

# OUTWARD SOUND INTERNATIONAL MARKET DEVELOPMENT APPLICATION FORM - ROUND 2 2019



**NEW ZEALAND  
MUSIC COMMISSION**  
TE REO REKA O AOTEAROA

Note: Your privacy is very important to us. To better serve you, the form information you enter is recorded in real time.

## WHAT IS OUTWARD SOUND?

The Outward Sound programme is a funding initiative implemented and managed by the New Zealand Music Commission.

The purpose of the programme is to provide assistance for international market development initiatives to encourage the entry and development of New Zealand music and musicians into global markets.

The programme is open to a range of New Zealand music industry practitioners and companies including musicians, bands, songwriters, composers, producers, managers, record labels, and music publishers. The programme is not limited to specific genres or territories. Applicants at different stages of international market development may apply.

Applicants can apply for support for a range of international market development activities including:

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

The foundations of the Outward Sound programme are research, collaboration, network development and information sharing.

Applicants apply to an open contestable pool of funds for their proposed project. The Outward Sound grants budget is limited. Applications 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. Successful applicants will be required to meet 50% of the costs they are looking for funding for.

There are four funding rounds a year with a minimum grant value of \$1000 (\$2000 of eligible costs) and a maximum value of \$50,000 (\$100,000 of eligible costs) that applicants can apply for.

## AM I ELIGIBLE TO APPLY?

All applicants must fulfil the following criteria:

- Be a clearly defined legal entity in New Zealand (e.g. individual person, company, registered partnership, trust).
- The repertoire promoted must be by a New Zealand citizen.
- The artist/group/company must clearly identify itself as being a New Zealand artist/group/company.
- Be registered in New Zealand for tax purposes.
- Operating or intending to operate in a commercial environment.
- Financially viable to the extent that they can demonstrate how they can finance at least 50 percent of the cost of the marketing initiative.
- Able to demonstrate they have the capacity and capability (including financial, business planning and delivery support) to carry the initiative through to completion and commercialisation.
- Activity to be funded must not have occurred prior to the application being submitted.
- Are not crown entities, government departments or their agencies.

## HOW DOES IT WORK?

Outward Sound runs four contestable funding rounds a year. Applicants may apply for a variety of cost relating to their market development plan.

- Applicants apply to an open contestable pool for their proposed project.
- The minimum grant available is \$1,000 i.e. \$2,000 of eligible costs.
- The maximum grant available is \$50,000 i.e. \$100,000 of eligible costs.
- Grants are funded on a dollar for dollar matched basis
- Expenditure must be paid for in advance of reclaim

Additional information can be found in the [Outward Sound Support Document](#). Please download and read this before applying.

## WHAT DO I NEED TO SUPPLY WHEN APPLYING?

In addition to a completed Outward Sound Application you will need to supply the following:

- International Business and Marketing Plan - to see what should be included in this document please download our International Business and Marketing Plan guide [here](#).
- Promotion plan if promoting a tour or release.
- Support Letters

- Relevant Streaming and Sales Statistics/Metrics
- Itinerary/Tour Dates
- Relevant Biographies
- Discography
- Press Kit
- Media Quality Images of artist(s)

The above items will need to be compressed into a single zip file and uploaded using the upload portal in section F of this form. The compressed file must be 25mb or less in size.

#### **SAVING YOUR OUTWARD SOUND APPLICATION**

**We advise that before inputting your answers onto the form, that you develop your answers in a saveable document.**

You will be able to save and resume your application at the end of each section. On saving you will receive a link. You will need to copy the link and save it in a safe place. You can use this link any time within 30 days to resume answering questions on this form.

Without the link, the data you have entered cannot be retrieved, and you will have to start filling out the form from the beginning.

There is an option to email the link to the email address of your choice.

Please note that the Outward Sound office will not have access to your application until it is submitted. We will also not have access to the link to your saved application.

#### **SUBMITTING YOUR APPLICATION**

On submission you will receive by email confirmation that your application has been received by the Outward Sound office.

**Applications close April 15th 2019 at 5pm.**

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**PLEASE FILL OUT EACH SECTION BELOW AND UPLOAD ALL THE REQUIRED MATERIALS AT THE END**

## SECTION A

NAME

<input type="text"/>	<input type="text"/>	<input type="text"/>
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First Name

Middle Name (optional)

Last Name

EMAIL

TELEPHONE

CELL PHONE

ARTIST/GROUP/COMPANY YOU ARE APPLYING FOR:

This should only be a single entity

RELATIONSHIP TO APPLICANT

**PLEASE NOTE THAT ALL CORRESPONDENCE RELATING TO THIS APPLICATION WILL BE MADE USING THE CONTACT DETAILS ENTERED HERE.**

## Company Details

TRADING NAME

GST NUMBER

WHEN DID THE BUSINESS START TRADING?

