



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 request under the OIA copies of all communications with the makers of the film They Are Us. All internal communications relating to They Are Us. Please limit this request to communications from the last year.*

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 document has been withheld in full:

- *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, the draft screenplay it 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*.

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

**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](mailto: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](mailto:leanne.saunders@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto: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

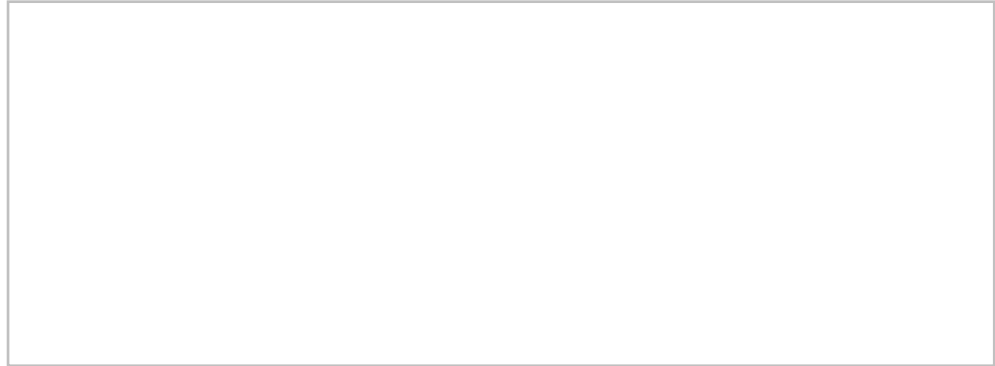
[REDACTED]  
[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



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](mailto:leanne.saunders@nzfilm.co.nz)>; Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto: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](http://www.filmnation.com)

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

**Coming Soon:** [www.filmnation.com/coming-soon](http://www.filmnation.com/coming-soon)

This email and any attached files are confidential.

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](http://www.filmnation.com)  
FilmNation Entertainment | 150 West 22nd St, 9th Floor, New York, NY 10011

Coming Soon: [www.filmnation.com/coming-soon](http://www.filmnation.com/coming-soon)

This email and any attached files are confidential.  
If this message was not intended for you, please inform the sender and delete the email.

---

**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](http://www.filmnation.com)

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

**Coming Soon:** [www.filmnation.com/coming-soon](http://www.filmnation.com/coming-soon)

This email and any attached files are confidential.  
If this message was not intended for you, please inform the sender  
and delete the email.

---

**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](http://www.filmnation.com)

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

**Coming Soon:** [www.filmnation.com/coming-soon](http://www.filmnation.com/coming-soon)

This email and any attached files are confidential.  
If this message was not intended for you, please inform the sender and delete the email.

---

**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](http://www.filmnation.com)

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

**Coming Soon:** [www.filmnation.com/coming-soon](http://www.filmnation.com/coming-soon)

This email and any attached files are confidential.  
If this message was not intended for you, please inform  
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](http://www.filmnation.com)

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

**Coming Soon:** [www.filmnation.com/coming-soon](http://www.filmnation.com/coming-soon)

This email and any attached files are confidential.  
If this message was not intended for you, please inform  
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](http://www.filmnation.com)

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

**Coming Soon:** [www.filmnation.com/coming-soon](http://www.filmnation.com/coming-soon)

This email and any attached files are confidential.  
If this message was not intended for you, please inform  
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

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



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



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](#)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**From:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>  
**Sent:** Wednesday, 9 June 2021 2:51 p.m.  
**To:** Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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  
**New Zealand Film Commission | Te Tumu Whakaata Taonga**  
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142

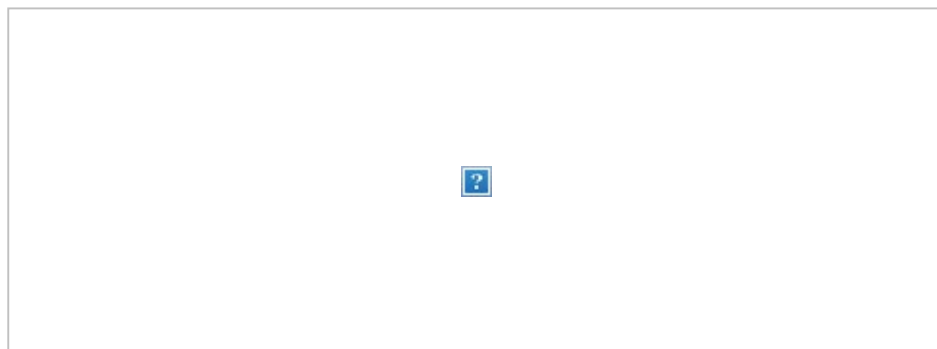
[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



---

**From:** Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>  
**Sent:** Wednesday, 9 June 2021 12:59 p.m.  
**To:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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  
[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](mailto:ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**From:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>  
**Sent:** Wednesday, 9 June 2021 12:05 p.m.  
**To:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto: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

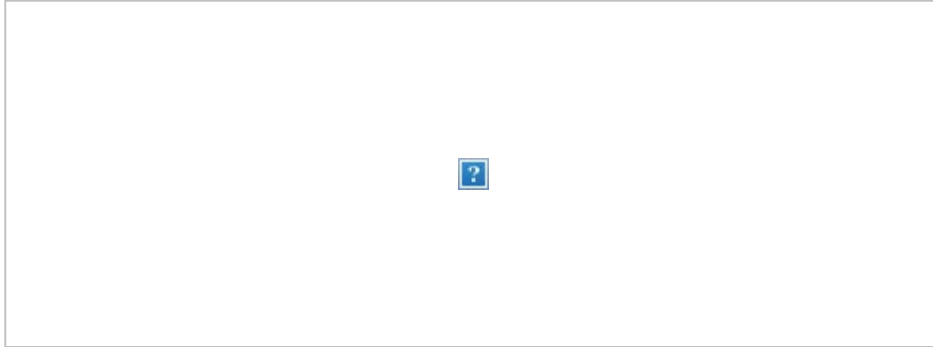
[REDACTED]  
[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



---

**From:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>

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

**To:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>

**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>

**Subject:** RE: Thanks "They Are Us"

Sounds very good.

Thanks for the note.

Philippa Mossman  
NZFC  
[REDACTED]

---

**From:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>

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

**To:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>

**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto: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  
**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](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



---

**From:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>

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

**To:** Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>; Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>


**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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](mailto:mladen.ivancic@nzfilm.co.nz)>

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

**To:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>

**Cc:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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](mailto:chris.payne@nzfilm.co.nz)>  
**Sent:** Wednesday, 9 June 2021 9:41 a.m.  
**To:** Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Cc:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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**  
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142  
[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



---

**From:** Philippa Campbell [REDACTED]  
**Sent:** Wednesday, 9 June 2021 9:30 a.m.  
**To:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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:** [Chris Payne](#)  
**To:** [Mladen Ivancic](#)  
**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  
**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](#)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



---

**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

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

[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



---

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

**Sent:** Wednesday, 9 June 2021 1:58 p.m.

**To:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>; Philippa Mossman

<[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>

**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>; Jasmin McSweeney

<[jasmin.mcsweeney@nzfilm.co.nz](mailto: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

---

**From:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>  
**Sent:** Wednesday, 9 June 2021 12:05 p.m.  
**To:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto: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  
[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



---

**From:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>  
**Sent:** Wednesday, 9 June 2021 11:59 a.m.  
**To:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>  
**Subject:** RE: Thanks "They Are Us"

Sounds very good.

Thanks for the note.

Philippa Mossman  
NZFC  
[REDACTED]

---

**From:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>  
**Sent:** Wednesday, 9 June 2021 11:24 a.m.  
**To:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto: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  
**New Zealand Film Commission | Te Tumu Whakaata Taonga**  
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142  
[REDACTED]

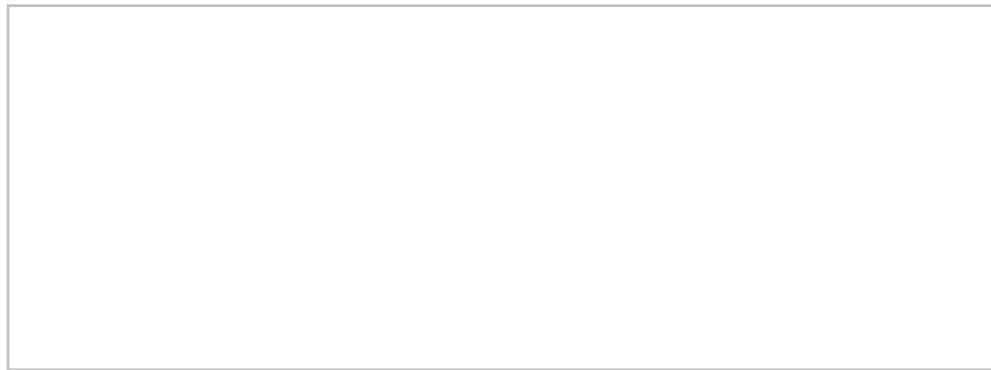
[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.




---

**From:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>  
**Sent:** Wednesday, 9 June 2021 9:53 a.m.  
**To:** Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>; Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>  
**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Sent:** Wednesday, 9 June 2021 9:51 a.m.  
**To:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>  
**Cc:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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](mailto:chris.payne@nzfilm.co.nz)>  
**Sent:** Wednesday, 9 June 2021 9:41 a.m.  
**To:** Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Cc:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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**  
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142

[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



---

**From:** Philippa Campbell [REDACTED]  
**Sent:** Wednesday, 9 June 2021 9:30 a.m.  
**To:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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

**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

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

[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



**From:** [Jasmin McSweeney](#)  
**To:** [Chris Payne](#); [Mladen Ivancic](#); [Philippa Mossman](#)  
**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](#)  
[image021.png](#)  
[image022.png](#)  
[image023.jpg](#)  
[image024.jpg](#)  
[image025.jpg](#)  
[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)  
**New Zealand Film Commission | Te Tumu Whakaata Taonga**  
13, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142  
[www.nzfilm.co.nz](#) | [ondemand.nzfilm.co.nz](#)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**From:** Chris Payne <chris.payne@nzfilm.co.nz>  
**Sent:** Thursday, 10 June 2021 10:55 a.m.  
**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](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Sent:** Thursday, June 10, 2021 10:51:20 AM  
**To:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>  
**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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](mailto:chris.payne@nzfilm.co.nz)>  
**Sent:** Thursday, 10 June 2021 10:33 a.m.  
**To:** Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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

[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



**From:** Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>  
**Sent:** Wednesday, 9 June 2021 2:53 p.m.  
**To:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>;  
Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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](http://www.nzfilm.co.nz) | [ordermail@nzfilm.co.nz](mailto:ordermail@nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail



**From:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>  
**Sent:** Wednesday, 9 June 2021 2:51 p.m.  
**To:** Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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  
**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](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



---

**From:** Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>

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

**To:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>;  
Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>

**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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.

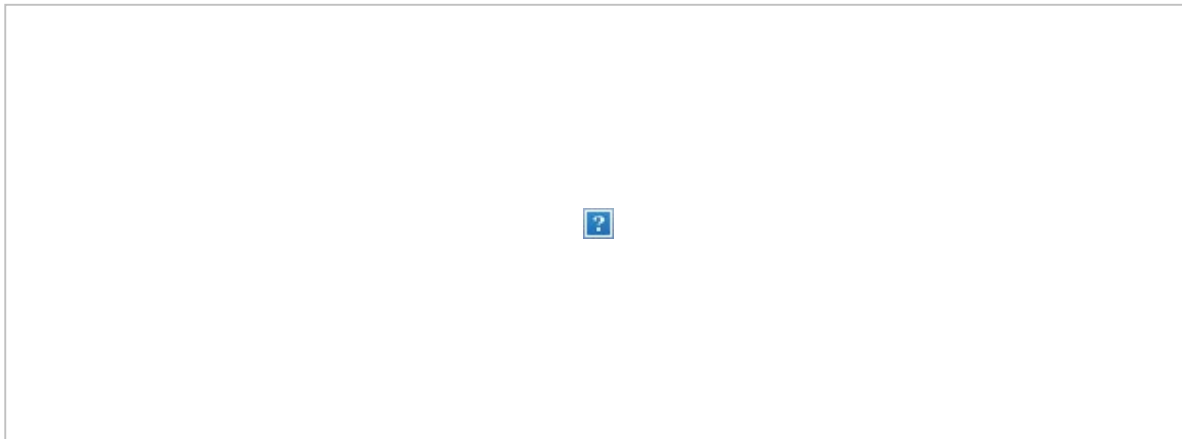
Who will lead on the reactivities please?

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] [www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**From:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>  
**Sent:** Wednesday, 9 June 2021 12:05 p.m.  
**To:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto: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](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



---

**From:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>

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


**To:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>

**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto: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](mailto:chris.payne@nzfilm.co.nz)>

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

**To:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>

**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto: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

**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](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



---

**From:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>

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

**To:** Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>; Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>


**Cc:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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](mailto:mladen.ivancic@nzfilm.co.nz)>

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

**To:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>

**Cc:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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](mailto:chris.payne@nzfilm.co.nz)>

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

**To:** Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>

**Cc:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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**

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

[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



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](mailto:chris.payne@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto: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**  
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142

[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



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

[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.

