



Te Māngai Pāho

## Request For Proposals 4 June 2026

# 2026–27 Mōhiohio

Thu 4 Jun 2026	RFP Published Round Opens
Tue 16 Jun 2026, 11:00am	Info Session
Thu 9 Jul 2026, 5:00pm	Proposal Enquiries Deadline
Thu 23 Jul 2026	Proposal Discussions Completed
Thu 27 Aug 2026, 5:00pm	Deadline
Fri 30 Oct 2026	Decisions Notified

Queries:

[content@tmp.govt.nz](mailto: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

Te Māngai Pāho established the *Mōhiohio* round to clarify, consolidate and prioritise its investment in factual reo Māori content – including journalism for news and current affairs. *Mōhiohio* replaces the previous News & Current Affairs round and, in part, General Audience rounds.

The change in approach follows feedback from the screen sector calling for greater clarity and focused funding priorities. It responds to reduced baseline funding availability in 2026/27, with fewer rounds required.

*Mōhiohio* gives applicants with factual reo Māori projects a clear and dedicated pathway to funding, and it aligns with existing production cycles. It creates a more equitable contest and will give Te Māngai Pāho a stronger set of comparable projects to assess at one time.

In 2025/26, Te Māngai Pāho invested \$7m into 15 documentary and docuseries projects (via General Audiences funding rounds), and \$11.8m into news and current affairs content and supporting technical infrastructure. News investments supported six regional news providers and two national reporter roles to produce news stories for publishing on their own platforms. Funding from 2025/26 also supported two new receptive and two fluent current affairs projects; and three projects to transition to a new funding environment.

## Te Pūtake

### Purpose

Through this RFP, Te Māngai Pāho seeks proposals for factual reo Māori content projects that are backed by a strong case demonstrating both project readiness and the applicant's ability to deliver.

In the *Mōhiohio* round, **factual content** is broadly defined as **researched and fact-based content** with an **intent to inform**. Priority will be given to high-quality reo Māori documentaries; news; and current affairs content for diverse audiences across free-to-access media platforms. Funded content must contribute to the normalisation and wellbeing of te reo Māori. Projects with 70–100% reo Māori will be prioritised.

Note: Entertainment content, including factual entertainment, is *not* a priority in this round.

### Ngā Kaupapa Pono | Factual Content

Te Māngai Pāho will allocate **up to \$5m** to reo Māori documentary, docuseries, and other factual content formats outside news and current affairs.

The content we are seeking to support should bridge the gap between abstract issues and human experience. Factual storytelling should give audiences deeper insight into Māori cultural norms, experiences and perspectives, while providing a genuine context where te reo Māori flows naturally.

### Ngā Rongo o te Wā | News and Current Affairs

**Up to \$3m** will be available for reo Māori current affairs journalism, and **up to \$4.5m** for reo Māori news journalism within the current reo Māori news provider structure.

This investment reflects a commitment to a more connected, sustainable, and future-focused reo Māori news and current affairs ecosystem – one that balances regional voices with national reach, and invests in the infrastructure, collaboration, and innovation needed to ensure Māori issues and stories of the day continue to be told by Māori and in te reo Māori.

Approved reo Māori news and current affairs providers are expected to actively collaborate, share content and resources, and contribute to national audience outcomes through agreed coordination mechanisms. This is intended to maximise public value and avoid unnecessary duplication.

All news journalism content must prioritise delivery to *Te Iho first*. This does not mean *Te Iho* publisher subscribers will be given publishing priority; it clarifies that content must be produced and shared in the interests of the wider news ecosystem, so that public investment in news can be used as effectively as possible.



## Te Pūnaha Hauropi Rongo o te Wā | News Ecosystem

To enhance the efficiency and impact of the current reo Māori news ecosystem, **up to \$4m** will be available for strengthening technical capacity and editorial capability, and support for the development of Māori journalists within the reo Māori ecosystem. Specifically:

- *Te Iho* – the technical infrastructure supporting the reo Māori news ecosystem.
- An independent national oversight team to coordinate the reo Māori news ecosystem currently consisting of six regional news providers and two national news services. The national oversight team should include senior editorial leadership; daily news editing and graphics capability; a senior journalist mentor to support capability development. Proposals for shared legal and administrative support functions to improve efficiency and consistency across the ecosystem are welcome however are subject to available funding.
- Compilation of no less than 246 and no more than 261 x 15-minute reo Māori news wraps annually for air on Iwi Radio between 7am and 9am, each weekday including public holidays from 1 January to 31 December 2027.
- Compilation of no less than 246 and no more than 261 x 30-minute reo Māori news bulletins annually for air on an established television platform after 3pm each weekday including public holidays from 1 January to 31 December 2027.

## Ngā Kaupapa kē | Other

While the *Mōhiohio* round's primary focus is factual content, Te Māngai Pāho will consider proposals for other content types in order to address production and funding cycle challenges arising from the changed funding round timing. Returning and known projects will be prioritised. Up to **\$2m** will be available for these projects.

