates readiness for production – detailed examples of what will appear in the content

Te Reo Māori (20%)

- Rautaki reo – demonstrates clear and knowledgeable approach to delivering te reo Māori content
- Tikanga, Kaupapa Māori – content demonstrates alignment to te ao Māori and genuine Māori life experiences
- Reo content for Fluent audiences – contains 70%+ reo Māori content

Audience Strategy (20%)

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

Budget and Schedule (15%)

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

The assessment panel will hold an assessment hui to discuss the scoring of proposals, agree on whether any scores require moderation, rank the proposals according to their scores 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 as it considers necessary for any reason, for example to address funding priorities or avoid duplication of content.

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

The final decisions will then be notified to each applicant.

He Wā Kōrerorero Information Session

Te Māngai Pāho staff will provide an opportunity for RFP applicants to attend an online information session on **Tuesday 9 December 2025 at 11:00am**. The purpose of this session will be to provide information about the process and funding criteria and answer any questions applicants may have. The link to join the session is here: <https://us02web.zoom.us/j/87207856392>

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, if you do not provide clarification within the time requested, we may exclude your proposal from the RFP. We are not bound to accept the lowest priced conforming proposal(s), or any proposal.