

New Music Kids:

Creative brief for applications



A. Purpose

This document sets out detailed requirements for artists intending to make an application to the NZ On Air New Music Kids funding round.

A lot of the overview details will also need to be entered into the form on our [online application system](#).

B. 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.

NZ On Air Music funding is intended to assist with the creation of original New Zealand audio and audio-visual content, and the connection of that content with intended audiences via broadcast and online platforms.

In the 2019/20 funding year we are committing **up to \$100,000** to assist in the creation of New Zealand children's music – namely songs and music visual content that are aimed at children (generally 14 and under).

It is expected that demand for funds will outstrip our funding budgets, so not all applications will be successful in receiving funding.

Our contribution is **up to \$10,000 (+ GST)** maximum per project. The minimum funding application for New Music Kids is \$2,500. Applications for any funding amount between \$2,500 - \$10,000 will be considered depending on the scope of each project. **Please note that recipient co-investment is advised but is not mandatory.**

[Here](#) is an outline of eligible costs for New Music Kids projects that NZ On Air will be able to contribute towards.

Please note your music must qualify as New Zealand Music in order to be eligible. Please see the NZ Music Definition checklist [here](#).

C. New Music Kids Timeline

15 July 2019, 4pm	Round open for applications
	All applications must be made through NZ On Air's online application system. Applications not submitted through this system will not be accepted.
8 August 2019, 4pm	Application deadline. Round closes.
25 September 2019	Decisions confirmed, applicants notified the following day. This date may be extended at NZ On Air's sole discretion.

D. Target Platforms for Successful New Music Kids Applicants

Funded Kids music may find a home on a variety of on-air and online platforms, including the NZ On Air-funded children's content platform HEIHEI.

HEIHEI will consider children's music videos that are targeted at 5-9 year old children, and successful applicants will be encouraged to talk to the Content Manager at HEIHEI about the process involved in having their video accepted for the HEIHEI platform.

Other platform targets can include the various children's radio shows on-air around the country, Kids music playlists on Spotify, and various channels on YouTube.

E. Applying online

New Music Kids funding applications will only be accepted online via our applications website.

You will need to set up as a registered provider **well ahead** of the deadline, so please do this in advance of applying. Go to <http://funding.nzonair.govt.nz/> to get this process started. This will be your default for all information, funding rounds and your progress dashboard for any applications.

F. Your Application

This is a guide to the kind of information we'll be looking for in your application. You can add more, but you should have at least the following sections. Please save your entire written application into ONE document (pdf) before you submit online.

As a general rule, less is best - be clear, stick to the point, and remember ... no prizes for the most pages!

For your New Music Kids application you will be required to supply the following (please restrict each section to approximately 1 page or less:

1. Project Overview and Timeline.
2. Audio Recording plan (if you are yet to record or mid-recording).
3. Release plan including release date, and any publicity and promotional plans. (Plan for reaching your audience?)
4. Visual content plan e.g. details on any music video/s or other visual content.
5. Artist track record (best online figures and radio airplay achievements - NZ market and any key overseas successes to date). Also any significant live performances/tours of note.
6. Most recent artist biography or information sheet.
7. Targets/Key Performance Indicators for audience reach for radio and online platforms for the key song/s from the project. These should include which specific platforms will host the song/s and/or video/s and what kind of view/listen numbers you are expecting.
8. Company track record - experience with children's music releases.
9. Recordings indicating the song or songs that will be part of the project (demos or final recordings, maximum of 3 x mp3 song files).
10. Additional material such as letters of support or commitment may be considered.

G. Assessment criteria

Applications will be assessed internally by NZ On Air based on the following criteria:

- Potential to impact audiences with significant streams/views/shares/likes etc.
- Track record and experience of the artist with children's music.
- Strength of the release plan.
- Good range of project KPIs/targets for audience connection.

- Potential evident in the submitted song/s.
- Strength of the overall plan and application.

H. The fine print

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

- Producers 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)

- The content is clearly branded as NZ On Air-funded. See our [accreditation requirements here](#).

The following standard terms and conditions apply to your application. In submitting your proposal 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 proposal
- you represent and warrant that all information provided to us is complete and accurate
- we may rely upon all statements made in your proposal
- 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 proposals or meet with all applicants
- we are not bound to accept any proposal
- 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 relationship between us: a successful proposal is only formally accepted if we both sign a funding contract.

Contact details

Further questions regarding New Music Kids funding may be emailed to NZ On Air's Music Funding Advisor Hayley Dingwall (hayley@nzonair.govt.nz)