



Te Māngai Pāho

Request For Proposals 4 June 2026

2026–27 Oro Kura Roa

Thu 4 Jun 2026	RFP Published Round Opens
Thu 11 Jun 2026, 1:00pm	Info Session
Wed 8 Jul 2026, 5:00pm	Deadline
Fri 21 Aug 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 Tāhuhu Kōrero

Background

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 the *Where Are The Māori Audiences? 2024* research (NZ On Air & Te Māngai Pāho), 62% of Māori aged 15 and over stream music daily.

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 business acumen and music industry knowledge while simultaneously creating a new multi-song project for future release.



Te Pūtake

Purpose

Through this RFP, Te Māngai Pāho aims to identify reo Māori music artists who have the skill, talent and audience support to forge a sustainable music career.

The purpose of this funding is to support the career development of emerging reo Māori singer-songwriters and music artists. **Oro Kura Roa** is an opportunity designed to support an emerging artist(s) to focus on their music career and creativity full-time for a short, intensive period. During this time, the selected artist(s) will expand their professional network and build their music business skills, while producing and releasing a multi-song project in **te reo Māori**.

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

- A **\$14,000 stipend** to support the recipient during a minimum 12 to 14-week, full-time learning and creative period;
- A curated schedule of **music business development sessions** and **networking opportunities**; and
- Funding for the **production and promotion** of the multi-song project, to be released in 2027.

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

Te Māngai Pāho expects to allocate **up to \$180k** (ex. GST) in **total** but reserves at its sole discretion the right to distribute a higher or lesser amount in this funding round.

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 to a digital service platform of no less than three waiata reo Māori under one performer name; and
- Their membership with APRA AMCOS and Recorded Music or equivalent bodies.

Ineligible

- Applicants with overdue music contracts.
- Incomplete applications.
- Applicants who do not fulfil the eligibility criteria.

Wātaka

Dates and Deadlines

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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.

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 1:00pm on Thursday 11 June 2026. The link to join the session is here: <https://us02web.zoom.us/j/89649827603>

Te Tono

Application & Proposal

Companies, trusts and organisations are eligible to apply. Individuals (sole traders) who are GST registered are also eligible to apply. Individuals (sole traders) who are in the process of becoming GST registered must speak with a Kaihāpai before applying.

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

- Te Kaitono | Applicant
- Te Reo Māori | Māori Language
- Te Auahatanga | Creative

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 keep their applications succinct while including all the information we require.



Aromatawai

Proposal Assessment

Applications and proposals will be considered by a panel of assessors including Te Māngai Pāho staff and external professionals as part of a contestable process.

As well as being assessed for skill, talent and audience support; applicants' multi-song projects will be assessed for development and appeal, and the potential of the applicant to produce and release the project. Further, an application will be assessed against other applications for creative distinction and potential reo impact.

The assessment panel will agree on which proposals should be recommended to receive offers of funding (including whether any proposals should be recommended subject to conditions). 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.

Criteria Weighting

Te Kaitono | Applicant (50%)

- Demonstrates talent in music and te reo Māori
- Demonstrates commitment to music and te reo Māori
- Demonstrates skills suitable for use in the music business
- Has clarity about existing business structure and areas for development
- Has supportive community

Te Reo Māori | Māori Language (30%)

- Demonstrates proficiency in te reo Māori
- Has pou tiaki reo to develop and peer review lyrical ideas
- Provides assurances for quality te reo Māori

Te Auahatanga | Creative Concept (20%)

- Musical vision
- Originality
- Appeal
- Audience potential



Expectations

If you are approved to receive Oro Kura Roa funding, along with Te Māngai Pāho's standard terms and conditions and guidelines for professional conduct, applicants also agree to:

- Develop financial and strategic marketing understanding and planning;
- Follow an organised schedule approved by Te Māngai Pāho that gives opportunity to strengthen their music sector relationships and knowledge;
- Complete a multi-song project of no less than six waiata reo Māori (songs containing more than 50% reo Māori) for release in 2027;
- Release the multi-song project on Spotify for easy and free access; accompanied by artist photos, videos, descriptions and lyric sheets to enhance presence on the Spotify platform;
- Share platform(s) data (e.g. social media and Spotify) with Te Māngai Pāho for tracking of this investments impact.

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 (content advisor). Te Māngai Pāho reserve the right to update this advice.

Applicant and Key Personnel

1. Proposals must contain a clear applicant section.
2. Provide a bio detailing your music and industry skills and experience to date.
3. Provide a personal statement sharing your character, career aspirations, experience and how you believe this opportunity will benefit you.
4. Provide bios for the personnel (if known) who will work with you on your multi-song project.
5. Funding up to \$90K is intended to support a single emerging music artist.
6. A single member of a group who is committed to the development work in the interest of the group, may apply, however will need the support of the group to do so.
7. Individuals (sole traders) must be GST registered to receive this funding.
8. Individuals (sole traders) who are in the process of becoming, or willing to become, GST registered must speak with a Kaihāpai before applying.
9. Companies, trusts and organisations representing an emerging music artist are eligible to apply on behalf of the applicant, with the artist's consent.

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 within the content of the multi-song project and provide assurances for consistency and quality.
3. Any creative project supported by Te Māngai Pāho is expected to have input and oversight of a Poutiaki Reo.
4. The rautaki reo should include details about the Poutiaki Reo and other reo personnel, and what processes will be followed to assure quality and craft.

Creative Concept

1. Proposals must contain a clear creative concept section.
2. Provide:
 - (i) Demos of songs that can be developed for a multi-song project
 - (ii) Draft reo Māori lyrics including English translations or explainers
 - (iii) Creative statement
 - (iv) What will make this content distinctive

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 an audience strategy. Content should be made for an established platform with an existing audience, with that platform's audience in mind.
2. 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.
3. 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.

Funding Limitations

Multi-song projects already supported by other New Zealand music funding agencies such as NZ On Air and Creative NZ are not eligible for additional funding.