



Te Tumu Whakaata Taonga

20 July 2021



Dear 

16 JUNE 2021: OFFICIAL INFORMATION ACT REQUEST

In your email received 16 June 2021 you requested the following information under the Official Information Act 1982 (OIA):


I would like all communications, briefings, meeting notes (formal and informal ie those in staff notebooks or disposable Post it-style note sheets), minutes and text messages from and to you and/or your staff, including board members, regarding the proposed film They Are Us sent, received or written in the time period up till 11 June 2021.

Please find all information in relation to your request at **Appendix 1**.

When there are earlier draft versions of documents, we have only provided the final version of that document. If a document has not been finalised and only exists in draft form, we have provided the draft version.

Information has been redacted where the documents or correspondence contain information outside the scope of the request or one of the withholding grounds under the OIA applies:

- Section 9(2)(a): to protect the privacy of natural persons;
- Section 9(2)(b)(ii): to protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information;
- Section 9(2)(ba)(i): to protect information which is subject to an obligation of confidence, where the making available of the information would be likely to prejudice the supply of similar information, or information from the same source, and it is in the public interest that such information should continue to be supplied; and
- Section 9(2)(g)(i): to maintain the effective conduct of public affairs through the free and frank expression of opinions by or between or to Ministers of the Crown or members of an organisation or officers and employees of any department or organisation in the course of their duty.



The following documents have been withheld in full:

- *Presentation* – attached to email sent from Stewart Till to Annabelle Sheehan on 8 May 2019. Withheld under 9(2)(b)(ii) and s9(2)(ba)(i) of the OIA.
- *They Are Us: Draft Script* received 4 March 2020. Withheld under 9(2)(b)(ii) and s9(2)(ba)(i) of the OIA.
- *They Are Us: Draft Script* received 9 June 2021. Withheld under 9(2)(b)(ii) and s9(2)(ba)(i) of the OIA.

The New Zealand Film Commission (NZFC) has not provided any assessment of, or feedback on, either of the two draft screenplays it has received from the *They Are Us* producing team. Whilst there has been engagement with the producing team on the project, *They Are Us* has been developed entirely independently of NZFC development funding structures. The NZFC has not received any applications for development funding, production funding or the New Zealand Government's screen incentives scheme, the New Zealand Screen Production Grant in relation to *They Are Us*.

The NZFC initially advised the Ministry for Culture and Heritage and Ministry for Business, Innovation and Employment – as the two Ministries to which the NZFC reports directly, that NZFC staff first engaged with the *They are Us* producing team when the team requested a meeting with the NZFC's former CEO Annabelle Sheehan in March 2020.

Following a further review of our files, we have since determined that the NZFC had initial engagement with the producers of *They Are Us* in May 2019. This correspondence is included in **Appendix 1**. Neither of the NZFC staff involved in that correspondence and meeting - specifically Annabelle Sheehan and her Executive Assistant - continue to work for the NZFC, so they had not been involved in the NZFC's provision of information in respect of the organisation's engagement with *They Are Us*.

Please note that we will be publishing this letter (with your personal information removed) and **Appendix 1** on the NZFC website.

You have the right, by way of complaint to the Ombudsman under section 28(3) of the Official Information Act, to seek an investigation and review of our response.

Yours sincerely



Tayla Hancock
Policy Advisor
New Zealand Film Commission



APPENDIX 1

Re: e-introducing

Annabelle Sheehan <annabelle.sheehan@nzfilm.co.nz>

Tue 7/05/2019 12:40 PM

To: Graeme Mason [REDACTED]

Cc: stewart till [REDACTED]




Hi Stewart

Do send me any information or questions you have. As Graeme says I will be in Cannes and so if you are not perhaps we can catch up by phone when I get back end of May. I have cc'd my EA.

REGARDS

Annabelle

Sent from my iPhone

 NZFC_Primary_Block_with_Reply
Annabelle Sheehan | Chief Executive
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142
[REDACTED] | [REDACTED]
www.nzfilm.co.nz | ondemand.nzfilm.co.nz
 

On 7/05/2019, at 11:23 AM, Graeme Mason <[REDACTED]> wrote:

Dear Annabelle and Stewart,

I wanted to e-introduce you.

Annabelle - Stewart was my boss at PolyGram, and has for many years held a variety of top level positions & roles across the gamut of film and television enterprises (as well as charities and sports and film agencies and much else besides). He made the move some time back to relocate from London to LA and also to add to his various commitments with his own development & production slate. Of note for today is that he has one specific NZ themed project, for which very unusually for you and I he is not looking for \$ just input and especially thoughts on creative talent he and his partners might work with on it.

Stewart - Annabelle is as discussed the CEO of the New Zealand Film Commission. She, like I was, is an aussie doing the role. She has previously be in charge of two different State Agencies here in Oz, has had key roles in post-production, education and critically for you perhaps been the CEO at the major Talent Agency here in Australia. So to say she is across all aspects of the two countries and knows the talent in both is an understatement.

I leave to you two to liaise noting of course that Annabelle will be off later this week to make the journey to Cannes where she and I will be catching up.

Best

graeme

Graeme Mason | Chief Executive Officer


They Are Us

Stewart Till [REDACTED]

Wed 8/05/2019 4:42 PM

To: Annabelle Sheehan <AnnabelleS@nzfilm.co.nz>

Cc: Graeme Mason [REDACTED]

 1 attachments (12 MB)

TheyAreUs.pptx;

Dear Annabelle,

Please find attached a presentation for a feature film based on the terrorist attacks at the two mosques in Christchurch.

The intention is to make a drama that honors the lives that were lost and focuses on the heroism and the humanity that so many people displayed.

We anticipate a budget of around [REDACTED]. I have access to all the necessary development and production financing that is required. So I am not looking for funding from you but, as we will obviously be shooting the film in New Zealand, your organization's support will be immensely valuable.

I would hope that both writer and director would be from New Zealand or Australia.

I understand that you are shortly off to Cannes but despite being at the market/festival many times in the past (frequently with Graeme) I am not attending this year. I would appreciate a call whenever convenient when you have had a chance to review the attachment.

Very best wishes,
Stewart
[REDACTED]

Subject: 7pm Call with Stewart Till, LA
Location: Call [REDACTED]
Start: Fri 17/05/2019 5:00 a.m.
End: Fri 17/05/2019 5:30 a.m.
Recurrence: (none)
Meeting Status: Meeting organizer
Organizer: Annabelle Sheehan
Required Attendees: Stewart Till

Dear Annabelle,

Please find attached a presentation for a feature film based on the terrorist attacks at the two mosques in Christchurch.

The intention is to make a drama that honors the lives that were lost and focuses on the heroism and the humanity that so many people displayed.

We anticipate a budget of around [REDACTED] I have access to all the necessary development and production financing that is required. So I am not looking for funding from you but, as we will obviously be shooting the film in New Zealand, your organization's support will be immensely valuable.

I would hope that both writer and director would be from New Zealand or Australia.

I understand that you are shortly off to Cannes but despite being at the market/festival many times in the past (frequently with Graeme) I am not attending this year. I would appreciate a call whenever convenient when you have had a chance to review the attachment.

Very best wishes,
Stewart

Re: Thank you.

Annabelle Sheehan <annabelle.sheehan@nzfilm.co.nz>

Fri 17/05/2019 8 23 PM

To: Stewart Till [REDACTED] >

Cc: [REDACTED]

Thanks Stewart. It was great to catch up and I look forward to speaking again

Annabelle Sheehan | Chief Executive

New Zealand Film Commission | Te Tumu Whakaata Taonga

Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142

[REDACTED]

On 16/05/2019, at 8:13 PM, Stewart Till [REDACTED] wrote:

Annabelle,

I really enjoyed our call today. For me, at least, it was very constructive and useful.

I will call you again when you are back in the office, by which time hopefully the project will have developed a little further.

In the meantime I hope you have a successful and enjoyable Cannes.

Stewart

From: [Annabelle Sheehan](#)
To: [Stewart Till](#)
Cc: [Tim White](#); [REDACTED]; [Andrew Niccol](#)
Subject: RE: AFM meeting
Date: Thursday, 31 October 2019 5:13:00 p.m.
Attachments: [image001.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image005.jpg](#)

Dear Stewart,

Great. I am just juggling one other thing at that time and can let you know tomorrow. So perhaps lunch and if not would you be available at about 230pm Saturday and we could certainly meet somewhere where accreditation is not needed and there is privacy too.

So in short either 1pm or 230 – and I will know about the 1pm tomorrow

Thanks

Annabelle

Annabelle Sheehan | Chief Executive

New Zealand Film Commission | Te Tumu Whakaata Taonga

Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142

[REDACTED]

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Please consider the environment before printing this e-mail

From: Stewart Till [REDACTED] >
Sent: Thursday, 31 October 2019 4:23 a.m.
To: Annabelle Sheehan <AnnabelleS@nzfilm.co.nz>
Cc: Tim White <[REDACTED]> Andrew Niccol
[REDACTED]
Subject: Re: AFM meeting

Annabelle,

Thank you for your note. Tim told me you have spoken so you know he isn't coming over for AFM but I will be joined by Andrew Niccol who is going to write and direct the film.

Saturday 9th is good for Andrew and I. We are happy to come to your office at the Loews (although we won't be accredited, but perhaps you have visitors passes we could 'borrow' for the meeting). Or if you like we could meet for lunch in Santa Monica, whichever is more convenient and likely to be more confidential.

Best,

Stewart

On Oct 29, 2019, at 5:58 PM, Annabelle Sheehan <AnnabelleS@nzfilm.co.nz> wrote:

Dear Tim and Stewart,

Hi there. I gather Stewart that you may be at AFM. The NZFC will have a stand there on the 5th floor of the Loews. Overall I am there from the 7th to the 12th. I have meetings around LA on Thursday Friday/ Tuesday but depending on where and when there are times that we might be able to match up on across those days. Saturday and Sunday are much looser/more available and generally I will be at the AFM in Santa Monica across those 2 days.

Let me know some options that might suit you

Best wishes
Annabelle

[<image002.jpg>](#)Annabelle Sheehan | Chief Executive

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[<image003.png>](#) [<image004.jpg>](#)

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Please consider the environment before printing this e-mail

Subject: 2.30pm Stewart Till / Andrew Niccol / Annabelle Sheehan
Location: Pico Restaurant, Shutters on the Beach, 1 Pico Blvd, Santa Monica, CA 90405
Start: Sun 10/11/2019 11:30 a.m.
End: Sun 10/11/2019 12:30 p.m.
Recurrence: (none)
Meeting Status: Meeting organizer
Organizer: Annabelle Sheehan
Required Attendees: [REDACTED]; NZFC_Staff_Market_Diary

Stewart Till: [REDACTED]
Andrew Niccol: [REDACTED]
Annabelle Sheehan: [REDACTED] E: annabelles@nzfilm.co.nz

From: stewart till [REDACTED]
Sent: Sunday, 10 November 2019 1:20 p.m.
To: Annabelle Sheehan
Cc: Tim White; [REDACTED]; Andrew Niccol
Subject: Re: AFM meeting

Annabelle,

Thank you for a very enjoyable lunch/ tea.

More importantly thank you for your much valued support and your endorsement of the direction we are taking.

Best

Stewart

Sent from my iPhone

From: [Annabelle Sheehan](#)
To: [Chris Payne](#)
Cc: [REDACTED]
Subject: RE: [Save the Date] Cocktail Reception – New Zealand Residence – Los Angeles – March 2020
Date: Friday, 28 February 2020 4:08:59 p.m.
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)

Hi

Not aware of that at all? But good to know.

Annabelle Sheehan | Chief Executive

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Please consider the environment before printing this e-mail

From: Chris Payne <Chris@nzfilm.co.nz>
Sent: Friday, 28 February 2020 8:04 a.m.
To: Annabelle Sheehan <AnnabelleS@nzfilm.co.nz>
Cc: [REDACTED]
Subject: Fwd: [Save the Date] Cocktail Reception – New Zealand Residence – Los Angeles – March 2020

FYI re Consulate General event attendance.

Confirming you/[REDACTED] are in touch with him and Tim re separate meeting?

Chris Payne

Head of International Relations

New Zealand Film Commission

e: chris@nzfilm.co.nz

m: [REDACTED]

iPhone. iTypos. iApologise.

Begin forwarded message:

From: Andrew Niccol [REDACTED]
Date: 28 February 2020 at 04:26:13 NZDT
To: Chris Payne <Chris@nzfilm.co.nz>
Subject: Re: [Save the Date] Cocktail Reception – New Zealand Residence – Los Angeles – March 2020

Hi Chris,

Yes, I'm confirmed to be there on the 12th.

I believe Annabelle was also arranging a separate meeting with Tim White and myself while she is in LA.

Very best,

Andrew

On Feb 26, 2020, at 7:13 PM, Chris Payne <Chris@nzfilm.co.nz> wrote:

Hi Andrew

A quick courtesy note to check if you received the **attached** invitation, and if you might be able to attend?

Annabelle mentioned earlier today that she'd love to see you at the event if you can make it! At this stage I won't be travelling up for it, but will let you know if I do, as it'd be great to meet in-person.

All best

CP

[<image002.jpg>](#)Chris Payne | Head of International Relations

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[<image003.png>](#) [<image004.jpg>](#) [<image006.jpg>](#)

[<image008.jpg>](#)

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Please consider the environment before printing this email.

From: Chris Payne

Sent: Tuesday, 11 February 2020 10:03 a.m.

To: Andrew Niccol <[\[REDACTED\]](#)>

Subject: RE: [Save the Date] Cocktail Reception – New Zealand Residence – Los Angeles – March 2020

[REDACTED]

[<image012.jpg>](#) Chris Payne | Head of International Relations

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[REDACTED]

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[<image003.png>](#) [<image004.jpg>](#) [<image014.jpg>](#)

[<image016.jpg>](#)

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Please consider the environment before printing this email.

From: Andrew Niccol [REDACTED]

Sent: Tuesday, 11 February 2020 9:42 a.m.

To: Chris Payne <Chris@nzfilm.co.nz>

Subject: Re: [Save the Date] Cocktail Reception – New Zealand
Residence – Los Angeles – March 2020

Thanks. I was aware of the project announced at Cannes. What is the other one?

On Feb 10, 2020, at 12:38 PM, Chris Payne

<Chris@nzfilm.co.nz> wrote:

Hi Andrew

Certainly – we'll circle back shortly with a formal invitation and set date.

