



WHAT IS WOMEX?

WOMEX is the World Music Expo.

WOMEX is an international networking platform for the world music industry. The annual five-day event comprises a bustling Trade Fair, Showcase Festival, Conference, and Film programme, as well as festive Opening and Award ceremonies. The market has a focus on contemporary music in the world, roots, reggae, dub, contemporary soul and traditional forms.

More information can be found here: www.womex.com

WHY DO WE ATTEND?

The New Zealand Music Commission seeks to support our managers/labels/musicians at this international trade event for the following reasons:

To provide an opportunity to develop new international relationships and opportunities for our musicians/managers/labels.

To help increase the profile and awareness of music from New Zealand and to support the development of international markets and audiences.

To build New Zealand knowledge of the international world music market.

To build the skills and capability of musicians, managers and labels to engage internationally and create international-level opportunities.

WHERE AND WHEN IS IT?

WOMEX will be held in Cardiff, Wales, UK, from Wednesday 23 to Sunday 27 October 2013.

WHO CAN APPLY?

New Zealand music managers/labels who are representing a New Zealand artist/group may apply provided that they:

Are a professional, New Zealand-based manager/label or self-managing artist.

Clearly identify the overseas market/s for the artist/s being represented and have an international market plan to support this.

Are in a position to consider any reasonable touring invitations/business opportunities that may arise.

Have a high quality website and or press kit.

Are available to attend WOMEX from 23 - 27 October 2013.

WHAT WILL WE FUND?

Outward Sound offers successful applicants 50% recoupable support up to the value of \$2500 (\$5000 of eligible costs) towards:

Return economy airfares from New Zealand to Cardiff

Delegate registration to the conference

Accommodation (Up to 5 nights)

Per diems (5 days)

PLEASE FILL OUT EACH SECTION BELOW AND ATTACH ALL THE REQUIRED MATERIALS TO RETAIN THE PDF'S FUNCTIONALITY PLEASE USE ADOBE ACROBAT READER TO FILL OUT THIS FORM. DOWNLOAD THE LATEST FREE VERSION FROM [HTTP://GET.ADOBE.COM/READER/](http://get.adobe.com/reader/). INCOMPLETE APPLICATIONS WILL NOT BE ACCEPTED.

SECTION A

APPLICANT CONTACT DETAILS

LAST NAME:

FIRST NAME: **MIDDLE NAME (S):**

GENDER: **DATE OF BIRTH:**

TELEPHONE: **MOBILE:**
INCLUDE AREA CODE

EMAIL:

PHYSICAL ADDRESS:

CITY:

POSTCODE:

COMPANY DETAILS

NAME:

GST NUMBER:

POSTAL ADDRESS

STREET/PO BOX:

SUBURB: **CITY:**

COUNTRY: **POSTCODE:**

PHYSICAL ADDRESS (IF DIFFERENT FROM POSTAL)

STREET/PO BOX:

SUBURB: **CITY:**

COUNTRY: **POSTCODE:**

DO YOU BELONG TO ANY ORGANISATIONS? **MMF** **APRA** **IMNZ** **RMNZ** **AMCOS**

OTHER ORGANISATION. PLEASE LIST:

HAVE YOU ATTENDED ANY LOCAL UPSKILLING SEMINARS? **GOING GLOBAL** **NZ MUSIC MONTH SUMMIT**

SOUNDS AOTEAROA

OTHER UPSKILLING SEMINARS. PLEASE LIST:

SECTION B

BIOGRAPHIES

PLEASE LIST EACH ARTIST/GROUP OR LABEL YOU INTEND TO REPRESENT AT WOMEX:

PLEASE PROVIDE THE WEBSITE OF EACH ARTIST/GROUP OR LABEL BEING REPRESENTED:

HAVE YOU PREVIOUSLY ATTENDED WOMEX? IF SO, WHICH YEAR(S):

PLEASE PROVIDE YOUR BRIEF BIOGRAPHY:

PLEASE PROVIDE A BIOGRAPHY FOR EACH ARTIST/GROUP BEING REPRESENTED:

PLEASE PROVIDE DETAILS OF CURRENT RELEASES OF EACH ARTIST/GROUP YOU REPRESENT:

PREPARATION

PLEASE PROVIDE DETAILS AND/OR LINKS TO MARKETING MATERIAL YOU WILL USE AT WOMEX EG: WEBSITE, DVD, PRESS KIT:

PLEASE DESCRIBE HOW YOU WILL BEST PREPARE TO MAKE THE MOST OUT OF ATTENDING THIS CONFERENCE:

WHO DO YOU PLAN TO MEET AT THE CONFERENCE?