ARE YOU A LIMITED LIABILITY COMPANY?

Yes  No

IS THE APPLICANT OR PRINCIPLE OF APPLICANT A NEW ZEALAND CITIZEN OR PERMANENT RESIDENT?

Yes  No

## Contact Information

PHYSICAL ADDRESS

<input type="text"/>	<input type="text"/>	<input type="text"/>
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City

State/Province

ZIP / Postal

Country

POSTAL ADDRESS

City	State/Province	ZIP / Postal
Country		

DO YOU BELONG TO ANY OF THE FOLLOWING ORGANIZATIONS?

- APRA  IMNZ  MMF  RMNZ

OTHER ORGANIZATIONS? PLEASE LIST:

HAVE YOU ATTENDED ANY LOCAL UPSKILLING SEMINARS/CONFERENCES

- GOING GLOBAL  GOING LOCAL  NZ MUSIC MONTH SUMMIT  SOUNDS AOTEAROA

OTHER UPSKILLING SEMINARS? PLEASE LIST:

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## SECTION B

PLEASE LIST ARTIST/GROUP WEBSITES AND SOCIAL MEDIA LINKS:

LIST INTERNATIONAL AND LOCAL LABEL, DISTRIBUTION AND PUBLISHING PARTNERS:

PLEASE LIST RELEVANT ACHIEVEMENTS IN THE DOMESTIC MARKET:

PLEASE LIST RELEVANT ACHIEVEMENTS IN INTERNATIONAL MARKETS:

HAVE YOU PREVIOUSLY APPLIED TO ANY OTHER GOVERNMENT FUNDED SCHEMES IN RELATION TO THIS ARTIST/COMPANY? IF YES, PLEASE LIST:

DO YOU HAVE ANY OTHER GRANT APPLICATIONS CURRENTLY UNDERWAY WITH ANY OTHER ORGANISATIONS? IF YES, PLEASE LIST:

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## SECTION C

PLEASE PROVIDE A ONE SENTENCE DESCRIPTION FOR THE PLANNED ACTIVITY:

PLEASE GIVE A BRIEF (500 WORDS OR LESS) OVERVIEW OF THE PLANNED ACTIVITY:

SAMPLE

PLEASE DESCRIBE THE PREPARATORY ACTIONS YOU HAVE OR WILL TAKE PRIOR TO THE PLANNED ACTIVITY INCLUDING ANY PROMOTIONAL/MARKETING ACTIVITY:

SAMPLE

PLEASE LIST THE KEY OUTCOMES YOU EXPECT TO ACHIEVE FROM THE PROPOSED ACTIVITY:

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## SECTION D

### TURNOVER HISTORY - PART ONE

PLEASE PROVIDE YOUR COMPANY TURNOVER HISTORY (GROSS REVENUE) PLEASE INCLUDE ALL REVENUE STREAMS IN THESE FIGURES PLEASE LIST ANY OTHER TURNOVER NOT LISTED BELOW IN 'OTHER TURNOVER' AND COMPLETE THE COMMENT BOXES TO DESCRIBE THE ACTIVITY.

### DOMESTIC FINANCIAL DETAILS

DOMESTIC TURNOVER	2016 ACTUALS	2017 ACTUALS
MERCHANDISE	<input type="text"/>	<input type="text"/>
SYNC LICENSING	<input type="text"/>	<input type="text"/>
SONGWRITING ROYALTIES	<input type="text"/>	<input type="text"/>
TOURING	<input type="text"/>	<input type="text"/>
DIGITAL INCOME	<input type="text"/>	<input type="text"/>
PHYSICAL MUSIC SALES	<input type="text"/>	<input type="text"/>
SPONSORSHIP	<input type="text"/>	<input type="text"/>
GRANTS	<input type="text"/>	<input type="text"/>
ADVANCES	<input type="text"/>	<input type="text"/>
ALL OTHER TURNOVER	<input type="text"/>	<input type="text"/>
<b>TOTALS</b>	<input type="text" value="0"/>	<input type="text" value="0"/>

COMMENTS

### ANNUAL MARKETING AND PROMOTION BUDGET - DOMESTIC

2016 ACTUALS

2017 ACTUALS

### TURNOVER HISTORY - PART TWO

PLEASE PROVIDE YOUR COMPANY TURNOVER HISTORY (GROSS REVENUE) PLEASE INCLUDE ALL REVENUE STREAMS IN THESE FIGURES PLEASE LIST ANY OTHER TURNOVER NOT LISTED BELOW IN 'OTHER TURNOVER' AND COMPLETE THE COMMENT BOXES TO DESCRIBE THE ACTIVITY.

