

22 September 2021

Dear

28 JULY 2021: OFFICIAL INFORMATION ACT REQUEST

In your email dated 28 July 2021 you requested the following information under the Official Information Act 1982 (OIA):


- 1. Please provide copies of internal email communication within NZ Film Commission regarding 'Untitled Amazon Project' and the corresponding negotiation for 5% Uplift.*

Documents in relation to your request are attached at **Appendix 1**.

Information has been withheld in full or redacted where one of the following withholding grounds under the OIA applies and where, on balance the withholding of the information is not outweighed by other considerations which render it desirable, in the public interest, to make that information available:

- 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.

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.

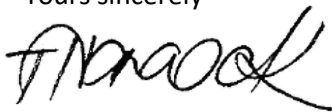


We have not included information or correspondence that is of an administrative or trivial nature (for example, to arrange meeting times) as we suspect this type of communication is likely out of the intended scope of your request and in any event, would be withheld under section 18(h) of the OIA.

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: [Jacqui Wood](#)
To: [Catherine Bates](#)
Cc: [Philippa Mossman](#)
Subject: RE: Proposal Content Draft_14 01 2019 NZFC version .docx
Date: Tuesday, 15 January 2019 9:57:13 a.m.

Thanks

Are there major changes or can we just keep going with populating last night's revised copy?

Happy to talk once your new revisions are through and we've had a chance to get them into the doc. Will we have them before 10?

Also thinking best to keep as much as possible in email for clarity sake (especially as Cecilia now sending changes as well).

Will Annabelle still require a page holder for her and Paul's quote or is the *Welcome* page it?

Cheers

Jacqui

From: Catherine Bates <CatherineB@nzfilm.co.nz>
Sent: Tuesday, 15 January 2019 9:48 a.m.
To: Jacqui Wood <Jacqui@nzfilm.co.nz>
Cc: Philippa Mossman <Philippa@nzfilm.co.nz>
Subject: RE: Proposal Content Draft_14 01 2019 NZFC version .docx

Hi Jacqui - I'm just back from ATEED now. I'm working on a final doc. Shall we talk at 10am?

C

From: Jacqui Wood
Sent: Tuesday, 15 January 2019 9:39 a.m.
To: Catherine Bates
Cc: Philippa Mossman
Subject: RE: Proposal Content Draft_14 01 2019 NZFC version .docx

Hi Catherine

Any updates from your RFO call?

You mentioned Annabelle wanted a specific panel talking about crew depth? Or does the revision in the bullet points cover that off now?

If not, wonder if we could do something like a panel with –

The main North Island cities of Auckland and Wellington have proven crew depth with several

major international features and television series running concurrently in recent years.

In the South Island, Queenstown has a growing crew base offering an estimated 40% of crew needs for projects of scale.

Cheers
Jacqui

From: Catherine Bates
Sent: Monday, 14 January 2019 7:55 p.m.
To: Lili Lovell-Wood [Jacqui Wood](#)
Cc: Philippa Mossman
Subject: Proposal Content Draft_14 01 2019 NZFC version .docx

The attachment is withheld under section 9(2)(b)(ii) of the OIA

Evening,

Attached is the copy as it stands tonight.

We have a call with the RFOs at 9am. I'll provide an update after the call.

I think we should then chat about what is achievable by 5pm. For example do we drop regional maps? Simply other parts.

Thanks

C

From: [Catherine Bates](#)
To: [Annabelle Sheehan](#); [Jacqui Wood](#)
Cc: [Philippa Mossman](#); [Lili Lovell-Wood](#)
Subject: RE: Crew analysis of [REDACTED]
Date: Tuesday, 15 January 2019 6:19:00 p.m.
Attachments: [image001.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image005.jpg](#)
[image008.png](#)
[image009.png](#)
[image006.jpg](#)
[image010.jpg](#)

Agree its good

From: Annabelle Sheehan <AnnabelleS@nzfilm.co.nz>
Sent: Tuesday, 15 January 2019 6:17 p.m.
To: Jacqui Wood <Jacqui@nzfilm.co.nz>; Catherine Bates <CatherineB@nzfilm.co.nz>
Cc: Philippa Mossman <Philippa@nzfilm.co.nz>; Lili Lovell-Wood <LiliL@nzfilm.co.nz>
Subject: RE: Crew analysis of [REDACTED]

Good I think

Annabelle Sheehan | Chief Executive

New Zealand Film Commission | Te Tumu Whakaata Taonga

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

[REDACTED]

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Please consider the environment before printing this e-mail

From: Jacqui Wood <Jacqui@nzfilm.co.nz>
Sent: Tuesday, 15 January 2019 6:08 p.m.
To: Catherine Bates <CatherineB@nzfilm.co.nz>
Cc: Philippa Mossman <Philippa@nzfilm.co.nz>; Annabelle Sheehan <AnnabelleS@nzfilm.co.nz>; Lili Lovell-Wood <LiliL@nzfilm.co.nz>
Subject: Crew analysis of [REDACTED]

Hi Catherine

Lili has put the full quotes in for the version going to Paul and I've reduced them a bit as follows however think it would be good to have something of an intro like –

Crew visiting the [REDACTED] [REDACTED] construction site recently report -

From a technical point of view, I find the site to be an excellent starting platform to be converted into a very usable studio complex. All of the warehouse buildings have a high stud, concrete

walls, as well as excellent structural integrity, steel roof beams to enable good roof loadings to accommodate lighting fixtures and grid platforms etc.

In my 30-year career working in film in Auckland, I have been involved in the conversion of numerous warehouse, aircraft hangers, large marquees and commercial buildings for studio use and I would suggest that this particular site presents an excellent workable opportunity.

[REDACTED]

This is the best site you could imagine having in Auckland and it's already in construction. This is a village. It's all contained within itself. When you stand by Unit A and look down it's gorgeous. You see green, it's an estuary.

Office space in each proposed studio is excellent. There's plenty of room for a good flow of traffic and parking. They've gone over the top with awnings and covered space. It all adds flexibility to how you could configure it.

I was most impressed. It's ideal because it's all contained, you're not travelling anywhere. We've shot movies in [REDACTED] and nearby [REDACTED] over the years and everything is at your fingertips, it's user-friendly for construction and dressing. It [REDACTED]

[REDACTED]

[REDACTED]

Ngā mihi,

Jacqui

Jacqui Wood | Enquiries Manager International Productions

[New Zealand Film Commission](#) | [Te Tumu Whakaata Taonga](#)

Level 3, 119 Ghuznee Street | PO Box 11 546 | Wellington 6011 | New Zealand

[REDACTED] | www.nzfilm.co.nz



VOD

From: [Jacqui Wood](#)
To: [Catherine Bates](#)
Cc: [Philippa Mossman](#); [Simon Brash](#); [Lili Lovell-Wood](#)
Subject: RE: Dropbox link
Date: Tuesday, 15 January 2019 1:52:23 p.m.

Ok

From: Catherine Bates <CatherineB@nzfilm.co.nz>
Sent: Tuesday, 15 January 2019 1:52 p.m.
To: Jacqui Wood <Jacqui@nzfilm.co.nz>
Cc: Philippa Mossman <Philippa@nzfilm.co.nz>; Simon Brash <simon.brash@nzfilm.co.nz>; Lili Lovell-Wood <LiliL@nzfilm.co.nz>
Subject: Re: Dropbox link

Ok.

[REDACTED] in a nz working title.

I think it should be an Amazon titled drop box.

Catherine Bates
Head of Incentives
NZFC
[REDACTED]

Sent from my iPhone

On 15/01/2019, at 1:09 PM, Jacqui Wood <Jacqui@nzfilm.co.nz> wrote:

Hi Catherine

I had a chat with Simon about having a link to host the wealth of detailed information, plans, schematics and architectural drawings sent by RFOs.

He suggested and completed transferring all files to a NZFC Dropbox folder –
[REDACTED]


It is set up with each RFO office having a folder containing all of their information and we can add a line in each of their proposal pages for example – *All files including architectural plans related to details of Auckland's proposal can be reviewed here*

I need to go in and rename their files as many of them are not an accurate description and will get onto this once the pitch doc is complete tonight. This way RFOs will be happy Amazon have access to all of their info and we can be happy with the summary pages being slick and relevant.

Plus all of the guff is in one location for our future reference.

Ngā mihi,

Jacqui

[!\[\]\(3d8c13c92b853674f749aac6fa869926_img.jpg\)](#) **Jacqui Wood** | Enquiries Manager International Productions
[New Zealand Film Commission](#) | [Te Tumu Whakaata Taonga](#)
Level 3, 119 Ghuznee Street | PO Box 11 546 | Wellington 6011 | New Zealand
 www.nzfilm.co.nz
[!\[\]\(de9e6664b8ceb5519927d73e240a55d9_img.jpg\)](#) [!\[\]\(f7025958c2763d977981ad2aefd8cb1b_img.jpg\)](#) [VOD](#)

From: [Annabelle Sheehan](#)
To: [Catherine Bates](#)
Subject: Re: FOR APPROVAL Amazon Intro copy and concluding remarks
Date: Tuesday, 15 January 2019 1:12:39 p.m.
Attachments: [image003.png](#)
[image004.jpg](#)
[image005.jpg](#)

Honestly I think we need to keep it short re contacts. Let me think. Already I feel there are too many.

Sent from my iPhone



Annabelle Sheehan | Chief Executive
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On 15/01/2019, at 12:59 PM, Catherine Bates <CatherineB@nzfilm.co.nz> wrote:

Here is the proposed copy.

Your contacts are upfront.

I'll have you contacts at the end as well.

Philippa has asked that her contacts are include. Are you happy with 3 NZFC contacts?

[Redacted text block]

[Redacted text block]

[Redacted text block]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Catherine Bates
Head of Incentives
New Zealand Film Commission
CatherineB@nzfilm.co.nz

<!--[if !vml]--><image005.jpg><!--[endif]-->Catherine Bates | Head of Incentives and
International Promotions
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 2, Kauri Timber Building, 29 Graham Street, Auckland
PO Box 11546, Manners Street, Wellington 6142
[REDACTED]
www.nzfilm.co.nz | ondemand.nzfilm.co.nz
<image003.png> <image004.jpg>

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Please consider the environment before printing this e-mail.

From: [Catherine Bates](#)
To: [Annabelle Sheehan](#)
Subject: Draft email to Paul re Amazon
Date: Friday, 18 January 2019 8:39:00 a.m.
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)

Short update on for Paul Stocks .

C

Update: Amazon Partnership

Hi Paul

I had a call with Bruce and Richard last night. They were both very pleased with the New Zealand proposal, and have a few follow up questions for each region.

As a summary:

- Auckland: They were very happy to be introduced to [REDACTED], however they did comment it would have been good to have seen the property in December when they were here. Bruce will travel back to Auckland, most probably with Gian Paolo Varani in the coming 2-3 weeks. Before then we will send through more detailed imagery on the build progress and details on future Avatar holds on KFS.
- Wellington: The proposed developed in Wellington at [REDACTED] is still of interest to them. They see the limitations of the site being its size, the proposed development will be tight in the site. Bruce did state this when he saw the site in December. Given this, [REDACTED] will be key to Wellington becoming the main based for the production therefore they have asked for further information on rolling holds at [REDACTED].
- Queenstown: They have asked for a call with [REDACTED] and Film Otago Southland to discuss the proposed development. We will set this up for next week.

We will work with Auckland, Wellington and Queenstown to get the information to Bruce and Richard later today,

I'll keep you updated as discussions progress.

Best

From: [Annabelle Sheehan](#)
To: [Catherine Bates](#)
Subject: Re: draft update for bruce and rich
Date: Friday, 18 January 2019 7:29:44 p.m.

Ok. Thanks. I will get back into it tomorrow late morning

Sent from my iPhone



Annabelle Sheehan | Chief Executive
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On 18/01/2019, at 7:04 PM, Catherine Bates <CatherineB@nzfilm.co.nz> wrote:

I think we should try to get something off

Wellington dates have shifted from the tab. I think the table said available Dec 2020. [REDACTED]

We may get images from Ateed tomorrow so maybe we wait till then??

Happy to talk anytime.

Catherine Bates
Head of Incentives
NZFC
[REDACTED]

Sent from my iPhone

On 18/01/2019, at 6:28 PM, Annabelle Sheehan <AnnabelleS@nzfilm.co.nz> wrote:

I think I will talk to you before I send it. Worried the webcam looks bad on weekend with no one there. IS there a better angle for the webcam (they can set it up elsewhere)
Also I didn't fully understand how Wellington dates changes

Do you think we can send it Tuesday? Or should I check with you just very briefly tomorrow mid morning and then send (their Friday)

<!--[if !vml]--><image005.jpg><!--[endif]-->Annabelle Sheehan | Chief Executive
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<image006.png> <image007.jpg>

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Please consider the environment before printing this e-mail

From: Catherine Bates <CatherineB@nzfilm.co.nz>
Sent: Friday, 18 January 2019 4:33 p.m.
To: Annabelle Sheehan <AnnabelleS@nzfilm.co.nz>
Subject: draft update for bruce and rich

Call me discuss - heading to airport now.

Hi Bruce and Richard

Thanks for your time last night.

