

NEW MUSIC KIDS: Application Guidelines



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](#).

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 2020/21 funding year we are committing **up to \$250,000** to assist in the creation of New Zealand children's music – namely songs and supporting visual content aimed at children (generally under 14).

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 children's music 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](#).

New Music Kids timeline

Thu 15 July 2021	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. Please note the link to the application system has changed from previous years and can be found at www.newmusicsingles.nzonair.govt.nz for the 2021 round.
Thu 5 August 2021, 4pm	Application deadline. Round closes.
Thurs 30 September 2021	Decisions confirmed , applicants notified the following day. This date may be extended at NZ On Air's sole discretion.

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, which is now housed within TVNZ OnDemand.

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, Spotify Kids, Apple Music, and various channels on YouTube etc.

Submitting an application

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

You will need to register and login **ahead** of the deadline, so please do this in advance of applying. Go to www.newmusicsingles.nzonair.govt.nz to get this process started.

Application requirements

The New Music Kids application form has changed for 2021. Below is a guide to the kind of information we'll be asking for in your application.

Please note - the 2021 application will be in an online form format only so you are **not** required to supply a separate written application document.

1. **Song Criteria** – we will ask you to select which type of funding you are applying for (funding for Recording, video content and promotion or Video content and promotion only) and confirmation that your music will count as New Zealand music.
2. **Online and live audience following** – we will ask you to supply evidence of your audience following including your best online streaming figures, social media following , and any significant live performances or tours of note.
3. **Broadcast and awards track record** – we will ask you about any broadcast achievements to date as well as whether you've been nominated for any music awards and/or have received public funding from any other funding agency for your children's music work.
4. **Business criteria** – we will ask you to supply details of the personnel involved in delivering your project and rolling out your release campaign.
5. **Strategic plans and personnel** – we will ask you to explain how you will reach your target audiences via online and radio broadcast platform, how you will use the funding to improve the quality of your content, and what personnel will be involved in the recording process and or video content creation. We also have a field here for you to provide an overview of the intended project.
6. **Application details** – this will be where all your application and contact details can be filled in, along with sections on gender and ethnicity, an option to link to an artist biography and where you can upload one song that will be part of the project (demos or final recordings, maximum of 1 x mp3 song files).
7. **Budget** – you will **not** be required to submit a budget with your application. If your project is successful you will be asked to submit a project budget for approval before the project can be contracted.

Assessment criteria

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

- Potential to connect with target audiences with significant streams/plays/views/shares/likes etc.
- Track record and experience of the artist with children's music.
- Cultural value of the project for New Zealand audiences.
- Strength of the release plan.
- Good range of project KPIs/targets for audience connection.
- Performance of previous NZ On Air-funded music work by the artist (where applicable).
- Strength of the overall plan and application.

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 Sylvia Betham – sylvia@nzonair.govt.nz