



**Te Māngai Pāho**

# **GUIDELINES**

## **Industry Support**

**Period:**

Open 8 July 2025

Close 15 May 2026

**All queries:**

[support@tmp.govt.nz](mailto:support@tmp.govt.nz)

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# Hei Whakataki Introduction

Te Māngai Pāho is committed to supporting the Māori media and content sectors in collectively improving the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation.

## Te Pūtake Purpose of Industry Support funding

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 2025/26; providing funding support to reo Māori content creators and related professionals for initiatives that benefit the reo Māori content industry and workforce.

Industry Support Investment Goal	Target
Total number of Industry Support initiatives funded	50
No. of development opportunities (within Industry Support initiatives funded)	30

The purpose of this document is to provide advice on our priority areas for Te Māngai Pāho Industry Support investments in the 2025/26 financial year, and the criteria against which applications will be assessed.

## Ngā Hiahia Matua Priorities

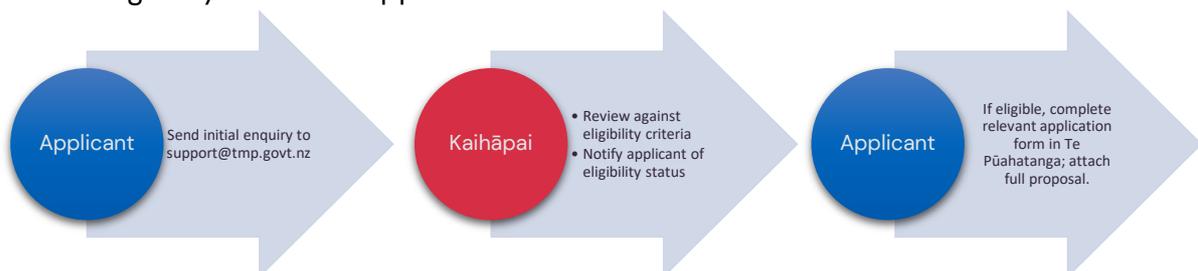
The following are areas of **priority** for Industry Support investment:

1. Capacity & Capability Building
2. Partnership
3. Sponsorship
4. Quick Response

Other initiatives will be considered based on need, demand or innovation.

## Ngā Paearu Kuhu Eligibility

Each priority has its own criteria. Applicants must submit an initial enquiry to support@tmp.govt.nz for a Kaihāpai (Advisor) to review. Interested applicants are advised to supply information kaupapa details and applicant eligibility in their enquiry. A Kaihāpai must confirm eligibility before an application can be made.





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## Capacity & Capability Building

	Capacity & Capability Building Dates
Deadline	Third Friday of the month, 5:00pm
Decision	Third Friday of the following month
Contract	Approx. 2-8 weeks depending on complexity

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# Capacity & Capability Building

## Funding For

An initiative that assists professional development of personnel or organisations working within the media or content production sectors.

## Application Process

Applicants are advised to submit an initial enquiry to [support@tmp.govt.nz](mailto:support@tmp.govt.nz).

Please provide information to demonstrate that you meet the eligibility criteria, along with some general details about the kaupapa and why you believe Te Māngai Pāho should support this initiative. A Kaihāpai will need to assess the initial enquiry and confirm eligibility before you can submit a full application and proposal.

If eligible, you will be invited to apply for Capacity & Capability Building support. You will need to be registered in Te Pūahatanga to complete an application form and upload a proposal.

Eligibility Criteria	Kaupapa Assessment
<p><b>Applicant &amp; Key Personnel</b></p> <ol style="list-style-type: none"> <li>1) Can the applicant demonstrate a commitment to te reo Māori?</li> <li>2) Has the applicant received funding from Te Māngai Pāho before, for any reason?</li> <li>3) If the applicant has an active funding agreement with Te Māngai Pāho, will it be delivered by the due date?</li> </ol> <p><b>Priority</b></p> <ol style="list-style-type: none"> <li>4) Is this an opportunity for:           <ul style="list-style-type: none"> <li>• significant professional growth of one or more individuals in media or content creation or production?</li> <li><u>OR</u></li> <li>• a Māori-led media or content production business to grow its staff capacity or capability?</li> <li><u>OR</u></li> <li>• a Māori-led media or content production business to expand its market prospects?</li> </ul> </li> </ol> <p><input type="checkbox"/> Yes, to all the above – applicant is eligible to apply.</p> <p><input type="checkbox"/> No, to any of the above – applicant is ineligible to apply.</p>	<p><b>Kaupapa &amp; Outcomes</b></p> <ul style="list-style-type: none"> <li>• The initiative directly impacts one or more active professionals working in media or content production.</li> <li>• The initiative supports a Māori-led media or content production business to grow its capacity or capability.</li> <li>• The initiative is has produced excellent outcomes in the past.</li> <li>• There is an appropriate amount of time to adequately prepare this initiative.</li> <li>• The initiative proposes outcomes that will have positive effect on the wider media and content production sector.</li> </ul> <p><b>Budget</b></p> <ul style="list-style-type: none"> <li>• There are other contributors to this kaupapa.</li> <li>• Budget is well rationalised, demonstrates experience.</li> <li>• Requested amount is reasonable for proposed deliverable(s) and outcomes.</li> </ul>



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## Partnership

	Partnership Dates
Deadline	Third Friday of the month, 5:00pm
Decision	Third Friday of the following month
Contract	Approx. 2-8 weeks depending on complexity

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## Partnership (including industry bodies)

### Funding For

A collaboration with Te Māngai Pāho to foster positive engagement with te reo Māori through media, content or music.