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

[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)

The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.

Please consider the environment before printing this email.

-----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  
> [REDACTED]  
> [www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)  
>  
>  
> The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.  
> 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**  
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142  
[www.nzfilm.co.nz](#) | [ondemand.nzfilm.co.nz](#)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



**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](mailto: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](mailto:mladen.ivancic@nzfilm.co.nz)>, Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto: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  
**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](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



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](mailto: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](mailto:philippa.mossman@nzfilm.co.nz)>  
**Sent:** Friday, June 11, 2021 7:10:31 PM  
**To:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>; Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto: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](mailto:chris.payne@nzfilm.co.nz)>  
**Sent:** Friday, June 11, 2021 5:35:24 PM  
**To:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>; Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto: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**  
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142  
[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



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](mailto:chris.payne@nzfilm.co.nz)>

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

**To:** Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto: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](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Cc:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto: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](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Cc:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto: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

This email communication is confidential between the sender and the recipient. The intended recipient may not distribute it without the permission of the sender. If this email is received in error, it remains confidential and you may not copy, retain or distribute it in any manner. Please notify the sender immediately and erase all copies of the message and all attachments. Thank you.

---

**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](mailto:chris.payne@nzfilm.co.nz)>; Jasmin McSweeney  
<[jasmin.mcsweeney@nzfilm.co.nz](mailto: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](mailto:chris.payne@nzfilm.co.nz)>

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

**To:** Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>

**Cc:** Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>; Leanne Saunders  
<[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto: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), *SlmOne* (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**  
Level 3, 119 Ghuznee St, Wellington 6011 | PO Box 11546, Manners Street, Wellington 6142  
[REDACTED]  
[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.

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](mailto: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](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://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  
**T:** +64 4 896 6175 | **M:** +64 21 630 368  
[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.

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](mailto: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](mailto: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](mailto: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](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](http://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:

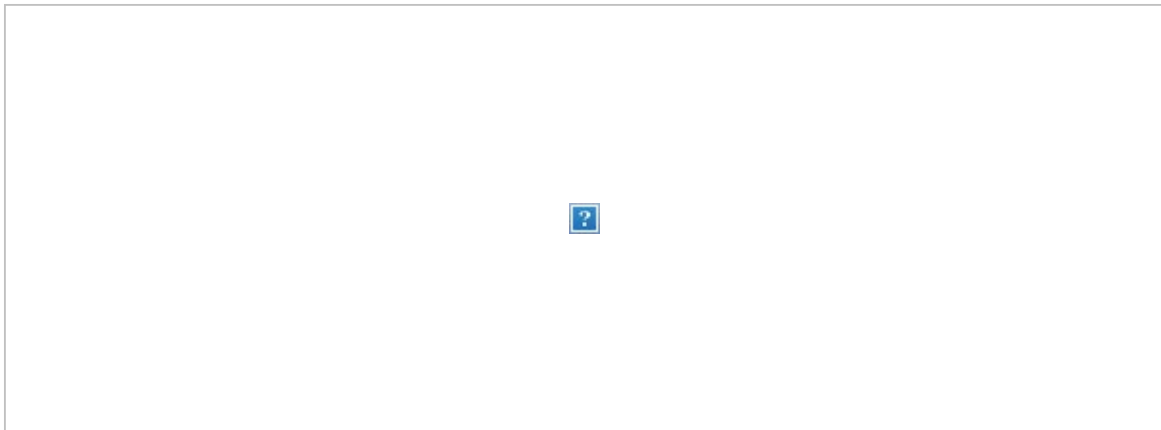
While there is no indication at this stage if the production will seek contestable production financing from the NZFC, we do however understand that the production does intend to apply for the New Zealand Screen Production Grant (NZSPG) though.

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](#)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**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](mailto: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)  
**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](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](mailto:ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

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

#### Disclaimer

The information contained in this communication from the sender is confidential. It is intended solely for use by the recipient and others authorized to receive it. If you are not the recipient, you are hereby notified that any disclosure, copying, distribution or taking action in relation of the contents of this information is strictly prohibited and may be unlawful.

#### Disclaimer

The information contained in this communication from the sender is confidential. It is intended solely for use by the recipient and others authorized to receive it. If you are not the recipient, you are hereby notified that any disclosure, copying, distribution or taking action in relation of the contents of this information is strictly prohibited and may be unlawful.

--

#### KATE RODGER ENTERTAINMENT EDITOR NEWSHUB

**NEWS** **DISCOVERY NZ** **MOBILE** [REDACTED] [DISCOVERYCORPORATE.CO.NZ](http://DISCOVERYCORPORATE.CO.NZ)



#### Disclaimer

The information contained in this communication from the sender is confidential. It is intended solely for use by the recipient and others authorized to receive it. If you are not the recipient, you are hereby notified that any disclosure, copying, distribution or taking action in relation of the contents of this information is strictly prohibited and may be unlawful.



**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](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)

The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.

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

**From:** [REDACTED]  
**Sent:** Friday, 11 June 2021 10:16 a.m.  
**To:** Info <[Info@nzfilm.co.nz](mailto: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](#)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**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](mailto:jasmin.mcsweeney@nzfilm.co.nz)>

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

**To:** [REDACTED]

**Cc:** Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>, Chris Payne <[chris.payne@nzfilm.co.nz](mailto: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

[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



**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](mailto:ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



**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](#)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**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\\_](mailto:_emily.brookes_)



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



The information contained in this e-mail message and any accompanying files is or may be confidential. If you are not the intended recipient, any use, dissemination, reliance, forwarding, printing or copying of this e-mail or any attached files is unauthorised. This e-mail is subject to copyright. No part of it should be reproduced, adapted or communicated without the written consent of the copyright owner. If you have received this e-mail in error please advise the sender immediately by return e-mail or telephone and delete all copies. Stuff does not guarantee the accuracy or completeness of any information contained in this e-mail or attached files. Internet communications are not secure, therefore Stuff does not accept legal responsibility for the contents of this message or attached files.

**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](http://www.filmnation.com)

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

**Coming Soon:** [www.filmnation.com/coming-soon](http://www.filmnation.com/coming-soon)

**From:** [Jasmin McSweeney](#)  
**To:** [Mladen Ivancic](#); [Chris Payne](#)  
**Subject:** FW: They Are Us Film  
**Date:** Tuesday, 15 June 2021 4:48:21 p.m.  
**Attachments:** [image001.jpg](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.jpg](#)

---

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  
[\[REDACTED\]](#)  
[\[REDACTED\]](#) [im.co.nz](#)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**From:** [REDACTED]  
**Sent:** Tuesday, 15 June 2021 12:33 p.m.  
**To:** Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>  
**Subject:** Re: They Are Us Film

Kia ora Jasmin,

Really appreciate this message, and thank you for sharing that article. This message provided a lot of clarity for my concerns. Thank you for taking the time to reply!

Ngā mihi,

[REDACTED]

On 15/06/2021, at 11:35 AM, Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)> wrote:

Kia ora [REDACTED]

I am in receipt of your email expressing concern about the funding of proposed film project *They Are Us*.

As indicated to media previously, the project has been developed independently of NZFC funding and there is no indication at this stage if the production will seek contestable production financing from the NZFC. As part of its function as New Zealand's national film agency, the NZFC is regularly approached by international filmmakers with projects that include New Zealand stories or elements, and this is the case with *They Are Us*.

Overnight we received from the *They Are Us* producers a joint media release by the Muslim Association of Canterbury (Al Noor Mosque) and *They Are Us* producer Ayman Jamal, addressing concerns surrounding the project. The Muslim Association of Canterbury issued this release to New Zealand media this morning and it has been picked up by major New Zealand news sites, such as Stuff - <https://i.stuff.co.nz/entertainment/film/300333148/they-are-us-producers-consulted-christchurch-imams-but-deeply-regret-not-doing-more>

Ngā mihi nui

[<image002.jpg>](#)

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](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)

[<image007.png>](#)

[<image008.png>](#)

[<image009.png>](#)

The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.

---

**From:** [REDACTED]

**Sent:** Friday, 11 June 2021 5:12 p.m.

**To:** Info <[Info@nzfilm.co.nz](mailto:Info@nzfilm.co.nz)>

**Subject:** Re: They Are Us Film

Kia ora

I am emailing you today to respectfully request you exercising your discretion under the New Zealand Screen Production Grants scheme to reject any funding for the film *They Are Us*, which as you will be aware depicts the Government's response to, the Christchurch Mosque Shootings.

The release of this film would derail the nation's approach to the terrorist attack response in March 2019. It would do so by depicting the events through the lens of the Government, rather than the people who should be at the forefront of New Zealander's

minds - the victims and their families. The film is not what we need as a nation right now, after so much disaster has already hit our shores over the last years. In a time where minority communities are already being rejected from an inherently pakehā dominated society by separatist comments and anti-minority hate, this film only looks to further a white saviour and culturally myopic worldview which minorities experience every day, and further harm minority communities.

It also undermines our muslim whānau who have suffered so much trauma already. This film, in fact the very notion of its release, has understandably caused a lot of hurt in the community today - you will have seen that they were in fact 'blindsided' by this announcement.

Many thanks for your time, and I hope you are having an enjoyable start to the winter.

Ngā mihi,



**From:** [Philippa Mossman](#)  
**To:** [Jasmin McSweeney](#); [Mladen Ivancic](#); [Chris Payne](#)  
**Subject:** draft copy re NZSPG  
**Date:** Saturday, 12 June 2021 2:48:36 p.m.  
**Attachments:** [image001.jpg](#)  
[image002.jpg](#)  
[image003.png](#)  
[image004.jpg](#)  
[image005.png](#)

---

Hi Jas

I have come from the baseline angle that this would be an international production or are you wanting to cover every other potential base? The media so far has framed it as such:

International productions meeting the criteria may apply for the New Zealand Screen Production Grant at the conclusion of activity in New Zealand. This Grant offers 20% on qualifying expenditure. Criteria can be found [here](#). The purpose of the New Zealand Screen Production Grant (NZSPG) for International Productions is to incentivise the production of foreign and domestic large budget films, television and other format productions in New Zealand in order to provide economic and industry development benefits to New Zealand.

p

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

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




**From:** [Jasmin McSweeney](#)  
**To:** [Chris Payne](#); [Mladen Ivancic](#); [Philippa Mossman](#)  
**Subject:** Re: Draft Comment  
**Date:** Saturday, 12 June 2021 3:15:45 p.m.

---

So we keep on the overall project structure statement or remove it? And I will replace made with received.

They have decided to not go the media conf way but do four individual interviews.

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


iSent this from my iPhone

---

**From:** Chris Payne <chris.payne@nzfilm.co.nz>  
**Sent:** Saturday, June 12, 2021 3:14:01 PM  
**To:** Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>; Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>  
**Subject:** Re: Draft Comment

Minor tweak for clarity in my note below

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

---

**From:** Chris Payne <chris.payne@nzfilm.co.nz>  
**Sent:** Saturday, June 12, 2021 15:12  
**To:** Jasmin McSweeney; Mladen Ivancic; Philippa Mossman  
**Subject:** Re: Draft Comment

I like it. I had a similar thought re approach after drafting the “given...” para as it felt like a good summary without the two ones prior.

Only minor tweaks in bold below but otherwise I think it’s good.

[@Mladen](#) [@Philippa](#) Thoughts?

[@Jasmin](#) confirming you’ll run by Philippa Campbell and **thereafter supply to** the journalist from here?

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

---

**From:** Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>  
**Sent:** Saturday, June 12, 2021 15:01

**To:** Chris Payne; Philippa Mossman

**Cc:** Mladen Ivancic

**Subject:** Re: Draft Comment

[REDACTED]

Given the producers have yet to determine their approach to financing the production of the film—and that its overall project structure more broadly is as yet unconfirmed—it is not possible for the NZFC to advise on the basis of information made available to it whether the project would be eligible for any specific discretionary NZFC funding programmes or **the New Zealand Government's screen incentives scheme, the New Zealand Screen Production Grant (NZSPG).**

As commented yesterday, the NZFC staff understand the producers do intend to apply at some stage in the future for the **NZSPG** but no such application has been made.

Full criteria for the NZFC discretionary funding programmes and the NZSPG are available on the NZFC website.

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

[REDACTED]

iSent this from my iPhone

---

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

**Sent:** Saturday, June 12, 2021 2:50:12 PM

**To:** Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>

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

**Subject:** Draft Comment

The producers have yet to decide and advise the New Zealand Film Commission (NZFC) whether they intend to seek any discretionary NZFC funding, such as production finance, for **THEY ARE US**.

Separately to NZFC discretionary funding, staff understand the producers do intend to apply at some stage in the future for the New Zealand screen incentives programme, the New Zealand Screen Production Grant (NZSPG). However, whether they apply for the NZSPG - New Zealand (40% grant) or the NZSPG - International (20% grant) remains to be decided and communicated to the NZFC.