A few follow ups:

<!--[if !supportLists]-->• <!--[endif]-->Auckland:

- We have a photographer heading to the [REDACTED] Facility, once we have these I'll send them to you both. Construction is progressing well. You can view web cam footage here. Link in full [REDACTED]
[REDACTED]
- There are no other pencils or holds on [REDACTED]
- Once you have your travel dates we can arrange a site visit.
- In terms of KFS, Amazon as the first Pencil from [REDACTED]
[REDACTED]. Note that Avatar pencil does not have a pencil over any of the new buildings Only the following (meaning all the current infrastructure). [REDACTED]
[REDACTED] There are no other pencils or holds ahead of Amazon. ATEED have discussed [REDACTED] that they may be asking them to confirm or release this pencil booking within the next few months for this project.

<!--[if !supportLists]-->• <!--[endif]-->Wellington:

<!--[if !supportLists]-->• <!--[endif]-->Stone Street Studio

availability has changed this week, current availability is as follows:

- Currently booked to end February 2020
- Available March 2020 - June 2022
- Pencil booking July 2022 - July 2024

<!--[if !supportLists]-->• <!--[endif]-->Queenstown:

- [REDACTED] and Film Otago Southland are available next week. I've taken the liberty to arrange a call at the same time last night (6pm NZT) given the time zones you are in. If this still suits Tuesday and Thursday NZT are available.

<!--[if !vml]--><!--[endif]-->Catherine Bates | Head of

Incentives and International Promotions
New Zealand Film Commission | Te Tumu Whakaata Taonga
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Please consider the environment before printing this e-mail.

From: [Annabelle Sheehan](#)
To: [Catherine Bates](#); [Philippa Mossman](#); [Chris Payne](#)
Subject: Ateed request
Date: Thursday, 24 January 2019 7:27:39 a.m.

Hi

Did I hear Jasmin from Ateed correctly that Ateed would like to use the materials at the front section of our Amazon submission as a template for their direct submissions.

i am thinking of writing to her and to Michael for clarification on that request and indicating my views and concerns.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

What are your thoughts of the pros and cons?

Kind regards
Annabelle

Annabelle Sheehan | Chief Executive
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, [119 Ghuznee St, Wellington 6011](#) | PO Box [11546, Manners Street, Wellington 6142](#)

[REDACTED]

From: [Annabelle Sheehan](#)
To: [Philippa Mossman](#)
Cc: [Jacqui Wood](#); [Catherine Bates](#)
Subject: Re: Gallery
Date: Thursday, 24 January 2019 10:27:52 a.m.
Attachments: [image003.png](#)
[image004.jpg](#)
[image003.png](#)
[image004.jpg](#)

I think it should go to rich and Bruce and great to come from you. In terms of consultation probably yes. Maybe you and I can do a call with Jasmin on this and those other topics. Using our IP and 'oh Canada '

Sent from my iPhone



Annabelle Sheehan | Chief Executive

New Zealand Film Commission | Te Tumu Whakaata Taonga

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On 24/01/2019, at 9:37 AM, Philippa Mossman <Philippa@nzfilm.co.nz> wrote:

Hi Annabelle

We will adapt an existing gallery and have it ready to send by the end of Monday. Do you want me to send it directly to Bruce, or to you?

We will include privately owned properties; permitting will be easier at these locations if required and depending on the level of build. If a set is deemed to be a permanent structure permitting such as Resource Consent will likely be necessary, even on private property.

Checking one thing - Do you want us to consult with Screen Auckland in pulling this together?

They won't have images themselves to offer based on recent advice from them.

Philippa

From: Philippa Mossman
Sent: Thursday, 24 January 2019 8:10 a.m.
To: Annabelle Sheehan <AnnabelleS@nzfilm.co.nz>
Cc: Jacqui Wood <Jacqui@nzfilm.co.nz>; Catherine Bates <CatherineB@nzfilm.co.nz>

Subject: Re: Gallery

Thanks for the update. Monday (LA Sunday) may be a teensy bit tight as we are on another big gallery for [REDACTED] currently, deadline end of Friday. We'll sit down this morning and make a plan, come back to you.

P

Sent from my iPhone

On 24/01/2019, at 7:54 AM, Annabelle Sheehan <AnnabelleS@nzfilm.co.nz> wrote:

Dear Philippa

The Amazon meeting went well - the latest [REDACTED] photos and drone footage made them very comfortable. But they will still need to visit it if course.

The studio being viable is the key.

In passing they said they would be interested in seeing photos of locations within 45 mins of Auckland. (paddocks/ beaches/ interesting landscapes).

They are interested also in places like beaches and quarries, hills where they may be given permits to build (eg a village). That build might stay in place 5 years. Overall they just wanted some stills that give a sense of close interesting locations/ landscapes/ spaces.

The key thing remains the viability of [REDACTED] And this will hold sway over any work we can do on locations. (so rich didn't spend a lot of time on this in the call).

Is it achievable to go for Monday deadline for the gallery? If you think sooner or later let me know.

Best

Annabelle

Sent from my iPhone

<!--[if !vml]--><!--[endif]-->Annabelle Sheehan | Chief
Executive
New Zealand Film Commission | Te Tumu Whakaata

From: [Philippa Mossman](#)
To: [Annabelle Sheehan](#)
Cc: [Catherine Bates](#)
Subject: RE: [REDACTED]
Date: Thursday, 24 January 2019 6:33:36 p.m.
Attachments: [image001.png](#)
[image002.jpg](#)

Ok, between us we'll clarify with Jas. She said anyway that Malcolm will be handling those negotiations, which is what we think too.

From: Annabelle Sheehan <AnnabelleS@nzfilm.co.nz>
Sent: Thursday, 24 January 2019 6:05 p.m.
To: Philippa Mossman <Philippa@nzfilm.co.nz>
Cc: Catherine Bates <CatherineB@nzfilm.co.nz>
Subject: Re: [REDACTED]

Hi

Thanks. I thought I said that 'we indicated to Bruce and rich that any discussion on the contract for [REDACTED] would be direct with ATEED and that Catherine will let them know when the right time is. So yes Jas is correct.

Sent from my iPhone

Annabelle Sheehan | Chief Executive

New Zealand Film Commission | Te Tumu Whakaata Taonga

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[REDACTED]
[REDACTED]
[REDACTED] [nz](#)


On 24/01/2019, at 5:41 PM, Philippa Mossman <Philippa@nzfilm.co.nz> wrote:

Hi both

Jas tells me she's had a message from Malcolm to say has been a handshake agreement between ATEED and [REDACTED] developer regarding ATEED securing a lease (she didn't elaborate or know possibly re Ts & Cs).

Annabelle, you said to Jas that ATEED should go ahead and initiate commercial discussions with Amazon whenever they are ready. Jas thinks they'll need an intro from us to get that underway.

Is that what you are expecting too? Possibly there is some confusion at the ATEED end about next steps is what I'm saying.

P

[image005.jpg](#) Philippa Mossman | Head of International Attraction
[New Zealand Film Commission](#) | [Te Tumu Whakaata Taonga](#)

From: [Philippa Mossman](#)
To: [Catherine Bates](#)
Subject: RE: Note on AMAZON meetings
Date: Tuesday, 29 January 2019 5:10:44 p.m.
Attachments: [image001.jpg](#)
[image005.jpg](#)
[image006.png](#)
[image007.jpg](#)

Looks good.

Yes dates correct. Although it is not yet confirmed he will arrive on the Wednesday, although Becca said probably that's what he'll do.

I have highlighted bits that could use extra for clarity.

Re [REDACTED]. These aren't priorities for site visits, in the way the top four are, but he will want to re-familiarise.

Perhaps write it:

1. Visit Auckland Infrastructure including:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- Contingency warehouses (required space ideally approx. 20-25,000 SQMFT min)

Updates on and potential visits to:

- [REDACTED]
- [REDACTED]

From: Catherine Bates <CatherineB@nzfilm.co.nz>
Sent: Tuesday, 29 January 2019 4:47 p.m.
To: Philippa Mossman <Philippa@nzfilm.co.nz>
Subject: Note on AMAZON meetings

OK for a short update on the visit?

Do I have the travel dates correct ?

Should we include [REDACTED]

Hi all

Following up on our individual calls early today.

Bruce Richmond will be traveling to Auckland for infrastructure meetings on Thursday 7 and

Friday 8 February.

The purpose of his visit is as follows:

1. Visit Auckland Infrastructure including:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - Contingency warehouses (required space ideally approx. 20-25,000 SQMFT min)
2. Meet potential stakeholders (ATEED and [REDACTED]) to look at what the financial and timing implications are on both sides.
3. Meet with the NZFC and MBIE to continue discussions on incentives.

A few notes on the Auckland infrastructure . Bruce clarified there are two new requests for information:

1. Warehouse space as a contingency if [REDACTED] is delayed. This is for build only. Space required 25,000 SQM ideally approx. 20-25,000 SQMFT and ideally several.
2. Additional stage space, in particular with specific mention of [REDACTED] for a permanent outdoor set.

I'd like to propose the following schedule:

Wednesday 6 February

Arrive AKL own time

Accommodation – NZFC to confirm

Thursday 7 February

Early AM - Auckland Infrastructure visits

2.30 – 4.30pm Meeting with [REDACTED]

5pm - Meeting and early dinner with MBIE and NZFC

Friday 8 February

9am - Follow up meeting [REDACTED]

11.30am Follow up meeting ATEED

3pm Wrap up meeting NZFC

Saturday 9 February

Depart Auckland

Catherine Bates | Head of Incentives and International Promotions
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Please consider the environment before printing this e-mail.

From: [Catherine Bates](#)
To: [Annabelle Sheehan](#)
Cc: [Philippa Mossman](#); [Mladen Ivancic](#)
Subject: Approval Required - Dinner with Bruce Richmond Amazon
Date: Thursday, 31 January 2019 10:13:00 a.m.
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)

Hi Annabelle

I'm finalising the schedule for Bruce's visit next week.

The NZFC will be hosting dinner on Thursday evening. Guests will be Bruce, Paul Stocks, Philippa and me. Given the schedule for the day (site visits and meetings 8am – 5.30pm) I'm proposing dinner at The Grill. The restaurant is located in Sky City Grand complex so very accessible for Bruce. The cost will be over the \$200 entertainment limited, are you OK for us to proceed with the booking.

Thanks

Catherine

Catherine Bates | Head of Incentives and International Promotions
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 2, Kauri Timber Building, 29 Graham Street, Auckland
PO Box 11546, Manners Street, Wellington 6142

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Please consider the environment before printing this e-mail.

From: [Catherine Bates](#)
To: [Annabelle Sheehan](#)
Cc: [Philippa Mossman](#)
Subject: Minister Parker briefing note
Date: Monday, 18 February 2019 3:32:00 p.m.
Attachments: [MBIE Amazon memo Feb 2019 .docx](#)
[image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image005.jpg](#)

Hi Annabelle,

Attached is the briefing note for Minister Parker written by MBIE.

We did provide feedback, most was accepted (the budget table is the area I would have like slightly different wording). The piece in yellow was not in the version we reviewed. I believe this timing it now incorrect however I'm sure this can be adjusted as planning continues.

Catherine

Catherine Bates | Head of Incentives and International Promotions
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 2, Kauri Timber Building, 29 Graham Street, Auckland
PO Box 11546, Manners Street, Wellington 6142

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MEMO

DATE 15 February 2019

TO Hon David Parker, Minister for Economic Development

PREPARED BY Paul Stocks, Deputy Chief Executive, Ministry of Business, Innovation and Employment

SUBJECT AMAZON STUDIOS LORD OF THE RINGS TELEVISION SERIES

A decision on the production location for The Lord of the Rings television series is expected in the next month. We have been told the pool of contenders has been narrowed to New Zealand and Scotland.

If New Zealand were to be successful, this would deliver significant benefits in respect of economic activity and foreign expenditure, facilitate the retention and refresh of our 'Middle-earth' brand, and open a door to a wider relationship with the wider Amazon business network. If we are successful, we will want to collectively leverage the production to maximum benefit for New Zealand.

Financial versus production considerations

New Zealand is favoured from a production perspective, however is Scotland reportedly favoured by the Tolkien Estate and has a financial advantage of around US\$10m – \$15m per annum. A key factor here is Amazon's ability to include the costs of purchasing the IP rights to the series, reportedly [REDACTED], as 'production expenditure' under the UK's screen incentive scheme.

We do not recommend entering into a bidding war. [REDACTED]
[REDACTED] Instead, our message to Amazon has focused on the many practical reasons why New Zealand has a competitive edge. These range from the comparative appeal of locations, through to considerations such as crew availability, daylight hours and lifestyle benefits.

Final infrastructure issues

There are still some immediate studio infrastructure challenges to be overcome in order for New Zealand to accommodate a production of this scale and duration. Amazon's production executives are attracted to a mix of Auckland locations for their main production base. This includes facilities under construction at [REDACTED] existing infrastructure at Kelly Park, and a mix of existing and new build facilities at Kumeu Film Studios.

Kumeu Film Studios

Of note, two additional sound stages will be required at Kumeu Film Studios by December 2019 to accommodate season one. ATEED are currently working on the required design and permitting steps, but the necessary financing is yet to be secured. This financing gap is estimated at [REDACTED]. To meet production deadlines, construction will need to start in April.

