



22 November 2024

24 OCTOBER 2024: OFFICIAL INFORMATION ACT REQUEST

In your email dated 24 October 2024 you requested information from the New Zealand Film Commission (NZFC) under the Official Information Act 1982 (OIA).

Answers to your questions are set out below.

1. *The number of film, television, or media productions that have been successfully brought to New Zealand as a result of the NZ Film Commission's presence at the Cannes Film Market in 2022, 2023, and 2024.*
 - *For each successful production, please provide details on the project's title, nature (film/TV), and the year it was secured.*

Supporting filmmakers in sharing their stories with the world and attracting international productions to New Zealand to drive inbound investment are core objectives for the NZFC. These two work streams are funded separately by the Ministry for Culture and Heritage and the Ministry of Business, Innovation and Employment respectively, with different government priorities and objectives. As a result, our outcomes for these areas are also unique.

The Cannes Film Market is primarily a film market focused on the financing, sales and distribution of independent cinema. In 2022 and 2023, the NZFC's presence at the Cannes Film Market was primarily to deliver on our core cultural objective under the Arts, Culture and Heritage vote to support New Zealand feature filmmakers and their projects in securing financing, sales, and distribution outcomes.

In 2024 our objective was the same, however due to a shift in our strategic focus and in response to a forecasted reduction in costs and leaner workforce, we aimed to maximise existing opportunities.

As a result, the NZFC's International Attraction team was represented at the Cannes Film Market for the first time in 2024. This was with a view to testing whether there were inbound production and/or post-production opportunities that could be secured for New Zealand.



This presence had the goal of ensuring that New Zealand is top of mind as a production and/or post-production destination for the world's leading producers, production companies and studios.

While we are actively pursuing these opportunities, it is premature to provide specific project details at this stage. International production negotiation is a complex and time-intensive process.

2. *The estimated economic benefits associated with each of these productions, including the total projected or actual spending in New Zealand by these productions (e.g., employment, services, local businesses, etc.).*
 - *Including any assessments or reports that detail how the economic benefits are calculated or forecast.*

See response to Question 1 above.

3. *For each of the productions mentioned in (1), please provide details of any film subsidies, grants, or financial incentives they have received or are likely to receive under New Zealand's screen production grant schemes or other funding mechanisms.*
 - *The total amount of subsidies provided for these productions (or projected subsidies for upcoming productions).*

See response to Question 1 above.

4. *The total cost to the Film Commission for attending the Cannes Film Market for each of the past two years (2022 and 2023). This should include, but not be limited to:*
 - i. *Staff travel and accommodation expenses.*
 - ii. *Event participation fees.*
 - iii. *Any promotional or marketing materials used or produced for the event.*

The total cost in 2022 was \$195,930.30. The total cost in 2023 was \$143,238.25.

5. *Any internal reviews, assessments, or reports conducted by the Film Commission on the effectiveness of the Cannes trip in securing international productions for New Zealand.*
 - *Any performance targets set by the Film Commission for these trips and whether they were met in each year.*

As mentioned, the work we do at the Cannes Film Market is primarily to meet our core cultural objective to connect New Zealand feature filmmakers and their projects in securing financing, sales, and distribution outcomes. Our additional resources and promotional effort in 2024 served as a test case to leverage synergies between our core functions of supporting local film and international screen attraction. We do not yet have reports on the Cannes Film





Market regarding securing international productions as while we are actively pursuing these opportunities, it is premature to provide specific project details at this stage. International production negotiation is a complex and time-intensive process.

6. *Have any payments been made to producers to include references to New Zealand in their script since 2020?*
- *If So, please provide a breakdown of the spending by year and production, including:*
 - *The title of the show that references New Zealand, as well as the specific episode if it is not a movie or documentary.*
 - *For shows that have not yet aired, the release date and title, along with the spending details, unless the information is withheld prior to release."*

No payments have been made by the NZFC to producers to include references to New Zealand in their script since 2020.

Please note that we may publish this letter (with your personal information removed) on the NZFC website.

This response took a total of eight hours to complete.

Please be aware that you have the right, by way of complaint to an Ombudsman under section 28(3) of the OIA to seek an investigation and review of our response.

Yours sincerely

Tayla Hancock

Tayla Hancock
Senior Advisor, Policy and Performance
New Zealand Film Commission

