



**Te Māngai Pāho**

# **REQUEST FOR PROPOSALS**

## **Special Projects 2026**

RFP: Friday 19 December 2025

Open: Monday 12 January 2026

Close: Friday 13 February 2026, 5:00pm

Decisions: Friday 20 March 2026

All queries:

Whata Wanakore

Kaihāpai

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

**Ko te reo  
te take!**

# Hei Whakataki Introduction

Te Māngai Pāho is committed to supporting the Māori media sector and improving the outcomes of the Maihi Karauna, the Crown's strategy for Māori language revitalisation, including ensuring that New Zealanders value te reo Māori as a crucial part of national identity.

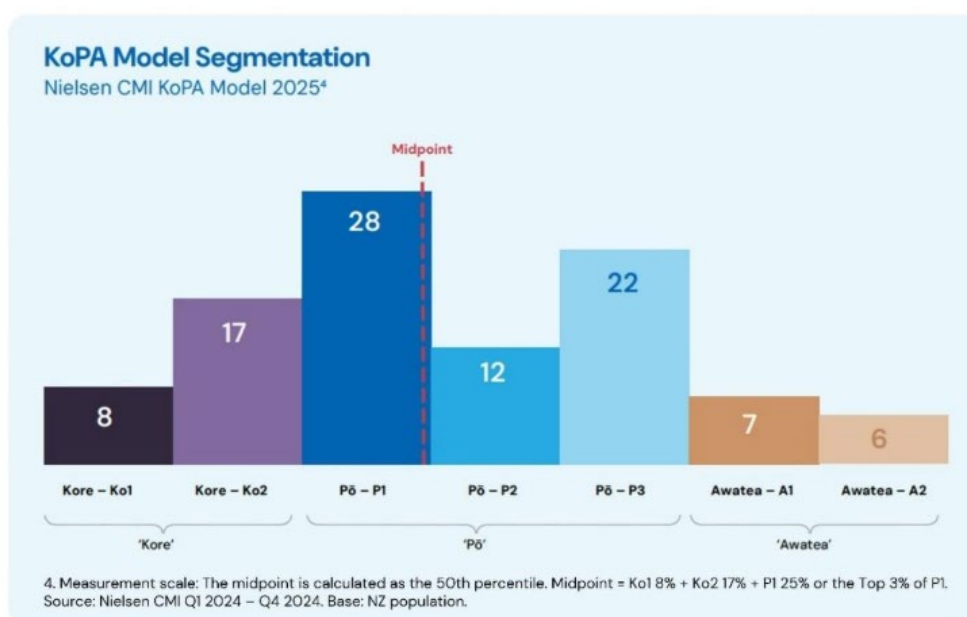
The Crown's strategy for Māori language revitalisation aims to achieve three audacious goals by 2040:

**Goal 1:** 85% of New Zealanders (or more) will value te reo Māori as a key part of national identity;

**Goal 2:** 1,000,000 New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori;

**Goal 3:** 150,000 Māori aged 15 and over will use te reo Māori as much as English by 2040.

In support of these goals, Te Māngai Pāho measures New Zealanders' attitudes toward te reo Māori with the KoPA model; an adaptation of the theoretical ZePA model developed by Professor Rawinia Higgins and Dr. Poia Rewi. Attitudes are segmented into three core categories: kore (zero); pō (passive) and awatea (active). The goal is to 'right-shift' the population along the continuum, into awatea. When making investments into content, Te Māngai Pāho takes your contribution toward the Crown's strategy goals and right-shifting audiences into account. For more information about KoPA, visit: <https://www.tmp.govt.nz/en/about/kopa-personas/>



# He Tāhuhu Kōrero Background

## Purpose

The purpose of Special Projects 2026 funding is to support the production and broadcast of media content in alignment with Māori celebrations of national significance between 1 April 2026 and 30 March 2027.

The ambition is that supported content and distribution will elevate awareness and enjoyment of such occasions, emphasising Māori language and culture as an integral part of Aotearoa New Zealand's national identity.

