

GRANT APPLICATION SUPPORT DOCUMENT

The Aotearoa Touring Programme is an 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.

The Purpose and Criteria of the Aotearoa Touring Programme

The overarching goal of the Aotearoa Touring Programme is to increase national touring activity by New Zealand musicians performing original, live New Zealand music.

The objectives of the Programme are to:

- Maximise the New Zealand live music industry's economic recovery from COVID-19
- Create skill development opportunities in live music performance and touring to strengthen and grow the New Zealand live music industry
- Support New Zealand artists to grow viable and sustainable careers
- Promote more opportunities for audiences across New Zealand to access original, live New Zealand music.

Applications will be assessed in the first instance against the following three point high-level criteria:

1. Quality and career development potential of the artists involved.
2. Contribution to the growth of the New Zealand music industry and economic recovery from COVID-19 for the live music sector.
3. Robust budget and logistics supporting your National Tour Plan.

AOTEAROA TOURING PROGRAMME GRANT 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.

The Tier 1 Fund will provide at least 50 grants for a maximum of \$10,000 each between now and June 2023.

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) or the total tour audience will exceed 2,400, 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. The Tier 2 Fund will provide at least 20 grants for a maximum of \$50,000 each between now and June 2023.

General Grant Information:

- Grants are funded on a dollar for dollar matched basis – i.e. if you were looking to undertake a touring project that cost \$12,000, you can apply for \$6,000 worth of expenses.
- If your application is successful, you will be issued a Funding Agreement which outlines the approved costs of your grant and your obligations.
- Grant claims require invoices for the approved costs or confirmation of payment.
- It is essential that you have a well thought out plan for your proposed tour that shows how the touring project will assist the artist in growing a sustainable career.
- Successful applicants will be required to report on the outcomes of their touring project. This Outcome Report is due two months after the completion of the activity. Further applications will not be accepted for artists or businesses who are yet to submit an Outcome Report for a previous grant.
- Aotearoa Touring Programme grants are not retrospective. Costs that are incurred before the date of the application being submitted are ineligible.
- Your application can include tour related costs for show days or travel days, but not the days in between.
- Funding is considered income and must be declared as such for NZ tax purposes. If you are an artist and do not have a limited liability company or a tax exemption certificate, it is most likely that withholding tax will have to be deducted from your grant and you will need to complete an IR330c as part of your claim. The Inland Revenue Department have tax information for Bands and Entertainers [available here](#).
- The touring project must be consistent with relevant laws and regulations.
- The Aotearoa Touring Programme is a contestable fund. Submitting an application does not guarantee that your grant will be approved.

Eligibility:

Applications to the Aotearoa Touring Programme will be limited to:

1. Businesses or individuals that are tax registered in New Zealand, physically located in New Zealand, and employing individuals who are working legally in New Zealand.
2. New Zealand artists performing original New Zealand music. For the definition of 'New Zealander' and 'original New Zealand music', [click here](#).
3. Tours that comprise at least three different cities or towns, which can include a show in the performer's home town.

Applicants also need to fulfil the following criteria:

- Be financially viable to the extent that they can demonstrate how they can finance at least 50% of the cost of the touring project.
- Be able to demonstrate they have the capacity and capability (including financial, business planning and delivery support) to undertake the touring project.
- Are not crown entities, government departments or their agencies. This includes any organisation that receives baseline funding from Creative New Zealand's Toi Tōtara or Toi Uru Kahikatea investment programmes.

Eligible Costs

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

- Accommodation
- Air travel
- Ground transportation including petrol and mileage (at the IRD per km rate)
- 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, lighting and stage technician fees
- Tour manager and door person fees
- Promotion including publicity fees
- Advertising and marketing costs including local media spends
- Tour artwork
- Insurance
- On tour photography
- Tier 2 only – Pre-Production costs of up to three days, including rehearsal space hire.

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
- Consumables (i.e. guitar strings, gaffer tape)
- Per diems, catering, riders and alcohol
- Merchandise production / manufacturing
- On tour filming or video production (see **NZ On Air** for video production costs)
- Roles taken on by the artist (i.e. tour management, driver, guitar tech)
- Any activity that occurred prior to the application being submitted.

Please note – this list maybe updated and the Music Commission reserves the right to add both eligible and non-eligible costs as appropriate. The Music Commission may also give consideration to proposals that do not fall within the above but presents a strong case for achieving the high-level outcomes of the Programme.

You will need to fill out the online application form including the Budget Template listing your eligible costs and attach a full tour budget. Applications that do not include budget information in the actual online application form will not be accepted, as the portal will register your application as having zero expenses. Additionally, full budgets including all costs are also required to be attached as a supporting document for both Tier 1 and Tier 2 applications.

Tour Plan:

National Tour Plan:

You are required to submit a **National Tour Plan** as part of your application.

The National Tour Plan should describe the tour you want to undertake, why you should undertake the tour, and how you are going to ensure the tour is as successful as possible.

Your National Tour Plan must include:

1. Information about the Artist – i.e. biography, recent achievements and upcoming opportunities.
2. Pencilled show dates, venues, towns/cities and income information – i.e. ticket prices or guarantee information.
3. The rationale for why these locations (i.e. proof of audience), and why at this time. This could include previous touring track record and/or ticket sales, streaming and record sales figures, radio play and other local media support in the locations.
4. A Promotion and Marketing Plan – this should include a proposed timeline and expenditure on local media, online channels, publicists, posterage, flyers or any other paid material.
5. Any confirmed promotional events and/or partners for the tour.

Preference will be given to tours that include shows outside of the main centres, shows for all ages 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.

Guidance On Developing A National Tour Plan

Some useful things to think about when developing your plan are the following areas:

1. TOUR PURPOSE

Why do you think it's time to undertake a national tour?

Consider:

- The artist's achievements, evidence of fan-base, potential for growth in new areas.
- The key factors that have led to this proposed tour and its timing.

2. WHERE DO YOU PLAN TO PERFORM

Which locations do you plan to target and why?

Consider:

- Whether there is an audience for your music in the towns you are targeting, or if there is a market niche that you intend to cater for?
- Geographical factors (airfare costs, seasons and tour routing and circuits)
- Economic factors (size of venues, cost of shows and the size of your touring party)
- Audience factors (age, gender, income, lifestyle, cultural differences)
- Town characteristics (market size, types of venues, availability of venues).

3. MARKETING & PROMOTION

What marketing strategies will you use and how do you know that these will be effective?

Include:

- A marketing overview including timeline
- Details of the people taking part in promoting this touring project
- Your comparative position in the marketplace (i.e. 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.

4. RISKS

What are the risk factors relating to your project & budget?

5. KEY TEAM

Who are the key people involved in your business/career in New Zealand? (i.e. manager, tour manager, record company, publicist, business manager etc.). Which new team members will you need to develop professional relationships with to achieve your goals?

6. LONG TERM GOALS

What are your long-term (three years or more) plans and show how this national touring plan contributes to your long-term goals.

7. HOW WILL YOU MEASURE YOUR SUCCESS?

Consider:

- What criteria can be used to measure if the touring project is successful or not
- What will be your tangible measures of success (e.g. sold out shows, new audiences reached, tour coverage, audience engagement)
- What information you will include in your Outcome Report, which is due two months after the completion of the touring project.

For any further information and queries, please contact:

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