Project is very much under my hat – only Annabelle and I are aware of it. Annabelle may have mentioned it when you met, but for courtesy/completeness, we're aware of two other proposed features on the topic, including [this one announced at Cannes last year](#) (we understand both projects are in early stages of development).

Thanks Andrew

CP

[<image002.jpg>](#) Chris Payne | Head of International Relations

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<image003.png> <image004.jpg> <image006.jpg>

<image008.jpg>

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Please consider the environment before printing this email.

From: Andrew Niccol [REDACTED]
Sent: Tuesday, 11 February 2020 6:22 a.m.
To: Chris Payne <Chris@nzfilm.co.nz>
Subject: Re: [Save the Date] Cocktail Reception – New Zealand Residence – Los Angeles – March 2020

Hello Chris,

Too soon to know where I'll be in March but if I'm in town I'll try to make it.

Please let me know closer to the date. And please keep the March 15 project under your hat.

Very best,

Andrew

On Feb 4, 2020, at 2:21 PM, Chris Payne
<Chris@nzfilm.co.nz> wrote:

Hi Andrew

Happy New Year! I hope 2020 has started very well for you.

We're looking to hold a couple of events in Los Angeles in early March including a cocktail reception hosted with the New Zealand Consul-General to connect LA production, creative and funding personnel with New Zealand and New Zealanders.

As an acclaimed New Zealand filmmaker, we'd love to invite you to this and celebrate

the outstanding role you play on the global stage.

We're looking at holding this cocktail reception early evening on **Thursday 5 March** (or alternatively the following week on Wednesday 11 or Thursday 12 March – the coronavirus is a factor in everyone's plans at the moment, hence everything is tentative including these dates).

It'd be wonderful to know in the next day or two:

- if you'll be in LA then; and if so
- your availability to attend an early evening event in Brentwood on 5, 11 or 12 March.

This will help inform our planning and a formal invitation will follow with the confirmed date and venue details.

We hope you can join us in early March!

All best

Chris

P.S. Annabelle has updated me on the meeting she took with you and your collaborators in LA re: your March 15 terrorist attacks project. If I can assist in any way, just let me know – for instance, we have an [International Co-Development Fund](#) for feature film official co-productions and series projects with market partners, which might be of interest for this and/or other projects you're developing.

[<image002.jpg>](#) Chris Payne | Head of
International Relations
**New Zealand Film Commission | Te Tumu
Whakaata Taonga**
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[<image003.png>](#) [<image004.jpg>](#) [<image006.jpg>](#)

From: [Annabelle Sheehan](#)
To: [Tim White](#)
Subject: RE: Meeting in LA
Date: Tuesday, 10 March 2020 6:28:00 p.m.
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)

AH yes I see it it is in my diary.
Do you prefer I call you ?
My mobile is best if you call me
[REDACTED]

Annabelle Sheehan | Chief Executive

New Zealand Film Commission | Te Tumu Whakaata Taonga

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Please consider the environment before printing this e-mail

From: Tim White [REDACTED]
Sent: Tuesday, 10 March 2020 5:42 p.m.
To: Annabelle Sheehan <AnnabelleS@nzfilm.co.nz>
Subject: Re: Meeting in LA

As planned tomorrow at 2.30pm LA. 10.30 am NZ. I inadvertently cancelled conference call, but we will all be on my Aus mobile [REDACTED]. ie meeting together in Santa Monica.
Shall I just call the Film Com office?

Sent from my iPhone

On 9 Mar 2020, at 7:07 pm, Annabelle Sheehan <AnnabelleS@nzfilm.co.nz> wrote:

Hi Tim

What date/time is good for you while you are in LA with Andrew?

Regards

[<image002.jpg>](#)

Annabelle Sheehan | Chief Executive

New Zealand Film Commission | Te Tumu Whakaata Taonga

Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142
[REDACTED]

[.nz](#)

[<image003.png>](#)

[<image004.jpg>](#)

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Please consider the environment before printing this e-mail

From: Timothy A White [REDACTED]
Sent: Friday, 6 March 2020 4:03 p.m.
To: Annabelle Sheehan <AnnabelleS@nzfilm.co.nz>
Subject: Re: Meeting in LA

Hello

Did you receive the first draft screenplay from Andrew? It is strictly for your eyes only.

The script is strong, although it will clearly evolve and be enriched over coming drafts. We are thinking of a 2021 production.

I'm meeting Andrew and Stewart next Tuesday (Wed NZ). I'm sure they'd like you have a general conversation with you, but it does not have to be that day.

NB: I have made it clear to them that you/Film Com cannot play a proactive role or be a strong advocate, however you will be able to give guidance and also perhaps some support re NZ costs (research/local scouting/budgeting etc). Importantly, everyone is sensitive to timelines: the imminent anniversary of event; the lead to the general election; and the trial that is do to start mid year. We do not want to rush into making any announcement on the project.

Let me know if you want to chat further,

Very best
Tim

On 4 Mar 2020, at 2:53 pm, Annabelle Sheehan
<AnnabelleS@nzfilm.co.nz> wrote:

Sure. Thanks

Sent from my iPhone

Annabelle Sheehan | Chief Executive
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, [119 Ghuznee St, Wellington 6011](#) | PO Box [11546, Manners](#)

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On 4/03/2020, at 4:49 PM, Timothy A White

 wrote:

Ok ... I'll discuss. With Andrew, Are you interested to reading a script?

<AnnabelleS@nzfilm.co.nz> wrote:

Hi Tim


Sincere apologies. We have only just concluded our position today and we will be sending out notifications today I believe that we have had to cancel.

Even though I can't be in La in person perhaps you and Andrew can Skype me when you are together?

Sent from my iPhone



Annabelle Sheehan | Chief Executive
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On 4/03/2020, at 4:20 PM, Timothy A White
[REDACTED] wrote:

Hi Annabelle

Lisa Chatfield informed me yesterday that Film Akld had cancelled the Q&A screening of THE LUMINARIES.

I assume NZFC is following a similar decision and you will not be travelling to LA. It would be good to know for certain.

I've booked non-refundable tickets and accommodation (Film Akld was not meeting my costs) so I've decided to go ahead to meet Andrew Niccol and do a bunch of other industry meetings. My schedule is so crammed with three projects in post, there is no other likely time to do such a trip. It also seems the travel situation may only get worse before it gets better.

Best
Tim

On 28 Feb 2020, at 3:53 pm,
Tim White

[REDACTED]
wrote:

Hello from Perth (it picture lock day on a film I shot here last year).

I'm very much looking forward to a catch up. I'm in LA March 9-15. Have Luminaries screening Tuesday afternoon/evening.

Could meet Tuesday morning or anytime Wednesday, Thursday (except of course that evening) or Friday.

Andrew seems fairly flexible as he is in writing mode.

Cheers

Tim

Sent from my iPhone

On 28 Feb 2020,
at 11:10 am,
Annabelle
Sheehan
<AnnabelleS@nzfilm.co.nz>
wrote:

Hi
Time – looking forward to seeing you in LA.
And I think you were going to suggest a specific catch up with Andrew Niccol as well ? Let me know your dates in LA and we can set a time if you like

Best
Annabelle

[<image002.jpg>](#)
Annabelle

From: [Annabelle Sheehan](#)
To: [Andrew Niccol](#)
Subject: RE:
Date: Friday, 6 March 2020 12:36:00 p.m.
Attachments: [image001.jpg](#)
[image005.jpg](#)
[image006.png](#)
[image007.jpg](#)
[image008.jpg](#)

Woops pressed send too quickly -thank you so much for sending it. Sorry I wont see you this coming week in person and I look forward to catching up via a skype or call instead

Annabelle Sheehan | Chief Executive

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From: Annabelle Sheehan
Sent: Friday, 6 March 2020 12:36 p.m.
To: Andrew Niccol [REDACTED]
Subject: RE:

Thanks Yes Andrew apologies it has been a busy time

Annabelle Sheehan | Chief Executive

New Zealand Film Commission | Te Tumu Whakaata Taonga

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[www.nzfilm.co.nz](#) | [ondemand.nzfilm.co.nz](#)



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Please consider the environment before printing this e-mail

From: Andrew Niccol [REDACTED]
Sent: Friday, 6 March 2020 12:21 p.m.
To: Annabelle Sheehan <AnnabelleS@nzfilm.co.nz>
Subject: Re:

Just checking you received this. Thanks.

On Mar 4, 2020, at 8:55 AM, Andrew Niccol [REDACTED] > wrote:

Hello Annabelle,

I'm sorry I won't be seeing you in person next week but quite understandable.

I attach an early draft of THEY ARE US.

Please keep this confidential. I look forward to discussing it with you.

Very best,

Andrew

<THEY ARE US Mar 4, 2020 - A. Sheehan.pdf>

From: [Chris Payne](#)
To: [Chris Payne](#)
Subject: [Project Headlines] They Are Us
Date: Monday, 6 April 2020 4:06:55 p.m.
Attachments: [image001.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image002.jpg](#)
[image006.jpg](#)
[image008.jpg](#)

From debrief with Annabelle Sheehan 2 April 2020, recalling a 11 March 2020 conversation with Andrew and Tim:

- 15 March terror attacks project by Andrew Niccol and Tim White.
- Working title is *They Are Us*.
- UAE producer [Ayman Jamal \(Barajoun Entertainment\)](#) is attached – bringing funding.
- Not set up as a co-production at this stage, but rather a solely NZ film with international finance.
- Wants the PM to read the project after the September 2020 election.
- Was planning to shoot late summer 2021 (Feb/Mar 2021?) but likely to slide due to CV-19.
- Potentially interested in NZFC dev funding – would want to do EDF/ADF but not have to apply i.e. CEOD.
- [REDACTED] (US\$ or NZ\$ TBC).

Chris Payne | Head of International Relations

New Zealand Film Commission | Te Tumu Whakaata Taonga

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[REDACTED]
www.nzfilm.co.nz | ondemand.nzfilm.co.nz



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Please consider the environment before printing this email.

From: 
To: [Leanne Saunders](#); [Chris Payne](#); [Philippa Mossman](#)
Subject: FW: International project - request for introductory call w/c 7 June
Date: Thursday, 3 June 2021 2:00:04 p.m.
Attachments: [image011.jpg](#)
[image013.png](#)
[image014.png](#)
[image015.png](#)
[image016.jpg](#)
[image017.png](#)
[image018.png](#)
[image019.png](#)
[image020.jpg](#)
[image021.png](#)
[image022.png](#)
[image023.png](#)
[image024.jpg](#)
[image025.jpg](#)
[image001.jpg](#)
[image003.jpg](#)

Kia ora koutou,

Progress update – Philippa Campbell and I have been corresponding on this meeting request by the “They Are Us” project team (Philippa, Stewart Till and Andrew Nicoll) and have landed on the following date/time:

- Wed 9 Jun 8.30am NZ / [*Tue 8 Jun*] 4.30pm NY / 1.30pm LA.
- Philippa indicated that producer Ayman Jamal will be tentatively attending from Dubai at the delightful hour of 12.30am (I asked if it would be better to find a time less in the dead of night and she let me know that Ayman is fine with the original time).

I will send a HOLD to calendars shortly.

Cheers,



Ngā mihi

From: Chris Payne <chris.payne@nzfilm.co.nz>

Sent: Wednesday, 2 June 2021 4:14 p.m.

To: Philippa Campbell [REDACTED]

Cc: Leanne Saunders <leanne.saunders@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>; Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>; [REDACTED]
[REDACTED]

Subject: RE: International project - request for introductory call w/c 7 June

Kia ora Philippa

Thanks very much for this email, and sorry to miss your call earlier today.

I'm aware of this project through earlier engagement with Andrew, and wondered where it was sitting, so great to get this update. From memory, Tim White was part of earlier engagement on this with Annabelle both here and in LA – is he no longer/still involved in any capacity?

I've looped in Mladen here in his Acting CEO capacity, too, for his awareness.

In terms of scheduling, Leanne's team member, [REDACTED] (cc'ed) can coordinate diaries on our side and come back to you ASAP with options and Teams link etc.

Look forward to hearing more next week, and confirming supplied information is received, and will be retained, in confidence.

Take care

Chris

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations

New Zealand Film Commission | Te Tumu Whakaata Taonga

Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142

[REDACTED]

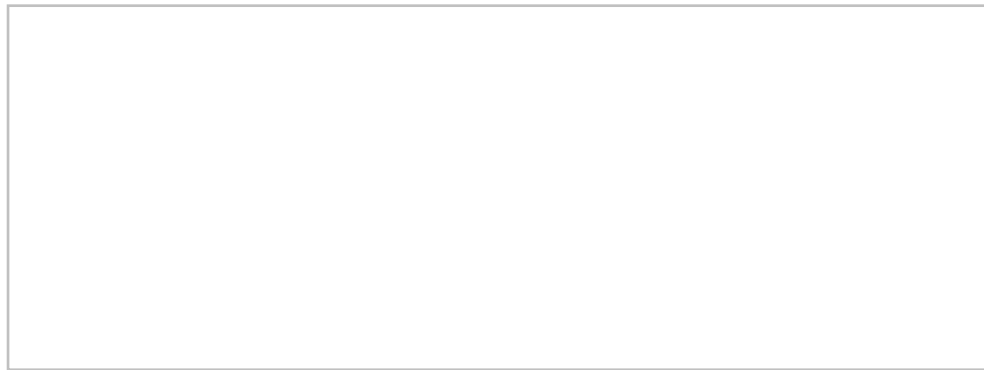
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Please consider the environment before printing this email.



From: Philippa Campbell [REDACTED]
Sent: Wednesday, 2 June 2021 9:44 a.m.
To: Leanne Saunders <leanne.saunders@nzfilm.co.nz>; Chris Payne <chris.payne@nzfilm.co.nz>;
Philippa Mossman <philippa.mossman@nzfilm.co.nz>
Subject: International project - request for introductory call w/c 7 June

Kia ora koutou,

Some time ago Stewart Till met with Annabelle to introduce her to the feature project "They Are Us" written and to be directed by Andrew Nicoll. The film charts the key events of first week after the tragedy of the Christchurch terror attack exploring community stories and a political story of the government response.

We're very excited about recent progress with packaging and I would like to set up a call with Andrew, Stewart and myself next week to introduce the project to the NZFC in more detail prior to its announcement at Cannes.

We are in a number of time zones and it would be helpful for us if the call could be NZ morning Tues 8, Weds 9, Thurs 10 June. The timing of the announcement is Friday 11 June ie NZ Saturday. I know that it's a really busy time for you all and coordinating diaries is tricky but if you could get back to me with a couple of options I'll confirm with Andrew and Stewart.

