

Te Tumu Whakaata Taonga New Zealand Film Commission

He Pounamu Te Reo Māori He Kaupapa Kiriata Roa

He Aratohu mā ngā Kaitono Guidelines for Applicants

Pipiri 2026



Ma te huruhuru, ka rere te manu
With feathers the bird will fly

Pūtake | Purpose

Ko tā He Pounamu Te Reo Māori, he tautoko i ngā kiriata whakaari roa e reo Māori ana, e arahina ana hoki e ngā kiriauaha Māori. Ko tā te kaupapa nei, he whakanui i te whakapuaki paki Māori, he whakapakari i te reo Māori, he whakarite hoki i ētahi ara ā-ahurea ki te whakaputa kiriata.

Tēnā, whakapā mai i MUA i tō tono, ā, whakapā mai ki te Rōpū Haumi Pūtea ki te whakarite i tētahi hui ki te kōrero mō tō tono.

Tēnā, whakapā mai ki te Rōpū Pūtea mā te imēra production@nzfilm.co.nz, mā te waea rānei 0800 659 754.

Ko tā Te Tumu Whakaata Taonga, he haumi i ngā kaihangā kiriata e whai pūkenga ana, me ngā kiriata whakaihiihi o Aotearoa hei whakangahautanga i Aotearoa, me te ao whānui. Tautoko ai mātou i te hanga kiriata Māori mā ā mātou tahua pūtea katoa, ā, ka akiaki, ka whakamana hoki mātou i te whakapuaki paki Māori, me ngā wawata, kia hangā ai he kiriata whakaaweawe.

Ko tā te tahua pūtea o He Pounamu Te Reo Māori, he āwhina i ngā kaihangā kiriata Māori ki te whakaatu i ngā kiriata roa e reo Māori ana, e whaikiko ana, e houtupu ana hoki, ki ngā kaimātakitaki o Aotearoa, me te ao whānui. Ko tā He Pounamu Te Reo, he tuku pūtea (**he Pūtea Whakaputa Kiriata, he Pūtea Whakaputa Kiriata Takamuri rānei**) ki ngā kiriata whakaari roa, ko te reo Māori te reo matua (ka nui ake i te 50%), ā, e arahina ana te kaupapa e ngā kiriauaha Māori.

Kia mahara koe, e tohea ana te Pūtea Whakaputa Kiriata, me te Pūtea Whakaputa Kiriata Takamuri e wātea ana i tēnei tahua pūtea. Nō reira, kōrerohia mai ngā āhuatanga o tō kaupapa e tino whakahihiko ana i a koe, te take me hanga tēnei kiriata ināiane, me ōna pāpātanga e manakohia ana ka puta mai.

I tō tono, me whakaatu mai koe i **tētahi, i ētahi mea e rua rānei**, o ngā whāinga e whai nei e hirahira katoa ana i tō kiriata:

- **Te Hunga Mātakitaki** – ko te āheinga ki te toro ki tētahi hunga mātakitaki whānui i konei, i Aotearoa.
- **Aronga Arumoni** – ko te āheinga kia tautokona nuitia e te mākete, kia kaha te hokonga i te ao, kia kaha hoki te toro ki ngā hunga mātakitaki o te ao whānui, me Aotearoa anō hoki.
- **Kounga Toi** – ko te āheinga kia whakamihia rawatia, kia eke hoki i ngā taiopenga kiriata, arā, he kiriata whakahihiko, whai tikanga hoki, e mau nei tētahi reo ahurei, ngā motuhaketanga ā-ahurea, me te hiranga toi.
- **Auahatanga** – ko te āheinga ki te whakarite ara hou i ngā hangarau ā-kiriata, ngā tikanga mahi, te whakamahinga o te reo, ngā wheako o ngā kaimātakitaki, ngā pūkenga o ngā kaihangā kiriata rānei, aua e mea e rua rānei.
- **Te Pānga Ahurea** – ko te āheinga ki te whakawhanake i te reo Māori, ngā tikanga Māori, me te whakapuaki paki Māori i ngā kiriata.