In addition, another major production has a 'pencil' booking at Kumeu Film Studios for a 14 month period starting in August 2022. ATEED is exploring whether the production is open to relocation, in order to present a more favourable multiyear lease opportunity for Amazon Studios.

The long term plan for the Kumeu site involves three additional sound stages and a new office block. This expansion will be contingent on the success of the series, and will be considered in 2021.

Queenstown regional filming base

Positive discussions have also been held between Amazon production executives and Darby Partners concerning 'wet weather' studio infrastructure on the outskirts of Queenstown. Of note, we anticipate Darby Partners will seek support from the Provincial Growth Fund to assist the upfront capital investment requirements. We anticipate an application will be forthcoming.

Implications for the New Zealand Screen Production Grant (NZSPG)

A production of this size has fiscal implications for the Grant, and implications for our current appropriation and existing bid under Budget 2019. We do not yet have confirmation of the production budget, so our estimates reflect the upper end of industry speculation.

Estimated fiscal impacts (in NZD)

	2017/18	2018/19	2019/20	2020/21	2021/22
<i>Budget 2017 four year appropriation</i>	\$328m (four year MYA)				
<i>One year (top-up) bid being sought in Budget 2019</i>			\$140m	TBA	TBA
Current grant rebate forecasts	\$147m	\$150m	\$150m	\$150m	\$150m
Impact of LOTR series* (not yet budgeted for)					

*We estimate the total NZSPG qualifying expenditure will be in the range [REDACTED], spread over [REDACTED] through to 2025/26. At a 20% + 5% uplift rebate, this equates to a total NZSPG payment of NZ\$ [REDACTED]. This assumes all five seasons are made entirely in New Zealand, including all post production.

** We have divided the payment estimates evenly over 7 years, although it is unclear whether a [REDACTED] payment would be required in the first year of production. Once a location decision is made, and more production budget details are known, we will engage with The Treasury on the NZSPG 2019 Budget Bid.

Leveraging opportunities

In response to a letter of invitation, Amazon Studios have expressed interest in a discussion around additionalities that would allow them to be considered for a '5% uplift' in the incentive rebate level. Given a 5% rebate could equate to [REDACTED] per annum, we will want negotiations to follow a 'NZ Inc' approach to maximize any leverage opportunities including into the wider Amazon network. We understand Amazon's CEO, Jeff Bezos, has a personal interest in the series.

In terms of timing, Amazon are unlikely to achieve certainty over the 5% ahead of their decision on location being made. Following exploratory discussions, Amazon will need to submit an application

to a Panel of government and non-government representatives, in which they must demonstrate their additionalities meet or exceed the value of any 5% uplift.

Next steps

Final infrastructure issues are still being worked through, including through ongoing commercial negotiations. We are not proposing any central government assistance in terms of funding, however there may be other ways we can assist.

As Chair of the Panel which will consider any 5% uplift application, I plan to convene a meeting of relevant 'NZ Inc' agencies (such as the Film Commission, Tourism NZ, NZTE, MCH, NZ Story, The Treasury and MFAT) to ensure we are well positioned ahead of any negotiations on wider leverage opportunities, should New Zealand be selection as the production's home.

Communication plans are also under preparation, covering both scenarios of New Zealand being selected, or not. It is unclear whether Amazon will want to make a formal announcement once their location decision is made. In the meantime, media enquiries continue to circulate.

Paul Stocks
Deputy Chief Executive
Ministry of Business, Innovation and Employment

From: [Jemma Taylor](#)
To: [Catherine Bates](#)
Subject: Agenda and draft comms plan
Date: Wednesday, 20 February 2019 4:48:15 p.m.
Attachments: [Agenda \[REDACTED\] Comms Meeting 2102 2019.doc](#)
[DRAFT \[REDACTED\] Communications plan 200219.doc](#)
[image001.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image007.jpg](#)
[image008.png](#)

Hi Catherine,

Please see attached the agenda and draft comms plan if you do want to send them tonight, otherwise can send in the morning.

See you then, safe travels.

Jem

Jemma Taylor | International PR and Promotions Specialist
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 2- Kauri Timber Building, 29 Graham St, Auckland, 1010

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AGENDA

Comms Planning Meeting

Thursday 21 February, 11.00am-12.00pm

NZFC Conference Line

Direct to bridge: Phone 04 894 1955 PIN 8392#

Direct to NZFC Reception (who will transfer you) 0800 659 754

Attendees:

ATEED

- Malcolm Lawry
- Lester Thorley
- Jasmine Millet, Screen Auckland

WREDA/ Screen Wellington

- Lauren Wallis
- Shane Cowlshaw
- Alex Glasspool

Film Otago Southland/ QLDC

- KJ Jennings, Film Otago Southland
- Naell Crosby-Roe

MBIE

- Cecilia Warren
- Joe Dawson

New Zealand Film Commission (NZFC):

- Catherine Bates
- Philippa Mossman
- Jemma Taylor

Item	Responsible
Welcome and update	NZFC
Discussion on draft comms plan template	All
Next steps/ questions	NZFC

From: [Jemma Taylor](#)
To: [Catherine Bates](#)
Subject: Middle-earth background info
Date: Monday, 25 February 2019 4:21:15 p.m.
Attachments: [image001.jpg](#)
[image003.png](#)
[image004.jpg](#)
[DRAFT Middle-earth background information 250219.doc](#)
[image007.jpg](#)
[image008.png](#)

Hi Catherine,

Please see attached the draft Middle-earth background information doc- is also saved in T drive.

Please take out any info that may not be relevant. I put everything in there I could track down, and indicated in red where we may be able to get new figures.

Jem

Jemma Taylor | International PR and Promotions Specialist
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 2- Kauri Timber Building, 29 Graham St, Auckland, 1010

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From: [Jemma Taylor](#)
To: [Catherine Bates](#)
Subject: [REDACTED] Agenda and draft comms plan
Date: Wednesday, 27 February 2019 4:18:13 p.m.
Attachments: [image001.jpg](#)
[image003.png](#)
[image004.jpg](#)
[Agenda \[REDACTED\] Comms Meeting 280219.doc](#)
[Actions \[REDACTED\] communications meeting updated 270219.doc](#)
[DRAFT \[REDACTED\] Communications plan 280219.doc](#)
[image002.jpg](#)
[image006.png](#)

Kia ora,

Please find attached the agenda for tomorrow, the updated actions, and the draft comms plan which includes everyone's feedback for you to review/ send out to group.

The documents can also be found at this link: [T:\NZ Screen Production Grant\AMAZON\Publicity](#)

Thanks,

Jem

Jemma Taylor | International PR and Promotions Specialist
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 2- Kauri Timber Building, 29 Graham St, Auckland, 1010

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AGENDA

Comms Planning Meeting

Thursday 28 February, 11.00am-12.00pm

NZFC Conference Line

Direct to bridge: Phone [REDACTED]

Direct to NZFC Reception (who will transfer you) 0800 659 754

Attendees:

ATEED

- Lester Thorley
- [REDACTED]
- Malcolm Lawry
- aJasmine Millet, Screen Auckland

WREDA/ Screen Wellington

- Lauren Wallis
- Shane Cowlshaw
- Alex Glasspool

Film Otago Southland/ QLDC

- KJ Jennings, Film Otago Southland

MBIE

- Cecilia Warren
- Joe Dawson

New Zealand Film Commission (NZFC):

- Catherine Bates
- Philippa Mossman
- Jemma Taylor

Apologies:

- Naell Crosby-Roe

Item	Responsible
Welcome and update	NZFC
Review draft comms plan – discuss actions	All
Next steps/ questions	NZFC



UPDATED AS OF 27/02/19

MINUTES & ACTION POINTS

communications meeting

Thursday 21 February 2019, 11.00am-12.00pm

Attendees:

ATEED

- Lester Thorley

WREDA/ Screen Wellington

- Alex Glasspool
- Shane Cowlshaw

Film Otago Southland/ QLDC

- KJ Jennings, Film Otago Southland

MBIE

- Cecilia Warren

New Zealand Film Commission (NZFC):

- Catherine Bates
- Philippa Mossman
- Jemma Taylor

Apologies

- Jasmine Millet, Screen Auckland
- [REDACTED]
- Malcolm Lawry, ATEED
- Naell Crosby-Roe, QLDC
- Joe Dawson, MBIE


Minutes:

Item	Responsible
Welcome and update	NZFC
Discussion on draft comms plan template	All
Next steps/ questions (as below)	NZFC

Action Points:

Action	Responsible	Deadline
Draft communications plan template: Update draft communications plan template with group feedback.	NZFC	DONE

Group to feed into document as per below actions.		
Amazon partnership and Middle-earth messaging (messages 1, 8, 14): Prepare messaging around the Amazon partnership and Middle-earth.	MBIE, NZFC	1pm, Wednesday 27 Feb DONE
New Zealand screen messaging (messages 2, 5, 6, 7, 11 & 12): Prepare messaging on the NZSPG, New Zealand landscapes and employment figures.	NZFC	1pm, Wednesday 27 Feb DONE
Auckland infrastructure (message 3 & 13): Prepare messaging on Auckland infrastructure.		1pm, Wednesday 27 Feb DONE
Queenstown infrastructure (message 4): Prepare messaging on Queenstown infrastructure.	Film Otago Southland/ QLDC	1pm, Wednesday 27 Feb DONE
Regional benefits and open for business (messages 9 & 10): Prepare messaging on regional benefits and New Zealand still being open for business.	WREDA	1pm, Wednesday 27 Feb DONE
Spokespeople: Identify spokespeople and add their names and titles to draft communications plan.	ATEED WREDA Film Otago Southland	1pm, Wednesday 27 Feb DONE
Funding process: Confirm the dates for the funding process and clarify if the production's name can be left out of these communications. Funding process: Lester feedback 27/2/19 26 February - 14 March – 19 March – TBC NOTE: Production company and the production name will be left out of presentation/paper to elected members - referenced only as If approval is given (TBC)...	ATEED	1pm, Wednesday 27 Feb DONE



Meetings: Set up a re-occurring meeting for Thursday 11am- 12pm.	NZFC	DONE



From: [Jemma Taylor](#)
To: [Catherine Bates](#)
Subject: Marked up messaging document and actions
Date: Thursday, 7 March 2019 12:17:29 p.m.
Attachments: [Messaging Amazon streaming series 7 March 2019.docx .docx](#)
[Minutes and Actions Amazon streaming series Comms Meeting 070319.doc](#)
[image001.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image002.jpg](#)
[image006.png](#)

Kia ora,

Please see attached the marked up messaging document as per our call, and the minutes/actions.

Philippa had a chat to me before she left, and is available to chat if you want to call her.

Sorry I have to dash, looking forward to catching up tomorrow properly. Docs are also in T drive.

Jem

Jemma Taylor | International PR and Promotions Specialist
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 2- Kauri Timber Building, 29 Graham St, Auckland, 1010

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MINUTES & ACTIONS

Amazon streaming series communications planning meeting

Thursday 7 March, 11.00am-12.00pm

NZFC Conference Line

Direct to bridge: [REDACTED]

Direct to NZFC Reception (who will transfer you) 0800 659 754

Attendees:

ATEED

- Lester Thorley
- [REDACTED]
- Malcolm Lawry

WREDA/ Screen Wellington

- Shane Cowlshaw

Film Otago Southland

- KJ Jennings

MBIE

- Joe Dawson

New Zealand Film Commission (NZFC):

- Catherine Bates
- Jemma Taylor

Apologies

- Cecilia Warren
- Naell Crosby-Roe
- Alex Glasspool
- Philippa Mossman
- Lauren Wallis

Minutes:

Item	Responsible
Welcome and update	NZFC
Review communications plan	All
Next steps/ questions	NZFC

Action Points:

Action	Responsible	Deadline
Communications plan- NZFC to refine messaging based on meeting feedback. NZFC to add messaging to original communications plan document and send out to group.	NZFC	Thursday 7 th March EOB
Open for business messaging- Wellington: Clarify messaging about the other screen activity underway in Wellington and plans for infrastructure	WREDA	Friday 8 th - Midday
Infrastructure messaging – Auckland: Clarify infrastructure development messaging, in the case another location is chosen.	ATEED	Friday 8 th – Midday DONE
Infrastructure messaging- Queenstown: NZFC and Film Otago Southland to discuss reactive Queenstown infrastructure messaging.	NZFC / Film Otago Southland	Friday 8 th March

From: [Philippa Mossman](#)
To: [Catherine Bates](#); [Annabelle Sheehan](#)
Cc: [Jemma Taylor](#)
Subject: Re: FOR REIVEW Draft Comms Plan Amazon
Date: Thursday, 7 March 2019 9:34:24 p.m.
Attachments: [image001.jpg](#)
[image002.png](#)
[image003.jpg](#)
[image004.jpg](#)

I'll get back to you with the number of specific recorded enquiries, just so we have confidence in whatever we decide to say on that, however the number I come up with will be an understatement as the recording is not comprehensive.

