NEW MUSIC PROJECT FUNDING
Budget Expectations

Updated November 2026

Purpose

This document provides detailed requirements for applying to the *New Music Project* funding scheme with NZ On Air. To facilitate budgeting, all costs should be entered into the *New Music Project* Budget Template. Below, we have outlined the eligible costs to help you through the budgeting process.

NZ On Air's primary role is to connect New Zealand music with audiences through various broadcast media channels, encompassing both on-air and online platforms.

Our main audience consideration is New Zealanders within Aotearoa New Zealand, but we acknowledge that most projects will also have international aspirations. If you are successful in receiving New Music Project funding and have an opportunity to grow your audience internationally, you may also be able to apply for our new Global Promotion fund. Find out more here.

Within the New Music Project budget marketing and promotional expenditure in Australia may be considered. These are subject to prior approval from NZ On Air. Such requests must be submitted in advance through the Initial Budget submission process.

Costs

New Music Project covers 100% of eligible costs, with a maximum limit of $50,000 plus GST, with an additional mandatory 10% Artist Creation Fee (ACF). The total available funding for each project is $55,000 including the ACF.

Funding is usually distributed in four drawdowns, three of which are advances. Each drawdown is initiated once you have provided evidence of reaching a project milestone or deliverable. You will also need to provide related invoices/receipts, and any other requirements listed in your drawdown schedule. The final drawdown will be the payment of the Artist Creation Fee.

All costs are claimable from the opening date of the funding round. Expenses or activity incurred prior to this date will not be eligible for claims.

NZ On Air will consider the following costs as Eligible Costs for funding projects. NZ On Air reserves the right to make the final judgement on whether to accept budgeted costs from suppliers* as eligible for NZ On Air funding.

**All suppliers included in the budget are expected to have a proven track record in their respective fields. This record should demonstrate that the supplier has previously provided this service for an external artist. We may request an invoice as proof of their rates.*

Eligible Costs

Recording Process

- Preproduction; Studio Hire; Producer; Engineer; Mixing; Mastering; Session Musicians; Guest Artists; Hard Drives; Equipment Hire; International Recording Costs.

Visual Representation (Artwork)

- Design; Photography; Images.

Visual Representation (Music Videos or Visual Content)

- Producer; Director; Director of Photography; Camera Assistant; Grip; Gaffer; Art Department; First Assistant Director (AD); Runner; Casting; Talent/Extras; Stylist; Make-Up/Hair; Camera hire; Lighting; Props; Permits; Insurance; Travel (domestic only); Wardrobe; Catering/Unit; Animation/VFX; Stock Footage; Editor; Grade; Hard drive.

Promotional Content Creation

- Creation of visual and/or audio content to support the artist's brand, identity, and online presence
- Producer, Director, Director of Photography, Stylist, Makeup/Hair, Camera hire, Lighting, Props, Editor
- The artist can claim a reasonable fee for their time spent creating content, capped at $1,000.

Promotion and Marketing

- Digital marketing – please specify; Social Media ads; Google ads, Spotify etc. Note that these costs no longer have to be geo targeted to NZ only.
- Radio Campaign – on commercial or Student Radio Network
- New Zealand publicity.
- Artist managers may receive compensation for the creation and implementation of a media and promotion plan for the funded artist, contingent upon their ability to provide evidence they currently offer such services.
- Capped marketing and promotional expenditures in Australia may be considered, subject to prior approval by NZ On Air. Such requests must be submitted in advance through the initial Project budget submission process.
- Other – Posters

Manufacturing

- Hard costs associated with the manufacturing of vinyl or CD's or similar formats. Eg vinyl or CD mastering, vinyl or CD pressing, bar codes, artwork etc.

Project Management

- Artist managers may receive compensation for project management services, provided evidence of current service provision for the funded artist is provided.

Legal costs

- Reasonable legal costs that are directly related to the delivery of the project and incurred by the artist.

Internal and Related Party costs

NZ On Air requires an applicant's or related company's Internal and Related Party costs to be identified in a budget before contracting.

