

# AOTEAROA TOURING PROGRAMME

The Aotearoa Touring Programme is a new initiative run by the NZ Music Commission to grow the potential for original New Zealand artists touring across Aotearoa and enable more New Zealanders to experience live, local music. The Aotearoa Touring Programme is a contestable fund intended to reinvigorate the live music sector and assist in the recovery from the effects of COVID-19 in the domestic touring market. This programme will invest in approved domestic touring costs, to enable more NZ artists to grow sustainable careers and increase the access to live music for NZ audiences.

## About the Aotearoa Touring Programme:

There will be three Tiers in the Aotearoa Touring Programme – Tier 1 and Tier 2 are open now. Tier 3 is for significant large-scale New Zealand music events (i.e. 8,000+ capacities) and will launch later in 2020, once the environment and challenges for these large-scale events is more certain.

The Aotearoa Touring Programme is a matched investment programme (i.e. the Programme will match your investment), so applicants can apply for 50% of the eligible costs for undertaking national tours across all Tiers. The different Tiers have a maximum limit for each grant. A national tour will include at least three dates outside of the artist's home town.

There will be two quick rounds for Tier 1 and Tier 2 grants before the end of this calendar year, with applications closing on 27 October and 24 November. From 2021, the grant rounds will be bi-monthly starting in February.

For the first two rounds only (i.e. until the end of 2020), tours that are already announced and/or on sale, but have not commenced, can apply for support if a case can be presented for how the investment will enable the reach of the touring project to increase – i.e. more shows in the regions would be added, all ages performances included, better local media support, greater production capacity etc.

Tours and shows which are announced and sold out are not eligible to apply.

An artist can receive two grants in a twelve-month period – and a maximum of three grants between now and 30 June 2022. There is no restriction on how often you can put in an application.

Applications can be from any entity that represents the artist – including managers, promoters, booking agents and the artists themselves.

Prospective applicants need to contact the Music Commission for access to the online application portal. When you get in touch with the office, you should know when your proposed tour would be taking place, where in the country you intend on playing, why you want to play in these towns (previously successful shows, good airplay on local radio, interest from the area etc), and approximately how much you intend to apply for. The application process will require you to have a full budget and business plan that will show how this investment will contribute to growing the artist's business and career.

If you are the successful recipient of a grant and your touring plans are postponed or cancelled due to COVID-19 Alert Level shifts, the Music Commission intends to honour the funding agreement for fixed costs incurred that cannot be moved to later date. In this scenario, each applicant will be dealt with on a case by case basis, as there are many variables that will make each artist's tour situation unique.

The Music Commission will review the settings for the Tiers (i.e. volume / frequency) in February 2021, which will also take into account any environment changes due to Alert Level movements.

There are additional eligibility guidelines detailed on the Grant Application Support Document [available here](#).

## About the Tiers:

**Tier 1 Fund:** This Fund will enable New Zealand artists who perform original music in lower capacity venues (i.e. up to 600 capacity) to apply for a 50% contribution towards approved eligible costs for undertaking a domestic tour. Preference will be given to tours that include shows outside of the main centres, shows for all age's audiences, and shows accessible to communities that may not usually get to experience live, local music. It is anticipated that applications will include provision for payment of venue hire fees and advertising spends on local media outlets to market the shows. The Tier 1 Fund is a total of \$1 million and will provide 100 grants for a maximum of \$10,000 each between now and June 2022.

**Tier 2 Fund:** This Fund will enable New Zealand artists who perform original music where their tours include higher capacity venues (i.e. over 600 capacity) to apply for a 50% contribution towards approved eligible costs for undertaking a domestic tour. Tier 2 will require artists to have a proven track record of successful touring in New Zealand and/or a significant audience base. Preference will be given to tours that include shows outside of the main centres, shows for all age's audiences, and shows accessible to communities that may not usually get to experience live, local music. It is anticipated that applications will include provision for payment of venue hire fees and advertising spends on local media outlets to market the shows. The Tier 2 Fund is a total of \$2 million and will provide 40 grants for a maximum of \$50,000 each between now and June 2022.

**Tier 3 Fund:** This Fund will open later in 2020 and is for significant scale events featuring original New Zealand artists. The Tier 3 Fund is a total of \$1 million dollars to be invested between now and the middle of next year, June 2021.

## About the Eligible Costs:

### Eligible Costs

There are a range of different tour related costs you can apply for. These include:

- Accommodation
- Air travel
- Ground transportation including petrol
- Freight and trucking costs
- Venue hire fees
- Sound production costs (including backline)
- Lighting and staging production costs
- Security costs
- Session musician fees for live performance
- Support band fees
- Sound and stage technician fees
- Tour manager and door person fees
- Promotion including publicity fees
- Advertising and marketing costs including local media spends
- Artwork
- Insurance
- Tier 2 only – Pre-Production costs of up to three days.

### Non-eligible Costs

There are costs that will not be funded through the programme. Ineligible tour related costs include:

- International airfares and quarantine costs
- Staff salaries and wages, rent and office overheads
- Management fees (including management percentage), promoter fees and booking agent fees
- Ticketing and inside charge fees
- OneMusic and APRA licence fees
- Equipment or capital expenditure costs
- Per diems, catering, riders and alcohol
- Merchandise production / manufacturing
- Any activity that occurred prior to the application being submitted.

For any other queries, please contact the team at: [touring@nzmusic.org.nz](mailto:touring@nzmusic.org.nz)