From: Catherine Bates <CatherineB@nzfilm.co.nz>
Date: Thursday, 7 March 2019 at 7:31 PM
To: Annabelle Sheehan <AnnabelleS@nzfilm.co.nz>
Cc: Philippa Mossman <Philippa@nzfilm.co.nz>, Jemma Taylor <JemmaT@nzfilm.co.nz>
Subject: FOR REIVEW Draft Comms Plan Amazon

Hi Annabelle

Attached is the Comms Plan we have been working on in partnership with MBIE, ATEED, Screen Wellington and Film Otago Southland.

Everything needs to be run by Amazon however we would like to be in a position to have it ready for review before they arrive next week.

Look forward to your thoughts,

Catherine

Catherine Bates | Head of Incentives and International Promotions
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 2, Kauri Timber Building, 29 Graham Street, Auckland
PO Box 11546, Manners Street, Wellington 6142

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From: [Catherine Bates](#)
To: [Annabelle Sheehan](#)
Cc: [Philippa Mossman](#); [Jemma Taylor \(JemmaT@nzfilm.co.nz\)](mailto:JemmaT@nzfilm.co.nz)
Subject: FOR REIVEW Draft Comms Plan Amazon
Date: Thursday, 7 March 2019 7:31:00 p.m.
Attachments: [DRAFT \[REDACTED\] Communications plan 07 March 2019.doc](#)
[image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image005.jpg](#)

Hi Annabelle

Attached is the Comms Plan we have been working on in partnership with MBIE, ATEED, Screen Wellington and Film Otago Southland.

Everything needs to be run by Amazon however we would like to be in a position to have it ready for review before they arrive next week.

Look forward to your thoughts,

Catherine

Catherine Bates | Head of Incentives and International Promotions
New Zealand Film Commission | Te Tumu Whakaata Taonga
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From: [Philippa Mossman](#)
To: [Catherine Bates](#)
Subject: Re: Amazon Update
Date: Friday, 5 April 2019 2:50:12 a.m.
Attachments: [image003.png](#)
[image004.jpg](#)
[image005.jpg](#)
[image006.jpg](#)
[image003.png](#)
[image005.jpg](#)

Thanks for the share and sounds great -and exciting in fact, to think of the production... another evolution.

Sent from my iPhone

On 3/04/2019, at 6:56 PM, Catherine Bates <CatherineB@nzfilm.co.nz> wrote:

Hi Paul and Annabelle,

Quick up date on the second Amazon meeting today.

It was very much a working session on the NZSPG with a focus on the 5% uplift application process and section D.

Tom Florino led the section from the Amazon side. Attendees included Bruce and Gene, plus a number of reps from Amazon legal, tax and production finance.

From the discussion within the meeting, it is clear they are working at pace to get set up for NZ, they are currently working with PWC and Deborah Fox.

In terms of the uplift we covered off the following topics:

1. New Zealand showcasing partnership for tourism and broader NZ Inc
2. Innovation Partnership (outlined by Kjesten)
3. Infrastructure investment (could be a leave behind in AKL or QNZ plus investment in NZs VFX capability)

Amazon also tabled an education partnership which would fit with mandatory point for C7 or extend into D4 in terms of knowledge transfer.

The next step is for Kjesten and I to work on a proposal, with TNZ. We are aiming to having this to Amazon on Wednesday 17 April. We need to make sure that TNZ can work to this date before fully committing. **Paul, are you happy for me to contact TNZ?**

We spoke about timing, and worked back from the proposed 31 May SEB Panel meeting. To meet this we need to hit the following dates:

- NZ drafted Section D proposal 17 April
- Amazon feedback (approx. one week) 24 April

- Refinement of proposal through to 17 May
- Full 5% uplift application submitted by 17 May
- SEB Panel paper sent out 24 May
- SEB Panel meeting 31 May.

Amazon are checking they can meet this timeline – they are not sure they will have the budget ready, which is needed to estimate QNZPE. If they can't make the dates work we will move the meeting to early June.

To keep things moving, Tom and I will be the key points of contact.

I'll keep you posted if anything changes over the next two days.

Once I'm back in Auckland and have confirmation from Tom on the timeline I'll set up a few working sessions.

Nga mihi

Catherine

<!--[if !vml]--><image006.jpg><!--[endif]-->Catherine Bates | Head of Incentives and International Promotions

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<image004.jpg>

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Please consider the environment before printing this e-mail.

From: [Jemma Taylor](#)
To: [Catherine Bates](#)
Subject: Draft agenda for Comms meeting
Date: Wednesday, 17 April 2019 1:10:06 p.m.
Attachments: [Agenda Amazon Comms Meeting 170419.doc](#)
[image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image005.png](#)

Kia ora Catherine,

Draft agenda for Amazon comms meeting attached for you to review/ finalise.

Or [here](#) in T drive.

Jem

Jemma Taylor | International PR and Promotions Specialist
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 2- Kauri Timber Building, 29 Graham St, Auckland, 1010

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AGENDA

AMAZON Comms Planning Meeting

Thursday 17 April, 11.00am-12.00pm

NZFC Conference Line

Direct to bridge: Phone 04 894 1955 PIN 5319#

Direct to NZFC Reception (who will transfer you) 0800 659 754

Attendees:

ATEED

- [REDACTED]
- Malcolm Lawry

WREDA/ Screen Wellington

- Shane Cowlshaw
- Alex Glasspool

Film Otago Southland/ QLDC

- KJ Jennings, Film Otago Southland
- Naell Crosby-Roe

MBIE

- Cecilia Warren
- Joe Dawson

New Zealand Film Commission (NZFC):

- Catherine Bates
- Jemma Taylor

Apologies:

- Lester Thorley- ATEED
- Philippa Mossman- NZFC

Item	Responsible
Welcome and update	NZFC
Comms plan – next steps	All
Any other business/ Questions	All

From: [Catherine Bates](#)
To: [Annabelle Sheehan](#)
Subject: RE: Update
Date: Thursday, 9 May 2019 7:03:00 p.m.

Hi – it was good to chat, thanks.

Updates below:

1. mini Bruce catch up

I've emailed Bruce today. He is traveling to AKL 19 May. I've asked to catch up on Queenstown stage status / Uplift crew numbers etc / intro to Tourism / and assistance he needs from us on meeting set. I'll keep you updated

2. call to felicity –

We are having coffee tomorrow as 9am.

3. call with malcolm(? If you are calling)

Had a comms meeting with Malcolm this morning. Couple of points:

- a. Raised the prop with Malcolm he does want to share it with Bruce however he said he understands the need to coordinate the ask from a NZ point of view. He also added he needs to derive more value from the partnership to support ATEED investment into infrastructure. This worries me a little as he spoke about licences covering infrastructure leave behind and possibility training. I'll cover this off with Felicity tomorrow.

- b. Stages – [REDACTED] is definitely off the table. [REDACTED]

4) extra link to film industry on the POI site. Request has been made – waiting on timing, hoping it will be quick.

From: Annabelle Sheehan <AnnabelleS@nzfilm.co.nz>
Sent: Wednesday, 8 May 2019 5:15 p.m.
To: Catherine Bates <CatherineB@nzfilm.co.nz>
Subject: Update

Good to catch up today. Thanks!

So when you have a moment let me know (in brief)how it went with

- 1) mini Bruce catch up
- 2) call to felicity.
- 3) call with malcolm(? If you are calling)
- 4) extra link to film industry on the POI site.

Normally I wouldn't need a brief -but conscious once overseas I might get 'jet lag memory loss' (its a 'thing'!) and this will help me keep across it all in principal .

I enjoyed the Summit meet. I think the vision is really clear! Including in the press release which

pretty much lays it all out.

Annabelle Sheehan | Chief Executive

New Zealand Film Commission | Te Tumu Whakaata Taonga

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



From: [Catherine Bates](#)
To: [Philippa Mossman](#)
Subject: RE: LOTR for Leith
Date: Wednesday, 22 May 2019 3:37:00 p.m.

Do you think I should say you and I meet with the producer in AKL last night?

From: Philippa Mossman <Philippa@nzfilm.co.nz>
Sent: Wednesday, 22 May 2019 3:06 p.m.
To: Catherine Bates <CatherineB@nzfilm.co.nz>
Subject: Re: LOTR for Leith

Yes exactly, it seems likely deeply disguised advertorial. A little surprised The Scotsman would run something as unsubstantiated as this.

Might as well circulate to the group, yes.

Sent from my iPhone

On 22/05/2019, at 2:54 PM, Catherine Bates <CatherineB@nzfilm.co.nz> wrote:

It's almost advertorial for the bank.

I'm think I should send it around the group to say that no announcement has been made and NZ is still working with the production.

Do you agree?

C

From: Philippa Mossman <Philippa@nzfilm.co.nz>
Sent: Wednesday, 22 May 2019 2:34 p.m.
To: Catherine Bates <CatherineB@nzfilm.co.nz>
Subject: LOTR for Leith

FYI:

A bizarre story published in The Scotsman on Monday, essentially "confirming" with quite some detail that LOTR will film in Scotland:

<https://www.scotsman.com/business/comment-firms-shall-not-pass-on-tolkien-related-benefits-1-4929329>

Note it's published as a Comment piece (written by a Bank of Scotland exec, last para promoting their lending) but honestly, you have to read closely to pick that up.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: Catherine Bates <CatherineB@nzfilm.co.nz>

Sent: Monday, 2 December 2019 4:47 p.m.

To: Philippa Mossman <Philippa@nzfilm.co.nz>

Subject: Amazon - infrastructure text for review

D3 – INVESTMENT IN NEW ZEALAND INFRASTRUCTURE

Available points – [REDACTED]

Claimed points – [REDACTED]

Assessed points – [REDACTED]

Intent of benefit

[REDACTED]

[REDACTED]

Points

[REDACTED]

- [REDACTED]
[REDACTED]
- [REDACTED]
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[REDACTED]
[REDACTED]
[REDACTED]

From: [Philippa Mossman](#)
To: [Catherine Bates](#)
Subject: Re: Amazon LOTR Assessment of Significant Economic Benefits Discussion DRAFT.docx
Date: Monday, 2 December 2019 2:29:08 p.m.

Have had a fairly quick read.
Ready to speak when you are.

P

Sent from my iPhone

On 2/12/2019, at 2:01 PM, Catherine Bates <CatherineB@nzfilm.co.nz>
wrote:

Hi,

Attached is the draft as it stands now.

What I'm really keen to talk about is the NZFC assessment.

I have throw in copy from previous reports to help our discussion - really keen to
flesh out:

- Benefits to the screen sector partnership
 - Marketing
 - Training
 - Infrastructure

Speak at 2.30

C

<Amazon LOTR Assessment of Significant Economic Benefits Discussion
DRAFT.docx>

From: [Catherine Bates](#)
To: [Jasmin McSweeney](#); [Annabelle Sheehan](#)
Cc: [Phillippa Mossman](#)
Subject: Response from Amazon re Herald Coverage
Date: Sunday, 30 June 2019 11:07:58 a.m.

FYI email response from Tom Florino Amazon:


Thank you for passing along. I will speak with our PR/Comms and Marketing teams and circle back.

Re: status of production, as I've shared, we generally do not comment on any rumors and speculation in the market - even if there is commercial activity - until we collaborate with government partners on a formal project/location announcement.

I will huddle with the Studios teams and see if there is a limited statement we could craft acknowledging our work and partnership with NZ to date on this opportunity to share with stakeholders. Candidly, PR/Comms generally do not support this approach as such "half measures" often leak and distract from our earned media strategy for announcements.

I appreciate your position and will provide any support and cover I can, but we likely will need to stick to the script. Bad puns and all.

Tom

Catherine Bates
Head of Incentives
NZFC


Sent from my iPhone

From: [Catherine Bates](#)
To: [Annabelle Sheehan](#)
Cc: [Pam McCabe](#); [Philippa Mossman](#)
Subject: Approval required: Dinner with Amazon
Date: Wednesday, 24 July 2019 11:01:48 a.m.

Hi Annabelle

I'm seeking approval to cover the costs of dinner with our Amazon this evening.

Attending the dinner will be our two key contacts from Economic Development, Tom Florino and Hugo Adair.


Also joining the dinner will be Rebecca Ingram and Lauren Vosper (TNZ) and Marta Marter (MBIE).

Hosting from NZFC will be Philippa, you and me.

The restaurant I've selected is small Mexican Restaurant in West Hollywood, Petite Taqueria. Dishes range from \$10 through \$29 there the final bill will be over \$200

Can you please approve the dinner.

Thanks

Catherine Bates
Head of Incentives
NZFC


Sent from my iPhone

From: [Catherine Bates](#)
To: [Annabelle Sheehan](#)
Subject: Amazon Update [IN-CONFIDENCE:RELEASE EXTERNAL]
Date: Tuesday, 6 August 2019 5:46:00 p.m.
Attachments: [Amazon-NZ Draft Proposal \(RL 8-3-19\).pdf](#)

Hi Annabelle

Attached is the updated prop from Amazon. . Total production budget is [REDACTED] for all five series. Will get the QNZPE tomorrow. MBIE talking to Ministers at 8am, I'll update you as soon as I hear.

C

From: [Annabelle Sheehan](#)
To: [Catherine Bates](#)
Subject: Re: Amazon update
Date: Thursday, 15 August 2019 8:55:07 a.m.
Attachments: [image003.png](#)
[image004.jpg](#)
[image002.jpg](#)
[image006.png](#)

Let's talk about this ASAP.

