

MUSIC FUNDING – New Music Focus Round

NEW MUSIC PAN-ASIAN: Application Guidelines



Introduction

- 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.
- In the 2022/23 funding year we are committing **up to \$120,000** to conduct a one off specific New Music Single funding round with a Pan-Asian focus.
- 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.

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.

Details

- New Music Pan-Asian (Single) grants will be available for artists of any Asian descent who are New Zealanders- Applicants must be New Zealand Citizens or Permanent Residents.
- Pan-Asian definition - We refer to the United Nations definition of Pan-Asia which includes all of Asia as well as 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 will be supported with two professional planning sessions through the Music Managers Forum with a focus on helping successful applicants get the best possible broadcast and online impact for their funded work.
- All music genres, Pan-Asian and English languages will be considered.

Types of funding

- Applicants can apply with a song that is yet to be completed (demo) and if successful put the funding towards recording, mixing and mastering costs, releasing, video content and promotion.
- OR if the song is already finished you can apply with the finished track and if successful use the funding for video content and promotion only.
- We can only accept one song per artist for consideration in the round.

Funding amounts

- This New Music Pan-Asian focus round will provide funding for Pan-Asian 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.
- Each New Music Pan-Asian Single grant is up to \$10,000 (plus GST). There is no co-investment required by the artist/rights holder, however if additional investment is required to complete the project the artist/rights holder will be responsible for that part of the investment.
- The grants will also incorporate the new Artist Creation Fee of up to \$1,000 (+ GST) which is optional, and recognises the artist's creation of the original song.
- There will be 12 grants available in the 2023 round.

Timeline

Online Applications Only

- Applicants must apply ONLINE ONLY at <https://newmusicsingles.nzonair.govt.nz> – and select the New Music Pan-Asian round option.
- The applications open at 9am on May 4th 2023 and close on May 25th 2023 at 4pm.
- There is 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.
- The deadline is strictly Thursday May 25th 2023 4pm. No late applications will be accepted.
- **The online application will open three weeks before the deadline.**

Funding notification

- Artists will be informed whether they have been successful by Thursday 22nd June 2023

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 and overall application.

The fine print

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

- Producers and artists 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)
 - Sign the NZ On Air Safe Spaces agreement
 - The content is clearly branded as NZ On Air-funded. See our accreditation requirements here.
 - 3The 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 binding relationship between us: a successful proposal is only formally accepted if we both sign a funding contract