

NEW MUSIC PROJECT FUNDING

Application Guidelines

Updated June 2024



Make sure to read and understand the whole document before starting your New Music Project application—it contains all the necessary details.

1. Prior to submission (minimum two weeks prior to deadline)

Prior to submitting a *New Music Project* application, you must:

- read and ensure you meet the pre-application criteria [here](#), and;
- get in touch with our team with an Expression of Interest (EOI) to discuss your project at least **two weeks** before the deadline.

If your music qualifies as NZ music and you can demonstrate that you sufficiently meet the other pre-application criteria, you will be authorised to submit a *New Music Project* application.

Important: it is a requirement that you first discuss your project with the Head of Music or Music Funding Advisor prior to application. Unsolicited applications will not be considered for funding.

2. Applying

New Music Project applications will ONLY be accepted online via the NZ On Air applications website through <http://funding.nzonair.govt.nz/>

First, you will need to register. Please do this at least two weeks prior to the application deadline.

This site will then be your default for all information related to the funding round and your progress dashboard for *New Music Project* applications.

Please note - this is a different website and process from New Music Single.

3. Application requirements

A project manager and a third-party Aotearoa-based music company's involvement with your Project is mandatory.

- *New Music Project* applications must have a project manager attached. This person will be responsible for leading the project planning and roll out and will take responsibility for its delivery. The Project Manager must have experience with music releases in New Zealand. Examples of a Project Manager are:
- Artist or band's management

- Artist or band's record label
- Independently contracted and experienced project manager
- Contracted music publicity company with experience in project management
- A member of the band or an artist with experience in project management
NB. NZ On Air will require evidence of project management experience.
- *New Music Project* applications must have a third-party Aotearoa-based professional music company attached. This may be an independent or major record label, music distributor, music management company or specialist experienced music publicity company. This company must be committed to assisting with the project's planning and release roll out. The company must have experience with music releases in Aotearoa New Zealand and must be a genuine third-party (i.e. not the artist themselves or a related party to the artist).
- The project manager and third-party company can be the same company or two different companies. NZ On Air must approve both the project manager and the third-party company before the *New Music Project* application can be submitted.
- A letter of support and confirmation of the level of involvement in the project from the nominated project manager and third-party company or companies, is required with the application. The letter must explicitly state that they are the third-party company or project manager.

Funding Details and Artist Creation Fee

New Music Project funding is available for amounts ranging from \$11,000 to \$55,000 plus GST (including the 10% Artist Creation Fee).

- For *NMP* funding decisions from July 2024, co-investment is no longer required for NZ On Air funding. However, applicants may show co-investment in the aspects of the project release not covered by *New Music Project* funding. This could include costs for domestic or international touring, international release and related costs, record label or distributor's internal costs, creative direction and branding, media training and other similar activities. This co-investment is to be detailed in the application proposal.
- For funding decisions from January 2024, a mandatory 10% Artist Creation Fee (ACF) is now added to the project amount. This fee covers creative services provided by the artist for the project. For example, if the *New Music Project* receives \$50,000 in funding, an extra payment of \$5,000 maximum will be added to the funding amount, bringing the total funding to \$55,000. This ACF is payable at the completion of the project deliverables.
- Funding is usually distributed in four drawdowns, three of which are advances. Each drawdown is initiated once you have provided evidence of reaching a project milestone or deliverable. You will also need to provide related invoices/receipts and any other requirements listed in your drawdown schedule. The final drawdown will include payment for any project management fee and the Artist Creation Fee.
- Funding is for eligible expenses relating to the project. Internal or Party Related costs must be approved by NZ On Air. Record Label and Distributor internal costs are not eligible for re-

imbursement by NZ On Air but can be included as co-investment.

- Please note that the NZ On Air funding can only be used for any activity *after* the application deadline. Therefore, any costs incurred *before* this date (i.e. pre-production, recording costs, mixing, mastering etc.) are not eligible for funding. If the activity has happened before the application deadline but not invoiced until after the deadline, this cost is still not eligible.