The purpose of NZ On Air funding is to assist artists to engage with professional external suppliers to elevate their project. While we recognise there are artists that are accomplished in the various areas of the project (i.e. producing, mixing etc.), and are contracted to perform these services for other artists, there may be a cap on internal costs.

Approving Internal and Related Party costs is at the sole discretion of NZ On Air and these will need to be approved by NZ On Air before commencing your Project. Any Internal or Related Party costs not pre-approved by NZ On Air will not be eligible to claim.

By Related Party Costs, we mean any payment to:

- The applicant, record label or distributor.
- Any shareholder, director, or employee of the artist, applicant, record label or distributor.
- Any near relative of a shareholder or director of the artist or applicant, and any entity in which any director, shareholder or near relative has a financial interest.

Internal costs are defined as:

- Professional services performed by the artist/s or other integral members of the project, or same owners of the company such as recording studio, producer and engineer, as well as mixing fees, video content creation fees, artwork fees etc.

If your Project contains any Internal or Related Party costs, you will need to provide evidence demonstrating the following:

- Previous experience of the company and personnel in providing the same professional services to external parties.
- That the value of these services does not exceed market value for the same service.

Ineligible Costs

- Any cost associated with the project incurred prior to the New Music Project application round opening date.
- Any cost associated with the production of audio or video content that is incurred after it has been publicly released.

- International travel and international accommodation.
- International marketing, promotion and publicity excluding Australia. You can apply for international marketing and publicity via the Global Marketing funding stream.
- Koha – as this is not considered a viable expense. (If you do not have an invoice, you cannot claim a cost).
- Gifts including gift cards NB. If you make any purchases using a gift card, you will need to keep your receipts that detail the items purchased.
- Per diems.
- Catering, except during music video shoots.
- Live performance production expenses, unless directly related to content creation for this Project, not as part of a ticketed gig or tour, and pre-approved by NZ On Air.
- Internal social media marketing costs, unless you can provide receipts from the social media platform.
- Recipient artist music video appearance fees.
- Record Company or distributor internal promotional and staff fees. Promotion of a music project is considered the record label or distributor's responsibility outside of the project budget. If the record label or distributor has contracted an external music publicity company, then this fee can be included in the application budget.
- Record Company or distributor internal project management and staff fees. Project management of a music project is considered the record label or distributor's responsibility outside of the project budget. If the record label or distributor has contracted an external project manager, then this fee can be included in the application budget.
- Subscriptions and ongoing software costs

Company or platform assets

NZ On Air does not allow artists or applicants to make capital purchases (i.e. assets such as cameras, laptops, items for music videos, studio equipment etc.) from project budgets.

GST

If you are GST registered, you must:

- Complete your budget and drawdown columns with the net dollar figures (excluding GST)
- Pay any of your GST registered suppliers GST
- Add GST to your invoice to NZ On Air

If you are not GST registered, you must:

- Complete your budget and drawdown columns with the gross dollar figures (including GST)
- Do not include GST in your invoice to NZ On Air

Foreign Currency

For expenses incurred in a foreign currency please enter the amount in NZD$ in the Drawdown column of your Claim form and enter the amount in foreign currency including the exchange rate of

the day in the Notes column. This value should match the amount of the corresponding foreign currency invoice for that service and the corresponding NZD as shown on a bank statement or credit card statement.

GST is not claimable on foreign expenses.

NB.

- For NMP funding decisions from January 2024, a mandatory 10% Artist Creation Fee (ACF) is added to the project amount. This fee covers creative services provided by the artist for the project. For example, if the New Music Project receives $50,000 in funding, an extra payment of $5,000 maximum will be added to the funding amount, bringing the total funding to $55,000. This ACF is payable at the completion of the project deliverables.
- For NMP funding decisions from July 2024, financial co-investment is no longer required for NZ On Air funding. However, applicants must show the elements of the project release not covered by New Music Project funding. This could include domestic or international touring, international release and related activities, internal work by record labels or distributors, creative direction and branding, media training, and other similar activities. These additional release details are to be included in the application proposal