



W H A K A A T A M Ā Ō R I

Request for Proposals (RFP)

TMP/NZOA Reo Māori Content Co-Fund

Priority and General Audiences Short-Pitch (5 Pages)

To support stronger proposal development and encourage high-quality submissions, we are introducing a **Short-Pitch (5-page)** window as part of this round

This short-pitch window will run from **8th June to 20th July**.

This initial stage is designed to give applicants the opportunity to refine their ideas before progressing to a full proposal. It will allow for feedback and clearer alignment, helping ensure that developed projects are well considered,

Background

Whakaata Māori champions ambitious Māori storytelling that connects audiences to te reo Māori me ngā tikanga Māori through compelling, high-quality screen content. We support stories that are distinctly Aotearoa, culturally authentic and capable of engaging audiences at scale, using the power of storytelling to entertain, inspire and strengthen connections to Māori language, culture and identity.

We believe great scripted content can positively shape attitudes towards te reo Māori by presenting it as a living, contemporary language that is accessible, inclusive and relevant to all New Zealanders. Through stories with broad audience appeal, strong

characters and authentic Māori perspectives, we aim to grow audiences, normalise te reo Māori and ensure it continues to thrive for future generations.

Our platforms

Whakaata Māori and MĀORI+ provide one of Aotearoa's most significant platforms for Māori storytelling, connecting content with audiences through a powerful ecosystem spanning broadcast, streaming and social media. Collectively, our platforms reach more than 655 million people annually across social media, attract a television audience of over 2.1 million viewers each year and engage 3.8 million MĀORI+ users annually. With more than 2.8 million social media followers, we are uniquely positioned to help ambitious content find audiences at scale.

Our multi-platform approach enables content to build awareness, deepen engagement and create impact beyond a single broadcast or release window. We leverage this reach to connect with audiences through compelling storytelling.

Project Overview

We are seeking creative scripted concepts tailored for two of our primary audience groups:

1. Te Hunga Rangatahi Reo Māori (Ages 15-24): Rangatahi Māori love great stories. They gravitate towards scripted content that is funny, emotive, relatable and culturally authentic, stories that reflect their lives, celebrate their identity and connect them to te ao Māori in ways that feel natural, relevant and entertaining rather than instructional.

2. Te Hunga Ako i te Reo me ngā Tikanga Māori (Ages 25-49): Adults drawn to compelling, culturally grounded stories that entertain, resonate and create natural connections to te reo Māori, tikanga Māori and the diverse experiences of Māori in contemporary Aotearoa.

Te Huapae o Te Rangi – Whakaata Māori Audience Outcomes

[Te Huapae o Te Rangi](#) helps us understand the impact our content has on audiences and ensures the stories we invest in contribute to meaningful cultural, language and identity outcomes.

We are looking for bold, engaging and culturally authentic projects that connect with audiences and support one or more of the following outcomes -

- Increased connection to te ao Māori.
- Stronger Māori identity and sense of belonging for Māori audiences.

- Increased confidence for rangatahi to embrace and express their Māori identity.
- Greater confidence and proficiency in te reo Māori and tikanga Māori among learners.
- Greater understanding and appreciation of Māori perspectives, language and tikanga among non-Māori audiences.

We encourage applicants to consider how their project will contribute to these outcomes through compelling storytelling and authentic Māori perspectives.

Production Focus - TMP/NZOA Reo Māori Content Co-Fund

We are seeking ambitious, audience-focused scripted projects with scale, including drama, comedy and dramedy series that is well-developed, production-ready and has a strong hook capable of attracting broad audiences.

Priority will be given to projects that demonstrate a strong creative vision, high production values, compelling characters and stories that are distinctly Aotearoa and authentically grounded in te ao Māori. We are particularly interested in concepts with the potential to return across multiple seasons, featuring rich story worlds, evolving character arcs, parallel storylines and sustainable formats that can continue to engage audiences and grow over time. We are particularly interested in storytelling that reflects the diversity of Māori experiences and presents te reo Māori as a living, accessible and relevant language.

Proposals should clearly articulate their intended audience, demonstrate strong audience appeal, and show how the project will contribute to the outcomes of Te Huapae.

Key Dates

Short Pitch (5–Pages) portal closes	Mon 20 July 2026
Short Pitch Outcomes	Tues 28 July 2026
Full Proposal portal opens	Tues 28 July 2026
Full proposal portal closes	Weds 05 August 2026
Funder Deadline	Weds 26 August 2026

Contact & Support

All proposals must be submitted through the Whakaata Māori funding portal [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.

For further information and submission guidelines, contact: Commissioning Content and Delivery Coordinator Moesha.mcrae@whakaatamaori.co.nz

Co-Fund Overview

Te Māngai Pāho and NZ On Air have partnered to fund high-quality reo Māori screen content that reaches broad audiences. This co-fund is designed to support ambitious projects that cannot be funded by either agency alone.

This round prioritises large-scale Scripted and Scripted Development projects, with a focus on comedy and drama. High impact non-fiction projects will also be considered, but lower priority will be given.

Projects should demonstrate scale, strong creative ambition, and the ability to connect with audiences supported by high production values, well-developed ideas, and clear platform and marketing support.

Applications seeking less than \$1m will not be accepted, unless part of a New Zealand Screen Production Rebate (NZSPR) project requiring gap financing. For NZSPR projects, preference will be given to those with confirmed financing in place, with the co-fund acting as the final investment to enable production.

Up to \$8 million is available for allocation in this round. Funding decisions remain at the discretion of Te Māngai Pāho and NZ On Air.