SECTION B (CONTINUED)

OUTCOMES

**WHAT ARE YOU
LOOKING TO
ACHIEVE FROM
ATTENDING WOMEX:**

SECTION C

CONFIRMATION AND ACKNOWLEDGEMENT

CONFIRMATION - I/WE CONFIRM THAT:	ACKNOWLEDGEMENT:
<p>I/WE HAVE READ THE GUIDELINES FOR MAKING AN APPLICATION FOR AN OUTWARD SOUND GRANT THAT OUTLINES THE PROCEDURES, TERMS, CONDITIONS AND CRITERIA AND I/WE UNDERSTAND AND AGREE TO THESE.</p> <p>THE ASSISTANCE SOUGHT IN THE ATTACHED APPLICATION DOES NOT RELATE TO EXPENDITURE THAT HAS BEEN INCURRED PRIOR TO THE RECEIPT OF THIS APPLICATION BY NZMC.</p> <p>THE APPLICATION INVOLVES A PROJECT/ACTIVITY THAT IS A LAWFUL ACTIVITY CARRIED OUT LAWFULLY, AND IS DIRECTED AT A COMMERCIAL DEVELOPMENT.</p> <p>THE BALANCE OF THE COSTS SOUGHT IS NOT BEING FUNDED FROM ANY OTHER GOVERNMENT SOURCE.</p> <p>THE APPLICATION IS NOT BEING MADE BY AN ORGANISATION THAT IS IN RECEIVERSHIP OR LIQUIDATION, OR BY AN INDIVIDUAL WHO IS AN UNDISCHARGED BANKRUPT.</p> <p>THE PROJECT IS NOT BEING MANAGED BY AN UNDISCHARGED BANKRUPT OR SOMEONE PROHIBITED FROM MANAGING A BUSINESS.</p> <p>THE APPLICATION IS BEING MADE BY A COMPANY OR ORGANISATION THAT IS RESIDENT IN NEW ZEALAND FOR THE PURPOSES OF TAX, AND/OR BY AN INDIVIDUAL WHO IS A NEW ZEALAND CITIZEN OR WHO HAS NEW ZEALAND PERMANENT RESIDENCE STATUS.</p> <p>THE INFORMATION CONTAINED IN THE ATTACHED APPLICATION IS TRUE AND CORRECT AND THERE HAS BEEN NO OMISSION OF ANY RELEVANT FACTS NOR ANY MISREPRESENTATION MADE.</p> <p>I/WE UNDERSTAND THAT NZMC MAY LIAISE WITH OTHER GOVERNMENT AGENCIES AND MAY REFER APPLICATIONS WHERE APPROPRIATE.</p> <p>I/WE UNDERSTAND THAT A BACKGROUND CHECK WILL BE UNDERTAKEN ON ALL APPLICANTS/DIRECTORS.</p> <p>I/WE CONFIRM THAT NZMC MAY REQUEST ADDITIONAL INFORMATION AS PART OF THE EVALUATION OF THE APPLICATION.</p> <p>I/WE ACKNOWLEDGE THAT NZMC MAY WISH TO PROMOTE ANY SUCCESSES THAT RESULT FROM OUR PROPOSAL (WHILE RESPECTING OUR COMMERCIAL CONFIDENTIALITY).</p>	<p>I/WE ACKNOWLEDGE THAT IT WILL BE A CONDITION OF RECEIVING A GRANT THAT THE RECIPIENT MUST REMAIN A RESIDENT OF NEW ZEALAND FOR TAX PURPOSES FOR AT LEAST FIVE YEARS.</p> <p>I/WE CONFIRM THAT WHERE EXTERNAL PROVIDERS ARE BEING EMPLOYED AS PART OF THE PROJECT/ACTIVITY, THE RELEVANT PROVIDERS ARE NOT EMPLOYEES, DIRECTORS OR SHAREHOLDERS OF THE APPLICANT, AND NOR DO THEY HAVE ANY OTHER DIRECT OR INDIRECT INTEREST IN THE APPLICANT, WHETHER FINANCIAL OR PERSONAL.</p> <p>I/WE UNDERSTAND THAT NZMC MAY CARRY OUT CHECKS TO VERIFY THE CONTENTS OF ANY INFORMATION PROVIDED BY ME/US AS PART OF THE APPLICATION PROCESS, AND I/WE CONFIRM THAT I/WE WILL PROVIDE ACCESS TO MY/OUR RECORDS AND PERSONNEL FOR THAT PURPOSE.</p> <p>ACKNOWLEDGEMENT</p> <p>THE UNDERSIGNED ACKNOWLEDGES THAT, IF A GRANT IS ACCEPTED, NZMC MAY RELEASE THE FOLLOWING DETAILS IN RELATION TO THE GRANT:</p> <p>NAME OF GRANT RECIPIENT.</p> <p>AMOUNT OF GRANT.</p> <p>CONTACT DETAILS OF GRANT RECIPIENT.</p> <p>GENERAL STATEMENT OF THE NATURE OF THE PROJECT/ACTIVITY AS AGREED BY GRANT RECIPIENT AND NZMC.</p> <p>THE OUTCOME OF THE ACTIVITY ASSISTED (NOT BEFORE THREE MONTHS AFTER THE FINAL PROJECT REPORT IS RECEIVED).</p> <p>I/WE ACKNOWLEDGE THAT NZMC MAY RECEIVE REQUESTS FOR INFORMATION ON GRANTS UNDER THE OFFICIAL INFORMATION ACT 1982 AND THAT THIS MAY RESULT IN THE RELEASE OF ADDITIONAL INFORMATION IN ACCORDANCE WITH THAT ACT.</p> <p>I/WE ACKNOWLEDGE THAT THE GOVERNMENT EXPECTS REGULAR REPORTS ON OUTWARD SOUND GRANTS, INCLUDING INFORMATION ON ITS USAGE. THE UNDERSIGNED ACKNOWLEDGES THAT DATA MAY BE MADE AVAILABLE TO OTHER GOVERNMENT AGENCIES THAT HAVE AN INTEREST IN MONITORING THE FUND'S USAGE.</p> <p>I/WE ACKNOWLEDGE THAT BECAUSE FUNDING FOR THE OUTWARD SOUND GRANTS IS LIMITED, NOT ALL APPLICATIONS WILL BE SUCCESSFUL. THE FACT THAT AN APPLICATION MEETS ELIGIBILITY CRITERIA DOES NOT GUARANTEE A GRANT. ALLOCATION OF AVAILABLE FUNDING TO ELIGIBLE APPLICANTS WILL BE AT THE SOLE DISCRETION OF NZMC.</p>

