

Pre-application Criteria Guidelines

Introduction

NZ On Air's *New Music Project Kids* funding scheme supports the production and promotion of new children's music, associated visual content, and marketing and promotion. It is designed for New Zealand children's music artists who have an established track record of audience, broadcast and online outcomes in Aotearoa. This is a key part of the criteria for project applications.

It is not designed for new and emerging children's music artists who do not yet have a significant pre-existing tamariki audience. If you are a less experienced children's music artist, we have the *New Music Kids* scheme for artists which is funding support for one song preferably, and a maximum of two songs. [Click here](#) for more information on *New Music Kids*.

For *New Music Project Kids* applications, you must have a demonstrable track record with audiences on broadcast or online media in New Zealand. This is a key criteria for project applications.

Where to apply

All applications for *New Music Project Kids* funding are to be made at <https://portal.nzonair.govt.nz/>

If you haven't done so already, you will need to register to the portal ahead of time and be approved by the team before applying.

Criteria Check List

Set out in this document is a list of pre-application criteria you must meet before making an enquiry about *New Music Project Kids* funding.

These include:

1. Artist Track Record
2. Audience Engagement
3. Qualify as New Zealand Music
4. NZ On Air Funding History
5. E-mailing an Expression of Interest (EOI)
6. Proof of Third Party Involvement or Self-Management

Guidelines for Applying

Do any of these guidelines apply to you and your funding application? Have a read through to check, as they may affect your funding application.

If there you need clarity on your application and any of these guidelines, please contact the NZ On Air Music team at musicteam@nzonair.govt.nz

- Artist applicants must be New Zealand Citizens or Permanent Residents.**
[Click here](#) for more information on whether your music qualifies as New Zealand music.
- Artist applicants can receive up to three grants and a maximum of \$55,000 in funding within any 12-month period,** including Focus Rounds such as *New Music Pasifika*, *New Music Pan-Asian*, *New Music Kids*, and *Waiata Takitahi*. Albums or EPs funded through *New Music Project* cannot receive any extra *New Music Single* or Focus Round funding, and funding cannot exceed the \$55,000 cap (excluding *New Music Project Touring*).
- Artist applicants may only receive a maximum of three New Music Single or Focus round grants** for their album or EP campaign.
- Artist applicants may have one New Music Single (or Focus Round) grant open** at any time, and **no open New Music Project** applications.
- If you have an **outstanding NZ On Air grant older than 12 months**, you must close it before applying for further funding.
- Artist applicants who have previously received New Music Single funding will not need to complete the criteria questions.** This exemption applies only to the current artist entity and does not include any other NZ On Air Music funding (such as *New Music Pan-Asian*, *New Music Pasifika*, or *Waiata Takitahi*), funding programmes from before 2016 (including *Making Tracks* and *Radio Hits*), or funding received under a different band or artist name.
- A song can only be submitted to a **maximum of two funding rounds**.
- We will only accept **one song per artist each round**, including featured artists or collaborators.
- You confirm that you own the rights to the song and have permission** from any featured artists or collaborators. If your song uses samples, you must have approval from the rights owners to use them. **Covers, edits, remakes, and remixes are not eligible for funding.**
- Songs submitted for funding must not be released on any DSPs until funding results are announced.** You may apply for funding for video content and promotion only, but the song must not be released or publicly available*, and recording costs cannot be reimbursed.
**'Publicly available' means any release via a DSP (Digital Service Provider) or platform.*
- For songs with multiple artists, collaborations or featured artist releases, **the main artist listed in the release credits must meet the eligibility criteria.**

In funding applications, please **nominate a main artist and enter all artist(s) names exactly as it will appear on the release on DSPs.**

Criteria Guidelines

Artist Track Record - Online & Broadcast

Applicants for *New Music Project Kids* funding must have had at least one single (preferably more than one) achieve significant online traction. Generally, we would expect one or more songs to have achieved well over 100,000 streams or views online.

Audience Engagement

It is expected that *New Music Project Kids* applicants demonstrate significant audience engagement across broadcast and music streaming platforms, social media, and live performance (where applicable).

Audience engagement indicates that there is interest and market demand for the applicant's music. On any site, 2,000 followers/fans would be considered the minimum threshold for eligibility.

Qualify as New Zealand Music

Your music must first qualify as New Zealand music. This means that it was created by, or the predominant creatives involved are, Citizens or Permanent Residents of New Zealand.

If you are unsure if your music qualifies as New Zealand music, please [click here](#) to read the 'NZ Music Definition Checklist'.

NZ On Air Funding History

It is expected that the applicant has a funding history with NZ On Air i.e. the applicant has received *New Music Kids* funding before.

Expressions of Interest

If you or the artist you are working with can satisfy the outlined minimum criteria stated in the 'Criteria Guidelines' to the left of this page, and have a multi-single project in the planning, you may email an Expression of Interest (EOI) to project@nzonair.govt.nz to find out more about the *New Music Project Kids* application process. Your email must include the artist's name and a very brief overview of the proposed project.

Please note, this is an essential step before applying for *New Music Project Kids* funding. If you do not send an EOI or if it has not been approved by the NZ On Air Music team, your application may be declined.

The EOI must include:

- The artist's name
- Details of the supporting third-party Aotearoa based music company, OR topline details of your proven track record to successfully release an EP or album as a self-managed artist
- A brief overview of the proposed project you are seeking funding for

Proof of Third Party Involvement or Self-Management

When you apply for a *New Music Project Kids* funding, you must have either option A or B as proof to go alongside your application, and alongside the Expression of Interest e-mail.

Option A

Third-party Aotearoa based music company involvement

You must have the confirmed commitment of a third-party Aotearoa based music company. That company must be prepared to be involved with the project from the beginning and share responsibility for delivery of the final project.

Examples of this kind of company include – an Aotearoa based record company (independent or major label); an Aotearoa based distribution company, an Aotearoa based music management company, or an experienced Aotearoa based professional music publicity and/or music label services company.

The company must be a third-party separate entity from the artist and not connected via a related party (e.g. family member).

All project applications will require a letter of support from the third-party music company confirming their involvement and outlining the level of assistance they will provide to the artist and the overall project.

Option B

Self-managed artist proven track record for releasing, marketing, and promoting a project

If you are a self-managed artist who has previously successfully released an EP or album of children's music, please provide a detailed history of the releases, along with the marketing, promotion and broadcast outcomes (i.e. streaming and viewing numbers) and any notable achievements of each release.