

ABOUT THE NEW ZEALAND MUSIC COMMISSION TE REO REKA O AOTEAROA



SUPPORTING THE GROWTH OF THE NZ MUSIC INDUSTRY BOTH CULTURALLY AND ECONOMICALLY, AT HOME AND ABROAD

The Music Commission is:

- Contemporary popular music focused
- Industry Lead

The Music Commission strategic focus areas will be:

Domestic

New Zealand music is part of the national cultural conversation

International

New Zealand music can compete in an evolving and diverse international music environment

The Music Commission strategic results areas will be:

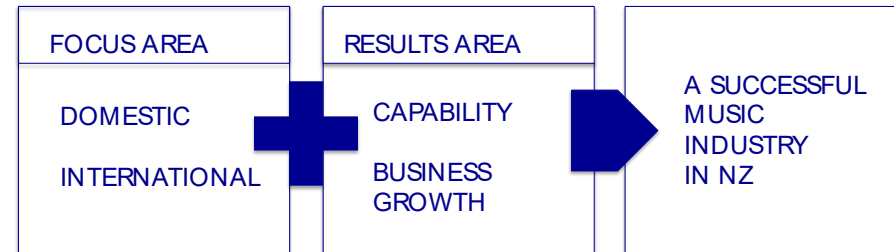
Capability results

New Zealand music practitioners have the resources and tools for doing better business

Business Growth Results

New Zealand music businesses grow their opportunities and successes

We believe these result areas are interconnected and positive results in one area will lead to benefits for the others.



KEY PROJECTS

The Music Commission's strategic direction and mission is focused on supporting the growth of the NZ music industry. The key projects for achieving our mission, and MCH Outcomes, are:

DOMESTIC

- Operating the Musicians Mentoring in Schools Programme & the Bands Mentoring in Schools Programme
- Organising NZ Music Month
- Supporting significant cultural recognition events – eg. Waiata Māori Awards, Pacific Music Awards, Managers Awards & Taite Music Prize

*MCH Outcome:
ENGAGE
Engagement
in cultural activities
is increasing*

- Supporting the Music Managers Forum NZ
- Supporting Independent Music NZ
- Continuing to monitor emerging income streams, including digital developments
- Producing the Official NZ Music Month Summit in partnership with the MMF
- Participating in and hosting seminars and upskilling events
- Providing a free legal advice service
- Producing the music industry handbook 'The May Book' annually
- Maintaining a website with a directory of NZ musicians, artist news and resources
- Supporting capability growth for NZ music businesses
- Contributing toward research on the economic value of the music industry
- Providing quarterly reports on the performance of the NZ music industry regarding sales and airplay
- Publishing information on key domestic and international events.

*MCH Outcome:
CREATE
Cultural activity
flourishes in
New Zealand*

INTERNATIONAL

- Operating the Outward Sound international grants programme
- Coordinating and managing the representation of NZ music at international music trade events – eg. The Great Escape, BIGSOUND, IndieWeek, WOMEX and SXSW
- Producing the Going Global Music Summit in partnership with IMNZ
- Providing networking opportunities for NZ music businesses with international counterparts i.e. Country Connections
- Facilitating Master Classes

*MCH Outcome:
EXCEL
Artists and
organisations
achieve excellence*

KEY HIGHLIGHTS FROM OUTWARD SOUND RECIPIENTS FOR 2016 - 2017

Our international music investment initiative Outward Sound is the main export support programme for contemporary popular music in New Zealand. Although other agencies previously worked in offshore markets, the Music Commission is now the sole agency with

Devilskin released their second album *Be Like The River* in November, which debuted in the Germany Metal and Rock charts at #19. They were invited to perform at the world famous UK metal festival Download in Donington which Metal Rules said was an 'epic debut appearance at

an international focus.

Outward Sound is a co-investment programme, where 50% of approved costs are reimbursed to NZ artists or music businesses. The annual budget for Outward Sound is \$400,000.