### EXPORT FINANCIAL DETAILS

EXPORT TURNOVER

2016 ACTUALS

2017 ACTUALS

MERCHANDISE	<input type="text"/>	<input type="text"/>
SYNC LICENSING	<input type="text"/>	<input type="text"/>
SONGWRITING ROYALTIES	<input type="text"/>	<input type="text"/>
TOURING	<input type="text"/>	<input type="text"/>
DIGITAL INCOME	<input type="text"/>	<input type="text"/>
PHYSICAL MUSIC SALES	<input type="text"/>	<input type="text"/>
SPONSORSHIP	<input type="text"/>	<input type="text"/>
GRANTS	<input type="text"/>	<input type="text"/>
ADVANCES	<input type="text"/>	<input type="text"/>
ALL OTHER TURNOVER	<input type="text"/>	<input type="text"/>
<b>TOTALS</b>	0 <input type="text"/>	0 <input type="text"/>

COMMENTS

## ANNUAL MARKETING AND PROMOTION BUDGET - EXPORT

2016 ACTUALS

2017 ACTUALS

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## PRODUCTION: Costs relating to showcases e.g. backline hire, excess, crew (names)

SPECIFIC ITEM/ACTIVITY e.g. Backline hire, session musician, sound engineer	EXTERNAL ADVISOR/ SUPPLIER e.g hire company	COSTS Forecast costs in NZD and attached quotes where applicable	CLAIM Maximum 50% of costs
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

## ADMINISTRATION: Include international visa costs, legal costs, personnel hire etc.

SPECIFIC ITEM/ACTIVITY e.g. US Visa Processing fee, Tour Manager	EXTERNAL ADVISOR/ SUPPLIER e.g foreign embassy, immigration lawyer	COSTS Forecast costs in NZD and attached quotes where applicable	CLAIM Maximum 100% for visa costs, maximum 50% for all other costs
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

## MARKETING: E.G. In-market consultants, PR, promo items, promo stock

SPECIFIC ITEM/ACTIVITY e.g. PR, tour posters, radio plugging, promo stock	EXTERNAL ADVISOR/ SUPPLIER e.g PR company, printing company	COSTS Forecast costs in NZD and attached quotes where applicable	CLAIM Maximum 50% of costs
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

## TRADESHOWS: e.g. Registration Fees

SPECIFIC ITEM/ACTIVITY e.g. Delegate registration	EXTERNAL ADVISOR/ SUPPLIER e.g BIGSOUND, SXSW, The Great Escape	COSTS Forecast costs in NZD and attached quotes where applicable	CLAIM Maximum 50% of costs
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

TOTAL ELIGIBLE COSTS

TOTAL GRANT SOUGHT

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## CONFIRMATION/ACKNOWLEDGEMENTS

I/WE HAVE READ THE GUIDELINES FOR MAKING AN APPLICATION FOR AN OUTWARD SOUND GRANT THAT OUTLINES THE PROCEDURES, TERMS, CONDITIONS AND CRITERIA AND I/WE UNDERSTAND AND AGREE TO THESE.

THE ASSISTANCE SOUGHT IN THE ATTACHED APPLICATION DOES NOT RELATE TO EXPENDITURE THAT HAS BEEN INCURRED PRIOR TO THE RECEIPT OF THIS APPLICATION BY NZMC.

THE APPLICATION INVOLVES A PROJECT/ACTIVITY THAT IS A LAWFUL ACTIVITY CARRIED OUT LAWFULLY, AND IS DIRECTED AT A COMMERCIAL DEVELOPMENT.

THE BALANCE OF THE COSTS SOUGHT IS NOT BEING FUNDED FROM ANY OTHER GOVERNMENT SOURCE.

THE APPLICATION IS NOT BEING MADE BY AN ORGANISATION THAT IS IN RECEIVERSHIP OR LIQUIDATION, OR BY AN INDIVIDUAL WHO IS AN UNDISCHARGED BANKRUPT.

THE PROJECT IS NOT BEING MANAGED BY AN UNDISCHARGED BANKRUPT OR SOMEONE PROHIBITED FROM MANAGING A BUSINESS.

THE APPLICATION IS BEING MADE BY A COMPANY OR ORGANISATION THAT IS RESIDENT IN NEW ZEALAND FOR THE PURPOSES OF TAX, AND/OR BY AN INDIVIDUAL WHO IS A NEW ZEALAND CITIZEN OR WHO HAS NEW ZEALAND PERMANENT RESIDENCE STATUS AND IS PAYING TAX IN NEW ZEALAND.

