

W H A K A A T A M Ā Ō R I

Request for Proposals (RFP) NZOA Round Tahī 2026 Priority and General Audiences

NZOA Round Tahī

Priority and General Audiences

Introduction

Whakaata Māori invites proposals for the NZ On Air (NZOA) Round Tahī.

We are looking for strong Māori stories that reflect who we are today, support te reo and tikanga, and connect with audiences across Aotearoa and beyond.

Our content should build pride in Māori identity, support reo learning, and put Māori voices and perspectives at the centre.

Project Overview

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

Te Hunga Rangatahi (Ages 15-24): Young Māori individuals seeking content that resonates with who they are and what they stand for

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

Adults who enjoy engaging with te reo Māori and cultural practices while being entertained with relevant content that connects the whānau.

Priority Areas

Non-fiction Māori Series

Top priority | Total allocation: \$9M

We are seeking engaging, Māori-led non-fiction series that appeal to broad audiences and reflect contemporary Māori life.

Includes:

Māori Entertainment

Unscripted entertainment formats led by Māori voices and humour, including comedy, panel shows, lifestyle and competition series

Regional Māori Factual Series

Character-driven stories from regional Aotearoa, grounded in iwi, hapū and whenua. Priority will be given to under-represented rohe and projects that align with NZ On Air's regional objectives and Whakaata Māori kaupapa.



Kaupapa Māori Documentary Series

Issue-based documentaries exploring Māori identity, tikanga, history and mātauranga Māori. Proposals must demonstrate strong iwi engagement and include a clear, practical reo plan.

2. Rangatahi Multi-Platform Series

High priority | Allocation: \$1.5M

Social-first content created for and by rangatahi, featuring authentic voices, humour, identity and everyday life. Content should be raw, honest and highly shareable.

Requirements:

- Mid-form, high-volume YouTube content with strong characters
- Scripted or non-scripted formats
- Themes may include kapa haka, music, urban/rural life, sub-cultures and takatāpui experiences
- Integrated cross-platform strategy, including MĀORI+ and strong TikTok cut-downs

3. Scripted Digital-First Māori Drama / Comedy

Allocation: \$8M

Bilingual drama or comedy series (or specials), made primarily for Whakaata Māori digital platforms.

Key features:

- Strong Māori storytelling and tone
- Includes returning or expanding Māori series that have an established or growing audience on Whakaata Māori.
- Short, standalone episodes (anthology formats) encouraged where appropriate

Te Huapae Outcomes Alignment

All proposals should seek to contribute to these key outcomes:

- Whānau are inspired to use more reo Māori in everyday life
- Stronger connections to te ao Māori
- Support for learners to grow confidence in te reo and tikanga
- Māori feel a stronger sense of identity and belonging
- Rangatahi feel confident expressing their Māori identity

Proposal Deadlines

WM Portal Open	Friday 24 th April 2026
WM Portal Closes	Mon 11 th May 2026
Funder Decisions	Thurs 21 st May 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

Moeshamcrae@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.

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

