



Frequently Asked Questions

What is the New Music Development scheme?

New Music Development is a new funding initiative designed to support the development of new songs from emerging artists working with established music producers within New Zealand.

Grants of up to \$6000 + GST are available to producers for development of a body of work with one artist, with a minimum of three professional demo recordings to be delivered at the end of the development period.

How much are the New Music Development grants?

Development grants are available of up to \$6000 (plus GST) per project but applications will be accepted for less than this depending on the scope of the application. Producers should only apply for funds needed for the specified development project.

How many songs need to be delivered?

The grants require the development of a body of work of around five songs for each artist. A minimum of three high quality demo recordings is required for final delivery, but finished recordings are also welcomed. Our desire is to see some of these songs go on to be released, however that is not a requirement for the development grant.

How can the grants be used?

Development grants can cover aspects of the artists musical development, including; producers time, studio time, additional/session musicians, technical support and session specific equipment hire. All costs should be budgeted in detail and submitted as part of the application.

What genres of music can apply?

All genres of contemporary popular music are eligible. Applications will be accepted from producers working with solo artists, bands, duos or music groups.

What information will producers need to provide for the application?

The application process will require producers to supply information about their history, track record of releases, and production credits. They will also be asked for supplementary information regarding access to studios, and previous experience with developing emerging artists.

This will include but is not limited to:

- Proof of a track record in the artist's genre
- A list of previously produced artists
- Links to 3 previously produced songs
- Information on previous artist development
- Details on collaborations with other artists and producers
- Information on releases; physical, downloads, streaming audio and video
- Details of their own or regularly used studio facilities
- Details on music awards and/or industry recognition
- Information on international collaborations and credits

What are the criteria for the artists in development?

The New Music Development grants have no specific eligibility criteria for artists. The artist will not apply themselves, the producer will be responsible for the development and completion of the project so will apply for and receive the grant. We expect that artists involved in the Development scheme will be early in their career, and may or may not yet be eligible to apply for New Music Single funding.

What costs are ineligible?

The grants do not cover non-music content creation costs such as videos, photography, promotion or publicity. Capital purchases are not eligible. If producers are unsure at any stage of the eligible costs, NZ On Air staff will be available to provide clarification.

What is the definition of a “Music Producer”?

A music producer oversees and manages the recording and creation of an artist’s music. They collaborate on musical ideas, often co-writing the songs and providing input on all areas of the material, including lyrics and arrangements. The producer typically supervises the entire process from rehearsals and pre-production through to the recording, mixing and mastering stages, they also administer the budgets and planning of recording sessions, including employing musicians and technical staff.

Can production teams apply?

Yes, all forms of collaboration are encouraged.

Can self-produced artists apply?

Yes, self-produced artists can apply but only if acting as a producer for another artist.

How long do producers have for each artist’s development?

Development grant schedules can last up to six months. NZ On Air will maintain communication and flexibility throughout the process.

Can the artists in development access other NZ On Air funding?

The artists supported by producers through the New Music Development process will be able to apply for New Music Single funding and New Music Project funding once they meet the necessary criteria for each scheme.

Can producers still be involved in other NZ On Air grants?

Yes, producers can still be involved with other NZ On Air grants, and access New Music Development funding. The New Music Single funding goes to the artist applicant, while New Music Development goes to the producer.

Does the producer have to co-write the songs?

No, any production, engineering, musical arranging and musical input into the recordings qualifies. The focus is on the artists songwriting and musical development so each project will have differing requirements.

Who owns the rights to the songs?

The artists, writers and producers own the intellectual property, but any third party deals with management, labels etc. are solely the responsibility of the participants. NZ On Air is not be responsible for current or future negotiations of this type.

Do I need to co-invest in my Development grant?

Co-investment is not required for the New Music Development scheme, however the eligible costs that can be subsidised are limited to the writing and producing of music content.

Still have questions?

You can get in touch with **David Ridler** at NZ On Air via email: david@nzonair.govt.nz