

WAIATA TAKITAHI FUNDING

Application Guidelines

Updated October 2023



E karanga ana ki ngā kaiwaiata, ngā kaipuoro me ngā kaipuoro ataata kia arotahi mai ki tēnei kaupapa o Waiata Takitahi!

To read a brief overview on *Waiata Takitahi* funding, click [here](#).

To read our *Waiata Takitahi* Frequently Asked Question and eligibility criteria, click [here](#).

Introduction - What is Waiata Takitahi?

Waiata Takitahi – ('single song') – is a co-fund and collaboration between **NZ On Air and Te Māngai Pāho**. Launching in 2020, it was the first time the two funding agencies were able to join forces on a music funding initiative. The ambition for this fund is to enable brand new songs with strong te reo Māori lyrical content that have a good chance to connect with the audiences of New Zealand.

We are seeking applications from New Zealand artists who are interested in **recording and releasing a bilingual single** with potential general audience appeal and a **minimum of 25% te reo Māori in the song lyrics**. We are looking for songs which have the potential to connect with the audiences of New Zealand, as well as finding homes on broadcast platforms to encourage and support the use of te reo Māori in contemporary waiata.

Artists can come from any background, but the use of te reo Māori in the song will have to be supported by a language consultant (mātanga reo) to ensure correct usage, context and pronunciation. Having a language consultant confirmed by the application deadline is preferred as it is advantageous to your project, however all applicants will receive the same opportunity and assistance to recruit a suitable language consultant post-deadline, if their application is successful.

Successful recipients will be supported with professional music manager mentoring sessions through the Music Managers Forum with a focus on helping successful applicants achieve the best possible broadcast and online impact for their funded work.

Funding amount – up to \$14,000 (+ GST)

Waiata Takitahi grants will be available **up to \$14,000** (+ GST if registered).

The funding can be used towards a professional release-ready recording of the song, video content and other visual collateral to assist with the song release along with promotion, publicity and marketing. We also will expect that some of the funding will need to be utilised to engage a te reo Māori consultant to ensure correct use of language and context in the final song (including a minimum of 25% te reo Māori).

NZ On Air and Te Māngai Pāho are both contributing pūtea to this fund.

The grants will also incorporate the optional Artist Creation Fee of \$1,000 (+ GST) which recognises the artist's creation of the original song.

Guidelines for applying

- Funding of up to **\$14,000 (plus GST)** will be available, for a single with at least 25% te reo Māori in the song lyrics.
- Applicants must be **New Zealand Citizens or Permanent Residents**. Click [here](#) for more information on whether your music qualifies as New Zealand music.
- Primary broadcast and online outlets for this music would include the any local radio stations, various streaming service playlists, video streaming sites, and the potential to cross to other playlists.
- Successful recipients can be supported with professional music manager mentoring/planning sessions through the Aotearoa Music Managers Forum with a focus on helping successful applicants achieve the best possible broadcast and online impact for their funded work.
- The song **cannot already be released on any DSPs** if you are applying for *Waiata Takitahi* funding.
- You can apply for funding for only the video content and promotion of a song, but the song cannot be released and publicly available*, and you will not be eligible for reimbursement of any of the recording costs associated with that song.
*e.g., 'Publicly available' meaning if you have released the song through a DSP ('Digital Service Provider') or platform.
- We can only accept **one song per artist per round** for consideration.

Submitting an application

Waiata Takitahi applications will **ONLY** be accepted online via the NZ On Air application website.

Go to <https://newmusicsingles.nzonair.govt.nz> to get this process started.

Please look for the specific *Waiata Takitahi* badge, then click and begin your application once the round opens.

If this is your first time submitting an application within the NZ On Air NewMusicSingle portal, you will need to register and login **ahead** of the deadline, so please do this in advance of applying.

To apply for funding for *Waiata Takitahi* you will need a recorded demo version of the song you are applying for funding for, and you will need to fill out the online application.

Criteria for applying to Waiata Takitahi

The application process includes working your way through a list of 25 criteria options focused on your music journey and audience engagement to date.

Waiata Takitahi applicants will need to have achieved at least **5 of the 25 criteria** options to proceed to the song application stage.

The full list of criteria can be found [here](#).

Assessment criteria

Applications for *Waiata Takitahi* funding will be assessed by NZ On Air and Te Māngai Pāho and two to three external assessors based on the following criteria:

- Potential to assist with increasing levels of New Zealand music on radio
- Potential to impact online audiences with significant streams/views/shares/likes/sales
- Integration of te reo Māori in the waiata
- Track record of the artist
- Cultural value of the project for New Zealand audiences
- Strength of the overall application, plan and media targets

The fine print

If your application is successful, among a few other requirements we will stipulate that:

- All collaborators (e.g. producers, videographers, photographers) are required to sign the NZ On Air Safe Spaces Agreement.
- Producers must be aware of their obligations under the Health and Safety at Work Act 2015.

Producers of video projects are required to:

- follow the *Health and Safety in the New Zealand Screen Sector* guidelines found at <http://screensafe.co.nz>
- abide by agreed industry work standards as expressed in the [Individual Performance Agreement](#) (SPADA and NZ Actors Equity) and [The Blue Book](#) (NZ Film and Video Technicians Guild)
- The content is clearly branded as NZ On Air and Te Māngai Pāho-funded. See our [accreditation requirements here](#).

The following standard terms and conditions apply to your application. In submitting your proposal you are deemed to have read, understood and agree to be bound by these terms and conditions:

- you must bear all of your own costs in preparing and submitting your proposal
- you represent and warrant that all information provided to us is complete and accurate
- we may rely upon all statements made in your proposal
- we may amend, suspend, cancel and/or re-issue these guidelines at any time
- we may waive any irregularities or informalities in the application process
- we may seek clarification of any proposal and meet with any applicant

- we will not seek clarification of all proposals or meet with all applicants
- we are not bound to accept any proposal
- you will not submit in your application any data that breaches any third party right (including intellectual property rights and privacy rights) or is objectionable, incorrect or misleading
- we both agree to take reasonable steps to protect the other's confidential information
- our obligation to protect your confidential information is subject to the Official Information Act 1982 and other legal, parliamentary and constitutional conventions
- there is no binding legal relationship between us: a successful proposal is only formally accepted if we both sign a funding contract.