

Frequently Asked Questions

What is the New Music Development scheme?

New Music Development is a new funding initiative designed to support the development of new songs from emerging artists working with established music producers within New Zealand.

Grants of **up to \$10,000 + GST** are available to producers for development of a body of work with one artist, with a minimum of three professional demo recordings to be delivered at the end of the development period.

How much are the New Music Development grants?

Development grants are available of up to **\$10,000 (plus GST)** per project but applications will be accepted for less than this depending on the scope of the application. Producers should only apply for funds needed for the specified development project.

How many songs need to be delivered?

The grants require the development of a body of work of around five songs for each artist. A minimum of three high quality demo recordings is required for final delivery, but finished recordings are also welcomed. Our desire is to see some of these songs go on to be released, however that is not a requirement for the development grant.

What information will producers need to provide for the application?

The application process will require producers to supply information about their history, track record of releases, and production credits. They will also be asked for supplementary information regarding access to studios, and previous experience with developing emerging artists.

This will include but is not limited to:

- Proof of a track record in the artist's genre
- A list of previously produced artists
- Links to 3 previously produced songs
- Information on previous artist development
- Details on collaborations with other artists and producers
- Information on releases; physical, downloads, streaming audio and video
- Details of their own or regularly used studio facilities
- Details on music awards and/or industry recognition
- Information on international collaborations and credits

What are the criteria for the artists in development?

The New Music Development grants have no specific eligibility criteria for artists. The artist will not apply themselves, the producer will be responsible for the development and completion of the project so will apply for and receive the grant. We expect that artists involved in the Development scheme will be early in their career, and may or may not yet be eligible to apply for New Music Single funding.

How can the grants be used?

Development grants can cover aspects of the artists musical development, including; producers time, studio time, additional/session musicians, technical support and session specific equipment hire. All costs should be budgeted in detail and submitted as part of the application.

What costs are ineligible?

The grants do not cover non-music content creation costs such as videos, photography, promotion or publicity. Capital purchases are not eligible. If producers are unsure at any stage of the eligible costs, NZ On Air staff will be available to provide clarification.

