

Creative brief for applications

Purpose

This document is to set out more detailed requirements for an application for funding through New Music Kids with NZ On Air.

A lot of the overview details will also need to be entered into the form on the online application system.

This document outlines the information for your creative written proposal, where you describe and define your project, and outline your plans for reaching your intended audience.

Online applications for each round open approximately three weeks before deadline date. (eg. March 22 New Music Kids applications will be open from early March).

Applying online

New Music Kids funding applications will only be accepted online via our applications website 'Eric'. You will need to set up as a registered provider well ahead of 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.

Required content

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.

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.
4. Visual content plan e.g. details on the music video/s.
5. Statement regarding your co-funding commitment (minimum 20% of eligible costs).
6. 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.
7. Most recent artist biography or information sheet.
8. 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.
9. Company track record - experience with children's music releases.
10. Recordings indicating the song or songs that will be part of the project (demos or final recordings, maximum of 3 mp3 song files).
11. Additional material such as letters of support or commitment may be considered.

Other instructions

Attached is an outline of eligible costs for New Music Kids projects that NZ On Air will be able to subsidise (document titled 'New Music Kids Eligible Costs 2018')

Please save your entire written application into ONE document (pdf) before you submit online.

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.

What you can expect

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

Please note our contribution is **up to \$10,000** maximum per project, but applicants must expect to co-invest a minimum of 20% of the costs on top of NZ On Air's contribution. i.e. NZ On Air can subsidise 80% of eligible approved costs up to a maximum of \$10,000 funding contribution.

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.