

NEW MUSIC PROJECT TOURING FUNDING

Pre-Application Criteria Guidelines

Updated July 2025



Introduction

This document provides detailed requirements for applying to NZ On Air's *New Music Project Touring* fund.

NZ On Air's *New Music Project Touring*, which is supported by the NZ Music Commission, is a contestable pilot funding scheme to support artists and help maximise funding already provided through our *New Music Project* grant. Aotearoa musicians who have received a *New Music Project* grant will be able to apply for the eligible costs of a national headline tour that promotes the release of their funded project. Funding from between \$10,000 to \$50,000 is available dependent on the number and size of venues, with a total funding amount of \$500,000 available in this first 2025 pilot round.

New Music Project Touring

To be eligible for *New Music Project Touring* funding, the artist must have a demonstrable and significant track record with New Zealand audiences through broadcast and online media and must have completed at least one headline tour in Aotearoa. This is a key part of the eligibility criteria.

It is also mandatory that *New Music Project Touring* applicants have a **manager or a third-party New Zealand-based music company** involvement alongside the tour.

Funding dates

- First pilot round opens on Thursday 21st August 2025 at 9am
- Deadline on Thursday 11th September 2025 at 4pm
- Funding decisions will be announced on Friday 31st October 2025

What you can expect

As is our experience, it is inevitable that demand for funds will outstrip our funding budgets, so not all applications will be successful in receiving funding.

Please note, our maximum contribution is \$50,000. NZ On Air is under no obligation to provide any additional funding relating to tours approved for funding under this scheme. Successful applicants will be required as part of the funding agreement, among other things, to provide a signed Health and Safety confirmation before the tour begins, and financial and progress reports over the course of the tour.

Applicants may have an open *New Music Project* grant related to the tour, but they must not have any other NZ On Air Music grants active at the time of applying for this funding.

Criteria check list

Set out in this document is a list of pre-application criteria you **must** meet before making an Expression of Interest about *New Music Project Touring* funding.

These include:

1. New Music Project status
2. Applicant eligibility
3. Letter of Support from Manager or Third-party NZ based Music company
4. Tour requirements
5. Artist track record
6. Joint tour requirement
7. Sending an Expression of Interest (EOI)

1. New Music Project status

- *New Music Project Touring* funding is open to artists with confirmed *New Music Project* funding that is already contracted with NZ On Air – that is, artists who have received and signed their funding agreement for their Project.
- The Project funded under *New Music Project* must not have been released before Tuesday 15th July, which is when the *New Music Project Touring* funding was announced. Single releases from the project may be considered.
- The artist must be planning a national headline tour that supports the release of their funded Project.

2. Applicant eligibility

Applications can be made by the artist, their manager, artist representative, booking agent, or tour promoter.

3. Letter of Support from manager or Third-party NZ Based Music company

New Music Project Touring applicants must include a Letter of Support from their manager or New Zealand-based third-party music company (e.g. publicist, artist representative, promoter, booking agent) with proven experience managing music tours in Aotearoa. This company must be genuinely independent (i.e. not the artist or a related party) and committed to supporting the planning and rollout of the tour.

The letter must confirm the company's involvement, outline the level of support they will provide for the tour and detail how the tour will be co-invested in.

4. Tour requirements

- Each application may only cover one tour in New Zealand.
- The tour must take place within six months of the project's release.
- The tour must include at least two dates outside of the artist's hometown.
- Our preference is that the tour is unannounced at the time of applying.

5. Artist track record

The artist must have previously completed at least one headline tour in New Zealand, consisting of three or more dates. This does not include support slots, festival performances, or international tours.

6. Joint tour requirement

Joint tours, featuring two or more headline artists, are eligible to apply but must be submitted as a single application. The maximum funding of \$50,000 applies to the joint tour.

7. Sending an Expression of Interest (EOI)

If you, or the artist you are working with, can satisfy the outlined minimum criteria and have an upcoming tour that you are planning, you can email an Expression of Interest to musicteam@nzonair.govt.nz to find out more about the *New Music Project Touring* application process.

This must be done at least two weeks before the next application deadline. Your email must include the artist's name, details of the supporting manager or third-party NZ-based music company, and a very brief overview of the proposed tour.

For more information, please contact us at musicteam@nzonair.govt.nz