



11 October 2021

17 AUGUST 2021: OFFICIAL INFORMATION ACT REQUEST

In your email dated 17 August 2021 you requested the following information under the Official Information Act 1982 (OIA):

1. *All correspondence with the producers of the Lord of the Rings television programme from June 1 to August 17 2021*
2. *All briefing papers memos and aide-memoirs relating to the Lord of the Rings television programme from June 1 to August 17 2021*
3. *I would also like to receive copies of other official information requests (the material released, not the requests themselves) made regarding the lord of the rings tv show since August 1.*

Documents in relation to Part 1 of 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; and
- 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.

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.

The New Zealand Film Commission (NZFC) does not hold any briefing papers, memos and aide-memoirs relating to the *Lord of the Rings* from 1 June to 17 August 2021.



In relation to Part 3 of your request, the NZFC has received one request for information under the OIA regarding the *Lord of the Rings* after 1 August, however, the response has yet to be sent to the requester. We will be publishing this response in the next two weeks on the NZFC website: <https://www.nzfilm.co.nz/requests-official-information>.

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 an 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



From: [Hsuan Huang](#)
To: [Nicola Lemberg](#)
Cc: [Catherine Bates](#); [Callum Greene](#); [Lindsey Weber](#); [Beck Woolhouse](#); [Melissa Booth](#)
Subject: Re: Check-in: MOU deliverable & EPK questions w/ TNZ
Date: Friday, 11 June 2021 9:50:44 a.m.

Happy Friday Nicola!

Thank you - please do let us know how that goes!

Many thanks,
Hsuan

Hsuan Huang | Assistant to Callum Greene
"UAP" | GSR Productions Ltd

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On 10/06/2021, at 9:02 AM, Nicola Lemberg
<Nicola.Lemberg@nzfilm.co.nz> wrote:

Kia ora Hsuan,

We are working on our brief tomorrow and meeting with Tourism New Zealand on Monday.

I'm just looping in Melissa as she asked a similar question.

Ngā mihi,

[<image002.jpg>](#) Nicola Lemberg | International PR & Promotions Coordinator
New Zealand Film Commission | Te Tumu Whakaata Taonga
Ground Floor, Kauri Timber Building, 29 Graham Street, Auckland 1010

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

[<image003.png>](#) [<image004.png>](#) [<image005.png>](#)

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Please consider the environment before printing this e-mail.

[<image006.png>](#)

From: Hsuan Huang [REDACTED]
Sent: Thursday, 10 June 2021 8:36 a.m.
To: Catherine Bates <catherine.bates@nzfilm.co.nz>
Cc: Nicola Lemberg <Nicola.Lemberg@nzfilm.co.nz>; Callum Greene [REDACTED]; Lindsey Weber [REDACTED]; Beck [REDACTED]

Woolhouse [REDACTED]

Subject: Check-in: MOU deliverable & EPK questions w/ TNZ

Morning Catherine,

Wanting to do a quick check-in. As per our MOU catch-up call last week, we mentioned our concerns with the following deliverables: Cultural immersion session and Media famil experience. Have you had a chance to check-in with TNZ about this? Would love to have a catch-up about this before the MOU call next week.

Also another discussion in need with TNZ is the questions for EPK - what are the goal answers TNZ/NZFC would like to get out of the EPK so we can better facilitate from our end. As we are starting our EPK next week, I am sure Melissa and the team would appreciate clarification on this soon!

Many thanks,
Hsuan

Hsuan Huang | Assistant to Callum Greene
"UAP" | GSR Productions Ltd
[REDACTED]

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From: [Nicola Lemberg](#)
To: [Catherine Bates](#); [Lauren Vosper](#); ["Robyn Henderson"](#); [Natasha Le Marinel](#); [Florino, Tom](#); [Callum Greene](#); [Melissa Booth](#); [Hassid, Dan](#); [Brown, Courtney](#); [Pilest, Alan](#); [Marta Mager](#)
Cc: [Hsuan](#); [REDACTED]; [Beck Woolhouse](#); [Damico, Marlana](#); [Gina Williamson](#); [Sasha Vlassoff](#); [Kang, Anne](#)
Subject: RE: Biweekly UAP MoU Meeting: NZ Partners | Amazon | GSR
Date: Wednesday, 16 June 2021 10:10:48 a.m.
Attachments: [image001.jpg](#)
[image008.png](#)
[image009.png](#)
[image010.png](#)
[image011.png](#)
[Agenda 15 June 2021.doc](#)
[image004.jpg](#)
[image005.jpg](#)

Kia ora,

Apologies attached is the correct agenda.