I'm very pleased to be associated with the kaupapa of the film and look forward to discussing it with you in more detail.

We would appreciate it if you could keep this confidential. Many thanks and look forward to hearing back.

Ngā mihi nui,

Philippa

Philippa Campbell
Escapade Pictures Ltd
Auckland
Aotearoa New Zealand

From: [Philippa Campbell](#)
To: [Jasmin McSweeney](#)
Subject: FW: They Are Us Press Release Coverage #1
Date: Friday, 11 June 2021 5:19:24 p.m.

Light reading!

Philippa Campbell
Escapade Pictures Ltd
Auckland
Aotearoa New Zealand

From: Carmen Irabien [REDACTED]
Date: Friday, 11 June 2021 at 10:29 AM
To: Glen Basner [REDACTED] >, Stewart Till [REDACTED]
Cc: Ayman Jamal [REDACTED], Philippa Campbell
[REDACTED] z>, Andrew Niccol [REDACTED], Heta Paarte
<[REDACTED]>, Cat Fisher [REDACTED] >
Subject: Re: They Are Us Press Release

Hi Everyone,

Please find below the initial coverage of today's announcement.

DEADLINE

By Diana Lodderhose

Rose Byrne To Star As New Zealand Prime Minister Jacinda Ardern In 'They Are Us' About Response To 2019 Christchurch Attacks – Cannes Market

<https://deadline.com/2021/06/rose-byrne-new-zealand-prime-minister-jacinda-ardern-they-are-us-cannes-market-1234772989/>

VARIETY

By Brent Lang

Rose Byrne Starring in 'They Are Us' for Director Andrew Niccol

<https://variety.com/2021/film/news/rose-byrne-andrew-niccol-christchurch-mosque-shootings-1234993559/>

THE HOLLYWOOD REPORTER

By Alex Ritman

Rose Byrne to Play New Zealand Prime Minister Jacinda Ardern in Andrew Niccol's 'They Are Us'

<https://www.hollywoodreporter.com/movies/movie-news/rose-byrne-jacinda-ardern-andrew-niccol-cannes-they-are-us-new-zealand-mosque-shooting-1234965908/>

SCREENDAILY

By Jeremy Kay

Rose Byrne to play NZ leader in Cannes package 'They Are Us' for FilmNation, CAA

<https://www.screendaily.com/news/rose-byrne-to-play-nz-leader-in-cannes-package-they-are->

[us-for-filmnation-cao/5160402.article](https://www.us-for-filmnation-cao/5160402.article)

THE WRAP

By Brian Welk

Rose Byrne to Star as New Zealand Prime Minister Who Banned Assault Rifles After Mosque Shootings

<https://www.thewrap.com/rose-byrne-they-are-us-film-jacinda-ardern-new-zealand-prime-minister/>

YAHOO! *Variety repost

By Brent Lang

Rose Byrne Starring in 'They Are Us' for Director Andrew Niccol

<https://variety.com/2021/film/news/rose-byrne-andrew-niccol-christchurch-mosque-shootings-1234993559/>

NEW ZEALAND HERALD

By Staff

Christchurch mosque shootings: Rose Byrne to play Jacinda Ardern in new film 'They Are Us'

<https://www.nzherald.co.nz/entertainment/christchurch-mosque-shootings-rose-byrne-to-play-jacinda-ardern-in-new-film-they-are-us/WDOP6HCBWVQB5C4Y2V5HLT33FM/>

RZN

By Staff

Actress Rose Byrne to play Jacinda Ardern in film based on Christchurch mosque attacks - report

<https://www.rnz.co.nz/news/national/444485/actress-rose-byrne-to-play-jacinda-ardern-in-film-based-on-christchurch-mosque-attacks-report>

SUFF.COM.NZ

By Darren Bevan

Rose Byrne to play New Zealand Prime Minister Jacinda Ardern in film based on Christchurch mosque shootings

<https://www.stuff.co.nz/entertainment/film/125409871/rose-byrne-to-play-new-zealand-prime-minister-jacinda-ardern-in-film-based-on-christchurch-mosque-shootings>

NEWSHUB

By Jamie Ensor

Rose Byrne to play Jacinda Ardern in Christchurch terror attack film - report

<https://www.newshub.co.nz/home/entertainment/2021/06/rose-byrne-to-play-jacinda-ardern-in-christchurch-terror-attack-film-report.html>

TVNZ

By Staff

Hollywood star Rose Byrne to play Jacinda Ardern in film about Christchurch mosque attacks

<https://www.tvnz.co.nz/one-news/new-zealand/hollywood-star-rose-byrne-play-jacinda-ardern-in-film-christchurch-mosque-attacks>

INDEPENDENT

By Rachel Brodsky

Rose Byrne to play Prime Minister Jacinda Ardern in film about 2019 New Zealand mosque shooting

<https://www.independent.co.uk/arts-entertainment/tv/news/rose-byrne-new-zealand-jacinda-ardern-b1863751.html>

THE SPINOFF

By Stewart Sowman-Lund

Live updates, June 11: Rose Byrne to play Jacinda Ardern in new film

<https://thespinoff.co.nz/politics/11-06-2021/live-updates-june-11-rose-byrne-to-play-jacinda-ardern-in-new-film/>

DARK HORIZONS

By Garth Franklin

Rose Byrne to Play NZ PM Jacinda Ardern

<https://www.darkhorizons.com/rose-byrne-to-play-nz-pm-jacinda-ardern/>

MSN *Repost from Independent

By Rachel Brodsky

Rose Byrne to play Prime Minister Jacinda Ardern in film about 2019 New Zealand mosque shooting

<https://www.independent.co.uk/arts-entertainment/tv/news/rose-byrne-new-zealand-jacinda-ardern-b1863751.html>

STAR NEWS

By Staff

Rose Byrne to play PM in film based on mosque attacks - report

<https://www.odt.co.nz/star-news/star-lifestyle/star-entertainment/rose-byrne-play-pm-film-based-mosque-attacks-report>

JUST JARED

By Staff

Rose Byrne to Play New Zealand Prime Minister Jacinda Ardern in New Film 'They Are Us'

<http://www.justjared.com/photo-gallery/4567541/rose-bryne-casting-prime-minister-04/>

*

Carmen Irabien | Manager, Publicity | FilmNation Entertainment

 | www.filmnation.com

FilmNation Entertainment | 150 West 22nd St, 9th Floor, New York, NY 10011

Coming Soon: www.filmnation.com/coming-soon

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If this message was not intended for you, please inform the sender and delete the email.

From: Glen Basner [REDACTED]
Date: Thursday, June 10, 2021 at 4:14 PM
To: Stewart Till [REDACTED], Carmen Irabien <[REDACTED]>
Cc: Ayman Jamal [REDACTED], Philippa Campbell
[REDACTED] Andrew Niccol [REDACTED], Heta Paarte
[REDACTED] Cat Fisher [REDACTED]
Subject: Re: They Are Us Press Release

We are off!

Glen Basner | CEO | **FilmNation Entertainment**
Direct: + [REDACTED] | www.filmnation.com
FilmNation Entertainment | 150 West 22nd St, 9th Floor, New York, NY 10011

Coming Soon: www.filmnation.com/coming-soon

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From: Stewart Till [REDACTED]
Date: Thursday, June 10, 2021 at 4:02 PM
To: Carmen Irabien [REDACTED]
Cc: Ayman Jamal [REDACTED] Philippa Campbell
[REDACTED] Andrew Niccol [REDACTED], Heta Paarte
[REDACTED], Glen Basner [REDACTED], Cat Fisher
[REDACTED]
Subject: Re: They Are Us Press Release

Carmen,

I echo Ayman's message.

On Jun 10, 2021, at 3:07 PM, Ayman Jamal [REDACTED] > wrote:

Great news.
Thank you Carmen for all your efforts and filmnation team.

Regards,
Ayman

Sent from my iPhone

On 10 Jun 2021, at 23:04, Carmen Irabien
[REDACTED] wrote:

Hi Everyone,

The embargo just lifted and the trades have started to blast the news.
Below is a link to Deadlines coverage. I will compile all coverage and
send your way this afternoon.

<https://deadline.com/2021/06/rose-byrne-new-zealand-prime-minister-jacinda-ardern-they-are-us-cannes-market-1234772989/>

We're excited that the news is finally out!
Carmen

*

Carmen Irabien | Manager, Publicity | FilmNation Entertainment

[REDACTED]

| www.filmnation.com

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NY 10011

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From: Carmen Irabien [REDACTED]
Date: Thursday, June 10, 2021 at 7:28 AM
To: stewart till [REDACTED]
Cc: Philippa Campbell [REDACTED], Andrew
Niccol [REDACTED] >, Ayman Jamal
[REDACTED] Heta Paarte
[REDACTED] >, Glen Basner
[REDACTED], Cat Fisher
[REDACTED]
Subject: Re: They Are Us Press Release

Hi Everyone,

We received final approval from Rose's team. Please find attached the final version of the release for your records. As discussed, we'll share with press this morning for a Noon PDT announcement.

Rose is in the middle of press for Peter Rabbit 2 and Physical so she unfortunately wasn't able to provide a quote – this is why the approval came later than expected.

I'll share the coverage with everyone on this chain today as it breaks.

All my best,
Carmen

*

Carmen Irabien | Manager, Publicity | FilmNation Entertainment

[REDACTED]

| www.filmnation.com

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From: stewart till [REDACTED]
Date: Wednesday, June 9, 2021 at 9:27 PM
To: Carmen Irabien [REDACTED]
Cc: Philippa Campbell <[REDACTED]>, Andrew Niccol [REDACTED], Ayman Jamal [REDACTED], Heta Paarte [REDACTED], Glen Basner [REDACTED], Cat Fisher [REDACTED]
Subject: Re: They Are Us Press Release

Carmen,

Thanks for update.

Sent from my iPhone

On Jun 9, 2021, at 21:20, Carmen Irabien

[REDACTED] > wrote:

Hi Everyone,

Quick update, we are waiting for final sign off from Rose's team, which we are expecting by tomorrow morning EDT. We'll still have enough time to share with press for the Noon PDT announcement. I'll share the final version of the release on this chain once it's ready.

All my best,
Carmen

*

Carmen Irabien | Manager, Publicity | FilmNation
Entertainment

[REDACTED]
| www.filmnation.com

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the sender and delete the email.

From: Carmen Irabien [REDACTED]

Date: Wednesday, June 9, 2021 at 9:11 AM

To: Philippa Campbell

[REDACTED], Stewart Till

[REDACTED] >

Cc: Andrew Niccol [REDACTED],

Ayman Jamal [REDACTED] Heta Paarte

[REDACTED] >, Glen Basner

[REDACTED], Cat Fisher

[REDACTED]

Subject: Re: They Are Us Press Release

Thank you so much for flagging. Confirming this has been
fixed.

*

Carmen Irabien | Manager, Publicity | FilmNation
Entertainment

[REDACTED]
| www.filmnation.com

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New York, NY 10011

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the sender and delete the email.

From: Philippa Campbell

<[REDACTED]>

Date: Tuesday, June 8, 2021 at 11:06 PM

To: Carmen Irabien [REDACTED]

stewart till [REDACTED]

Cc: Andrew Niccol [REDACTED]

Ayman Jamal [REDACTED] Heta Paarte

[REDACTED] >, Glen Basner

[REDACTED] >, Cat Fisher

[REDACTED]
Subject: Re: They Are Us Press Release

Hello there,

Please could you correct the spelling of the NZ PM's
name in the release – it is *Ardern* not Arden.
Many thanks.

Philippa

Philippa Campbell
Escapade Pictures Ltd
Auckland
Aotearoa New Zealand

From: Carmen Irabien [REDACTED]

Date: Wednesday, 9 June 2021 at 10:14 AM

To: stewart till [REDACTED]

Cc: Andrew Niccol [REDACTED],

Ayman Jamal [REDACTED], Philippa

Campbell [REDACTED] Heta
Paarte [REDACTED], Glen Basner
[REDACTED] Cat Fisher
[REDACTED]

Subject: Re: They Are Us Press Release

Thank you, Stewart. Confirming receipt. I'll share this version of the release with Rose's team for their approval.

*

Carmen Irabien | Manager, Publicity | FilmNation
Entertainment

Direct: [REDACTED]
| www.filmnation.com

FilmNation Entertainment | 150 West 22nd St, 9th Floor,
New York, NY 10011

Coming Soon: www.filmnation.com/coming-soon

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the sender and delete the email.

From: stewart till [REDACTED]
Date: Tuesday, June 8, 2021 at 6:12 PM
To: Carmen Irabien [REDACTED]
Cc: Andrew Niccol [REDACTED]
Ayman Jamal [REDACTED] >, Philippa
Campbell [REDACTED] Heta
Paarte <[REDACTED]>, Glen Basner
[REDACTED] Cat Fisher
[REDACTED]
Subject: Fwd: They Are Us Press Release

Carmen,

Here is the approved release.

Please call me if any questions whatsoever!

And just to confirm it will go out at 12pm on
Thursday PST.

Sent from my iPhone

Begin forwarded message:

From: Andrew Niccol
[REDACTED] >
Date: June 8, 2021 at 10:30:16 EDT
To [REDACTED]
Subject: They Are Us Press Release

**Andrew
Niccol
to
Direct
Rose
Byrne
as
Jacinda
Arden
in
“They
Are
Us”,
FilmNation
and
CAA
Media
Finance
Group
Launching
Sales
at
Cannes
Virtual
Market**

New
York,
NY
&
Los
Angeles,
CA.

June
XX
2021

—

Rose
Byrne
(Mrs.
America,
Bridesmaids)
is
set
to
play
Jacinda
Arden
in
“They
Are
Us”
written
and
to
be
directed
by
Andrew
Niccol.
FilmNation
Entertainment
will
unveil
the
project
to
international
buyers
at
the
upcoming
Cannes
Virtual
Market
with
CAA
submitting
to
domestic
and

worldwide
distributors.

The
film,
which
takes
place
during
the
week
following
the
Christchurch
attacks
on
New
Zealand's
Muslim
community,
is
an
inspirational
story
about
the
young
leader's
response
to
the
tragic
events,
and
the
remarkable
achievements
of
her
government
and
citizens
who
rallied
behind
her
message
of

compassion
and
unity
to
ban
assault
rifles
in
New
Zealand.
“They
are
Us”
comes
from
Arden’s
powerful
speech
describing
the
victims
of
the
attack.
The
film
is
being
produced
by
Ayman
Jamal,
Stewart
Till,
Niccol,
and
Philippa
Campbell.
Production
will
take
place
in
New
Zealand.
The
script
was

developed
in
consultation
with
several
members
of
the
mosques
affected
by
the
tragedy.