Ka whakaae koe mā tō tono pūtea i He Pounamu Te Reo ki ēnei Aratohu, ki ā mātou Whakaritenga Hoko (atu i ngā wāhanga ka panonihia, ka whakakorea rānei e mātou), ki ā mātou [Tikanga Whanonga](#), me tā mātou [Aratohu mō te Kāhua me te Whakamihī](#).

WHAKAPĀ MAI KI TE RŌPŪ HAUMI PŪTEA KI TE WHAKARITE HUI I MUA I TŌ TONO

I mua i tō tono pūtea ki Te Tumu Whakaata Taonga i He Pounamu Te Reo, whakapā mai ki te Rōpū Haumi Pūtea ki te kōrero i tō kaupapa me te āheinga ōu. Īmēra ki production@nzfilm.co.nz ki te whakarite hui, kia kua e iti iho i te **whā wiki** i mua i tō tuku i tō tono.

Piri ai ēnei Aratohu ki ā Te Tumu Whakaata Taonga [Aratohu mō te Pūtea Whakaputa Kiriata Roa](#), me [Ngā Whakaritenga Hoko](#). Pānuitia te katoa kia mārama ai ngā āheinga, ngā here, me te tukanga kati.

TE HUNGA E ĀHEI ANA KI TE TONO

E āhei ana koe ki te tono i te Pūtea Whakaputa Kiriata, mēnā rā:

- he kirirarau koe nō Aotearoa, he kirinoho pūmau rānei ki Aotearoa; **waihoki**
- e hāngai ana tētahi o ēnei e whai nei:
- he kiriata tāu, he nui ōna kaupapa mō Aotearoa (e ai ki te wāhanga 18 o te [Ture NZFC 1978](#)); **Tēnā ko tēnei rānei**
- e whai ana koe ki te hanga i te kiriata hei mahi ngātahi, ā, kua kōrero koe mō te hanganga o te mahi ngātahi e whakaarohia ana ki te [rōpū Kiriata Mahitahi](#) me te [rōpū Mahi Whakatenatena](#) o Te Tumu Whakaata Taonga, ā, kua tukua mai hoki tō tono mahi ngātahi tuatahi i mua atu, i te tukunga rānei o tēnei tono; **ā,**
- kei a koe, kei tō rōpū hanga kiriata rānei ngā wheako hanga kiriata e tika ana, i te āhua o te whānui me te matatini o te kiriata nei; **ā,**
- ko koe te kaihautū matua nō Aotearoa i te kiriata nei (kāore e āhei tō noho hei kaituhi hoki, hei ringatohu anō rānei, ki te kore e whakaaetia e mātou i mua atu); **ā,**
- kei a koe, ka riro rānei i a koe ngā mōtika katoa e tika ana hei whakawhanake, hei whakaputa, hei toha hoki i te kiriata nei; **ā,**
- kua whai koe i tētahi kiritoha pūmau nō Aotearoa, ā, e ū nei ia ki te whakakitenga tuatahitanga o te kiriata i Aotearoa (kua whakakorea rānei tēnei herenga e te Kaihautū Haumi Pūtea); **ā,**
- kua tukua mai e koe ngā mea katoa e tonoa ana i raro i ēnei Aratohu; **ā,**
- karekau he mea anō hei tuku māu ki Te Tumu Whakaata Taonga; **ā,**
- kua arotakengia e koe, kua ea hoki i a koe, ngā paearu mō ngā [Kaupapa Māori](#), me ngā tūranga auaha Māori (arā, te kaituhi, te ringatohu me te kaihautū), me te aha, e hāngai ana ngā wheako ki te taumata o te ngā kaupapa; **ā,**
- Kua oti tētahi hui i mua i tō tono.