Ngā mihi,

Nicola Lemberg | International PR & Promotions Coordinator
New Zealand Film Commission | Te Tumu Whakaata Taonga
Ground Floor, Kauri Timber Building, 29 Graham Street, Auckland 1010



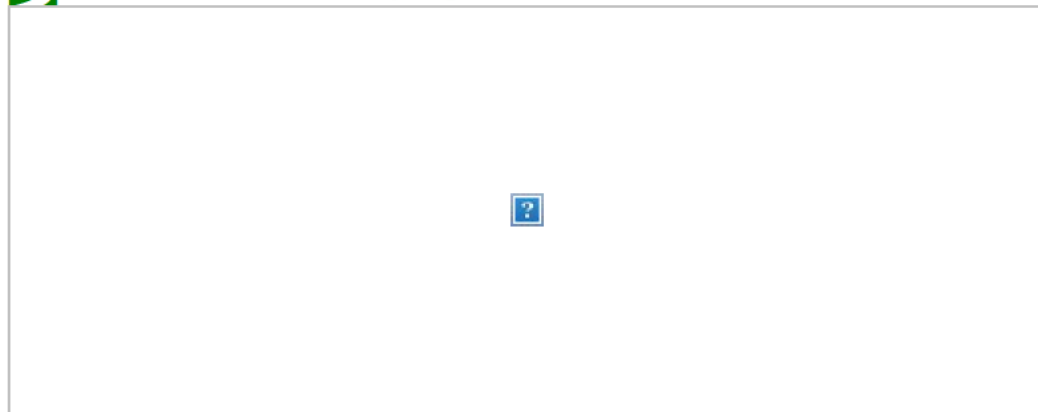
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From: Nicola Lemberg
Sent: Wednesday, 16 June 2021 10:02 a.m.
To: Catherine Bates <catherine.bates@nzfilm.co.nz>; Lauren Vosper
[REDACTED] 'Robyn Henderson' [REDACTED]; Natasha
Le Marinel [REDACTED] Florino, Tom [REDACTED]; Callum
Greene [REDACTED] >; Melissa Booth [REDACTED] >; Hassid, Dan
[REDACTED] Brown, Courtney [REDACTED]
Pilest, Alan [REDACTED] >; Marta Mager [REDACTED]
Cc: Hsuan Huang [REDACTED]; [REDACTED];
[REDACTED]; Beck Woolhouse [REDACTED] Damico, Marlana
[REDACTED] Gina Williamson [REDACTED]

Sasha Vlassoff [REDACTED] Kang, Anne [REDACTED]

Subject: Biweekly UAP MoU Meeting: NZ Partners | Amazon | GSR

Kia ora everyone,

Attached is the agenda for the meeting today and the actions from our previous meeting.

Apologies this hasn't come out sooner.

Ngā mihi,

Nicola Lemberg | International PR & Promotions Coordinator
New Zealand Film Commission | Te Tumu Whakaata Taonga
Ground Floor, Kauri Timber Building, 29 Graham Street, Auckland 1010



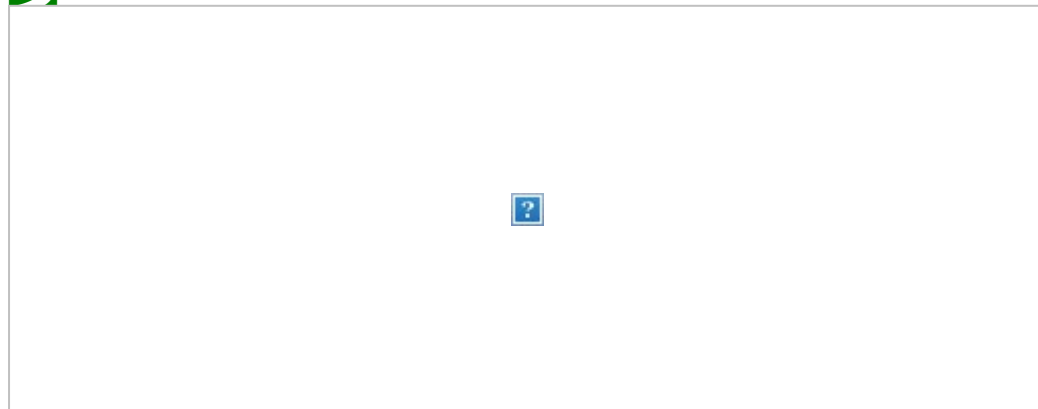
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AMAZON MOU: MEETING ACTIONS

ATTENDEES:

Tuesday 1 June 2021, 4.00pm -5.00pm (PDT)

Wednesday 2 June 2021, 11:00am - 12:00pm (NZT)