## Priority

Priority will be given to projects producing content and campaigns for **Matariki 2026**; and **Te Wiki o te Reo Māori** in September 2026.

Specific Matariki outcomes are being sought and are outlined in the Matariki 2026 section of this document.

Projects for Te Wiki o Te Reo Māori must align with the enduring theme of the promotional week: *Ake, Ake, Ake – A Forever Language*. Guidelines for this content is outlined in the Te Wiki o Te Reo Māori 2026 section of this document.

Other kaupapa of national importance should be discussed with a Kaihāpai before applying.

## Funding Allocation

Te Māngai Pāho is prepared to distribute up to **\$2,500,000** (plus GST) in funding but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round.

## Ineligible

Ineligible for funding in this round, irrespective of alignment to the purpose of this round: mobile apps and new platforms; capacity and capability building; development; news and current affairs; content for paywalled or subscription on demand platforms; content for interactive platforms and websites including learning.



**Te Māngai Pāho**

**Matariki 2026**

**Kia māhorahora  
te reo!**

# Matariki

The rising of the Matariki star cluster is a significant event in the Māori wātaka. The Māori New Year is a time of reflection, celebration, and preparation. It is a time to remember loved ones, come together with whānau to give thanks for what we have and look forward to the promise of a new year.



*Matariki 2025 National Hautapu, Tiorangi Marae (credit Richie Mills)*

Since 2022, New Zealand has celebrated the annual appearance of Matariki with a public holiday. Te Māngai Pāho has once again partnered with Manatū Taonga – Ministry of Culture and Heritage for the promotion and celebration of Matariki. On 10 July 2026, the event will be marked by a national hautapu at Takaparawhau in Tāmaki Makaurau, hosted by mana whenua Ngāti Whātua Ōrākei. Matariki 2026 will be distinctly themed: ***Matariki Herenga Waka – For Everyone***.

The theme *Matariki Herenga Waka* honours the connection to the Tāmaki region while also honouring diversity, encouraging inclusion and celebrating people coming together for Matariki. The theme has strong connections to the sharing of cultural practices, both of Māori and other cultures.

To support Matariki 2026 celebrations, Te Māngai Pāho will distribute funding to ensure the successful creation and delivery of a public facing ***Matariki Herenga Waka – For Everyone*** social media campaign.

The campaign is expected to:

- Reach a diverse range of Pacific, ethnic, cultural and migrant communities throughout New Zealand.
- Authentically represent cultures and their interaction with cultural traditions.
- Celebrate diversity and highlight Matariki as a unifying national event.
- Create content that resonates across multiple platforms, languages and cultures.

# He Tono Kaupapa Request for Proposals

Te Māngai Pāho invites proposals from experienced social media content creators, digital producers, and creative agencies to **develop and deliver a Matariki Herenga Waka social media campaign** for Matariki 2026. This initiative seeks to amplify awareness, foster inclusivity, and encourage participation from diverse communities across Aotearoa.

## Proposals must demonstrate:

- Community Engagement – Genuine collaboration with diverse and migrant communities.
- Creative Concept – Clear and creative outline of campaign vision, themes, and messaging representing the diversity of Aotearoa in alignment with the principles of Matariki.
- Content Plan – types of content, formats, and platform distribution channels.
- Reo Māori Strategy – Approach to ensuring the proposed quantum (30–100%) of reo Māori in the content is relevant and of high quality, including key personnel and their experience in reo Māori content.
- Audience Strategy – Plans for reaching and authentically engaging with culturally and ethnically diverse communities.
- Budget – Rationalised and detailed breakdown of costs and funding requested.
- Schedule – Key milestones and delivery schedule in alignment with the Matariki period.
- Applicant Experience – Evidence of experience working on similar or relevant campaigns.

## Complementary content

To complement a **Matariki Herenga Waka – For Everyone** social media campaign, Te Māngai Pāho will also support independent content creators and producers to contribute to the Matariki celebration.