"“They
Are
Us”
is
not
so
much
about
the
attack
but
the
response
to
the
attack.
How
an
unprecedented
act
of
hate
was
overcome
by
an
outpouring
of
love
and
support.
The
film
addresses

our
common
humanity
which
is
why
I
think
it
will
speak
to
people
around
the
world.
It is
an
example
of
how
we
should
respond
when
there's
an
attack
on
our
fellow
human
beings."
said
Andrew
Niccol
in a
statement.

ADD
ROSE
BYRNE
QUOTE
(FilmNation
in
touch
with
her

team
to
supply)

“We
are
thrilled
to
bring
to
market
this
inspiring
true
story
about
the
positive
impact,
even
in
the
darkest
of
moments,
a
strong
leader
can
have
on
their
constituents’
lives
when
they
work
from
a
place
of
compassion,
love,
and
an
unwavering
conviction
to

do
what
is
right.”
Said
FilmNation
CEO
Glen
Basner

CAA
Media
Finance
is
co-
representing
domestic
rights
with
FilmNation.

Both
Niccol
and
Byrne
are
repped
by
CAA.

From: [Philippa Campbell](#)
To: [Chris Payne](#)
Cc: [Philippa Mossman](#); [Leanne Saunders](#)
Subject: Re: Thanks "They Are Us"
Date: Wednesday, 9 June 2021 12:26:36 p.m.
Attachments: [image001.jpg](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.jpg](#)

Thanks Chris.

Philippa Campbell
Escapade Pictures Ltd
Auckland
Aotearoa New Zealand

From: Chris Payne <chris.payne@nzfilm.co.nz>
Date: Wednesday, 9 June 2021 at 11:34 AM
To: Philippa Campbell <[REDACTED]>
Cc: Philippa Mossman <philippa.mossman@nzfilm.co.nz>, Leanne Saunders <leanne.saunders@nzfilm.co.nz>
Subject: RE: Thanks "They Are Us"

Hi Philippa

Thanks very much from us for a really great meeting, and confirming I've since received a copy of the screenplay directly from Andrew, in addition to your subsequently supplied embargoed briefing.

I'll come back on the group email now separately.

All best

Chris

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142

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Please consider the environment before printing this email.

cid:image006.jpg@01D75D21.F54717E0



From: Philippa Campbell [REDACTED]
Sent: Wednesday, 9 June 2021 9:30 a.m.
To: Chris Payne <chris.payne@nzfilm.co.nz>; Philippa Mossman
<philippa.mossman@nzfilm.co.nz>; Leanne Saunders <leanne.saunders@nzfilm.co.nz>
Subject: Thanks "They Are Us"

Kia ora Koutou,

Many thanks for the welcome to my international colleagues, and to Andrew on the call just now to discuss 'They Are Us'. Please don't hesitate to follow up with additional questions, and I'll also be in touch from our perspective if things come up we would like clarified.
I'll send through the press release and a script for you to read this morning.


Ngā mihi nui,

Philippa

Philippa Campbell
Escapade Pictures Ltd
Auckland
Aotearoa New Zealand

From: [Philippa Mossman](#)
To: [Jasmin McSweeney](#); [Chris Payne](#); [Mladen Ivancic](#)
Cc: [Leanne Saunders](#)
Subject: RE: Thanks "They Are Us"
Date: Wednesday, 9 June 2021 3:21:50 p.m.
Attachments: [PRESS RELEASE Announcement June 21 v 1.docx](#)
[image001.jpg](#)
[image004.jpg](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image009.jpg](#)
[image010.png](#)
[image011.png](#)
[image012.jpg](#)
[image013.jpg](#)
[image015.jpg](#)
[image016.jpg](#)

Corrected release from Philippa C is attached.

Philippa Mossman
NZFC


From: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Sent: Wednesday, 9 June 2021 2:53 p.m.
To: Chris Payne <chris.payne@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>;
Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>
Cc: Leanne Saunders <leanne.saunders@nzfilm.co.nz>
Subject: RE: Thanks "They Are Us"

All looks great! Tx Chris

Jasmin McSweeney | Head of Marketing (she/her)
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142
[w.nzfilm.co.nz](#) | [ondemand.nzfilm.co.nz](#)



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Cc: Leanne Saunders <leanne.saunders@nzfilm.co.nz>
Subject: RE: Thanks "They Are Us"

Hi Jas

Further to our chat (and for the benefit of others on this chain) confirming:

- I'll draft an overview briefing document for review by all on this chain, to then be reviewed and approved by Philippa Campbell, for supply to Anna Butler along with the embargoed (and corrected!) press release; and
- You and I will liaise with Philippa Campbell to confirm the NZFC's reactive statements.

Let me know if I've missed/misconstrued anything!

CP

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations
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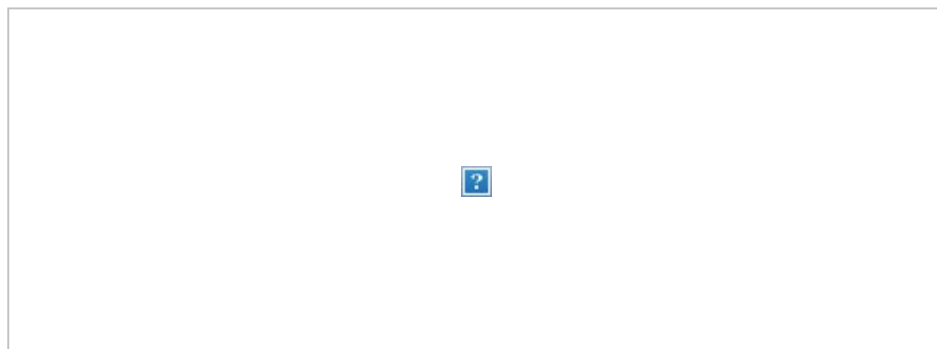
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Thanks Chris

We need reactive statements as to the NZFC's involvement in term of development, production and incentive funding. We need to have a timeline for media and Government. I would almost have preferred that we were advised of this production but there it is.

Who will lead on the reactivities please?

Cheers

Jasmin McSweeney | Head of Marketing (she/her)
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Mladen – will come and see you.

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Thanks for the note.

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NZFC
[REDACTED]

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I've also provided Jasmin (cc'ed) with a verbal overview of the meeting this morning and our sequencing in terms of Government "no surprises" briefings. Jasmin has the contact details for the relevant person in the PMO we can engage with following briefing Anna Butler as/if required.

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Hi all

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Cheers

CP

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Cc: [Jasmin McSweeney](#); [Leanne Saunders](#); [Philippa Mossman](#)
Subject: RE: Thanks "They Are Us"
Date: Thursday, 10 June 2021 2:04:19 p.m.
Attachments: [image001.jpg](#)
[image003.png](#)
[image004.png](#)
[image006.png](#)
[image007.jpg](#)
[They Are Us - Press Release \(Embargoed Until 7am 11 June 2021 NZT\).pdf](#)
[They Are Us - Backgrounder \(Confidential\).pdf](#)
[image005.jpg](#)
[image011.jpg](#)
[image012.jpg](#)
[image013.jpg](#)
Importance: High

Hi Mladen

As mentioned, revised backgrounder PDF **attached** – I just spotted a rogue gremlin. I've added the finalised press release here (which is the same as the previous one) so everything's captured/filed in a single email.

All best

Chris

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations
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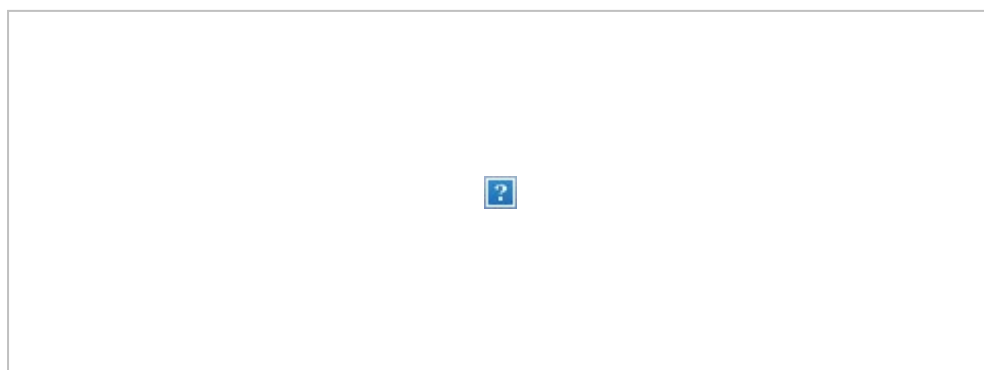
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To: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>
Cc: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>; Leanne Saunders <leanne.saunders@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>

Subject: RE: Thanks "They Are Us"

Importance: High

Hi Mladen

Please find **attached** finalised copies of the:

- production's embargoed press release; and
- backgrounder for MCH and PMO only.

Grateful if you could supply to Anna Butler and also to Kerry as discussed.

Jas and I will now engage with Philippa (Campbell) re: reactive messaging.

Thanks

CP

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations

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<jasmin.mcsweeney@nzfilm.co.nz>

Subject: RE: Thanks "They Are Us"

I have now given Anna Butler (MCH) a very brief overview of the project and the pending press

release.

Chris – she suggested putting together a written note setting out the project and key players that could be passed on to the PM, if and when needed.

M

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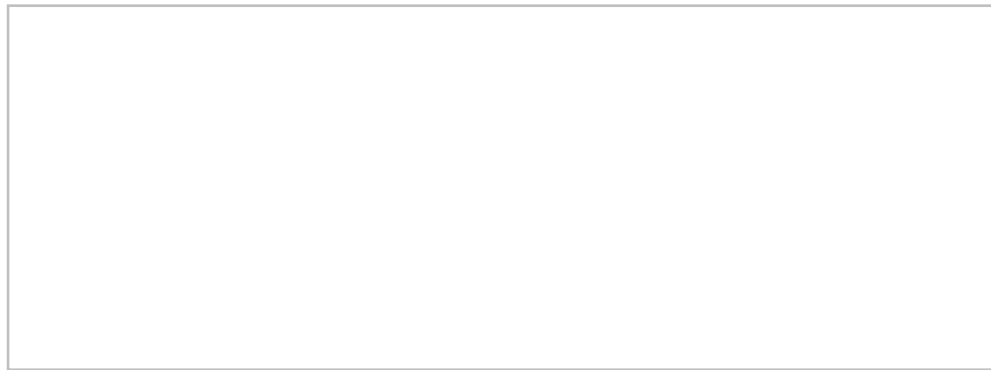
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From: [Chris Payne](#)
To: [Chris Payne](#)
Subject: They Are Us - Call Notes
Date: Wednesday, 9 June 2021 9:46:19 a.m.
Attachments: [image001.jpg](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.jpg](#)
[image007.jpg](#)

Andrew Niccol, Stewart Till, Philippa Campbell, CP, PM, LS (arrived late)

Stewart

FilmNation handling international sales with CAA (Roeg Sutherland – reps Andrew and Rose) for domestic, and looking for worldwide sale or streamer

Has read six drafts and still cries

Rose Byrne to play Jacinda Ardern – to be announced in Cannes

Very distinct approach, very deliberate objective in terms of message to audience

Ayman Jamal went to Stewart with the idea, has to be created out of NZ, engaged Andrew as ideal choice as writer/director

Budget [REDACTED], shoot end of year but not yet scheduled

Andrew

Ayman has done interviews with the two mosques – Imams in Arabic, not naming names out of respect

Love letter to Jacinda and to the two mosques

Takes place over a week – Friday to Friday, prayer day to prayer day

Inspiring story of what Jacinda was able to achieve over that week

Mirror the approach that Jacinda took in real life – never show the gunman, livestream, don't say his name, don't show his manifesto – he's kept away just as the real events, mostly focuses on the heroism that happened during the attack, acts of sacrifice and what Jacinda was able to accomplish during that week, banning assault weapons in six days

Ayman

In the past 40 years I haven't seen conflict in the world handled in the way that Jacinda did
Conflict to unity

Whole community – Jews, Christians etc. came together

Humanity touched me

Hello Brother – not telling from victims' POV as best approach, best one is Jacinda

Met 12-14 from the victims and survivors' families, including the two Imams

Stewart

Leave the cinema feeling heartened and slightly joyous at even the most evil of times

About gun control and mankind coming together

Very accurate and truthful

Andrew

First inspiring film about a massacre?

Not so much about the attack but rather the response/reply

Act of hate overcome by love and support

Ayman

Not that it happened, but how could it happen in NZ?
Six weeks post at PRP

Stewart

Variety

Andrew

Ayman will contact the two mosques to let them know ahead of time
Jacinda won't support or oppose it – will probably stay neutral

Live early Thursday afternoon LA time – 2pm (embargoed until then)
Wouldn't film in either of the mosques, or exteriors (?)
NZSPG 40% and maybe Additional Grant – will have a better sense of financing structure after Cannes

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Cc: [Leanne Saunders](#)
Subject: RE: [FOR REVIEW] They Are Us - Backgrounder
Date: Thursday, 10 June 2021 11:11:00 a.m.
Attachments: [image001.jpg](#)
[image012.png](#)
[image017.png](#)
[image018.png](#)
[image019.png](#)
[image020.jpg](#)
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[image026.jpg](#)
[image027.jpg](#)
[image028.jpg](#)
[image002.jpg](#)

I think it is important to add as media will alter the release to suit the tone of their publication so you can never guarantee that what is published will be as per the press release.

Jasmin McSweeney | Head of Marketing (she/her)
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To: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>; Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>
Cc: Leanne Saunders <leanne.saunders@nzfilm.co.nz>
Subject: Re: [FOR REVIEW] They Are Us - Backgrounder

Good note. I'm trying to avoid duplication in the press release ie people read the release first and then the backgrounder, but it would be prudent to include your note in case they don't read the press release (unlikely I know!) or if the backgrounder gets inadvertently orphaned.

Chris Payne
Head of International Relations
New Zealand Film Commission | Te Tumu Whakaata Taonga

From: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>
Sent: Thursday, June 10, 2021 10:51:20 AM
To: Chris Payne <chris.payne@nzfilm.co.nz>; Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>
Cc: Leanne Saunders <leanne.saunders@nzfilm.co.nz>
Subject: RE: [FOR REVIEW] They Are Us - Backgrounder

It looks good, but what's missing is a sentence at the start that summarises the nature of the project. Something like – The producers intend to make a feature film focussing on the seven days following the Christchurch terrorist attack in 2019.