Amazon Studios

Tom Florino – Econ Dev Policy

Dan Hassid – Senior Creative Executive, Production

Courtney Brown – Head of Genre Franchise Publicity

Anne Kang – Economic Development Policy

GSR

Callum Greene – Executive Producer

Lindsey Weber – Executive Producer

Melissa Booth – Unit Publicist

New Zealand Film Commission

Catherine Bates – Head of Incentives and International Promotions

Nicola Lemberg – International PR & Promotions Coordinator

MBIE

Robyn Henderson – Policy Director

Sasha Vlassoff – Graduate Policy Advisor – Innovative Partnerships

Marta Mager – Head of agency/Counsellor Science & Innovation (MBIE/NZ Space Agency)

Apologies:

Lauren Vosper – General Manager PR & Major Events

Natasha Le Marinel – Global Manager Planning & Partnerships

Alan Pilest - Principal Marketing Lead – Original Series

Gina Williamson – Manager, Industry Policy

Kevin Jarzynski – Senior Creative Development Executive

ACTIONS

Item	Actions	Responsible	Due
Review actions	<ul style="list-style-type: none">Set up fortnightly meeting between MBIE and Amazon to discuss the Innovation Pillar.	TF/MM	By June 16

Discuss separate meeting with TNZ and NZFC regarding EPK questions	<ul style="list-style-type: none"> Organise meeting with Melissa and team regarding the EPK. 	CB/NL	Done
Discuss status of MOU deliverables	<ul style="list-style-type: none"> Follow up with TNZ regarding the Famil and EPK content. Set up another meeting with TNZ / NZFC / GSR about Famil and welcome. Organise a follow up meeting about the Masterclass. Send Vendor list to NZFC. 	CB CB/NL CB CG	Done Done By June 16 By June 16
Update on progress: <ul style="list-style-type: none"> Tourism Innovation Screen Amazon/GSR 	<ul style="list-style-type: none"> Follow up on timeline for Interim application submission. Organise CEO update meeting for end of July or early August. Tom confirm availability of Amazon TV Exec for CEO meeting. 	CG NL/CB TF	By June 16 By June 16 By June 16



AGENDA

AMAZON MOU: via Microsoft Teams

Tuesday 15 June 2021, 4.00pm -5.00pm (PDT)

Wednesday 16 June 2021, 11:00am - 12:00pm (NZT)

ATTENDEES:

Amazon Studios

Tom Florino – Econ Dev Policy

Dan Hassid – Senior Creative Executive, Production

Courtney Brown – Head of Genre Franchise Publicity

Kevin Jarzynski – Senior Creative Development Executive

Alan Pilest – Principal Marketing Lead – Original Series

Anne Kang – Economic Development Policy

GSR

Callum Greene – Executive Producer

Lindsey Weber – Executive Producer

Melissa Booth – Unit Publicist

New Zealand Film Commission

Catherine Bates – Head of Incentives and International Promotions

Nicola Lemberg – International PR & Promotions Coordinator

MBIE

Robyn Henderson – Policy Director

Gina Williamson – Manager, Industry Policy

Marta Mager – Head of agency/Counsellor Science & Innovation (MBIE/NZ Space Agency)

Sasha Vlassoff - Graduate Policy Advisor - Innovative Partnerships

Tourism New Zealand

Lauren Vosper – General Manager PR & Major Events

Natasha Le Marinel – Global Manager Planning & Partnerships

TIME	ITEM	LEAD
11:00am	Apologies	CB (NZFC)
	Review actions	CB (NZFC)
11:10am	Visual content update	CB/LV/MB
11:25am	Update on progress: <ul style="list-style-type: none">• Screen• Tourism• Innovation• Amazon/GSR	CB (NZFC) LV MM CG/TF



11:50am	AOB	ALL
12.00pm	Meeting Close	CB (NZFC)



From: [Nicola Lemberg](#)
To: [Brown, Courtney](#); [Catherine Bates](#); [Lauren Vosper](#); ["Robyn Henderson"](#); [Natasha Le Marinel](#); [Florino, Tom](#); [Callum Greene](#); [Melissa Booth](#); [Hassid, Dan](#); [Pilest, Alan](#); [Marta Mager](#)
Cc: [REDACTED] [Beck Woolhouse](#); [Damico, Marlana](#); [Gina Williamson](#); [Sasha Vlassoff](#); [Kang, Anne](#); [May Guise](#)
Subject: RE: Request for agenda items for Biweekly UAP MoU Meeting: NZ Partners | Amazon | GSR
Date: Wednesday, 30 June 2021 10:29:18 a.m.
Attachments: [Actions 16 June 2021.doc](#)
[image001.jpg](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image002.jpg](#)
[image003.jpg](#)
[image011.jpg](#)

Hi everyone,

Attached are the actions from our previous meeting with the updated Tourism New Zealand table.

