NEW MUSIC PAN-ASIAN
Application Guidelines

Updated November 2026

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

To read a brief overview on *New Music Pan-Asian* funding, click here.

If you require any language translations of our funding documents and guidelines, please contact us at **musicteam@nzonair.govt.nz**

Introduction

New Music Pan-Asian funding provides **up to $10,000** for **developing Pan-Asian artists, plus a mandatory 10% Artist Creation Fee (ACF) of up to $1,000**, bringing the total grant to a maximum of **$11,000.** The ACF specifically covers the artist's creative work on the project.

Additionally, the recipients will receive dedicated wrap-around support:

- Two compulsory Music Manager Forum Aotearoa (MMF) mentoring sessions.
- Compulsory webinars with the NZ On Air Music team and accountants around contracting and budgeting.
- Upskilling webinars with industry partners.

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. This music funding is part of NZ On Air's strategy to reach to under-served audiences and to help support developing music artists.

Purpose

To identify and support developing Pan-Asian artists to enhance the production quality and visual and promotional elements for singles that have great potential to engage with Pan-Asian audiences and connect with mainstream audiences in Aotearoa.

To increase the amount of quality Pan-Asian music content available for Pan Asian and wider mainstream audiences in Aotearoa via radio and online music services.

Eligibility Criteria – Pan-Asian Countries & Regions Definition

New Music Pan-Asian has **no entry criteria** threshold for applying, however it is expected the artist has already released at least **two songs and has a social media profile.**

The fund is open to all Pan-Asian identifying artists who have **not** received New Music Single or New Music Project funding.

Applicants can only receive a maximum of **two** Development grants (New Music Pan-Asian, New Music Pasifika, New Music Māori, New Music Development) grants in total. The aim is to support the artist in building their audience to a stage where they will then be able to tick at least 10 of the 30 criteria to apply for New Music Single.

This list outlines and defines the countries and regions included under the Pan-Asian classification for this funding stream, with the definition informed by the United Nations M49 Standard.

For NZ On Air *New Music Pan-Asian* funding, applicants are eligible if they self-identify with a Pan-Asian country from the list below:

- Armenia
- Azerbaijan
- Bahrain
- Bangladesh
- Bhutan
- Brunei Darussalam
- Cambodia
- China
- China, Hong Kong Special Administrative Region
- China, Macao Special Administrative Region
- Cyprus
- Democratic People's Republic of Korea (North Korea)
- Georgia
- India
- Indonesia
- Iran
- Iraq
- Islamic Republic of Afghanistan
- Israel
- Japan
- Jordan
- Kazakhstan
- Kuwait
- Kyrgyzstan
- Lao People's Democratic Republic
- Lebanon
- Malaysia
- Maldives
- Mongolia
- Myanmar
- Nepal
- Oman
- Pakistan
- Philippines
- Qatar
- Republic of Korea (South Korea)
- Saudi Arabia
- Singapore
- Sri Lanka
- State of Palestine
- Syrian Arab Republic
- Tajikistan
- Thailand
- Timor-Leste (East Timor)
- Türkiye
- Turkmenistan
- United Arab Emirates
- Uzbekistan
- Viet Nam
- Yemen

Guidelines for Applying

Before applying, artist applicants should review this document to determine whether any of the below guidelines apply to you or your song. These factors may influence the decision of your application and could result in a declined application. If you need clarity on any of the guidelines below, please contact musicteam@nzonair.govt.nz

- *New Music Pan-Asian* Applicants must be of Asian descent who are also **New Zealand Citizens or Permanent Residents**. Click here for more information on whether your music qualifies as New Zealand music.

