

# MUSIC FUNDING – New Music Single Focus Round



## New Music Pasifika

### Introduction

**In late January 2019 NZ On Air will conduct a specific New Music Single funding round with a Pasifika focus.** This targeted-audience music round was enabled by the one-off allocation of additional government funding for NZ On Air in Budget 2018. This funding was targeted for “more diverse local content and to boost NZ On Air’s reach to under-served audiences”. One of those audiences identified was Pacific audiences.

The amount allocated for this round is \$100,000 in total.

### 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

**Approximately 12 New Music Single grants will be available for artists of Pacific Island descent who are based in New Zealand.**

Primary broadcast and online outlets for this music would include the Niu FM network, 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, along with access to workshops that are designed to help their song achieve the best possible broadcast and online impact.

Applicants for this New Music Pasifika focus round must identify as a Pasifika 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 considered.

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, so choose carefully!

### Funding

This New Music Pasifika focus round will provide funding for approximately 12 Pasifika artists to professionally record a Single, make a visual representation for the song (eg. Music Video, social media content), 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 Single grant is up to \$8,000 (plus GST), with artists expected to contribute at least 20% of the costs of the project (eg. a \$10,000 Single project would include \$8,000 from NZ On Air and \$2,000 value of resources from the artist/rights holder).

## Timeline

### **Application deadline:**

Applicants must supply their application information and mp3 file of their song (demo or finished version, file no larger than 10MB) OR online link (eg. Soundcloud) via email to [newmusic@nzonair.govt.nz](mailto:newmusic@nzonair.govt.nz) by **Thursday 31 January 2019 before 4pm.**

The Application form is available at <https://www.nzonair.govt.nz/funding/apply-music-funding/#new-music-pasifika>

### **Funding notification:**

Artists will be informed whether they have been successful on Wednesday 20 February 2019.

## 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 fans etc.)
- Strength of the overall recording and release plan and application.

## The fine print

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

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.