

OUTWARD SOUND

taking new zealand music to the world

OUTWARD SOUND GRANTS OVERVIEW

INTRODUCTION

The purpose of providing assistance for market development initiatives is to encourage the entry of New Zealand music and musicians into global markets. New Zealand music industry practitioners (artists, managers etc.) and firms (record companies, associated businesses) can apply for assistance through the programme with the implementation of a range of international market development activities including expenditure related to:

- Market visits
- In-market representation
- Publicity and promotion
- Marketing materials
- Showcases, trade fairs and other events

The Outward Sound programme is implemented and managed by the New Zealand Music Commission (NZMC). It is inclusive of music from all genres, styles and niches and applicants may target relevant markets around the world. Bands, composers, songwriters, producers and solo artists are able to benefit. Applicants at different stages of international market development can access the programme. The foundations of the programme are research, collaboration, network development and information sharing.

OUTWARD SOUND GRANTS

The Outward Sound International Music Market Development budget is limited. Applications to receive grants will be carefully assessed to ensure they meet the criteria, and that the project/activity involved has been thoroughly planned and has good prospects for commercial success. Once it is established that the basic entry criteria have been met, the application is assessed based on the value of the project/activity, its planning and prospects for success. Outward Sound runs four contestable funding rounds per year where applicants can apply to the following 2 grants.

BUSINESS DEVELOPMENT GRANT

- Grants up to - \$5,000 i.e. Projects up to the value of \$10,000

Outward Sound Business Development grants enable up to 2 representatives to undertake a market development visit. This involves traveling to the desired market (or markets) and meeting with companies/individuals associated with your business plan. This grant applies to managers, artists, companies wanting to expand their business by attending tradeshows and associated events.

INTERNATIONAL MARKET DEVELOPMENT GRANT

- Grants up to - \$50,000 i.e. Projects up to the value of \$100,000

Outward Sound International Market Development Grants enable managers, artists, and labels to undertake a market development visit. It supports a variety of costs related to touring, showcasing, marketing, promotion, visas, flights, accommodation, production. Applicants are expected to present a comprehensive International Market plan to support their proposed activity and a variety of other support material.

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OUTWARD SOUND GRANTS (CONTINUED)

INTERNATIONAL TRADESHOW DELEGATE GRANTS

Tradeshows can benefit attendees in the following ways: 1) They provide a platform to develop new international relationships and opportunities for musicians/managers/labels. 2) They help increase the profile and awareness of music from New Zealand and facilitate the development of international markets and audiences. 3) They help build knowledge of the international global music market. 4) They help build skills and capability.

As of July 2013 Outward Sound introduced Targeted Tradeshow grants to support our managers/labels/musicians at international trade events represented by the NZ Music Commission. There are 2 grants for applicants to attend as a delegate for WOMEX and AWME (Australian World Music Expo).

Outward Sound offers successful applicants 50% recoupable support up to a tradeshow specific value. Recoupable costs are limited to airfares, delegate registration, accommodation and per diems. The grants will be offered outside of the established Outward Sound quarterly grant rounds. A breakdown of the two delegate grants and the amount of funding available follows:

WOMEX Delegate (up to \$2,500 to cover return economy airfares from New Zealand to Cardiff Wales, delegate registration to the conference, accommodation (up to 5 nights) and per diems (5 days))

AWME Delegate (up to \$1,000 to cover return economy airfares from New Zealand to Melbourne, delegate registration to the conference, accommodation (up to 4 nights) and per diems (4 days))

APPLICATION PROCESS

Before sending in an application you must engage with the Outward Sound office to discuss your project and gain approval to apply for funding. This applies to resubmitting an application that was previously turned down, or any new project.

Applicants for all grants are required to present the Outward Sound office with an international market development plan as well as recordings (such as audio, audio/visual and other media) a press kit (including a biography, photographs and associated press coverage) and budget information.

Applications must be completed electronically for ease of processing. You are required to print the whole document, sign the declaration and budget pages and supply an original copy when submitting your application.

A signed physical copy must be delivered to the Outward Sound office no later than 5pm on the closing day of the round, no exceptions. All applications must also be emailed to international@nzmusic.org.nz.

HANDWRITTEN APPLICATIONS WILL NOT BE ACCEPTED.

For more detailed information, please contact the Outward Sound office at the:

NZ MUSIC COMMISSION

Phone: +64 9 376 0115

Fax: +64 9 3760116

Email: international@nzmusic.org.nz

Website: www.nzmusic.org.nz



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