### Application Process

Applicants are advised to submit an initial enquiry to [support@tmp.govt.nz](mailto:support@tmp.govt.nz). Please provide information to demonstrate that you meet the eligibility criteria, along with some general details about the kaupapa you're proposing, and why you believe Te Māngai Pāho will make a good partner. A Kaihāpai will need to assess the initial enquiry and confirm eligibility before you can submit a full application and proposal. We may contact you for further information.

If eligible, you will be invited to apply for Partnership support. You will need to be registered in Te Pūahatanga to complete an application form and upload a proposal.

Eligibility Criteria	Kaupapa Assessment
<p><b>Applicant &amp; Key Personnel</b></p> <ol style="list-style-type: none"> <li>1) Is the applicant a Company, Organisation or Trust?</li> <li>2) Can the applicant demonstrate a commitment to te reo Māori?</li> <li>3) If the applicant has an active funding agreement with Te Māngai Pāho, will it be delivered by the due date?</li> </ol> <p><b>Priority</b></p> <p>Is the kaupapa:</p> <ol style="list-style-type: none"> <li>4) a significant opportunity for te reo Māori?</li> <li>5) requiring investment and design input from Te Māngai Pāho?</li> </ol> <p><input type="checkbox"/> Yes, to all the above – applicant is eligible to apply.</p> <p><input type="checkbox"/> No, to any of the above – applicant is ineligible to apply.</p>	<p><b>Kaupapa &amp; Outcomes</b></p> <ul style="list-style-type: none"> <li>• The kaupapa demonstrates use or supports the promotion of te reo Māori.</li> <li>• Te Māngai Pāho is a current partner to the kaupapa.</li> <li>• The opportunity is media, broadcast or reo Māori content related.</li> <li>• The opportunity is culturally impactful or significant to te ao Māori.</li> <li>• There are clearly defined tangible deliverable(s) and outcomes.</li> <li>• There is evidence of planning, increasing potential for success.</li> <li>• Risk to Te Māngai Pāho is limited.</li> <li>• There is a clear long-term vision for the kaupapa.</li> <li>• The kaupapa is new or has innovated on previous iterations.</li> </ul> <p><b>Budget</b></p> <ul style="list-style-type: none"> <li>• There are other contributors to this kaupapa.</li> <li>• Budget is well rationalised, demonstrates experience.</li> <li>• Requested amount is reasonable for proposed deliverable(s) and outcomes.</li> </ul>



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## Sponsorship

	Sponsorship Dates
Deadline	First Friday of the month, 5:00pm
Decision	Third Wednesday of the same month
Contract	Approx. 2-4 weeks

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# Sponsorship

## Funding For

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

## Application Process

Applicants are advised to submit an initial enquiry to [support@tmp.govt.nz](mailto:support@tmp.govt.nz). Please provide information to demonstrate that you meet the eligibility criteria, along with some general details about the kaupapa, and why you believe Te Māngai Pāho should sponsor it. A Kaihāpai will need to assess the initial enquiry and confirm eligibility before you can submit a full application and proposal. We may contact you for further information.

If eligible, you will be invited to apply for Sponsorship support. You will need to be registered in Te Pūahatanga to complete an application form and upload a proposal.

Eligibility Criteria	Kaupapa Assessment
<p><b>Applicant &amp; Key Personnel</b></p> <ol style="list-style-type: none"> <li>1) Is the applicant a Company, Organisation or Trust?</li> <li>2) Can the applicant demonstrate a commitment to te reo Māori?</li> <li>3) If the applicant has an active funding agreement with Te Māngai Pāho, will it be delivered by the due date?</li> </ol> <p><b>Priority</b></p> <ol style="list-style-type: none"> <li>4) Is this an opportunity for te reo Māori that will be lost without sponsorship?</li> </ol> <p><input type="checkbox"/> Yes, to all the above – applicant is eligible to apply.</p> <p><input type="checkbox"/> No, to any of the above – applicant is ineligible to apply.</p>	<p><b>Kaupapa &amp; Outcomes</b></p> <ul style="list-style-type: none"> <li>• The kaupapa demonstrates use or supports the promotion of te reo Māori.</li> <li>• Te Māngai Pāho is a current sponsor of the kaupapa.</li> <li>• The opportunity is culturally impactful or significant to te ao Māori.</li> <li>• The opportunity is media, broadcast or reo Māori content related.</li> <li>• The proposal clearly defines tangible deliverable(s) and outcomes.</li> <li>• There is evidence of planning, increasing potential for success and limiting risk to reputation of Te Māngai Pāho.</li> <li>• There is a clear long-term vision for the award or event.</li> <li>• The award or event is new or has innovated on previous iterations.</li> </ul> <p><b>Budget</b></p> <ul style="list-style-type: none"> <li>• There are other contributors to this kaupapa.</li> <li>• Budget is well rationalised, demonstrates experience.</li> <li>• Requested amount is reasonable for proposed deliverable(s) and outcomes.</li> </ul>



