

ARE YOU TOUR READY?

The NZ Music Commission recommend going through the below list of questions to help decide if you/your artist are tour ready before applying for support through the Aotearoa Touring Programme. This list is not exhaustive and not every point is essential, however the more you are able to tick, the more prepared you are likely to be, and the higher your chances of success for being approved for an Aotearoa Touring Programme grant.

- Have you performed to an audience of 50 or more in your hometown?
- Have you performed to an audience of 50 or more outside of your hometown?
- Do you have a tour already booked? And if not, do you have a schedule of where you are planning to perform?
- Do you have an up-to-date biography and promotional image?
- Do you have music available across multiple streaming services?
- Do you have any support (no matter how large or small) from local media (online, radio, print) in the towns and/or cities you are planning to perform in?
- Have you put together a thorough budget which includes all costs (not just the eligible costs set out in the application) for the tour? What the expected income would be? And how much in additional funds will be required from yourself/the artist?
- Have you serviced any radio stations with your music? And if not, do you have a plan for servicing radio before you perform in your chosen towns/cities?
- Do you have the funds required to cover all costs on the tour that cannot be covered by ticket sales or if ticket sales do not go as well as expected?
- Do you have distribution in place for your releases – digital and/or physical?
- Do you have a presence on any social media platforms and followers that engage with you?
- Do you have networks or know members of the music community in places you plan to perform that can help with 'on the ground knowledge'? Or other artists who are keen to perform at your shows?

For any further information and queries, please contact:
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