



Te Māngai Pāho

REQUEST FOR PROPOSALS

Special Projects 2025

RFP Published:

Tuesday 21 January 2025

Open:

Tuesday 28 January 2025

Close:

Thursday 20 February 2025, 5:00pm

Decisions:

Friday 21 March 2025

All queries:

Ani-Piki Tuari

Kaiārahi Hua Waihanga

ani-piki@tmp.govt.nz

**Ko te reo
te take!**

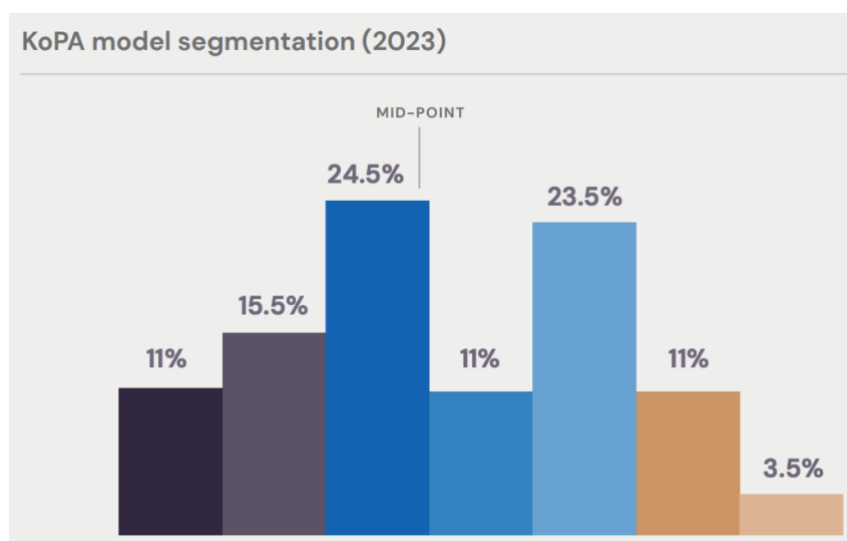
Hei Whakataki Introduction

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/>



Te Pūtake Purpose

The purpose of this funding is to support the production and broadcast of media content in alignment with Māori celebrations of national significance between **1 April 2025** and **30 March 2026**. The ambition is that content produced with this funding will add to the awareness and enjoyment of the occasion while emphasising Māori culture and language as an integral part of our national identity.

Priority is given to content for **Matariki 2025** celebrating Puanga; and **Te Wiki o te Reo Māori** in September 2025. Content ideas to support other established kaupapa of national importance are also welcome to apply.

He Tono Kaupapa Request for Proposals

Te Māngai Pāho invites applicants to apply for funding to create Receptive (30–70%) or Fluent (70–100%) content to promote and celebrate kaupapa Māori events in the 2025 calendar year.

Applications that focus on Matariki 2025 and Te Wiki o te Reo Māori 2025 will be prioritised. Content ideas to support other kaupapa of national importance are welcome but will require a compelling case.

Applications should include a distribution plan to deliver the content to its target audience in a timely manner, via a platform with an established audience.

Te Māngai Pāho is prepared to allocate up to **\$1,000,000** (plus GST) of funding but reserves to its sole discretion the right to distribute a higher or lesser amount in this funding round.

Applications for interactive content; platforms; games; and apps will not be considered for funding in this round.

Ngā Kawatau Expectations

- A maximum of two proposals per production company.
- All funded projects will agree to provide 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.
- If Whakaata Māori is neither the primary or secondary platform, the content will be made available to Whakaata Māori following any agreed exclusivity period.
- All projects focusing on Matariki will agree to share, cross-post and collaborate with the official [@Mānawatiaamatariki](#) social media pages.

Aromatawai Assessment Criteria

We expect this funding round to be oversubscribed with fewer than half of applications successful.

Applications will be considered by a panel of assessors as part of a contestable process. As well as being scored on their own strengths, applications will be considered against others to ensure that a range of projects are funded, 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.

Applicant and Key Personnel (15%)

- Production – experience and success
- Capability/Kaitiaki – is this the right team to make this content?
- Te Reo Māori – evidence of commitment to te reo Māori.

Concept (25%)

- Obvious alignment to Matariki 2025 or Te Wiki o te Reo Māori
- Synopsis – clear and captivating
- Treatment – will enhance creative proposition
- Māori Worldview – is evident throughout
- Audience – evidence of an existing audience for the genre; clear on the project's target audience.

Te Reo Māori on Screen (25%)

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

Platform, Distribution and Marketing (20%)

- Platform support – letter of support
- Digital – evidence of an established platform with engaged followers
- Distribution – clear plan to deliver the content within an appropriate timeframe
- Marketing – marketing and promotional plan to reach audience.

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.

Wātaka Timeline

21 Jan 2025	RFP Published
28 Jan 2025	Applications Open
20 Feb 2025	Applications Close
21 Mar 2025	Decisions Notified
30 June 2025	Contracting Deadline

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 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.