

Waiata Takitahi - ('single song') - is a new co-fund launched as a collaboration between NZ On Air and Te Māngai Pāho.

This is the first time the two funding agencies have officially joined forces on a music funding initiative.

The ambition for this new fund is to enable brand new songs targeting mainstream audiences incorporating te reo Māori.

We are seeking applications from New Zealand artists who are interested in recording and releasing a bilingual single with potential general audience appeal and a minimum of 25% te reo Māori in the song lyrics. We are looking for songs that will target online and broadcast audiences and have potential to find a home on mainstream playlists.

Artists can come from any background but the use of te reo Māori in the song will be expected to be overseen by a te reo Māori language consultant to ensure quality control and the contextual relevance in the song. For applicants who are not in a position to confirm a language consultant before the application deadline there will be an opportunity to be matched with a range of consultants via Te Māngai Pāho.

Funding of up to \$14,000 (plus GST if registered) is available to put towards the costs of recording a single song, creating video content and other visual collateral, and putting resource towards promotion, publicity and marketing for the single release. Funds can also be used to pay for the services of a te reo Māori language consultant.

Submitting an application:

Waiata Takitahi applications will ONLY be accepted online from 22 October via the NZ On Air New Music Single website- <https://newmusicsingles.nzonair.govt.nz> - please look for the specific Waiata Takitahi badge to click and begin your application. If this is your first time submitting an application within the NZ On Air NewMusicSingle portal, you will just need to sign up first with an email and password.

To apply for funding for Waiata Takitahi you will need a recorded demo version of the song you are applying for funding for, and you will need to fill out the online application.

The application process includes working your way through a list of 25 criteria options focused on your music journey and audience engagement to date. Waiata Takitahi applicants will need to have achieved at least 5 of the 25 criteria options to proceed to the song application stage. The full list of criteria can be found below.

Timeline:

Thursday 17 September	Waiata Takitahi funding announced
Thursday 22 October	Waiata Takitahi application round opens
Thursday 12 November	Application round closes at 4pm
Thursday 10 December	Funding results available, recipients notified

[Please see the criteria below](#)

Te Reo Māori

- 1 I have recorded and digitally released a song in Te Reo Māori.
- 2 I am confident to write lyrics in Te Reo Māori without assistance.
- 3 I have a collaborator who will guide the Te Reo Māori writing process.

Online audience

- 1 I have more than 1,000 followers on a single social media page.
- 2 I currently have 5,000 monthly listeners on Spotify.
- 3 I currently have 2,000 followers on Spotify.
- 4 I have had a single song reach 5,000 streams on a single music platform.
- 5 I have had a single music video reach 2,000 plays on a single platform.

Broadcast track record

- 1 I have had a song playlisted on a NZ radio station.
- 2 I have had a song appear on one of the weekly Radioscope airplay charts.
- 3 I have featured on a live-to-air performance on a NZ radio station or digital platform.

Other Media/Platform Editorial

- 1 I have had a song added to a platform-curated playlist.
- 2 I have featured in a music or entertainment publication (online or print).
- 3 I have had a music video premiere on a significant New Zealand or international online music or entertainment platform.

Te Reo Māori

- 1 Kua rekoatahia, kua whakaputa ā matihiko nei tētahi waiata reo Māori e au.
- 2 E ngākau titikaha ana ahau ki te tuhi ki te reo Māori, ko au anake.
- 3 He kaiāwhina tōku, hei ārahi i ngā āhuatanga tuhi reo Māori.

Whakaminenga ā-ipurangi

- 1 Neke atu i te kotahi mano ōku kaitautāwhi i te whārangi pae pāpori kotahi.
- 2 Inaianei, e rima mano ōku kaiwhakarongo ā marama ki runga Spotify.
- 3 Inaianei, e rua mano ōku kaitautāwhi ki runga Spotify.
- 4 Kua eke taku waiata ki ngā pāhotanga rima mano ki tētahi tūāpapa puoro.
- 5 Kua eke taku ataata puoro ki ngā pūreitanga rua mano ki tētahi tūāpapa.

