#### **CREATIVE NEW ZEALAND**



### PRIORITY: ARTS DEVELOPMENT AND LIVE PERFORMANCE BY INVESTMENT IN:

- creation and development of new music
- audio and visual recordings to support live performance, touring or promotion
- live performance and touring
- developing skills.

Government support for contemporary popular music

#### **NEW ZEALAND ON AIR**



PRIORITY: MUSIC RECORDING, VIDEO AND PROMOTIONAL CONTENT FOR ALL BROADCAST AND ONLINE PLATFORMS BY INVESTMENT IN:

- new multi song projects and singles (including recording, video content and promotion)
- recording and video content for children's music
- new tracks distribution to broadcast and online platforms
- NZ music features on broadcast and online platforms
- music industry professional practice





## PRIORITY: MUSIC SECTOR GROWTH AND SUPPORT BY INVESTMENT IN:

**NEW ZEALAND MUSIC COMMISSION** 

- increasing expertise and audiences
- music education and engagement
- international market development
- domestic touring (2020/21 2021/22).



### PRIORITY: PRODUCTION AND **BROADCAST OF CONTENT IN TE REO** MĀORI BY INVESTMENT IN:

- recording and publicity of waiata reo Māori
- wānanga and projects
- production of Māori language content for broadcast and streaming.



Recordings





Live performance & touring Content for TV, radio and online

Note: Creative New Zealand also supports all genres including classical and contemporary music; orchestral, choral, and band music; opera; jazz and improvised music; sound art; 'world' music; traditional and contemporary Māori and Pacific music.

#### **APRA AMCOS**

with easy ways to play and copy the



# **RECORDED MUSIC NZ**

and their labels.

# **Industry support** for contemporary popular music

#### INDEPENDENT MUSIC NZ

# MUSIC MANAGERS FORUM