

**New Zealand
FILM COMMISSION**



Te Tumu Whakaata Taonga

**December 2019
Stakeholder Survey
Top-line Report**

Executive Summary

In December 2019 the NZFC undertook a brief 'pulse survey' to check our relationship with industry stakeholders and any concerns or un-met requirements. This is separate to the biennial Stakeholders' Survey which will be conducted in May/June 2020 but includes some of the same questions.

320 screen industry stakeholders participated, 93% of whom had engaged with the NZFC in the last 24 months.

The key findings in the December 2019 survey are that 84% of respondents are satisfied in their interactions with the NZFC overall. 60% rated their experience as either 'good' or 'excellent', with only 16% rating their experience as 'unsatisfactory' or 'very unsatisfactory'.

The majority of respondents feel the NZFC makes a positive contribution to the health of New Zealand's screen industry with only 9% disagreeing with the statement. In addition, 63% of respondents feel positive about industry for the 12 months ahead.

Respondents were also asked to rate a series of statements on a Likert scale ranging from 'strongly agree' to 'strongly disagree'. 64% of respondents agreed or strongly agreed with the statement "NZFC staff were easily accessible", with only 11% in disagreement. 56% percent of respondents agreed or strongly agreed with the statement "I feel confident with the expertise and industry knowledge of NZFC staff", with 13% disagreeing.

A Likert (five-point) scale offers a middle option considered 'neutral', allowing respondents to reflect experiences that may have been neither good nor bad, or mixed over time.

Methodology

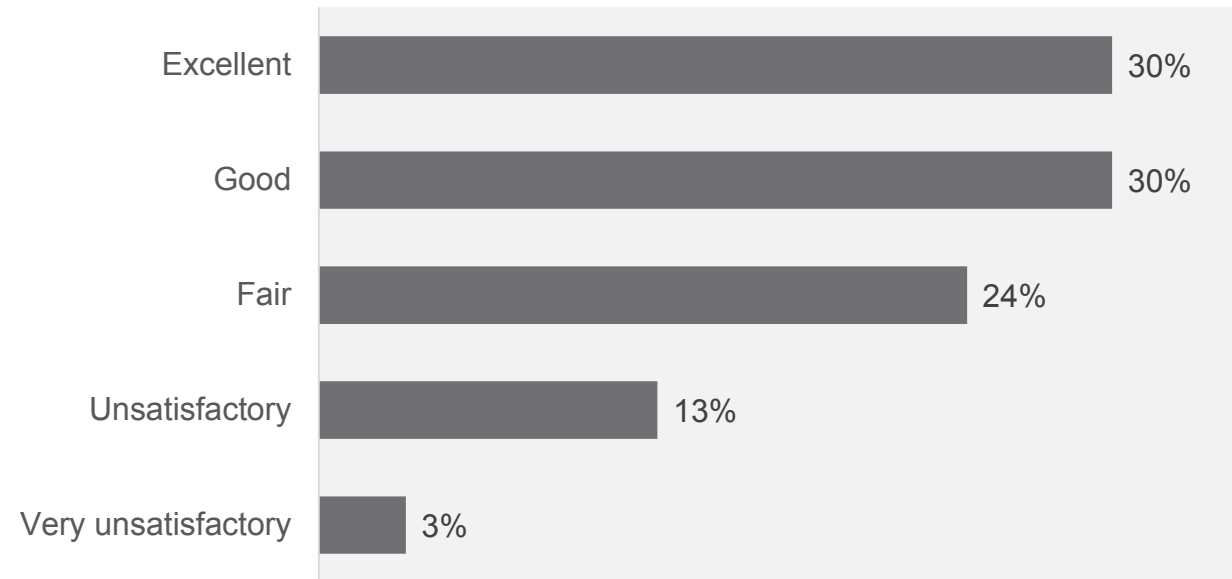
- The NZFC summer feedback survey was conducted online in mid December 2019.
- The survey invitation was emailed to around 1250 NZFC NZ-based and international stakeholders on 11 December. This is a busy season, so up to three reminders were sent to those who had not responded. The survey closed on 20 December.
- 836 opened the invitation email, 338 started the survey. 320 completed or partially completed the survey. This is a 26% response rate (320 divided by 1250).
- The maximum margin of error on the total sample of 320 is $\pm 5\%$ at the 95% confidence level.
- All comments on pages 10 – 14 are unedited. Some may contradict each other which reflects the different and varied experiences of the respondents.
- In Appendix 1 (page 15) there is a profile of the respondents.

How would you rate your interaction with the NZFC overall?

Q1. How would you rate your interaction with the NZFC overall?

Some 60% of total respondents rated the NZFC as “Excellent” or “Good”.

Purely Film sector respondents are more emphatic, and also more polarised than TV sector respondents.



How would you rate your interaction with the NZFC overall? * Do you mainly work in the... Crosstabulation

