

MUSIC MANAGERS FORUM • AOTEAROA •

INDUSTRY FUNDING

(Ngā mihi to Aston Rd. for compiling the following funding initiatives.)

NZ ON AIR - IRIRANGI TE MOTU

NZ On Air funds the recording and promotion of single songs, multi-song projects and video content to help connect great NZ songs with NZ audiences.

Single Funding

NZ On Air will pay a maximum of \$10,000 (plus GST if registered) for the eligible costs of recording a single, creating video content to promote the single and other promotion costs to increase NZ audience awareness and engagement with the audio and video content. To be eligible to apply for New Music Single (pūtea tautoko) you must reach at least 10 out of 30 criteria benchmarks for your music to date.

Project Funding

Funding of between \$10,00 and \$40,000 is available for multi-song projects- which includes an up to \$4,000 (10%) Artist Creation Fee. NZ On Air will pay on a 80% reimbursement basis, meaning that the music company/applicant must co-invest a minimum of 20% of the costs of completing the Project.

New Music Development

New Music Development is a new funding initiative designed to support the development of new songs from emerging artists working with established music producers within New Zealand. Grants of up to \$6,000 (+ GST) are available to producers for development of a body of work with one artist, with a minimum of three demo recordings to be delivered at the end of the development period.

New Music Pasifika

Funding of up to \$10,000 is available for artists of Pacific background, for a single song - which can now include a \$1,000 (10%) Artist Creation Fee. NZ On Air will pay a maximum of \$10,000 (plus GST if registered) for the eligible costs of recording a single, creating video content to promote the single and other promotion costs to increase NZ audience awareness and engagement with the audio and video content.

New Tracks

New Tracks is a compilation of new music from New Zealand artists which is distributed to broadcast and online media platforms each month. With over 230 volumes, New Tracks (previously Kiwi Hit Disc) is the most comprehensive catalogue of New Zealand contemporary puoro ever assembled. To apply for New Tracks you must have a completed, airplay-ready song, a cover image and a promotional plan.

[FIND OUT MORE](#)

TE MANGAI PAHO

Te Māngai Pāho provides contestable funding to artists and producers who make music for airplay and streaming. Waiata Reo Māori; Waiata Takitahi Funding is also available for initiatives that widely promote and celebrate waiata reo Māori.

Waiata Takitahi

Waiata Takitahi – ('single song') – is a co-fund launched as a collaboration between NZ On Air and Te Māngai Pāho. You must be a New Zealand artist 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.

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.

[FIND OUT MORE](#)

CREATIVE NEW ZEALAND

Arts Grants

Arts Grants is the most popular fund open to emerging and established artists, arts practitioners and arts organisations for a range of activity. Arts Grants offer short-term project funding between \$5,000 to \$75,000. This funding enables more sustainable careers, encourages innovation and the development of arts practice, and provides opportunities for diverse communities to access the arts.

[FIND OUT MORE](#)

NEW ZEALAND MUSIC COMMISSION

The New Zealand Music Commission Te Reo Reka O Aotearoa is a government funded organisation that promotes music from New Zealand and supports the growth of New Zealand music businesses – both culturally and economically, at home and abroad. The hub of NZ Music Month, the Music Commission also deliver contemporary music programmes in schools, including the Musicians Mentoring in Schools Programme; provides music upskilling tools and resources; and runs the international market development & trade show programme Outward Sound.

International Development

Outward Sound offers financial support to New Zealanders wanting to grow to an overseas market. Outward sound is an intuitive set up to encourage the entry of NZ musicians into global markets. You can apply for assistance through grant programmes here.

[FIND OUT MORE](#)

Tour Funding

The Aotearoa Touring Programme can invest in approved domestic touring costs to help New Zealand artists to increase their access to live music events for NZ audiences. Applications require a comprehensive tour budget and marketing plan.

[FIND OUT MORE](#)

Touring Programme

Applicant Information & Resources are available.

[FIND OUT MORE](#)

Capability Grants

The Capability Grants Programme is a contestable fund from the NZ Music Commission for music industry up skilling, training and development opportunities

[FIND OUT MORE](#)

Popular Resources

Here is a section from the NZ Music Commission with useful information and one-pagers valuable to the NZ Music Industry.

[FIND OUT MORE](#)

Resources include:

- How to create an Electronic Press Kit (pg 4)
- Promoting your gig (pg 4)
- PR Tips (pg 2)
- Getting on a Festival Line up (pg 4)
- How to approach a record label (pg 6)

- Touring programme overview (pg 1)
- When and how to approach a record label (pg 6)
- Sample applications for touring applications and capability grants (pg 2)
- Capability grant overview (pg 1)
- Getting started planning a tour (pg 6)
- How to budget for a tour (pg 7)
- Things to remember (pg 9)