Ngā mihi,

Nicola Lemberg | International PR & Promotions Coordinator
New Zealand Film Commission | Te Tumu Whakaata Taonga
Ground Floor, Kauri Timber Building, 29 Graham Street, Auckland 1010



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From: Nicola Lemberg
Sent: Tuesday, 29 June 2021 4:43 p.m.
To: 'Brown, Courtney' [REDACTED] Catherine Bates
<catherine.bates@nzfilm.co.nz>; Lauren Vosper [REDACTED] 'Robyn Henderson' [REDACTED] >; 'Natasha Le Marinel' [REDACTED]; 'Florino, Tom' [REDACTED]; 'Callum Greene' [REDACTED]; 'Melissa Booth' [REDACTED]; 'Hassid, Dan' [REDACTED]; 'Pilest, Alan' [REDACTED] 'Marta Mager' [REDACTED]
[REDACTED]

Cc: [REDACTED]
[REDACTED] 'Beck Woolhouse'
[REDACTED] 'Damico, Marlana [REDACTED] 'Gina
Williamson' [REDACTED]; 'Sasha [REDACTED]
'Kang, Anne' [REDACTED]; 'May [REDACTED]
Subject: RE: Request for agenda items for Biweekly UAP MoU Meeting: NZ Partners | Amazon |
GSR

Kia ora everyone,

Please find attached the agenda for our meeting tomorrow. Actions to follow.

Ngā mihi,

Nicola Lemberg | International PR & Promotions Coordinator
New Zealand Film Commission | Te Tumu Whakaata Taonga
Ground Floor, Kauri Timber Building, 29 Graham Street, Auckland 1010



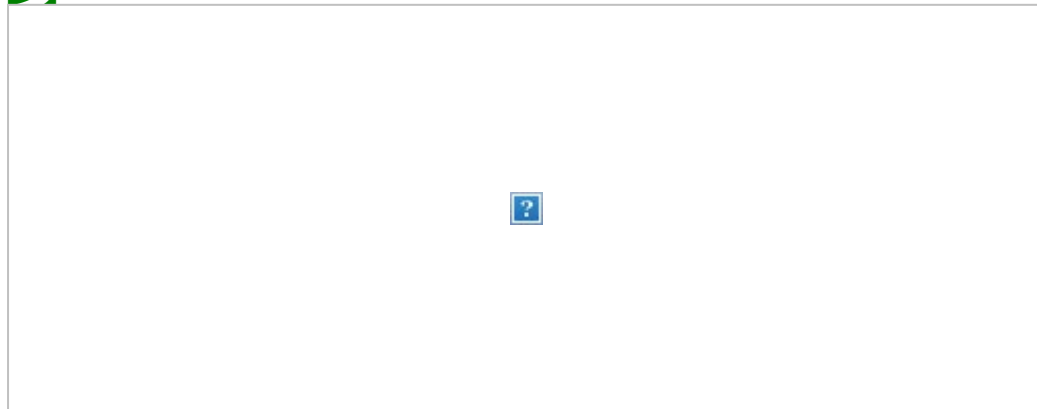
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From: Nicola Lemberg
Sent: Monday, 28 June 2021 10:51 a.m.
To: Brown, Courtney [REDACTED]; Catherine Bates
<catherine.bates@nzfilm.co.nz>; Lauren Vosper [REDACTED] 'Robyn
Henderson' [REDACTED]; Natasha Le Marinel
[REDACTED]; Florino, Tom [REDACTED]; Callum Greene
[REDACTED]; Melissa Booth [REDACTED]; Hassid, Dan
[REDACTED] Pilest, Alan [REDACTED]; Marta Mager
[REDACTED] <[z](#)>
Cc: [REDACTED] Beck Woolhouse
[REDACTED]; Damico, Marlana [REDACTED] Gina
Williamson [REDACTED]; Sasha Vlassoff [REDACTED]
Kang, Anne [REDACTED]; May Guise [REDACTED]
Subject: Request for agenda items for Biweekly UAP MoU Meeting: NZ Partners | Amazon | GSR

Hi everyone,

Please send any agenda items or apologies.

Thanks.

