



Te Māngai Pāho



GUIDELINES

Tautoko ā-Ahumahi | Industry Support

—

Period:

1 August 2024 - 6 June 2025

All queries:

support@tmp.govt.nz

**Kia māhorahora
te reo!**

Hei Whakataki Introduction

Te Māngai Pāho is committed to working collaboratively with the Māori media and content creation sectors to improve the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation.

Te Pūtake Purpose

This purpose of this document is to provide advice on our priority areas for Te Māngai Pāho Industry Support investments in the 2024/25 financial year, and the criteria against which applications will be assessed.

Te Māngai Pāho Industry Support funding is aligned to the Creators key focus area published in the Te Māngai Pāho [Statement of Performance Expectations](#) for 2024/25; providing funding support to reo Māori content creators and related professionals for initiatives that benefit the reo Māori content industry and workforce.

Hātepe Process

Applicants are advised to submit an initial enquiry to support@tmp.govt.nz. A Kaihāpai (Advisor) will provide an initial assessment to determine suitability before inviting you to submit a proposal via Te Pūahatanga. The Industry Support funding round will be open from 1 August 2024 to 6 June 2025 or until funds are exhausted.

Applications will be accepted and decisions notified according to the following schedule:

Application	Less than \$25,000.00 (ex GST)	Less than \$25,000.00 (ex GST)	\$25,000.00 or more (ex GST)
Deadline	First Friday of month	Third Friday of month	Third Friday of month
Decision	Third Tuesday of same month	First Tuesday of following month	Third Friday of following month
Contract	Approx. 2-4 weeks	Approx. 2-4 weeks	Approx. 2-8 weeks depending on complexity

Ngā Aratohu Guidelines

The following are areas of **priority** for Industry Support investment:

1. Capacity and capability building

A programme, activity or workshop that assists professional development of personnel or organisations in relation to production or distribution of te reo Māori content;

2. Celebration and promotion of te reo Māori

An award category or event that celebrates te reo Māori content or its creators;

3. Partnerships

Collaborative initiatives that grow opportunities for positive engagement with te reo Māori through media or content.

Other initiatives may be considered based on need, demand and innovation.

Investment decisions will be assessed in relation to the criteria identified, including how the investment will contribute to Creator targets in the **Te Māngai Pāho Statement of Performance Expectations 2024/25**:

1. Number of development opportunities.
Target 30
2. Number of opportunities provided to experienced content creators.
Target 5
3. Number of development opportunities provided to new content creators.
Target 10

Supported applications may contribute to more than one measure.

Aromatawai Assessment Criteria

Priority (10%)

- Is a priority area of investment
- Contributes to SPE targets

Kaupapa & Outcomes (45%)

- Identifies a significant opportunity
- Clearly defines tangible deliverable(s)
- Will produce professional outcomes
- Provides evidence of need or demand
- Benefits extend beyond applicant
- Flow on effects for te reo Māori
- Evidence of planning, limited risk factors
- Proposed kaupapa contributes to a long-term vision
- Shows innovation

Applicant & Key Personnel (25%)

- Is suitable to take up the opportunity, lead kaupapa
- Will maximise return on investment
- Can demonstrate a commitment to te reo Māori
- Applicant and key personnel have skill to deliver what is proposed
- Availability and commitment of applicant and key personnel

Budget (20%)

- Other contributions reduce burden on Te Māngai Pāho funding
- Budget is well rationalised, demonstrates experience
- Requested amount is reasonable for proposed deliverable(s) and outcomes
- Requested amount is less than \$25,000 (ex GST)

Pukapuka Tono Application

APPLICATION FORM

PRIORITY	
<input type="checkbox"/> Capacity and capability building <input type="checkbox"/> Celebration of te reo Māori <input type="checkbox"/> Partnership <input type="checkbox"/> Other	
IF CAPACITY AND CAPABILITY BUILDING	
<input type="checkbox"/> Is a development opportunity for an individual or company. <input type="checkbox"/> Is a development opportunity for an experienced content creator. <input type="checkbox"/> Is a development opportunity for a new content creator.	
DETAILS	
Title	Title of the proposed kaupapa
Summary	Summary of the proposed kaupapa
Date(s)	Dates, timeline related to proposed kaupapa
Amount Requested	Contribution you are requesting from Te Māngai Pāho
Application Contact	Application contact person
Full Proposal	Attach a full proposal to satisfy the criteria.

FULL PROPOSAL (EXAMPLE)

PAGE 1: KAUPAPA & OUTCOMES	
Title	Title of the proposed kaupapa
Description	Description of the proposed kaupapa, details to satisfy the criteria
Deliverables & Outcomes	Tangible deliverables and outcomes
PAGE 2: APPLICANT & KEY PERSONNEL	
Suitability & Experience	Suitability, skill and experience of applicant and key personnel to deliver. Names and credentials.
Te reo Māori	Evidence of commitment and contribution to te reo Māori
PAGE 3: BUDGET	
<ul style="list-style-type: none"> • Full, detailed budget; • Identify other financial contributors and their contributions; and • Specify the contribution you are requesting from Te Māngai Pāho 	
PAGE 4: ADDITIONAL INFO	
Provide any other information you feel will strengthen your proposal and application	

Ngā Tohu Māraurau Eligibility

Eligible

- Individuals (Sole Traders) who are GST registered;
- Companies, Societies and Trusts that are legally registered in New Zealand and are GST registered.

Ineligible

- Applicants under the age of 18
- Applications from applicants with overdue Te Māngai Pāho contracts
- Applications for content outcomes. E.g. script development, production
- Applications that better fit another funding round or funding agency
- Applications for funding in retrospect

It is the responsibility of the applicant to ensure that they and their request are eligible. Ineligibility will be notified as soon as practicable; however, this may not be in time for the immediate funding cycle.

Te Tono ā-Ipurangi

Applying Online

To apply, you must first register in [Te Pūahatanga](#), the online 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 it via your dashboard right up to the deadline.

Only applications submitted in Te Pūahatanga will be considered for funding.

Ngā Tikanga me Ngā Herenga

Reserved Rights

- 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 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 with the approval of the Chief Executive.
- We may seek clarification of any proposal and meet with any applicant.
- We are not bound to accept the lowest priced conforming proposal(s), or any proposal.