From: Chris Payne <chris.payne@nzfilm.co.nz>
Sent: Thursday, 10 June 2021 10:33 a.m.
To: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>; Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>
Cc: Leanne Saunders <leanne.saunders@nzfilm.co.nz>
Subject: [FOR REVIEW] They Are Us - Backgrounder
Importance: High

Hi all

So here's a first pass at a backgrounder.

Any all feedback welcomed – feel free to track changes (slash and burn totally fine!) direct to doc.

Once we're happy with this will provide to Philippa Campbell ASAP today for review and suggest Teams/call with her on reactives for you and me, Jas.

Cheers

CP

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142

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Please consider the environment before printing this email.



From: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Sent: Wednesday, 9 June 2021 2:53 p.m.
To: Chris Payne <chris.payne@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>;
Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>
Cc: Leanne Saunders <leanne.saunders@nzfilm.co.nz>
Subject: RE: Thanks "They Are Us"

All looks great! Tx Chris

Jasmin McSweeney | Head of Marketing (she/her)
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142
www.nzfilm.co.nz | orderand@nzfilm.co.nz



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From: Chris Payne <chris.payne@nzfilm.co.nz>
Sent: Wednesday, 9 June 2021 2:51 p.m.
To: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>; Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>
Cc: Leanne Saunders <leanne.saunders@nzfilm.co.nz>
Subject: RE: Thanks "They Are Us"

Hi Jas

Further to our chat (and for the benefit of others on this chain) confirming:

- I'll draft an overview briefing document for review by all on this chain, to then be reviewed and approved by Philippa Campbell, for supply to Anna Butler along with the embargoed (and corrected!) press release; and
- You and I will liaise with Philippa Campbell to confirm the NZFC's reactive statements.

Let me know if I've missed/misconstrued anything!

CP

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations
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From: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>

Sent: Wednesday, 9 June 2021 12:59 p.m.

To: Chris Payne <chris.payne@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>;
Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>

Cc: Leanne Saunders <leanne.saunders@nzfilm.co.nz>

Subject: RE: Thanks "They Are Us"

Thanks Chris

We need reactive statements as to the NZFC's involvement in term of development, production and incentive funding. We need to have a timeline for media and Government. I would almost have preferred that we were advised of this production but there it is.

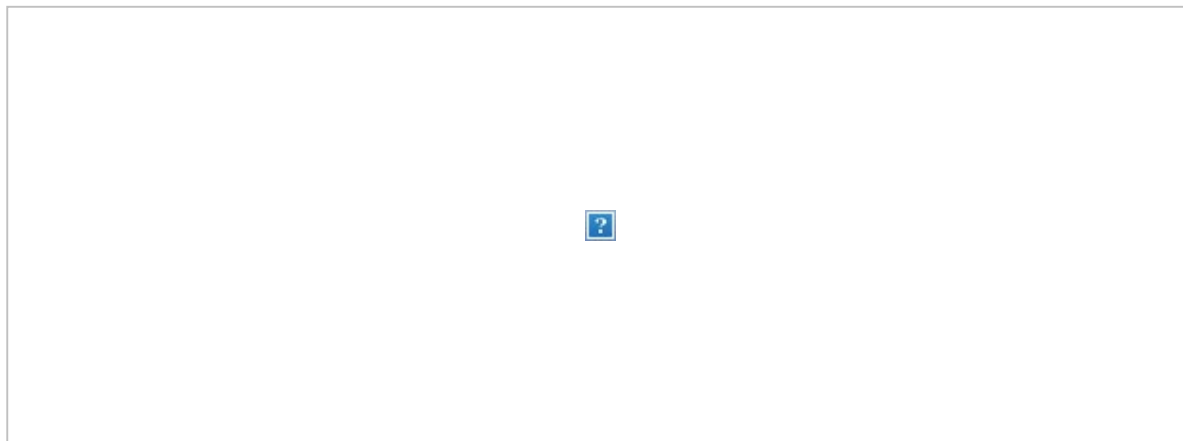
Who will lead on the reactivities please?

Cheers

Jasmin McSweeney | Head of Marketing (she/her)
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142
[REDACTED] 0.nz | ondemand.nzfilm.co.nz



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From: Chris Payne <chris.payne@nzfilm.co.nz>
Sent: Wednesday, 9 June 2021 12:05 p.m.
To: Philippa Mossman <philippa.mossman@nzfilm.co.nz>; Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>
Cc: Leanne Saunders <leanne.saunders@nzfilm.co.nz>; Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Subject: RE: Thanks "They Are Us"

Noting that we'll now need to move quicker than I indicated below, given their embargoed press release (Jas – **attached** FYI) is going out **7am this Friday 11 June NZT**.

Mladen – will come and see you.

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142
[REDACTED] www.nzfilm.co.nz | ondemand.nzfilm.co.nz



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Please consider the environment before printing this email.



From: Philippa Mossman <philippa.mossman@nzfilm.co.nz>

Sent: Wednesday, 9 June 2021 11:59 a.m.

To: Chris Payne <chris.payne@nzfilm.co.nz>; Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>

Cc: Leanne Saunders <leanne.saunders@nzfilm.co.nz>; Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>

Subject: RE: Thanks "They Are Us"

Sounds very good.

Thanks for the note.

Philippa Mossman
NZFC


From: Chris Payne <chris.payne@nzfilm.co.nz>

Sent: Wednesday, 9 June 2021 11:24 a.m.

To: Philippa Mossman <philippa.mossman@nzfilm.co.nz>; Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>

Cc: Leanne Saunders <leanne.saunders@nzfilm.co.nz>; Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>

Subject: RE: Thanks "They Are Us"

Thanks P.

Noting here that I've briefed Mladen and he's engaging with Anna Butler to set an in-person briefing meeting at some point this week ideally (hopefully Friday afternoon).

Mladen will be seeing Kerry P on Friday morning, so can provide a verbal briefing to her at that time.

I've also provided Jasmin (cc'ed) with a verbal overview of the meeting this morning and our sequencing in terms of Government "no surprises" briefings. Jasmin has the contact details for the relevant person in the PMO we can engage with following briefing Anna Butler as/if required.

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations

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Please consider the environment before printing this email.



From: Philippa Mossman <philippa.mossman@nzfilm.co.nz>

Sent: Wednesday, 9 June 2021 9:53 a.m.

To: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>; Chris Payne <chris.payne@nzfilm.co.nz>


Cc: Leanne Saunders <leanne.saunders@nzfilm.co.nz>

Subject: RE: Thanks "They Are Us"

Hi all

I have an external at 1030 so won't join for this but Chris and I have exchanged some thoughts and I will catch up with you all a bit later.

Philippa

Philippa Mossman
NZFC


From: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>

Sent: Wednesday, 9 June 2021 9:51 a.m.

To: Chris Payne <chris.payne@nzfilm.co.nz>

Cc: Philippa Mossman <philippa.mossman@nzfilm.co.nz>; Leanne Saunders <leanne.saunders@nzfilm.co.nz>

Subject: RE: Thanks "They Are Us"

I am free at 10.30am.

From: Chris Payne <chris.payne@nzfilm.co.nz>

Sent: Wednesday, 9 June 2021 9:41 a.m.

To: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>

Cc: Philippa Mossman <philippa.mossman@nzfilm.co.nz>; Leanne Saunders <leanne.saunders@nzfilm.co.nz>

Subject: FW: Thanks "They Are Us"

Importance: High

Hi Mladen

Let's find a time today for a chat ASAP on this – we'll need to determine best approach to briefing Ministries/Ministers and PMO.

Cheers

CP

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations

New Zealand Film Commission | Te Tumu Whakaata Taonga

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Please consider the environment before printing this email.



From: Philippa Campbell

Sent: Wednesday, 9 June 2021 9:30 a.m.

To: Chris Payne <chris.payne@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>; Leanne Saunders <leanne.saunders@nzfilm.co.nz>

Subject: Thanks "They Are Us"

Kia ora Koutou,

Many thanks for the welcome to my international colleagues, and to Andrew on the call just now to discuss 'They Are Us'. Please don't hesitate to follow up with additional questions, and I'll also be in touch from our perspective if things come up we would like clarified.

I'll send through the press release and a script for you to read this morning.

Ngā mihi nui,

Philippa

Philippa Campbell
Escapade Pictures Ltd
Auckland
Aotearoa New Zealand

From: [Philippa Campbell](#)
To: [Chris Payne](#)
Cc: [stewart till](#); [Andrew Niccol](#); [Ayman Jamal](#); [Philippa Mossman](#); [Leanne Saunders](#)
Subject: Re: They Are Us Press Release - Embargoed
Date: Wednesday, 9 June 2021 12:29:19 p.m.
Attachments: [image001.jpg](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.jpg](#)

Hi Chris,

We look forward to talking further as you navigate the various communication channels. We very much appreciate the energy and care you are giving to the launch of the film In New Zealand.

Ngā mihi nui,
Philippa

Philippa Campbell
Escapade Pictures Ltd
Auckland
Aotearoa New Zealand

From: Chris Payne <chris.payne@nzfilm.co.nz>
Date: Wednesday, 9 June 2021 at 11:54 AM
To: Philippa Campbell [REDACTED]
Cc: stewart till [REDACTED], Andrew Niccol [REDACTED]
Ayman Jamal [REDACTED], Philippa Mossman
<philippa.mossman@nzfilm.co.nz>, Leanne Saunders <leanne.saunders@nzfilm.co.nz>
Subject: RE: They Are Us Press Release - Embargoed

Hi Philippa

Thanks to you, Andrew, Stewart and Ayman for an excellent meeting.

Confirming receipt of the press release and noting the embargo timeframe.

I have liaised with Mladen Ivancic (Acting CEO) on this, and we will brief the Ministry for Culture and Heritage (MCH) in the first instance and agree—jointly with MCH—on the most appropriate approach to briefing additional relevant NZ Inc parties including the Department of the Prime Minister and Cabinet (DPMC) as appropriate.

Noting here your willingness for us to on-supply your and Stewart's mobile numbers – thank you.

We'll come back to you once we've confirmed most appropriate form of engagement/s.

Feel free to get in touch with any queries or comments at any time, and we'll be sure to do the same.

All best

Chris

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations
New Zealand Film Commission | Te Tumu Whakaata Taonga
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Please consider the environment before printing this email.

cid:image006.jpg@01D75D25.3E382900



From: Philippa Campbell <[REDACTED]>
Sent: Wednesday, 9 June 2021 10:41 a.m.
To: Chris Payne <chris.payne@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>; Leanne Saunders <leanne.saunders@nzfilm.co.nz>
Cc: Stewart till <[REDACTED]>; Andrew Niccol <[REDACTED]>; Ayman Jamal <[REDACTED]>
Subject: They Are Us Press Release - Embargoed

Kia ora Koutou,

Attached is the embargoed press release as we discussed, to send through in your communications to Government about the upcoming film "They Are Us". We understand you will be consulting internally and look forward to hearing about what you think the best approach is, in particular to the Prime Minister's department.

Apologies for the lack of time you have to think this through, we regret the pressure of this but as is the way in our industry, momentum is a fine thing! Please note too that CAA have requested the embargo be brought forward by 2 hours, the timing is noted on the release.

Please feel free to pass on both Stewart's and my phone numbers to officials if they would like to follow up with us directly.

Ngā mihi nui,

Philippa

Stewart Till: + [REDACTED]

Philippa Campbell: + [REDACTED]

Philippa Campbell
Escapade Pictures Ltd
Auckland
Aotearoa New Zealand

From: [Philippa Campbell](#)
To: [Chris Payne](#)
Cc: [Mladen Ivancic](#); [Jasmin McSweeney](#)
Subject: Re: They Are Us Press Release - Embargoed
Date: Thursday, 10 June 2021 12:07:31 p.m.
Attachments: [image001.jpg](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.jpg](#)

Thanks Chris, and thanks for the engagement in the project at this delicate stage.
I'll get back to you as soon as I can, noting that deadline.

Best,
Philippa

Philippa Campbell
Escapade Pictures Ltd
Auckland
Aotearoa New Zealand

From: Chris Payne <chris.payne@nzfilm.co.nz>
Date: Thursday, 10 June 2021 at 12:03 PM
To: Philippa Campbell [REDACTED]
Cc: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>, Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Subject: RE: They Are Us Press Release - Embargoed

Hi Philippa

Great to talk just now.

As mentioned, here's a draft backgrounder which we intend to supply with your revised embargoed press release. I've **attached** both documents here for completeness.

Once you've had a chance to review, grateful if Jas and I could speak with you about required modifications from you and the team, and also agree on key reactive messages for us to have on hand.

As noted, we're working to a tight turnaround for this, so would love to have this all finalised over the next 1-2 hours max.

Look forward to hearing from you when able – happy to set a Teams or call, whatever's best for you.

Cheers

Chris

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142

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cid:image006.jpg@01D75DEF.6D46EA90



From: Philippa Campbell [REDACTED]
Sent: Wednesday, 9 June 2021 10:41 a.m.
To: Chris Payne <chris.payne@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>; Leanne Saunders <leanne.saunders@nzfilm.co.nz>
Cc: Stewart Till <[REDACTED]>; Andrew Niccol [REDACTED]; Ayman Jamal [REDACTED]
Subject: They Are Us Press Release - Embargoed

Kia ora Koutou,

Attached is the embargoed press release as we discussed, to send through in your communications to Government about the upcoming film "They Are Us". We understand you will be consulting internally and look forward to hearing about what you think the best approach is, in particular to the Prime Minister's department.

Apologies for the lack of time you have to think this through, we regret the pressure of this but as is the way in our industry, momentum is a fine thing! Please note too that CAA have requested the embargo be brought forward by 2 hours, the timing is noted on the release.

Please feel free to pass on both Stewart's and my phone numbers to officials if they would like to follow up with us directly.

Ngā mihi nui,

Philippa

Stewart Till: +[REDACTED]

Philippa Campbell: + [REDACTED]

Philippa Campbell
Escapade Pictures Ltd
Auckland
Aotearoa New Zealand

From: [Philippa Mossman](#)
To: [Chris Payne](#); [Leanne Saunders](#)
Cc: [Mladen Ivancic](#)
Subject: Re: THEY ARE US
Date: Thursday, 10 June 2021 8:04:56 a.m.
Sensitivity: Confidential

Hi Chris

I read Andrew's script last night.

Will chat with you on a couple of thoughts when I am in the office after an external 830am, ie eta 935am.