Ngā mihi,

Nicola Lemberg | International PR & Promotions Coordinator
New Zealand Film Commission | Te Tumu Whakaata Taonga
Ground Floor, Kauri Timber Building, 29 Graham Street, Auckland 1010



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AMAZON MOU: MEETING ACTIONS

ATTENDEES:

Tuesday 15 June 2021, 4.00pm -5.00pm (PDT)

Wednesday 16 June 2021, 11:00am - 12:00pm (NZT)

Amazon Studios

Tom Florino – Econ Dev Policy

Dan Hassid – Senior Creative Executive, Production

Courtney Brown – Head of Genre Franchise Publicity

Anne Kang – Economic Development Policy

Alan Pilest - Principal Marketing Lead – Original Series

GSR

Callum Greene – Executive Producer

Lindsey Weber – Executive Producer

Melissa Booth – Unit Publicist

New Zealand Film Commission

Catherine Bates – Head of Incentives and International Promotions

Nicola Lemberg – International PR & Promotions Coordinator

MBIE

Sasha Vlassoff – Graduate Policy Advisor – Innovative Partnerships

Marta Mager – Head of agency/Counsellor Science & Innovation (MBIE/NZ Space Agency)

Gina Williamson – Manager, Industry Policy

May Guise – Principal Policy Advisor

Tourism New Zealand

Lauren Vosper – General Manager PR & Major Events


Apologies:

Kevin Jarzynski – Senior Creative Development Executive

Natasha Le Marinel – Global Manager Planning & Partnerships

Robyn Henderson – Policy Director


ACTIONS

Item	Actions	Responsible	Due
Update on release date	<ul style="list-style-type: none"> Release date is still being decided. 	N/A	Ongoing
	<ul style="list-style-type: none">  	CB (Amazon)	Ongoing
	<ul style="list-style-type: none"> At the Amazon marketing 	AP	By Aug 10



	/ TNZ catch up on August 10 th Alan will provide a marketing roadmap and early strategy.		
Marketing / Comms (new standing item) <i>Discussion to include clarification on tourism schedule deliverables.</i>	<ul style="list-style-type: none"> Amazon will endeavour to give NZ Partners 2 weeks notice before any announcements or marketing is released. 	CB (Amazon)	Ongoing
Update on progress: <ul style="list-style-type: none"> Tourism Innovation Screen Amazon/GSR 	<ul style="list-style-type: none"> Tom confirm availability of Albert (Amazon TV Exec) for CEO meeting. 	TF	Done


Updated Tourism New Zealand table

ACTIVITY	RESPONSIBLE PARTIES	TARGET TIMING	Est. timing
TNZ and Amazon to share respective team marketing structures and agree best practice ways of working process together.	TNZ/Amazon/GSR	To begin immediately upon MOU signing	
TNZ to work with GSR and Amazon to set-up a New Zealand-specific cultural immersion session and formal welcome to New Zealand for agreed UAP cast and crew and share proposal with Amazon marketing team, provided that Auckland is at COVID-19 Alert Level 1 or 2 at the relevant time. This is to be a physically present event, a virtual substitute will not be sufficient.	TNZ/Amazon/GSR	To begin immediately upon MOU signing	
Amazon to share UAP strategic marketing plan for TNZ review [work-in-progress acceptable] / TNZ	Amazon/TNZ	Q1 2021, with a preview as early as end of January	10 August 2021




ACTIVITY	RESPONSIBLE PARTIES	TARGET TIMING	Est. timing
to revert with feedback and collaboration opportunities.		2021; pending marketing plan review and approval by Amazon and GSR teams	
Amazon / GSR to confirm final New Zealand locations (a.k.a. "Location Intelligence") included in Season One as and when they are filmed and confirmed and share with TNZ.	Amazon/GSR	Ongoing during Season One film schedule	
Amazon to greenlight a detailed content overview update between Amazon, GSR production team and TNZ on the ground in New Zealand [noted TNZ will need to adhere to content security protocols].	Amazon/GSR	To begin immediately upon MOU signing	Amazon to confirm
Amazon/GSR and TNZ to work together to schedule a partnership launch moment/photo opportunity ASAP once MOU is signed.	Amazon/GSR/TNZ	To begin immediately upon MOU signing	
TNZ and GSR to work together to agree what asset creation is possible within remainder of Season One filming schedule, agree best process to fulfil and share proposal with Amazon marketing team.	TNZ/GSR/Amazon	Jan/Feb 2021	Preproduction Season 2
TNZ and GSR to work together to agree cast and crew New Zealand famil schedule based on remainder of season one filming dates and share with Amazon marketing team provided that the relevant locations are at COVID-19 Alert Level 1 or 2 at the relevant time. This is to be a physically present event, a virtual substitute will not be sufficient.	TNZ/GSR/Amazon	Jan/Feb 2021	Late Pre production Season 2 - March-May 2022
TNZ to work with GSR direct to fulfil season one asset collection as agreed with Amazon Marketing	TNZ/GSR/Amazon	Jan-June 2021	Underway additional work may be require