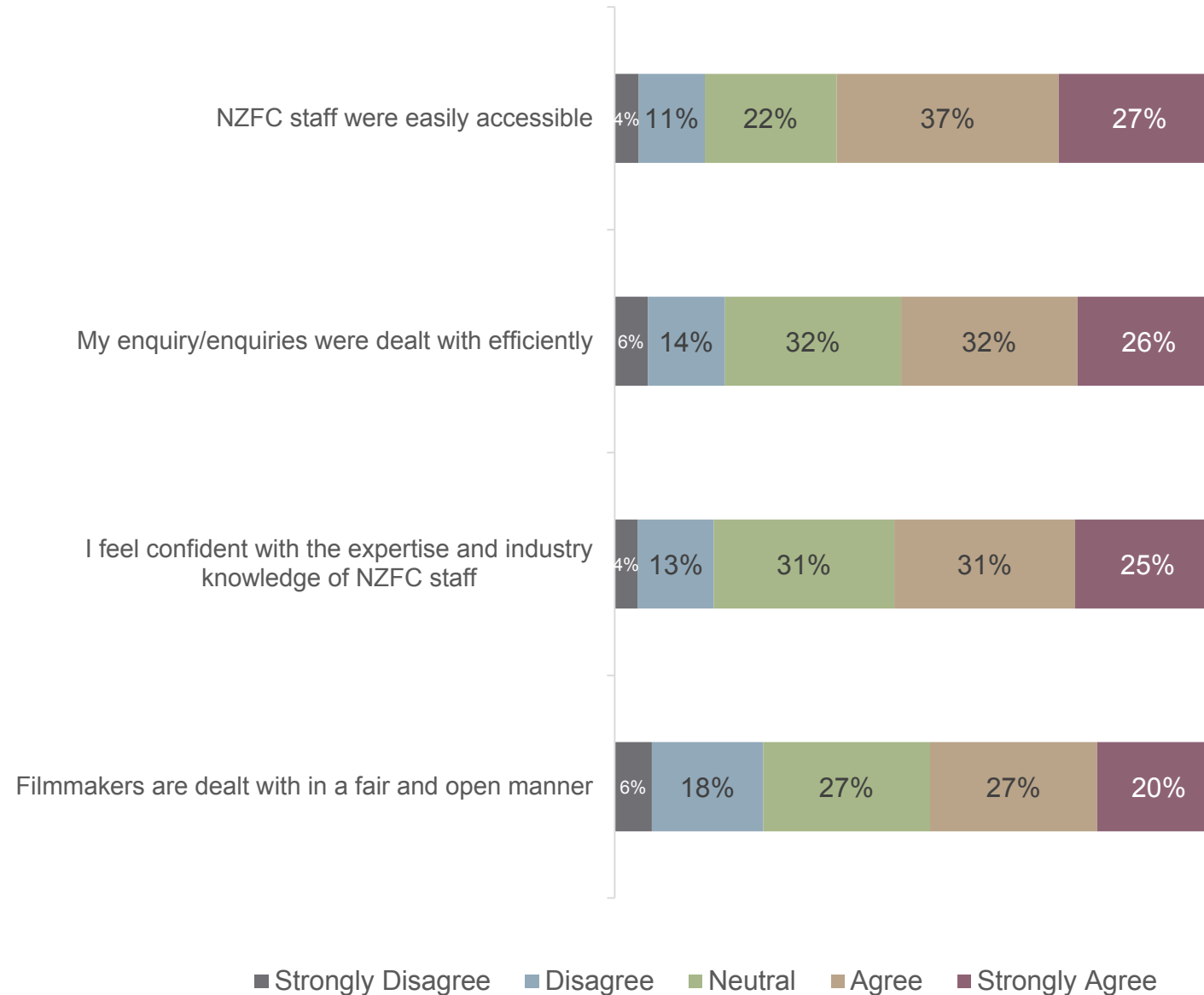
% within Do you mainly work in the...

		Do you mainly work in the...				Total
		Television Sector	Film Sector	Both	Other	
How would you rate your interaction with the NZFC overall?	Excellent	25.0%	33.9%	28.3%	22.7%	29.8%
	Good	39.3%	28.6%	24.8%	50.0%	29.8%
	Fair	25.0%	21.4%	27.4%	22.7%	24.4%
	Unsatisfactory	7.1%	12.5%	15.9%	4.5%	12.7%
	Very unsatisfactory	3.6%	3.6%	3.5%		3.3%
Total		100.0%	100.0%	100.0%	100.0%	100.0%

Q2. How strongly do you agree with the statements about your engagement with the NZFC?

Overall some 64% of respondents who had dealings with the NZFC within the last 24 months agreed that the NZFC staff were easily accessible.

Overleaf we cut this by sector to investigate whether the Film and TV sectors rate the NZFC differently.



Base = (answered question) 275

Q2. How strongly do you agree with the statements about your engagement with the NZFC?

T2B score cut by sector

Those in the Television sector rate accessibility, efficiency, expertise and fairness more highly than do their colleagues in the Film sector.

% of Agree/Strongly Agree cut by sector	Total	Television Sector	Film Sector	Both Sectors	Other
NZFC staff were easily accessible	64%	75%	64%	60%	64%
My enquiry/enquiries were dealt with efficiently	58%	68%	62%	52%	55%
I feel confident with the expertise and industry knowledge of NZFC staff	56%	61%	58%	51%	64%
Filmmakers are dealt with in a fair and open manner	47%	56%	47%	43%	55%
Base n =	273	27	112	112	22

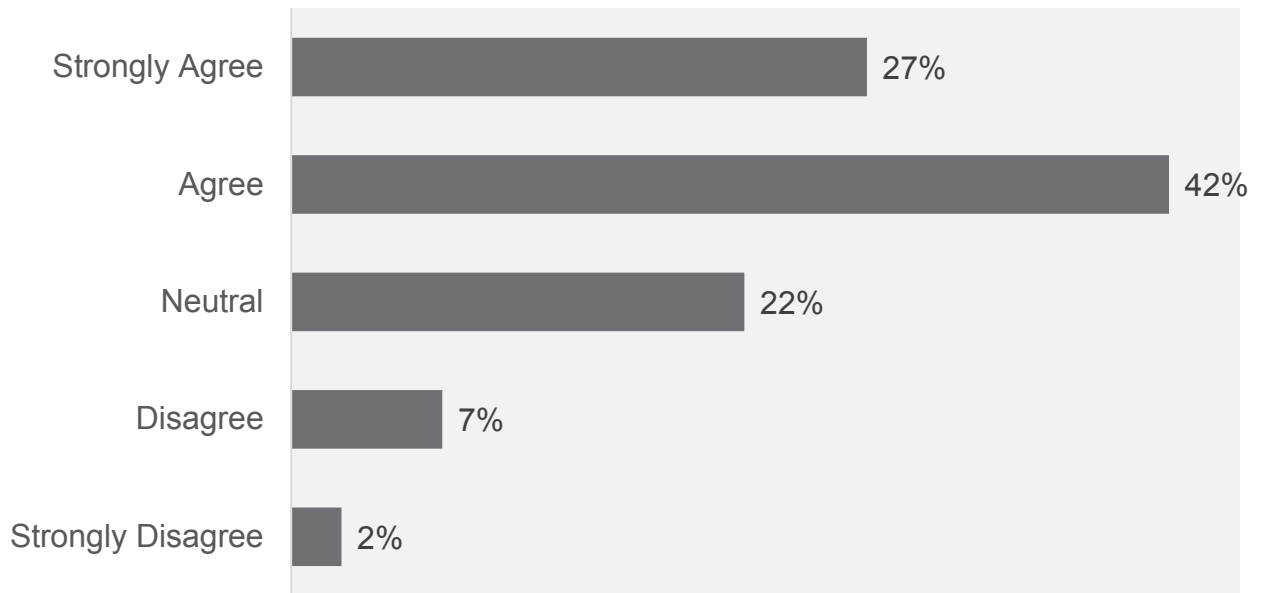
Q3. Overall, NZFC makes a positive contribution to the health of the screen industry within New Zealand

Some 69% of total respondents agreed or strongly agreed that NZFC makes a positive contribution to the health of the screen industry within New Zealand.

