



Te Māngai Pāho

Request For Proposals 1 October 2026

2026/27 Ngahau

Thu 1 Oct 2026	RFP Published, Round Opens
Wed 14 Oct 2026, 11:00am	Info Session
Thu 29 Oct 2026, 5:00pm	Proposal Enquiries Deadline
Thu 12 Nov 2026, 5:00pm	Proposal Discussions Completed
Thu 3 Dec 2026, 5:00pm	Deadline
Fri 19 Feb 2027	Decisions Notified

Queries:

content@tmp.govt.nz

Hei Whakataki

Introduction

Context

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.

Investment

Te Māngai Pāho investment decisions consider three connected focus areas: Te Reo Māori, Content and Audiences. Our approach is grounded in the belief that te reo Māori is a living taonga, to be used confidently, creatively and meaningfully. It is not only something to be protected, but to be actively embraced and normalised across the media landscape. Underpinning this are our Investment Goals, which are **Authentic, Discoverable, and Impactful**. These goals contribute to how we deliver outcomes for te reo Māori and Māori media.

Insights

Insights from audience research *Where Are The Māori Audiences 2024* (NZ On Air and Te Māngai Pāho) and *Where Are The Audiences 2026* (NZ On Air), indicate sustained audience interest in comedy, drama, news and current affairs, and documentary content. Te Māngai Pāho balances audience preferences with supporting innovative formats and cultural occasions to ensure a diverse range of content is available to support reo revitalisation.

Indication

As an indication of the types of content we have funded previously, and are likely to consider in future (though not exclusively), 95% of entertainment content funded over the past 18 months has fallen within the following categories:

- Scripted drama and comedy;
- Scripted shorts (up to 12 minutes) including micro-drama and skits;
- Lifestyle and reality;
- Panel shows and podcast formats;
- Personality-led content for social media;
- Strategic music content.

Te Pūtake

Purpose

Through this RFP process, Te Māngai Pāho aims to identify reo Māori content projects that are aligned to our Investment Goals – **Authentic, Discoverable, and Impactful**. We also require assurances that the project is ready for production and that the applicant can deliver what is proposed.

The purpose of the **Ngahau** funding round is to support the creation of reo Māori **entertainment content** for Aotearoa audiences. This includes content across all platforms that seeks to engage audiences in an entertaining way, while putting te reo Māori at its heart. Te Māngai Pāho expects to **allocate up to \$9m** (ex. GST) in total but reserves at its sole discretion the right to distribute a higher or lesser amount in this funding round.

Priority is given to content for **fluent audiences** that also identifies a clear target audience demographic.

The following are ineligible for this funding round:

- Matariki content
- Tamariki content
- News, current affairs and journalism content
- Scripted development
- Music recordings

Ineligible always:

- Gaming content
- Educational content, lessons and resources
- Advertising content
- Content for non-media websites and apps

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 will only be accepted at the 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 Wednesday 14 October 2026. The link to join the session is here: <https://us02web.zoom.us/j/85174443676>

He Matapakinga Tono | Proposal Discussions

Applicants will have an opportunity to discuss their project with a Kaihāpai before submission. Email content@tmp.govt.nz **before** Thursday 29 October 2026, 5:00pm 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

Proposal

Applicants may submit a **maximum of two proposals** by completing an application form for each and attaching a relevant proposal document.

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

- Creative Concept
- Te Reo Māori
- Audience Strategy
- Schedule and Budget
- Applicant and Key Personnel

While there is no limit on the number of pages you may submit, for the benefit of clarity and assessment, we expect applicants to be discerning with the volume of their proposals.

The proposal should demonstrate that the project can be delivered to the stated scope, quality, schedule and budget. Te Māngai Pāho may seek clarification, but applicants should not rely on being able to add substantial information or materially change the project after the deadline. If funding is offered, any significant change to the approved scope, personnel, schedule, budget, platform or intended outcomes will require prior written approval from Te Māngai Pāho.

Aromatawai

Proposal Assessment

Applications and proposals will be considered by a panel of assessors including Te Māngai Pāho staff and external professionals. Following individual assessments, the panel will

convene to discuss the scoring of proposals, agree on whether any scores require moderation, and confirm 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 for any reason, including but not limited to; addressing priorities; urgency; available funding; and duplication of content.

The assessment panel's recommendations will be provided to the Board of Te Māngai Pāho, which will decide which proposals are to receive an offer of funding and whether or not any should be made subject to conditions. The Board is the decision maker, and its decisions may differ from the assessment panel's recommendations.

