NEW MUSIC PASIFIKA
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 Pasifika*** round.

To read a brief overview on *New Music Pasifika* funding, click here.

Introduction

New Music Pasifika funding provides **up to $10,000** for **developing Pasifika 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 Pasifika artists to enhance the production quality and visual and promotional elements for singles that have great potential to connect with those audiences and to engage wider mainstream audiences.

To increase the amount of quality Pasifika music content available for Pacific audiences (and potentially wider audiences) via radio and online music services.

Eligibility Criteria

New Music Pasifika 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 Pasifika-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 Pasifika, New Music Pan-Asian, New Music Māori, New Music Development) 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.

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 Pasifika* Applicants must be of Pasifika descent who are also **New Zealand Citizens or Permanent Residents**. Click here for more information on whether your music qualifies as New Zealand music.
- Applicants must not have previously received New Music Single or New Music Project funding.
- **For duos, groups or bands, at least 50%** of the members must be of Pasifika descent.
- All music genres, Pasifika and English languages will be considered.
- **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 singles 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*, and *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 the rights holder will be responsible for that part of the investment.

Submitting an application

New Music Pasifika 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 get this process started.

Select the *New Music Pasifika* 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 Pasifika 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 Pasifika* 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 Pasifika* funding here.

Assessment criteria

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

Key factors in the assessment process will be:

- Potential for the song to achieve broadcast on Pacific-audience targeting and/or other significant New Zealand radio platforms, helping to increase levels of New Zealand 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 Pasifika audiences.
- Strength of the song, and overall application including the recording and release plan, marketing and promo 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 and the applications are sent to the assessment panel.
2. The assessment panel is made up of five Pasifika assessors – a representative from NZ On Air and the remainder from the Music Industry (radio, 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, each of 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.

- 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 all 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.