Of the overseas respondents, 89% agreed with the statement.

Overall agreement is similar for TV-based respondents and the purely Film based stakeholders – though the latter are more emphatic with 31% being in strong agreement vs. 24%

NZFC makes a positive contribution to the health of the screen industry within New Zealand



Overall, NZFC makes a positive contribution to the health of the screen industry within New Zealand * Do you mainly work in the... Crosstabulation

% within Do you mainly work in the...		Do you mainly work in the...				Total
		Television Sector	Film Sector	Both	Other	
Overall, NZFC makes a positive contribution to the health of the screen industry within New Zealand	Strongly Agree	24.1%	30.8%	24.4%	28.6%	27.3%
	Agree	44.8%	39.2%	40.7%	57.1%	41.6%
	Neutral	20.7%	17.5%	27.6%	9.5%	21.5%
	Disagree	10.3%	8.3%	5.7%	4.8%	7.2%
	Strongly Disagree		4.2%	1.6%		2.4%
Total		100.0%	100.0%	100.0%	100.0%	100.0%

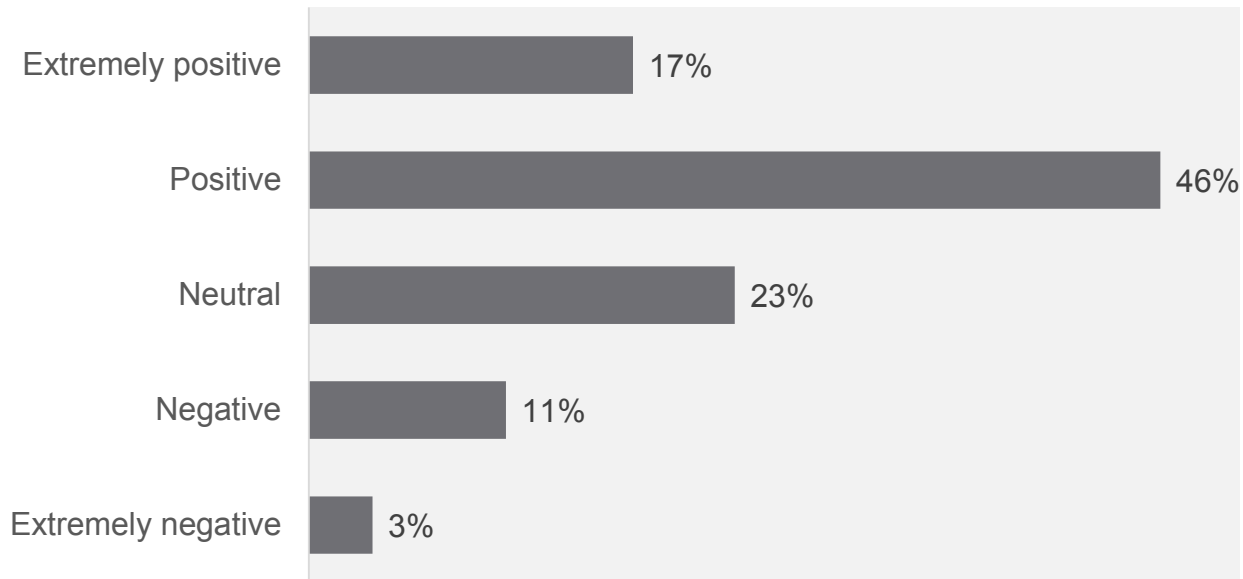
Q4. Looking ahead at the next 12 months, how positive do you feel about the New Zealand screen industry?

When asked to look ahead at the industry in the next 12 months, respondents who are working in the TV sector are noticeably less positive compared to those who working in the Film sector or working in both sectors.

45% of pure TV sector respondents are positive about next year's prospects.

Meanwhile 63% of those purely in the film industry are positive about 2020.

How positive do you feel about the NZ screen industry in the next 12 months?



Looking ahead at the next 12 months, how positive do you feel about the New Zealand screen industry? * Do you mainly work in the... Crosstabulation

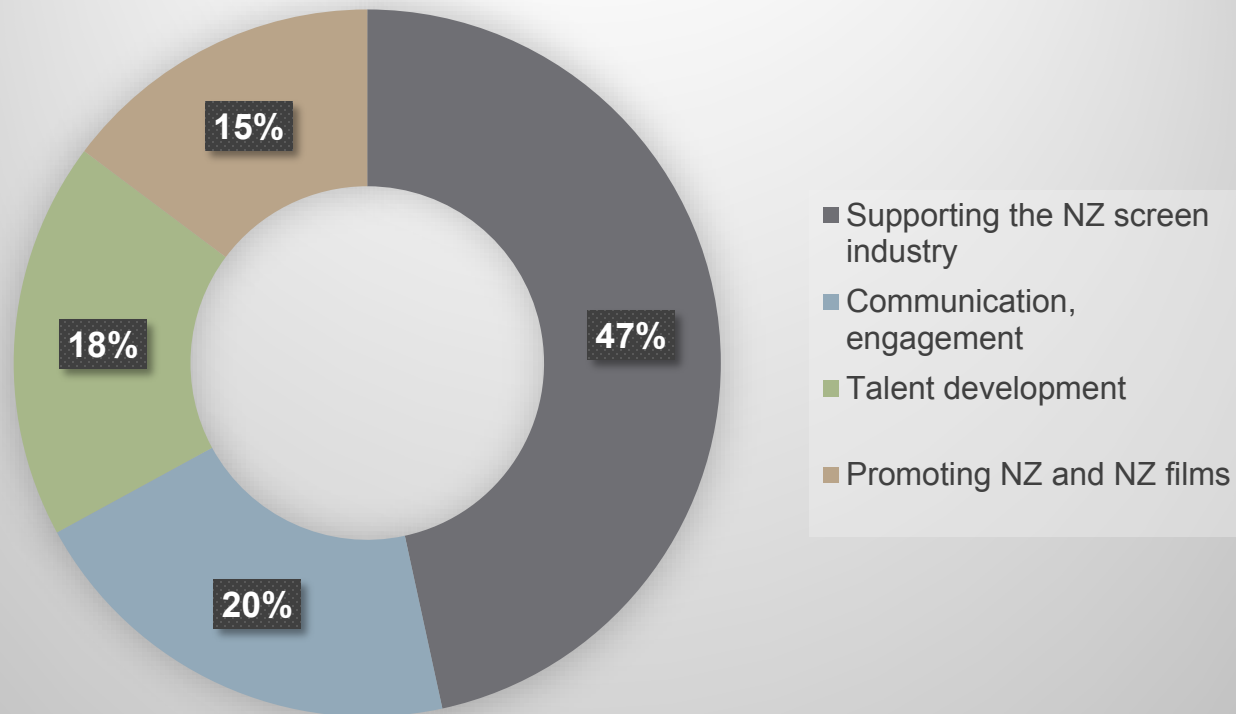
% within Do you mainly work in the...