Given the producers have yet to determine their approach to financing the production of the film—and that its overall project structure more broadly is as yet unconfirmed—it is not possible for the NZFC to advise on the basis of information made available

to it whether the project would be eligible for any specific discretionary NZFC funding programmes or the NZSPG.

Full criteria for the NZFC discretionary funding programmes and the NZSPG are available on the NZFC website.

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



VF Aotearoa

11:35

38%



JM

MI

2 People >

Saturday 13:54

Hi both. Free for a quick conf call on Jas's query?

Jasmin McSweeney

Thanks Chris. I have shared the enquiry with Philippa and told her I have asked you to draft a response. I am still on Marae (learning a play in Te Reo at the moment

JM

Ka pai. Break a waewae.

Monday 18:12

As part of its function as New Zealand's national film agency, the NZFC is regularly approached by international filmmakers with projects. In the period since the March 15 terrorist attacks, staff have



iMessage



VF Aotearoa

11:36

38%



JM

MI

2 People >

Monday 18:12

As part of its function as New Zealand's national film agency, the NZFC is regularly approached by international filmmakers with projects. In the period since the March 15 terrorist attacks, staff have been approached by three international filmmaking teams with projects on the topic, one of which is THEY ARE US. As with that project, the NZFC is not involved with either of the other two projects — they have not applied for any New Zealand Government screen funding, whether NZFC development or production funding or the NZSPG.

Yesterday 18:18



iMessage





VF Aotearoa

11:36

38%



Mladen >

Saturday 12:42

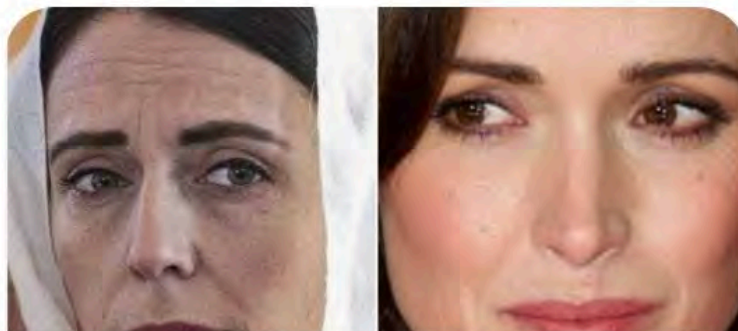


## Shut Down 'They Are Us' Movie, which side-lines victims of the March 15th terrorist attack

19,485 have signed. Let's get to 25,000!



At 25,000 signatures, this petition becomes one of the **top signed on** Change.org!



iMessage





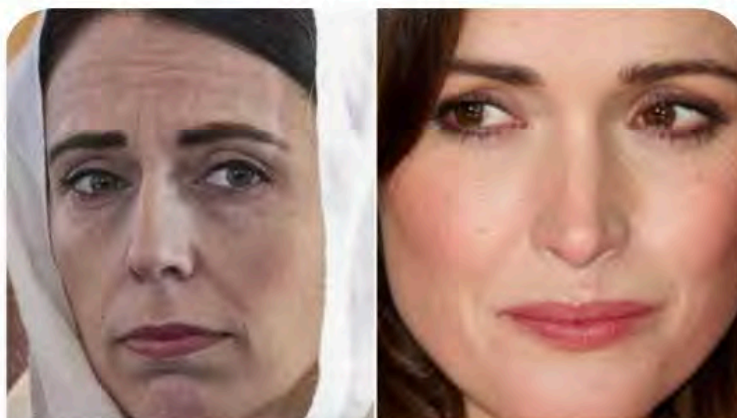
Mladen >

## terrorist attack

19,485 have signed. Let's get to 25,000!



At 25,000 signatures, this petition becomes one of the **top signed on Change.org!**



**Sign the Petition**

change.org

Delivered

Yesterday 06:52

Some further TAU developments overnight. Let's catch-up in person first thing.

Sent as Text Message



iMessage



VF Aotearoa

11:36

38%



3 People >

iMessage  
Saturday 09:55

Jasmin McSweeney

Just an update that Ayman Jamal has agreed to four interviews with media so just sorting that through now and talking with Anna Thomas to advise who from radio nz

JM

Philippa Mossman

Thanks for update - [REDACTED]

PM

[REDACTED]

[REDACTED]



iMessage



VF Aotearoa

11:37

38%

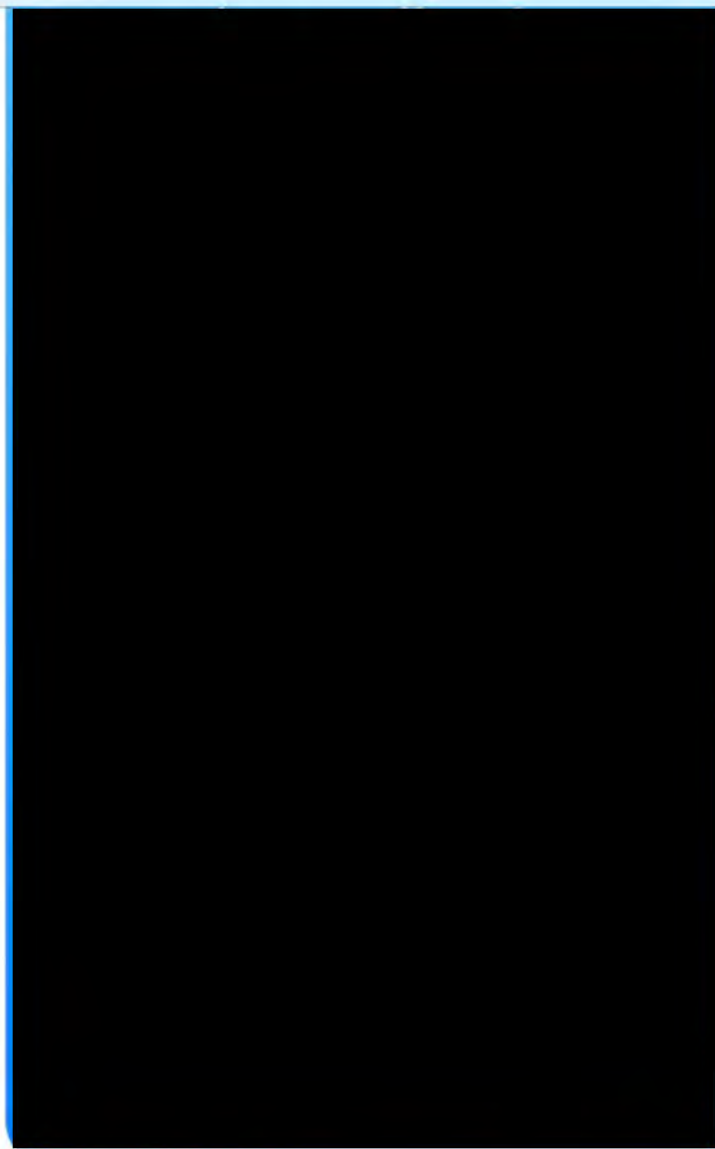


MI

JM

PM

3 People >



iMessage







MI

JM

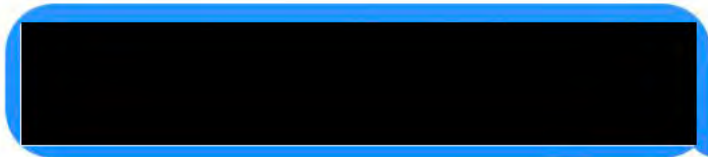
PM

3 People >



**'Hello Brother': Film about  
Christchurch mosque shootings  
in works**

[nzherald.co.nz](http://nzherald.co.nz)



Jasmin McSweeney



We are thinking we may just  
hold a media conf. Will let you  
know

JM

Mladen Ivancic

MI

Who is we?



iMessage





3 People >

Jasmin McSweeney

We may need to assist with setting it up if via zoom. I am hoping they will go with an in person media conf in Dubai.

Philippa Campbell is checking with the producers.

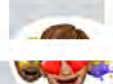
JM

Philippa Mossman

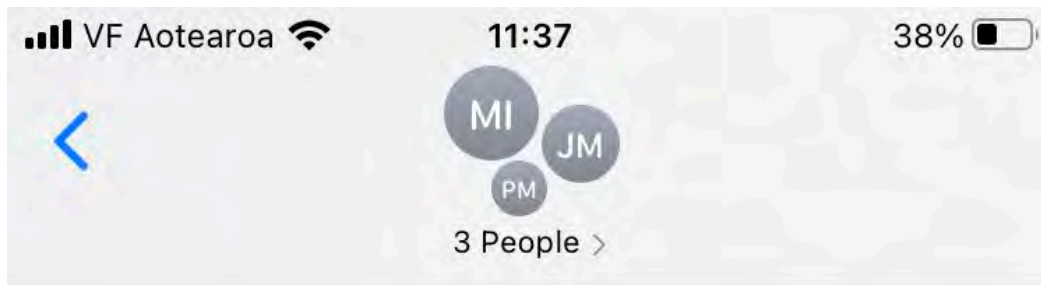
Am available to assist w anything If required. I imagine there's nothing, but.



iMessage







PM  
Am available to assist w anything If required. I imagine there's nothing, but.

Likewise — was going to say same (just finished the ballet run and shortly to commence the swimming one!)

Mladen Ivancic

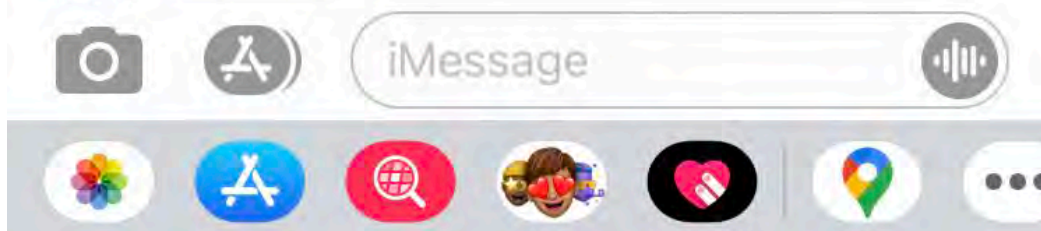
MI  
Jasmin  
Let me know if the media conference is confirmed  
Time/date etc  
M

Jasmin McSweeney

JM  
I will. We are going to not be visible. Just giving guidance

Mladen Ivancic

MI  
Perfect



VF Aotearoa

11:37

38%



3 People >

Saturday 13:49

Jasmin McSweeney

Kia ora Jasmin,

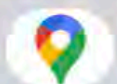
My name is Brittney Deguara and I'm a reporter from Stuff - I'm following up on a voicemail I left a moment ago.

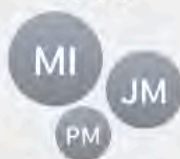
I'm looking to get some information and comment around whether the proposed They Are Us film would be eligible for the NZ Screen Production Grant, if it has already applied for it or is in the process of applying, and what other grants offered by the film commission it might be eligible for.

Any information you can provide would be greatly



iMessage





3 People >

appreciated.  
Kind regards,  
Brittney Deguara  
Reporter

ENDS

so I know it hasn't applied for  
any funding yet but there is an  
intention to come in for the  
incentives but what other  
grants would it be eligible for?

JM

Can someone construct a  
response for me please?

JM

Philippa Mossman

PM

I'll email you a first draft shortly

I've got one too — will email



iMessage







3 People >

Jasmin McSweeney

JM

Just replied to your email.

JM

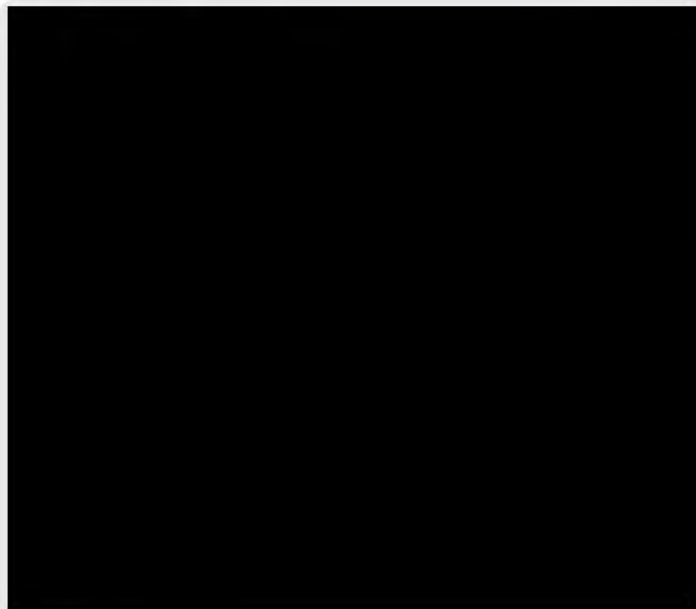
Maybe instead of has been made I say has been received. More arms length again.

