



## **NEW MUSIC PAN-ASIAN** **Application Guidelines 2025** **Updated March 2025**

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

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

If you require any language translations of our funding documents and guidelines, please contact us at [musicteam@nzonair.govt.nz](mailto:musicteam@nzonair.govt.nz)

### **Introduction**

***New Music Pan-Asian* funding is a total of \$11,000** - up to \$10,000 for artists to conduct a specific *New Music Single* funding round with a Pan-Asian focus. NZ On Air's primary job is to reflect and develop New Zealand identity and culture. We support different types of audio/visual New Zealand media content for a variety of both mainstream and targeted New Zealand audiences to enjoy.

This targeted-audience music funding is part of NZ On Air's strategy to reach to under-served audiences. It is expected that demand for funds will outstrip our funding budgets, so not all applications will be successful in receiving funding.

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 Pan-Asian music content available for Pan Asian and wider mainstream audiences in Aotearoa via radio and online music services.

To identify and support Pan-Asian music artists to enhance the production quality and visual and promotional elements for singles that have great potential to engage with Pan-Asian audiences and connect with mainstream audiences in Aotearoa.

### **Criteria for Applying to New Music Pan-Asian**

Unlike *New Music Single* funding, *New Music Pan-Asian* has no entry criteria threshold for applying and the fund is open to all Pan-Asian identifying artists.

We refer to the [United Nations M49 Standard](#) definition of Pan-Asia, which covers all of Asia including:

- Central
- Eastern
- South-Eastern
- Southern
- Western
- South-Western
- Middle East

## 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)
- *New Music Pan-Asian* Applicants must be of Asian descent who are also **New Zealand Citizens or Permanent Residents**. Click [here](#) for more information on whether your music qualifies as New Zealand music.
- Pan-Asian definition - We refer to the United Nations definition of Pan-Asia which includes all of Asia - East Asia, Southeast Asia, South Asia, Central Asia, Western Asia, Southwest and the Middle East.
- Primary broadcast and online outlets for this music in Aotearoa would include Student Radio Network, commercial radio stations, Access Radio and specialist Pan-Asian radio and DSP's along with various streaming service playlists, video streaming sites.
- 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.
- All music genres, Pan-Asian and English languages will be considered.
- 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 Pan-Asian* 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 Pan-Asian* funding.

## Submitting an Application

*New Music Pan-Asian* 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.

**Select the *New Music Pan Asian* round option. The applications open at 9am on March 27<sup>th</sup>, 2025, and close on April 17<sup>th</sup> at 4pm.**

There are no eligibility criteria for this fund. You will need to supply details of the song and type of funding required (recording, video content and promotion; or video content and promotion only). You must have a mp3 version of the song (demo or complete song) ready to upload as part of the application process.

## Initial Budget for Application

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

## Assessment Criteria

Applications and the songs will be assessed by NZ On Air and an external panel of Pan-Asian music professionals.

### Key factors in the assessment process will be:

- Potential for the song to achieve broadcast on New Zealand radio platforms, helping to increase levels of Aotearoa 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 fanbase, other music achievements)
- Cultural value of the project for New Zealand and Pan Asian audiences.
- Strength of the song, release plan, budget and overall application.

## Assessment Process

1. Once the round closes, all applications are checked by our Music Team to ensure the application are eligible (based on the Guidelines for Applying as above).
2. After all applications have been confirmed, the applications are sent to the assessment panel.
3. The assessment panel is made up of five assessors – a Pan-Asian representative from NZ On Air and the remainder from the Pan-Asian 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 20 based on the Assessment Criteria.
5. At the Assessment Hui, all the songs are played and discussed, beginning with the applications with the most votes, until 20 singles are funded.
6. Artists will be informed whether they have been successful by Thursday 22<sup>nd</sup> May 2025.
7. 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

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 [here](#).
- 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.