NEW MUSIC PROJECT TOURING FUNDING
Budget Expectations

Updated March 2026

Purpose

This document provides detailed budget expectations and requirements for applying to NZ On Air's New Music Project Touring fund, supported by the NZ Music Commission.

Below is a list of eligible costs to help guide you through the budgeting process.

NZ On Air's primary role is to connect New Zealand music with audiences through various broadcast media channels, including both on-air and online platforms. An album or an EP tour is a key part of the marketing and promotion of a project and helps connect the music with local audiences.

Our main audience focus is New Zealanders within Aotearoa New Zealand, but we acknowledgethat most projects will also have international aspirations. Costs for international promotion or touring aren't currently eligible for reimbursement, but we recognise their value in supporting success.

Budget

You are welcome to us our **Budget Template** or provide your own budget for the contracting and drawdowns, however NZ On Air expects budgets to be submitted in Excel format and presented in a way that shows the income and expenditure of the tour per city/venue. Please highlight eligible costs with one column showing 100% of the cost and another column showing the 50% funding claim.

For the final drawdown, along with the final budget/cost report for the drawdown, NZ On Air also require the full Tour Reconciliation that shows all actual income including NZ On Air funding and expenses, profit/loss and percentage of profit paid to the artist. We will also request the invoices/receipts supporting the Tour Reconciliation.

Please ensure your budget is realistic and reflects accurate costs.

Costs

NZ On Air will consider the following costs as Eligible Costs for funding New Music Project Touring. NZ On Air reserves the right to make the final judgement on whether to accept budgeted costs from suppliers* as eligible for funding.

The funding for New Music Project Touring covers 50% of eligible costs, up to a maximum of $50,000 plus GST.

**All suppliers included in the budget are expected to have a proven track record in their respective fields. This record should demonstrate that the supplier has previously provided this service for an external (i.e. not a related party) artist. We may request an invoice as proof of their rates.*

Eligible costs

Venue hire

- Venues are to be established music venues that are registered companies, and that regularly hold music concerts and gigs.

Venue extras

- Additional costs charged by the venue i.e. technicians, ushers, security, utilities, cleaners etc., as detailed on the invoice from the venue.

Rehearsal costs

- Maximum three days, can include external rehearsal space hire, rented production etc.

Rented production

- PA, lights, backline, crowd barrier, video projector, video screens etc.
- The production equipment must be rented from a reputable supplier with a registered company.

Contracted touring crew

- Tour manager, sound engineer, lighting engineer, stagehands, guitar tech, drum tech, etc.

Session musicians

- Session musicians are freelance musicians who have been hired specifically to be part of the touring band.
- Rehearsal fees (max. three days), gig fees including travel day fees.

Insurance

- The artist's public liability insurance, cancellation insurance, gear insurance etc. that is directly related to the tour and touring period.

Domestic transport

- Flights, accommodation, rented ground transport, petrol etc.

Marketing and promotion

- Publicist, radio advertising, digital and social media advertising, street posters, café posters, artwork etc.

Support artists fees

- Support acts, performers, DJ fees.

Internal and Related Party costs

NZ On Air requires an applicant, or related companies, internal and related party costs to be identified in a budget before contracting.

The purpose of NZ On Air funding is to assist artists to engage with professional external suppliers to elevate their touring plans. While we recognise there are artists that are accomplished in the various areas of touring (e.g. artwork, creating visuals, marketing, promotion) and are contracted to perform these services for other artists, there may be a cap on internal costs.

Approving internal and related party costs is at the sole discretion of NZ On Air and these will need to be approved by NZ On Air before commencing your tour. Any internal or related party costs not pre-approved by NZ On Air will not be eligible to claim.

By related party costs, we mean any payment to:

- The applicant, record company, distributor, booking agent or promoter.
- Any shareholder, director, or employee of the artist, applicant, record label, distributor, booking agent or promoter.
- Any near relative of a shareholder or director of the artist or applicant, and any entity in which any director, shareholder or near relative has a financial interest.

Internal costs are defined as:

- Professional services performed by the artist/s or other integral members of the tour, or same owners of the company.

If your touring budget contains any internal or related party costs, you will need to provide evidence demonstrating the following:

- Previous experience of the company and personnel in providing the same professional services to external parties.
- That the value of these services does not exceed market value for the same service.

Ineligible costs

You must not use NZ On Air's New Music Project Touring funding to cover the following items:

- Any cost associated with the production of audio , video or visual content for any album and/or EP. This includes tour videographer and photographer costs.
- Any cost associated with the manufacturing of physical product, e.g. vinyl mastering, vinyl pressing, barcoding, sheet music or lyrics, merch etc.
- International travel and international accommodation. However, if a band member must be flown to New Zealand for the tour, this cost can be an eligible cost and requires pre-approval from the Music Team.
- International marketing, promotion and publicity of the tour.
- Koha – due to the lack of invoice or receipt documentation.
- Gifts including gift cards. If you make any purchases using a gift card, you will need to keep the receipts that detail the items purchased.
- Per diems.

- Catering or hospitality rider. Exception are meals outside of catering or hospitality riders that have not been covered by Per Diems. Please note NZ On Air does not reimburse the cost of alcohol.
- Promoter or booking agent fees and commissions.
- APRA licensing fee.
- Mileage.
- Merchandise.

Company or platform assets

NZ On Air does not allow artists or applicants to make capital purchases (i.e. assets such as cameras, laptops, stage equipment, gear etc.) from touring budgets. Also not eligible are the costs of consumables (guitar strings, batteries etc.) and equipment repairs.

GST

If you are GST registered, you must:

- Complete your budget and drawdown columns with the net dollar figures (excluding GST).
- Pay any of your GST registered suppliers GST.
- Add GST to your invoice to NZ On Air.

If you are not GST registered, you must:

- Complete your budget and drawdown columns with the gross dollar figures (including GST).
- Pay any of your GST registered suppliers GST.
- Must not include GST in your invoice to NZ On Air.

Foreign currency

If you have incurred touring expenses in a foreign currency, please enter the amount in NZD$ in the Drawdown column of your claim form and enter the amount in foreign currency including the exchange rate of the day in the Notes column. This value should match the amount of the corresponding foreign currency invoice for that service.

Cancellation costs

If a tour has to be cancelled or rescheduled, we may require repayment of any funding already provided. However, if unexpected events outside of your control occur (i.e. unforeseeable and uncontrollable events including natural disasters, weather events or events which are not covered by insurance.) and you have already incurred costs, we will discuss with you which costs may still be eligible.

However, we are not required to meet these costs. If the cancellation is due to illness or medical reasons, you must agree to provide an affidavit or medical evidence if requested.

NZ On Air will not cover expenses of tour dates cancellation due to low ticket sales. NZ On Air reserves the right to pro-rata reduce the funding amount when tour dates are cancelled, or venue capacities are changed.