Kotahi anahe te tono ka whakaaetia nā tētahi kaihautū matua kotahi, i ia huringa pūtea. Waihoki, kotahi anahe te tono e whai wāhi ai te ringatohu kotahi i ia huringa pūtea.

NGĀ MEA KA TAUTOKONA E TĒNEI TAHUA PŪTEA

Ka āhei tō tono i tētahi Pūtea Whakaputa Kiriata mō tō kiriata, ka eke ki te \$2,500,000, ā, mēnā rānei ko te whāinga matua i tohua ai, ko te Auahatanga, ka eke ki te \$1,500,000, ko tētahi Pūtea Whakaputa Kiriata Takamuri rānei, ka eke ki te \$500,000.

Me hāngai te nui o te pūtea e tonoa ana e koe ki te mahere pūtea, me ngā wawata mō tō kiriata. E wātea ana te Pūtea Whakaputa Kiriata ki ngā kiriata roa ā-tuhinga, ā-pakipūmeka rānei, ā, ko te roa kei waenga i te 75 me te 110 meneti. Waihoki, kua pakari te whanaketanga, ā, kua whai mahere mārama hoki hei toro ki ngā kaimātakitaki e whāia ana. Ahakoa pēhea, **e kore e** kuhuna

ngā pūtea whakawhanake kua tukua kēhia ki tō kiriata, ki te nui o te Pūtea Whakaputa Kiriata ka whakawhiwhia i raro i ēnei Aratohu.

NGĀ MEA ME TUKU MAI E KOE

Me whakauru ki tō tono ngā mea e whai nei:

- Mō te Pūtea Whakaputa Kiriata mō tētahi kiriata roa ā-tuhinga: he kiriata roa ā-tuhinga kua rite nei, e reorua ana; he rerenga whakarāpopoto mō te kiriata, he whakarāpopoto kotahi whārangi te roa, he whakarāpopoto iti (kia 150 kupu); me tā te ringatohu tauākī. (Me neke atu i te 50% o te tuhinga kiriata e reo Māori ana).
- Mō te Pūtea Whakaputa Pakipūmeka roa: he rerenga whakarāpopoto mō te kiriata, he whakarāpopoto kotahi whārangi te roa, he whakarāpopoto iti (kia 150 kupu); te tauākī me te matawhānui a te ringatohu.
- Mō te Pūtea Whakaputa Kiriata Takamuri mō tētahi kiriata roa ā-tuhinga, ā-pakipūmeka rānei; he rerenga whakarāpopoto mō te kiriata, he whakarāpopoto kotahi whārangi te roa, he whakarāpopoto iti (kia 150 kupu); he hononga tika e kite ai ngā kaiaromatawai i te putanga hukihuki; me ngā tuhinga auaha a te kaihanga kiriata mō te aronga o taua putanga hukihuki rā.

Mō ngā tūmomo haumitanga katoa:

