

W H A K A A T A
MĀORI

Commissioning For Outcomes

Drop-In Session 2025

MĀORI+



What is Commissioning For Outcomes? (CFO)

Background:

- First CFO RFP launched in May 2024
- Opportunity to directly fund commissioned content
- To align with our Te Huapae outcome and Key Audiences

Four Projects

- Māori All Blacks: In the Land of the Rising Sun
- Nomad
- Hikina Te Mānuka
- Under the Whāriki

CFO 2024 content collectively achieved over **200,000** broadcast and on-demand views and more than **2 million** social media engagements



Successes: strong reach and engagement across TV, digital, social, and early signs of positive reo and identity outcomes



Key learnings: refined focus on rangatahi audience, true digital-first kaupapa, refine scope, focussed windowing strategies



KEY (RFP) INFORMATION

2025 RFP - focused on Haka Audiences

- Haka audience is strong and hungry
 - **59m+** haka fans engaging annually across Whakaata Māori, MĀORI+ and socials
- Total online video views of all haka content for the last 12 months is 1.45m video views
- Our reach across TikTok, Instagram and Facebook for haka specific content is 58m million.
- Commissioning content in time for Haka Regionals 2026 is the perfect opportunity

Budget

Proposals of up to \$500,000 (NZD)

Content Focus

- Kapa haka-inspired themes (whānau, rivalry, community, haka culture)
- Character-driven storytelling, reo Māori enriched
- Designed for rangatahi (15–24) on social media & MĀORI+
- Shortform Content
- Serialised scripted

Key Objectives

- Engage and reflect Māori audience
- Build rangatahi pride in identity
- Strengthen Māori cultural connection
- Grow wider appreciation of tikanga

Platforms

- M+ Social Media Platforms including YouTube
- MĀORI+



KEY DEADLINES & DELIVERABLES

Proposal Deadlines:

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

Additional Information

TE KAUHANGA
PORTAL



PRODUCER
INFORMATION



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Q & A