A total of \$18.5m will be made available for this *Mōhiohio* round. Te Māngai Pāho reserves the right, at its sole discretion, to allocate a greater or lesser amount in this funding round.

## Te Wātaka

### Dates and Deadlines

Thu 4 Jun 2026	RFP Published Round Opens
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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 11:00am on Tuesday 16 June 2026. The link to join the session is here: <https://us02web.zoom.us/j/87838240069>

### He Matapakinga Tono | Proposal Discussions

Applicants will have an opportunity to discuss their project with a Kaihāpai before submission. Email [content@tmp.govt.nz](mailto:content@tmp.govt.nz) to organise a time to share and discuss your proposal. More information about the purpose of this approach will be shared at the hui whakamārama.

## Te Tono

### Application and Proposal

Companies, trusts and organisations are eligible to apply. Individuals (sole traders) are ineligible to receive funding in this round.

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

- Te Auahatanga or Ngā Pou Hāpai | Creative, Content or Solution, Support
- Te Reo Māori | Māori Language

- Te Rautaki Pāho | Audience Strategy
- Te Wātaka me Te Tahua | Schedule and Budget
- Te Kaitono | Applicant and Key Personnel

There is no page limit, but for clarity and ease of assessment, we expect applicants to keep their proposals concise while including all required information.

## Te Aromatawai

### Proposal Assessment

We expect this funding round to be over-subscribed, with fewer than half of applications successful.

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 production readiness, applications will be considered alongside others to ensure a balanced range of projects is funded, with complementary audience outcomes. Factors influencing decisions may include how distinct a project is from others recently funded and how strong the application is overall compared with others received in the round.

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.

## Ngā Paearu | Criteria Weighting

### Factual content (excluding news and current affairs)

#### Te Auahatanga | Creative, Content (25%)

- Originality
- Appeal
- Demonstrates a Māori worldview throughout



**Te Reo Māori | Māori Language (20%)**

- Kia māhorahora te reo – how the content will have impact for te reo Māori
- Demonstrates clear approach to have reo impact
- Provides assurances for quality te reo Māori

**Te Rautaki Pāho | Audience Strategy (20%)**

- Target audience
- Platform relevance and potential impact
- Marketing and promotion plan

**Te Wātaka me Te Tahua | Schedule and Budget (15%)**

- The budget and production schedule are realistic for the proposal
- The budget and proposed language outcomes represent good value

**Te Kaitono | Applicant and Key Personnel (20%)**

- Demonstrates experience, skill, success and capacity to deliver

**News and current affairs**

**Te Auahatanga | Creative, Content (20%)**

- Editorial strategy
- News values
- Represents distinct group of Māori voices and kaupapa
- Demonstrates a Māori worldview throughout

**Te Reo Māori | Māori Language (20%)**

- Kia māhorahora te reo – how the content will have impact for te reo Māori
- Demonstrates clear approach to delivering te reo Māori in content
- Provides assurances for quality reo Māori

**Te Rautaki Pāho | Audience Strategy (20%)**

- Target audience
- Own platform performance
- Collaboration with wider news ecosystem

**Te Wātaka me Te Tahua | Schedule and Budget (20%)**

- The schedule demonstrates commitment to the wider news ecosystem
- The budget and production schedule are realistic for the proposal
- The budget and proposed language outcomes represent good value

**Te Kaitono | Applicant and Key Personnel (20%)**

- Demonstrates experience, skill, success and capacity to deliver



## News ecosystem support (excluding compilation)

### Ngā Pou Hāpai | Solution, Support (25%)

- Proposal identifies the needs of the ecosystem through its own experience and insights
- Proposed solution meets the needs identified
- Proposed solution is sustainable and future-proofed
- Demonstrates a practical and well-designed solution

### Te Wātaka me Te Tahua | Schedule and Budget (30%)

- The budget and schedule are realistic for the proposal
- The budget and proposed outcomes represent good value
- Demonstrates a cost-effective and sustainable investment

### Te Kaitono | Applicant and Key Personnel (25%)

- Applicant demonstrates ability and experience to deliver to contract
- Key personnel demonstrate experience, skill, success and capacity to deliver solution
- Key personnel demonstrate reputation and relationships to collaborate
- Key personnel demonstrate reputation and relationships to implement and execute the proposed solution without fuss or delay

### Te Reo Māori | Māori Language (20%)

- Demonstrates technical and personnel capacity and capability within the solution for te reo Māori

## Compilation

### Te Auahatanga | Creative, Content (20%)

- Editorial strategy
- News values
- Ability to compile and present news in a timely manner and to a high standard
- Demonstrates a Māori worldview throughout

### Te Reo Māori | Māori Language (20%)

- Demonstrates reo capacity and capability to compile with a high level of understanding and quality
- Demonstrates clear approach to delivering a full and well executed news bulletin in te reo Māori