- He haurongo poto mō te ringatohu, te kaituhi, me te kaihautū (tāpiria he kōrero mō ngā **hononga ā-iwi, ā-hapū, ngā mōhiotanga ki te reo, me ngā hononga ki te kaupapa**), ā, mō ngā tono i ngā Pūtea Whakaputa Kiriata, me tāpiri he hononga tika e kitea ai ngā mahi o mua a te ringatohu, e whakaatu ana i tōna mātau ki te whakatutuki i te kiriata nei
- He kupu nā te kaihautū e kōpaki ana i ngā wawata mō te kiriata, me tētahi mahere hei toro atu ki ngā kaimātakitaki e whāia ana (tirohia ngā wawata e rārangi ana i te whārangi 1 o ēnei aratohu). Ka whakaarohia tētahi ara hou hei toro ki ngā kaimātakitaki.
- [He Mahere Reo Māori](#): he kupu whakamārama mō te whakamahinga, me te whakamahinga auaha o te reo i te kiriata, tae atu ki ngā kupu hou, te mita, me te whakaurunga o ngā tikanga. Whakamāramahia te āhua o te putanga mai o te reo i te kiriata, ngā pāpātanga, me ngā hua ka pā ki ngā kaimātakitaki me te reo.
- Me whakaingoa he Poutiaki, he Poutikanga, he kaitohu ā-ahurea rānei, me ngā whakamārama mō ngā tūranga, ngā haepapa, me ngā mana whakahaere o ngā Pou, me aua kaimahi matua rā. Me whakamārama te whai wāhi mai ki ngā wāhanga katoa o te whakaputanga, te tukanga whakaū kounga i te whakaputanga, me ngā kōrero mō ngā kaitiaki, ngā whakaaro rānei hei tiaki i te ahurea, mēnā rā he kōrero pērā.
- Ngā whiriwhiringa, ngā patuitanga rānei ki ngā whānau, ngā hapū, ngā iwi, me ngā kaitiaki, mēnā e hāngai ana, tae atu ki ngā whakaaetanga mō ngā taonga motuhake.
- He kupu nā te kiritoha mō te rautaki whakanoho i te kiriata ki te mākete, tae atu ki ngā matapae mō ngā hua tari pouaka, me te maha o ngā mata whakaatu kiriata (kia 1 whārangi).

- He mahere ahumoni whānui. Kia kua e nui ake i te 90% o te pūtea katoa nō te Kāwanatanga o Aotearoa, māna, he iti iho tō tono i te \$500,000, ko tō whāinga matua rānei i tohua ai, ko te Auahatanga, ā, kāore tō tono haumitanga e nui ake i te \$1,500,000. Tēnā, kuhuna te tūranga whakahokinga pūtea o ia kaihaumi.
- He mahere pūtea whānui mō te whakaputanga
- He hōtaka mō ngā rerenga, me ngā tukunga pūtea e hāngai ana ki te mahere ahumoni (tae atu ki ngā wā e tukua ai ngā pūtea a ngā kaihaumi katoa).
- He hōtaka whakahokinga pūtea
- Te hōtaka whānui e whakaarotia ana mō te whakaputanga, me tētahi hōtaka hukihuki mō te whakaahuatanga i ngā kiriata roa ā-tuhinga
- He whakarāpopoto o te whakaaetanga ā-mōtika, tae atu ki ngā rā mōnehu o ngā mōtika, o ngā kōwhiringa rānei.
- Ngā tuhinga mō te whakaaetanga ā-mōtika.
- He tuhinga e taunaki ana i tō mahere ahumoni, me tāpiri ngā reta whakaatu i ngā takune, i te titikaha rānei o ō hoa māketē, tae atu ki ngā here matua ā-kirimana, me ngā matapae hoko.
- He taunakitanga o te titikaha o tō taituarā whakaoti kaupapa (ki te \$1 miriona, neke atu rānei te rahi o te mahere pūtea whakaputa)
- He whakaū i te tāpaetanga o te tono NZSPR tuatahi (mēnā e hāngai ana)
- He whakaū i te tāpaetanga o ngā tono tuatahi e whakapūmau ana i te mahi ngātahi ki Te Tumu Whakaata Taonga, me ērā atu mana whakahaere e hāngai ana (mēnā e hāngai ana)

TE ARA TONO

- Whakaritea tētahi hui ki te Rōpū Haumi Pūtea i mua i tō tono ki te kōrero i tō kaupapa me te āheinga ōu, ā, kia kua e iti iho i te whā wiki i mua i tō tuku i tō tono. (Īmēra ki production@nzfilm.co.nz)
- Tukua tō tono mā te Pae a Te Tumu Whakaata Taonga i muri atu i tō hui tōmua ki te Rōpū Haumi Pūtea, ā, i mua hoki i te rā kati e hāngai ana.
- E whakaarohia ai tō tono, me tuku mai e koe i mua atu i ngā wiki tekau, i mua i te hui a te Poari e heke mai nei. Kei [tā mātou paetukutuku](#) ngā rā e hāngai ana.

