



Te Māngai Pāho

Request For Proposals 4 June 2026

2026–27 Oro Hāpai

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 more waiata to be developed, and for the creative and industry music ecosystem to be primed for waiata reo Māori success.

Over the last two years, Oro Hāpai funding has supported eight song writing camps leading to the development of over 80 waiata for future release.

Te Pūtake

Purpose

Through this RFP, Te Māngai Pāho aims to identify organisations with a track record in the music business to apply for funding to support wānanga and collaborative initiatives that will develop popular and contemporary waiata reo Māori. Proposed initiatives should aim to:

- create new waiata reo Māori with a focus on song structure, melody, and well-crafted reo Māori lyrics,
- return a minimum number of waiata reo Māori demo recordings for use in future Waiata Reo Māori and Waiata Tuarea funding applications to Te Māngai Pāho,
- grow the capability of participants to confidently express themselves in waiata reo Māori.

Applications and proposals should be for activity between 1 September 2026 and 30 June 2027.

Te Māngai Pāho expects to allocate **up to \$300k** (ex. GST) in **total** but reserves at its sole discretion the right to distribute a higher or lesser amount in this funding round.

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 1:30pm on Thursday 11 June 2026. The link to join the session is [HERE](#).



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 and Key Personnel
- Te Ahuatanga | Creative Concept
- Te Reo Māori | Māori Language
- Wātaka me Te Tahua | Schedule and Budget

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.

Proposals must present a fully developed schedule of activity, personnel and participants with clear deliverables that contribute to clear outcomes for waiata reo Māori.

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 experience, skill, capacity and capability, proposals will be assessed for potential outcomes and readiness to deliver. Further, an application will be assessed against others to ensure that a range of projects are funded, with complementary outcomes.

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

Te Kaitono | Applicant and Key Personnel (25%)

- Demonstrates experience and success
- Demonstrates capacity and capability to deliver
- Demonstrates commitment to waiata reo Māori
- Demonstrates capacity and capability in te reo Māori

Te Auahatanga | Creative Concept (25%)

- Musical vision
- Original approach to development
- Potential outcomes
- Proposed initiative includes participant

Te Reo Māori | Māori Language (25%)

- Demonstrates care and clear approach to te reo Māori
- Provides assurances for quality reo Māori
- Poutiaki reo is/are engaged to guide and peer review lyrical craft

Wātaka me Te Tahua | Schedule and Budget (25%)

- Budget and schedule are rationalised, realistic and efficient
- Budget and proposed deliverables represent good value
- Budget and subsequent language outcomes represent good value

He Kawatau

Expectations

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

- Develop songs containing more than 50% reo Māori;
- Ensure artists, participants, personnel understand their intellectual property rights;
- Acknowledged Te Māngai Pāho on all released content stemming from the initiative;
- 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 and artists (if known) who will be leading and participating in the initiative.
5. Companies, trusts and organisations working within the music industry are eligible to apply.
6. Individuals (sole traders) must be GST registered to receive this funding.
7. Individuals (sole traders) who are in the process of becoming, or willing to become, GST registered must speak with a Kaihāpai before applying.

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 how they will be involved to assure quality and craft.

Creative Concept

1. Proposals must contain a clear creative concept section.
2. Provide:
 - (i) A statement about the initiative (including deliverables and outcomes)
 - (ii) Details about how it will be executed
 - (iii) What will make this initiative distinctive
 - (iv) Confirmed personnel and participants and their experience to contribute to a high level

Schedule and Budget

1. Proposals must contain a clear schedule and budget for the initiative.
2. **Related-party costs** (e.g. applicant-owned asset hire to the production; applicant fees and payments) must be clearly noted in the budget.
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. Avoid using single fee amounts for a role or person. Provide details of the individual being paid and the daily rate and number of days they will be paid for.
5. Ensure there is adequate time in the schedule for the Poutiaki reo to make a meaningful contribution.

Standards

1. All content produced with this investment 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