Assessment Criteria Weighting

Te Auahatanga | Creative (25%)

- Originality
- Synopsis is captivating and compelling
- Treatment will enhance the creative proposition and provides assurances of a well-developed and production-ready idea
- Māori worldview is evident throughout
- Content is relevant and aligns with the target audience

Te Reo Māori | Māori Language (25%)

- Rautaki reo demonstrates strategic approach to having impact for te reo Māori
- How much reo Māori is in the content
- Evidence that te reo Māori will be supported by skilled personnel throughout the project
- Evidence of quality assurance methods for delivery of te reo Māori
- Kia māhorahora te reo – overall potential for te reo Māori impact

Te Rautaki Pāho | Audience Strategy (20%)

- Target audience is clearly identified, with evidence and rationale provided
- Platform is relevant for the target audience and proposed content
- Platform support demonstrates strategic alignment and commitment to the project
- A marketing and promotion strategy details how you plan to engage with the target audience

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

- Clear correlation between budget and proposal and is within industry standards
- The budget and production schedule are realistic for the proposal
- The budget and proposed language outcomes represent good value

Te Kaitono | Applicant (15%)

- Demonstrates experience, skill, success and capacity to deliver

- Key creatives and talent are confirmed and aligned to deliver the proposed reo, themes and content
- Evidence of health and safety considerations

Ngā Kawatau

Expectations

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

Te Māngai Pāho expects to receive access to relevant data, analytics and insights from its chosen platform(s) to enable effective evaluation of the investment and its impact on te reo Māori.

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

Content for General Audiences

1. Proposals should demonstrate that content is suitable for general consumption regardless of age, background, or familiarity with the topic.
2. Content, however, should be pitched toward a specific segment of the general audience of Aotearoa for engagement and reo Māori impact.

Considerations for Rangatahi Audiences

1. Applicants and producers are reminded to keep the safety and wellbeing of rangatahi at the forefront of their mind – the talent in the production as well as the viewing audience. Consider them in your production health and safety plan, and when selecting an appropriate platform for the content.
2. Any applicant who proposes to host the proposed content on social media channels (including YouTube) must be able to demonstrate that, in addition to other platform obligations, they can operate those platforms safely and responsibly for young audiences.

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+), and Sky (including Three, Sky Open, and ThreeNow) are recognised commissioners of screen content. Contact them directly for information about their commissioning priorities and support.
3. Iwi Radio stations, RNZ and the commercial radio networks MediaWorks and NZME are recognised local audio platforms. RNZ is also recognised as a commissioner of

factual content for the RNZ website. Contact them directly for information about their commissioning priorities and support.

4. 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 its fit for the project. Provide a systematic report or screenshots to evidence follower growth, engagement rate, geographic breakdown of the audience and the five highest-performing posts.
5. Te Māngai Pāho expects to receive access to relevant data, analytics and insights from the selected platform or platforms to enable effective evaluation of the investment and its impact on te reo Māori.

New Content

1. New content ideas should be supported by evidence of a market and audience for the proposed content.

Returning Content

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

Creative

1. Proposals must contain a clear creative description of the content.
2. Provide, in depth:
 - (i) Synopsis
 - (ii) Key themes
 - (iii) Tone and style;
 - (iv) What makes it original or distinctive
 - (v) Why this content, now
3. If seeking funding for **Scripted** content, provide evidence that confirms completion of development such as characters, story arcs, scripts.

Te Reo Māori

1. All proposals require a project-specific rautaki reo that clearly articulates how the project will have impact for te reo Māori and how it will be seen, heard and delivered within content.
2. It should also outline the alignment and responsibilities of the Poutiaki Reo and other reo personnel, and what processes will be followed to ensure quality assurance. This can be further evidenced in the production schedule.
3. 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 at least one committed and established platform partner to provide support during production and promotion.
3. If proposing a returning series: 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. Further, provide details of your marketing, promotional, and/or publicity strategy that will enhance discoverability and bring attention and audience 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 production and funding contract.

Budget

1. Proposals must contain a clear and detailed budget.
2. Budgets should align with production schedules and demonstrate appropriate resourcing to deliver the proposed creative.
3. For transparency, each cost line must be presented in clear unit amounts.
4. **Related-party costs** (i.e. applicant-owned asset hire to the production; applicant fees and payments) **must be placed above the line or in a separate section** for accurate assessment of below the line costs.
5. 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.
6. 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).
7. Provide a narrative to explain previous season budget increases or any notably high costs.

Applicant and Key Personnel

1. Proposals must contain a clear applicant and key personnel section.
2. Provide a business profile and bios for key personnel to validate relevant experience and ability to deliver the proposed project.
3. Provide evidence of talent's suitability and commitment to the project.
4. Include a health and safety plan relevant to the production.
5. Companies, trust and organisations are eligible to apply.
6. Individuals (sole traders) are ineligible to receive funding in this round.

Production Readiness

1. Production readiness is demonstrated throughout the proposal and is an outcome of assessment.