THIS CONFIRMATION/ACKNOWLEDGEMENT MUST BE SIGNED BY THE APPLICANT OR DIRECTOR OF THE APPLICANT COMPANY:

SIGNATURE: **NAME:** **DATE:**

DESIGNATION: **COMPANY/ENTITY:**

SECTION **D**

APPLICATION CHECK SHEET

PLEASE INCLUDE:

- YOUR INTERNATIONAL MARKET PLAN
(REFER TO THE TEMPLATE PROVIDED ON THE NEXT PAGE IF REQUIRED)
- LINKS OR A COPY OF YOUR PRESS KIT
- MEDIA-QUALITY PHOTOS OF THE ARTIST(S) YOU WILL BE REPRESENTING
- LINK TO LIVE PERFORMANCE FOOTAGE OF THE ARTIST(S) YOU WILL BE REPRESENTING
(WHERE AVAILABLE)
- A COPY OF THE ARTIST'S/GROUP'S MOST RECENT ALBUM RELEASE
- HAVE YOU COMPLETED ALL SECTIONS OF THE DOCUMENT?

AS YOUR APPLICATION CANNOT BE ASSESSED UNTIL IT IS COMPLETE, PLEASE ENSURE YOU HAVE INCLUDED THE REQUIRED INFORMATION (WHERE POSSIBLE). YOU ARE ALSO WELCOME TO ATTACH ADDITIONAL SUPPORTING INFORMATION IN RELATION TO THE BUSINESS/PROJECT/ACTIVITY.

APPLICATIONS MUST BE RECEIVED BY THE OUTWARD SOUND OFFICE IN BOTH DIGITAL AND PHYSICAL FORM BY 5PM ON THE CLOSING DATE, THERE ARE NO EXCEPTIONS. LATE APPLICATIONS WILL NO BE CONSIDERED.

