

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 Tier 3 Fund:

The Aotearoa Touring Programme Tier 3 Fund will enable artists or their representatives to apply for a contribution towards ensuring world class sound, lighting and staging production and COVID related safety costs for New Zealand artists' shows with a significant audience capacity. This is a one-off fund and there will be a minimum of ten grants available until 30 June 2021.

The Tier 3 Fund is specifically for the production costs of significant large-scale New Zealand music events and tours. It is only for tours and events that have exclusively New Zealand music performances, at venues that are over 2,000 capacity per show, or have combined capacities in excess of 8,000 for tours. For one-off events, the capacity must be in excess of 4,000. The grants sought should be relative to the scale of the show/s.

The intention of the Tier 3 Fund is to encourage large-scale NZ artist tours and events over the months from March until September 2021, to provide access to significant sized local music performances for New Zealanders, and to support concert production companies through the next phase of New Zealand's COVID recovery.

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 across all Tiers. The Tier 3 Fund will match investment into approved production costs up to \$100,000.

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

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

The Tier 3 Fund 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 and/or events 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. The Tier 3 Fund is a total of \$1 million and will provide at least 10 grants for a maximum of \$100,000 each between now and June 2021.

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 tour or event situation unique.

Eligible & Non-eligible Costs:

Tours and events must occur between 1 March and 30 September 2021 and only feature original New Zealand music to be eligible. For tours, they must be at venues that are over 2,000 capacity per show, or have combined capacities in excess of 8,000 for tours. For one-off events, the capacity must be in excess of 4,000.

Costs related to travel, performance fees, promotion, marketing and ticketing costs are not eligible production costs. See the full list of non-eligible costs below.

Tier 3 Fund Eligible Costs

The range of different production related costs you can apply for include:

- Freight and trucking costs
- Sound production costs
- Backline costs
- Lighting and staging production costs
- Sound and stage technician fees
- Onsite production crew costs
- Fencing, marquee & ablution hireage costs
- Security costs
- Session musician fees for live performance
- Support band fees (tours only)
- COVID safety related costs
- Insurance
- Pre-Production costs of up to five days.

Onsite recycling and waste minimisation facilities for tours and events may also be eligible, please contact the office for more information.

Tier 3 Fund Non-eligible Costs

There are costs that will not be funded through the Tier 3 Fund. Ineligible costs include:

- Costs related to bar & catering facilities
- Venue hire fees
- Accommodation
- Air travel
- Ground transportation including petrol
- Promotion including publicity fees
- Advertising and marketing costs including local media spends
- Artwork
- 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.

Applying to Tier 3 Fund:

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 or event would be taking place, where in the country it will occur, 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 performing artist's business and career, the scale of audience reach, and illustrate the rationale for the tour or event. The significant investment requested through a Tier 3 Fund grant will require compelling evidence relative to the application.

Application Closing Dates: 5:00pm Wednesday 27 January 2021
5:00pm Wednesday 24 March 2021

If all funds have not been exhausted, an additional application round may be held in May 2021.

For any other queries, please contact the Aotearoa Touring Programme Manager, Emily Crowther:
touring@nzmusic.org.nz / 09 376 0115