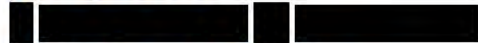
Sent from my iPhone



Annabelle Sheehan | Chief Executive

New Zealand Film Commission | Te Tumu Whakaata Taonga

Level 3, [119 Ghuznee St. Wellington 6011](#) | PO Box [11546, Manners Street, Wellington 6142](#)



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



On 14/08/2019, at 12:06 AM, Catherine Bates <CatherineB@nzfilm.co.nz> wrote:

Hi Annabelle

We can chat further when it works for you however as a quick update on the 5% eligibility:

- Ministers do not want to make any diversions away from the criteria
- Once Amazon have incurred \$100m of QNZPE – it will trigger the 5% uplift on future expenditure
- We can continue the discussion on the 5% uplift partnership based on this
- Paul Stocks is calling Tom tomorrow morning to communicate the outcome

I've held some time with Tom tomorrow morning so update you on this conversation.

Chat soon,

Catherine

<!--[if !vml]-->[image002.jpg](#)<!--[endif]-->Catherine Bates | Head of Incentives and International Promotions

New Zealand Film Commission | Te Tumu Whakaata Taonga

Level 2, Kauri Timber Building, 29 Graham Street, Auckland

PO Box 11546, Manners Street, Wellington 6142



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

From: [Jemma Taylor](#)
To: [Catherine Bates](#)
Cc: [Jasmine Nyx](#)
Subject: FOR REVIEW AND INPUT: DRAFT UAP location announcement comms plan
Date: Wednesday, 11 September 2019 4:10:27 p.m.
Attachments: [image001.jpg](#)
[image003.png](#)
[image004.jpg](#)
[DRAFT UAP location announcement communications plan 110919.doc](#)
[image007.jpg](#)
[image008.png](#)

Kia ora,

Please find the DRAFT UAP location announcement comms plan attached for your review.

I'll print too.

Jem

Jemma Taylor | International PR and Promotions Specialist
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 2- Kauri Timber Building, 29 Graham St, Auckland, 1010

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Please consider the environment before printing this e-mail.

From: [Jemma Taylor](#)
To: [Catherine Bates](#)
Subject: Re: Visiting Hobbiton
Date: Wednesday, 11 September 2019 8:54:35 p.m.

There is-

Bush and Beach operate a day tour

<https://www.bushandbeach.co.nz/tour/hobbiton-express-day-tour/>

Or Great Sights operate one- but think it includes either Waitomo or Rotorua

<https://www.greatsights.co.nz/new-zealand-tour-destinations/hobbiton-movie-set-tours/>

Or I'm sure Russell would organise a driver to collect them if he knew it was them, and he'd be very confidential. Understand if they don't want it known though.

Jem

On 11/09/2019, at 8:24 PM, Catherine Bates <CatherineB@nzfilm.co.nz> wrote:

Hi Jemma

Do you know if there is a bus service departing auckland to hobbiton?

The Amazon team I meet today are keen to visit on Friday

Thanks

C

Catherine Bates
Head of Incentives
New Zealand Film Commission



Sent from my iPad

From: [Annabelle Sheehan](#)
To: [Catherine Bates](#)
Cc: [Jemma Taylor](#); [Jasmine Nyx](#); [Ally Cribb](#); [Philippa Mossman](#)
Subject: RE: AMAZON UAP announcement draft comms plan
Date: Monday, 16 September 2019 1:22:22 p.m.
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image005.png](#)

I like all of these for CEO quote

And the quote you have

- Amazon Studios choosing to locate UAP in New Zealand offers a significant opportunity for the screen sector and is testament to the skills, capability and reputation of New Zealand's screen industry.
- UAP choosing to locate in New Zealand will bring new jobs, direct spend and indirect benefits.
- A wide range of Screen Sector partners have worked together to attract Amazon Studios to New Zealand.
- UAP's production base will be in Auckland and given the scale of the project UAP will utilise vendors from around New Zealand including location shooting throughout New Zealand.
- Amazon Studios locating UAP here presents a significant opportunity for New Zealand to capture the hearts and imaginations of fans worldwide and widen awareness of New Zealand to Amazon Studios' significant global audience. New Zealand agencies will continue to work closely with Amazon Studios as they build their New Zealand presence and develop future partnerships.
- Since the early 2000's the volume of production in New Zealand has continued to increase, growing the screen sector into a billion-dollar industry and creating significant economic benefits for other sectors such as tourism.

Annabelle Sheehan | Chief Executive
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[www.nzfilm.co.nz](#) | [ondemand.nzfilm.co.nz](#)



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Please consider the environment before printing this e-mail

From: Catherine Bates <CatherineB@nzfilm.co.nz>
Sent: Saturday, 14 September 2019 2:00 p.m.
To: Annabelle Sheehan <AnnabelleS@nzfilm.co.nz>
Cc: Jemma Taylor <JemmaT@nzfilm.co.nz>; Jasmine Nyx <jasmine.nyx@nzfilm.co.nz>; Ally Cribb <AllyC@nzfilm.co.nz>; Philippa Mossman <Philippa@nzfilm.co.nz>
Subject: AMAZON UAP announcement draft comms plan

Hi Annabelle

Attached is a draft UAP location announcement document.

As a summary:

- Amazon are making a location announcement 9am Wednesday 18 September (NZT)
- The announcement will take the form of a tweet on the Lord of the Rings Prime twitter handle. This will be a NZ flag emoji
- It will be followed up with Amazon Studio release
- Amazon have asked NZ partners to consider supporting releases

Attachment 'draft UAP location announcement document' has been withheld under s9(2)(g)(i) of the OIA

Currently these will come from:

- Minister
- NZFC
- ATEED

We will need to draft a supporting statement on Monday. (Ally and Jasmine can you please set up a meeting on Monday)

To get things started we here is an opening quote.

Annabelle Sheehan Chief Executive of the New Zealand Film Commission says “The scale and significance Amazon Studio locating UAP streaming series in New Zealand in unprecedented. The production will create significant economic benefits and employment opportunities. The New Zealand Film Commission, along with the broader industry and New Zealand partners, welcome the opportunities Amazon Studios will bring to New Zealand with this long and enduring partnership.”

Speak Monday

C

From: [Catherine Bates](#)
To: [Annabelle Sheehan](#)
Cc: [Jemma Taylor \(JemmaT@nzfilm.co.nz\)](mailto:Jemma.Taylor@nzfilm.co.nz)
Subject: Amazon Announcement - Embargoed until 10am Wednesday 18 September
Date: Tuesday, 17 September 2019 4:20:00 p.m.
Attachments: [DRAFT UAP Location announcement NZFC statement 170919 v2.doc](#)
[DRAFT UAP location announcement communications plan 170919 v3.doc](#)
[image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image005.png](#)

Hi Annabelle

Attached is the final draft.

On the contact – I think it will need to be me tomorrow as Jemma will only be here for one more day.

I'll send this to Amazon over night and to Kate in the morning to send out to media.

Thanks

Catherine Bates | Head of Incentives and International Promotions
New Zealand Film Commission | Te Tumu Whakaata Taonga
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Please consider the environment before printing this e-mail.

From: [Annabelle Sheehan](#)
To: [Ally Cribb](#)
Cc: [Catherine Bates](#); [Jemma Taylor](#)
Subject: Re: Amazon Announcement - Embargoed until 10am Wednesday 18 September
Date: Wednesday, 18 September 2019 6:37:43 a.m.

I will make myself available at any time. Other than up to 10:30 when Board is in play. Let me know as soon as you have a request for me and I will ask the Board.

Annabelle Sheehan | Chief Executive
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, [119 Ghuznee St, Wellington 6011](#) | PO Box [11546, Manners Street, Wellington 6142](#)


On 18/09/2019, at 6:28 AM, Ally Cribb <AllyC@nzfilm.co.nz> wrote:

Unsure till she is out of the board meeting? Hopefully free after 11am but can't confirm at this point sorry. She has meetings from 12.30pm onwards.

Sent from my iPhone

On 18/09/2019, at 6:24 AM, Catherine Bates
<CatherineB@nzfilm.co.nz> wrote:

Just checking you are ok with this release going out at 10am.
Also it has my name on it. Ok?

Ally - there will most probably be media interest today. How is Annabelle's diary after 10am?

Thanks

Catherine

From: Catherine Bates

Sent: Tuesday, 17 September 2019 9:01 p.m.

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

Cc: Jemma Taylor (JemmaT@nzfilm.co.nz)
<JemmaT@nzfilm.co.nz>

Subject: FW: Amazon Announcement - Embargoed until 10am
Wednesday 18 September

Sorry Annabelle - please use these documents to review.

From: Catherine Bates

Sent: Tuesday, 17 September 2019 4:21 p.m.

To: Annabelle Sheehan

<AnnabelleS@nzfilm.co.nz<<mailto:AnnabelleS@nzfilm.co.nz>>>

Cc: Jemma Taylor

(JemmaT@nzfilm.co.nz<<mailto:JemmaT@nzfilm.co.nz>>)

<JemmaT@nzfilm.co.nz<<mailto:JemmaT@nzfilm.co.nz>>>

Subject: Amazon Announcement - Embargoed until 10am
Wednesday 18 September

Attachment withheld under s 9(2)(g)(i) of the OIA

Hi Annabelle

Attached is the final draft.

On the contact – I think it will need to be me tomorrow as Jemma will only be here for one more day.

I'll send this to Amazon over night and to Kate in the morning to send out to media.

Thanks

From: [Catherine Bates](#)
To: [Annabelle Sheehan](#)
Cc: [\(AllyC@nzfilm.co.nz\)](#); [Kate Larkindale \(katel@nzfilm.co.nz\)](#)
Subject: Amazon Announcement - Final Approved statements embargoed until 10am
Date: Wednesday, 18 September 2019 9:35:00 a.m.
Attachments: [FINAL Amazon Location announcement NZFC statement 180919 .doc](#)
[FINAL Amazon Series based on LOTR location announcement communications plan.doc](#)
[image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image005.png](#)

Hi Annabelle

Attached is our final statement plus our comms plans **embargoed until 10am Wednesday 18 September** 2019

Below is the Amazon announcement.

Speak soon,

C

AMAZON STUDIOS ANNOUNCES NEW ZEALAND AS LOCATION FOR ITS UPCOMING SERIES BASED ON THE LORD OF THE RINGS

CULVER CITY, Calif. – Sept. 17, 2019 – Amazon Studios announced today that its series based on J.R.R. Tolkien’s iconic fantasy novels *The Lord of the Rings* will shoot in New Zealand. Pre-production has started, and production on the series will begin in Auckland in the coming months.

“As we searched for the location in which we could bring to life the primordial beauty of the Second Age of Middle-earth, we knew we needed to find somewhere majestic, with pristine coasts, forests, and mountains, that also is a home to world-class sets, studios, and highly skilled and experienced craftspeople and other staff. And we’re happy that we are now able to officially confirm New Zealand as our home for our series based on stories from J.R.R. Tolkien’s *The Lord of the Rings*,” said showrunners and executive producers J.D. Payne and Patrick McKay. “We are grateful to the people and the government of New Zealand and especially Auckland for supporting us during this pre-production phase. The abundant measure of Kiwi hospitality with which they have welcomed us has already made us feel right at home, and we are looking forward to deepening our partnership in the years to come.”

Set in Middle-earth, the television adaptation will explore new storylines preceding J.R.R. Tolkien’s *The Fellowship of the Ring*. A world-renowned literary work, and winner of the International Fantasy Award and Prometheus Hall of Fame Award, *The Lord of the Rings* novels were named Amazon customers’ favorite book of the millennium in 1999 and Britain’s best-

loved novel of all time in BBC's The Big Read in 2003. Its theatrical adaptations, from New Line Cinema and Director Peter Jackson, earned a combined gross of nearly \$6 billion worldwide and garnered a combined 17 Academy Awards, including Best Picture.

The executive producers and showrunners for the series are J.D. Payne and Patrick McKay. J.A. Bayona (*The Orphanage*, *Jurassic Park: Fallen Kingdom*) will direct the first two episodes and also serve as executive producer, alongside his partner Belén Atienza. Executive Producers are Lindsey Weber (*10 Cloverfield Lane*), Bruce Richmond (*Game of Thrones*), Gene Kelly (*Boardwalk Empire*), Sharon Tal Yguado, Gennifer Hutchison (*Breaking Bad*), Jason Cahill (*The Sopranos*), and Justin Doble (*Stranger Things*).

Catherine Bates | Head of Incentives and International Promotions
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MEDIA RELEASE

EMBARGOED 10AM WEDNESDAY 18 SEPTEMBER NZT

AMAZON STUDIOS' SERIES BASED ON *THE LORD OF THE RINGS* OFFERS SIGNIFICANT OPPORTUNITIES FOR NEW ZEALAND

WELLINGTON, NEW ZEALAND: The New Zealand Film Commission and partners from the sector, including Auckland Tourism, Events and Economic Development (ATEED) have worked together to bring the Amazon Studios series based on *The Lord of the Rings* to New Zealand.

New Zealand being chosen as the production location, offers significant opportunities for the local screen sector and indirect benefits into other industries, including new jobs and direct spend.