Philippa Mossman

PM

Yes I agree better And your draft is good

PM



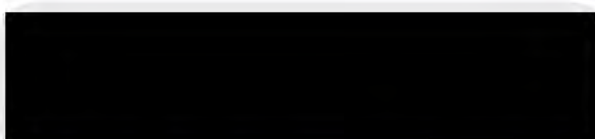
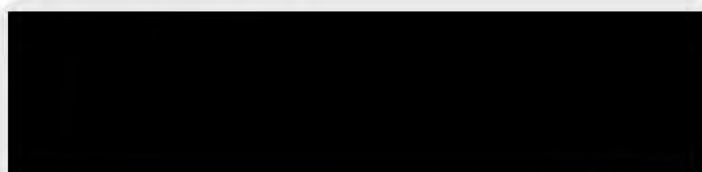
iMessage





3 People >

Jasmin McSweeney



JM

I think that's a good idea too.

So final comment would be:

Given the producers have yet to determine their approach to financing the production of the film, it is not possible for the NZFC to advise on the basis of information made available to it, whether the project would be eligible for any specific discretionary NZFC funding programmes or the NZSPG.

As commented yesterday, the



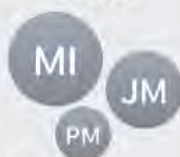
iMessage



VF Aotearoa

11:37

38%



3 People >

As commented yesterday, the NZFC staff understand the producers do intend to apply at some stage in the future for the New Zealand screen incentives programme, the New Zealand Screen Production Grant (NZSPG) but no such application has been received.

Full criteria for the NZFC discretionary funding programmes and the NZSPG are available on the NZFC website.

JM

Ah — just catching up on txts here. Have emailed you Jas.

Jasmin McSweeney

Just replied to your email

I think PM is correct and we



iMessage





VF Aotearoa

11:37

38%



MI

JM

PM

3 People >

JM

remove the overall project comment



The main reason I have that expanded overall project bit is that we don't know the approach in terms of SPV, NZ spend, number of NZ creatives etc. etc. So I was adding an additional limb that gave us a bit more uncertainty than purely its as yet undetermined financial structure, in relation to viability for NZFC support

Jasmin McSweeney

JM

Ok get it

Happy to go with consensus though — [REDACTED]  
[REDACTED]  
My only other comments were



iMessage



VF Aotearoa

11:38

38%



3 People >

Happy to go with consensus  
though — [REDACTED]

My only other comments were  
naming of NZSPG and as  
"scheme" ie mirroring the  
explanatory/defining text on our  
website

Jasmin McSweeney



JM

I think it's a good statement  
and Philippa is happy

Saturday 17:30

Mladen Ivancic



MI

Just back from football  
Assume from texts that a  
response has been formulated?

Philippa Mossman

PM

Yes, and Jas had sent.

Sunday 13:03



iMessage







3 People &gt;


Sunday 13:03

Jasmin McSweeney

Hi Mladen RNZ wants to interview you about the NZFCs grants and subsidies. I have responded the response we sent to Stuff yesterday ad also commented to his request to interview the NZFCs CEO:

"But to be clear the nzfc cannot comment on this project and it's eligibility or intentions around funding as we have no information from the production about this. Most of what you need to know about the grants etc is on our website."

The journalist is available all day for the interview and the story is for tomorrow morning.

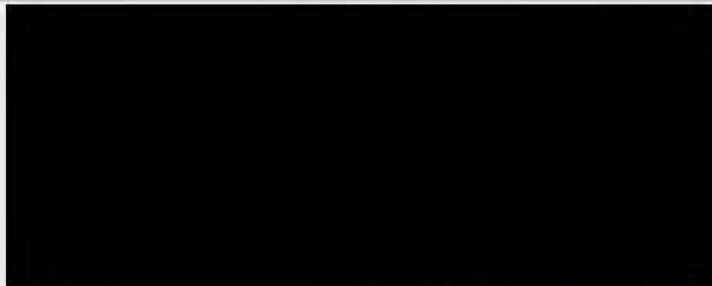


iMessage





3 People >



JM

But up to you mladen - let me know what you want to do.

Mladen Ivancic

MI

I am not that interested in doing the interview  
Same logic - we have nothing more to add to our existing comments  
Also its not really one of our projects  
M

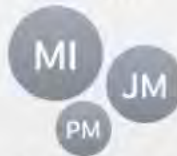
Jasmin McSweeney

Agree I will tell him. They may report the nzfc declined to comment or were contact for comment but issued this



iMessage





3 People >

JM

comment but issued this statement but I am comfortable with that

Mladen Ivancic

MI

Likewise

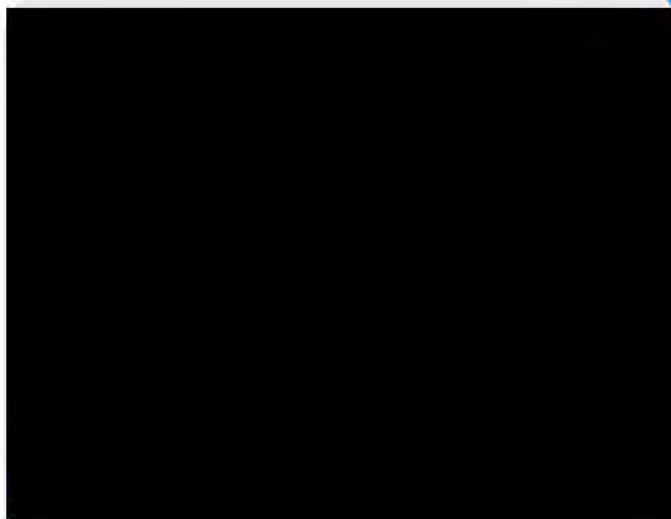
Jasmin McSweeney

JM

Done and he thanked us for considering and letting him know.



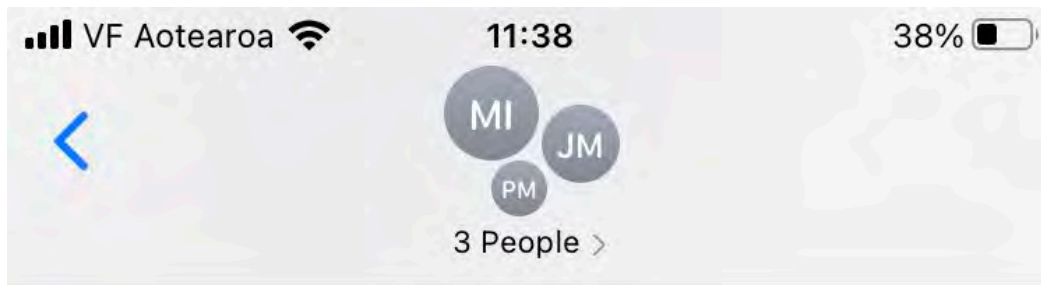
JM



iMessage

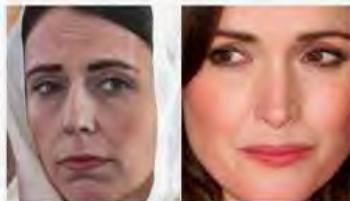






Monday 07:13

**Shut Down 'They Are Us' Movie, which side-lines victims of the March 15th terrorist attack**



The National Islamic Youth Association started this petition to Filmstars Entertainment and 2 others.

51 of our Muslim whānau were murdered by a white supremacist terrorist in Christchurch on 15 March 2019 – including Naeem Rashid, a father and a teacher from Pakistan; Hussein Al-Uman,

44,524 have signed. Let's get to 50,000

At 50,000 signatures, this petition becomes one of the top signed on Change.org

Guled Mervyn signed this petition

Red Green signed 2 hours ago

Amanpreet Singh signed 2 hours ago

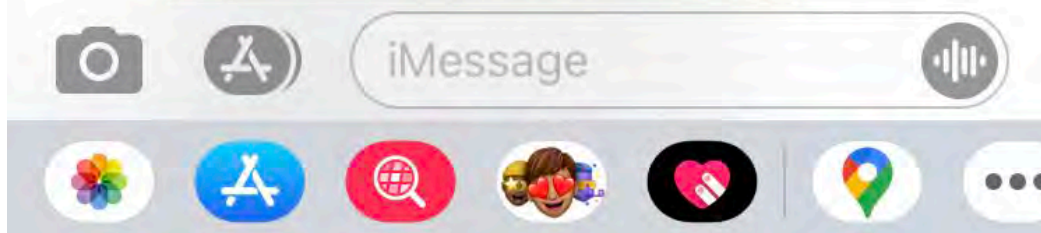
100% Done

Please share my name and email address with The National Islamic Youth Association so that I can receive updates on this campaign and others.

**Mosque attacks film: Movies about politicians should not be taxpayer-funded**

stuff.co.nz

Philippa Mossman





MI

JM

PM

3 People >



PM

Cartoon in this morning's Herald, op ed pages.

Jasmin McSweeney

JM

Have you read your emails yet?

**Mladen** will you provide the embargoed release to Anna and Hannah for on-supply to PMO?

Mladen Ivancic

MI

Yes  
Let's catch up when we are all in office  
An interesting weekend



iMessage



VF Aotearoa

16:03

72%



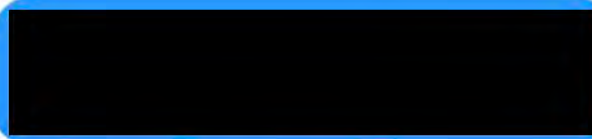
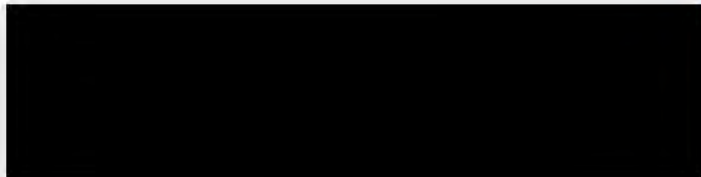
Jasmin >

🔍 they are us andrew nic...  
google.com



FYI - big pickup already

HA  
HA



Will you send rose Byrne link to  
all staff and board?

Can you do it pls? Feels better  
coming from you I think (given  
you send these sort of  
announcements regularly)



iMessage





VF Aotearoa

16:03

72%



Jasmin >



Btw most of the trade articles  
I've scanned note Andrew as a  
Kiwi



Happy to do it. Will do it now

Any downside/issues you can  
see with me sending this to AS  
cc Mladen and you?

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/](https://variety.com/2021/film/news/rose-byrne-andrew-niccol-christchurch-mosque-shootings-1234993559/)



iMessage



VF Aotearoa

16:03

72%



Jasmin >

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



I don't see any. I told her about Venice.

Friday 08:53



iMessage





VF Aotearoa

16:03

72%



Jasmin >

Friday 08:53



**Actress Rose Byrne to play  
Jacinda Ardern in film based on  
Christchurch mosque attacks...**

[rnz.co.nz](http://rnz.co.nz)

RNZ pickup



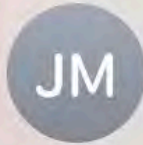
iMessage



VF Aotearoa

16:04

72%

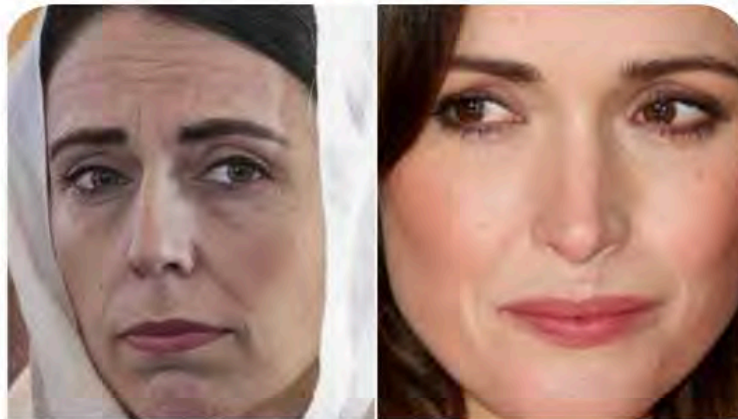


Jasmin >

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

[thespinoff.co.nz](http://thespinoff.co.nz)

First accent ref



**Rose Byrne to play New Zealand Prime Minister Jacinda Ardern in film based on Christchurch mo...**

[stuff.co.nz](http://stuff.co.nz)

A spokesperson for Jacinda Ardern said: "The Prime Minister and the Government have no involvement with the film."



iMessage



VF Aotearoa

16:04

72%



Jasmin >

A spokesperson for Jacinda Ardern said: "The Prime Minister and the Government have no involvement with the film."



I've just had kate Rodger ask me if we are involved and I have replied as per the reactive statements

Saturday 08:11

## 'How is it okay for others to profit off our pain?'

*Opinion* - The movie *They Are Us* should not focus on a white woman character and her role in the aftermath of a heinous tragedy, but the stories of the Muslim victims and survivors, **Saziah Bashir** writes.

**Comment & Analysis** 13 minutes ago

Related



iMessage







Jasmin &gt;

## 'How is it okay for others to profit off our pain?'

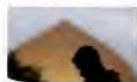
*Opinion* - The movie *They Are Us* should not focus on a white woman character and her role in the aftermath of a heinous tragedy, but the stories of the Muslim victims and survivors, **Saziah Bashir** writes.

