

Before you can apply for New Music Project Funding, you will need an initial consultation with NZ On Air Music. Potential applicants must send a one paragraph overview of the proposed project to the Head of Music at least 2 weeks before application deadline. This should be sent to david@nzonair.govt.nz

Minimum criteria

- A professional music company must be involved in the project – eg. independent or major record label, music management company, or similar.
- The company must be registered in New Zealand and GST-registered.
- Detailed budgets, plans and timelines will be required.
- The company must have a track record with releasing and promoting music.
- The artist track record will be considered as part of the application.
- Broadcast outcome goals (on-air and online) will need to be supplied.
- 2 – 3 demo recordings to indicate the direction of the project will need to be supplied.
- Unsolicited applications will not be accepted, applicants MUST contact NZ On Air with a project overview 2 weeks before application deadline (see above).

Grant Allowance

- Maximum 1 Project grant per year per artist.
- Previous funded song results will impact future applications.
- If a recipient gets a Project grant then they are not eligible for any Single grants within 12 months.

Eligible costs include: Pre-production, production, mixing, mastering, hard drives, studio hire, engineer, producer, internal travel (NZ-Only), music video production costs, publicity, promotion, marketing. The proposed budget and NZ On Air share of eligible costs must be agreed before drawdowns can begin.

No capital purchases will be subsidised.

Full Application Requirements

- Project overview including KPIs
- Recording and production plan and budget
- Release plan
- Marketing and promotional plan and budget
- Full project timeline
- Evidence of co-funding commitment
- Artist track record
- Company track record for music releases
- Audio of 2 – 3 demo recordings

Further details

- Project grant amounts range from \$7,500 to \$30,000.
- 12-month delivery timeframe.
- Applicant to fund a minimum of 40% of actual and eligible costs of the project.
- NZ On Air can contribute up to 60% of actual and eligible costs of the project.
- Funding that covers recording is only available for unreleased projects.
- Funding cannot be retrospective – ie. NZ On Air cannot subsidise work that has already taken place before the funding application.