

NewMusic SINGLE

Before you can submit a song for New Music Single funding you will first need to ensure that it qualifies as New Zealand music.

You will need to be able to tick at least 10 of the 22 criteria (and provide evidence before you can submit a song).

Please note there have been changes to some of these criteria as of July 2017.

Song criteria

- We have a great NZ song that we want to get to a larger audience.
- We have sufficient funds to contribute any costs over the \$8,000 grant to complete this Single project.

Audience/Following

(Answers in this section must apply to the artistic entity you are currently applying for. You cannot use previous acts/bands/groups criteria in this Audience/Following section.)

- We have had more than 100 paying public to any ONE show that we headlined.
- We have more than 1,000 online fans on any ONE social media platform.
- We have had over 2000 streams for any ONE song on any ONE site.
- We have had more than 2,000 plays for any ONE video online.
- We have featured on a substantial music blog (eg. Pigeons and Planes, Stereogum, Sniffers etc.)

Track Record

- We have had a song playlisted on a New Zealand radio station.
- We have had a music video playlisted on a music TV channel in NZ or overseas.
- We have had a song or album feature in the Recorded Music NZ Top 20 Album or Single charts (these charts incorporate streaming and physical sales).
- We have had a 4-star or better review in a music publication (physical or online).
- We have been a finalist for a major music award. eg VNZMA, Silver Scroll, Waiata Maori Music, Pacific Music Awards etc.
- We have completed a national tour of at least three centres.
- We have supported a significant international touring act or played a major festival
- We have been paid for use of one of our songs (eg. sync)
- We have received a music grant from another public funding agency (eg. Creative NZ, NZ Music Commission, Te Mangai Paho).

Business Criteria

- We are signed to a third-party record label.
- We have a third-party publishing deal.
- We have a third-party management or booking agent deal.
- We have a distribution arrangement in place.

Strategic Plans

- How will you reach New Zealand audiences on radio/TV/online?
- Please outline how NZ On Air funding will be used to improve the quality of your song and video.
- Name the audio producer/engineer for this single.
- Name the music video producer/director for your music video for this single

As of July 2019 we have changed the way you will need to co-invest in your Single.

The available funding for New Music Singles is up to a maximum of \$8,000 to be allocated between recording, video content and promotion. A co-investment from recipients is no longer required but is strongly recommended.

Eligible costs

Recording: pre-production, production, mixing, mastering

Video content production

Promotion, publicity and digital marketing (up to a maximum of \$2,000)

Please note no capital purchases will be covered

Grant allowance

Maximum 3 Single grants per year or 3 singles from any album or 2 singles from any EP.

If a recipient qualifies for a New Music Project grant later in the year then any Single funding will be included as part of the total funding for that Project and the grant amount adjusted accordingly. Please note that any artist applicant can only apply once per round and the same song can only be submitted for consideration twice.

Responsible use of public funds

Please note there is a zero tolerance rule on mis-reporting for funded songs.

If a funded song release is investigated and there is evidence of mis-reporting of financial details, then a funding ban from any NZ On Air Music funding will be applied for a minimum of two years on the repertoire owner involved.