Applicants with Matariki related content projects for digital and linear platforms are invited to apply. Applicants who intend to produce or broadcast the Matariki national hautapu should apply through the complementary content stream.

## Who can apply

- New Zealand registered, limited liability companies



# Te Tono Proposal Format

Format your proposal document using the following sections, to align with the criteria.

Section	Details, Demonstration of	Key Considerations	Assessment Weighting
Applicant	Personnel experience, reputation, and capability in social media and cultural campaigns.	Proven track record, cultural competency and engagement, ability to deliver at scale.	20%
Te Reo Māori	Plan to include at least 30% reo Māori and ensure language quality.	Language accuracy, involvement of fluent speakers, cultural integrity.	20%
Creative	Campaign and content vision, themes, messaging, and content types.	Originality, alignment with Matariki principles, cultural authenticity, engagement potential.	25%
Audience Strategy	Platform choices and strategies to amplify reach and engage diverse communities.	Inclusivity, multilingual approach, strategies for migrant and ethnic communities.	20%
Budget & Schedule	Detailed, transparent budget. Timeline aligned with Matariki period.	Clear cost breakdown, realistic timelines, identification of related-party costs.	15%
Related-Party Costs	Identify any costs retained by the applicant or production company.	Transparency and justification of internal costs.	(Considered under Budget transparency)

## Aromatawai Assessment Process

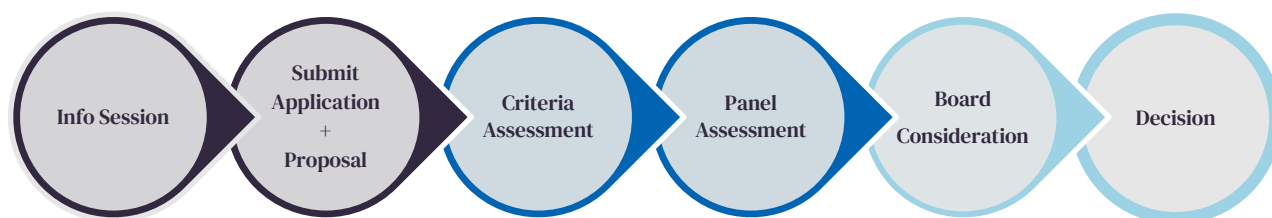
Applications will be considered by a panel of assessors as part of a contestable process.

As well as being assessed against the criteria, applications will be considered in context of others to ensure that a range of projects are supported, with complimentary audience outcomes. Factors that will be considered include how ready projects are to go into production, how different the project is from others, and how strong the application is overall.

## Ngā Kawatau Expectations

- A maximum of two proposals per applicant.
- All funded applicants agree to provide project data and analytics to help measure the significant contribution we make to te reo Māori as a sector, and to enable Te Māngai Pāho to evaluate the effectiveness of its investment.
- All funded projects agree to share, cross-post and collaborate with the official [@Mānawatiaamatariki](#) social media pages.

## Hātepe Process



## Wātaka Timeline

19 Dec 2025	RFP Published
12 Jan 2026	Applications Open
20 Jan 2026, 11:00am	Info Session <a href="https://us02web.zoom.us/j/84968945143">https://us02web.zoom.us/j/84968945143</a>
13 Feb 2026	Applications Close
20 Mar 2026	Decisions Notified

Te Māngai Pāho reserves the right to vary any of the above dates as it deems necessary. Appropriate notice will be given to Applicants if dates change.

If a proposal is received after 5:00pm on the closing date it may not be considered in this round. However, Te Māngai Pāho reserves the right to extend the period allowed for submission of proposals at its sole discretion. Our current policy is that extensions may only be granted by the Chief Executive of Te Māngai Pāho.