### Te Rautaki Pāho | Audience Strategy (20%)

- Target audience
- Own platform performance
- Collaboration with wider news ecosystem



### **Te Wātaka me Te Tahua | Schedule and Budget (20%)**

- The schedule demonstrates commitment to the wider news ecosystem
- The budget and production schedule are realistic for the proposal
- The budget and proposed language outcomes represent good value

### **Te Kaitono | Applicant and Key Personnel (20%)**

- Demonstrates experience, skill, success and capacity to deliver

## **He Kawatau**

### **Expectations**

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

Te Māngai Pāho expects all applicants who receive funding to provide data and analytics to support the measurement of the sector's contribution to te reo Māori and to enable Te Māngai Pāho to evaluate the effectiveness of its investments. Te Māngai Pāho may work with third-party partners to support data collection and analysis. These partners:

- do not own the data,
- establish systems to collect data from platforms and content creators,
- transfer data into approved Te Māngai Pāho systems, and
- can provide content creators with access to see the data you have provided to Te Māngai Pāho.

## **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 working 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 as at the date of publication. Applicants may seek additional advice from a Kaihāpai (content advisor). Te Māngai Pāho reserves the right to update this advice.

#### Production Readiness

1. Production readiness is demonstrated throughout the proposal and is an outcome of assessment.
2. Your application should demonstrate that your project is **ready to go into production**.

#### Factual Content

1. Te Māngai Pāho defines factual content in the *Mōhiohio* round as any non-fiction project that requires research of fact and has a primary intent to inform.
2. Common forms of content that meet our expectation for factual content are documentaries and docuseries; information and journalism; true crimes and historical reconstructions. Other forms are welcome; however, applicants are advised to discuss their project with an advisor before applying.

#### News & Current Affairs

1. Te Māngai Pāho is committed to supporting a coordinated reo Māori news and current affairs ecosystem that delivers strong regional journalism representing regional voices to national audiences.
2. News & Current Affairs content is underpinned by the tenets of journalism. Applicants must provide assurances of their ability to produce high-quality journalism for national and regional audiences.



### Marketing & Promotion

1. The results of the [Where Are the Māori Audiences?](#) research reinforced the importance of marketing and promotion in order for local content to reach Māori audiences.
2. Proposals must contain a clear audience strategy for the content. Include marketing and promotion plans if applicable.
3. We expect all applications to include budget lines for promotion and creation of marketing assets. You should demonstrate how your content will reach its intended audience and how you will use the marketing pūtea in your budget to do this.
4. Marketing and promotion lines in your budget should be ringfenced and not used for other purposes.

### 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+), Sky (including Three, Sky Open and ThreeNow), and RNZ are recognised commissioners of factual (including journalism) content. Contact them directly for information about their commissioning priorities and support.
3. Digital platforms and social media channels for Te Kūkupa, Aukaha, Pūkāea, Taiuru, Taioro and Tahu News are recognised platforms for reo Māori news.



4. Other NZ news and media platforms that currently support te reo Māori news and current affairs providers are encouraged to continue providing support to known projects.
5. A proposal for content on a social media channel (including YouTube) must include audience analytics for that channel from the **last three months** to demonstrate its influence, trust, alignment with target groups, and fit for the project. Applicants must provide a systematic report or screenshots showing follower growth, engagement rate, geographic audience breakdown, and the top five highest-performing posts.
6. 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.

#### **Returning projects**

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

#### **New and one-off projects**

1. New and one-off projects should be supported by evidence of a market and audience for the proposed content.

#### **Creative, Content or Solution, Support**

1. Proposals must contain a clear creative, content or solution, support section.
2. Documentaries, docuseries and non-news and current affairs projects should provide, in depth:
  - (i) Synopsis
  - (ii) Key themes
  - (iii) Tone and style
  - (iv) What makes this content distinctive and necessary.
3. News and current affairs journalism projects should provide, in depth:
  - (i) Editorial strategy
  - (ii) News values
  - (iii) Tone and style
  - (iv) What makes this content distinctive and necessary.
4. Solution, Support projects should provide:
  - (i) Proposed solution
  - (ii) Rationale

#### **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 and provide assurances for consistency and quality.
3. It should also outline the responsibilities of the Poutiaki Reo and other reo personnel, and the processes that will be used 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 the support of at least one recognised and established platform partner to provide support during production and promotion.
3. If proposing a returning project: 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. Provide details of your marketing, promotion, and/or publicity strategy that will enhance discoverability and attract audience attention 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 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 to substantiate the applicant's experience to manage the proposed project and funding contract.
3. Provide bios for key personnel including researchers and journalists to validate relevant experience and ability to deliver the proposed factual project.
4. Companies, trusts and organisations are eligible to apply.
5. Individuals (sole traders) are ineligible to receive funding in this round.