NEW MUSIC PAN-ASIAN FUNDING
Budget Expectations

Updated November 2026

Purpose

This document provides detailed requirements for applying to the New Music Pan-Asian funding scheme with NZ On Air. To facilitate budgeting, all costs should be entered into the New Music Pan-Asian 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 singles will also have international aspirations. Promotional expenditure in Australia may be considered, subject to prior approval from NZ On Air. Such requests must be submitted in advance through the **Initial Budget** submission process.

Costs

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 New Music Pan-Asian. 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.

The funding for *New Music Pan-Asian* covers 100% of eligible costs, with a maximum of $10,000 plus GST, with an additional mandatory 10% Artist Creation Fee. The total available funding per single grant is $11,000.

**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; 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 $200

Promotion and Marketing

- Digital marketing – please specify; Radio ads; Social Media ads; Digital Content Creation; Spotify. These costs no longer have to be geo-targeted to New Zealand 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 Budget submission process.
- Other – Posters.

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 single 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 single. While we recognise there are artists that are accomplished in the various areas of the single (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 single. 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 single, 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 single 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 single incurred prior to the New Music Pan-Asian application round opening date.
- Any cost associated with the production of audio or video content that is incurred after it has been publicly released.
- Any cost associated with the manufacturing of physical product, e.g. vinyl mastering, vinyl pressing, barcoding, sheet music or lyrics etc.
- International travel and international accommodation.
- International marketing, promotion and publicity.
- 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 Single, 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 single is considered the record label or distributor's responsibility outside of the single 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 or staff fees. Project management of a music single is considered the record label or distributor's responsibility outside of the single 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 single budgets.

GST

If you are GST registered, you must:

- Complete your budget and drawdown columns with the net dollar figures (excluding 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.