

Funding Guidelines 3 September 2026

2026/27 Industry Support

Thu 3 Sep 2026	Guidelines Published
Fri 29 Jan 2027, 5:00pm	Deadline: Partnership, Sponsorship
Fri 7 May 2027, 5:00pm	Deadline: Capacity & Capability Building, Quick Response

Queries:
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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.

Media plays a vital role in language revitalisation by shaping what people see, hear, and expect. For this reason, Te Māngai Pāho invests in reo Māori content delivered through locally owned or managed media platforms with significant audiences. Industry Support funding contributes to initiatives that support the strategic development of the reo Māori content ecosystems.

Te Pūtake

Purpose

In 2026/27, Te Māngai Pāho will invest at least \$3.5 million in Industry Support initiatives. This investment is expected to support at least 30 initiatives, including outcome and impact-focused activities that build industry capacity and capability, sector body annual programmes of work, and relevant awards and event sponsorships.

The target to support 30 initiatives is set out in the organisation's [Statement of Performance Expectations](#) for 2026/27 and will be reported against in the annual report for the financial year.

The purpose of this document is to outline Te Māngai Pāho priority areas for Industry Support investment in the 2026/27 financial year and to provide guidance for applicants on how to apply.

In addition, focused requests for proposals may be issued throughout the year for specific deliverables that contribute to Industry Support outcomes. Please keep an eye on the Te Māngai Pāho website and social channels for the latest funding opportunities.

Ngā Hiahia Matua

Priorities

Continuing its commitment to initiatives and outcomes supported in previous years, Te Māngai Pāho provides the following pathways to Industry Support investment:

- Capacity and Capability Building
- Partnership
- Sponsorship
- Quick Response

Priority is given to initiatives and providers that are already receiving Te Māngai Pāho funding support and have proven outcomes and impact.

Existing or new providers with new initiatives should read these guidelines to determine whether their project aligns with Industry Support priorities before contacting a [Kaihāpai](#) for further advice.

Quick Response is reserved for urgent needs only. It is intended for genuinely unforeseen, unique and time-sensitive opportunities only, that would be lost without immediate funding support. This is not a funding pathway for strategic initiatives, planned activities or ongoing funding needs. Contact a [Kaihāpai](#) for further advice.

Wātaka

Dates and Deadlines

Thu 3 Sep 2026	Guidelines Published
Fri 29 Jan 2027, 5:00pm	Deadline: Partnership, Sponsorship
Fri 7 May 2027, 5:00pm	Deadline: Capacity & Capability Building, Quick Response

Te Māngai Pāho reserves the right to vary any of the above dates as necessary. The deadline supports contract and payment continuity, so please submit your information as early as possible.

The sections that follow set out what each Industry Support funding pathway prioritises, who it is intended to support, how applications will be assessed, and the expected timeframes for decisions and contracting.

Capacity and Capability Building

Capacity and Capability Building funding supports initiatives that strengthen the long-term resilience, capability, and growth of the reo Māori media and content production ecosystem. Funding is intended to contribute to measurable sector outcomes, with priority given to initiatives that demonstrate strategic alignment, proven delivery capability, and clear benefits beyond a single organisation or project.

Funding For

- Industry-wide and organisational initiatives that strengthen sustainability, business development, and market growth for reo Māori content.
- Industry-wide initiatives that develop capability within a specific workforce.

Eligibility	Assessment
Applicant & Key Personnel • The applicant can provide evidence to demonstrate their commitment to te reo Māori. • The applicant has received funding from Te Māngai Pāho in the past. • The applicant can confirm capacity to deliver and that any current funding agreement with Te Māngai Pāho will not be affected by a new arrangement. Funding Priority • The proposed initiative already receives funding support from Te Māngai Pāho. • The proposed initiative clearly aligns with the funding priority.	Initiative & Outcomes • The initiative addresses a clear industry-wide need in the workforce. • The initiative proposes outcomes that will have measurable impact on the wider media and content production sector. • The initiative supports Māori-led media or content production businesses to grow capability. • The initiative can demonstrate past success and will deliver future impact. Budget & Schedule • Budget is rationalised and demonstrates experience in budgeting and finance management. • Requested amount is feasible and reasonable to deliver proposed deliverable(s) and outcomes. • There are other contributors to this kaupapa. • There is an adequate amount of time to prepare and deliver this initiative.
Decisions Notified	Contracting
Approximately 4 weeks from formal application.	Approximately 2–8 weeks depending on complexity.

Partnership

Partnership funding supports strategic, collaborative initiatives that create meaningful opportunities for audiences to engage positively with te reo Māori through media, content or music. Te Māngai Pāho may participate as a funding partner and, where appropriate, as a co-designer of the initiative to help shape outcomes, strengthen delivery, and ensure the kaupapa contributes to Māori language revitalisation.

Funding For

- A strategic and collaborative initiative with Te Māngai Pāho to foster positive engagement with te reo Māori through media, content or music.