NGĀ PAEARU AROMATAWAI

Ka mātua aro mātou ki ngā kiriata roa e kaha ana, kua pakari nei ngā tuhinga kiriata, ngā putanga hukihuki rānei, **waihoki**, ki ngā rōpū e whakaatu ana i te āheinga ki te whakatutuki i tā rātou matawhānui, e mārama ana hoki tā rātou whakapuaki i ngā wawata mō te kiriata. E riro ai te Pūtea Whakaputa Kiriata, me tutuki i tō kiriata ētahi, te katoa rānei o ā mātou Whāinga Rautaki:

- **te hiranga auaha, me te hiranga arumoni**, (ngā mea e rua rānei, kei te āhua o ō wawata mō te kiriata);
- **ngā kiriata houtupu, kanorau hoki** e motuhake ana ki Aotearoa, e whakanui ana hoki i ngā kaimātakitaki i ngā kiriata o Aotearoa;

- te mahi ngātahi ā-rautaki hei whakatairanga i **te whiwahi mahi, me te māpuatanga** o te ahumahi kiriata o Aotearoa;
- te whakawhanake pūkenga, ā, kei tōna pūtaketanga **te kanorau, te tautika, me te kauawhi**.

Ka whakaarohia hoki e mātou te rangatiratanga o ngā rawa hirikapo, te tohanga o ngā painga, me te whakapakari raukaha i runga tonu i te hāngai ki ngā mātāpono o Te Tiriti o Waitangi, me te ao Māori.

Ngā whakaaro mō te whakamahinga o te Atamai Hangahanga (AH) i ngā tono

Tēnā, whakamārama mai i tō tono pūtea ngā whakamahinga o te AH e whakaarotia ana. He āwhina tēnei i tā mātou aromatawai. Ina whakamahia te AH, ka arahina mātou e ā mātou [Mātāpono Arataki mō te AH](#) i te aromatawaitanga o tō tono. Me tino hāngai rawa tāu e tuku mai ai ki ngā āhuetanga matua e whai nei:

- **Te motuhēhē ā-ahurea** – Me whakaute te whakamahinga o te AH i te ao Māori me te mātauranga Māori, me kua rawa e hē te whakaahuetanga, ā, me whai wāhi ngā whiriwhiringa ā-ahurea e tika ana.
- **Te pono ā-auaha** – Me kua e whakakapi, me tautoko kē te AH i te auahatanga o te tangata, me te tautoko i te whakapuaki paki, me te pupuri tonu i te matawhānui ā-toi.
- **Te puatatanga** – E tika ana kia whakaaturia mai te āhua o te whakamahinga o te AH i te kaupapa, ā, me whakaaro hoki ōna pāpātanga ki ngā kaimātakitaki (inarā, i ngā kaupapa kāore i te whai tuhinga).
- **Ngā pānga ā-matatika me ngā pāpātanga ā-ahumahi** – Kei a koe te haepapa ki te whakaū, e ū ana te whakamahinga o te AH ki ngā here ā-ture katoa e hāngai ana. Me whakaaro hoki koe ki te āhua o ngā pānga o te whakamahi i te AH ki te rāngai whānui.

Ka aromatawai mātou i ia tono i runga i ēnei paearu, i tāu e tuku mai ai, i tō rōpū, i te whānui o ngā kaupapa e tautokona ana e mātou, puta noa i ngā hōtaka tuku pūtea katoa, i te wātea hoki o ngā pūtea i te tukunga mai o tō tono.

TUKANGA AROTAKE

Mēnā ka tutuki i tō kaupapa ngā paearu āheitanga, ka rua ngā wāhanga o te tukanga aromatawai.