Philippa

Get [Outlook for iOS](#)

From: Chris Payne <chris.payne@nzfilm.co.nz>
Sent: Wednesday, June 9, 2021 12:00:28 PM
To: Philippa Mossman <philippa.mossman@nzfilm.co.nz>; Leanne Saunders <leanne.saunders@nzfilm.co.nz>
Cc: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>
Subject: FW: THEY ARE US

FYI in continuing confidence per below

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations
New Zealand Film Commission | Te Tumu Whakaata Taonga
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-----Original Message-----

From: Andrew Niccol [REDACTED]
Sent: Wednesday, 9 June 2021 11:47 a.m.
To: Chris Payne <chris.payne@nzfilm.co.nz>
Subject: Re: THEY ARE US

Absolutely the others in your team should read. I just meant to keep it in house.

For instance, I wouldn't want the Prime Minister's office reading it.

> On Jun 8, 2021, at 4:38 PM, Chris Payne <chris.payne@nzfilm.co.nz> wrote:
>
> Hi Andrew
>
> Likewise, thanks for a really great meeting.
>
> Excellent, too, to put a face to a name -- albeit virtually! -- after our emailing.
>
> Thanks for supplying -- very much looking forward to the read.
>
> For clarity, are you happy for Mladen Ivancic (Acting CEO), Leanne Saunders (Head of Development & Production) and/or Philippa Mossman (Head of International Screen Attraction) to also read, or would you prefer that only I read on behalf of the NZFC?
>
> All best
>
> Chris
>
>
> Chris Payne | Chief Operating Officer (Acting) & Head of International
> Relations New Zealand Film Commission | Te Tumu Whakaata Taonga Level
> 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street,
> Wellington 6142
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> www.nzfilm.co.nz | ondemand.nzfilm.co.nz
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> Please consider the environment before printing this email.
>
>
>
>
> -----Original Message-----
> From: Andrew Niccol [REDACTED]
> Sent: Wednesday, 9 June 2021 9:39 a.m.
> To: Chris Payne <chris.payne@nzfilm.co.nz>
> Subject: THEY ARE US
>
> Chris,
>
> Great speaking with you all.
>
> Attached is the latest draft. Please keep it between us for now.
>
> Best regards,
>
> Andrew
>

From: [Chris Payne](#)
To: [Philippa Campbell](#)
Cc: [Mladen Ivancic](#); [Jasmin McSweeney](#)
Subject: RE: They Are Us
Date: Thursday, 10 June 2021 2:07:18 p.m.
Attachments: [image006.jpg](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.jpg](#)
[image012.jpg](#)
[image014.png](#)
[image015.png](#)
[image016.png](#)
[image017.jpg](#)
[They Are Us - Backgrounder \(Confidential\).pdf](#)
[image003.jpg](#)
[image004.jpg](#)
Importance: High

Hi Philippa

Thanks very much for this – have incorporated all tweaks.

Attached for your records is the final supplied just now with your revised press release to MCH (which we understand will on-supply to the Prime Minister's Office) and to NZFC Chair, Dame Kerry Prendergast for her awareness.

How are you placed now onwards for a chat with Jas and me re: reactive messaging?

All best

Chris

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations
New Zealand Film Commission | Te Tumu Whakaata Taonga
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From: Philippa Campbell [REDACTED]
Sent: Thursday, 10 June 2021 1:36 p.m.
To: Chris Payne <chris.payne@nzfilm.co.nz>
Cc: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>; Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Subject: Re: They Are Us

Hi Chris,

Here's a minimally amended background document.
Unfortunately because of the time difference I have not been able to raise Ayman, but will send on any comments which you may be able to use as additional context.

Best,
Philippa

Philippa Campbell
Escapade Pictures Ltd
Auckland
Aotearoa New Zealand

From: Chris Payne <chris.payne@nzfilm.co.nz>
Date: Thursday, 10 June 2021 at 1:09 PM
To: Philippa Campbell [REDACTED]
Cc: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>, Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Subject: RE: They Are Us

Fantastic – many thanks, Philippa.

Look forward to talking further soon.

All best

Chris

Chris Payne | Chief Operating Officer (Acting) & Head of International Relations
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[REDACTED]
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Please consider the environment before printing this email.



From: Philippa Campbell <[REDACTED]>

Sent: Thursday, 10 June 2021 1:03 p.m.

To: Chris Payne <chris.payne@nzfilm.co.nz>

Subject: They Are Us

Brief update – have signoff from Andrew and Stewart, just chasing Aymon. Will revert at 1.15 pm.

Also, I have asked Andrew and Aymon to provide us with quotes which can be passed on to the NZ media in response to inquiries.

Talk soon.

Philippa

From: [Jasmin McSweeney](#)
To: [Philippa Mossman](#); [Chris Payne](#); [Leanne Saunders](#); [Mladen Ivancic](#)
Subject: Re: "They Are Us"
Date: Friday, 11 June 2021 7:43:02 p.m.
Attachments: [image007.jpg](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.jpg](#)
[image012.jpg](#)
[image013.jpg](#)

FilmNation have sent though all the media links so far. Can share on Monday.

Jasmin McSweeney (she/her)
Head of Marketing
New Zealand Film Commission
[REDACTED]

iSent this from my iPhone

From: Philippa Mossman <philippa.mossman@nzfilm.co.nz>
Sent: Friday, June 11, 2021 7:10:31 PM
To: Chris Payne <chris.payne@nzfilm.co.nz>; Leanne Saunders <leanne.saunders@nzfilm.co.nz>; Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>; Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Subject: Re: "They Are Us"

Philippa Campbell quoted on One News story, which promo'd their piece with "tone deaf film".

Piece did include an interview w a survivor who is pro the film (as well as w a vocal detractor)

Get [Outlook for iOS](#)

From: Chris Payne <chris.payne@nzfilm.co.nz>
Sent: Friday, June 11, 2021 5:35:24 PM
To: Philippa Mossman <philippa.mossman@nzfilm.co.nz>; Leanne Saunders <leanne.saunders@nzfilm.co.nz>; Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>; Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Subject: RE: "They Are Us"

Thanks – looping in Mladen and Jas here too for their awareness



Chris Payne | Chief Operating Officer (Acting) & Head of International Relations
New Zealand Film Commission | Te Tumu Whakaata Taonga
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Please consider the environment before printing this email.



From: Philippa Mossman <philippa.mossman@nzfilm.co.nz>

Sent: Friday, 11 June 2021 5:26 p.m.

To: Chris Payne <chris.payne@nzfilm.co.nz>; Leanne Saunders <leanne.saunders@nzfilm.co.nz>

Subject: RE: "They Are Us"

Thanks.

You've probably seen this:

<https://www.stuff.co.nz/entertainment/film/300330619/muslim-community-was-blindsided-by-news-of-upcoming-film-about-christchurch-mosque-attacks-members-say>

Bree Loverich from Screen Canterbury was approached by One News for an interview. After discussion with the ChristchurchNZ comms team she declined to be interviewed.

P

Philippa Mossman

NZFC



From: Chris Payne <chris.payne@nzfilm.co.nz>

Sent: Friday, 11 June 2021 5:11 p.m.

To: Leanne Saunders <leanne.saunders@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>

Subject: Fwd: "They Are Us"

FYI both — closing the loop for you on this

Chris Payne
Chief Operating Officer (Acting) & Head of International Relations
New Zealand Film Commission | Te Tumu Whakaata Taonga

From: Hannah Newport-Watson <[REDACTED]>
Sent: Friday, June 11, 2021 5:00:17 PM
To: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>
Cc: Chris Payne <chris.payne@nzfilm.co.nz>; Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>; Anna Butler <[REDACTED]>
Subject: RE: "They Are Us"

Hi Mladen,

Just fyi – this is the response the PM's office is sending to media queries regarding "They Are Us":

A spokesperson for the Prime Minister said the Prime Minister and the Government have no involvement with the film.

Wishing you a good weekend.

Hannah

From: Hannah Newport-Watson
Sent: Thursday, 10 June 2021 2:30 PM
To: 'Mladen Ivancic' <mladen.ivancic@nzfilm.co.nz>
Cc: Chris Payne <chris.payne@nzfilm.co.nz>; Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>; Anna Butler <[REDACTED]>
Subject: RE: "They Are Us"

Hi Mladen,

Safely received, with thanks. The backgrounder looks very helpful. I have shared both with the PM's Chief Press Secretary, and will be in touch if they come back with any queries for NZFC.

Best regards,
Hannah

Hannah Newport-Watson | Private Secretary – Arts, Culture and Heritage

[REDACTED]
Office of Hon Carmel Sepuloni MP, Minister for Social Development & Employment, Minister for Disability Issues, Minister for ACC and Minister for Arts, Culture and Heritage

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From: Mladen Ivancic [<mailto:mladen.ivancic@nzfilm.co.nz>]

Sent: Thursday, 10 June 2021 2:18 PM

To: Anna Butler [REDACTED] Hannah Newport-Watson [REDACTED]
[REDACTED]

Cc: Chris Payne <chris.payne@nzfilm.co.nz>; Jasmin McSweeney
<jasmin.mcsweeney@nzfilm.co.nz>

Subject: "They Are Us"

Importance: High

Hi Anna and Hannah

As per earlier conversations please find attached more details about the film project THEY ARE US.

Let us know if you have any follow up queries.

Regards

Mladen

From: Chris Payne <chris.payne@nzfilm.co.nz>

Sent: Thursday, 10 June 2021 1:56 p.m.

To: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>

Cc: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>; Leanne Saunders
<leanne.saunders@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>

Subject: RE: Thanks "They Are Us"

Importance: High

Hi Mladen

Please find **attached** finalised copies of the:

- production's embargoed press release; and
- backgrounder for MCH and PMO only.

Grateful if you could supply to Anna Butler and also to Kerry as discussed.

Jas and I will now engage with Philippa (Campbell) re: reactive messaging.

Thanks

THEY ARE US FEATURE FILM – BACKGROUNDER

This confidential document accompanies the embargoed press release for the *They Are Us* feature film project. The press release is embargoed until 7am Friday 11 June 2021 NZT. This document provides high level additional context on the project for MCH and the Prime Minister's Office and is not for wider distribution.

Project Outline:

They Are Us takes place during the week following the Christchurch attacks on New Zealand's Muslim community, and is an inspirational story about Prime Minister Jacinda Ardern's response to the tragic events, and the remarkable achievements of her government and citizens who rallied behind her message of compassion and unity to ban assault rifles in New Zealand.

Key People:

Short biographies and links for each of the following are included at the end of this document.

- Andrew Niccol (writer/director/producer, New Zealander)
- Philippa Campbell (producer, New Zealander)
- Stewart Till, CBE (producer, British)
- Ayman Jamal (producer, Saudi)
- Rose Byrne (actor, Australian)

Project Genesis:

Ayman Jamal spent an extended period of time living and working in Wellington when his feature film, *Bilal: A New Breed of Hero* was being post-produced at Park Road Post Production. Following the attacks in Christchurch, he developed the idea for the film and, as part of his research, met with the Imams of each of the Al Noor Mosque and Linwood Islamic Centre Mosque, as well as many of the survivors and family members of the victims.

Jamal advises that, as a Muslim himself, the way in which Prime Minister Ardern responded to this act of terrorism is what drew him to develop the project. He notes that in the past 40 years he has not seen conflict handled in the way Prime Minister Ardern did: An approach that moved swiftly from conflict to unity, shared humanity and the coming together of community.

Jamal then approached producer Stewart Till to collaborate on the project's development. Till determined from the outset that it was essential for the project to be created out of New Zealand in partnership with experienced New Zealand filmmakers. Andrew Niccol was invited on to the project and has since written more than six drafts of the screenplay. His narrative approach is to track the key events over the week after the attacks (i.e. Friday to Friday), closely following the actions of Prime Minister Ardern. Niccol's screenplay reflects his intention to neither show the gunman's face or name him, nor detail his livestream or manifesto. Philippa Campbell has joined the producing team as the New Zealand-based producer.

Key Themes:

Heroism, Sacrifice, Humanity, Community, Leadership, Gun Control.

New Zealand Government Support:

They Are Us has been developed independently of NZFC development funding structures. However, NZFC staff—including the NZFC's former CEO, Annabelle Sheehan and Head of International Relations, Chris Payne—have been kept updated by the producing team.

The producing team is still determining their preferred approach to production financing; this will be shaped in part by the level of pre-sales and market interest the project garners following its launch at the Cannes Film Market (6-15 July 2021). The team has yet to decide and advise NZFC whether it will seek contestable NZFC Production Financing; they do intend to apply for the New Zealand Screen Production Grant (NZSPG), though whether this is the 40% grant or the 20% grant remains to be decided.

Production Contacts:

Philippa Campbell and Stewart Till are happy to be contacted directly by New Zealand Government officials at any time should additional information be required:

Philippa Campbell (Auckland)



Stewart Till, CBE (Los Angeles)



Key People – Biographies and Links:

Andrew Niccol is a Los Angeles-based New Zealand screenwriter, producer, and director. His credits as writer, director and/or producer include *Gattaca* (1997), *S1m0ne* (2002), *Lord of War* (2005), *In Time* (2011), *The Host* (2013) and *Anon* (2018). He wrote and co-produced *The Truman Show* (1998), which earned him a nomination for the Academy Award for Best Original Screenplay and won him the BAFTA Award in the same category.

<https://www.nzonscreen.com/profile/andrew-niccol>

<http://www.imdb.com/name/nm0629272/>

Philippa Campbell is an Auckland-based producer whose credits include Dame Jane Campion's acclaimed two-season TV mini-series *Top of the Lake* (2013 and 2017), winner of two Golden Globe Awards and an Emmy, among other accolades. Her feature films include Cannes selection *Rain* (2001), Sundance award winner *No. 2* (2005) and comedy horror hit *Black Sheep* (2006). As well as playing in A-list festivals, her films have been distributed in major international territories including the US. Philippa began her career in theatre as an actor and director and, prior to producing, worked in network television as script editor and writer of over 120 hours of drama across a range of genres.

<https://www.nzonscreen.com/profile/philippa-campbell>

<https://www.imdb.com/name/nm0132788/>

Stewart Till, CBE is a Los Angeles-based British producer and executive with extensive experience across the film industry. Till's prior roles include serving as Chairman and Chief Executive of United International Pictures, Deputy Managing Director of British Sky Broadcasting's movie channels, President of PolyGram Filmed Entertainment's international distribution arm, President of Universal Pictures International (UPI), Chairman of Icon Productions UK and CEO of Sonar Entertainment. In 1999 he was appointed Vice Chairman of the UK Film Council (the predecessor to the current British Film Institute) and then in 2004 was appointed Chair.