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## Quick Response

	Quick Response Dates
Deadline	By agreement with the Kaihāpai
Decision	Within two working days of deadline
Contract	Approx. 2-4 weeks

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# Quick Response

## Funding For

A contribution to a kaupapa that is time-sensitive opportunity or an unanticipated event that requires additional support. An initial approval for a contribution up to \$25,000.00 (ex GST) can be given, with the final funding contribution subject to Te Māngai Pāho approval of actual costs and invoices.

## Process

Applicants are advised to submit an initial enquiry to [support@tmp.govt.nz](mailto:support@tmp.govt.nz). Please provide information to demonstrate that you meet the eligibility criteria, along with some general details about the kaupapa, and why Te Māngai Pāho is needed to support the kaupapa. A Kaihāpai will need to assess the initial enquiry and confirm eligibility before you can submit a full application and proposal.

If eligible, you will be invited to apply for Quick Response support. You will need to be registered in Te Pūahatanga to complete an application form and upload a proposal.

Eligibility Criteria	Kaupapa Assessment
<p><b>Applicant &amp; Key Personnel</b></p> <ol style="list-style-type: none"><li>1) Has the applicant received Te Māngai Pāho funding before?</li><li>2) Will this be the applicant's first "Quick Response" of the financial year?</li><li>3) If the applicant has an active funding agreement with Te Māngai Pāho, will it be delivered by the due date?</li><li>4) Can the applicant demonstrate a commitment to te reo Māori?</li></ol> <p><b>Priority</b></p> <ol style="list-style-type: none"><li>5) Is this a unique and time-sensitive opportunity that will be lost if a quick response is not received?</li></ol> <p><input type="checkbox"/> Yes, to all the above – applicant is eligible to apply.</p> <p><input type="checkbox"/> No, to any of the above – applicant is ineligible to apply.</p>	<p><b>Kaupapa &amp; Outcomes</b></p> <ul style="list-style-type: none"><li>• The kaupapa demonstrates use or supports the promotion of te reo Māori.</li><li>• The kaupapa is culturally impactful or significant to te ao Māori.</li><li>• The kaupapa is media, broadcast or reo Māori content related.</li></ul> <p><b>Budget</b></p> <ul style="list-style-type: none"><li>• There are other contributors to this kaupapa.</li><li>• Expected reimbursement amount is rationalised.</li><li>• Expected reimbursement is less than \$25,000 (ex GST).</li></ul>

# Pukapuka Tono Application

The following information forms the basis of any application. Other information may be requested within Te Pūahatanga. Each application must be accompanied by a detailed proposal that, at a minimum, covers the information below. Provide any additional details you feel will support the application.

## Application

<b>SUMMARY DETAILS</b>	
Kaupapa/Title	Name of the proposed kaupapa
Priority	Capacity and Capability Building / Sponsorship / Partnership / Quick Response
Investment Target	Capacity and Capability Building only
Summary	Summary of the proposed kaupapa
Date(s)	Dates, timeline related to proposed kaupapa
Budget Summary	A summarised version of the full budget
Amount Requested	Amount you are requesting from Te Māngai Pāho
Application Contact	Application contact person
Bank Account	Bank and account details for payment

## Proposal

<b>KAUPAPA &amp; OUTCOMES</b>	
Detailed Description	Detailed information about the proposed kaupapa
Deliverables	Tangible, quantifiable deliverables
Impact Outcomes	Impact outcomes – the flow on effect of the deliverables
Te Reo Māori Outcomes	How it benefits te reo Māori
<b>APPLICANT &amp; KEY PERSONNEL</b>	
Suitability & Experience	Suitability, skill and experience of applicant and key personnel to lead the kaupapa. Bios and professional history are beneficial.
Te reo Māori	Evidence of commitment and contribution to te reo Māori
<b>BUDGET</b>	
<ul style="list-style-type: none"> <li>• Full, detailed budget (except Quick Response requests)</li> <li>• Identify other financial contributors and their contributions; and</li> <li>• Specify the contribution you are requesting from Te Māngai Pāho</li> </ul>	
<b>ADDITIONAL INFO</b>	
Provide any other information you feel will strengthen your proposal and application	

## **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 applicants 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.