



Whakaata Māori Request for Proposals (RFP)

NZOA Round Toru 2026

Priority and General Audiences

Introduction

Whakaata Māori invites comprehensive, culturally rich proposals for the NZ On Air (NZOA) Round Toru.

Our kaupapa is to share authentic Māori stories that uphold mana Māori, nurture te reo and tikanga, and deepen connections across Aotearoa and globally.

Our content vision is to inspire cultural pride, promote language learning, and elevate Māori voices and perspectives through diverse and innovative media.

Project Overview

We are commissioning creative projects targeted primarily at two key audience groups:

Te Hunga Rangatahi – Active Learners (Ages 15-24)

- Youth seeking modern, relatable content reflecting Māori identity and cultural journeys.

Te Hunga Ako i te Reo me ngā Tikanga Māori (Ages 25-49)

- Adults engaged in learning te reo Māori and cultural practices, desiring relevant content for everyday life.

Our goal is to deliver programming that resonates deeply with these audiences, aligns strongly with Māori values, and supports Te Huapai outcomes.

Priority Areas

Non-fiction Māori Series (Top Priority – Allocation: \$5M)

Includes:

- **Regional Māori Factual Series:**
Highlight iwi stories, whenua, and under-represented rohe. Supports NZOA regionalism and Whakaata Māori kaupapa.
- **Kaupapa Māori Documentary Series:**
Issue-based content exploring identity, tikanga, mātauranga Māori. Must include strong iwi engagement and a receptive reo plan.
- **Māori Entertainment:**
Unscripted comedy, panel shows, and programmes showcasing everyday Māori lives and humour. NZOA explicitly supports local formats produced through the Whakaata Māori Studio.



Rangatahi Multi-Platform Series (High Priority – Allocation: \$1.5M)

Format: Youth-led, social-first factual or entertainment content featuring real voices, Māori humour, identity, and everyday life.

Requirements:

- High-volume YouTube slate with bite-sized, character-driven episodes.
- Integrated cross-platform storytelling with extended Māori+ content and TikTok moments.

Scripted Digital-First Māori Drama/Comedy (Allocation: 1M - 3M)

Focus: Reo Māori hybrid drama/comedy made primarily for Māori+ digital platforms.

- Māori-language drama or comedy made mainly for Māori+ digital platforms.
- Use mostly local music (80% or more).
- Includes returning or growing Indigenous series with a Whakaata Māori audience.
- Short, standalone episodes (anthologies) are encouraged to save costs.

Te Huapai Outcomes Alignment

All proposals should seek to contribute to these key outcomes:

- Whānau inspired to use more reo Māori daily
- Stronger connections to te ao Māori
- Encouragement and support for active learners of te reo and tikanga to improve proficiency
- Māori feel stronger identity connection through content
- Rangatahi feel more confident embracing their Māori identity
- Non-Māori gain increased understanding of Māori perspectives and tikanga

Proposal Submission Details

- **Whakaata Māori Full Proposal Deadline:**

Monday 19 January 2026, 3pm

- **NZOA Funders Deadline:**

Thursday 5 February 2026

- **NZOA Funding Outcome Announcement:**
Friday 20 March 2026

Proposals must demonstrate clear alignment with Whakaata Māori priorities, NZOA funding criteria, and the strategic commissioning priority areas above.



Contact & Support

For further information and submission guidelines, contact:

Commissioning Content and Delivery Coordinator

content.coordinator@whakaatamaori.co.nz

[Te Kauhanga Funding Portal](#)

Whakaata Māori thanks all applicants for their commitment to sharing authentic Māori stories and supporting the revitalisation of te reo me ngā Tikanga Māori.

