

WHAKAATA MĀORI - Request for Proposals (RFP)

Te Māngai Pāho

2025/26 General Audience

Round 2 - Stage One

1. Introduction

Purpose:

Whakaata Māori is seeking short proposals that deliver engaging, culturally resonant, and entertaining content that predominantly serves fluent te reo Māori audiences, especially rangatahi and whānau, with the goal of promoting te reo Māori in everyday life, supporting active learners in their language journey, fostering confident Māori identity among rangatahi, and strengthening Māori cultural connection. The content aims to reflect Māori audiences genuinely while encouraging greater use and immersion of te reo Māori within homes and communities.

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

Whakaata Māori Content Priorities for Funding Proposals

Target Audience:

- Content primarily aimed at fluent te reo Māori audiences should contain **70% or more te reo Māori**.
- Content with less than 70% te reo Māori will be considered if it is exceptional or part of a returning series.
- Core focus on **Rangatahi and Whānau Māori**.

Content Focus:

- **Entertaining and engaging** content that deeply **resonates culturally and emotionally** with Māori audiences.
- Content that is relevant, **topical**, and drives strong audience engagement.

- Content that supports the **normalisation and everyday use of te reo Māori**, emphasising immersion at home.

Te Huapae Outcomes Whakaata Māori Seeks:

1. **Audience engagement and representation:** Ensure audiences feel entertained, engaged, and see authentic reflections of themselves and their whānau in the content.
2. **Whānau engagement:** Encourage whānau to use more te reo Māori daily and create immersion opportunities for their tamariki through media content.
3. **Support for active learners:** Content that helps active learners of te reo Māori and tikanga Māori feel supported on their language proficiency journey.
4. **Rangatahi identity:** Empower rangatahi to confidently embrace and express their Māori identity through the content.
5. **Stronger identity connection:** Enable Māori audiences to strengthen their connection to their culture and identity.

Alignment with Te Māngai Pāho General Audience Funding

- Content should embed **te reo Māori meaningfully and strategically** (rautaki reo Māori) to contribute to shifting audiences toward active te reo use based on the KoPA model.
- Creative concepts should incorporate elements like **humour, drama, intrigue, and unexpected twists** to enhance engagement.

Whakaata Māori prioritises well-crafted, culturally authentic, and language-rich entertainment content that strengthens Māori language use and identity among fluent speakers, rangatahi, and whānau, while ensuring content is relatable and engaging to its core Māori audiences.

- **WM Proposal Deadline (Short Proposal):** 5pm Monday 27 October 2025
- **WM Support Outcomes:** Monday 3 November 2025
- **Funder Proposal Deadline (Short Proposal):** Friday 7 November 2025
- **Funder Outcomes:** Wednesday 26 November 2025

All proposals including second platform proposals must be uploaded to Te Kauhanga Portal.

[Te Kauhanga Portal](#)

Additional information can be found [here](#)

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

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