

Waiata Takitahi

Guidelines & Criteria



Waiata Takitahi - ('single song') - is a co-fund collaboration between NZ On Air and Te Māngai Pāho. The ambition of this fund is to enable the production and promotion of brand new, waiata reo rua (bilingual song) for the audiences of Aotearoa to enjoy.

Submitting an application

If this is your first time submitting an application within the [NZ On Air New Music 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.

Frequently Asked Questions

Before you contact us, please read the Frequently Asked Questions to see if any of your questions are answered there.

Click here to read the [Waiata Takitahi FAQ](#).

If you have any other music funding queries, you can reach us at: musicteam@nzonair.govt.nz

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 or niche 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 Mātanga Reo (reo consultant) who will play an integral part in your project to ensure the kupu Māori land the right way. 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 Mātanga Reo (reo consultant).

There is also a \$1,000 mandatory Artist Creation Fee (ACF) which was introduced in January 2024, for internal creative services provided to the project by the artist. This brings the total Waiata Takitahi funding up to \$15,000.

Music Funding Guidelines Checklist

Here are some guidelines to check before applying for any of our funding initiatives, and they may affect the outcome of your application if you answer 'YES' to any of the questions below.

- We do not accept songs which have already been released and are publicly available*. Has your song already been released on a DSP or platform?
- An artist applicant may only receive three grants within 12 months and receive no more than \$55,000 in the same 12-month period. Have you received three NZ On Air Music funding grants or more than \$55,000 worth of funding within 12 months?
- We do not allow the same song to be considered in more than two different assessment rounds. Have you applied with the same song twice?
- We can only accept one song per artist per round for consideration. Do you have more than one song in the funding round you are applying in?
- If you have samples in your song, you confirm that you hold the intellectual property rights for all elements of your song, including clearance of any samples used. Do you have any uncleared samples in your song?
- We do not accept remixes, remakes or covers of songs for Music Funding. Is your song a remix, remake or cover?
- The artist applicant can only have one *New Music Single* (including Focus rounds i.e. *New Music Pasifika*, *New Music Pan-Asian*, *New Music Kids*, *Waiata Takitahi*) open at the time of applying and *Zero New Music Project* funding open. Do you have any NZ On Air Music funding grants open at the time of applying?

If you have any queries about these guidelines, please contact us at musicteam@nzonair.govt.nz

* e.g., 'Publicly available' meaning if you have released the track through a DSP ('Digital Service Provider') or platform.

Strategic Plans & Supplementary Info

When applying for any NZ On Air Music funding, there are a few strategic plans and supplementary information which we encourage you to write about in your application to help support the assessors in making their decision.

These could be:

1. Outlining how you will reach New Zealand audiences online, on radio and on other media.
2. Outlining how NZ On Air funding will be used to improve the quality of your song and video content.
3. Naming the people you will be using to carry out the recording and production of your song. E.g. audio producer, engineer, mix engineer and studio you intend to use for this Single.
4. Naming the people you will be using to carry out the visual content production of your song. E.g. producer, director, production company, gear rental.
5. Outlining how you plan to promote and market your single e.g. working with a PR company to service your single release.
6. As of January 2025, all NZ On Air Music funding applications will require you to fill out an initial budget outlining your expected costs. This is to help us understand what you will be using the funding for, and allows applicants to budget their project prior to receiving funding.

Initial Budget for Application

As of January 2025, all NZ On Air Music funding applications must include an initial budget outlining your expected costs. This is to help assessors understand what you will be using the funding for and allows applicants to budget their project prior to receiving funding.

The Application Budget Template can be found as an Excel spreadsheet or Google Sheet, which you can upload or link to in the *Waiata Takitahi* funding application.

You can find the online Google Sheets budget template [here](#).

Budget Costs

NZ On Air will reimburse eligible costs up to \$14,000 (+ GST if registered) per single only plus the additional Artist Creation Fee of up to \$1,000 (+ GST if registered) only.

A mandatory Artist Creation Fee amounting up to \$1,000 plus GST (if applicable), will be applied in addition to your grant and disbursed exclusively in the final Drawdown. This fee pertains to internal creative services provided to the project by the artist. Consequently, the *Waiata Takitahi* funding grant of \$14,000 will include an additional maximum payment of \$1,000 to the Contracting Party, resulting in a total funding amount of up to \$15,000.

Successful applicants are able to claim any eligible expenses from the funding round open date. You can find this date on our website [here](#), and it will also be stated in your Funding Agreement letter.

Assessment Process

This is a step-by-step breakdown of the Assessment Process for Waiata Takitahi music funding.

1. Once the round closes, all applications are checked by our Music Team against the criteria set out in the document.
2. After all applications have been confirmed to meet the entry criteria, the applications are sent to the assessment panel.
3. The assessment panel is made up of external assessors – a representative from NZ On Air, a representative from Te Māngai Pāho and the remainder from the Music Industry (radio, music media, music managers, music producers, music industry organisations, etc).
4. Prior to the Assessment Hui, the assessors listen to and read all the applications and submit a shortlist based on the Assessment Criteria.
5. At the Assessment Hui, each of the shortlisted songs are played and discussed, beginning with the applications with the most votes, until 15 singles are funded.
6. If an application is not successful, the applicant is welcome to contact the NZ On Air Music Team for feedback via musicteam@nzonair.govt.nz. Please note, there may be a delay in response after Funding Decisions are announced as we get an influx of feedback queries during this period.

Waiata Takitahi

Criteria

The logo for Waiata Takitahi, featuring a stylized red circular emblem with a white treble clef and a white note.

A detailed criteria on the 25 criteria benchmarks for your music to date.

If you can reach at least 5 out of these 25 benchmarks then your song and application can be submitted to be assessed by our expert funding panels.

Key Criteria

Te Reo Māori: 3 criteria points

Online Audience: 5 criteria points

Broadcast Track Record: 3 criteria points

Other Media/Platform Editorial: 3 criteria points

Live Performance Track Record: 3 criteria points

Business Time: 5 criteria points

Awards and Recognition: 4 criteria points

A total of 25 criteria points can be reached, however to qualify for Waiata Takitahi funding you will only need 5 of the 25 criteria.

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.

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 āhuetanga 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.

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.

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.

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.

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.

Awards & 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 Smokefree Rockquest 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.

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.