		Do you mainly work in the...				Total
		Television Sector	Film Sector	Both	Other	
Looking ahead at the next 12 months, how positive do you feel about the New Zealand screen industry?	Extremely positive	10.3%	21.7%	14.6%	19.0%	17.4%
	Positive	34.5%	41.7%	49.6%	61.9%	45.7%
	Neutral	27.6%	24.2%	22.0%	14.3%	22.9%
	Negative	20.7%	9.2%	10.6%	4.8%	10.6%
	Extremely negative	6.9%	3.3%	3.3%		3.4%
Total		100.0%	100.0%	100.0%	100.0%	100.0%

Overall, what is the NZFC doing well?

Verbatims

Overall, what is the NZFC doing well?



Supporting the NZ screen industry:

- “Focusing on supporting NZ made stories for film and promoting those films internationally. Furthermore they are effective at promoting professional development to increase expertise in the film sector.”
- “The team is extremely accessible and knowledgeable. The support over the years has been phenomenal.”

Communication, engagement

- “Great understanding of the international industry and new emerging markets. Information sharing. Extremely good communication from all senior staff. Very acceptable.”
- “Communication - staying in touch and responding in a timely manner.”

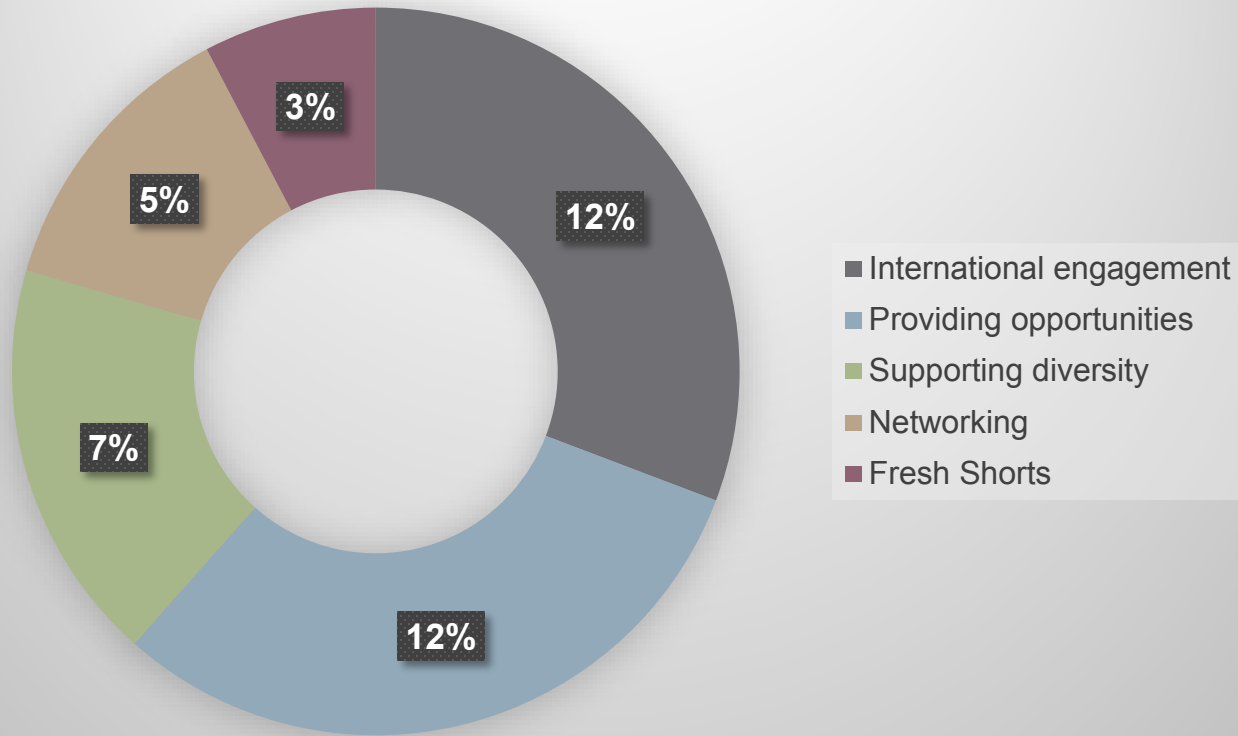
Talent Development

- “Backing film makers - developing talent. Great work in promoting film and culture. Fantastic work around diversity.”
- “Talent Development opportunities etc (short film programme, Emerging Producers Intensive, Internship, opportunity to speak with experts and staff).”

Promoting NZ and NZ films

- “Great at attraction of productions to NZ and fantastic at promoting the expertise of their film-making talent.”
- “Promoting NZ films internationally.”
- “Focusing on supporting NZ made stories for film and promoting those films internationally. Furthermore they are effective at promoting professional development to increase expertise in the film sector.”

Overall, what is the NZFC doing well?



International Engagement:

- “Everything in regards to getting accurate info regarding reality of shooting in NZ, international crew and also in helping make the most of tax credits and whatever needs the production may have.”
- “Supporting international productions to shoot here.”

Providing Opportunities

- “Providing lots of opportunities for funding. And supporting film events like the NZ Film Festival, and symposiums.”
- “Dissolving the distinction between serial content and film - and working to create opportunities across both formats. Creating more opportunities for women and gender minorities.”

