

Pre-application Criteria Guidelines

Introduction

NZ On Air's *New Music Project Kids* funding scheme supports the production and promotion of new children's music, associated visual content, and marketing and promotion. It is designed for New Zealand children's music artists who have an established track record of audience, broadcast and online outcomes in Aotearoa. This is a key part of the criteria for project applications.

It is not designed for new and emerging children's music artists who do not yet have a significant pre-existing tamariki audience. If you are a less experienced children's music artist, we have the *New Music Kids* scheme for artists, [click here](#) for more information on *New Music Kids*.

For *New Music Project Kids* applications, you must have a demonstrable track record with audiences on broadcast or online media in New Zealand. This is a key criteria for project applications.

Where to apply

All applications for *New Music Project Kids* funding are to be made at <https://portal.nzonair.govt.nz/>

Criteria Check List

Set out in this document is a list of pre-application criteria you must meet before making an enquiry about *New Music Project Kids* funding.

These include:

1. Artist Track Record
2. Audience Engagement
3. Qualify as New Zealand Music
4. E-mailing an Expression of Interest (EOI)
5. Proof of Third Party Involvement or Self-Management

Criteria Guidelines

Artist Track Record - Online & Broadcast

Applicants for *New Music Project Kids* funding must have had at least one single (preferably more than one) achieve significant online traction. Generally, we would expect one or more songs to have achieved well over 100,000 streams or views online.

Audience Engagement

It is expected that *New Music Project Kids* applicants demonstrate significant audience engagement across broadcast and music streaming platforms, social media, and live performance (where applicable).

Audience engagement indicates that there is interest and market demand for the applicant's music. On any site, 2,000 followers/fans would be considered the minimum threshold for eligibility.

Qualify as New Zealand Music

Your music must first qualify as New Zealand music. This means that it was created by, or the predominant creatives involved are, Citizens or Permanent Residents of New Zealand.

If you are unsure if your music qualifies as New Zealand music, please [click here](#) to read the 'NZ Music Definition Checklist'.

Expressions of Interest (EOI)

If you or the artist you are working with can satisfy the outlined minimum criteria stated in the 'Criteria Guidelines' to the left of this page, and have a multi-single project in the planning, you may email an Expression of Interest (EOI) to project@nzonair.govt.nz to find out more about the *New Music Project Kids* application process. Your email must include the artist's name and a very brief overview of the proposed project.

Your EOI email must include:

- The artist's name
- Details of the supporting third-party Aotearoa based music company, **OR** topline details of your proven track record to successfully release an EP or album as a self-managed artist
- A brief overview of the proposed project you are seeking funding for

Proof of Third Party Involvement or Self-Management

When you apply for a *New Music Project Kids* funding, you **must have either option A or B** as proof to go alongside your application, and alongside the Expression of Interest e-mail too.

Option A - Third-party Aotearoa based music company involvement

You must have the confirmed commitment of a third-party Aotearoa based music company. That company must be prepared to be involved with the project from the beginning and share responsibility for delivery of the final project.

Examples of this kind of company include - an Aotearoa based record company (independent or major label); an Aotearoa based distribution company, an Aotearoa based music management company, or an experienced Aotearoa based professional music publicity and/or music label services company.

The company must be a third-party separate entity from the artist and not connected via a related party (e.g. family member).

All project applications will require a letter of support from the third-party music company confirming their involvement and outlining the level of assistance they will provide to the artist and the overall project.

Option B - Self-managed artist's proven track record for releasing, marketing, and promoting a project

If you are a self-managed artist who has previously successfully released an EP or album of children's music, please provide a detailed history of the releases, along with the marketing, promotion and broadcast outcomes (i.e. streaming and viewing numbers) and any notable achievements of each release.