Annabelle Sheehan, Chief Executive of the New Zealand Film Commission says the streaming series filming in New Zealand will bring immense benefits to the country.

"The scale of Amazon Studios series, based on The Lord of the Rings, will create significant economic benefits and employment opportunities. The New Zealand Film Commission, along with the broader industry and New Zealand partners, welcome the opportunities Amazon Studios will bring to New Zealand."

Sheehan says Amazon Studios' decision is testament to the skills, capability and reputation of New Zealand's screen industry as well as strong infrastructure in cities such as Auckland.

Since the early 2000's the volume of production in New Zealand has continued to increase, growing the screen sector into a billion-dollar industry and creating significant economic benefits for other sectors such as tourism.


Sheehan says the series provides an opportunity to grow New Zealand's screen sector even further.

"It will capture the hearts and imaginations of fans worldwide and expand connections to New Zealand via Amazon Studios' significant global audience. New Zealand agencies will continue to work closely with Amazon Studios as they build their presence across New Zealand and develop future partnerships."

The series based on *The Lord of the Rings* will utilise vendors from across New Zealand, and include location shooting in several regions. The main production base will be in Auckland.

FOR NEW ZEALAND FILM COMMISSION INTERVIEWS OR MEDIA ENQUIRIES


Catherine Bates | catherineb@nzfilm.co.nz | 



About the New Zealand Film Commission

The New Zealand Film Commission invests in original and culturally significant films, encourages talented New Zealand filmmakers through developing career pathways and facilitating connections offshore, and works to increase the number of people seeing New Zealand films here and overseas. It is responsible for marketing New Zealand's screen production industry overseas and attracting international screen productions to New Zealand. The NZFC supports the growth of economic activity and helps ensure New Zealand has sustainable screen sector businesses operating within an internationally competitive screen sector. The NZFC also helps negotiate co-production treaties and is responsible for administering the New Zealand Screen Production Grant, the Post, Digital and Visual Effects Grant and the 5% Uplift, and for certifying official co-productions and New Zealand films for tax purposes.

International productions are eligible for a grant rebate of 20 per cent of qualifying New Zealand production expenditure. An additional 5 per cent grant is available to applicants who demonstrate significant economic benefits to New Zealand, recognising that screen productions can raise New Zealand's profile internationally, attract high value tourists, international students and profile innovative and creative people and technologies.





FINAL

Production location announcement for the series based on the Lord of the Rings.

As of 180919

BACKGROUND:

The Ministry of Business, Innovation and Employment (MBIE), the New Zealand Film Commission (NZFC), Tourism New Zealand, Auckland Tourism Events and Economic Development (ATEED), Wellington Regional Economic Development Agency (WREDA) and Film Otago Southland / Queenstown Lakes District Council (QLDC), are working together on the Amazon series based on The Lord of the Rings. Subsequently a communications group with representatives from each agency has been formed.

PURPOSE:

The purpose of the communications plan is to ensure a coordinated communications approach with clear and consistent messaging for the production location announcement for the series based on The Lord of the Rings.

The production announcement will be made at 3pm Tuesday 17 September PST / 10am Wednesday 18 September NZT.

Note: The announcement will be led by Amazon Studios. All production enquires should be directed to Amazon Studios.

Key contacts:

Tammy Golihew

Alana Russo

AUDIENCE:

1. Key stakeholders and funders
 - Ministers/ central government
 - Local government
 - Each of the organisation's boards
2. Media
 - New Zealand and International
3. Industry
 - New Zealand industry

MESSAGING:

Statement (messaging to form press release)

- Amazon Studios choosing to locate the series based on The Lord of the Rings in New Zealand offers a significant opportunity for New Zealand.

- The series based on The Lord of the Rings choosing to locate in New Zealand is testament to the skills, capability and reputation of New Zealand's screen industry.
- The series based on the Lord of the Rings will bring new jobs, direct spend and indirect benefits to New Zealand.
- A wide range of Screen Sector partners have worked together to attract Amazon Studios to New Zealand.
- The series based on The Lord of the Rings will utilise vendors from around New Zealand including location shooting in other regions, while the main production base will be in Auckland.
- Amazon Studios locating the series based on The Lord of the Rings here presents a significant opportunity for New Zealand to capture the hearts and imaginations of fans worldwide and widen awareness of New Zealand to Amazon Studios' significant global audience. New Zealand agencies will continue to work closely with Amazon Studios as they build their New Zealand presence and develop a future partnership.
- Since the early 2000's the volume of production in New Zealand has continued to increase, growing the screen sector into a billion-dollar industry and creating significant economic benefits for other sectors such as tourism.

Q and A's: *(background information for spokespeople)*

Production direct benefits:

While the New Zealand spend is still in development the series based on The Lord of the Rings will support economic activity in the screen sector directly by employing New Zealand crew and cast, as well as generating business for New Zealanders and New Zealand companies that provide a wide range of products, from timber for sets, to hospitality and catering services. The benefits will be regionally spread.

Commercial sensitivity:

As with other conversations held with international studios, many of these were required to be held in confidence given the details related to highly commercially sensitive production information. This is normal and standard industry practice.

Production Base:

Auckland will be the main production base for the series based on The Lord of the Rings.

Auckland is a proven world-class screen production industry and is excited to host the series based on The Lord of the Rings.

Due to the size, scale and duration of the streaming series, Amazon Studios' infrastructure requirements are significant and commercial negotiations are ongoing.

Regional Locations:

Securing a production of this scale will create flow on benefits for regions, and broader benefits over time. New Zealand's landscapes are a major drawcard for international screen

productions and were a factor in Amazon Studios locating the series based on the Lord of the Rings in New Zealand. While Auckland will be the production base, the series based on the Lord of the Rings will utilise vendors from around New Zealand and production will include location shooting in other regions.

Screen Incentives:

Like other countries with successful screen industries, New Zealand has an incentive programme to attract international production work to our shores.

The series based on The Lord of the Rings will be eligible to access the New Zealand Screen Production Grant under the July 2017 Criteria. The production is eligible for the 20% grant and has been invited to apply for the 5% Uplift. Discussions are ongoing with Amazon, the New Zealand Film Commission, Tourism New Zealand and MBIE. The final decision will be made by the SEB panel.

The series has not been offered incentives beyond what is on offer in the current criteria.

Capacity:

While the series based on The Lord of the Rings will create a significant footprint in Auckland and across regional locations, New Zealand will have the infrastructure and crew capacity across the country to host additional productions.

New Zealand and Amazon are exploring talent development and training opportunities to expand New Zealand's crew base including mentorships and internships.

In the past 18 months New Zealand has hosted multiple international productions including *Mission Impossible: Fallout*, *The Meg*, *Mortal Engines*, *Mulan*, *Letter for the King*, *The Luminaries*, *Cowboy Bebop*, *The Wilds* and *Avatar*.

Ongoing tourism benefits- Tourism New Zealand:

Data as at YE JUNE 2019

- 19% of holiday visitors cite the Hobbit as one of the factors influencing interest in New Zealand
- 9% of holiday visitors cite the Hobbit as a factor seriously influencing their consideration for New Zealand

DRAFT TNZ Reactive holding statement:

Please attribute to Stephen England-Hall, Chief Executive Tourism New Zealand.

- It's fantastic that the Amazon series based on The Lord of the Rings will be filmed in New Zealand. There will be fans around the world excited by this news.

- Over the years Tourism New Zealand has invested heavily to leverage location filming and this has contributed to around 19% of visitors still citing The Hobbit as influencing their interest in New Zealand.
- Partnership conversations with Amazon are ongoing - we are working to determine the scope and opportunity that this production may provide for tourism.

Possible reactive questions

Who are you working with?

Partnership discussions with Amazon, the New Zealand Film Commission, and MBIE are ongoing

How much will it cost and who will pay for it?

Details of the Significant Economic Benefits Grant are best discussed with the NZ Film Commission.

What kind of tourism benefits would leveraging the filming deliver?

We are working with a range of agencies to determine the opportunity and scope for leveraging the production, once this is known the benefits to New Zealand can be determined.

Background Facts

New Zealand screen industry:

New Zealand's ability to attract The Lord of the Rings, against significant international competition, speaks to the global standing of our local industry. New Zealand's screen industry is strong and steadily growing. The 2017/18 Screen Sector Survey reported that:

- Gross screen revenue was \$3.3 billion. Of this Post-production revenue increased by \$130 million, to \$764 million.
- In 2017, the screen industry employed 16,200 people for a total of 29,700 jobs, up 3,100 jobs from 2016.
- The survey showed while volume is driven out of Auckland and Wellington, production expenditure is growing in the regions. Screen businesses in the South Island earned \$148 million in 2018, up \$64 million from 2017.

Value of the New Zealand Screen Production Grant:

Without the incentive programme New Zealand would not be able to attract international productions. Incentives are a fact of life in the global screen industry. Many other countries compete for this sort of business – Australia, the US, Canada, the UK and across Europe and Asia. New Zealand's incentive is considered middle of the pack. Without it we would not benefit from the jobs, creative opportunities and pride that it brings to New Zealand when we see our country, actors and talent on screens around the world.

- a. Since 2010 the international grant and its predecessor, the Large Budget Screen Production Grant, have attracted NZ\$4.1BN of foreign exchange that would not

have otherwise been spent in New Zealand. Since 2010 the international grant and its predecessor have supported 117 productions.

- b. These productions support economic activity in the screen sector directly by employing New Zealand crew and cast, as well as generating business for New Zealanders and New Zealand companies that provide a wide range of products, from timber for sets, to hospitality and catering services. And often in the regions.

The purpose of the NZSPG for International Productions is to incentivise the production of large budget feature films, television and other format productions in New Zealand in order to provide economic and industry development benefits to New Zealand. International Productions can access a baseline cash grant of 20% of Qualifying New Zealand Production Expenditure (QNZPE) with a 5% Uplift available for a smaller number of productions that are invited to apply and can demonstrate significant additional economic benefits to New Zealand.

Not for comment

- Details of the production (for Amazon Studios to speak to when production will start, what it will involve, filming and production locations, employment opportunities for extras, cast and crew, and other project facts and figures...)
- The location for the regional film base (still in development)
- What leverage opportunities might exist (as this is still in development with Amazon Studios)
- Cost to the New Zealand Screen Production Grant (this will be subject to the actual amount of money spent in New Zealand by Amazon Studios, so there is no precise figure to comment on. Any payments will be in line with the existing grant criteria and rules).

SPOKESPEOPLE:

1. The general New Zealand message

PROACTIVE

- Annabelle Sheehan, CEO (NZFC)

REACTIVE

- Paul Stocks, Deputy Chief Executive (MBIE)

2. Local messaging/ each agency

PROACTIVE

- ATEED: Mayor Phil Goff

REACTIVE

- WREDA: Lance Walker, CEO

- Film Otago Southland: KJ Jennings, Executive Manager
- QLDC: Mayor Jim Boulton (questions and requests for comment via the QLDC Communications team)

DRAFT

From: [Jemma Taylor](#)
To: [Catherine Bates](#)
Subject: Lord of the Rings TV series New Zealand location announcement result highlights...
Date: Wednesday, 18 September 2019 12:06:10 p.m.
Attachments: [image001.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image002.jpg](#)
[image006.jpg](#)
[image014.jpg](#)
[image015.jpg](#)
[image016.jpg](#)
[image020.png](#)

Results from this morning's announcement until now (I'll update again later today):

- **Amazon tweet-** <https://twitter.com/LOTRonPrime/status/1174076839205060608>
- **NZ Herald-** Amazon confirms Lord of the Rings TV series will be filmed in Auckland:
https://www.nzherald.co.nz/entertainment/news/article.cfm?c_id=1501119&objectid=12268626
- **Stuff-** Amazon's *The Lord of the Rings* TV series to start filming in Auckland:
<https://www.stuff.co.nz/entertainment/tv-radio/115878784/amazons-lord-of-the-rings-tv-series-to-start-filming-in-auckland>
- **TVNZ-** Confirmed: New Lord of the Rings series to be produced in New Zealand:
<https://www.tvnz.co.nz/one-news/entertainment/confirmed-new-lord-rings-series-produced-in-zealand>
- **RNZ-** <https://www.rnz.co.nz/news/national/399018/auckland-confirmed-as-base-for-lord-of-the-rings>
- **Scoop-** New Zealand is location for series based on LOTR:
<http://www.scoop.co.nz/stories/CU1909/S00235/new-zealand-is-location-for-series-based-on-lotr.htm>
- **thewrap.com-** Amazon to film Lord of the Rings TV series in New Zealand
<https://www.thewrap.com/amazon-lord-of-the-rings-tv-series-filming-new-zealand/>



From: [Jemma Taylor](#)
To: [Catherine Bates](#)
Cc: [Jasmine Nyx](#)
Subject: Amazon The Lord of the Rings location announcement results
Date: Thursday, 19 September 2019 5:06:34 p.m.
Attachments: [AMAZON The Lord of the Rings Trilogy New Zealand location announcement.docx](#)
[image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image005.png](#)

Kia ora,

Please see the location announcement results attached- in red are the ones I haven't tracked down yet- Jas can you keep an eye out for them and update?