Supporting Diversity

- “Responsive to the needs of the industry and pushing to increase diversity.”
- “Attempting to bring the conversation of diversity and inclusion to the wider industry.”

Promoting NZ and NZ films

- “Great at attraction of productions to NZ and fantastic at promoting the expertise of their film-making talent.”
- “Promoting NZ films internationally.”

Networking

- “Connecting film makers to key people in other countries.”
- “Organising events, connecting filmmakers with international markets/studios/producers.”

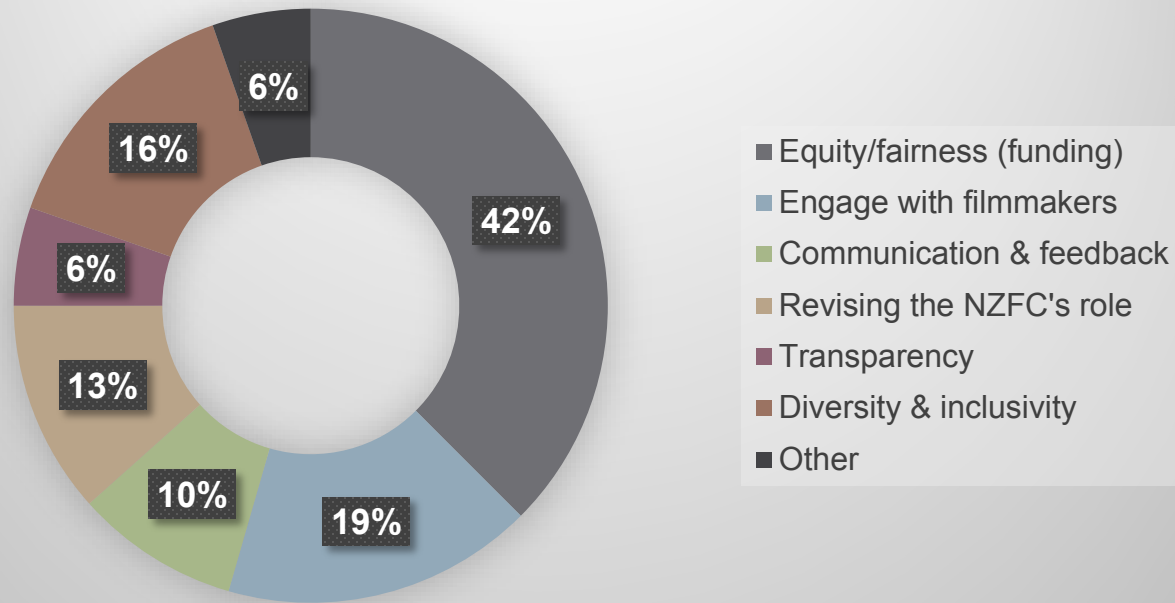
Fresh Shorts

- “The Fresh Shorts Lab is a fantastic overview of what filmmakers need to do to get to the next level. Feels like it could be an annual event open to anyone who wants to get into the film festival business.”

What could the NZFC do better?

Verbatims – split in terms of those who feel pessimistic or optimistic about the next 12 months

Overall, what could the NZFC do better?



Feedback reflected here is from those who felt **negative** about the New Zealand screen industry over the next 12 months

Equity/Fairness (funding)

- “Everything. More focus on new talent. Stricter rules about funding so the same people don’t keep getting all the money.”
- “Awarding funding based on talent alone rather than other factors (e.g. diversity).”
- “Fair merit-based evaluation of funded projects based on aesthetic originality, true intellectual diversity and a baseline degree of commercial potential. Make more stratified and divergent budget categories: low-budget for non-industry produced projects and larger budgets to pay fair wages for industry hires.”

Engage with Filmmakers

- “Spend less on internal costs (infrastructure, staffing), have more consistent policies, better communication and engagement with filmmakers especially senior people in the industry - there’s a feeling everyone is treated the same and amount of experience / success is irrelevant.”
- “Stronger lines of communication when engaged with developing talent. A commitment to projects they develop regardless of staff turnover.”

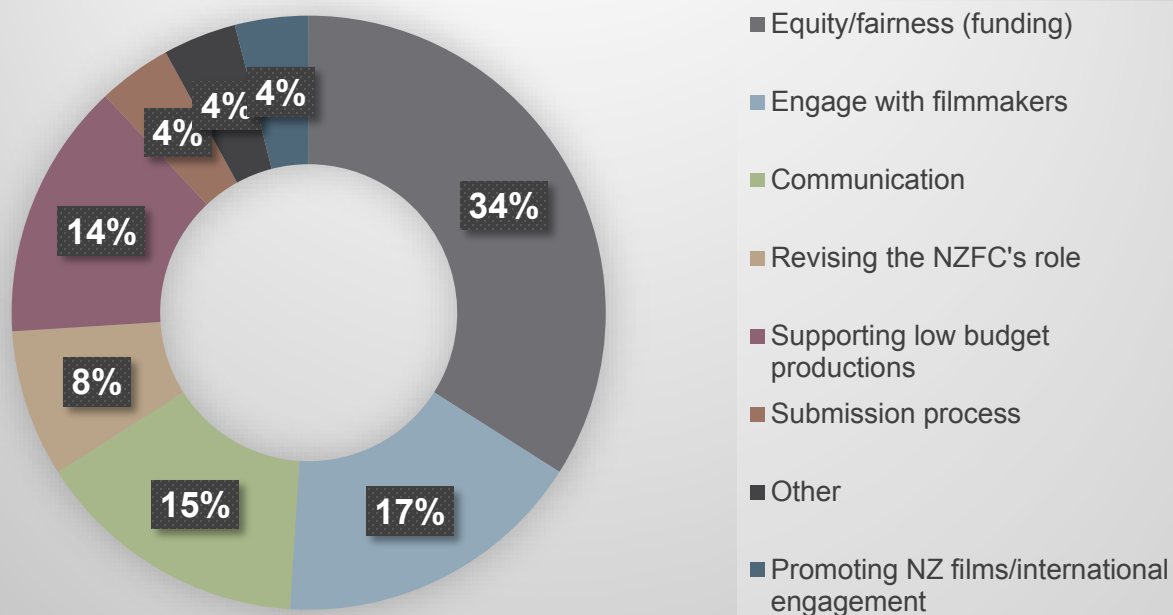
Diversity & Inclusivity

- “Living in a regional location is a diversity issue. Location is a barrier to participation and the ability to have a sustainable career in the film and television industry. NZFC needs to recognise this and put in place initiatives that support regional filmmakers and the development of the industry within the regions.”
- “Support for diversity also needs to be balanced with support for the rest of the industry.”

