

# Te Reo Towns Activation Fund

## Te Reo Towns Activation Fund

Our **Te Reo Towns Activation Fund** supports communities across Aotearoa to launch Te Wiki o te Reo Māori on Monday 14 September 2026.

We will support towns and communities to run visible, public-facing activations that celebrate and normalise te reo Māori in everyday spaces.

## About the Fund

### General Conditions

- Funding requests may be **up to** a maximum of \$3,000 NZD.
- Applicants must be a legally recognised entity able to receive funds (e.g. council, incorporated society, trust, marae committee, registered organisation, school, or community organisation).
- Funding must be used only for the approved activation/event, to be delivered on Monday 14 September 2026 in New Zealand.
- Funding is limited and not all applications will be successful. Decisions are final.

## Who is the fund for?

Anyone can apply, if you meet the criteria. Te reo Māori is for all New Zealanders.

Funding is intended to support community-led events that:

- create public participation and visibility
- encourage collective use of te reo Māori for all New Zealanders
- activate town centres and shared spaces
- generate local and national momentum for Te Wiki o te Reo Māori
- contribute content and storytelling to the wider Te Reo Towns campaign.

Priority will be given to collaborative proposals between councils and community groups/iwi/hapori organisations.

## Funding Conditions

Successful applicants will enter into a funding agreement with Te Taura Whiri i te Reo Māori, which will outline payment terms, responsibilities, and delivery expectations.

Successful applicants must agree to the following conditions:

### Event Requirements

Successful applicants must:

- Deliver a public-facing activation/event to launch Te Wiki o te Reo Māori.
- Hold the activation on Monday 14 September 2026.
- Ensure the event is publicly accessible and designed to encourage community attendance and participation.
- Demonstrate the scale of funding requested is proportionate to anticipated community impact and town population.

Priority will be given to:

- Strong preference will be given to public parades. Other events that generate high public profile will also be considered.
- representation from across Aotearoa and Te Waipounamu
- cross-community collaborations
- intergenerational participation
- visible use of te reo Māori in public spaces/signage/promotion.

### Communications and Visibility

Successful applicants must:

- Acknowledge Te Reo Towns and use Te Taura Whiri/Te Mātāwai approved logos in promotional material.
- Include links/tags/directs to @reomaori reomaori.co.nz website and campaign channels in digital communications where possible.
- Share event photos and/or video content with the campaign team for promotional and reporting purposes.
- Support livestreaming/TikTok coverage during the event where feasible (support will be provided by the campaign team).

### Reporting Requirements

Successful applicants must:

- Provide a short post-event debrief summary outlining:
  - attendance/participation
  - what activities took place
  - successes/learnings
  - community response.
- Provide basic metrics where possible (attendance estimates, reach, engagement, etc.).
- Return unused funds if the event does not proceed and alternative arrangements are not approved.

### **Additional Conditions**

Funding cannot be used for:

- alcohol purchases
- political campaigning
- personal koha/payments unrelated to delivery
- retrospective costs already incurred.