ACTIVITY	RESPONSIBLE PARTIES	TARGET TIMING	Est. timing
team.			early season 2
Amazon marketing team to share final marketing leverage plans for season one launch, including key promotional assets [e.g. trailer] as they are available – Amazon will work collaboratively with TNZ to share assets in a timely manner and as expeditiously as possible, ideally at least two weeks in advance of any public launch, or immediately after the approval by Amazon and GSR teams.	Amazon/GSR	June 2021 – until season one launch	Amazon to confirm timing on 10 August
In response to understanding Season One storylines, having collected key BTS assets and reviewing the Amazon UAP marketing plan, TNZ will develop and share a UAP Season One Marketing Leverage plan with GSR and Amazon for Amazon review, feedback and approval.	TNZ	June-Oct 2021	Late 2021 – early 2002
Amazon, GSR and TNZ to agree final Season One marketing leverage plan for TNZ to roll-out.	Amazon/GSR/TNZ	Late 2021	By March 2022





AGENDA

AMAZON MOU: via Microsoft Teams

Tuesday 29 June 2021, 4.00pm -5.00pm (PDT)

Wednesday 30 June 2021, 11:00am - 12:00pm (NZT)

ATTENDEES:

Amazon Studios

Dan Hassid – Senior Creative Executive, Production

Courtney Brown – Head of Genre Franchise Publicity

Kevin Jarzynski – Senior Creative Development Executive

Alan Pilest – Principal Marketing Lead – Original Series

GSR

Callum Greene – Executive Producer

Lindsey Weber – Executive Producer

Melissa Booth – Unit Publicist

New Zealand Film Commission

Catherine Bates – Head of Incentives and International Promotions

Nicola Lemberg – International PR & Promotions Coordinator

MBIE

Robyn Henderson – Policy Director

Gina Williamson – Manager, Industry Policy

Marta Mager – Head of agency/Counsellor Science & Innovation (MBIE/NZ Space Agency)

Sasha Vlassoff - Graduate Policy Advisor - Innovative Partnerships

Tourism New Zealand


Lauren Vosper – General Manager PR & Major Events

Natasha Le Marinel – Global Manager Planning & Partnerships

Apologies

Tom Florino – Econ Dev Policy

TIME	ITEM	LEAD
11:00am	Apologies	CB (NZFC)
	Review actions	CB (NZFC)
11:10am	Update on release date	CB (Amazon)
11:20am	Marketing / Comms (new standing item)	CB (Amazon)
	<i>Confirm meeting to share marketing plan (10 August)</i>	AP
11:35am	Update on progress:	



	<ul style="list-style-type: none">• Screen• Tourism• Innovation• Amazon/GSR	CB (NZFC) LV MM CG/TF
11:50am	AOB	ALL
12.00pm	Meeting Close	CB (NZFC)

From: [Brown, Courtney](#)
To: [Melissa Booth](#)
Cc: [Catherine Bates](#); [weblinds-gsrprod-Contact](#); [Callum Greene](#); [Florino, Tom](#); [Kang, Anne](#)
Subject: Re: NZ Industry Media - ShowNews 2 July 2021
Date: Friday, 2 July 2021 4:16:28 p.m.
Attachments: [image001.png](#)
[image002.jpg](#)
[image003.png](#)
[image004.png](#)
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[image016.png](#)
[image017.png](#)

Thanks Mel.

Catherine, please let us know if you hear from the NZ Herald reporter.

Best, Courtney

Sent from my iPhone

On Jul 1, 2021, at 9:06 PM, Melissa Booth [REDACTED] wrote:

Hi Catherine

Below is the quote from Amazon that has been shared with the reporter at The Herald.
FYI here may be further quotes shared from the backgrounder call with Willy and Courtney.

"Amazon Studios takes the health, physical and emotional welfare of our cast and crew extremely seriously. As a top priority, the production team continues to be in full compliance with the mandated Worksafe New Zealand Safety and Security government regulations. Any allegation or report that activities on set are unsafe or outside of regulations are completely inaccurate."

Thanks

Mel

Melissa Booth
Unit Publicist
"UAP" | GSR Productions Ltd
[REDACTED]

<image001.png>

From: Catherine Bates <catherine.bates@nzfilm.co.nz>
Date: Friday, 2 July 2021 at 4:02 PM

To: Lindsey Weber [REDACTED], Callum Greene [REDACTED],
"Brown, Courtney" [REDACTED]
Cc: "Florino, Tom" [REDACTED] "Kang, Anne" [REDACTED]
Melissa Booth [REDACTED]
Subject: RE: NZ Industry Media - ShowNews 2 July 2021

Thanks Lindsey, I've just spoken to Mel.

The NZFC has prepared a reactive media statement, I've include this below.

Please le me know if you need anything else,

Catherine

NZFC Reactive media statement

To be eligible to receive a New Zealand Screen Production Grant (New Zealand and International), an applicant must comply with New Zealand law (including health and safety law) in respect of all the applicant's activities in New Zealand and in respect of any activities not undertaken in New Zealand but otherwise subject to New Zealand law.