<https://www.imdb.com/name/nm0863264/>

Ayman Jamal is the Dubai-based founder of and a producer at Barajoun Entertainment, a leading animation and visual effects studio in the MENA region. His dream to tell and share the stories of forgotten heroes from time immemorial led him to initiate the formation of Barajoun Entertainment back in 2013. His passion for storytelling inspired him to direct his first full animation feature film, *Bilal*, which tells a story about faith, hope and courage.

Bilal drew enormous applause and gained recognition and awards worldwide since its release in 2016. The film won "Best Inspiring Movie" on Animation Day during Cannes Film Festival in 2016 and was an official selection at the Annecy Film Festival in the same year. Bilal was also nominated for Best Animated Feature Film at the Asia Pacific Screen Awards (APSA), the region's highest accolade for film and was screened at the United Nations headquarters in New York in March 2017.

<https://www.barajoun.com/>

<https://www.imdb.com/name/nm6336449/>

Rose Byrne is an Australian actress who made her screen debut in the film *Dallas Doll* (1994) and continued to act in Australian film and television throughout the 1990s. She obtained her first leading film role in *The Goddess of 1967* (2000), which brought her the Volpi Cup for Best Actress and made the transition to Hollywood in the small role of Dormé in *Star Wars: Episode II – Attack of the Clones* (2002), followed by larger parts in *Troy* (2004), *28 Weeks Later* (2007), and *Knowing* (2009). Byrne appeared as Ellen Parsons in all 59 episodes of the legal thriller series *Damages* (2007–2012), which earned her two Golden Globe Awards nominations and two Primetime Emmy Award nominations. Recent credits include *Peter Rabbit 2: The Runaway* (2021), *Mrs America* as Gloria Steinem (2020), *Irresistible* (2020) and *Like a Boss* (2020).

<https://www.imdb.com/name/nm0126284/>

10 June 2021

New Zealand Film Commission

PRESS RELEASE

**STRICTLY EMBARGOED TO NZT 7.00 am FRIDAY 11 JUNE/PST 12.00 pm
THURSDAY 10 JUNE 2021**

Andrew Niccol to Direct Rose Byrne as Jacinda Ardern in “They Are Us”, FilmNation and CAA Media Finance Group Launching Sales at Cannes Virtual Market

New York, NY & Los Angeles, CA. June 10 2021 – Rose Byrne (Mrs. America, Bridesmaids) is set to play Jacinda Ardern in “They Are Us” written and to be directed by Andrew Niccol. FilmNation Entertainment will unveil the project to international buyers at the upcoming Cannes Virtual Market with CAA submitting to domestic and worldwide distributors.

The film, which takes place during the week following the Christchurch attacks on New Zealand’s Muslim community, is an inspirational story about the young leader’s response to the tragic events, and the remarkable achievements of her government and citizens who rallied behind her message of compassion and unity to ban assault rifles in New Zealand. “They are Us” comes from Ardern’s powerful speech describing the victims of the attack. The film is being produced by Ayman Jamal, Stewart Till, Niccol, and Philippa Campbell. Production will take place in New Zealand. The script was developed in consultation with several members of the mosques affected by the tragedy.

““They Are Us” is not so much about the attack but the response to the attack. How an unprecedented act of hate was overcome by an outpouring of love and support. The film addresses our common humanity which is why I think it will speak to people around the world. It is an example of how we should respond when there’s an attack on our fellow human beings,” said Andrew Niccol in a statement.

“We are thrilled to bring to market this inspiring true story about the positive impact, even in the darkest of moments, a strong leader can have on their constituents’ lives when they work from a place of compassion, love, and an unwavering conviction to do what is right,” said FilmNation CEO Glen Basner.

CAA Media Finance is co-representing domestic rights with FilmNation.

Both Niccol and Byrne are repped by CAA.

From: [Mladen Ivancic](#)
To: [Kerry Prendergast](#)
Cc: [Chris Payne](#); [Jasmin McSweeney](#)
Subject: "They Are Us"
Date: Thursday, 10 June 2021 2:29:37 p.m.
Attachments: [They Are Us - Press Release \(Embargoed Until 7am 11 June 2021 NZT\).pdf](#)
[They Are Us - Backgrounder \(Confidential\).pdf](#)
Importance: High

Hi Kerry

An interesting development.

A high budget independent feature film project with the PM featuring as a lead character will be announced tomorrow morning.

No indication yet that the project will seek NZFC funding.

Please find **attached** finalised copies of the:

- production's embargoed press release; and
- backgrounder prepared by NZFC staff for MCH and PMO only.

Jasmin and Chris will engage with local co-producer Philippa Campbell re: reactive messaging, if needed after the press release goes public.

Let us know if you need any additional information.

Mladen

From: [Philippa Campbell](#)
To: [Jasmin McSweeney](#); [Chris Payne](#); [Mladen Ivancic](#)
Subject: Re: THEY ARE US - REACTIVE Q&A
Date: Thursday, 10 June 2021 6:13:00 p.m.
Attachments: [image001.jpg](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)

Hi Jas,

Thanks very much for the discussion this afternoon, and for the attached. We will keep you posted with developments from our perspective.

Ngā mihi,
Philippa

Philippa Campbell
Escapade Pictures Ltd
Auckland
Aotearoa New Zealand

From: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Date: Thursday, 10 June 2021 at 5:33 PM
To: [REDACTED] Chris Payne
<chris.payne@nzfilm.co.nz>, Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>
Subject: THEY ARE US - REACTIVE Q&A

Hi Philippa

Great to talk to you this afternoon. As promised, attached are my reactive Q&A – some with suggested answers and some still needing these added.

As discussed, any media enquiries will be sent to you for your response. Our general response to media at this stage will be that this project has been developed outside the NZFC's funding structure and we are unable to comment.

As well as seeking comment from the NZFC and the PMs office, media may also (depending on other news released that day) seek comment from the Muslim community and the NZ censor.

xxj

Jasmin McSweeney | Head of Marketing (she/her)
New Zealand Film Commission | Te Tumu Whakaata Taonga
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THEY ARE US ANNOUNCEMENT

REACTIVE STATEMENTS TO ANTICIPATED Q&As

- 1. What development funding has the film received from the New Zealand Film Commission (NZFC) or any other New Zealand Government agency?**

They Are Us has been developed independently of the NZFC's development funding structures, and other NZ government agencies which offers this type of funding to screen content.

- 2. What production funding from the NZFC or any other NZ Government agency will the film be eligible to receive?**

The production team has yet to decide and advise NZFC whether it will seek contestable NZFC Production Financing; we understand that they do intend to apply for the New Zealand Screen Production Grant (NZSPG) though.

- 3. When was the Prime Minister advised of the project and what communications has she had with the filmmakers?**

The Prime Minister was advised less than 24hours ahead of the announcement to media by the NZFC and has had no communications with the production team.

- 4. Why was an Australian actress selected for the role of Jacinda Ardern and not a New Zealand actress?**

xxx

- 5. What other New Zealand MPs or Government officials will feature in the film and who will be cast as them?**

xx

- 6. What level of engagement has the filmmakers had with the Muslim community in Christchurch either directly or indirectly involved with the Mosque shootings?**

xxx

- 7. When will filming begin and will the production be in Christchurch and is filming planned at the Mosques?**

xxx

- 8. How did Andrew Nicoll research the story for the film – was it from the public domain, from personal interviews with family members and people close to the Prime Minister?**

Research for the story was done from publicly available material.

9. In 2020, Netflix released a docu-drama *The Social Dilemma* which featured livestream footage from the Christchurch attack. Are you anticipating using such footage in *They Are Us* (for example as background news footage)?

10. When will the film release in New Zealand and who will be the distributor?

From: [Annabelle Sheehan](#)
To: [Chris Payne](#)
Cc: [Mladen Ivancic](#); [Jasmin McSweeney](#)
Subject: Re: They Are Us - Announced
Date: Friday, 11 June 2021 10:11:37 a.m.

How great!

On 11/06/2021, at 5:46 AM, Chris Payne <chris.payne@nzfilm.co.nz> wrote:

Hi Annabelle

Passing this on for courtesy given your engagement with this project.

<https://variety.com/2021/film/news/rose-byrne-andrew-niccol-christchurch-mosque-shootings-1234993559/>

We've liaised with Andrew, Philippa, Stewart and Ayman in the lead-up to their press release being issued this morning, and briefed all appropriate parties in advance.

All best

Chris

Chris Payne
Chief Operating Officer (Acting) & Head of International Relations
New Zealand Film Commission | Te Tumu Whakaata Taonga

From: [Philippa Mossman](#)
To: [REDACTED]
Cc: [Bree Loverich](#)
Subject: They Are Us Press Release - Embargoed
Date: Friday, 11 June 2021 6:17:00 a.m.
Attachments: [They Are Us - Press Release \(Embargoed Until 7am 11 June 2021 NZT\).pdf](#)
[image001.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image005.png](#)
[image002.jpg](#)

Dear Andrew and Pauline, and dear Bree

Andrew and Pauline, it was really good to meet and chat with you both on our recent visit to Christchurch. Bree, thank you for arranging these introductions and for an informative, useful and enjoyable itinerary for our time in Christchurch. I am impressed with the growing capability around screen in your region and it is very exciting.

I wanted to give you all a heads up about a feature film in development which has come across our radar in the last couple of days and which would be of particular significance to Christchurch. Please see attached a Press Release which is strictly embargoed until 7AM this morning. Please let me know if you have any questions.

Warm wishes,

Philippa

Philippa Mossman | Head of International Attraction (she/her)

New Zealand Film Commission | Te Tumu Whakaata Taonga

Upper Ground Floor, Kauri Timber Building, 29 Graham Street, Auckland 1010

PO Box 11546, Manners Street, Wellington 6142

M: [REDACTED]

www.nzfilm.co.nz | ondemand.nzfilm.co.nz




From: [Jasmin McSweeney](#)
To: [AllStaff](#); [AllBoard](#)
Subject: Andrew Nicolls to direct Rose Byrne as Jacinda Ardern in They are Us
Date: Friday, 11 June 2021 7:44:42 a.m.

Morena everyone

The below press release was sent out this morning by FilmNation, CAA, and the producers. There is no indication yet that the project will seek NZFC funding but we want to ensure you are all aware of the release as we expect there will be some media and industry interest. Please refer all enquiries about the project to me as per usual.

<https://www.google.com/amp/s/www.hollywoodreporter.com/movies/movie-news/rose-byrne-jacinda-ardern-andrew-niccol-cannes-they-are-us-new-zealand-mosque-shooting-1234965908/amp/>

Cheers

Jasmin McSweeney (she/her)
Head of Marketing
New Zealand Film Commission


iSent this from my iPhone

From: [Philippa Campbell](#)
To: [Jasmin McSweeney](#); [Chris Payne](#)
Cc: [Mladen Ivancic](#)
Subject: Re:
Date: Friday, 11 June 2021 9:47:35 a.m.
Attachments: [image001.jpg](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)

Morena.

We felt it was important to be transparent about our intentions applying for SPIG to the NZFC but I'll leave navigating Kate to you good folk.

Philippa

Philippa Campbell
Escapade Pictures Ltd
Auckland
Aotearoa New Zealand

From: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Date: Friday, 11 June 2021 at 9:43 AM
To: [REDACTED] Chris Payne
<chris.payne@nzfilm.co.nz>
Cc: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>
Subject: FW: Re:

See below from Kate Rodger – I would prefer the quote say “The project has been developed independently of the NZFC development funding structures and there is no indication at this stage if the production will seek contestable production financing from the NZFC. However we do understand that the production does intend to apply for the New Zealand Screen Production Grant (NZSPG) though.

Do we add in the yellow section or just drop it for now? I think we should drop it...

Jasmin McSweeney | Head of Marketing (she/her)
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142
[REDACTED]
[\[REDACTED\].co.nz](#)



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cid:image006.png@01D75EA63CBA3FA0

From: Kate Rodger [REDACTED]
Sent: Friday, 11 June 2021 9:40 a.m.
To: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Subject: Re:

Hey doll are you OK I use this as a quote on this?

On Fri, 11 Jun 2021, 07:48 Jasmin McSweeney, <jasmin.mcsweeney@nzfilm.co.nz> wrote:

Aware of it but the project has not been developed within the NZFC development structure and there is no indication at this stage if the production will seek funding from the NZFC.

xj

Jasmin McSweeney (she/her)
Head of Marketing
New Zealand Film Commission
[REDACTED]

iSent this from my iPhone

From: Kate Rodger [REDACTED]
Sent: Friday, June 11, 2021 7:38:41 AM
To: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Subject: Fwd:

Hey darling! Is this anything to do with you guys?

----- Forwarded message -----

From: **KATE RODGER** [REDACTED]
Date: Fri, 11 Jun 2021, 07:37
Subject:
To: Kate Rodger [REDACTED]

<https://www.hollywoodreporter.com/movies/movie-news/rose-byrne-jacinda-ardern-andrew-niccol-cannes-they-are-us-new-zealand-mosque-shooting-1234965908/amp/>

From: [Jasmin McSweeney](#)
To: [Andrew Cozens](#)
Subject: Re: They Are Us
Date: Friday, 11 June 2021 9:26:20 a.m.
Attachments: [0.gif](#)
[1.gif](#)
[2.gif](#)
[3.gif](#)
[4.gif](#)

We are across but it has been developed outside the NZFC funding structure. At this stage there is no indication from the producers that they will come into the NZFC for equity funding. Aus and NZ are still available for this project!

