

WHAKAATA MĀORI - Request for Proposals (RFP)

NZOA Round Rua & TMP/NZOA Reo Māori Content Co-Fund

Priority and General Audiences

1. Introduction

Purpose:

Whakaata Māori is seeking comprehensive proposals to develop engaging content that caters to the diverse interests of Māori audiences. These proposals should highlight and showcase Māori culture and language through various media formats, with the aim of fostering cultural pride and supporting language learning among viewers.

Background:

Whakaata Māori tells authentic Māori stories that revitalise te reo me ngā tikanga Māori, ensuring that it thrives for future generations in Aotearoa and globally. We tell stories that uphold mana Māori, inspire, and connect people to te reo me ngā tikanga Māori. We recognise that, for our language to survive and thrive, it must be spoken by both Māori and non-Māori.

2. Project Overview

We are seeking creative concepts tailored for two of our primary audience groups:

1. **Te Hunga Rangatahi Reo Māori (Ages 15-24):** Young Māori individuals seeking modern content that resonates with their identity and facilitates engagement with their cultural roots.
2. **Te Hunga Ako i te Reo me ngā Tikanga Māori (Ages 25-49):** Adults committed to learning the language and understanding cultural practices, who desire content that relates to everyday life.

Our goal is to establish a dynamic media platform that effectively connects with these demographics through innovative and culturally pertinent programming.

These concepts should also align with several of the specified outcomes of Te Huapai.

Te Huapai Outcomes:

- Whānau are inspired to use more reo Māori in their everyday lives through content
- Increase connection to te ao Māori
- Active learners of te reo and tikanga feel encouraged and improve proficiency

- Māori feel a stronger connection to their Māori identity through content
- Rangatahi feel more confident to embrace their Māori identity through content
- Non-Māori increase their understanding of Māori perspectives and tikanga

3. Production Focus

This RFP will consist of two rounds:

NZ On Air Round Rua:

This round focuses on high-end production, seeking entertaining content that serves as crowd-pleasers while showcasing authentic Māori talent, humour, and personalities. We are open to various formats, including reality series, lifestyle programming, and more. The aim is to create content that resonates with both Māori and non-Māori audiences, celebrating Māori culture in an engaging and accessible manner.

Round Rua Proposal Deadlines

- **WM Full Proposal Deadline**

3pm Wednesday 27 August 2025(Full Prop)

WM Assessment

1-4 September 2025

- **WM Support Outcomes**

Monday 8 September 2025

- **NZOA Funder Deadline**

Thursday, 11 September 2025

- **NZOA Funder Outcome**

Friday 21 November 2025

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We ideally want to support already developed projects and standout drama series that align with our vision. Proposals should demonstrate how they will meet the needs of our target audiences while also fulfilling the objectives outlined in Te Huapai.

TMP/NZOA Reo Māori Content Co-Fund Proposal Deadlines

- **WM Full Proposal Deadline**

3pm Wednesday 20 August 2025 (Full Prop)

WM Assessment

Wednesday, 27 August 2025

- **WM Support Outcomes**

Monday 8 September 2025

- **NZOA Funder Deadline**

Thursday, 11 September 2025

- **NZOA Funder Outcome**

Friday 21 November 2025

All proposals must be delivered via email to:

proposals@maoritelevision.com

Proposals must include a proposal cover sheet which is available on the Whakaata Māori website: [Whakaata Māori Coversheet](#)

If you do not receive an email confirmation that your proposal has been received, please contact our Content Coordinator.

moesha.mcrae@whakaatamaori.co.nz