I te wāhanga tuatahi, ka aromatawai ngā kaimahi o Te Tumu Whakaata Taonga, me ngā kaiaromatawai o waho i tō tono i runga i ngā paearu aromatawai. Kāore pea e arotakengia ngā rauemi auaha kore i tēnei wāhanga o te aromatawai. Ka whakamōhiotia koe ki te eke tō tono ki te wāhanga tuarua.

Ina eke tō tono ki te wāhanga tuarua, ka aromatawai ngā kaimahi o Te Tumu Whakaata Taonga i tō tono i runga i ngā paearu aromatawai, ā, ka whakamōhiotia koe mēnā he āwangawanga o mātou mō tō kaupapa. Kātahi koe ka wātea ki te whakatau i aua āwangawanga rā.

I te wāhanga tuarua, ka kōrero horipū pea ngā kaimahi o Te Tumu Whakaata Taonga ki ngā kiritoha, me ētahi atu hoa māketē e whai pānga ana ki te kaupapa.

Kātahi ka whakamōhioia atu koe mēnā e whai ana ngā kaimahi o Te Tumu Whakaata Taonga ki te tūtohu i tō kaupapa ki te Poari o Te Tumu Whakaata Taonga, ki te Tumu Whakarae rānei o te Pūtea Whakaputa Kiriata.

Ki te kore ngā kaimahi e whai ki te tūtohu i tō kaupapa ki te Poari o Te Tumu Whakaata Taonga, ki te Tumu Whakarae rānei o te Pūtea Whakaputa Kiriata, ka āhei tō te unu i tō tono, tō tuku rānei i tō tono kia whakaarohia e te Poari, ahakoa kāore i tūtohua e ngā kaimahi.

Ki te kore e tutuki i tētahi kaupapa ngā paearu āheitanga, ka whakamōhioia atu koe, kāore tō kaupapa e aromatawaitia.

NGĀ WHAKATAUNGA

- Mā te Poari o Te Tumu Whakaata Taonga e whakatau ngā whakataunga mō ngā Pūtea Whakaputa Kiriata, e neke atu ana i te \$1,000,000.
- Mā te Tumu Whakarae e whakatau ngā whakataunga mō ngā Pūtea Whakaputa Kiriata, \$1,000,000, iti iho rānei i tērā.
- E mau ana i a mātou te mana kōwhiri i runga i ngā Pūtea Whakaputa Kiriata, ā, he whakataunga whakamutunga ngā whakataunga katoa.
- Ka whakamōhio atu Te Tumu Whakaata Taonga i ngā kaitono mā te tuhi mō te hua o tā rātou tono.
- Ki te kore ō mātou kaimahi e tūtohu i tō tono ki te Poari, ki te Tumu Whakarae rānei, ā, ki te whakahē rānei te Poari i tō tono i te Pūtea Whakaputa Kiriata, ka āhei koe ki te tuku tono anō mō taua kaupapa anahe, engari me tino panoni tōna āhua. Me whakamārama ēnei panonitanga i te tono tuarua.
- Ki te whakahētia tuaruatia tētahi kaupapa e te Poari, kāore mātou e whakaae ki ētahi atu tono mō taua kaupapa rā. Ina puta ētahi āhuatanga motuhake, kei a mātou anahe te mana kōwhiri ki te whakakore i tēnei tikanga.

TE NOHO MATATAPU

Ka whai mātou kia noho matatapu tonu ngā mōhiohio ka tukua mai e koe. Heoi anō, kia mōhio mai koe, ka taea ngā mōhiohio katoa ka tukua mai e koe te tono i raro i te Ture Official Information 1982. Ina tae mai he tono pēnei, ka whakapā atu mātou ki a koe i mua i te whakaututanga atu.

Mēnā he pātai anō āu, tēnā, imēra mai ki production@nzfilm.co.nz

Kia mōhio hoki koe, kāore mātou e āhei ki te tuku tohutohu auaha

hei whakapakari ake i tō tono.