- **Pan-Asian definition** – We have a list of 50 countries (above) that you must self-identify with to be eligible for *New Music Pan-Asian* funding.
- Applicants must **not** have previously received New Music Single or New Music Project funding.
- All music genres, Pan-Asian and English languages will be considered.
- **For duos, groups or bands, at least 50%** of the members must be of Pan-Asian descent.
- **You must submit an initial budget** using the provided Application Budget Template.
- The same song can only be submitted to a maximum of two funding rounds.
- An applicant can only receive a maximum of two Development grants which includes New Music Pasifika, New Music Pan-Asian, New Music Māori and New Music Development.
- 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 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 two single grants or a maximum of $55,000 in funding within any 12 month period**, including funding rounds such as *New Music Pasifika, New Music Pan Asian, New Music Kids*, *New Music Māori, Waiata Takitahi and New Music Development*.
- Albums or EPs funded through *New Music Project* cannot receive any extra New Music Single or Focus or Development Round funding,
- Artist applicants may only receive a maximum of two New Music Single or Focus or Development round grants for their album or EP campaign.
- **Artist applicants may have one New Music Single or Focus or Development Round grant open** at any time, and no open *New Music Project*, *New Music Project Touring or Global Promotion* 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.
- There is no co-investment required by the artist/rights holder, however if additional investment is required to complete the project this will be the responsibility of the rights holder.

Submitting an Application

New Music Pan-Asian funding applications will only be accepted online via our application website.

You will need to register and login **ahead** of the deadline, so please do this in advance of applying.

Go to https://newmusicsingles.nzonair.govt.nz/ to begin this process.

Select the *New Music Pan Asian* round option.

You will need to supply details of the song and type of funding required (recording, video content and promotion; or video content and promotion only). You must have an mp3 version of the song (demo or complete song) ready to upload as part of the application process.

Initial Budget for Application

New Music Pan-Asian funding applications must include an initial budget outlining your expected costs. This is to help assessors understand what you will be using the funding for and allows applicants to accurately budget the project prior to receiving funding.

The Application Budget Template can be found as an Excel spreadsheet or Google Sheets, which you can upload or link to in the *New Music Pan-Asian* funding application.

You can find the downloadable Excel budget template here.

You can find the online Google Sheets budget template here

You can find the Budget Expectations for *New Music Pan-Asian* funding here.

Assessment Criteria

Applications and the songs will be assessed by NZ On Air and an external panel of Pan-Asian music professionals.

Key factors in the assessment process will be:

- Potential for the song to achieve broadcast on New Zealand radio platforms, helping to increase levels of Aotearoa music on radio.
- Potential for the song to impact online audiences in New Zealand with significant streams/views/shares/likes/other engagement for the funded song
- Track record of the artist
- Growth of audience and engagement over previous releases (including non-funded releases).
- Cultural value of the project for New Zealand and Pan Asian audiences.
- Strength of the song, and overall application including the recording and release plan, marketing and promotion plan. Strength of the team the artist is working with.

Assessment Process

1. Once the round closes, all applications are checked by our Music Team to ensure the application are eligible (based on the Guidelines for Applying as above).
- After all applications have been confirmed, the applications are sent to the assessment panel.

2. The assessment panel is made up of five assessors – a representative from NZ On Air and the remainder from the Pan-Asian Music Industry (music media, music managers, music producers, music industry organisations etc).
3. Prior to the Assessment Hui, the assessors listen to and read all the applications and submit a list of Top 10 based on the Assessment Criteria.
4. At the Assessment Hui, all the songs are played and discussed, beginning with the applications with the most votes, until 10 singles are funded.
5. Artists will be informed whether they have been successful after the Assessment Hui.
6. If an application is not successful, the applicant is welcome to contact the NZ On Air Music Team for feedback via musicteam@nzonair.govt.nz

What you can expect

- As is our experience, it is inevitable that demand for funds will outstrip our funding budgets, so not all applications will be successful in receiving funding.
- Please note our maximum contribution is $11,000 including the 10% Artist Creation Fee for a single release.
- NZ On Air reserves the right, as custodians of public funding, to assess any risks associated with an application.
- It is within NZ On Air's discretion to approve or decline any application.

If your application is successful, among a few other requirements we will require that:

- All promotion and marketing materials for the single must clearly acknowledge support from both NZ On Air.
- NZ On Air reserves the right to withhold payment or reduce any amount of our New Music Project funding if NZ On Air is not acknowledged in any content of your project (including content that has been publicly released) in accordance with our Accreditation Guidelines or in an alternative manner approved by us in writing.
- A safe working environment is maintained for all involved in all associated funded content. To that end, those who are funded and collaborators on the single will be required to agree to abide by our Code of Conduct and any relevant legislation in signing our funding agreement. For music funding recipients, this includes the Safe Spaces Agreement.

The Fine Print

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.