

NEW MUSIC KIDS FUNDING

Application Guidelines

Updated March 2026



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.

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.

[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.

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

- **Artist applicants must be New Zealand Citizens or Permanent Residents.** Click [here](#) for more information on whether your music qualifies as New Zealand music.
- **You must submit an initial budget** using the provided Application Budget Template.
- **A song can only be submitted to a maximum of two funding rounds.**
- **We will only accept one song 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 NZ On Air Music 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.
- **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.
- **Artist applicants with an outstanding NZ On Air grant older than 12 months must close it** before applying for further funding.
- **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.

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, alongside a number of other requirements we will stipulate that:

- All collaborators (e.g. producers, videographers, photographers) are required to sign the *NZ On Air Safe Spaces Agreement* and adhere to the NZ On Air [Code of Conduct](#).
- 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).
- Ensure 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 application, you are deemed to have read, understood and agree to be bound by these terms and conditions:

- you must bear all your own costs in preparing and submitting your application
- you represent and warrant that all information provided to us is complete and accurate
- we may rely upon all statements made in your application
- 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 applications or meet with all applicants
- we are not bound to accept any application
- 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.