THE INFORMATION CONTAINED IN THE ATTACHED APPLICATION IS TRUE AND CORRECT AND THERE HAS BEEN NO OMISSION OF ANY RELEVANT FACTS NOR ANY MISREPRESENTATION MADE.

I/WE UNDERSTAND THAT NZMC MAY LIAISE WITH OTHER GOVERNMENT AGENCIES AND MAY REFER APPLICATIONS WHERE APPROPRIATE.

I/WE UNDERSTAND THAT A BACKGROUND CHECK WILL BE UNDERTAKEN ON ALL APPLICANTS/DIRECTORS.

I/WE CONFIRM THAT NZMC MAY REQUEST ADDITIONAL INFORMATION AS PART OF THE EVALUATION OF THE APPLICATION.

I/WE ACKNOWLEDGE THAT NZMC MAY WISH TO PROMOTE ANY SUCCESSES THAT RESULT FROM OUR PROPOSAL (WHILE RESPECTING OUR COMMERCIAL CONFIDENTIALITY).

I/WE ACKNOWLEDGE THAT IT WILL BE A CONDITION OF RECEIVING A GRANT THAT THE RECIPIENT MUST REMAIN A RESIDENT OF NEW ZEALAND FOR TAX PURPOSES FOR AT LEAST FIVE YEARS.

I/WE CONFIRM THAT WHERE EXTERNAL PROVIDERS ARE BEING EMPLOYED AS PART OF THE PROJECT/ACTIVITY, THE RELEVANT PROVIDERS ARE NOT EMPLOYEES, DIRECTORS OR SHAREHOLDERS OF THE APPLICANT, AND NOR DO THEY HAVE ANY OTHER DIRECT OR INDIRECT INTEREST IN THE APPLICANT, WHETHER FINANCIAL OR PERSONAL.

I/WE UNDERSTAND THAT NZMC MAY CARRY OUT CHECKS TO VERIFY THE CONTENTS OF ANY INFORMATION PROVIDED BY ME/US AS PART OF THE APPLICATION PROCESS, AND I/WE CONFIRM THAT I/WE WILL PROVIDE ACCESS TO MY/OUR RECORDS AND PERSONNEL FOR THAT PURPOSE.

### ACKNOWLEDGEMENT

THE APPLICANT ACKNOWLEDGES THAT, IF A GRANT IS ACCEPTED, NZMC MAY RELEASE THE FOLLOWING DETAILS IN RELATION TO THE GRANT:

NAME OF GRANT RECIPIENT.

AMOUNT OF GRANT.

CONTACT DETAILS OF GRANT RECIPIENT.

GENERAL STATEMENT OF THE NATURE OF THE PROJECT/ACTIVITY AS AGREED BY GRANT RECIPIENT AND NZMC.

THE OUTCOME OF THE ACTIVITY ASSISTED (NOT BEFORE THREE MONTHS AFTER THE FINAL PROJECT REPORT IS RECEIVED).

**I/WE ACKNOWLEDGE THAT NZMC MAY RECEIVE REQUESTS FOR INFORMATION ON GRANTS UNDER THE OFFICIAL INFORMATION ACT 1982 AND THAT THIS MAY RESULT IN THE RELEASE OF ADDITIONAL INFORMATION IN ACCORDANCE WITH THAT ACT.**

**I/WE ACKNOWLEDGE THAT THE GOVERNMENT EXPECTS REGULAR REPORTS ON OUTWARD SOUND GRANTS, INCLUDING INFORMATION ON ITS USAGE.**

**THE UNDERSIGNED ACKNOWLEDGES THAT DATA MAY BE MADE AVAILABLE TO OTHER GOVERNMENT AGENCIES THAT HAVE AN INTEREST IN MONITORING THE FUNDS USAGE.**

**I/WE ACKNOWLEDGE THAT BECAUSE FUNDING FOR THE OUTWARD SOUND GRANTS IS LIMITED, NOT ALL APPLICATIONS WILL BE SUCCESSFUL. THE FACT THAT AN APPLICATION MEETS ELIGIBILITY CRITERIA DOES NOT GUARANTEE A GRANT. ALLOCATION OF AVAILABLE FUNDING TO ELIGIBLE APPLICANTS WILL BE AT THE SOLE DISCRETION OF NZMC.**

### CONFIRMATION \*

I have read the above and can confirm that I understand and acknowledge the obligations associated with the Outward Sound grant programme and can confirm the information we have submitted is true and factual.

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