

# MUSIC FUNDING – New Music Focus Round



## New Music Pasifika

### Introduction

**In January 2021 NZ On Air will conduct a specific New Music Single funding round with a Pasifika focus for the third time. The first Pasifika focus round was held in January/February 2019 and the second was held in May/June 2020.**

This follow-up targeted-audience music round was enabled by an allocation of additional funds from the May 2020 Arts Recovery Package. The funding was targeted to boost NZ On Air's reach to under-served audiences. One of those audiences identified was Pacific audiences.

### Purpose

**To increase the amount of quality Pasifika music content available for Pacific audiences (and potentially wider audiences) via radio and online music services.**

To identify and support Pasifika music artists to enhance the production quality and visual and promotional elements for singles that have great potential to connect with those audiences and to engage wider mainstream audiences.

### Details

**New Music Pasifika (Single) grants will be available for artists of Pacific descent who are based in New Zealand. Applicants must be New Zealand Citizens or Permanent Residents.**

Primary broadcast and online outlets for this music would include the Pacific Media Network radio stations, along with various streaming service playlists, video streaming sites, and the potential to cross to other radio playlists.

Successful recipients will be supported with professional music manager mentoring sessions through the Music Managers Forum and/or the Pacific Music Awards Trust with a focus on helping successful applicants get the best possible broadcast and online impact for their funded work.

Applicants for this New Music Pasifika focus round must identify as a Pacific Peoples music artist and be a New Zealand Citizen or Permanent Resident.

The music content should be created by personnel reflecting Pasifika culture depicted within the music. All music genres, Pacific and English languages will be considered.

### Types of funding

You can apply with a song that is yet to be completed (demo) and if successful put the funding towards recording, mixing and mastering costs, as well as video content and promotion.

**OR** if the song is already finished you can apply with the finished track and if successful use the funding for video content and promotion only.

We can only accept one song per artist for consideration in the round.

## Funding amounts

This New Music Pasifika focus round will provide funding for Pasifika artists to professionally record a Single, make a visual representation for the song (eg. music video or other video content, social media content etc.), and promote and publicise the song, with the aim of achieving broadcast airplay and significant plays on the key streaming services and video platforms.

Each New Music Pasifika Single grant is now **up to \$10,000 (plus GST)**. There is no co-investment required by the artist/rights holder, however if additional investment is required to complete the project the rights holder will be responsible for that part of the investment.

## Timeline

### **Online Applications Only**

Applicants must apply **ONLINE ONLY** at <https://newmusicsingles.nzonair.govt.nz> – and select the New Music Pasifika round option. The **applications close on Thursday 28 January at 4pm**.

There are a number of criteria options to complete online, along with details of the song and type of funding required (recording, video content and promotion; or video content and promotion only).

You must have a .mp3 version of the song (demo or complete song) ready to upload as part of the application process.

The deadline is strictly **Thursday 28 January 2021 4pm**. No late applications will be accepted.

### **Funding notification:**

Artists will be informed whether they have been successful by Thursday 25 February 2021.

## Assessment criteria

Applications and the songs will be assessed by NZ On Air and an external panel of music experts. Key factors in the assessment process will be:

- Potential for the song to achieve broadcast on Pacific-audience targeting and/or other significant New Zealand radio platforms, helping to increase levels of New Zealand music on radio
- Potential for the song to impact online audiences in New Zealand with significant streams/views/shares/likes/other engagement for the funded song
- Evidence of some audience following for the artist (eg. engagement with any songs released to date, live show attendances, social media fanbase, other music achievements)
- Strength of the song, release plan and overall application.

## The fine print

This funding round is being assisted by the Pacific Music Awards Trust and the National Pacific Radio Trust (Pacific Media Network).

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 application 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 application
- you represent and warrant that all information provided to us is complete and accurate
- we may rely upon all statements made in your application
- 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 applications or meet with all applicants
- we are not bound to accept any application
- 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.