

Pre-application Criteria Guidelines

Introduction

NZ On Air's New Music Project funding scheme supports the production and promotion of new New Zealand music and is designed for artists who have an established track record of significant audience and broadcast/online outcomes in New Zealand. It is not designed for new and emerging artists without significant results in these areas .

If you are a less experienced artist we have the New Music Single scheme for artists that can achieve at least 10 achievement criteria here:

https://www.nzonair.govt.nz/documents/3/SPARSE_PDF.pdf

For New Music Project applications you must have a demonstrable significant track record with audiences on broadcast and online media in New Zealand. This is a key part of the criteria for project applications.

New Music Project applicants must also have significant support from a third-party New Zealand-based professional music company with a track record of managing music release campaigns in New Zealand to assist with the planning and execution of the Project.

Criteria Check List

Set out in this document are a list of pre-application criteria you must meet before making an enquiry about New Music Project funding.

These include:

1. Artist track record
2. Third party NZ-based music company involvement
3. Audience engagement

New Zealand Music

Your music must first qualify as New Zealand music. This means that it was created by, or the predominant creatives involved are Citizens or Permanent Residents of New Zealand. If you are unsure if your music qualifies please read the PDF below first:

https://www.nzonair.govt.nz/documents/5/NZ_Music_Definition_Checklist.pdf

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Third-party NZ-based Music Company Involvement

You must have the confirmed commitment of a third-party New Zealand based music company. That company must be prepared to be involved with the Project from the beginning and share responsibility for delivery of the final Project.

Examples of this kind of company include - a New Zealand-based record company (independent or major label); a New Zealand-based music management company or an experienced New Zealand-based professional music publicity and/or music label services company.

The company must be a third-party separate entity from the artist and not connected via a related-party (e.g. family member). Applicant artist owned companies are not considered third-party and cannot act in this capacity for the purposes of a Project application.

All Project applications will require a letter of support from the third-party music company partner confirming their involvement and outlining the level of assistance they are proposing to provide to the artist and the overall project.

Audience Engagement

Much like the criteria for the New Music Single funding scheme, it is expected that New Music Project applicants demonstrate significant audience engagement across broadcast and music streaming platforms, social media and live performance (where applicable).

Audience engagement indicates that there is interest and market demand for the applicant's music. This will vary across genres but 5,000 followers/fans on any such site should be considered a minimum threshold for eligibility.

Artist Track Record - Online & Broadcast

Applicants for Project funding must have had at least one single (preferably more than one) achieve significant online traction. Different genre and audiences are taken into consideration but generally we would expect one or more songs to have achieved well over 100,000 streams/plays online.

In radio terms this means a song or songs that have achieved rotate airplay on a commercial or alternative radio station or network generating multiple plays, not one off 'spot plays'

Expressions of Interest

If you or the artist you are working with can satisfy the outlined minimum criteria and have a multi-single project in the planning, you may email an expression of interest to project@nzonair.govt.nz to find out more about the New Music Project application process.

This must be done at least 2 weeks out from the next project application deadline. Your email must include artist name, details of the supporting third-party NZ-based music company, and a very brief overview of the proposed project.