



Te Māngai Pāho

## Request for Proposals

### 2025/26 Tamariki Rangatahi

**RFP:** Tūrei 1 o Āperira 2025

**Open:** Tūrei 8 o Āperira 2025

**Close:** 5:00pm Tāite 8 o Mei 2025

**Decisions:** Paraire 19 o Hune 2025

**All queries:**

Ani-Piki Tuari

Kaiārahi Hua Waihanga

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**Ko te reo  
te take!**

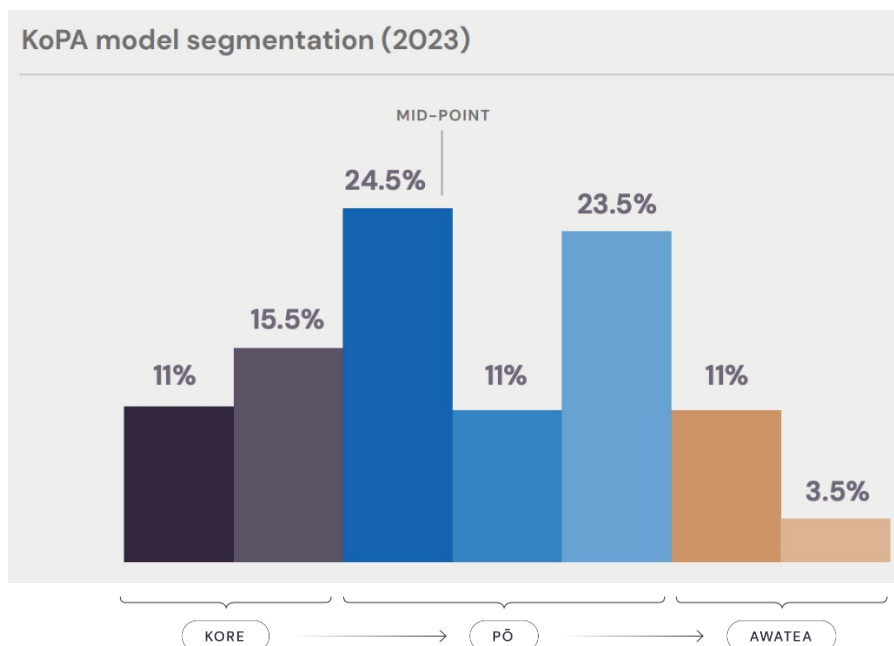
# Hei Whakataki Introduction

Through its support of the Māori media sector, Te Māngai Pāho aims to improve 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.

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 investing in content, Te Māngai Pāho seeks to understand the contribution that content will make to the Crown’s strategic goals and right-shifting its target audience. For more information about KoPA, visit: <https://www.tmp.govt.nz/en/about/kopa-personas/>



## Te Pūtake Purpose

The purpose of this targeted audience funding is to support the creation of quality, reo Māori content that will contribute to the normalisation and wellbeing of te reo Māori through a tamariki or rangatahi audience. Participation in te reo Māori by this age demographic is a critical piece in reo Māori revitalisation and retention strategies. We are seeking content ideas that are relatable, age-appropriate, support learning, and provide entertainment in te reo Māori.

Te Māngai Pāho expects to allocate up to \$6,000,000 (plus GST) but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round. The 2025/26 Tamariki Rangatahi funding round will be a single-stage application process.

Applicants and producers who apply to this round are reminded to keep the safety and wellbeing of tamariki and rangatahi at the forefront of their mind – both the talent in the production as well as the viewing audience.

## He Tono Kaupapa Request for Proposals (RFP)

You must submit your response to this RFP by completing the appropriate application form in Te Pūahatanga, and attaching a full-length proposal document.

The full-length proposal should provide as much detail as possible about each facet of the project. While there is no limit on the number of pages that we will accept, for the benefit of clarity and assessment we expect applicants to be discerning about the volume of their proposals.

We expect this funding round to be oversubscribed therefore applicants will be limited to a maximum of two proposals each.