**Comment & Analysis** 13 minutes ago

### Related

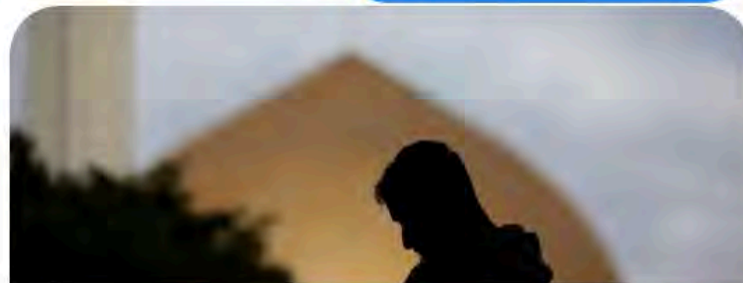
**Actress Rose Byrne to play Jacinda Ardern in film based on Christchurch mosque attacks - report**

**They are not us and it hurts to be props in a Hollywood movie**



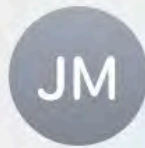
**Thousands sign petition denouncing mosque**

[RNZ homepage](#)



iMessage





Jasmin >

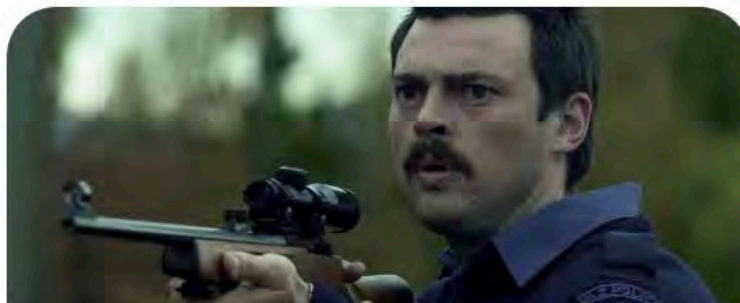


**Thousands sign petition  
denouncing mosque attacks film**

[rnz.co.nz](http://rnz.co.nz)

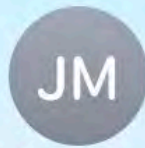
Thousands sign petition  
denouncing mosque attacks  
film | RNZ News

Saturday 20:27



iMessage





Jasmin >



**'What people don't want is to be exploited': The people who've made films about Kiwi tragedies**

[stuff.co.nz](http://stuff.co.nz)

Sunday 07:25



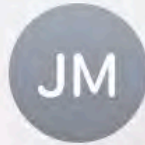
**Riz Ahmed calls for urgent change in 'toxic portrayals' of**



iMessage







Jasmin &gt;



**Riz Ahmed calls for urgent change in 'toxic portrayals' of Muslims on screen**

theguardian.com

I've been following this thread (ie Riz's activism in this space) for a while. It'll be interesting to see whether he engages with the TAU response over the coming period, as that could extend the kōrero beyond local media and community comment (as it solely/largely seems to be currently) to an international and industrial level.

Delivered



iMessage



**From:** [Mladen Ivancic](#)  
**To:** [Jasmin McSweeney](#); [Chris Payne](#)  
**Subject:** RE: Newstalk ZB Interview Request  
**Date:** Monday, 14 June 2021 9:32:51 a.m.  
**Attachments:** [image001.jpg](#)  
[image002.jpg](#)  
[image008.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.jpg](#)  
[image014.png](#)  
[image015.png](#)  
[image016.png](#)  
[image017.jpg](#)

---

Yup

M

---

**From:** Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>  
**Sent:** Monday, 14 June 2021 9:32 a.m.  
**To:** Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>; Chris Payne <chris.payne@nzfilm.co.nz>  
**Subject:** FW: Newstalk ZB Interview Request  
**Importance:** High

A request from yesterday. I think we don't respond and wait until 12noon.

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



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**From:** [REDACTED]  
**Sent:** Monday, 14 June 2021 9:30 a.m.  
**To:** Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>  
**Subject:** FW: Newstalk ZB Interview Request



**Importance:** High

**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](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this e-mail.



---

**From:** Alexander Goldsmith [REDACTED]  
**Sent:** Sunday, 13 June 2021 4:47 p.m.  
**To:** marketing <[marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz)>  
**Subject:** Newstalk ZB Interview Request

Kia Ora Team,

Alexander from Early Edition on Newstalk ZB.

Hope you are well.

Just reaching out, was wondering if it was possible to arrange for someone from the NZ Film Commission to do a quick phone interview on Early Edition with Kate Hawkesby tomorrow morning?

We are wanting to discuss the recently announced movie They Are Us, a film about Jacinda Arden and her response to the mosque shooting.

It would be great to know:

\*What is the commission's stance on the proposed film

\*Secondly we would want to talk more in general, about what care should be taken NZ stories, especially ones of national tragedies?

Should there be wider consultation with Whanau affected, in-depth research, and so forth?

Timing wise, we are an early show (on-air 5am-6am weekdays) but it would be a quick 3-4 minute phone interview, and we think it would be a great conversation.

Let me know if we can make this work.

Many Thanks,

ALEXANDER GOLDSMITH

Early Edition Producer



ME: My pronouns are he/him



---

This email and any attachments are strictly confidential and subject to copyright. They may contain privileged information. If you are not the intended recipient please delete the message and notify the sender. You should not read, copy, use, change, alter or disclose this email or its attachments without authorisation. The company and any related or associated companies do not accept any liability in connection with this email and any attachments including in connection with computer viruses, data corruption, delay, interruption, unauthorised access or unauthorised amendment. Any views expressed in this email and any attachments do not necessarily reflect the views of the company or the views of any of our related or associated companies.

Any information contained in this e-mail in relation to an advertising booking are subject to, and should be read in conjunction with, our standard advertising [Terms & Conditions](#)

NZME Ltd / NZME Holdings Ltd / NZME Publishing Ltd / NZME Radio Ltd / NZME Educational Media Ltd / GrabOne Ltd

---

**From:** [Jasmin McSweeney](#)  
**To:** [Mladen Ivancic](#); [Chris Payne](#)  
**Subject:** FW: FW: They Are Us  
**Date:** Monday, 14 June 2021 4:08:01 p.m.  
**Attachments:** [image007.png](#)  
[image008.png](#)  
[image009.png](#)  
[image003.jpg](#)  
[image001.jpg](#)  
[image003.png](#)  
[image004.jpg](#)

---

Hi Glenn

The NZFC, like other Government agencies, has a “no surprises” policy with the Government. We received the embargoed press release on June 9<sup>th</sup> announcing the project would be introduced to the Cannes Film Market. We forwarded the release on to the Ministry for Culture and Heritage and the Office of the Minister for Arts, Culture and Heritage (Hon Carmel Sepuloni), with the understanding that they would provide the release to the Prime Minister’s Chief Press Secretary. We believe they did this on June 10<sup>th</sup>.

The embargo lifted on June 11<sup>th</sup> at 7am New Zealand time.

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  
[\[REDACTED\]@nzfc.co.nz](#)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**From:** Glenn McConnell [REDACTED] >  
**Sent:** Monday, 14 June 2021 1:43 p.m.

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

**Subject:** Re: FW: They Are Us

Thanks Jasmin, so just to be clear - had the They Are Us production been in touch with NZ Film Commission? And, was it NZFC that let Ardern know about it - or just the ministry for culture?

Cheers,  
Glenn

On Mon, Jun 14, 2021 at 12:06 PM Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)> wrote:

Dear Glenn

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.

A statement has just been released by the NZ producer which you may have received at 12noon.

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](http://www.nzfilm.co.nz) | [ondemand@nzfilm.co.nz](mailto:ondemand@nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.

---

**From:** Glenn McConnell [REDACTED]  
**Sent:** Monday, 14 June 2021 8:05 a.m.  
**To:** [REDACTED]  
**Subject:** Fwd: They Are Us

Kia ora, [REDACTED] - I'm not sure if we've emailed before. I report on showbiz and culture for Stuff, thought I'd cc in NZ Film Com to this - as ministers sometimes mention the ministry rather than agency... And obviously your agency is responsible for the NZSPG.

Has They Are Us applied for assistance from the NZ Film Commission?

Cheers,  
Glenn

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

From: **Glenn McConnell** <[REDACTED]>  
Date: Mon, Jun 14, 2021 at 7:25 AM  
Subject: They Are Us  
To: [media@mch.govt.nz](mailto:media@mch.govt.nz) <[media@mch.govt.nz](mailto:media@mch.govt.nz)>

Mōrena,

On Breakfast this morning, the prime minister said she first heard of the film They Are Us from the Ministry of Culture and Heritage.

I was interested in how the ministry had heard They Are Us was underway. (Has it already applied for the NZ Screen Production Grant?)

Cheers, Glenn

--

**Glenn McConnell**

Kaikawe kōrero

Journalist - Stuff [Life](#) and [Culture](#), [Sunday Star-Times](#)

Columnist - [The Dominion Post](#), [The Press](#)

Presenter of [He'll Be Right](#)



**PO Box 6341**, Victoria Street West, Auckland, 1142

My work and the journalism from *Stuff* and its newsrooms relies on the support of subscribers, [advertisers](#) and Stuff supporters. [Subscribe to your local newspaper](#), or make a contribution at [stuff.co.nz/support](#).

The information contained in this e-mail message and any accompanying files is or may be confidential. If you are not the intended recipient, any use, dissemination, reliance, forwarding, printing or copying of this e-mail or any attached files is unauthorised. This e-mail is subject to copyright. No part of it should be reproduced, adapted or communicated without the written consent of the copyright owner. If you have received this e-mail in error please advise the sender immediately by return e-mail or telephone and delete all copies. Stuff does not guarantee the accuracy or completeness of any information contained in this e-mail or attached files. Internet communications are not secure, therefore Stuff does not accept legal responsibility for the contents of this message or attached files.

--

**Glenn McConnell**

Kaikawe kōrero

Journalist - Stuff [Life](#) and [Culture](#), [Sunday Star-Times](#)

Columnist - [The Dominion Post](#), [The Press](#)

Presenter of [He'll Be Right](#)



**PO Box 6341**, Victoria Street West, Auckland, 1142

My work and the journalism from *Stuff* and its newsrooms relies on the support of subscribers, [advertisers](#) and Stuff supporters. [Subscribe to your local newspaper](#), or make a contribution at [stuff.co.nz/support](#).

The information contained in this e-mail message and any accompanying files is or may be confidential. If you are not the intended recipient, any use, dissemination, reliance, forwarding, printing or copying of this e-mail or any attached files is unauthorised. This e-mail is subject to copyright. No part of it should be reproduced, adapted or communicated without the written consent of the copyright owner. If you have received this e-mail in error please advise the sender immediately by return e-mail or telephone and delete all copies. Stuff does not guarantee the accuracy or completeness of any information contained in this e-mail or attached files. Internet communications are not secure, therefore Stuff does not accept legal responsibility for the contents of this message or attached files.

**From:** [Jasmin McSweeney](#)  
**To:** [Mladen Ivancic](#); [Chris Payne](#)  
**Subject:** FW: Terror attack movie - NZ Herald request  
**Date:** Monday, 14 June 2021 9:32:53 a.m.  
**Attachments:** [Outlook-1wgnibwl.png](#)  
[image001.jpg](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.jpg](#)  
[image008.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image007.jpg](#)  
[image013.jpg](#)  
**Importance:** High

---

Ditto to my email earlier.

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](#)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**From:** [REDACTED]  
**Sent:** Monday, 14 June 2021 9:32 a.m.  
**To:** Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>  
**Subject:** FW: Terror attack movie - NZ Herald request  
**Importance:** High

[REDACTED] [REDACTED]  
**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](#)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this e-mail.



---

**From:** Anna Leask [REDACTED]  
**Sent:** Monday, 14 June 2021 8:16 a.m.  
**To:** marketing <[marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz)>  
**Subject:** Terror attack movie - NZ Herald request

Hi there,

I hope this finds you well.

I just wanted to check in and see if there was any further comment about the proposed movie about the Christchurch terror attack, They Are Us.

Has the NZFC had any contact at this stage with the filmmakers regarding funding or assistance etc?

I appreciate comment may have been given earlier but I wanted to check in today and see if there was anything new to report from your perspective - and whether the petition, with more than 50,000 signatures, will have any bearing on future assistance from the Film Commission around this project?

Thanks so much,

Anna

**Anna Leask**  
SENIOR JOURNALIST - CHRISTCHURCH

**From:** [Mladen Ivancic](#)  
**To:** [Anna Butler](#); [Hannah Newport-Watson](#)  
**Cc:** [Jasmin McSweeney](#); [Chris Payne](#); [Philippa Mossman](#)  
**Subject:** FW: They Are Us - embargoed to 12.00 pm Monday 14 June 2021  
**Date:** Monday, 14 June 2021 9:00:38 a.m.

---

Hi Anna/Hannah

See email below – note embargoed until 12.00.

Regards

Mladen

---

**From:** Philippa Campbell [REDACTED]  
**Sent:** Monday, 14 June 2021 8:49 a.m.  
**To:** Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>  
**Cc:** Chris Payne <chris.payne@nzfilm.co.nz>; Leanne Saunders <leanne.saunders@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>; Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>  
**Subject:** They Are Us - embargoed to 12.00 pm Monday 14 June 2021

### **Statement from Philippa Campbell on ending involvement with *They Are Us* film**

14 June 2021

Auckland-based film and television producer Philippa Campbell has withdrawn from the team working on the proposed film about the aftermath of the March 15, 2019 Christchurch terror attacks, *They Are Us*.