Revising the NZFC’s Role

- “Focus on Outcomes rather than Process, and recognize that in answering the question as to which is more important, The people who make content, or the people for whom content is made, the answer is the latter, because if no one watches or sees what’s made, there is no justification or imperative for Govt to support a local industry.”
- “Stop trying to second guess the market. Stop trying to copy previous successes. Rely on the *talent* of young talent, not your idea of what talent should resemble.”

Overall, what could the NZFC do better?



Feedback reflected here is from those who felt **positive** about the New Zealand screen industry over the next 12 months

Equity/Fairness (funding)

- “More funding for programs outside funding rounds.”
- “Recognize experienced director producers. Especially for documentaries and low budget films. For example, the documentary development grant, should be available for directors who are also producing their film, if they have a track record to prove they can do this. More funds that are grants would be good too.”

Engage with Filmmakers

- “The NZFC could do with a navigator or liaison for filmmakers making the leap from short film to feature.”
- “Take more risks. Lessen development time/hoops to jump through. Engage with filmmaking teams on a case by case basis rather than having prescribed funding programs people have to aim for.”

Supporting Low Budget Productions

- “I would like to see even more low budget initiatives to nurture future generations of New Zealand filmmakers. I would also like to see rebates and incentives to encourage more low budget foreign films to be shot here, films being shot for less than a million.”
- “Facilitate the production of more NZ developed, non-NZ- content films with mid-range budgets, for international audiences.”

Revising the NZFC's Role

- “Perhaps the definition of a New Zealand story/film needs revising. It would be good for filmmakers to know more about the NZFC's role beyond financing filmmaking (production) - and into marketing and sales.”
- “Revisit some very old rules and regulations - it's time to freshen some of the rigid structures that are no longer aligned with film-going public interests, which at the end of the day is the finish line.”

Submission Process

- “Shorter time frame to process final applications.”
- “Speed of response to creative submissions.”

Other

- “A stronger presence in Hollywood where a lot of the opportunity comes from.”
- “Support local filmmaking at a realistic level to attract and retain talent. Support post-production for international productions.”

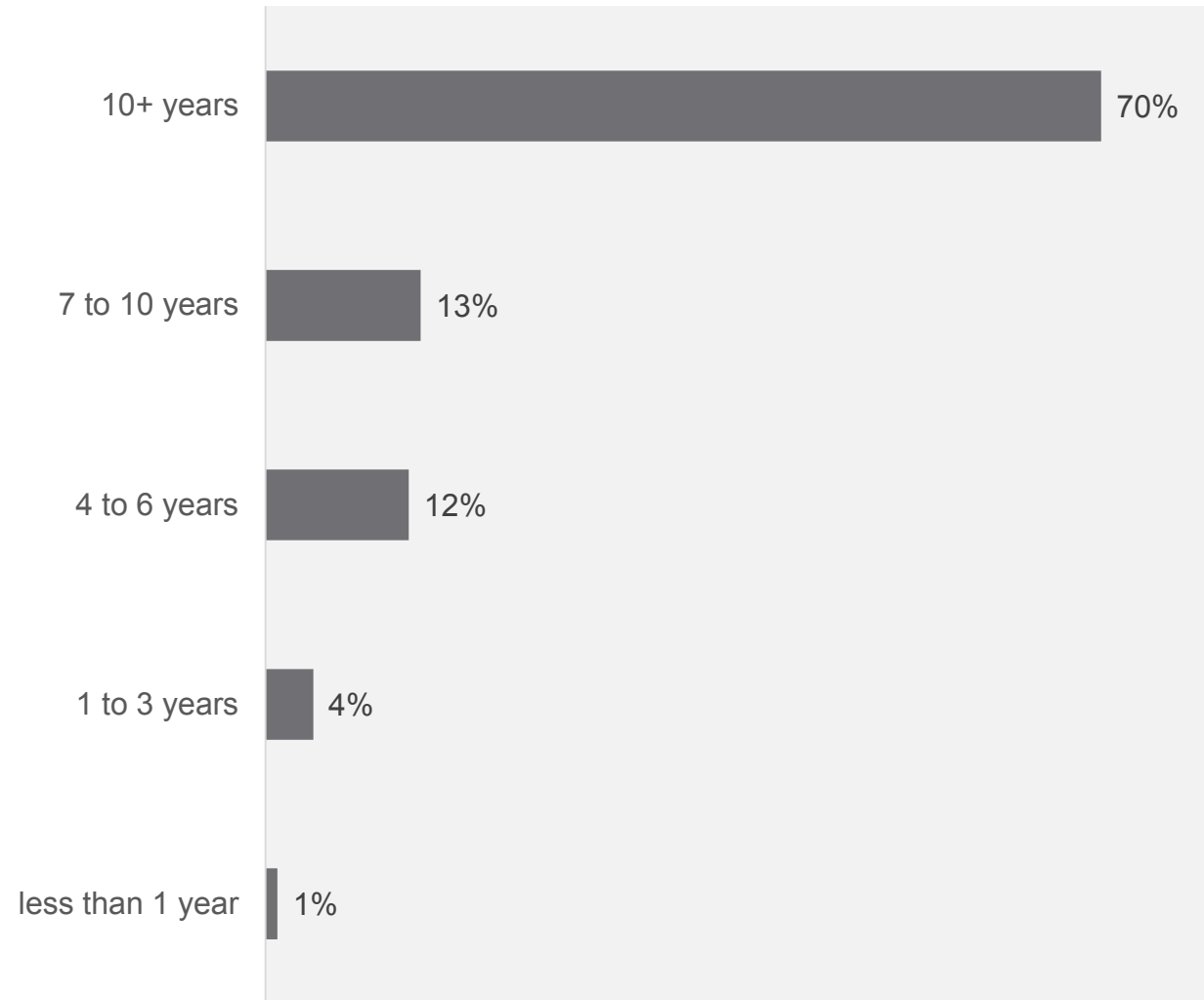
Appendix One

Who took part?