For productions receiving NZFC discretionary funds, the NZFC expects a high level of compliance and reporting under the 2015 Health and Safety at work Act. The NZFC has good processes in place to monitor and ensure that is the case.

For all specific production enquiries please contact [insert production contact]

Amazon - Unit Publicist Melissa Booth

<!--[if !vml]-->

<image002.jpg>

<!--[endif]-->Catherine Bates | Head of Incentives and International Promotions (she/her)
New Zealand Film Commission | Te Tumu Whakaata Taonga

Ground Floor, Kauri Timber Building, 29 Graham Street or 104 Fanshawe Street, Auckland, 1010
PO Box 11546, Manners Street, Wellington 6142



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Please consider the environment before printing this e-mail.

From: Lindsey Weber [REDACTED]
Sent: Friday, 2 July 2021 3:42 p.m.
To: Catherine Bates <catherine.bates@nzfilm.co.nz>; Callum Greene [REDACTED] Brown, Courtney <[REDACTED]>
Cc: Florino, Tom [REDACTED]; Kang, Anne [REDACTED] Melissa Booth [REDACTED]
Subject: Re: NZ Industry Media - ShowNews 2 July 2021

Catherine,

As you'll shortly be aware, Courtney and Amazon have been contacted with a similar press inquiry from the NZ Herald looking for a salacious – and very erroneous – headline. They are currently educating that reporter on how misinformed he's been. I'll have Mel call you now to share further details.

Thank you,

Lindsey

From: Catherine Bates <catherine.bates@nzfilm.co.nz>
Date: Friday, 2 July 2021 at 9:59 AM
To: Callum Greene [REDACTED], Lindsey Weber [REDACTED], "Brown, Courtney" [REDACTED]
Cc: "Florino, Tom" [REDACTED], "Kang, Anne" [REDACTED]
Subject: NZ Industry Media - ShowNews 2 July 2021

FYI

Ngā mihi,

Catherine

<!--[if !vml]-->

<image007.jpg>

<!--[endif]-->Catherine Bates | Head of Incentives and International Promotions (she/her)
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<image008.png>

<image009.png>

[<image010.png>](#)

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From: Showtools <info=showtools.com@cmail20.com> **On Behalf Of** Showtools
Sent: Friday, 2 July 2021 8:55 a.m.
To: Chris Payne <chris.payne@nzfilm.co.nz>
Subject: ShowNews 2 July 2021

No images? [Click here](#)

ShowNews

The Voices of the New Zealand Screen Industry

Friday 2 July 2021

Hi New Zealand Film Commission,

You've no doubt heard that Stunt Woman **Danya Grant** needs to have emergency brain surgery and that there is a [Give A Little](#) page up and running that has so far raised over \$96,000 to help.

Even though it seems her injury can't be pinned directly to any one incident, a [recent article](#) suggests that earlier this year Danya took a knock to the head on the LOTR set for which she received medical attention for concussion, but she was ultimately cleared to return to work and resume her daily activities.

If you look back to February 2020 there was another incident on the LOTR set where Stunt Woman [Elissa Cadwell](#) also received a serious head injury. Elissa told the NZ Herald "As you know there is a strict NDA [Non Disclosure Agreement], so there will be no comment," Most NZ domestic productions of scale also require contractors to sign NDA's, but no matter what, legislated safety rules will always override any NDA.

It got us wondering - does anyone from the industry follow up with Worksafe on film set accidents? [ScreenSafe](#) consists of representatives from the guilds and unions, but has no one working full time. Is anyone asking the hard questions about keeping crew safe? In these two LOTR cases, no one from the production can ask as everyone has signed an NDA which they daren't breach for fear of upsetting Amazon.

Maybe the incoming NZ Film Commission CEO **David Strong**, who once chaired ScreenSafe will bring some weight to the situation, or will the NZFC's secrecy around

the NZD\$33 million per episode 'Unnamed Production' continue?

We'd love to [hear your](#) thoughts.

INDUSTRY VIDEOS



Editor [Scott Milligan](#) shares insight of his current technical role as 1st assistant editor and working via Avid MC with the editor in LA. [#sessions](#)



Screenwriter [Nick Ward](#) says now more than ever is the time for the industry to be brave with their ideas. [#angles](#)



[Sally Campbell](#) from South Pacific Pictures talks about how THE BROKENWOOD MYSTERIES is now self funding and their training initiatives. [#angles](#)



How do Facility and Rental Companies feel about the screen industry? [Check out](#) the results from the Screen Industry Survey 2020. [#analysingthefigures](#)



From the archive: Back in 2018 we chatted with Stunt Coordinator and president of the NZ Stunt Guild [Augie Davis](#) about how he became a stunt coordinator, the Stunt Guild and working outside of NZ. [#sessions](#)



After 5 years running Film Bay of Plenty, [Anton Steel](#) is moving on. We look back at how it all went. [#angles](#)

SHOWNEWS ROUNDUP: 25 JUNE 2021



Got some news? Send it [here](#).