Demand for Outward Sound support last year was 230% higher than resourced. The programme only accepts pre-vetted applications so almost all of those were export ready applications.

There were 67 Outward Sound grants in 2016-17, and these supported excellent achievements offshore in the past year. These include:

Aldous Harding undertook her first tour of the USA in late 2016, which was quickly followed by an avalanche of activity. Aldous signed to influential British label 4AD, and recorded her second album *Party* with PJ Harvey's long-time collaborator John Parrish. She performed six showcases at SXSW 2017, and earned herself a place on US radio network NPR's *Best of SXSW 2017* list, who called Aldous 'stunning and memorable'. Her Guardian UK headline was *The New Zealand Folk Singer Who'll Put A Spell On You* and Rolling Stone US listed Aldous in their *10 New Artists You Need to Know*. Following the release of *Party*, it was named on the BBC's *20 Must-Hear Albums of 2017 So Far* and NPR featured a track-by-track review of the album, recorded a Tiny Desk Concert, and hosted her as a guest DJ for All Things Considered. Aldous performed on Later... With Jools Holland and had feature articles in Interview Magazine, The New York Times, Q Magazine, Uncut, The Observer, The Guardian, Rolling Stone, New York Daily News and many more.

Broods picked up the award for Best New Zealand Act at the MTV European Music Awards in early November. The EMAs acknowledge acts from around the world, including one each from New Zealand and Australia each year. It has been a year of extensive touring for Broods, with a run of headline shows and performances at significant festivals across USA, including Coachella, and fifteen sold-out dates with Tove Lo in the UK supporting the release of their second album *Conscious*.

Mel Parsons undertook her most extensive tour of Germany to date, with 21 shows across a wide variety of venues; from a sold-out church show in Flierich, to folk and blues club shows in Cologne and Bremen, to hundreds attending a show on a village green in Hamm.

Nadia Reid released new album *Preservation* to huge international acclaim. Among the multitude of accolades, MOJO UK called it 'One of the year's landmark releases', the Guardian UK praised it as 'quietly, perfectly crafted statements from a blossoming talent.' And News.com.au said '... it's time we claim her as Australian'. The single '*The Arrow & The Aim*' was added to BBC6 Music and Nadia undertook two successful European tours, including sell-out shows in London. She has secured international management and signed a publishing deal with a UK based company.

Download 2017 in a rammed tent'. The album garnered exceptional reviews that included 5/5 stars in Metal Temple, 4.5/5 on Music Existence, and in Rock 'n Load Magazine.

Ekko Park followed up on the success of their singles in Italy with a six-date tour. '*Probable Cause*' went to #1 and '*Validation*' to #3 on the Official Italian Rock Radio Airplay Chart.

Fazerdaze was a *Top 10 Buzz Band* on the bigsound.buzz site which tracked real time social media mentions for all 160 bands performing at BigSound, and went on to sell out her debut Melbourne show. Leading up to the release of her first album *Morningside* in May, Fazerdaze was the seventh 'Most Blogged Artist in the World' on aggregator site HypeMachine in February, was named one of the NME Magazine's Magazines essential new acts, was played five times on Iggy Pop's BBC radio show, and The Fader Magazine featured an exclusive pre-release album stream. *Morningside* received great reviews with 9.5/10 on UK music site Backseat Mafia, 7/10 on Pitchfork and a 4/5 star review in UK music magazine, Mojo.

Kane Strang signed to US-based label Dead Oceans for the release of his second album *Two Hearts and No Brain* in June, which BBC6 and Rough Trade featured as Album of the Day and Album of the Week respectively. Now signed to Ground Control Touring for North & South America, Asia and Australia, in the lead up to the albums release Kane played an impressive run of shows including the Secretly SXSW Official Showcase, a capacity showcase at The Great Escape in Brighton, and had video premiers on sites including Stereogum and PopMatters in America.

