

# NEW MUSIC PASIFIKA

## Application Guidelines

Updated January 2025



This document sets out detailed requirements for artists intending to make an application to the NZ On Air *New Music Pasifika* round. To read a brief overview on *New Music Pasifika* funding, click [here](#).

### Introduction

NZ On Air will conduct one specific *New Music* funding round with a Pasifika focus in 2025.

The funding is targeted to boost NZ On Air's reach to under-served audiences. From our '*Where Are The Audiences*' research, it shows Pacific audiences in New Zealand are one of them. The first Pasifika focus round was held in January/February 2019.

### Purpose

To increase the amount of quality Pasifika music content available for Pacific audiences (and potentially wider audiences) via radio and online music services.

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

### 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) for artists of Pacific descent who are based in New Zealand.**

- 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 the Pacific Media Network stations, along with various streaming service playlists, video streaming sites, and the potential to cross to other radio playlists.
- Successful recipients will be supported with professional music manager mentoring/planning sessions through the Aotearoa Music Managers Forum and/or the Pacific Music Awards Trust with a focus on helping successful applicants achieve the best possible broadcast and online impact for their funded work.
- The song **cannot already be released on any DSPs** if you are applying for *New Music Pasifika* funding.
- 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* or Focus round funding more than three times within a 12-month period, and no more than three times for any one album/EP release campaign within 12 months. No *New Music Project* funded albums or EPs can receive additional *New Music Single* or Focus round funding, nor further funding above a \$55,000 cap.

- The applicant can only have one *New Music Single* or Focus round funding open at the time of applying and zero *New Music Project* funding open.

### Funding amounts

This *New Music Pasifika* funding will be a total of \$11,000 – up to \$10,000 for Pasifika artists to professionally record a single, make a visual representation for the song (e.g. 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 now a mandatory 10% Artist Creation Fee (ACF) of up to \$1,000. This fee covers internal creative services provided to the project by the artist. Consequently, the *New Music Pasifika* funding grant of up to \$10,000 will now include an additional payment of up to \$1,000 to the Contracting Party to pay to the artist.

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

### Submitting an application

*New Music Pasifika* 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 get this process started.

### Initial Budget for Application

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

### Assessment criteria

Applications and the 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 Pacific-audience targeting and/or other 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 some 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 and application.

### Assessment Process

1. Once the round closes, all applications are checked by our Music Team and the applications are sent to the assessment panel.
2. The assessment panel is made up of five Pasifika assessors – a representative from NZ On Air and the remainder from the Music Industry (radio, music media, music managers, music producers, music industry organisations etc).

3. Prior to the Assessment Hui, the assessors listen to and read all the applications and submit a list of Top 20 based on the Assessment Criteria.
4. At the Assessment Hui, each of the Top 20 songs are played and discussed, beginning with the applications with the most votes, until 20 singles are funded.
5. 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](mailto:musicteam@nzonair.govt.nz)

### The fine print

This funding round is being assisted by the Pacific Music Awards Trust and the National Pacific Radio Trust.

If your application is successful, among 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*.
- 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)
- 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 of 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.