

NEW ZEALAND MUSIC

A MANIFESTO FOR THE NEXT GOVERNMENT

The New Zealand music industry contributes nearly \$1 billion to GDP and builds this country's brand in international markets more effectively than any advertising campaign. Our music is a source of pride and inspiration for audiences across Aotearoa, reflecting our unique cultural identity. Yet the music industry receives only a fraction of the government's arts funding.



\$928M

2024 NZ MUSIC
CONTRIBUTION TO GDP



<5%

OF GOVERNMENT'S
TOTAL ARTS FUNDING
TO THE MUSIC
INDUSTRY

Goldman Sachs projects global music revenue will double to \$131 billion by 2030. New Zealand's share of that market is currently determined more by the limits of our infrastructure not by the limits of our talent. Government support and investment in our industry is lagging behind that of other developed countries. New Zealand needs to act now to be part of this global opportunity.

The music industry is not asking for handouts. We are asking for a reset that reflects the reality of 2026: an evidence based strategy to direct investment, targeted government support for development, and a regulatory environment that understands what music infrastructure actually is.

Australia recently renewed its multi-year commitment to a contemporary music strategy and the UK has just announced a Music Plan incorporating investment and policy to drive growth. Sweden and South Korea have built coordinated national strategies to develop their homegrown music sectors and grow their music exports.

New Zealand has world-class music. What it needs now is a world-class strategy and policy settings to match.

**We have 7 key asks
for targeted
government action to
turn potential into
achievement.**



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APRA AMCOS
Te Tautāwhinga
whaka paiora, whaka paiora



NEW ZEALAND
MUSIC COMMISSION
TE REO REKA O AOTEAROA



NEW ZEALAND MUSIC: SEVEN ASKS FOR THE NEXT GOVERNMENT



MUSIC INDUSTRY GROWTH STRATEGY

RECOGNISE MUSIC AS A GROWTH INDUSTRY ALONGSIDE SCREEN AND GAMES

- ✳ Bring music in to MBIE's remit and engage MBIE resources to develop an evidence based strategy for industry growth
- ✳ Introduce a tax rebate for New Zealand businesses that develop and create music
- ✳ Update government investment settings to align with the sector's growth strategy
- ✳ Commit to sustainable funding for contemporary music initiatives via NZ On Air, Te Māngai Pāho and NZ Music Commission



COPYRIGHT LAW & AI REGULATION

HOLD THE LINE AND PROTECT ARTISTS' RIGHTS TO CHOOSE HOW THEIR WORK IS USED

- ✳ Expedite legislation to extend copyright term from 50 to 70 years and implement other EU FTA commitments
- ✳ Hold the line on copyright law and commit to introducing no new copyright exceptions for AI training. AI companies that train on music without consent are infringing copyright. If they want to use music they can seek licences and they can pay
- ✳ Impose meaningful requirements on AI companies to keep records of what they are training on and to provide them to rights holders on request



MUSIC INFRASTRUCTURE & ARTIST DEVELOPMENT

AOTEAROA IS BURSTING WITH MUSICAL TALENT BUT THE INFRASTRUCTURE NEEDS SUPPORT

- ✳ Provide meaningful government support to music venues that are an essential part of artist development and support local music and audiences
- ✳ Address regulatory issues affecting live music from noise control to liquor licensing
- ✳ Support artists to tour regions around New Zealand through investing \$2 million annual investment
- ✳ Invest \$3m annually in the organisations that provide professional development for artists, labels, managers, producers and young people.
- ✳ Support industry safety and harm prevention initiatives
- ✳ Support the industry's talent development initiatives



04

EXPORT: SUPERCHARGE GROWTH

TREAT MUSIC EXPORT WITH THE STRATEGIC SERIOUSNESS APPLIED TO PRIMARY INDUSTRIES

- ✳ Commit \$5m of annual funding to targeted support for the industry's export strategy, including a substantial increase in funding for Outward Sound and the NZ Music Commission's international presence
- ✳ Commit MFAT resources to include music in trade missions, bilateral exchanges, and diplomatic programming



05

MĀORI MUSIC DEVELOPMENT

OUR UNIQUE OFFERING TO THE WORLD

- ✳ Recognise Māori music's potential to be a globally significant cultural export that strengthens Aotearoa's economy, identity and international reputation
- ✳ Invest in Māori-led music creation, talent development and leadership through better cohesive and comprehensive funding, mentoring programmes and stronger kaupapa Māori industry infrastructure
- ✳ Champion Māori music internationally through targeted export initiatives, trade missions, diplomatic engagement and international cultural exchange
- ✳ Leverage Māori music to drive tourism and wider economic growth, creating a halo effect that promotes our culture, attracts visitors and supports other export sectors.



06

GOVERNMENT LEVERS: DISCOVERABILITY

USE EXISTING TOOLS TO AMPLIFY AOTEAROA MUSIC

- ✳ Actively encourage compliance with the 20% NZ music Voluntary Code for commercial radio
- ✳ Require at least one NZ support act on bills for international shows and tours playing here
- ✳ Introduce incentives or minimums for NZ music in publicly funded screen content
- ✳ Engage streaming platforms for real investment in promoting NZ music — not courtesy conversations, but commitments



07

MUSIC EDUCATION

THE TALENT PIPELINE BEGINS IN THE CLASSROOM

- ✳ Appoint a Contemporary Music Development Specialist within the Ministry of Education
- ✳ Retain music as a key curriculum learning area across all phases and ensure it is fit for purpose to support the government's wider strategies and investments in contemporary music
- ✳ Prioritise teacher capability and training and allocate time and resources to delivering the music curriculum