Marlon Williams signed with ATC Booking in the UK and has been playing at significant festivals around the globe, including Newport Folk Festival in Rhode Island, Pickathon in Oregon, and Austin City Limits in USA; Port Ferry Folk Festival in Australia, Lattitude in the UK, Best Kept Secret in the Netherlands and Maifeld Derby in Germany. At AmericanaFest in New York, Rolling Stone (US) said '*AmericanaFest can be a talkative, schmoozy crowd but during Williams' solo rendition of the traditional song "When I Was a Young Girl" ... no one at Mercy Lounge dared breathe*'.

Tami Neilson's album *Don't Be Afraid* was been released in the USA and Canada through Outside Music/ Redeye, gaining great press – particularly in Canada, where Exclaim! Magazine rated the album 9/10 and Macleans.com named it one of the Best Releases of 2016. US website Wide Open Country named Tami as one of the '*12 Rising Stars to Watch in 2017*', and the record made Saving Country Music's *2016 Essential Albums List*, where the review said 'Tami Neilson is the greatest singer of any genre I have ever witnessed.'

The Bats celebrated the release of their ninth LP, *The Deep Set*, and the 30th anniversary of their 1st LP, *Daddy's Highway*, with a 15 date European tour. Visiting six countries, all the shows were at capacity and two, including the London show, had to move to bigger venues after selling out far in advance of the dates.

Theia has been working hard in Asia, where the video for '*Roam*' was in rotation on MTV Asia,

Orchestra Of Spheres were The Guardian (UK) Band Of The Week in the lead up to a six-country tour promoting their third album *Brothers and Sisters of the Black Lagoon*.

Opiuo released his album *Omnipresence*, which debuted at #21 on the US Billboard Dance/Electronic chart and was Album of the Week for the Herald Sun in Australia. Opiuo co-headlined a thirteen-date tour of the US with Haywyre and was a top-billed act at EDM festivals across USA over the summer, culminating in the announcement of his co-headline show at the 9,500 capacity Red Rocks Amphitheatre in Colorado.

Ria Hall performed at WOMAD in Chile alongside Rob Ruha and as part of Tuko Iho | Living Legacy, the nine-day celebration of Māori culture hosted by The Smithsonian's National Museum of Natural History in Washington DC.

Sam de Jong signed to SONY ATV music publishing, and alongside producing NZ artists including Maala and Nomad, Sam is now working with international acts including Thirty Seconds To Mars and Gary Clark Jr.

Shapeshifter signed with UK based Hospital Records, one of the biggest drum and bass labels in the world, for the release of their album *Stars*.

Channel [V] Asia and VH1 India (with an audience of 92 million). She featured on the front cover of The Sun newspaper in Malaysia, was interviewed for Inquirer, the most widely-read daily newspaper in the Philippines; the EP was featured on Billboard Radio China; and her EP went to #7 on iTunes Malaysia (#3 on the Pop chart).

Ulcerate released their fifth full-length album *Shrines of Paralysis* on US-based Relapse Records and were named one of the Top 10 Metal Bands from NZ in UK's Metal Hammer magazine. The atmospheric death metal band undertook a 26-date headline tour of America to promote the release, with sold out shows in many centers.

Yumi Zouma's album *Yoncalla* received great reviews in many prominent international indie media including a 7.4 review in **Pitchfork** - "*Yoncalla highlights all the best elements of Yumi Zouma, wrapped up in some of the prettiest music they've made yet.*" Alongside Fazerdaze, Yumi Zouma were also a 'Top 10 Buzz Band' on the bigsound.buzz site out of all 160 bands who performed at BigSound 2016.

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Vicki Walker

Address:

7 Great North Road
Ponsonby
Auckland 1021

PO Box 68524
Newton
Auckland 1145

info@nzmusic.org.nz
www.nzmusic.org.nz

(Dave Dobbyn, Nomad)

Matthew Davis

Flying Out / Flying Nun (joined Sep 2017)

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Angel Guan

Education & Communications Assistant

Jade Keyword

Administration Officer

Ph: 09 3760115

Fax: 09 3760116

Freephone: 0800 469 642