Whether or not you are new to Te Māngai Pāho, we urge you to take time to remember the context within which we operate. The following information is key to know before forming your response to this RFP. Demonstrating understanding of the following information will be hugely beneficial.

## CONTENT

### Reo Māori Content

**Reo Māori Content** is content containing te reo Māori of more than 30% that has been tailored to reach one of two categories of reo Māori content audiences: Receptive and Fluent.

**Receptive** audiences are represented as 'Pō' or 'P' in the KoPA model. They are receptive to reo Māori content and while they have some comprehension, they may not be comfortable in the language for long periods of time. Content for Receptive audiences must contain between 30% and 70% te reo Māori.

**Fluent** audiences are represented as 'Awatea' or 'A' in the KoPA model. They are active reo speakers with a range of language comprehension and experience. Content for Fluent audiences must contain more than 70% te reo Māori.

### Tamariki Content

Funding for Tamariki content is available for age-appropriate content that contains 100% te reo Māori for **Fluent** audiences. Themes that support learning and growth are encouraged.

### Rangatahi Content

Funding for Rangatahi content is available for age-appropriate content that contains 70–100% te reo Māori for **Fluent** audiences. Themes should be relevant to rangatahi and reflect a world that is appealing to them. **Short-form, entertainment content tailored to digital and social media platform audiences will stand out.**

### All Content

Your application should demonstrate that your project is ready to go into production. Confirmation of key personnel; a broadcast or platform commitment; and a realistic production schedule will support this.

Present a rautaki or mahere reo and details of people and resources that will aid producers to ensure genuine and appropriate (formal or colloquial, age-appropriate) use of te reo Māori on screen.

Provide an audience strategy to illustrate your vision beyond production for this project. Offer as much detail as possible about the tactics that will be employed to bring attention and audience to this content.

A full and practical budget for your project is essential. We support fair pay and equity, and a budget that provides for intelligent use of local music. We also welcome wise use of resources and good value. Please identify all related-party costs and include them in above-the-line costs. Production Company Overheads (PCO) may not exceed 10% of below-the-line costs. Contingency may be factored in but the aggregate of Contingency and PCO should not exceed 15% of the below the line costs.

We encourage the provision of data to support rationale, including previous series audience insights and market knowledge.

If your project has potential collateral benefits for te reo Māori or the content creation sector, you are encouraged to make it known. While not a priority, areas of leverage may be advantageous.

Should your project go on to receive funding, we expect to receive access to data and analytics to enable effective evaluation of the investment and its KoPA impact.

## **PLATFORMS**

### **Eligible Platforms**

2025/26 Tamariki Rangatahi content should find a home first on a digital platform with evidence of a strong audience. This may be the on-demand or social channels of a local, free-to-air platform; or any other locally managed social media page or digital platform with evidence of an established and highly engaged audience.

- Whakaata Māori, Māori+
- TVNZ 1, TVNZ 2, TVNZ +, TVNZ Duke
- Three, ThreeNow
- Sky Open, SkyGo
- Any or all of the 21 iwi radio stations funded by Te Māngai Pāho
- Digital podcast platforms will be considered case by case
- RNZ
- Mediaworks
- NZME
- The Spinoff
- Stuff
- Others, and social media platforms, will be considered at the request of the platform

A letter of support from the platform will enhance an application.

While returning series are welcome, pitches should be aimed at digital platforming and new series innovations.

Proposals for new ideas should be for digital platforms and fresh to the market.

If your idea is for free-to-air television, linear or on demand, you should have a clear indication of support from a local platform, confirmed by a letter of support. Contact the platform to find out how to receive their endorsement.

Note: should your project go on to receive funding from 2025/26 Tamariki Rangatahi, the content you make will be made available to Whakaata Māori following a short period of exclusivity for your primary platform.

Quality, reo Māori, age-appropriate content ideas for iwi radio and established podcast platforms are welcome. Content ideas must have some level of support from multiple iwi radio stations, confirmed by letters of support.

### **Ineligible Platforms**

Content for interactive platforms including educational learning, games and apps will not be considered for funding in this round.