Campbell deeply regrets the shock and hurt the announcement of the film has led to throughout Aotearoa New Zealand.

"I've listened to the concerns raised over recent days and I have heard the strength of people's views. I now agree that the events of March 15, 2019 are too raw for film at this time and do not wish to be involved with a project that is causing such distress," Campbell said.

"When I was approached to work on the film I was moved by the filmmakers' vision to pay respect to the victims, their families, and those who assisted them. This was reinforced by research interviews undertaken by producer Ayman Jamal with members of the Muslim community in Christchurch. I also hoped that telling the story of swift gun control action might resonate in America and other countries that have struggled to create political consensus to control guns."

"I deeply regret the shock and hurt the announcement of the film has caused throughout Aotearoa New Zealand. The announcement was focused on film business, and did not take enough account of the political and human context of the story in this country. It's the complexity of that context I've been reflecting on that has led me to this decision."



No further comment will be provided.

ENDS

Philippa Campbell  
Escapade Pictures Ltd  
Auckland  
Aotearoa New Zealand

**From:** [Mladen Ivancic](#)  
**To:** [Chris Payne](#); [Catherine Bates](#)  
**Subject:** FW: Google Alert - new zealand film commission  
**Date:** Monday, 14 June 2021 9:25:25 a.m.  
**Attachments:** [~WRD0001.jpg](#)

---

An interesting opinion piece.

M

---

**From:** Google Alerts <googlealerts-noreply@google.com>  
**Sent:** Monday, 14 June 2021 9:20 a.m.  
**To:** Mladen Ivancic <mladen.ivancic@nzfilm.co.nz>  
**Subject:** Google Alert - new zealand film commission



## new zealand film commission

As-it-happens update · June 13, 2021

NEWS

[Mosque attacks film: Movies about politicians should not be taxpayer-funded](#)

Stuff.co.nz

But the film also opened a far less important, but still interesting, question about how New Zealand's film subsidy regime interacts with New Zealand's ...



[Flag as irrelevant](#)

You have received this email because you have subscribed to **Google Alerts**.

[Unsubscribe](#)



[Receive this alert as RSS feed](#)

[Send Feedback](#)

**From:** [Philippa Campbell](#)  
**To:** [Jasmin McSweeney](#)  
**Subject:** Media contact list They Are Us release  
**Date:** Monday, 14 June 2021 11:55:26 a.m.  
**Attachments:** [email media list for public release 14 June.docx](#)

---

Hi Jas,

Here's a list of the media who have been in contact with me over the weekend, and to whom I have sent the release about my withdrawal.

Abdigani Ali is the spokesperson for the Chch Muslim association and is working with Ayman on comms which are yet to be released by Ayman and Stewart. I sent it to him separately, prior to the general list.

[REDACTED]

Ngā mihi,

Philippa

Philippa Campbell  
Escapade Pictures Ltd  
Auckland  
Aotearoa New Zealand

**From:** [Jasmin McSweeney](#)  
**To:** [Chris Payne](#); [Mladen Ivancic](#)  
**Subject:** FW: INQUIRY FROM ONE NEWS  
**Date:** Monday, 14 June 2021 5:44:46 p.m.  
**Attachments:** [image001.jpg](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.jpg](#)

---

See question about any other films and the NZFC being approached. Chris can you please give me a sentence or two about this. Tx

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](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**From:** Simon Mercep [REDACTED]  
**Sent:** Monday, 14 June 2021 12:11 p.m.  
**To:** Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>  
**Subject:** INQUIRY FROM ONE NEWS

Hi Jasmin

I'm Simon Mercep from One News in Auckland. We're working on a story today regarding the film project They Are Us, about the Christchurch mosque attacks.

The producers issued a statement on Friday that they were about to seek funding for the next stage of the project, which was the actual filming.

Can you tell us whether the NZ Film Commission has been approached to contribute funding for this?

If so, what has been the Film Commission's response?

Has the film commission been approached by any other film makers over a film on the Christchurch attacks? If so, what can you tell us about this?

And finally is there anyone from the Film Commission available today to cover these matters in a filmed interview?

Many thanks Jasmin

Simon Mercep

One News



**From:** Jasmin McSweeney  
**To:** Mladen Ivancic; Chris Payne  
**Subject:** RE: THEY ARE US  
**Date:** Monday, 14 June 2021 3:08:47 p.m.  
**Attachments:** [image001.jpg](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.jpg](#)  
[image008.jpg](#)  
[image009.jpg](#)

Hi Mladen

Will you reply to John and the Board and clarify that the NZFC did not send out the press release and that our consistent statement has been that it is not possible for the NZFC to comment on whether the project would be eligible for any specific discretionary NZFC funding programmes or any of the New Zealand Government's screen incentives scheme as we are not in receipt of any funding applications for this film. Full criteria for the NZFC discretionary funding programmes and the NZSPG are available on the NZFC website. And today we have added, "and you may have seen news stories this afternoon referencing the NZ producer's decision today to withdraw from the project."

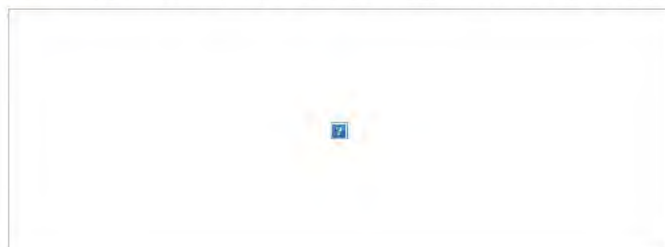
Cheers

Jasmin McSweeney | Head of Marketing (she/her)  
New Zealand Film Commission | Te Tumu Whakaata Taonga  
011 | PO Box 11546, Manners Street, Wellington 6142

[\[Redacted\]](#) [nz](#)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7500) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



**From:** Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Sent:** Monday, 14 June 2021 1:16 p.m.  
**To:** Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>; Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>  
**Subject:** FW: THEY ARE US

**From:** John McCay <[\[Redacted\]](#)>  
**Sent:** Monday, 14 June 2021 12:50 p.m.  
**To:** Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>  
**Subject:** FW: THEY ARE US

FYI

**John McCay**  
Partner

[\[Redacted\]](#)

MinterEllisonRuddWatts  
[minterellison.co.nz](http://minterellison.co.nz) | [LinkedIn](#)



**Important information**

This email and any attachments are confidential and may be legally privileged (in which case neither is waived or lost by mistaken delivery). Please notify us if you have received this message in error, and remove both emails from your system. Any unauthorised use is expressly prohibited. MinterEllisonRuddWatts collects personal information to provide and market our services (see our privacy policy at [minterellison.co.nz](http://minterellison.co.nz) for more information about use, disclosure and access). MinterEllisonRuddWatts' liability in connection with transmitting, unauthorised access to, or viruses in this message and its attachments, is limited to re-supplying this message and its attachments.

Lawyers are required to seek verification of their client's identity. [Learn more.](#)

**From:** Ant Timpson <[\[Redacted\]](#)>  
**Sent:** Monday, 14 June 2021 12:44 PM  
**To:** AllBoard <[\[Redacted\]](#)>  
**Subject:** RE: THEY ARE US

Kia ora Board,

I'm sure everyone was taken by surprise by the news of THEY ARE US

My only comment is about some rosey messaging going around that makes it look like we knew about this project etc - see attached

Will there be any NZFC comms response?

Best  
Ant Timpson



12:38



Instagram



Liked by drhinemoa and 95 others

shaneellall Auckland-based producer Philippa Campbell withdraws from working on movie. In a statement on behalf of the Film Commission, producer Philippa Campbell said she deeply regrets the shock and hurt the announcement of the film has led to throughout Aotearoa New Zealand.

When I said we need to dismantle They Are Us, I meant it. Philippa Campbell, the producer of They Are Us has pulled out from the movie and will no longer be working on it. Grassroots movements work. Sign the petition until it is fully canned.

@fullyrosebyrne here's your chance to exit! I'm letting you see, don't do it! Every



[ourst.co.nz](https://www.ourst.co.nz) | [nziff.co.nz](https://www.nziff.co.nz) |

Mail : Box 5653 Victoria St West, Auckland, New Zealand |

This e-mail and any files transmitted with it are intended solely for the use of the individual or entity to whom they are addressed.



**From:** [Catherine Bates](#)  
**To:** [Chris Payne](#); [Jasmin McSweeney](#)  
**Cc:** [Mladen Ivancic](#); [Philippa Mossman](#)  
**Subject:** RE: FOR RESPONSE : WPOs [UNCLASSIFIED]  
**Date:** Tuesday, 15 June 2021 7:12:23 p.m.  
**Attachments:** [image001.jpg](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.jpg](#)  
[image009.png](#)  
[image010.png](#)  
[image011.jpg](#)  
[image015.jpg](#)  
[image016.jpg](#)  
[image002.jpg](#)  
[image014.jpg](#)  
[image017.jpg](#)  
[image018.jpg](#)

---

All good - chat tomorrow.

Ngā mihi,

Catherine

Catherine Bates | Head of Incentives and International Promotions (she/her)  
New Zealand Film Commission | Te Tumu Whakaata Taonga  
Ground Floor, Kauri Timber Building, 29 Graham Street or 104 Fanshawe Street, Auckland, 1010  
PO Box 11546, Manners Street, Wellington 6142



[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this e-mail.

---

**From:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>  
**Sent:** Tuesday, 15 June 2021 6:32 p.m.  
**To:** Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>; Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>  
**Cc:** Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>; Philippa Mossman

<philippa.mossman@nzfilm.co.nz>

**Subject:** RE: FOR RESPONSE : WPQs [UNCLASSIFIED]

Thanks Catherine – let's discuss ASAP tomorrow morning and respond to Jessica after that.

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

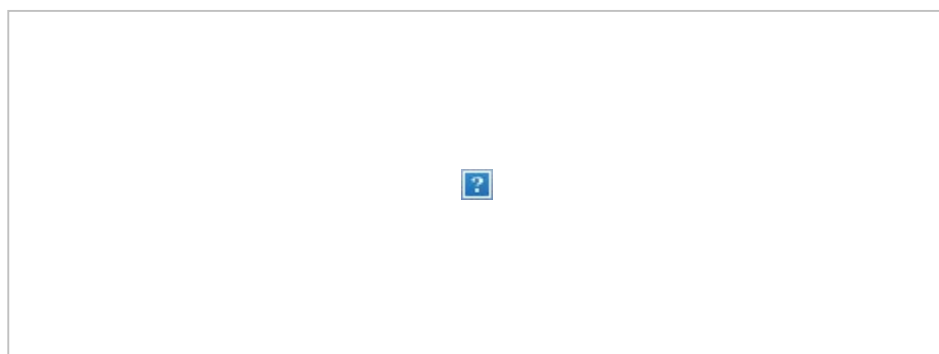
[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



---

**From:** Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>

**Sent:** Tuesday, 15 June 2021 5:31 p.m.

**To:** Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>; Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>

**Cc:** Mladen Ivancic <[mladen.ivancic@nzfilm.co.nz](mailto:mladen.ivancic@nzfilm.co.nz)>; Philippa Mossman

<[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>

**Subject:** FOR RESPONSE : WPQs [UNCLASSIFIED]

Hi – please see the follow up question below.

Ngā mihi,

Catherine

Catherine Bates | Head of Incentives and International Promotions (she/her)

New Zealand Film Commission | Te Tumu Whakaata Taonga

Ground Floor, Kauri Timber Building, 29 Graham Street or 104 Fanshawe Street, Auckland, 1010

PO Box 11546, Manners Street, Wellington 6142



[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)





The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this e-mail.

---

**From:** Jessica Allison-Batt <[Jessica.Allison-Batt@mbie.govt.nz](mailto:Jessica.Allison-Batt@mbie.govt.nz)>  
**Sent:** Tuesday, 15 June 2021 5:29 p.m.  
**To:** Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>  
**Subject:** RE: WPQs [UNCLASSIFIED]

Follow up question.

What was the specific approach made to NZFC? On they are us?

For example did a producer approach NZFC with an email a phone call, an interaction at a meeting? Have there been substantive discussions with the production at a working level. I note that all interactions (not just documents) are OIAble so keen to have as accurate a picture as possible on a no surprises basis.

Or was the approach just the press release you describe below?

Many thanks,

Jessica Allison-Batt

---

**From:** Jessica Allison-Batt  
**Sent:** Tuesday, 15 June 2021 5:21 PM  
**To:** Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>  
**Subject:** RE: WPQs [UNCLASSIFIED]

Thanks Catherine 😊 really appreciate this. Will inform Gina and Dean and draft a write up for the WPQs.

---

**From:** Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>  
**Sent:** Tuesday, 15 June 2021 4:50 PM

**To:** Jessica Allison-Batt <[Jessica.Allison-Batt@mbie.govt.nz](mailto:Jessica.Allison-Batt@mbie.govt.nz)>; Philippa Mossman  
<[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>  
**Subject:** RE: WPQs [UNCLASSIFIED]

Hi Jessica - please find a draft response below. Happy to discuss.