Q1. How long have you worked in the screen industry?

Some 70% of the total respondents have worked in the screen industry more than 10 years.

How long have you worked in the screen industry?

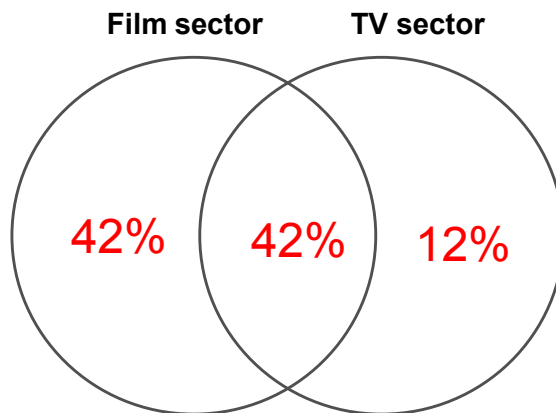


Base = (answered question) 320

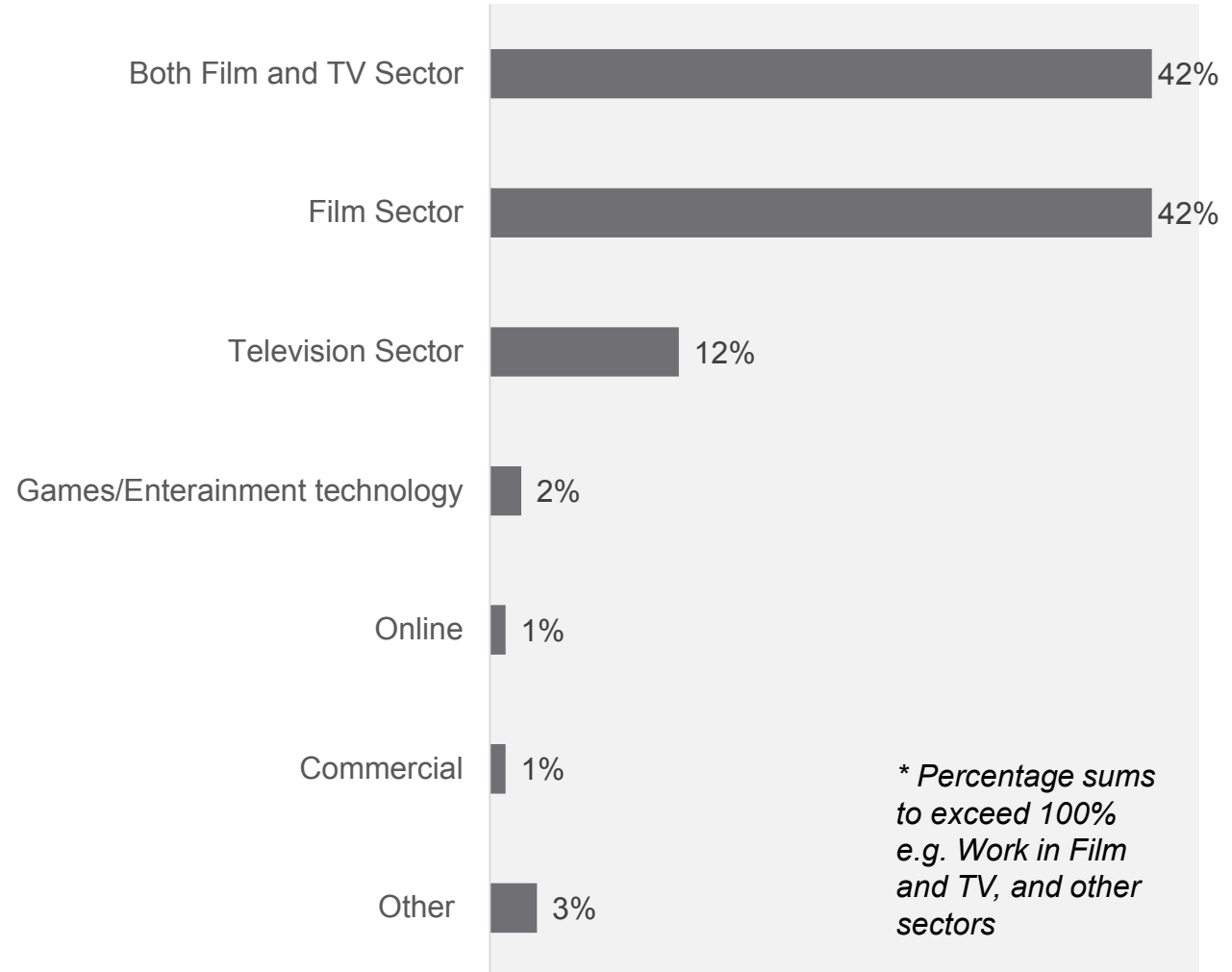
Q2. Do you mainly work in the...

Overlap. Some 42% of total respondents mainly work in both Film and TV Sector.

Also some 42% of total respondents mainly work in the Film Sector only.



Do you mainly work in the...

