

NEW MUSIC SINGLE

Application Guidelines 2025

Updated December 2024



This document sets out detailed requirements for artists intending to make an application to the NZ On Air *New Music Single* round.

To read a brief overview on *New Music Single* funding and to read about the eligibility criteria, click [here](#).

To read our *New Music Single* Frequently Asked Questions, click [here](#).

Introduction

New Music Single funding is a total of \$11,000 - up to \$10,000 for artists to professionally record a Single, make a visual representation for the song (.eg. Music video or other video content, social media content etc.), and promote and publicise the song, with the aim of achieving broadcast airplay and significant plays on the key streaming services and video platforms.

There is also a mandatory 10% Artist Creation Fee (ACF) of up to \$1,000 that is added to the grant, which makes the funding a maximum of \$11,000. This fee is ringfenced specifically for creative services provided to the project by the artist.

There is no co-investment required by the artist/rights holder, however if additional investment is required to complete the project this will be the responsibility of the rights holder.

Purpose

To increase the amount of quality music content available for the audiences of New Zealand via radio and online music services.

To identify and support music artists to enhance the production quality, and visual and promotional elements, for singles that have great potential to connect with those audiences.

Criteria for Applying to New Music Single

Before you apply for *New Music Single* funding you must also ensure you have read our funding criteria for the application.

To qualify to be accepted into the funding round, you **must answer yes to at least 10 of the 30 criteria** set out in the funding criteria document below. This demonstrates that you have already started reaching an audience with your music and there is a level of public demand for the music you are making.

The document will ask you about:

- Your audience and/or following
- Your track record in the New Zealand music scene
- Your business credentials
- Your strategic plans for what you will do with funding
- A budget on how you intend to spend the funding

Click [here](#) to read an outline of the detailed *New Music Single* criteria and guidelines.

Guidelines for Applying

- Funding of up to **\$11,000 (plus GST)** will be available (up to \$10,000, plus up to \$1,000 Artist Creation Fee)
- Applicants must be **New Zealand Citizens or Permanent Residents**. Click [here](#) for more information on whether your music qualifies as New Zealand music.

- Primary broadcast and online outlets for this music would include any local radio stations, various streaming service playlists, video streaming sites, and the potential to cross to other playlists.
- Successful recipients can be supported with professional music manager mentoring/planning sessions through the Music Managers Forum Aotearoa, with a focus on helping successful applicants achieve the best possible broadcast and online impact for their funded work.
- To be eligible to apply for *New Music Single* funding, we ask that you have reached **at least 10 out of 30 criteria benchmarks** for your music to date. If you can reach at least 10 out of these 30 benchmarks, then your single and application can be submitted to be assessed by our expert funding panels.
- You must also submit an initial budget on the provided Budget Template.
- The song **cannot already be released on any DSPs** if you are applying for *New Music Single* funding. If your song is already released online, we will decline your funding application.
- You can apply for funding for only the video content and promotion of a song, but the song cannot be released and publicly available*, and you will not be eligible for reimbursement of any of the recording costs associated with that song.
*e.g., 'Publicly available' meaning if you have released the song through a DSP ('Digital Service Provider') or platform.
- We can only accept **one song per artist per round** for consideration.
- No single artist can receive *New Music* single funding more than three times within a 12-month period (including Focus Rounds i.e. *New Music Pasifika*, *New Music Pan-Asian*, *New Music Kids*, *Waiata Takitahi*), and no more than three times for any one album/EP release campaign. No *New Music Project* funded albums or EPs can receive additional *New Music Single* or Focus Round funding, nor further funding above the \$55,000 cap. The applicant can have only one *New Music Single* (or Focus Round funding) application open at the time of applying and zero *New Music Project* funding applications open.
- If you have samples in your song, you must confirm that you hold the intellectual property rights for all elements of your song, including clearance of any samples used.
- We do not accept covers, remakes or remixes for *New Music Single* funding.

Submitting an Application

New Music Single 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 begin this process.

Initial Budget for Application

As of January 2025, all *New Music Single* 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 Single* 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 Single* funding [here](#).

Assessment Criteria

Applications and songs will be assessed by NZ On Air and an external panel of music experts. Key factors in the assessment process will be:

- Potential for the song to achieve broadcast on 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
- Evidence of an audience following for the artist (eg. engagement with any songs released to date, live show attendances, social media fans etc.)
- Strength of the overall recording and release plan, budget and application.

Assessment Process

1. Once the round closes, all applications are checked by our Music Team against the criteria above.
2. After all applications have been confirmed to meet the entry criteria, the applications are sent to the assessment panel.
3. The assessment panel is made up of seven assessors – a representative from NZ On Air, a Commercial radio station, a Student Radio Network station and the remainder from the Music Industry (music media, music managers, music producers, music industry organisations etc).
4. Prior to the Assessment Hui, the assessors listen to and read all the applications and submit a list of Top 30 based on the Assessment Criteria.
5. At the Assessment Hui, each of the Top 30 songs are played and discussed, beginning with the applications with the most votes, until 30 singles are funded.
6. 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

The Fine Print

If your application is successful, alongside a number of other requirements we will stipulate that:

- All collaborators (e.g. producers, videographers, photographers) are required to sign the *NZ On Air Safe Spaces Agreement* and adhere to the NZ On Air [Code of Conduct](#).
- 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.