

NEW MUSIC KIDS FUNDING

Application Guidelines

Updated July 2025



This document sets out detailed requirements for artists intending to make an application to the NZ On Air New Music Kids funding round.

All New Music Kids information and resources can also be found on our website [here](#).

Introduction

New Music Kids funding provides up to \$10,000 towards the costs of: recording a song, creating applicable video content; and other marketing and promotional activity to amplify the public release of the song.

As of January 2024, a 10% Artist Creation Fee (ACF) of up to \$1,000 will be incorporated in addition to your \$10,000 grant **making the total grant up to \$11,000**.

Purpose

NZ On Air's primary job is to reflect and develop New Zealand identity and culture. We support different types of audio/visual New Zealand media content for a variety of both mainstream and targeted New Zealand audiences to enjoy via broadcast and online platforms.

The New Music Kids funding stream is intended for **one song preferably**, with a maximum of two songs, supporting visual content aimed at children (generally under 12), marketing and promotion.

It is expected that demand for funds will outstrip our funding budgets, so not all applications will be successful in receiving funding.

[Here](#) is an outline of eligible costs and budget expectations for the New Music Kids stream that NZ On Air will be able to contribute towards.

Please note your music must qualify as New Zealand Music to be eligible. Please see the NZ Music Definition checklist [here](#).

Target platforms for successful New Music Kids applicants

Funded Kids music may find a home on a variety of on-air and online platforms. Other platform targets can include the various children's radio shows on-air around the country, Kids music playlists on Spotify, Spotify Kids, Apple Music, and various channels on YouTube including YouTube Kids etc.

NZ On Air Tamariki will support the release of music videos through the NZ On Air Tamariki social media channels, and newsletter, and list the music video on its website. Successful applicants will be encouraged to talk to the NZ On Air Communications team about the assets required for inclusion in these promotions.

Applying

New Music Kids funding applications will only be accepted online via our applications website. You will need to register and login ahead of the deadline, so please do this in advance of applying. Go to www.newmusicsingles.nzonair.govt.nz to get this process started.

Application Requirements

Below is a guide to the kind of information we'll be asking for in your application.

Please note - the application will be in an online form format only so you are **not** required to supply a separate

written application document.

1. **Song Criteria** – we will ask you to select which type of funding you are applying for (funding for Recording, video content and promotion or Video content and promotion only) and confirmation that your music will count as New Zealand music.
2. **Online and live audience following** – we will ask you to supply evidence of your audience following including your best online streaming figures, social media following, and any significant live performances or tours of note.
3. **Broadcast and awards track record** – we will ask you about any broadcast achievements to date as well as whether you've been nominated for any music awards and/or have received public funding from any other funding agency for your children's music work.
4. **Business criteria** – we will ask you to supply details of the personnel involved in delivering and the roll out your release campaign.
5. **Strategic plans and personnel** – we will ask you to explain how you will reach your target audiences via online and radio broadcast platform, how you will use the funding to improve the quality of your content, and what personnel will be involved in the recording process and or video content creation. We also have a field here for you to provide an overview of the release.
6. **Application details** – this will be where all your application and contact details can be filled in, along with sections on gender and ethnicity, an option to link to an artist biography and where you can upload one song (demo or final recording, maximum of 1 x mp3 song files).
7. **Budget** – you will be required to submit a budget with your application to outline where you will be allocating costs to if successful for *New Music Kids* funding.

Guidelines for Applying

- New Music Kids has no entry threshold criteria for applying and is open to all New Zealand Children's Music Artists.
- Funding is for [eligible expenses](#) relating to the project. Internal or Related Party costs must be approved by NZ On Air.
- Please note that the NZ On Air funding can only be used for any activity *after* the application deadline. Therefore, any costs incurred *before* this date (i.e pre-production, recording costs, mixing, mastering etc.) are not eligible for funding. If the activity has happened before the application deadline but not invoiced until after the deadline, this cost is still not eligible.
- The maximum funding an artist can receive in 12 months is *three singles* grants (ie *New Music Kids*, *New Music Single*, *New Music Pasifika*, *New Music Pan-Asian*, *Waiata Takitahi*) or one *New Music Project Kids* or *New Music Project* grant.
- The applicant can only have *one singles* grant open at the time of applying and zero *New Music Project Kids* or *New Music Project* funding open.
- Individual, partnership or group entities that have received a *New Music Project Kids* grant are not eligible to apply for another grant under a different entity within the same 12-month period.
- An artist can only apply twice for funding with the same song.
- The song **cannot already be released on any DSPs** (Digital Service Provider) if you are applying for *New Music Kids* 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 for any of the recording costs associated with that song. *e.g., 'Publicly available' meaning if you have released a song through a DSP or platform.
- Cover versions, acoustic versions, remakes or remixes of older released songs are not eligible under the *New Music Kids* scheme. NZ On Air can only support the production of new original music under any of our

New Music funding schemes.

- 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.
- An artist can only apply with one song per round. However, the artist is allowed to be a 'featured' artist on another applicant's song. E.g. "Artist A feat. Artist B".

Assessment Criteria

Applications will be assessed internally by NZ On Air based on the following criteria:

- Potential to connect with target audiences with significant streams/plays/views/shares/likes etc.
- Track record and experience of the artist with children's music.
- Cultural value for New Zealand audiences.
- Strength of the release plan.
- Good range of KPIs/targets for audience connection.
- Performance of previous NZ On Air-funded music work by the artist (where applicable).
- Strength of the overall plan and application.

The fine print

If your application is successful, among a number /of other requirements we will stipulate that:

- Applicants must 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 content 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-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.

Contact details

Further questions regarding New Music Kids funding may be emailed to NZ On Air's Music Funding Advisor Sylvia Letoa –

