

*OUTWARD SOUND Grants Overview*

## INTRODUCTION

The purpose of providing assistance for market development initiatives is to encourage the entry of New Zealand music and musicians into global markets. New Zealand music industry practitioners (artists, managers etc) and firms (record companies, associated businesses) can apply for assistance through the programme with the implementation of a range of international market development activities including expenditure related to:

- Market visits
- In-market representation
- Publicity and promotion
- Marketing materials
- Showcases, trade fairs and other events
- Market research.

The Outward Sound programme is implemented and managed by the New Zealand Music Commission (NZMC). It is inclusive of music from all genres, styles and niches and applicants may target relevant markets around the world. Bands, composers, songwriters, producers and solo artists are able to benefit. Applicants at different stages of international market development can access the programme. The foundations of the programme are research, collaboration, network development and information sharing.

## OUTWARD SOUND GRANT PROGRAM STAGES

***Applicants for all stages are required to present the Outward Sound office with an international market development package that includes recordings (such as audio, audio/visual and other media) and a press kit (including a biography, photographs and associated press coverage). This is essential for your application.***

### *Stage 1 - Market Development*

- Grants up to - \$10,000 i.e. Projects up to the value of \$20,000

Stage 1 of the Outward Sound grants enable representatives or artists to undertake a market development visit. This involves traveling to the desired market (or markets) and meeting with companies/individuals associated with your business plan. Stage 1 also supports costs related to showcasing opportunities, tradeshows and touring.

### *Stage 2 - In Market Support*

- Grants up to \$30,000 i.e. Projects up to the value of \$60,000

Stage 2 enables performance-orientated support by way of an in-market visit by export-ready artists and related business professionals, including showcases and tour support. In market professionals can be engaged in promotion and marketing.

Grants will be made available to applicants that have demonstrable evidence of interest and connection in the territory proposed and will be submitting an application with a full business and marketing plan.

### *Stage 3 - Market Infiltration*

- Grants up to \$60,000 i.e. Projects up to the value of \$120,000

Stage 3 will enable market infiltration by the artist including technical and touring support. Outward Sound grants at this level should enable the artist to maintain a presence in the territory for an extended period where there is potential high-level success.

Grants will be made available only to applicants who have achieved investment 'buy-in' from experienced in-market professionals and tangible support of the industry within that market (such as evidence of a potential advance on a recording or distribution deal, interest in signing a publishing contract, etc).

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#### ***Please Note***

Before sending in an application you must engage with the Outward Sound office to discuss your project and gain approval to apply for funding. This applies to resubmitting an application that was previously turned down, or any new project.

Applications must be completed electronically for ease of processing. You are required to print the whole document, sign the declaration page and supply an original copy when submitting your application. In addition to this it is essential to email a copy to [international@nzmusic.org.nz](mailto:international@nzmusic.org.nz) no later than 5pm on the closing day of the round.

A signed copy must be received by the Outward Sound office no later than 5pm on the closing day of the round, ***no exceptions.***

***Handwritten applications will not be accepted.***

*For more detailed information, please contact the Outward Sound office at the NZ Music Commission. Phone: +64 9 376 0115 Email: [international@nzmusic.org.nz](mailto:international@nzmusic.org.nz)*