Whakapāhotanga waiata

- 1 Kua whakapāhotia tētahi o ōku waiata ki tētahi Reo Irirangi o Aotearoa.
- 2 Kua eke taku waiata ki te rārangi wiki o Radioscope.
- 3 Kua whai wāhi ahau ki tētahi pāhotanga mataora ki tētahi Reo Irirangi o Aotearoa, tūāpapa matihiko rānei.

Ētahi atu tūāpapa whakaputanga pāpāho

- 1 I kōwhiria tētahi o ōku waiata mō tētahi rārangi waiata motuhake (platform-curated).
- 2 Kua kitea au ki tētahi pānuitanga puoro, mahi a rēhia rānei. (ā-ipurangi, ā-tuhi)
- 3 Kua whakarewahia (t)ētahi o ōku ataata puoro ki tētahi tūāpapa puoro, mahi ā-rēhia hiranga nui o Aotearoa, te ao whānui rānei.

Live Performance Track Record

- 1 I have had more than 100 members of the public pay to attend a show I was advertised to play.*
- 2 I have completed a headline tour of at least three New Zealand centres.*
- 3 I have performed at least 10 shows around New Zealand in a calendar year.*

Business time

- 1 I am signed to a third-party record label with a track record of releasing new music in New Zealand.*
- 2 I have a third-party publishing deal with an organisation that has a track record of promoting compositions for commercial use.*
- 3 I have a third-party management deal with a company or manager that has a track record of overseeing business activities of musicians, producers and songwriters.*
- 4 I have a distribution arrangement in place with a company that is responsible for distributing songs to streaming platforms.*

Awards and Other Recognition

- 1 I have been a finalist for a major national music award like the NZ Music Awards, APRA Silver Scroll, Waiata Māori Music Awards, Pacific Music Awards.*
- 2 I have been a national finalist in SmokefreeRockQuest or SmokeFree Tangata Beats.*
- 3 I have had a song, album, or EP feature in a Recorded Music NZ Top 20 Album, Single or Hot chart.*
- 4 I have previously received a music grant from a New Zealand public funding agency like Creative NZ, NZ Music Commission, Te Māngai Pāho, NZ On Air.*

Whakaaturanga mataora

- 1 Neke atu i te kotahi rau ngā tangata i utu kia tae ā-tinana mai ki tētahi tūnga ōku i whakatairangahia.*
- 2 Kua tutuki i āu ngā haerenga e toru hei kaiwaiata matua ki ngā whare tāpere o Aotearoa.*
- 3 Kua tū ahau ki ngā konohete tekau ki Aotearoa i roto i te tau kotahi.*

Ngā take pākihi

- 1 Kua tohua ahau e tētahi rōpu rekoata kia whakaputahia he waiata hou ki Aotearoa.*
- 2 Ka mahi tahi au me tētahi rōpu whakaputa rongonui ka whakatairanga i ngā waiata mō ngā mahi arumoni.*
- 3 Ka mahi tahi au me tētahi kamupene / rōpu kaiwhakahaere rongonui ka āwhina ki te taha pākihi o ngā kaiwaiata, kaiwhakaputa, me ngā kaituhi-waiata anō hoki.*
- 4 He mahere tohatoha tōku nā tētahi kamupene ka tohatoha i ngā waiata ki ngā momo tūāpapa ipurangi.*

Ngā whakawhiwhinga me ngā whakamiha

- 1 Kua whakawhiwhia e au tētahi tūnga ki ngā whiringa toa ki tētahi o ēnei hui pūoro tuku tohu pēra i te NZ Music Awards, APRA Silver Scroll, Waiata Māori Music Awards, te Pacific Music Awards rānei.*
- 2 Kua whai wāhi au ki ngā whiringa toa o te SmokefreeRockQuest, te SmokeFree Tangata Beats rānei.*
- 3 Kua whakapāhotia tētahi o ōku waiata, kōpae waiata, kōpae EP rānei ki te rārangi waiata o Recorded Music mo ngā waiata tino rawe i roto i ngā rārangi rua tekau o Aotearoa.*
- 4 Kua whakawhiwhi pūtea ahau i mua atu, mai i tētahi hīnonga tūmatanui tuku pūtea pēra i a Creative NZ, NZ Music Commission, Te Māngai Pāho, NZ On Air rānei.*