POST

NZ MUSIC COMMISSION
7 GREAT NORTH ROAD
PONSONBY
AUCKLAND

ATTN: OUTWARD SOUND
WOMEX APPLICATIONS

COURIER

NZ MUSIC COMMISSION
7 GREAT NORTH ROAD
PONSONBY
AUCKLAND

ATTN: OUTWARD SOUND
WOMEX APPLICATIONS

E-MAIL

PLEASE EMAIL
A DIGITAL VERSION TO:
INTERNATIONAL@NZMUSIC.ORG.NZ

ANY ENQUIRIES: PHONE: (09) 3760115

PLEASE NOTE: WE RECOMMEND THAT YOU COURIER YOUR APPLICATION TO THE OUTWARD SOUND OFFICE. WE WILL NOT BE RESPONSIBLE FOR ANY LATE SUBMISSIONS. SHOULD YOU CHOOSE TO POST YOUR APPLICATION PLEASE ALLOW SEVEN DAYS FOR DELIVERY. ANY APPLICATIONS RECEIVED AFTER 5PM ON THE CLOSING DATE WILL NOT BE CONSIDERED FOR THAT FUNDING ROUND. NO EXCEPTIONS WILL BE MADE.

FOR OFFICIAL USE ONLY

OS NUMBER:

DATE RECEIVED:

TAG:

INTERNATIONAL MARKET PLAN TEMPLATE

AN INTERNATIONAL MARKET PLAN EXPLAINS HOW YOU WILL TARGET OVERSEAS MARKETS. IT IS USEFUL TO THINK ABOUT THE FOLLOWING AREAS WHEN DEVELOPING YOUR PLAN:

PURPOSE

1. WHY DO YOU THINK IT'S TIME TO TAKE YOUR MUSIC OVERSEAS?

CONSIDER:

- The skills and capabilities which will be built as a result of your international engagement.
- Projected career trajectory over the next three years.

MARKET CHOICE

2. HOW DOES YOUR MUSIC FIT WITH YOUR SELECTED MARKET(S)?

CONSIDER:

- Whether there is an audience for your music in the market(s) you are targeting?
- The market niche that you intend to cater for?

3. WHICH MARKET(S) DO YOU PLAN TO TARGET AND WHY?

CONSIDER:

- Geographical factors (airfare costs, freight and distribution channels, seasons and touring circuits, the size of your touring party)
- Economic and legal factors (taxes, duties, exchange rates, regulations, visas, taxes, etc)
- Audience factors (age, gender, income, lifestyle, cultural differences)
- Market characteristics (market size, types of venues, availability of agents and distributors)

4. WHAT MARKETING STRATEGIES WILL YOU USE AND HOW DO YOU KNOW THAT THESE WILL BE EFFECTIVE?

INCLUDE:

- A marketing overview
- Your comparative position in the marketplace (i.e. consider what other artists and/or bands operate in the same or similar market)
- Examples of successful marketing strategies used by you in the past and the impact on audience size and income generation.

RISKS

5. WHAT ARE THE RISK FACTORS RELATING TO YOUR PROJECT?

BUDGET

6. HOW MUCH WILL YOU AND YOUR PARTNERS INVEST IN TARGETING THE PROPOSED MARKET(S)?

INCLUDE BUDGET INFORMATION:

- Expected expenditure
- Estimated income (over a realistic time frame) resulting from the proposed activity?

TIMELINE

7. HOW LONG HAVE YOU BEEN TARGETING THE PROPOSED MARKET AND FOR HOW LONG DO YOU PLAN TO CONTINUE?

8. WHAT ARE THE CRITICAL MILESTONES IN YOUR PLAN AND WHEN WILL YOU ACHIEVE THEM?

INFRASTRUCTURE AND READINESS

8. WHO ARE THE KEY PEOPLE INVOLVED IN YOUR BUSINESS/CAREER IN NEW ZEALAND?

(I.E. MANAGER, TOUR MANAGER, RECORD COMPANY, PUBLICIST, BUSINESS MANAGER ETC.)

9. WHAT CURRENT INTERNATIONAL INFRASTRUCTURE DO YOU HAVE?

(I.E. AGENTS, LABELS, DISTRIBUTORS, RECORD COMPANIES, PUBLISHERS, PROMOTERS, PUBLICISTS, CONTRACTORS ETC.)

10. WHO WILL YOU NEED TO DEVELOP PROFESSIONAL RELATIONSHIPS WITH TO ACHIEVE YOUR GOALS?

MEASUREMENT

11. HOW WILL YOU MEASURE YOUR SUCCESS?

INCLUDE:

- Criteria which can be used to measure if the activity is successful or not.
- Tangible measures of success (e.g. showcases, tours, signed agreements, return on investment etc.)