## **Te Tono Proposal Format**

Your proposal should provide a detailed and compelling description of your idea. Your proposal should follow this format:

### **Applicant and Key Personnel**

- A kōrero about the company and confirmation of key personnel
- Your capacity and availability to produce this content in a timely manner
- Why your team is the right team to create this content

### **Creative**

- Idea, Synopsis
- Treatment and tone
- Māori worldview – is evident throughout
- (Tamariki) Age-appropriate, supports and promotes learning
- (Rangatahi) Age-appropriate, is relatable to their lived experience, short form and entertaining

### **Te Reo Māori**

- Rautaki reo – a detailed approach and plan for delivering te reo Māori outcomes
- KoPA alignment

### **Audience Strategy**

- Insights – how content has previously performed (returning series); or evidence of an audience for this type of content (new series)
- Audience strategy
- Primary Platform – digital, relevance, support
- Secondary Platform – relevance, support
- Promotion and marketing tactics

### **Budget and Schedule**

- Full and detailed budget
- Detailed production schedule

## **He Wā Kōrerorero** Information Session

Te Māngai Pāho staff will provide an opportunity for RFP applicants to attend an online information session on Tuesday 8 April 2025 at 11:00am. The purpose of this session will be to provide information about this year's Tamariki Rangatahi priorities; the process; the criteria and to answer any questions applicants may have. The link to register for the session is here: <https://us02web.zoom.us/meeting/register/OUI7g6jBQaGeRIYBvrZ4Xw>

## **Aromatawai** Assessment Criteria and Process

### **Applicant and Key Personnel (20%)**

- Production – experience, success and capacity to deliver
- Capability – is this the right team to make this content?
- Te reo Māori – evidence of commitment to te reo Māori
- Kaitiaki – appropriate to create content in te reo Māori

### **Creative (20%)**

- Idea – fresh and compelling (new); or proven with innovation (returning)
- Treatment – will enhance creative proposition
- Māori worldview – is evident throughout
- (Tamariki) Age-appropriate, supports and promotes learning
- (Rangatahi) Age-appropriate, is relatable to their lived experience

### **Te Reo Māori (25%)**

- Rautaki reo – clear approach to delivering reo on screen for a Fluent audience
- Poutiaki Reo/Tikanga – meaningful consultation from ideation through to completion
- Te reo Māori – genuine, natural use of the language
- Tikanga Māori – appears normally, effortlessly
- Kaupapa Māori – content feels Māori in every way

### Audience Strategy (20%)

- Insights – how well content has previously performed (returning series); or evidence of an audience for this type of content (new series)
- Platform(s) – digital, relevance, engaged audience
- Platform(s) – support, investment and commitment to project
- Promotion and Marketing – tactics will likely yield results

### Budget and Schedule (15%)

- The budget and proposed timeframe is realistic for the proposal
- Clear correlation between budget and proposal
- The budget and proposed language outcomes represent good value

The assessment panel will hold an assessment hui to discuss the scoring of proposals, agree on whether any scores require moderation, rank the proposals according to their scores and agree on 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 as it considers necessary, for example to address funding priorities or avoid duplication of content.

The assessment panel's recommendations are then provided to the Te Māngai Pāho Board, which will meet to discuss the recommendations and decide which proposals are to receive an offer of funding and whether conditions should be imposed on any offers. The Board is the decision maker and its decisions may differ from the assessment panel's recommendations.

The final decisions will then be notified to each applicant.

## Wātaka Timeline

1 Apr 2025	RFP Published
8 Apr 2025	Applications Open
8 Apr 2025, 11:00am	Online Info Session <a href="https://us02web.zoom.us/meeting/register/OUI7g6jBQaGeRIYBvrZ4Xw">https://us02web.zoom.us/meeting/register/OUI7g6jBQaGeRIYBvrZ4Xw</a>
8 May 2025, 5:00pm	Applications Close
19 Jun 2025	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. Late submissions and deadline extensions are at the sole discretion of the **Kaihautū of Te Māngai Pāho**.



## 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 assessed.

## 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.