Eligibility	Assessment
Applicant & Key Personnel • The applicant is a limited liability company. • The applicant can provide evidence to demonstrate their commitment to te reo Māori. • The applicant has received funding from Te Māngai Pāho in the past. • The applicant can confirm capacity to deliver and that any current funding agreement with Te Māngai Pāho will not be affected by a new arrangement. Priority • The proposed initiative already receives funding support from Te Māngai Pāho. • The proposed initiative aligns with the funding priority.	Initiative & Outcomes • The initiative demonstrates strategic impact for te reo Māori. • The initiative is culturally aligned to te ao Māori. • There is evidence of planning, increasing potential for success. • There is a clear long-term vision for the kaupapa. • The proposal clearly defines tangible deliverable(s) and outcomes. Budget & Schedule • Budget is rationalised and demonstrates experience in budgeting and finance management. • Requested amount is feasible and reasonable to deliver proposed deliverable(s) and outcomes. • There are other contributors to this kaupapa. • There is an adequate amount of time to prepare and deliver this initiative.
Decisions Notified Approximately 4 weeks from formal application.	Contracting Approximately 2–8 weeks depending on complexity.

Sponsorship

Sponsorship funding supports events that celebrate te reo Māori, reo Māori content, and the creators who bring that content to audiences. This pathway provides a contribution of up to \$25,000, plus GST if applicable, towards industry events that strengthen the visibility, value, and positive engagement with te reo Māori through recognition, celebration, and audience connection. Priority will be given to events that demonstrate strong cultural alignment, clear promotion of te reo Māori, sound planning, and meaningful outcomes for the reo Māori media, content, or music sectors.

Funding For

- A contribution of up to \$25,000.00 (ex. GST) towards an event that celebrates te reo Māori, reo content and its creators.

Eligibility	Assessment
Applicant & Key Personnel • The applicant is a limited liability company. • The applicant can provide evidence to demonstrate their commitment to te reo Māori. • The applicant has received funding from Te Māngai Pāho in the past. • The applicant can confirm capacity to deliver and that any current funding agreement with Te Māngai Pāho will not be affected by a new arrangement. Priority • The proposed initiative already receives funding support from Te Māngai Pāho. • The proposed initiative aligns with the funding priority.	Initiative & Outcomes • The initiative demonstrates use and promotion of te reo Māori. • The initiative is culturally aligned to te ao Māori. • There is evidence of planning, increasing potential for success. • There is a clear long-term vision for the award or event. • The proposal clearly defines tangible deliverable(s) and outcomes. Budget & Schedule • Budget is rationalised and demonstrates experience in budgeting and finance management. • Requested amount is feasible and reasonable to deliver proposed deliverable(s) and outcomes. • There are other contributors to this kaupapa. • There is an adequate amount of time to prepare and deliver this initiative.
Decisions Notified	Contracting
Approximately 4 weeks from formal application.	Approximately 2–8 weeks depending on complexity.

Quick Response

Quick Response funding is extremely limited and reserved for urgent needs only. It is intended for genuinely unforeseen, unique and time-sensitive opportunities only, that would be lost without immediate funding support. Quick Response is not intended for strategic initiatives, planned activities or ongoing funding needs.

Funding For

- A contribution of up to \$25,000.00 (ex. GST) to a kaupapa that is an unanticipated, time-sensitive opportunity that requires immediate funding support.

Eligibility	Assessment
Applicant & Key Personnel • The applicant has received funding from Te Māngai Pāho in the past. • The applicant can provide evidence to demonstrate a commitment to te reo Māori. • The applicant can confirm capacity to deliver and that any current funding agreement with Te Māngai Pāho will not be affected by a new arrangement. • The applicant hasn't applied for a "Quick Response" in the 2026/27 financial funding year. Priority • The initiative is a genuinely unforeseen, unique and time-sensitive opportunity that will be lost if not responded to quickly.	Initiative & Outcomes • The initiative demonstrates use and promotion of te reo Māori. • The initiative is culturally aligned to te ao Māori; or • Is a sudden and unique opportunity to promote te reo Māori. Budget & Schedule • Budget is rationalised and demonstrates experience in budgeting and finance management. • Requested amount is feasible and reasonable to deliver proposed deliverable(s) and outcomes. • There are other contributors to this kaupapa.
Decisions Notified	Contracting
Approximately 1 working day from formal application.	Approximately 1-4 weeks depending on complexity.

Te Tono ā-Ipurangi

Applying Online

Applications for Industry Support funding must be submitted through Te Pūahatanga, Te Māngai Pāho's online application system.

As Industry Support application rounds in Te Pūahatanga are available by invitation only, please speak with a [Kaihāpai](#) before starting an application.

You can save your application and return to it at any time before the deadline.

Ngā Tikanga me ngā Herenga

Rights, Terms and Conditions

- You must bear all your own costs in preparing and submitting your application.
- You represent and warrant that all information provided to us is complete and accurate.
- We may rely upon all statements made in your application.
- We may amend, suspend, cancel and/or re-issue the guidelines at any time.
- We may change the guidelines (including dates) but will give all submitters a reasonable time to respond to any change.
- We may accept late applications and may waive any irregularities or informalities in the process.
- We may seek clarification of any application and meet with any submitter(s).
- We are not bound to accept the lowest priced conforming application (s), or any application.