

OUTWARD SOUND RECIPIENTS

Artists who have received Outward Sound grants assistance to date include:

Agent Alvin, All Left Out, Bachelorette, Bang! Bang! Eche!, Battle Circus, Batucada Sound Machine, Bic Runga, Bleeders, Blindspott, Breaks Co-op, Brooke Fraser, Charlie ASH, Coco Solid, Collapsing Cities, Concord Dawn, Connan and the Mockasins, Cut Off Your Hands, David Dallas, David Kilgour, Dawn Of Azazel, Deja Voodoo, Die!Die!Die!, Dimmer, DJ Philippa, Don McGlashan, Elemeno P., Elizabeth Marvelly, Gasoline Cowboy, Goldenhorse, Goodnight Nurse, Greg Johnson, Hollie Smith, Jackie Bristow, John Psathas, Katchafire, Kingston, Kolab, Kora, Kylie Harris, Ladió, Lawrence Arabia, Liam Finn, Little Bushman, Luger Boa, Midnight Youth, Minit, Moana & The Tribe, Naked & Famous, Pitch Black, P-Money, Scribe, Shapeshifter, SJD, So So Modern, Spacifix, Steriogram, The Black Seeds, The Brunettes, The Checks, The Mint Chicks, The Phoenix Foundation, The Rabble, The Ruby Suns, Tim Finn, Tyree.

New Zealand music companies who have received Outward Sound grants assistance to date include:

Arch Hill Recordings, Handmade Records, Independent Music New Zealand, King Exports, LOOP Management NA, LOOP Recordings Aot(ear)oa, Midium Records, Monkey Records, Move The Crowd Records, Ode Records, Southbound Distribution, Sugarlicks Records, Tangata Records, Tardus Music, Yellow Eye.

OUTWARD SOUND
taking new zealand music to the world



**NEW ZEALAND
MUSIC COMMISSION**

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WHAT IS OUTWARD SOUND?

Outward Sound has been set up to provide assistance for market development initiatives and 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

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

The foundations of Outward Sound are research, collaboration, network development and information sharing.

APPLICATION PROCESS

- Make an appointment with the Outward Sound team to discuss proposed application/international project and to seek approval to apply.
- Submit completed application (including International Press Kit which includes music, video, reviews etc).
- Application is reviewed and processed by the Outward Sound team.
- All applications are presented to the Grants Advisory Panel, a specially appointed panel of music industry professionals, who make recommendations to the NZ Music Commission Board.
- Applications recommended by the GAP panel are presented to the NZ Music Commission Board for final ratification.
- Applicants are notified of the outcomes. Round results are published.

OUTWARD SOUND GRANT PROGRAM PHASES

Applicants are expected to view funding on the basis of a three-phase approach. In applying for the first and each subsequent phase, applicants acknowledge that they will undertake through their best endeavours to achieve successful outcomes.

The modular nature of the Outward Sound grants program dictates that applicants achieve clearly defined targets and milestones before moving to the next phase of funding support. Applicants may skip the early stage ifunding if their project activity is well advanced and has passed the formative stages of development. Success in obtaining support in one phase does not provide the automatic right to funding support in subsequent phases. Failure to supply the necessary reporting on the completion of project activity means an applicant will not be eligible to apply for subsequent phases.

PLEASE NOTE: Applicants for all phases are required to present 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.

Phase 1 - Market Scoping

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

The primary focus of Phase 1 of the Outward Sound grants is for representatives or artists to undertake a market development visit. This involves travelling to the desired market (or markets) and meeting with approved market professionals.

Phase 2 - Performance Oriented Support

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

Phase 2 support enables performance-orientated support by way of an in-market visit by export-ready artists and related business professionals, including showcases and tour support, and include a full business/marketing plan.

Phase 3 - Market Infiltration

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

Phase 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.

Phase 3 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 i.e. recording or distribution deal, publishing contract, booking agent, management, etc).

CONTACT US

Please check www.nzmusic.org.nz for Outward Sound application deadlines, and further grant information.

For general Outward Sound enquiries contact Gary Fortune (Export Manager), or Alan Holt (Export Coordinator) on (09) 376-0115 or email international@nzmusic.org.nz

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