

W H A K A A T A MĀORI

Commissioning for Outcomes 2025



Request for Proposals (RFP)

Thursday 25 September 2025

MĀORI+

WHAKAATA MĀORI | Commissioning for Outcomes 2025

Request for Proposals (RFP)

Date issued: Monday 29 September 2025

Proposal Submission Deadline: Friday 24 October 2025

Request for Funding Proposals:

Whakaata Māori invites proposals from production companies to develop original, digital-first, haka-themed serialised content for release in early 2026. The Commissioning for Outcomes 2025 (CFO25) strategically aims to celebrate and amplify Māori voices through character driven creative that showcases authentic humour and entertaining storytelling for social media and digital platforms, primarily MĀORI+.

Background

The Commissioning for Outcomes framework (CFO), launched May 2024, is an outcomes-based commissioning approach designed to strategically fund content aligned with Te Huapae o te Rangi objectives and audience priorities. Whakaata Māori targets diverse segments including our four key audience segments - Ngā Whānau Reo Māori, Rangatahi (15-24), Active Learners, and Te Hunga Matatau, focusing on digital-first, fast-turnaround, and highly shareable kaupapa.

Key Objectives - [Alignment to Te Huapae o te Rangi Apataki Outcomes:](#)

1. Audiences are engaged, entertained, and see themselves reflected in content.
2. Rangatahi feel confident embracing their Māori identity through content.
3. Māori experience a stronger connection to their identity.
4. Non-Māori grow appreciation and understanding of Māori perspectives and tikanga.

Content Focus:

- Kapa haka-adjacent themes such as whānau, rivalry, community, and haka culture.
- Original storytelling that is character-driven and strongly reo Māori enriched.
- Serialised, digital-first formats designed for rangatahi audiences on social media platforms.

Production Criteria:

To ensure we receive proposals that can meet our audience needs we will be accepting and prioritising proposals from producers who are able to demonstrate any of the following.

- Proven experience creating kapa haka or haka-related content.
- Expertise in creating character driven, high engagement digital content for social media.

- Ability to produce high-quality reo Māori serialised (comedy, reality) on time and within budget.

Cultural Integrity:

- Authentic and respectful representation of kapa haka culture and tikanga.
- Commitment to Whakaata Māori values: Kia Tika, Kia Pono, Kia Aroha, Kia Māori.

Budget:

Proposals of up to \$500,000 (NZD) each will be considered; however, Whakaata Māori reserves the right to allocate funding amounts above or below this limit at its sole discretion.

Creative Guidelines:

- Projects should be serialised and ideally character driven.
- Content should authentically reflect grassroots Māori culture and humour.
- Designed for social media platforms to engage MĀORI+ audiences with relatable and entertaining narratives.
- Content delivery must commence from January 2026 to align with audience strategy.

Submission Details:

Please submit proposals including:

- Synopsis of the series concept.
- Character descriptions
- Rautaki Reo Māori
- Proposed episode structure and length.
- Budget breakdown within specified range.
- Relevant previous work or experience.

Online Support:

An online drop-in wānanga session for queries will be held on **Thursday, 2 October 2025** (time TBC). WM Full Proposal Deadline

Proposal Deadlines:

- Proposal Submission: **5pm, Friday, 24 October 2025**
- Proposal Outcomes: **Thursday, 30 October 2025**

Assessment Criteria:

Proposals are assessed based on the strength and alignment of the idea against the production criteria and creative guidelines ensuring funded projects promote te reo Māori me ngā tikanga Māori.

- 1. Production Capability**
Ability to deliver technically sound, visually engaging, and professional content of a high standard that reflects the capability and proven track record of the producer.
- 2. Apataki - National Engagement**
Identifies and connects proposed content with the target audience through Māori perspectives. Demonstrate strategies for promotion and engagement.
- 3. Rumaki Reo -Te Reo Māori Immersion**
Content includes a minimum of 30% reo Māori, with developed reo plans to ensure reo Māori is integrated and remains accessible to both Māori and non-Māori audiences.
- 4. Hononga - Cultural Connection**
Content strengthens viewer pride and connection while enabling non-Māori to gain an understanding of te ao Māori.
- 5. Whakatupu - Growing the Collective**
Content fosters collaboration or creates pathways for training and career development with possible emerging Māori creators.

Application Process:

Complete RFP documents and submit via the portal: [Te Kauhanga](#)

For queries, join the online wānanga on **2 October 2025** or email:

moesha.mcrae@whakaatamaori.co.nz

Important Notes

- This is a targeted RFP to engage specialist producers capable of upholding haka integrity.
- Milestone payments will be linked to deliverables to ensure timely delivery.

We look forward to your proposals and to partnering in creating powerful, authentic haka content that resonates with rangatahi and strengthens te reo Māori in digital media.