As part of its function as New Zealand's national film agency, the NZFC is regularly approached by international filmmakers with projects. In the period since the March 15 mosque attacks, staff have been approached by three international filmmaking teams with projects on the topic, one of which is *They Are Us*. As with that project, the NZFC is not involved with either of the other two projects – they have not applied for any New Zealand Government screen funding, whether NZFC development or production funding or the NZSPG.

The NZFC received an embargoed press release from the producers on June 9<sup>th</sup> announcing the project would be introduced at the Cannes Film Market. We forwarded the release and a summary of the project and filmmakers on June 10<sup>th</sup> to the Ministry for Culture and Heritage and the Office of the Minister for Arts, Culture and Heritage (Hon Carmel Sepuloni), with the understanding that they would provide the release to the Prime Minister's Chief Press Secretary. We were advised that they did this on June 10<sup>th</sup>. The embargo lifted on June 11<sup>th</sup> at 7am New Zealand time.

For clarity - the project, *They Are Us*, 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. We do understand that the production does intend to apply for the New Zealand Screen Production Grant (NZSPG) however, we haven't received a SPG grant application and are therefore unable to comment on the likely level of Grant or even the project's eligibility.

Ngā mihi,

Catherine

Catherine Bates | Head of Incentives and International Promotions (she/her)  
New Zealand Film Commission | Te Tumu Whakaata Taonga  
Ground Floor, Kauri Timber Building, 29 Graham Street or 104 Fanshawe Street, Auckland, 1010  
PO Box 11546, Manners Street, Wellington 6142



[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)





The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this e-mail.

---

**From:** Jessica Allison-Batt <[Jessica.Allison-Batt@mbie.govt.nz](mailto:Jessica.Allison-Batt@mbie.govt.nz)>  
**Sent:** Tuesday, 15 June 2021 1:58 p.m.  
**To:** Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>  
**Subject:** RE: WPQs [UNCLASSIFIED]

Hey there- if this one is tomorrow no problem at all- will try to get it signed off by Gina afternoon of tomorrow.

---

**From:** Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>  
**Sent:** Tuesday, 15 June 2021 1:57 PM  
**To:** Jessica Allison-Batt <[Jessica.Allison-Batt@mbie.govt.nz](mailto:Jessica.Allison-Batt@mbie.govt.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>  
**Subject:** Re: WPQs [UNCLASSIFIED]

Hi Jessica

We'll come back to you as soon as possible.

Catherine

Get [Outlook for iOS](#)

---

**From:** Jessica Allison-Batt <[Jessica.Allison-Batt@mbie.govt.nz](mailto:Jessica.Allison-Batt@mbie.govt.nz)>  
**Sent:** Tuesday, June 15, 2021 1:39:35 PM  
**To:** Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>; Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>  
**Subject:** FW: WPQs [UNCLASSIFIED]

Hey there Catherine and Philippa,

Can I confirm whether NZFC has engaged with the 'They are us production?' I understand that the answer is likely no and will proceed to draft responses on this basis- but just want to double check

with NZFC.

Cheers,

**Jessica Allison-Batt**

SENIOR POLICY ADVISOR

Industry Policy, Economic Development and Transitions Branch

Ministry of Business, Innovation & Employment

[Jessica.Allison-Batt@mbie.govt.nz](mailto:Jessica.Allison-Batt@mbie.govt.nz) | Mobile: [REDACTED]

15 Stout Street, Central Wellington, Wellington 6011

NZBN 9429000106078

---

**From:** Ayana Menorca <[Ayana.Menorca@parliament.govt.nz](mailto:Ayana.Menorca@parliament.govt.nz)>

**Sent:** Tuesday, 15 June 2021 1:25 PM

**To:** Gina Williamson <[Gina.Williamson@mbie.govt.nz](mailto:Gina.Williamson@mbie.govt.nz)>; Jessica Allison-Batt <[Jessica.Allison-Batt@mbie.govt.nz](mailto:Jessica.Allison-Batt@mbie.govt.nz)>

**Cc:** Ministerial Services <[MinisterialServices@mbie.govt.nz](mailto:MinisterialServices@mbie.govt.nz)>

**Subject:** RE: WPQs

Hi both,

In addition to the below – could you include this one as well

**Reply 24844 (2021) has been released**

**Portfolio:** Economic and Regional Development (Hon Stuart Nash)

**Due:** 23 Jun 2021

**Question:** Has the Government had any discussions with the producers of forthcoming production 'They Are Us' and, if so, what level of NZ Screen Production Grant have the producers of the film indicated they will apply for?

[24844 \(2021\)](#)

The draft answer for the above can be submitted to the office on Monday, 21 June

Thank you,

Ayana



**Ayana Menorca**

**Private Secretary – Economic Development and Tourism (Ministerial Services)**

**Office of Hon Stuart Nash**

Minister for Economic and Regional Development | Minister for Small Business

Minister of Tourism | Minister of Forestry

M: [REDACTED]

Email: [ayana.menorca@parliament.govt.nz](mailto:ayana.menorca@parliament.govt.nz)

---

**From:** Ayana Menorca

**Sent:** Monday, 14 June 2021 1:40 PM

**To:** Gina Williamson <[Gina.Williamson@mbie.govt.nz](mailto:Gina.Williamson@mbie.govt.nz)>; Jessica Allison-Batt <[Jessica.Allison-Batt@mbie.govt.nz](mailto:Jessica.Allison-Batt@mbie.govt.nz)>

**Cc:** Ministerial Services <[MinisterialServices@mbie.govt.nz](mailto:MinisterialServices@mbie.govt.nz)>

**Subject:** WPQs

Hi Gina and Jessica,

We received the below WPQs. We might get guidance from PMO, however could you please start working on answers

**Reply 24487 (2021) has been released**

**Portfolio:** Economic and Regional Development (Hon Stuart Nash)

**Due:** 22 Jun 2021

**Question:** Has any agency for which he is responsible been approached regarding funding or incentives for the proposed "They Are Us" film production, if so, what was the approach, and on what date(s) were agencies approached?

[24487 \(2021\)](#)

---

**Reply 24486 (2021) has been released**

**Portfolio:** Economic and Regional Development (Hon Stuart Nash)

**Due:** 22 Jun 2021

**Question:** Has any funding, or another incentive, been provided by any agency for which the Minister is responsible for the proposed production of the film "They are us", if so, what has been provided and on what date?

[24486 \(2021\)](#)

Could we please get the draft answers before or on **Friday, 18 June 2021**?

If I get further updates on office guidance, I will let you know

Thank you

Ayana



**Ayana Menorca**  
Private Secretary – Economic Development and Tourism (Ministerial Services)

**Office of Hon Stuart Nash**

Minister for Economic and Regional Development | Minister for Small Business  
Minister of Tourism | Minister of Forestry

M: [REDACTED]  
Email: [ayana.menorca@parliament.govt.nz](mailto:ayana.menorca@parliament.govt.nz) Website: [www.Beehive.govt.nz](http://www.Beehive.govt.nz)  
Private Bag 18041, Parliament Buildings, Wellington 6160, New Zealand

---

[www.govt.nz](http://www.govt.nz) - your guide to finding and using New Zealand government services

---

Any opinions expressed in this message are not necessarily those of the Ministry of Business, Innovation and Employment. This message and any files transmitted with it are confidential and solely for the use of the intended recipient. If you are not the intended recipient or the person responsible for delivery to the intended recipient, be advised that you have received this message in error and that any use is strictly prohibited. Please contact the sender and delete the message and any attachment from your computer.

---



**From:** [Jasmin McSweeney](#)  
**To:** [Chris Payne](#); [Mladen Ivancic](#)  
**Subject:** FW: Interview Request  
**Date:** Monday, 14 June 2021 3:05:16 p.m.  
**Attachments:** [image008.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image003.jpg](#)  
[image001.jpg](#)  
[image004.jpg](#)

---

Just FYI

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](#)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**From:** Laura Beattie [REDACTED]  
**Sent:** Monday, 14 June 2021 3:04 p.m.  
**To:** Jasmin McSweeney <jasmin.mcsweeney@nzfilm.co.nz>  
**Subject:** Re: Interview Request

Hi Jasmin, ok thanks for that.

Cheers  
Laura

**LAURA BEATTIE**  
Executive Producer Heather du Plessis-Allan  
Drive | Newstalk ZB





---

**From:** Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>

**Sent:** 14 June 2021 15:02

**To:** Laura Beattie [REDACTED]

**Subject:** FW: Interview Request

Dear Laura

Annabelle stepped down as CEO in May to return to Australia. Our new CEO will be announced this afternoon, but will not take up the role until July 12<sup>th</sup>.

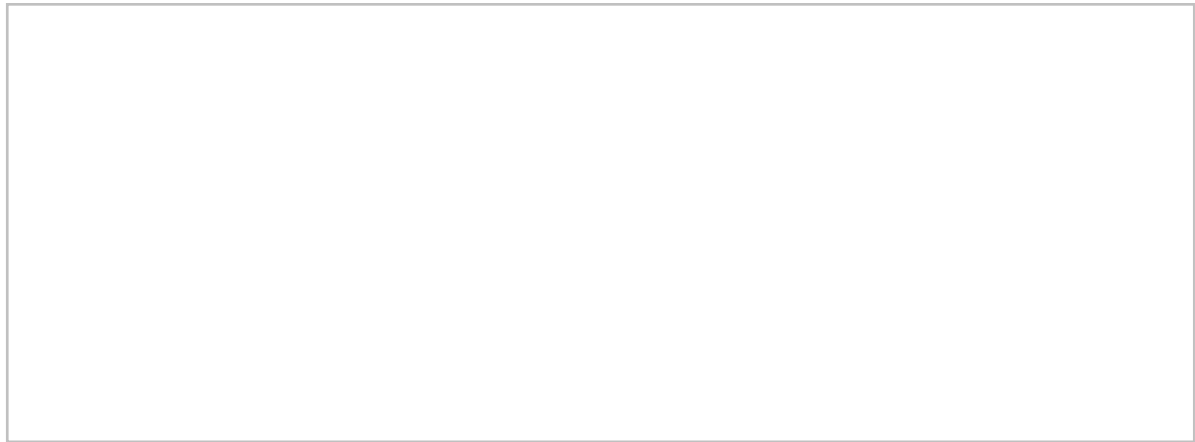
With regards to They are Us, it is not possible for the NZFC to comment on whether the project would be eligible for any specific discretionary NZFC funding programmes or any of the New Zealand Government's screen incentives scheme as we are not in receipt of any funding applications for this film. Full criteria for the NZFC discretionary funding programmes and the NZSPG are available on the NZFC website and you may have seen news stories this afternoon referencing the NZ producer's decision today to withdraw from the project.

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] [nzfilm.co.nz](http://nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**From:** Laura Beattie [REDACTED]  
**Sent:** Monday, 14 June 2021 2:06 p.m.  
**To:** marketing <[marketing@nzfilm.co.nz](mailto:marketing@nzfilm.co.nz)>  
**Subject:** Interview Request

Hi there

I'm producing the Drive show at Newstalk ZB, wondering if Annabelle Sheehan might be available in an interview to talk about the They Are Us movie that's been announced by Kiwi directors and producers.

I wonder how the NZ Film Commission feels about this movie?

Ideally this would be for an interview later this afternoon, but please give me a call in the first instance so I can understand where the Commission stands on the issue.

Kind regards  
Laura

**LAURA BEATTIE**


Executive Producer Heather du Plessis-Allan  
Drive | Newstalk ZB



**From:** [Philippa Mossman](#)  
**To:** [Chris Payne](#); [Leanne Saunders](#)  
**Subject:** RE: They Are Us  
**Date:** Monday, 14 June 2021 5:37:33 p.m.  
**Attachments:** [image001.jpg](#)  
[image007.jpg](#)  
[image008.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.jpg](#)

---

Thanks Chris

Philippa Mossman  
NZFC  


---

**From:** Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>  
**Sent:** Monday, 14 June 2021 5:37 p.m.  
**To:** Philippa Mossman <[philippa.mossman@nzfilm.co.nz](mailto:philippa.mossman@nzfilm.co.nz)>; Leanne Saunders <[leanne.saunders@nzfilm.co.nz](mailto:leanne.saunders@nzfilm.co.nz)>  
**Subject:** FW: They Are Us

FYI

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  
T   
[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](http://ondemand.nzfilm.co.nz)  


The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.



Please consider the environment before printing this email.



---

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

**Sent:** Monday, 14 June 2021 5:34 p.m.

**To:** AllBoard [REDACTED]

**Cc:** Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>; Chris Payne <[chris.payne@nzfilm.co.nz](mailto:chris.payne@nzfilm.co.nz)>

**Subject:** They Are Us

Hi All

We are receiving a lot of media inquiries at the moment around this film project. Set out below is a response we provided to the media earlier today. Hopefully useful background.