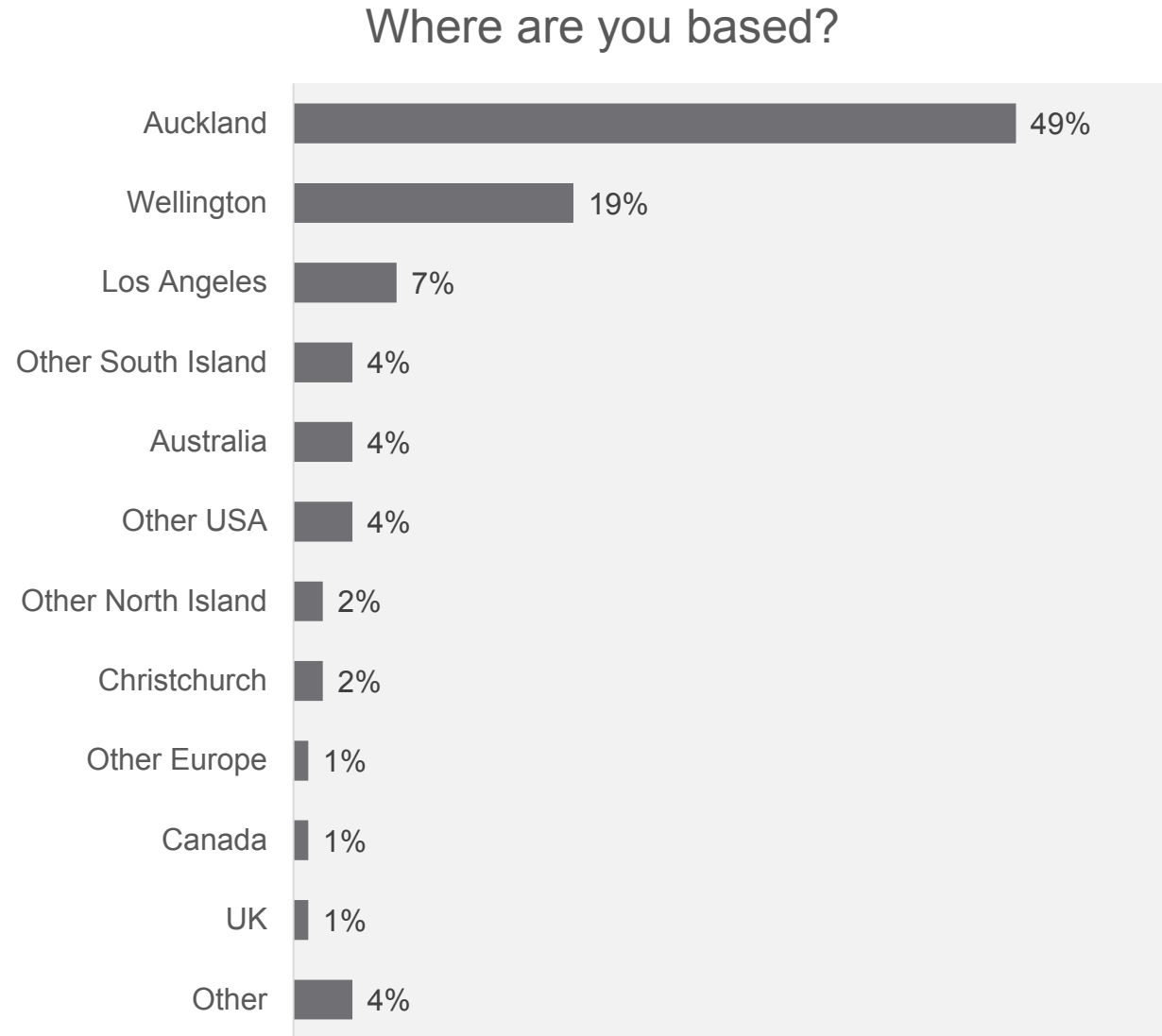


Base = (answered question) 320

Q3. Where are you based?

Nearly half of the respondents are Auckland-based.

Some 22% of respondents say they are based overseas.

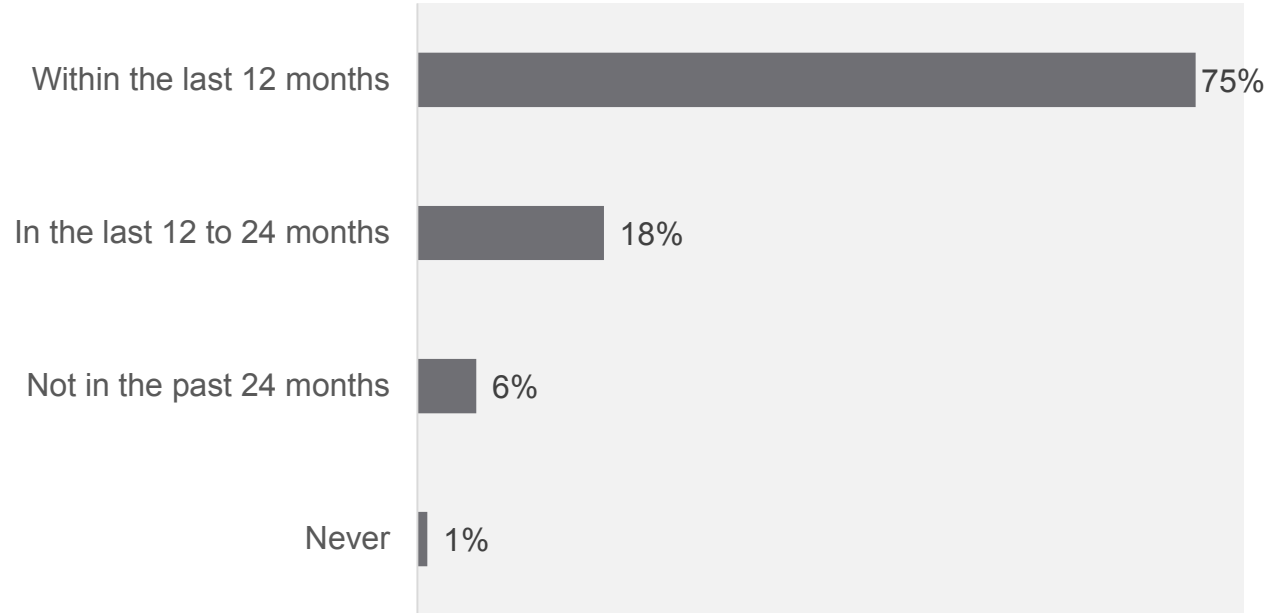


Q4. Have you engaged with NZFC staff?

The respondents were very engaged with NZFC, some 75% of total respondents have engaged with the NZFC staff within the last 12 months.

Those who mainly work in the TV sector were less engaged with NZFC compared to others, and also at a lower recency.

Have you engaged with NZFC staff?



Have you engaged with NZFC staff? * Q2recode Crosstabulation

% within Q2recode		Do you mainly work in the...				
		Television Sector	Film Sector	Both	Other	Total
Have you engaged with NZFC staff?	Never		1.6%	.8%	.9%	
	Not in the past 24 months	5.7%	5.5%	6.9%	5.7%	
	In the last 12 to 24 months	31.4%	16.4%	15.4%	21.7%	18.0%
	Within the last 12 months	62.9%	76.6%	76.9%	78.3%	75.3%
Total		100.0%	100.0%	100.0%	100.0%	100.0%

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Thankyou