Project application

Before submitting your application, please ensure you have included the following items:

- Completed all sections of the *New Music Project* online application form.
- Written proposal (please see below section).
- Completed project budget in the Initial Budget column of our *New Music Project* budget template. Please consider which of your eligible costs should be contributed towards first. Here is a link to a document of the [New Music Project Budget Expectations](#), which outlines the eligible and ineligible costs.
- At least two to three audio demos of your proposed project.
- Letter of commitment from your project manager and third-party New Zealand-based professional music company project partner or partners. **This is a requirement, and your application will not be considered without this document.*
- Additional material, such as additional letters of support, may be included.

Written proposal

This is a step-by-step guide to the information we are looking for in your written proposal. You can add more but you should have, at the minimum, the following sections.

As a general rule - be clear, stick to the point and be specific.

For your *New Music Project* application, you will be required to supply the following (please restrict each section to approximately 1 page max):

1	Project overview	An overview of your project and what you want to do.
2	Bios	Most recent artist biography for the artist applicant (1 page max) and short bios on all key partners involved in the project i.e. project manager, producer, video company, publicist, third party company etc.
3	Creative proposal	Brief details of the creative concept.
4	Production plan	Audio production plan, including timeline, key personnel and studio/s.
5	Release plan	Release plan for the project including a timeline of planned release dates for key singles, project release dates, and marketing and promotional plans, including publicity within the NZ market.
6	Visual content plan	Details of the video content, music videos and other visual representation you plan to produce as part of this project.
7	Details of co-investment	Detail around any other non-NZ On Air funded activity planned for the project release. For example, touring plans, festival bookings, international activity etc.
8	Artist track record	Details that demonstrate there is significant audience engagement and a market for your music in Aotearoa. This must include your best radio and online broadcast results, and social media following/monthly listener data. Please also include any other relevant audience information that will strengthen your application, such as live performance track record, industry awards and key overseas successes to date etc.
9	Target audiences & broadcast KPIs	Information on your target audience/s and the radio and online broadcast platforms you will utilise to reach them. This section should include: specific broadcast KPIs (Key Performance Indicators) i.e. the radio playlist objectives, examples of Digital Service Provider (DSP) playlists you are targeting, examples of other target playlists, the amount of streams/view numbers you are aiming for per focus single and the project overall, plus how you aim to increase followers/monthly listeners as well as online and physical sales etc.

Other instructions

Please save your entire written application into ONE document (preferably .pdf) for upload via the online applications system.

Enclosed in the application, we have provided a [New Music Project Budget Expectations document](#) for you to refer to that lists the eligible and in-eligible costs for a project.

Assessment criteria

Applications will be assessed internally by NZ On Air based on the following criteria:

- Potential to assist with increasing levels of New Zealand music on radio.
- Potential to impact online audiences with significant streams/views/shares/likes/sales.
- Track record of the artist.
- Experience of project manager and third-party company involved.
- Strength of the release plan, including the marketing and promotion campaign.
- Good and achievable range of project KPIs.
- Performance of previous NZ On Air funded music work from both the artist and the third-party company (where applicable).
- Cultural value of the project for New Zealand audiences.
- Strength of the overall plan (including non-funded release plans) and overall application.
- Risk assessment on the project team.
- Budget accuracy and alignment with the proposal.

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 \$50,000 plus the 10% Artist Creation Fee per project. If you have been previously funded through the *New Music Single* scheme for a track on this project or received any other NZ On Air Music Funding within 12 months of the application closing date, then this should be included within the \$50,000.

Applicants cannot have any other NZ On Air Music grants open at the time of applying for a *New Music Project*.

For *NMP*, an artist must only apply under one entity (either as a solo artist or as part of a group/band) within a 12-month period. The maximum funding an artist can receive in 12 months is three *New Music Single* or *Focus* grants or one *New Music Project* grant

An artist can only apply twice for funding with the same song or project.

The Fine Print

If your application is successful, there are also a few other additional requirements:

- Applicants, their project manager and third-party company must sign the NZ On Air Safe Spaces agreement.
- Producers must be aware of their obligations under the Health and Safety at Work Act 2015. Producers of video projects are also required to:
 - follow the *Health and Safety in the New Zealand Screen Sector* guidelines found [here](#).
 - 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).
 - 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 proposal, 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 proposal.
- You represent and warrant that all information provided to us is complete and accurate.
- We may rely upon all statements made in your proposal.
- 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.

The Fine Print (continued)

- We may seek clarification of any proposal and meet with any applicant.
- We will not seek clarification of all proposals or meet with all applicants.
- We are not bound to accept any proposal.
- 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.