

Frequently Asked Questions

How much te reo is needed in the song and how will it be measured?

Your song should contain more than 25% te reo Māori in your sung word count. That means, for every 100 words you sing, at least 25 of them should be te reo Māori. It is preferable that te reo Māori is sung in sentences, rather than individual kupu scattered through the lyric.

Do I have to be Māori or of Māori descent?

No, this fund is open to artists of all backgrounds.

What is a te reo Māori Collaborator?

A te reo Māori Collaborator is someone who is confident to lead the te reo Māori writing process. If you're already competent in te reo Māori, a collaborator might be a tuakana who will give you confidence in your reo, or a peer you can bounce ideas off.

Can I submit a cover or can I submit one of my already released songs to re-release in te reo Māori?

You must submit a new unreleased original piece of music. This cannot be a cover, remix or remake, and this cannot be a song you wish to have translated and re-released in te reo Māori.

How much Waiata Takitahi funding is available?

Waiata Takitahi grants will be available up to \$14,000 (plus GST, if registered). There is also a \$1,000 mandatory Artist Creation Fee (ACF) for internal creative services provided to the project by the artist. This brings the total Waiata Takitahi funding up to \$15,000.

The funding can be used towards a professional release-ready recording of the song, video content and other visual collateral to assist with the song release along with promotion, publicity and marketing.

We also will expect that some of the funding will need to be utilised to engage with a Mātanga Reo to ensure correct usage of te reo in the song (minimum of 25% te reo Māori).

Do I have to coinvest or contribute funds?

You are not required to coinvest in a Waiata Takitahi grant. However, we do expect you to invest additional resources into the release of your funded song where possible, to give it the very best chance of cutting through and finding an audience.

What do I need before I apply?

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.

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 detailed criteria list can be found in the pages below.

Where can I apply?

Waiata Takitahi applications will only be accepted online via the NZ On Air New Music website. You can access that [here](#) or type into your browser <http://newmusicsingle.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 New Music portal, you will just need to sign up first with an email and password.

Will there be help from a te reo Māori translator?

Yes, the use of te reo Māori in the song will be expected to be overseen by a Mātanga Reo (language consultant) who will play an integral part in your project to ensure the kupu Māori used in the song will land the right way.

For applicants who are not in a position to confirm a Mātanga Reo before the application deadline, there will be an opportunity to be matched with a range of consultants via Te Māngai Pāho.

For any queries, contact the NZ On Air Music team at: musicteam@nzonair.govt.nz

Detailed Criteria Explanation

Te Reo Māori

- **I have recorded and digitally released a song in te reo Māori**
Audio streaming site examples include Spotify, Apple Music, Soundcloud, You Tube Music, Bandcamp, etc.
- **I am confident to write lyrics in te reo Māori without assistance.**
- **I have a collaborator who will guide the te reo Māori writing process.**
A te reo Māori Collaborator is someone who is confident to lead the te reo Māori writing process. A collaborator might be a tuakana who will give you confidence in your reo, or a peer you can bounce ideas off.

Online Audience | Whakaminenga ā-Ipurangi

- **I have more than 1,000 followers on a single social media page**
Social media platform examples include Instagram, Facebook, TikTok, Twitter, etc.
- **I currently have 5,000 monthly listeners on Spotify.**
This must be up an up-to-date figure i.e. within the past 2 months.
- **I currently have 2,000 followers on Spotify.**
This must be up an up-to-date figure i.e. within the past 2 months.
- **I have had a single song reach 5,000 streams on a single music platform.**
Audio streaming site examples include Spotify, Apple Music, Soundcloud, YouTube Music, Bandcamp, etc.
- **I have had a single music video reach 2,000 plays on a single platform.**
Video streaming site examples include You Tube, Vimeo, Vevo, Facebook, etc.

Broadcast Track Record | Whakapāhotanga Waiata

- **I have had a song playlisted on a NZ radio station.**
This must be a song which has been in regular multi-play rotation on the station (e.g. A-rotate, 8-rotate, C-rotate etc.) - not one-off 'spot' plays. Can include NZ On Air-sponsored Music Features where your song was played on rotate multiple times in that feature.
- **I have had a song appear on one of the weekly Radioscope airplay charts.**
These charts include the Radioscope All Airplay Top 100, Pop Top 40, Rock Top 40, Alt Top 40, Urban Top 40, Dance Top 40, Adult Top 40, NZ Top 40, Te Rea Maori Top 20 or Most Added Top 40.
- **I have featured on a live-to-air performance on a NZ radio station or digital platform.**
This can include a live-to-air performance on a radio station or network like RNZ, a student radio station etc., or a live stream performance on a New Zealand-based platform. Please note this can not include your own livestream event via Facebook, Instagram etc.

Live Performance Track Record | Whakaaturanga Mataora

- **I have had more than 100 members of the public pay to attend a show I was advertised to play.**
- **I have completed a headline tour of at least three New Zealand centres.**
'Headlined' means that your act was the main performer at the event, not a support act.
- **I have performed at least 10 shows around New Zealand in a calendar year.**

Other Media/Platform Editorial | Ētahi Atu Tūāpapa Whakaputanga Pāpāho

- **I have had a song added to a platform-curated playlist.**

This must be official platform-curation (i.e. created and curated by Spotify, Apple Music or other platform editors). This does not include user/personal playlists or NZ On Air Music playlists.

- **I have featured in a music or entertainment publication (online or print).**

This can include a feature article and/or music video feature. NZ music/entertainment publication (online or print) examples include NZ Musician, Undertheradar, 13th Floor, Sniffers, The Spinoff, Stuff, Coup de Main, muzic.net.nz, etc.

- **I have had a music video premiere on a significant New Zealand or international online music or entertainment platform.**

This must be a specific video premiere which was exclusive to that platform for initial release. NZ or overseas-based music/entertainment online publication examples include any of the examples in questions 2 and 3 above.

Business Time | Ngā Take Pākihi

- **I am signed to a third-party record label with a track record of releasing new music in New Zealand.**

A third-party record label is a company with a track record of releasing new music in New Zealand that is not owned or operated by the artist applicant.

- **I have a third-party publishing deal with an organisation that has a track record of promoting compositions for commercial use.**

A third-party publishing deal is an agreement with an organisation that has a track record of promoting compositions for commercial use e.g. film syncs and collecting licensing royalties on behalf of the composers. This could be part of a record label or an independent organisation but it cannot be owned or operated by the artist applicant. This does not include APRA AMCOS.

- **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.**

A third-party management deal is an agreement with a company or individual artist manager with a track record of overseeing the business activities of musicians, producers and songwriters. The manager cannot be the artist applicant.

- **I have a distribution arrangement in place with a company that is responsible for distributing songs to streaming platforms.**

A distributor is a company that is responsible for selling music on line and in stores and includes distributing songs to streaming platforms. This could be part of a record label or an independent organisation operating in New Zealand, or an online service.

Awards & Other Recognition | Ngā Whakawhiwhinga me ngā Whakamiha

- **I have been a finalist for a major national music award**

This could be a major national music award such as: Aotearoa Music Awards, APRA Silver Scrolls, Waiata Māori Music Awards, Pacific Music Awards, Student Radio Network Awards.

- **I have been a national finalist in Smokefree Rockquest or Smokefree Tangata Beats.**

This must have been a national finalist, does not include regional finalists.

- **I have had a song, album, or EP feature in a Recorded Music NZ Top 20 Album, Single or Hot chart.**

These charts incorporate streaming, airplay and physical sales. You will need to state the song, chart type and position and month and year. Check out: <https://nztop40.co.nz/> for this info.

- **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.**