*The NZFC, like other Government agencies, has a “no surprises” policy with the Government. We received the embargoed press release from the producers on June 9<sup>th</sup> announcing the project would be introduced at the Cannes Film Market. We forwarded the release and a summary of the project and filmmakers on June 10<sup>th</sup> to the Ministry for Culture and Heritage and the Office of the Minister for Arts, Culture and Heritage (Hon Carmel Sepuloni), with the understanding that they would provide the release to the Prime Minister’s Chief Press Secretary. We were advised that they did this on June 10<sup>th</sup>.*

*The embargo lifted on June 11<sup>th</sup> at 7am New Zealand time.*

Regards

Mladen

**From:** [Chris Payne](#)  
**To:** [stewart till](#)  
**Cc:** [Jasmin McSweeney](#)  
**Subject:** RE: Statement  
**Date:** Tuesday, 15 June 2021 10:36:46 a.m.  
**Attachments:** [They Are Us Joint Media Release 15June2021.pdf](#)

---


Hi Stewart

My colleague, Jasmin McSweeney (Head of Marketing, cc'ed) and I are happy to speak today. We're free for the next half-hour if that works for you, alternatively we both have a window from 12-1:30pm NZT.

I can provide a Teams link if easiest, or we can speak directly via phone.

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  
nz

The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it.

Please consider the environment before printing this email.

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

From: stewart till  >  
Sent: Tuesday, 15 June 2021 4:17 a.m.  
To: Chris Payne <chris.payne@nzfilm.co.nz>  
Subject: Statement

Chris, As I am sure you know the following statement was sent out by The Muslim Association of Canterbury.

Additionally, after Philippa's resignation, could I have a call with you and any of your colleagues to let you know what measures we are implementing to try to rectify the situation. I am in LA but happy to schedule a call at your earliest convenience.

Very best

Stewart

Sent from my iPhone

**15/06/2021**

**Joint Media Release by Muslim Association of Canterbury (Al Noor Mosque) and 'They Are Us'  
Producer Ayman Jamal**

**Media Release addressing the concerns surrounding the 'They Are Us' movie.**

**Abdigani Ali  
Spokesperson  
Muslim Association of Canterbury (Al Noor Mosque)**

"After the Muslim Association of Canterbury's media statement questioning the timing of the film and raising concerns on the focus of the film – the producers of the film have got in contact with MAC to clarify our concerns. After consultation, the producers have shared the synopsis of the movie and listened to our concerns."

"MAC acknowledges that the producers have contacted and spoken to both the Imams of Al Noor and Linwood Mosque and some of the victims of March 15<sup>th</sup> terrorist attack who came forward and shared their stories with film producers however we have come to an understanding that more consultation needs to be done with the victims of the March 15<sup>th</sup> terrorist attack which includes further dialogue with Linwood Islamic Centre and the different community groups that represent the victims such as the March 15<sup>th</sup> Victim Group, Sakinah Foundation and the other ethnic community groups that also represent victims from their ethnic communities such as the Somali, Pakistani and Bengali communities just to name a few of these community groups in Christchurch."

"We have agreed to work closely with the producers to facilitate this process of consultation and any victims of the March 15<sup>th</sup> terrorist attack who are the families of the victims, the survivors or witnesses can send their request for consultation to: [theyareus@masjidannur.org.nz](mailto:theyareus@masjidannur.org.nz) and rest assured you will be contacted as the producers have made a commitment to work with our community in an appropriate, authentic and sensitive manner."

---

**Ayman Jamal  
Producer  
They Are Us**

"First and foremost, we are devastated by the pain and concerns caused by the announcement of the film by the members of the New Zealand public, the Muslim community of New Zealand and in particular the victims directly impacted by events of March 15<sup>th</sup> 2019 in Christchurch. This was never our intention, and we believe we owe a clarification to those families who lost their loved ones, survivors and witnesses regarding the film, its purpose and intention."

"Over a year ago we have consulted with the local Muslim community of Christchurch which included Imam Gamal Fouda of Al Noor Mosque and Imam Alabi Lateef Zikrullah of Linwood Mosque and over 20



other victims of the March 15<sup>th</sup> attack. At the time the Christchurch Muslim community was going through a lot, and we were engaging only with those families who were ready to share their story with us at that time.”

## **THEY ARE US SYNOPSIS**

**THEY ARE US** takes place over one remarkable week, from a Friday to a Friday. Jumu’ah to jumu’ah. From the Prayer Day when a gunman chose to murder Muslims in New Zealand to the following Prayer Day when the country chose to honour them.

In a mirror of New Zealand’s own approach, during the film the gunman is never shown and his name is never spoken.

Instead, during the attack we witness the acts of heroism and sacrifice. The worshippers who confronted the gunman at Masjid Al Noor and shielded their fellow worshippers. At Masjid Aroha - Linwood Islamic Centre – we witness the courage of the unarmed worshipper, Abdul Aziz, who chased the gunman away and in doing so saved so many lives.

The Imams of the two mosques, Fouda and Zikrullah, advocating for the families of the victims, including urging that the bodies be released in accordance with the Muslim faith.

We witness the Muslim surgeon who saved the life of a four year old girl wounded in the attack and the Christchurch residents who came to the aid of worshippers.

We depict worshipper, Farid Ahmed, who very publicly forgave his wife’s murderer. We depict how refugees, fleeing violence, were forced to come to terms with the cruel irony that violence claimed them in one of the safest places on earth.

And we witness the actions of Prime Minister, Jacinda Ardern, during this remarkable week. How, an hour after hearing of the attack, she instinctively penned those three simple but unforgettable words of love and solidarity, “They are us.” And in this week, she achieved in six days what countries like the United States have failed to do in decades - Banning assault rifles and all weapons of war used in the attack.

“This project was developed to share these and some of the other unique 20 plus stories that the victim families have shared with us who are the real inspiring stories and heroes with the whole world. That is why we called the movie “they are us” - we wanted their stories to be heard and to make it our obligation to tell these unique stories to the world.”

“There is no one hero in this film, collectively the New Zealand people from diverse backgrounds showed us, the rest of the world, that together they turned an horrific terrorist attack to unity, love and compassion by sticking together and affirming that they are all one and in this together.”

“We deeply regret that we did not reach all of the families of the victims, survivors and witnesses and we want to sincerely show that we are here to listen and consult with every last victim of this tragic event who wants to express their views irrespective of what the view is and that we are ready to hear the many more inspiring stories for those who would like to share them with us. We are opening a channel of communication through the Muslim Association of Canterbury for all the families of the victims, survivors, and witnesses to email in their views, requests for consultation, requests for meetings or those who would like to share their story with us and assure them we are here to listen. The email address is: [theyareus@masjidannur.org.nz](mailto:theyareus@masjidannur.org.nz)”


- END -

---

**From:** [Philippa Mossman](#)  
**To:** [Chris Payne](#); [Jasmin McSweeney](#)  
**Cc:** [Mladen Ivancic](#)  
**Subject:** further FYI  
**Date:** Tuesday, 15 June 2021 8:10:02 a.m.

---

[https://www.newsroom.co.nz/we-wont-stop-until-white-saviour-film-shut-down?utm\\_source=Friends+of+the+Newsroom&utm\\_campaign=b6a66af40b-Daily+Briefing+15.06.2021&utm\\_medium=email&utm\\_term=0\\_71de5c4b35-b6a66af40b-88581321](https://www.newsroom.co.nz/we-wont-stop-until-white-saviour-film-shut-down?utm_source=Friends+of+the+Newsroom&utm_campaign=b6a66af40b-Daily+Briefing+15.06.2021&utm_medium=email&utm_term=0_71de5c4b35-b6a66af40b-88581321)

Philippa Mossman  
NZFC  


**From:** [Jasmin McSweeney](#)  
**To:** [Mladen Ivancic](#); [Chris Payne](#)  
**Cc:** [Reception - NZFC](#)  
**Subject:** FW: THEY ARE US  
**Date:** Tuesday, 15 June 2021 11:38:00 a.m.  
**Attachments:** [image008.png](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image002.jpg](#)  
[image001.jpg](#)  
[image003.jpg](#)

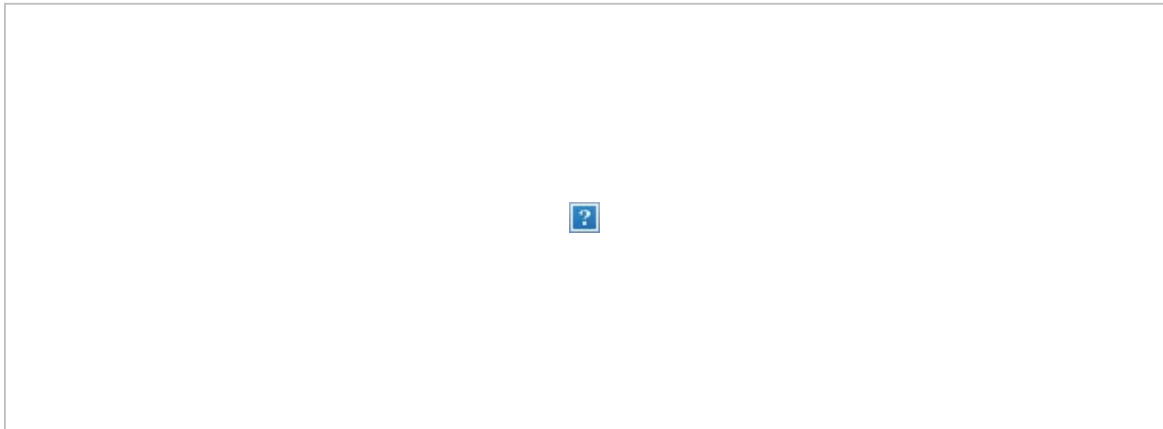
---

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](mailto:ondemand@nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



---

**From:** [REDACTED]  
**Sent:** Tuesday, 15 June 2021 11:37 a.m.  
**To:** Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)>  
**Subject:** Re: THEY ARE US

Hi Jasmin

Thanks so much for your email [REDACTED]  
[REDACTED]. I will pass your response on to those that I have been in contact with.

Kind regards

[REDACTED]

On Tue, Jun 15, 2021 at 11:31 AM Jasmin McSweeney <[jasmin.mcsweeney@nzfilm.co.nz](mailto:jasmin.mcsweeney@nzfilm.co.nz)> wrote:

Kia ora

I am in receipt of your email address and verbal message to our front-of-desk person expressing concern about the funding of proposed film project *They Are Us*.

As indicated to media previously, the project has been developed independently of NZFC funding and there is no indication at this stage if the production will seek contestable production financing from the NZFC. As part of its function as New Zealand's national film agency, the NZFC is regularly approached by international filmmakers with projects that include New Zealand stories or elements, and this is the case with *They Are Us*.

Overnight we received from the *They Are Us* producers a joint media release by the Muslim Association of Canterbury (Al Noor Mosque) and *They Are Us* producer Ayman Jamal, addressing concerns surrounding the project. The Muslim Association of Canterbury issued this release to New Zealand media this morning and it has been picked up by major New Zealand news sites, such as Stuff - <https://i.stuff.co.nz/entertainment/film/300333148/they-are-us-producers-consulted-christchurch-imams-but-deeply-regret-not-doing-more>

Ngā mihi nui

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]  
[www.nzfilm.co.nz](http://www.nzfilm.co.nz) | [ondemand.nzfilm.co.nz](mailto:ondemand.nzfilm.co.nz)



The information contained in this email message does not necessarily reflect the views of the New Zealand Film Commission and may contain information that is confidential or subject to legal privilege. If you are not the intended recipient and received this email in error, please notify the New Zealand Film Commission immediately by return email or telephone (+64 4 382 7680) then delete this email and destroy any copies of it. You must not use, disclose, copy or distribute this message or the information in it. Please consider the environment before printing this e-mail.



**From:** [Mladen Ivancic](#)  
**To:** [Anna Butler](#); [Gemma Robinson](#)  
**Cc:** [Jasmin McSweeney](#); [Chris Payne](#)  
**Subject:** They Are Us  
**Date:** Tuesday, 15 June 2021 12:16:33 p.m.

---

Hi Anna/Gemma

FYI

We are receiving a number of requests from media and members of the public, including to-date one OIA, about our involvement with THEY ARE US.

We have crafted the following template response, which we will adapt according to the query.

*Kia ora*

*I am in receipt of your email address and verbal message to our front-of-desk person expressing concern about the funding of proposed film project They Are Us.*

*As indicated to media previously, the project has been developed independently of NZFC funding and there is no indication at this stage if the production will seek contestable production financing from the NZFC. As part of its function as New Zealand's national film agency, the NZFC is regularly approached by international filmmakers with projects that include New Zealand stories or elements, and this is the case with They Are Us.*

*Overnight we received from the They Are Us producers a joint media release by the Muslim Association of Canterbury (Al Noor Mosque) and They Are Us producer Ayman Jamal, addressing concerns surrounding the project. The Muslim Association of Canterbury issued this release to New Zealand media this morning and it has been picked up by major New Zealand news sites, such as Stuff - <https://i.stuff.co.nz/entertainment/film/300333148/they-are-us-producers-consulted-christchurch-imams-but-deeply-regret-not-doing-more>*

*Ngā mihi nui*

Regards

Mladen