

# NEW MUSIC PROJECT KIDS FUNDING Application Guidelines

Updated November 2024



This document sets out the details that should be covered in a *New Music Project Kids* application.

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

## 1. Prior to submission

Please read and ensure you meet the pre-application criteria [here](#) and contact us at [project@nzonair.govt.nz](mailto:project@nzonair.govt.nz) to discuss your project.

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 Kids* application.

**Note: it is a requirement that you first discuss your project with the Head of Music or Music Funding Advisor prior to application and receive approval to apply. Unsolicited or non-approved applications will not be considered for funding.**

## 2. Applying

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

First you will need to register. This site will be your default for all information, funding rounds and your progress dashboard for *New Music Project Kids* applications.

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

## 3. Application Requirements

- Third-party NZ-based professional music company involvement with your Project or self-managed artist's proven track record for releasing, marketing, and promoting a project is mandatory.
- The third-party Aotearoa based music company may be an independent or major record label, distribution company, music management company or specialist experienced music publicity company. This company must be committed to assisting with the project's planning and roll out and must take responsibility for its delivery. The company must have experience with music releases in New Zealand and must be a genuine third-party.
- A letter of support and confirmation of the level of involvement in the project from the nominated third-party company or companies is required with the application.

- Where the self-managed artists/contracting party will be responsible for releasing, marketing and promoting the project, NZ On Air requires you to provide as part of your application a detailed history of relevant releases along with the marketing, promotion and broadcast outcomes (i.e. streaming and viewing numbers) of each release in addition to any notable achievements of such releases.

#### 4. Funding Details and Artist Creation Fee

- *New Music Project Kids* funding is accessible for amounts ranging from \$11,000 to \$55,000 plus GST (including the Artist Creation Fee).
- *New Music Project Kids* funding no longer operates on a reimbursement basis. As of July 2025, there is no co-investment needed towards the NZ On Air total funding budget. However, you must show there is co-investment in other aspects of the project release that are not funded by NZ On Air. This co-investment could include:
  - Domestic or international touring
  - Showcases
  - International release/marketing/promotion costs
  - Record label or distributor internal costs
  - Branding or creative direction
- As part of the funding, there is now a mandatory 10% Artist Creation Fee in addition to the project amount. The fee covers creative services provided by the artist for the project. Consequently, if an applicant for *New Music Project Kids* receives \$50,000 in funding, an extra maximum payment of \$5,000 will be added to the grant, bringing the total funding to \$55,000. This fee is payable at the completion of the project deliverables.

#### 5. Project application

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

- Completed all sections of the *New Music Project Kids* online application form.
- Prepared a written proposal as per below.
- Completed a project budget in the Initial Budget column of our *New Music Project Kids* 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 Kids Budget Expectations](#), which outlines the eligible and ineligible costs.
- Provided a minimum of 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.*

- OR if you are a self-managed artist, a detailed history of relevant releases along with the marketing, promotion and broadcast outcomes (i.e. streaming and viewing numbers) of each release in addition to any notable achievements of such releases
- Additional material, such as additional letters of support, may be included.

## 6. Written proposal

Below 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 least the following sections.

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

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

1	<b>Project overview</b>	An overview of your project and what you want to do.
2	<b>Bio</b>	Most recent artist biography for the artist applicant (1 page max).
3	<b>Creative proposal</b>	Brief details of the creative concept.
4	<b>Production plan</b>	Audio production plan including timeline, key personnel and studio/s.
5	<b>Release plan</b>	Release plan for the project – including timeline of planned release date for key singles, project release date, and marketing and promotional plans including publicity (focus on the NZ market).
6	<b>Visual content plan</b>	Details of the video content, music videos and other visual representation you plan to produce as part of this project.
7	<b>Details of co-investment</b>	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	<b>Artist track record</b>	Details that demonstrate there is significant audience engagement and a market for your music in Aotearoa. This must include your best broadcast results (streaming, viewing, radio). 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	<b>Target audiences &amp; broadcast KPIs</b>	Identify your target audiences and the online and radio broadcast platforms you will utilise to reach them. This section should include specific broadcast Key Performance Indicators (KPIs), i.e. examples of DSP playlists you are targeting, examples of other target playlists, the amount of streams/view numbers you are aiming for per focus single, any radio airplay targets as well as online and physical sales etc.
10	<b>Track record of team</b>	Please detail the experience of the team members you have partnered with to deliver this project in the NZ market (i.e. producer, publicist, video team, digital marketing etc.)

### Other instructions

Please save your entire written application into ONE document (preferably as a PDF) for upload via the [online application system](#).

Enclosed in the application, we have provided a [New Music Project Kids 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 the team involved, including the third-party NZ-based professional music company involvement with your Project or self-managed artist's proven track record
- Strength of the release plan, including the marketing and promotion campaign.
- Good range of project KPIs Performance of previous NZ On Air-funded music work by both the artist and the company (where applicable)
- Cultural value of the project for New Zealand audiences
- Strength of the plan and 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 Kids* 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 Kids*.

For *New Music Project Kids*, 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 Kids* 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.
- 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.