Thanks,

Jem

Jemma Taylor | International PR and Promotions Specialist
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 2- Kauri Timber Building, 29 Graham St, Auckland, 1010

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



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AMAZON *The Lord of the Rings* Trilogy New Zealand location announcement

ZB News –

Our precious \$1.5 billion bonanza: LOTR TV Series to be made in New Zealand:

<https://www.newstalkzb.co.nz/news/entertainment/lord-of-the-rings-tv-series-amazon-confirms-production-will-be-filmed-in-auckland/>

Cinema Blend-Amazon's Lord Of The Rings Series Confirms A Welcome Return From The Movies

<https://www.cinemablend.com/television/2480494/amazons-lord-of-the-rings-series-confirms-a-welcome-return-from-the-movies>

Otago Daily Times- Amazon confirms LOTR series to be made in New Zealand

<https://www.odt.co.nz/star-news/star-national/amazon-confirms-lotr-series-be-made-nz>

Xinhuanet.com-New Zealand confirmed to be location for new LOTR series

http://www.xinhuanet.com/english/2019-09/18/c_138400433.htm

Heather du Plessis Allan – Drive: Annabelle Sheehan: Government still working out how much

Lord of the Rings will cost <https://www.iheart.com/podcast/211-heather-du-plessis-allan-24837940/episode/annabelle-sheehan-government-still-working-out-49366631/>

One News- Confirmed: New Lord of the Rings series to be produced in New Zealand

<https://www.tvnz.co.nz/one-news/entertainment/confirmed-new-lord-rings-series-produced-in-zealand>

AM Show – Not easy to secure Lord of the Rings filming in New Zealand- Kerry Prendergast IV-

<https://www.newshub.co.nz/home/entertainment/2019/09/not-easy-to-secure-lord-of-the-rings-filming-in-new-zealand-film-commission-chair.html>

Amazon tweet- <https://twitter.com/LOTRonPrime/status/1174076839205060608>

NZ Herald- Amazon confirms Lord of the Rings TV series will be filmed in Auckland:

https://www.nzherald.co.nz/entertainment/news/article.cfm?c_id=1501119&objectid=12268626

Stuff- Amazon's *The Lord of the Rings* TV series to start filming in Auckland:

<https://www.stuff.co.nz/entertainment/tv-radio/115878784/amazons-lord-of-the-rings-tv-series-to-start-filming-in-auckland>

TVNZ- Confirmed: New Lord of the Rings series to be produced in New Zealand:

<https://www.tvnz.co.nz/one-news/entertainment/confirmed-new-lord-rings-series-produced-in-zealand>

RNZ- <https://www.rnz.co.nz/news/national/399018/auckland-confirmed-as-base-for-lord-of-the-rings>

Scoop- New Zealand is location for series based on LOTR:
<http://www.scoop.co.nz/stories/CU1909/S00235/new-zealand-is-location-for-series-based-on-lotr.htm>

thewrap.com- Amazon to film Lord of the Rings TV series in New Zealand
<https://www.thewrap.com/amazon-lord-of-the-rings-tv-series-filming-new-zealand/>

Newshub Radio-

Radio NZ-

Ryan Bridge Drive- Magic-

Financial Times- Jamie Smith





<https://www.rnz.co.nz/news/national/399092/fellowship-of-the-actors-robyn-malcolm-says-hobbit-law-should-protect-actors-on-amazon-series>

From: [Katie Baker](#)
To: [Catherine Bates](#)
Cc: [Rochelle Cooney](#)
Subject: RE: Amazon - structure of the partnership
Date: Tuesday, 15 October 2019 12:26:51 p.m.
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image006.png](#)

Hi Catherine

Rochelle has looped me into your email below.

Can you please clarify what your timeframe on this is? It would be great to have a brief chat with you to get a bit of a steer as to what you are wanting from us.

Thanks,
Katie

From: Catherine Bates <CatherineB@nzfilm.co.nz>
Sent: Monday, October 14, 2019 5:39:28 PM
To: Rochelle Cooney <Rochelle@nzfilm.co.nz>
Subject: Amazon - structure of the partnership

Hi Rochelle

Back in April the NZFC, MBIE and TNZ draft the attached outline for the proposed Amazon partnership. One area focused the structure of the partnership – which I've copied below. Are you able to review this against the NZSPG international criteria and let me know if you see any hooks? If timing is tight I can ask Minters.

Many thanks,

Catherine

Structure of the Partnership

The partnership is proposed to cover all five seasons and be structured to allow the approved rebate to be paid in full at the completion of each season based on the delivery of all aspects of the partnership and in conjunction with meeting the NZSPG 2017 Criteria. Full payment at the end of each season will require the production to submit a final application once all QNZPE for the season is completed. The final application for each season will then be assessed by the NZSPG Panel.

Partners commit to meet face to face within 90 days of successful negotiation of the MOU, which will cover the general rules of engagement, how we manage the relationship and high-level deliverables, to discuss and develop a mutually beneficial marketing framework for the o leverage the production The marketing framework must be agreed prior to the start of principal photography for season one.

The MOU will include a provision to review, reassess and re-set the marketing framework at the outset of every season with the framework to be confirmed prior to the start of principal photography.

Catherine Bates | Head of Incentives and International Promotions
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 2, Kauri Timber Building, 29 Graham Street, Auckland
PO Box 11546, Manners Street, Wellington 6142



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Please consider the environment before printing this e-mail.

From: [Catherine Bates](#)
To: [Annabelle Sheehan](#)
Subject: draft note re amazon
Date: Friday, 25 October 2019 3:40:00 p.m.
Attachments: [image001.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image002.jpg](#)

Thoughts? Thanks

Kia ora tatou,

Given we are just over a week out from the proposed SEB Panel meeting on (Monday 4 November) to review the 5% Uplift application for the LOTR streaming series I wanted to provide a quick update on the current status.

Yesterday, Thursday 24 October, Amazon Studios submitted their final 5% partnership proposal. NZ partners (MBIE, TNZ and NZFC) are currently reviewing the proposal, with a focus on the IP rights, and assessing the economic value. Key to this assessment is the estimated tourism economic value which TNZ are looking to complete early next week. The NZFC and MBIE are also seeking legal advice to clarify the structure of the partnership against the NZSPG 2017 criteria.

As you are aware we have a SEB panel meeting scheduled for Monday 4 November, given we have only just received the final partnership proposal from Amazon we do not think it is not feasible to convene the SEB Panel on this day. As this time is held in everyone's diary, I would like to propose that we proceed with a meeting at this time for MBIE, TNZ and the NZFC to discuss the provisional assessment of the proposal.

On Tuesday I will let Tom Florino, from Amazon Studios, know that we will need to postpone the Panel meeting given the time frame we have had to review the partnership proposal. Tom has indicated that Amazon Studios will understand the postponement if we can demonstrate we are working towards finalising the NZ partners assessment of the 5% uplift application and provide a timeline for reconvening the panel. Cecilia, Bex and I will continue to compile consolidated feedback on the final proposal and aim to have this to Tom mid next week.

The NZFC will be in LA 6-12 November for the American Film Market. We can take this opportunity to meet with Amazon Studios talk through the status of the application. Please let me know if you would like to join this meeting in person, via conference call or with one of your local teams joining the meeting.

I work with your EAs to confirmed a new date for the SEB Panel meeting after 18 November.

Actions:

- Agree the SEB Panel scheduled for 4 November is postponed.
- NZFC to notify panellists of the postponement.
- On Tuesday 29 Oct, NZFC notify Amazon of the postponement .
- Agree NZ partners (included in this email) meet on Monday 4 November, 3.30-5.30pm to

discuss the status of the application.

- NZ Partners provide feedback to Amazon by Wednesday 30 Oct.
- NZFC meet with Amazon in LA between 6-12 November.
- Schedule new date for a SEB Panel meeting after 18 November .

I look forward to hearing from you,

Ngā mihi,

Catherine

Catherine Bates | Head of Incentives and International Promotions
New Zealand Film Commission | Te Tumu Whakaata Taonga
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PO Box 11546, Manners Street, Wellington 6142



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Please consider the environment before printing this e-mail.

From: [Catherine Bates](#)
To: [Annabelle Sheehan](#); [Philippa Mossman](#)
Subject: Fwd: NZ Partner consolidated feedback
Date: Wednesday, 13 November 2019 6:22:18 a.m.
Attachments: [Final NZ Partner feedback 8 November 2019.pdf](#)
[ATT00001.htm](#)

Copy of partner feedback for our meeting today.

Catherine Bates
Head of Incentives
NZFC


Sent from my iPhone

Begin forwarded message:

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Please consider the environment before printing this e-mail.

From: [Catherine Bates](#)
To: [Annabelle Sheehan](#)
Subject: Final Amazon Paper through.
Date: Monday, 25 November 2019 11:00:00 a.m.
Attachments: [E_UAP_NZSPG_Partnership_Proposal_\(Final\).pdf](#)
[E_UAP_NZSPG_Partnership_Proposal_\(Final_Markup\).pdf](#)
[image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image005.png](#)

FYI - lets chat once we have had the chance to review.

Ngā mihi,

Catherine

Catherine Bates | Head of Incentives and International Promotions
New Zealand Film Commission | Te Tumu Whakaata Taonga
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Bellbird signature



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Please consider the environment before printing this e-mail.

From: [Catherine Bates](#)
To: [Annabelle Sheehan](#); [Philippa Mossman](#)
Cc: [Ally Cribb](#)
Subject: FOR REVIEW : Amazon LOTR Assessment of Significant Economic Benefits Discussion
Date: Tuesday, 3 December 2019 5:17:00 p.m.
Attachments: [Amazon LOTR Assessment of Significant Economic Benefits Discussion DRAFT v2 .docx](#)

Hi both

Please find attached the draft 5% Uplift paper for review.

I'm still waiting on assessment from MBIE and TNZ however it does include our assessment.

Areas I'd like to discuss tomorrow:

1. The number of professional placements
2. NZFC assessment of marketing and infrastructure
3. The inclusion of an overall NZFC statements (similar to MBIE)
4. MOU negotiating parameters

I'll share a similar draft without comments with MBIE and TNZ tonight.

Thanks

C

From: [Catherine Bates](#)
To: [Annabelle Sheehan](#)
Subject: Re: SEB Panel Conditional approval for next steps draft .docx
Date: Saturday, 14 December 2019 9:20:45 a.m.

This is MBIE's draft. I think it may be a little over reaching.

Catherine Bates
Head of Incentives
NZFC
[REDACTED]

Sent from my iPhone

On 13/12/2019, at 7:32 PM, Annabelle Sheehan <AnnabelleS@nzfilm.co.nz> wrote:

Did we always have 4a?
Can we really get certainty on everything

Sent from my iPhone



Annabelle Sheehan | Chief Executive
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 3, [119 Ghuznee St, Wellington 6011](#) | PO Box [11546, Manners Street, Wellington 6142](#)
[REDACTED] [REDACTED] [REDACTED]

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On 13/12/2019, at 4:58 PM, Catherine Bates <CatherineB@nzfilm.co.nz> wrote:

Hi Annabelle

Attached are the draft conditions from MBIE. If you have a chance it would be great to get your thoughts. My comments are in red

I'll circulate to TNZ and MBIE over the weekend for further review.

Thanks

<SEB Panel Conditional approval for next steps draft .docx>

From: [Annabelle Sheehan](#)
To: [Catherine Bates](#)
Cc: [Philippa Mossman](#); [Mladen Ivancic](#)
Subject: Re: Amazon SEB Panel decisions
Date: Monday, 16 December 2019 2:44:35 p.m.
Attachments: [image002.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image005.png](#)

Thanks for all that

C is hard to understand in practice but in any case I think it will work out

Sent from my iPhone



Annabelle Sheehan | Chief Executive

New Zealand Film Commission | Te Tumu Whakaata Taonga

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On 16/12/2019, at 12:01 PM, Catherine Bates <CatherineB@nzfilm.co.nz> wrote:

Hi Annabelle,

I'm about to send these conditions to TNZ and MBIE for final review and then on to the SEB panel for approval.

If you have any comments prior to the condition going to panel please let me know. I'm hoping to send them EOB today.

Ngā mihi,

Catherine

<!--[if !vml]--><[image002.jpg](#)><!--[endif]-->Catherine Bates | Head of Incentives and International Promotions

New Zealand Film Commission | Te Tumu Whakaata Taonga

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

<[image005.png](#)>

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From: [Catherine Bates](#)
To: [Annabelle Sheehan](#)
Cc: [Nicola Lemberg](#)
Subject: For approval : Entertainment Amazon
Date: Thursday, 27 February 2020 7:45:46 p.m.

Hi Annabelle

With Amazon in Auckland next week we are hosting two dinners.


Monday 2 March at Amano for 16 people. Attendees include Amazon, MBIE, TNZ, Simon Allen, John McCay and me.

While the total bill will go over \$200 I'll pre order wine and shared entrees to manage the overall bill.

On Wednesday we will host the wrap up dinner at odettes. Attending Amazon, TNZ, Simon, John, you and me. Odettes offer a set menu for \$65 so I'm am looking to order this plus pre order the wine.