**Te Māngai Pāho**

## **Te Wiki o Te Reo Māori**

**Kia māhorahora  
te reo!**

# Te Wiki o Te Reo Māori

Every September, Aotearoa celebrates Te Wiki o Te Reo Māori. The week has always been about embracing and celebrating te reo Māori, ensuring it thrives and is continued by future generations. This intent is captured in the ongoing kaupapa of Te Wiki o Te Reo Māori: **Ake Ake Ake – A Forever Language**.

To support 2026 celebrations, Te Māngai Pāho will distribute funding to ensure the successful creation and delivery of a public facing social media campaign.

The campaign and content is expected to:

- Reach a clearly identified target audience within Aotearoa.
- Authentically demonstrate te reo Māori as a thriving, living language.
- Creatively inspire audience participation in te reo Māori.
- Celebrate te reo Māori as a national language of Aotearoa.

## He Tono Kaupapa Request for Proposals

Te Māngai Pāho invites proposals from experienced social media content creators to **develop and deliver a social media campaign for a specific target audience during Te Wiki o Te Reo Māori 2026**. The proposed initiative should amplify awareness of the week, and foster inclusivity and participation in te reo Māori through the content.

### Proposals must demonstrate:

- Reo Māori Strategy – Approach to ensuring the proposed quantum (30–100%) of reo Māori in the content is relevant and of high quality.
- Creative Concept – Clear and creative outline, it's alignment to reo revitalisation and relevance to the target audience.
- Content Plan – types of content, formats, and platform distribution channels.
- Audience Strategy – Plans for reaching and authentically engaging with the target audience.
- Budget – Rationalised and detailed breakdown of costs and funding requested.
- Schedule – Key milestones and delivery schedule in alignment with Te Wiki o Te Reo Māori and Mahuru Māori period.
- Applicant Experience – Evidence of capacity and capability to deliver the proposal.

### Complementary content

To complement the social media campaigns, Te Māngai Pāho will support independent content producers to contribute content for other platforms based on strategic programming during Te Wiki o Te Reo Māori 2026.

Applicants with original content projects that creatively align or demonstrate the process and outcomes of reo revitalisation are preferred.

### Who can apply

- New Zealand registered, limited liability companies

## Te Tono Proposal Format

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Te Reo Māori	Plan to include at least 30% reo Māori and ensure language quality.	Strategic approach to KoPA right-shifting. Language accuracy, involvement of fluent speakers, cultural integrity.	20%
Creative	Campaign and content vision, themes, messaging, and content types.	Originality, alignment with Te Wiki o Te Reo Māori, cultural authenticity, entertainment and engagement potential.	30%
Audience Strategy	Platform choices and strategies to amplify reach and engage a clearly identified target audience.	Inclusivity, strategies for target audience.	20%
Budget & Schedule	Detailed, transparent budget. Timeline aligned with Te Wiki o Te Reo Māori/Mahuru Māori period.	Clear cost breakdown, realistic timelines, identification of related-party costs.	15%
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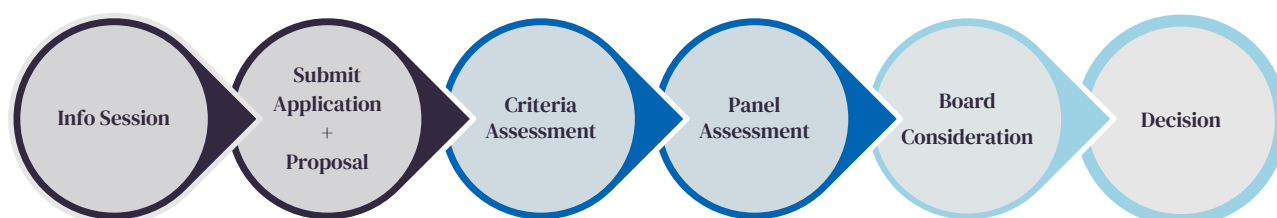
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## Te Tono ā-Ipurangi Applying Online

To apply, you must first register in 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 considered for funding.

## Ngā Tikanga me ngā Herenga

### Reserved Rights and 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.