



Te Māngai Pāho

REQUEST FOR PROPOSALS 2025/26 General Audience Round 1

RFP: Thursday 17 April 2025

Open: Tuesday 22 April 2025

Close: Wednesday 21 May 2025

Decisions: Thursday 19 June 2025

All queries:

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Kaiārahi Hua Waihanga

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**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 an ROI Te Māngai Pāho received 59 applications with an aggregate funding ask of \$25,377,617. After the first round of assessment 28 proposals with an aggregate funding ask of \$12,920,765 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 can allocate up to \$13,000,000 (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 1 Request for Proposals (RFP).

As stated 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 inclusive and within their 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 that has 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. Confirmation of key personnel and talent; a realistic production schedule; confirmation of all other-party funding and finance; a detailed and rationalised budget.

Budget

A detailed and well-rationalised budget for your project is essential. We support fair pay and equity; and budget for intelligent use of local music. We also welcome wise use of resources and good value. Please 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 the below the line costs.

Audience Strategy

An audience strategy will demonstrate how the content will be discovered by audience. The project must have a committed platform partner who will provide support during production and promotion. If proposing content for social media platforms: a channel, page or profile must be clearly identified and evidence of an engaged audience must also be provided. In all cases, give as much detail as possible about the tactics you will employ to bring attention and audience to this content.

Data and Insights

We encourage the provision of data to support rationale. If you're proposing a returning series, give evidence into audience demand and continued relevance. If you're proposing new content, consider using market data to show relevance and opportunity for the show.

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.

Creative

Provide a logline and a summary of the creative. A treatment plan will tell us how it will “feel” – 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.

Approach to Te Reo Māori

Provide a rautaki reo. 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. Te reo Māori in scripts will contribute to the assessors' views of authenticity and craft.

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 score 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
- Demonstrates readiness for production – detailed examples of what will appear in the content
- Māori worldview – evident throughout
- Relevance – content and target audience demographic are well-aligned

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 – 70% or more

Audience Strategy (20%)

- Data and insights to support your content has audience (returning) or 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 – 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.

Wātaka Timeline

Request For Proposals

17 Apr 2025	RFP Published
22 Apr 2025	Applications Open
29 Apr 2024, 1:00pm	Information Session https://us02web.zoom.us/j/83942095666?pwd=BNVoB5fM8G7p7JCF5MPrUMunmzCzjV.1
21 May 2025, 5:00pm	Applications Close
19 Jun 2025	Decisions Notified

He Wā Kōrerorero Information Session

Te Māngai Pāho staff will provide an opportunity for RFP applicants to attend an online information session on Tuesday 29 April 2024 at 1:00pm. 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/83942095666?pwd=BNVoB5fM8G7p7JCF5MPrUMunmzCzjV.1>

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.