Jasmin McSweeney (she/her)
Head of Marketing
New Zealand Film Commission
[REDACTED]

iSent this from my iPhone

From: Andrew Cozens [REDACTED]
Sent: Friday, June 11, 2021 8:59:53 AM
To: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Subject: They Are Us

Heya,

Is this a NZFC backed project? Never heard of it before now

https://www.newshub.co.nz/home/entertainment/2021/06/rose-byrne-to-play-jacinda-ardern-in-christchurch-terror-attack-film-report.html?fbclid=IwAR3AZeceWSNP_bR3MDMK770vdva371TU_-x6vwGFlo29qHhWxpmSmiskIgM

Andrew Cozens (he, him)

Marketing Manager (NZ)

MADMAN ENTERTAINMENT NZ



Web: www.madman.co.nz

Mail: Unit A5, 1 Beresford Square, Newton, Auckland 1010

Madman NZ Anime and Films:    

From: [Jasmin McSweeney](#)
To: [Kate Rodger](#)
Subject: RE: Re:
Date: Friday, 11 June 2021 11:36:00 a.m.
Attachments: [image001.jpg](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.jpg](#)
[image008.jpg](#)

Not so dumb more clever of you... they can shoot here without NZFC financial assistance but why would they... so adding to my comment:

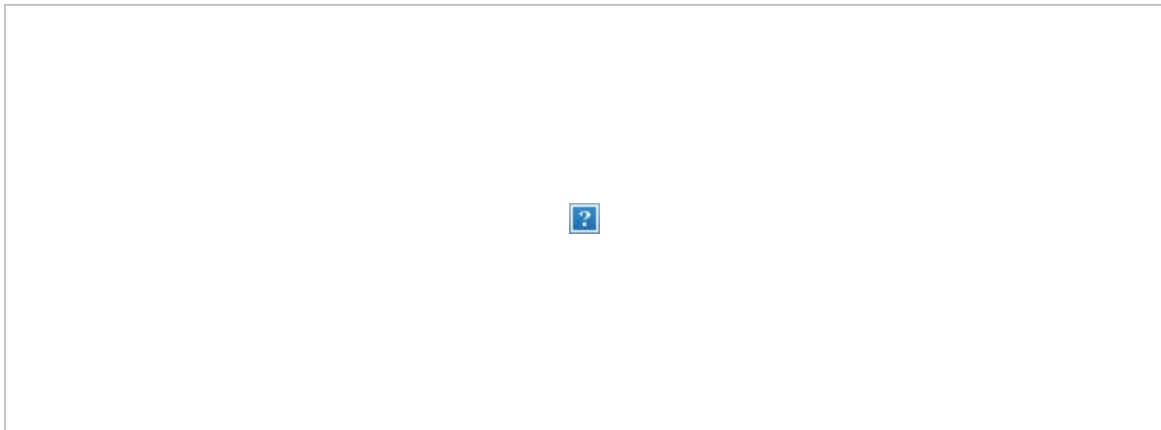
While there is no indication at this stage if the production will seek contestable production financing from the NZFC, we do however understand that the production does intend to apply for the New Zealand Screen Production Grant (NZSPG) though.

Cheers

Jasmin McSweeney | Head of Marketing (she/her)
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142
[www.nzfilm.co.nz](#) | [ondemand.nzfilm.co.nz](#)



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From: Kate Rodger [REDACTED]
Sent: Friday, 11 June 2021 11:32 a.m.
To: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Subject: Re: Re:

hey excuse this dumbarse question.

is the NZFC the gateway to all and any government funding and rebates? this project looks set to film here, what kind of approvals are required for that and can they shoot here without NZFC assistance. ie if they come here with full financing - do they still get the rebate I guess I'm asking - ha!

On Fri, Jun 11, 2021 at 9:50 AM Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz> wrote:

Can you adjust it a bit to say:

The project has been developed independently of the NZFC development funding structures and there is no indication at this stage if the production will seek contestable production financing from the NZFC.

Thanks

Jasmin McSweeney | Head of Marketing (she/her)
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From: Kate Rodger [REDACTED]
Sent: Friday, 11 June 2021 9:40 a.m.
To: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Subject: Re:

Hey doll are you OK I use this as a quote on this?

On Fri, 11 Jun 2021, 07:48 Jasmin McSweeney, <jasmin.mcsweeney@nzfilm.co.nz> wrote:

Aware of it but the project has not been developed within the NZFC development structure and there is no indication at this stage if the production will seek funding from the NZFC.

xj

Jasmin McSweeney (she/her)
Head of Marketing
New Zealand Film Commission
Tel: [REDACTED]

iSent this from my iPhone

From: Kate Rodger [REDACTED]
Sent: Friday, June 11, 2021 7:38:41 AM
To: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Subject: Fwd:

Hey darling! Is this anything to do with you guys?

----- Forwarded message -----

From: **KATE RODGER** [REDACTED]
Date: Fri, 11 Jun 2021, 07:37
Subject:
To: Kate Rodger [REDACTED]

https://www.hollywoodreporter.com/movies/movie-news/rose-byrne-jacinda-ardern-andrew-niccol-cannes-they-are-us-new-zealand-mosque-shooting-1234965908/amp/?__twitter_impression=true&s=09

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--

KATE RODGER ENTERTAINMENT EDITOR NEWSHUB

NEWS **DISCOVERY NZ** **MOBILE** [REDACTED] DISCOVERYCORPORATE.CO.NZ



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From: [Jasmin McSweeney](#)
To: [REDACTED]
Subject: FW: Request for information
Date: Friday, 11 June 2021 11:04:00 a.m.

Dear [REDACTED]

The project has been developed independently of the NZFC development funding structures and there is no indication at this stage if the production will seek contestable production financing from the NZFC.

Cheers

Jasmin McSweeney | Head of Marketing (she/her)
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142
T: [REDACTED]
www.nzfilm.co.nz | ondemand.nzfilm.co.nz

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-----Original Message-----

From: [REDACTED]
Sent: Friday, 11 June 2021 10:16 a.m.
To: Info <Info@nzfilm.co.nz>
Subject: Request for information

Please provide me with any information you hold about funding or other support for the proposed movie "They are us".

Thank you
[REDACTED]

Sent from my iPhone

From: [Jasmin McSweeney](#)
To: [Philippa Campbell](#)
Cc: [Mladen Ivancic](#); [Chris Payne](#)
Subject: RE: Simon Mercep
Date: Friday, 11 June 2021 10:29:48 a.m.
Attachments: [image006.jpg](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.png](#)
[image012.jpg](#)
[image013.png](#)
[image014.png](#)
[image015.png](#)
[image016.png](#)
[image001.jpg](#)

K – I will call him back and make the same statement we made to Kate.

Jasmin McSweeney | Head of Marketing (she/her)
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142
[nzfilm.co.nz](#) | [ondemand.nzfilm.co.nz](#)



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From: Philippa Campbell [REDACTED]
Sent: Friday, 11 June 2021 10:28 a.m.
To: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Cc: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>; Chris Payne <chris.payne@nzfilm.co.nz>
Subject: Re: Simon Mercep

Thanks Jas. He's been in touch with me. I've declined any on air/camera interview and requested written questions.

He has my contacts.

Philippa

Philippa Campbell
Escapade Pictures Ltd
Auckland

Aotearoa New Zealand

From: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>

Date: Friday, 11 June 2021 at 10:26 AM

To: [REDACTED]

Cc: Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>, Chris Payne <chris.payne@nzfilm.co.nz>

Subject: Simon Mercep

Morena Philippa

Simon Mercep (Natonal Radio) has asked me to call him re They Are Us. Are you happy for me to reach out to him and come back to you? Are you happy for me to pass on your contact details to him?

Cheers

Jasmin McSweeney | Head of Marketing (she/her)

New Zealand Film Commission | Te Tumu Whakaata Taonga

Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142

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From: [Jasmin McSweeney](#)
To: [REDACTED]
Subject: FW: Newshub Query
Date: Friday, 11 June 2021 11:02:00 a.m.
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

Dear Lisette

The project has been developed independently of the NZFC development funding structures and there is no indication at this stage if the production will seek contestable production financing from the NZFC.

Cheers

Jasmin McSweeney | Head of Marketing (she/her)
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142
[REDACTED] ondemand.nzfilm.co.nz



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From: Lisette Reymer [REDACTED]
Sent: Friday, June 11, 2021 10:42 AM
To: NZSPG
Subject: Newshub Query

Hi there,

I am wondering if you could confirm whether or not the film 'They Are Us' - to be produced in New Zealand, about the March 15 tragedy, is eligible for funding?

Thank you,
Lisette

From: [Jasmin McSweeney](#)
To: [Emily Brookes](#)
Subject: RE: NZFC statements re: Funding for They Are Us
Date: Friday, 11 June 2021 1:27:00 p.m.
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

Hi Emily

The project has been developed independently of the NZFC development funding structures and while there is no indication at this stage if the production will seek contestable production financing from the NZFC, we do however understand that the production does intend to apply for the New Zealand Screen Production Grant (NZSPG).

Cheers

Jasmin McSweeney | Head of Marketing (she/her)
New Zealand Film Commission | Te Tumu Whakaata Taonga
011 | PO Box 11546, Manners Street, Wellington 6142
[\[REDACTED\]o.nz](#)



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From: Emily Brookes [REDACTED]
Sent: Friday, 11 June 2021 1:18 p.m.
To: Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>
Subject: NZFC statements re: Funding for They Are Us

Jasmin

Hope this finds you well.

I see you guys have provided a couple of statements regarding funding for this movie to Kate Rodger,

are you able to share those with me? Then I may have some follow ups.

Many thanks

Emily

--

Emily Brookes

Senior Reporter, Entertainment and Lifestyle

TV - Film - Parenting - Food & Wine - Books

 _emily.brookes_



Spark Central, Level 7, 42-52 Willis St, Wellington, 6011, New Zealand



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From: [Jasmin McSweeney](#)
To: [Philippa Mossman](#); [Chris Payne](#); [Mladen Ivancic](#); [Leanne Saunders](#)
Subject: Fwd: They Are Us Press Release Coverage #1
Date: Friday, 11 June 2021 7:48:56 p.m.

Jasmin McSweeney (she/her)
Head of Marketing
New Zealand Film Commission
Tel: [REDACTED]

iSent this from my iPhone

Hi Everyone,

Please find below the initial coverage of today's announcement.

DEADLINE

By Diana Lodderhose

Rose Byrne To Star As New Zealand Prime Minister Jacinda Ardern In 'They Are Us' About Response To 2019 Christchurch Attacks – Cannes Market

<https://deadline.com/2021/06/rose-byrne-new-zealand-prime-minister-jacinda-ardern-they-are-us-cannes-market-1234772989/>

VARIETY

By Brent Lang

Rose Byrne Starring in 'They Are Us' for Director Andrew Niccol

<https://variety.com/2021/film/news/rose-byrne-andrew-niccol-christchurch-mosque-shootings-1234993559/>

THE HOLLYWOOD REPORTER

By Alex Ritman

Rose Byrne to Play New Zealand Prime Minister Jacinda Ardern in Andrew Niccol's 'They Are Us'

<https://www.hollywoodreporter.com/movies/movie-news/rose-byrne-jacinda-ardern-andrew-niccol-cannes-they-are-us-new-zealand-mosque-shooting-1234965908/>

SCREENDAILY

By Jeremy Kay

Rose Byrne to play NZ leader in Cannes package 'They Are Us' for FilmNation, CAA

<https://www.screendaily.com/news/rose-byrne-to-play-nz-leader-in-cannes-package-they-are-us-for-filmnation-caa/5160402.article>

THE WRAP

By Brian Welk

Rose Byrne to Star as New Zealand Prime Minister Who Banned Assault Rifles After Mosque Shootings

<https://www.thewrap.com/rose-byrne-they-are-us-film-jacinda-ardern-new-zealand-prime-minister/>

YAHOO! *Variety repost

By Brent Lang

Rose Byrne Starring in 'They Are Us' for Director Andrew Niccol

<https://variety.com/2021/film/news/rose-byrne-andrew-niccol-christchurch-mosque-shootings-1234993559/>

NEW ZEALAND HERALD

By Staff

Christchurch mosque shootings: Rose Byrne to play Jacinda Ardern in new film 'They Are Us'

<https://www.nzherald.co.nz/entertainment/christchurch-mosque-shootings-rose-byrne-to-play-jacinda-ardern-in-new-film-they-are-us/WDOP6HCBWVQB5C4Y2V5HLT33FM/>

RZN

By Staff

Actress Rose Byrne to play Jacinda Ardern in film based on Christchurch mosque attacks - report

<https://www.rnz.co.nz/news/national/444485/actress-rose-byrne-to-play-jacinda-ardern-in-film-based-on-christchurch-mosque-attacks-report>

SUFF.COM.NZ

By Darren Bevan

Rose Byrne to play New Zealand Prime Minister Jacinda Ardern in film based on Christchurch mosque shootings

<https://www.stuff.co.nz/entertainment/film/125409871/rose-byrne-to-play-new-zealand-prime-minister-jacinda-ardern-in-film-based-on-christchurch-mosque-shootings>

NEWSHUB

By Jamie Ensor

Rose Byrne to play Jacinda Ardern in Christchurch terror attack film - report

<https://www.newshub.co.nz/home/entertainment/2021/06/rose-byrne-to-play-jacinda-ardern-in-christchurch-terror-attack-film-report.html>

TVNZ

By Staff

Hollywood star Rose Byrne to play Jacinda Ardern in film about Christchurch mosque attacks

<https://www.tvnz.co.nz/one-news/new-zealand/hollywood-star-rose-byrne-play-jacinda-ardern-in-film-christchurch-mosque-attacks>

INDEPENDENT

By Rachel Brodsky

Rose Byrne to play Prime Minister Jacinda Ardern in film about 2019 New Zealand mosque shooting

<https://www.independent.co.uk/arts-entertainment/tv/news/rose-byrne-new-zealand-jacinda-ardern-b1863751.html>

THE SPINOFF

By Stewart Sowman-Lund

Live updates, June 11: Rose Byrne to play Jacinda Ardern in new film

<https://thespinoff.co.nz/politics/11-06-2021/live-updates-june-11-rose-byrne-to-play-jacinda-ardern-in-new-film/>

DARK HORIZONS

By Garth Franklin

Rose Byrne to Play NZ PM Jacinda Ardern

<https://www.darkhorizons.com/rose-byrne-to-play-nz-pm-jacinda-ardern/>

MSN *Repost from Independent

By Rachel Brodsky

Rose Byrne to play Prime Minister Jacinda Ardern in film about 2019 New Zealand mosque shooting

<https://www.independent.co.uk/arts-entertainment/tv/news/rose-byrne-new-zealand-jacinda-ardern-b1863751.html>

STAR NEWS

By Staff

Rose Byrne to play PM in film based on mosque attacks - report

<https://www.odt.co.nz/star-news/star-lifestyle/star-entertainment/rose-byrne-play-pm-film-based-mosque-attacks-report>

JUST JARED

By Staff

Rose Byrne to Play New Zealand Prime Minister Jacinda Ardern in New Film 'They Are Us'

<http://www.justjared.com/photo-gallery/4567541/rose-bryne-casting-prime-minister-04/>

Carmen Irabien | Manager, Publicity | FilmNation Entertainment

 | www.filmnation.com

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Coming Soon: www.filmnation.com/coming-soon