

# MakingTracks.

## online application criteria

- To apply for a MakingTracks Recording and/or Video grant you will need to work your way through this criteria list before you can advance to submitting an application. A minimum of ten ticked criteria are required.
- You will need to provide evidence for each criterion you tick in most cases.
- There are four mandatory criteria required, denoted by a \*.

## the MakingTracks. application criteria are:

### song criteria

- We have a great NZ song.\*
- We have \$2,000 to contribute to the Music Video.\*

### audience/fanbase

- We have had more than 100 paying public to any ONE show that we headlined.
- We have more than 1,000 online fans on any ONE site.
- We have had more than 2,000 streams for any one song on any ONE site.
- We have had more than 2,000 plays for any ONE video online.
- We have featured or charted on a blog aggregator (eg. Hypemachine).

### business criteria

- We have a record deal.
- We have a publishing deal.
- We have a management deal.
- We have a distribution arrangement in place.

### track record

- We have charted a song on a Radioscope airplay chart.
- We have charted in a radio station listener-voted chart/countdown.
- We have sold more than 500 copies of any one single or more than 250 copies of any one album or ep.
- We have a 4-star or better review in a reputable music journal/publication or online site
- We have been a finalist for a major music award.
- We have completed a national tour.
- We have scored a significant international support slot or played a major festival.
- We have been paid for synching a song.
- We have had a grant from another public funding agency.

### strategic plans

- Where will you be targeting your song for broadcast on radio / TV / online.\*
- How will NZ On Air funding be used to improve the quality of your song and/or video?\*