Thanks

Catherine

Catherine Bates
Head of Incentives
NZFC


Sent from my iPhone

From: [Catherine Bates](#)
To: [Dale Corlett](#)
Subject: Amazon material
Date: Friday, 6 March 2020 3:28:00 p.m.
Attachments: [DRAFT Amazon Series 5% Uplift Memorandum of Understanding \(002\).docx](#)
[180830 InternsBrief.docx](#)
[image001.jpg](#)
[image003.png](#)
[image004.jpg](#)
[example_placement_copy.docx](#)
[Avatar Sequels Producer Masterclass final draft 26 04 19.docx](#)
[image005.jpg](#)

Hi Dale

Following up on our call please find attached the documents we discussed:

1. Draft MOU
2. Avatar intern briefs
3. Placement Copy from previous MOU
4. Jon L producer framework.

By Monday at 4pm it would be great to get your first draft. I'm happy to help where I can.

I'll call to chat,

Ngā mihi,

Catherine

Catherine Bates | Head of Incentives and International Promotions
New Zealand Film Commission | Te Tumu Whakaata Taonga
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Please consider the environment before printing this e-mail.

From: [Philippa Mossman](#)
To: [Catherine Bates](#); [Annabelle Sheehan](#)
Cc: [Ally Cribb](#)
Subject: Re: Agenda for Amazon Call Friday 1 May
Date: Thursday, 30 April 2020 6:38:26 p.m.
Attachments: [image003.png](#)
[image004.jpg](#)
[image005.jpg](#)

Great thank you.

Pipi/Bruce are advising (for immigration work) a July 6 pre-prod/ aug 31st shoot.
Tomorrow's call will be super helpful.

Get [Outlook for iOS](#)

From: Catherine Bates <catherine.bates@nzfilm.co.nz>
Sent: Thursday, April 30, 2020 4:33:01 PM
To: Annabelle Sheehan <annabelle.sheehan@nzfilm.co.nz>; Philippa Mossman <philippa.mossman@nzfilm.co.nz>
Cc: Ally Cribb <AllyC@nzfilm.co.nz>
Subject: Agenda for Amazon Call Friday 1 May

Hi both

Please find below the agenda for our meeting with Amazon tomorrow.

I'll also add to the meeting invite which includes the dial in details.

Amazon / NZFC Meeting regarding Return to Production

11am, Friday 1 May

Attendees:

Amazon / Amazon Studios

Tim Clawson – Head of Worldwide Production and Post Production

Dan Hassid – Senior Creative Executive, Production

Tom Florino

NZFC

Annabelle Sheehan

Philippa Mossman

Catherine Bates

Agenda

1. Update from Tim and Tom on "Return to Production" protocols

Update from NZFC on current COVID- 19 status including Screen Sector Standards and

2.

Protocols

3. Discussion on:

- Level 3 and return to construction
- Insurance and risk underwrite
- Immigration

Ngā mihi,

Catherine



Catherine Bates | Head of Incentives and International Promotions
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Please consider the environment before printing this e-mail.

From: [Dale Corlett](#)
To: [Catherine Bates](#); [Annabelle Sheehan](#)
Subject: Re: FOR REVIEW - UPA Season One MOU
Date: Monday, 16 November 2020 9:59:32 a.m.
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image005.jpg](#)
[image006.jpg](#)

Looks good to me Catherine. Only a couple of questions – highlighted below

Amazon acknowledges that opportunities should span entry-level to mid-career candidates.

Programmes should also be representative and accessible. – should add in something about commitment to Māori in here as well.

8.4 Amazon will work with NZFC to ensure the opportunity to transfer technological skills and know-how to New Zealanders is fully optimised, including.

(1) the development and implementation of a Showrunner masterclass series for NZ writer/producers and producers. The masterclass series aims to foster insight into the operation of large-scale series projects for international streamer agencies from the perspective of the commissioning Executives, the Show Runners and the producers working in the American/International market. It is proposed that the masterclass series would comprise five one day sessions, held in Auckland during the production of Season Two, exact days and dates TBC. More details are set out in Part 2 of this Schedule 3;

(2) targeting and placement of:

(1) three professional attachments; and

(2) eight internships for Season One. – is this enough ?

Cheers

Best

Kia kaha, Kia haumaru te noho.

Nga mihi,

Dale

As part of my own personal te reo journey I am currently reading Hemi Kelly's A Māori phrase a day book.

Māori phrase of the day today is – Kia kotahi anō (One more)

signature_1944360663



From: Catherine Bates <catherine.bates@nzfilm.co.nz>

Date: Monday, 16 November 2020 at 9:51 AM

To: Annabelle Sheehan <annabelle.sheehan@nzfilm.co.nz>, Dale Corlett <Dale@nzfilm.co.nz>

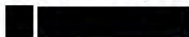
Subject: RE: FOR REVIEW - UPA Season One MOU

Hi – he is on the distribution list with all Amazon partners so if possible I'd like to send the complete the document to everyone. I have note I the covering we are talking to Callum on Wednesday. I also have an update with him tomorrow.

Ngā mihi,

Catherine

Catherine Bates | Head of Incentives and International Promotions
New Zealand Film Commission | Te Tumu Whakaata Taonga
Level 2, Kauri Timber Building, 29 Graham Street, Auckland
PO Box 11546, Manners Street, Wellington 6142



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Please consider the environment before printing this e-mail.

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

Sent: Monday, 16 November 2020 9:48 a.m.

To: Catherine Bates <catherine.bates@nzfilm.co.nz>; Dale Corlett <Dale@nzfilm.co.nz>

Subject: RE: FOR REVIEW - UPA Season One MOU

Hi Catherine

Can Section 8 only go to Callum prior to that positioned as the DRAFT start up to our conversations on Wednesday. I think its important he sees it in that context first. As opposed to within an allpartners send out

In going to Amazon partners can it be clear that section 8 and related appendices is draft and has yet to be discussed with production.

thanks

Annabelle Sheehan | Chief Executive

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Please consider the environment before printing this e-mail

From: Catherine Bates <catherine.bates@nzfilm.co.nz>

Attachment withheld under s 9(2)(g)(i) of the OIA

Sent: Monday, 16 November 2020 8:49 a.m.

To: Dale Corlett <Dale@nzfilm.co.nz>; Annabelle Sheehan <annabelle.sheehan@nzfilm.co.nz>

Subject: FW: FOR REVIEW - UPA Season One MOU

Morning

I'm discussing the attached Amazon Season One MOU with the NZ partners today and will be sending to Amazon this afternoon. Do either of you have any comments?

Ngā mihi,

Catherine

Catherine Bates | Head of Incentives and International Promotions

New Zealand Film Commission | Te Tumu Whakaata Taonga

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Please consider the environment before printing this e-mail.

From: Catherine Bates

Sent: Thursday, 12 November 2020 12:21 p.m.

To: Annabelle Sheehan <annabelle.sheehan@nzfilm.co.nz>; Dale Corlett <Dale@nzfilm.co.nz>

Subject: FOR REVIEW - UPA Season One MOU

Hello

At long last the Amazon UAP Series MOU is getting closer to completion.

We're now reviewing the Season One MOU we drafted back in March.

Attached is the draft with a few tracked changes from me. On rereading this now my thoughts are re the talent component are:

- Internships and placements can go ahead in season one
- Masterclass may need to be season 2 however we need to confirm the structure and dates in season one

Should be find a time to discuss this afternoon or Friday?

In terms of timing from here.

- The NZ partner team is reviewing this at the moment and will share an updated version on **EOD Monday 16 Nov** with Amazon (this distribution includes Callum Greene)
- We have a meeting with Callum on Wednesday 18 at 8.30am we can gauge his thoughts then;
- NZ Partners and Amazon are discussing the MOU on Wednesday 18 at 11.30am;
- Deadline for agreement is 30 November.

Thanks

Catherine

From: [Dale Corlett](#)
To: [Catherine Bates](#)
Subject: RE: DRAFT 23 Nov 2020 Season One Amazon Series 5% Uplift Memorandum of Understanding(22044662.2)_ (002) (002).asd.docx
Date: Monday, 23 November 2020 1:58:26 p.m.
Attachments: [image001.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image005.jpg](#)
[image007.jpg](#)
[image009.jpg](#)

Keep it the same for now I would say. The attachment rate might be a little low for that level of talent?

Kia kaha, Kia haumaru te noho.

Ngā mihi,

Dale

As part of my personal te reo journey I am currently reading Hemi Kelly's A Māori phrase a day book.

Māori phrase of the day today is – E moe ō karu (Close your eyes)

Dale Corlett | Head of Talent Development

New Zealand Film Commission | Te Tumu Whakaata Taonga

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Please consider the environment before printing this e-mail.

From: Catherine Bates <catherine.bates@nzfilm.co.nz>

Sent: Monday, 23 November 2020 12:59 p.m.

To: Dale Corlett <dale.corlett@nzfilm.co.nz>

Subject: RE: DRAFT 23 Nov 2020 Season One Amazon Series 5% Uplift Memorandum of Understanding(22044662.2)_ (002) (002).asd.docx

Intern and attachment rate OK to be the same? Do we drop the intern rate slightly?

Ngā mihi,

Catherine

Catherine Bates | Head of Incentives and International Promotions

New Zealand Film Commission | Te Tumu Whakaata Taonga

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PO Box 11546, Manners Street, Wellington 6142



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Please consider the environment before printing this e-mail.

From: Dale Corlett <dale.corlett@nzfilm.co.nz>
Sent: Monday, 23 November 2020 12:56 p.m.
To: Catherine Bates <catherine.bates@nzfilm.co.nz>
Subject: RE: DRAFT 23 Nov 2020 Season One Amazon Series 5% Uplift Memorandum of Understanding(22044662.2)_ (002) (002).asd.docx

That great Catherine happy with that.

Kia kaha, Kia haumaruru te noho.

Ngā mihi,

Dale

As part of my personal te reo journey I am currently reading Hemi Kelly's A Māori phrase a day book.

Māori phrase of the day today is – E moe ō karu (Close your eyes)

Dale Corlett | Head of Talent Development

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Please consider the environment before printing this e-mail.

From: Catherine Bates <catherine.bates@nzfilm.co.nz>
Sent: Monday, 23 November 2020 12:49 p.m.
To: Dale Corlett <dale.corlett@nzfilm.co.nz>
Subject: DRAFT 23 Nov 2020 Season One Amazon Series 5% Uplift Memorandum of Understanding(22044662.2)_ (002) (002).asd.docx

Hi Dale

I've updated the MOU to reflect our conversation this morning.

A couple of points:

1. I've made the process of the interns and attachments consistent - i.e application and review process.
2. I've suggested an attachment is no less than 12 weeks – sound OK?

3. We need to agree the rate for an attachment - is this also \$1500?

Thanks

From: [Annabelle Sheehan](#)
To: [Catherine Bates](#)
Subject: RE: Dinner - GSR
Date: Wednesday, 2 December 2020 4:04:14 p.m.
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.jpg](#)
[image007.jpg](#)
[image008.jpg](#)

Approved using usual caps on the meal and drinks costs

Annabelle Sheehan | Chief Executive

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Please consider the environment before printing this e-mail

From: Catherine Bates <catherine.bates@nzfilm.co.nz>
Sent: Wednesday, 2 December 2020 1:57 p.m.
To: Annabelle Sheehan <annabelle.sheehan@nzfilm.co.nz>
Subject: Dinner - GSR

Hi Annabelle

I'm seeking approval for dinner with the Untitled Amazon Production Eps, Callum Greene and Lindsey Weber, to discuss the 5% Uplift MOU. Attending from NZFC will be yourself, John McCay and me.

I've booked a table at Ortolana for the dinner.

Ngā mihi,

Catherine

Catherine Bates | Head of Incentives and International Promotions

New Zealand Film Commission | Te Tumu Whakaata Taonga

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PO Box 11546, Manners Street, Wellington 6142



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From: [Catherine Bates](#)
To: [Ally Cribb](#)
Subject: Re: Amazon Mou
Date: Thursday, 24 December 2020 9:01:16 a.m.
Attachments: [image003.png](#)
[image004.png](#)
[image005.png](#)

Yes it's all approved. As mentioned in previous emails John has confirmed the final version

Thanks Ally. Much appreciated.

Enjoy the break!!!!

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From: Ally Cribb <ally.cribb@nzfilm.co.nz>
Sent: Thursday, December 24, 2020 8:40:45 AM
To: Catherine Bates <catherine.bates@nzfilm.co.nz>
Subject: RE: Amazon Mou

I've just signed it. Didn't realise it was a no going back thing – hope it's all above Board.

Ally Cribb | Executive Assistant to the Chief Executive

New Zealand Film Commission | Te Tumu Whakaata Taonga

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Please consider the environment before printing this e-mail.

From: Catherine Bates <catherine.bates@nzfilm.co.nz>
Sent: Thursday, 24 December 2020 8:30 a.m.
To: Ally Cribb <ally.cribb@nzfilm.co.nz>; Joel Rudolph <joel.rudolph@nzfilm.co.nz>
Cc: Annabelle Sheehan <annabelle.sheehan@nzfilm.co.nz>
Subject: Amazon Mou

Morning

I'm not sure if you are in the office this morning?

The MoU should have come through last night via DocuSign.

Are you able to sign for Annabelle? Paul Stocks and Stephen England Hall have both signed. The MoU has also been confirmed as the final version by NZ partner legal, John McCay.

Many thanks

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