This week we talk about the controversy surrounding Amazon Studios' special rebate, the latest updates on the TVNZ RNZ merger, how much streaming platforms spent globally in the last year, and more!

<image011.png>

From: [Florino, Tom](#)
To: [Nicola Lemberg](#); [Pilest, Alan](#); [Beck Woolhouse](#); [Gina Williamson](#); [Sasha Vlassoff](#); [Kang, Anne](#); [Marta Mager](#); [Robyn Henderson](#); [Lauren Vosper](#); [Hassid, Dan](#); [Brown, Courtney](#); [Melissa Booth](#); [Callum Greene](#); [Natasha Le Marinel](#); [Catherine Bates](#)
Cc: [Marta Mager](#)
Subject: RE: Amazon UAP Marketing Update
Date: Saturday, 14 August 2021 3:38:14 a.m.
Importance: High

Hi All:

With the announcement yesterday, we will be respectfully suspending all MoU engagement, including this scheduled meeting.

Amazon and GSR teams will be declining these invitations, and NZ partners are free to cancel these meetings.

Catherine and I will be meeting next week 1:1 to discuss next steps.

Thank you.

Tom

Tom Florino | Econ Dev Policy | [Amazon.com](#)

-----Original Appointment-----

From: Nicola Lemberg <Nicola.Lemberg@nzfilm.co.nz>

Sent: Tuesday, July 27, 2021 8:28 PM

To: Nicola Lemberg; Pilest, Alan; Beck Woolhouse; Gina Williamson; Sasha Vlassoff; Kang, Anne; Marta Mager; Robyn Henderson; Lauren Vosper; Hassid, Dan; Brown, Courtney; Florino, Tom; Melissa Booth; Callum Greene; Natasha Le Marinel; Catherine Bates

Cc: Marta Mager

Subject: [EXTERNAL] Amazon UAP Marketing Update

When: Tuesday, August 17, 2021 12:00 PM-1:00 PM (UTC+12:00) Auckland, Wellington.

Where: Microsoft Teams Meeting

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Monday 16 August PDT 5pm – 6pm // Tuesday 17 August NZT 12pm – 1pm

Hi Natasha and team,

Here is the outline of what we plan to include in the deck:

- Audience Segmentation / Deep Dive
- Campaign Objective by Phase
- Global Footprint / Countries of Focus
- Creative Progress Update
-

Additionally, we're excited to introduce the team to Roger Miller who has recently joined our Marketing Team! He comes with 15+ years of experience across Disney, Pixar, Marvel and Lucas, specifically having worked on the Moana / New Zealand partnership.

Thank you!
Alan

Microsoft Teams meeting

Join on your computer or mobile app

[Click here to join the meeting](#)

[Learn More](#) | [Meeting options](#)

From: [Callum Greene](#)
To: [Catherine Bates](#); [Florino, Tom](#)
Cc: [Brown, Courtney](#); [Lindsey Weber](#); [Adair, Hugo](#); [Nicola Lemberg](#)
Subject: RE: Possible Announcement
Date: Monday, 2 August 2021 2:59:22 p.m.
Attachments: [image003.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image009.jpg](#)
[image010.jpg](#)
[image004.jpg](#)
[VENDORS_NZFC.pdf](#)

Very much a work in progress of both vendor / non-vendor people we have been working with.....and many, many more still to add but we are swamped with our wrap put right now. Please take a look and if you have any questions let me know.....

c

-----Original message-----

From: Catherine Bates
Sent: Monday, August 2 2021, 12:31 pm
To: Callum Greene; Florino, Tom
Cc: Brown, Courtney; Lindsey Weber; Adair, Hugo; Nicola Lemberg
Subject: RE: Possible Announcement

Thanks Callum

Checking in the non-screen vendor list – do you think this will available this afternoon?

Ngā mihi,

Catherine



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

From: Callum Greene [REDACTED]
Sent: Saturday, 31 July 2021 8:16 a.m.
To: Florino, Tom [REDACTED] Catherine Bates
<catherine.bates@nzfilm.co.nz>
Cc: Brown, Courtney [REDACTED] Lindsey Weber
[REDACTED] >; Adair, Hugo [REDACTED] Nicola Lemberg
<Nicola.Lemberg@nzfilm.co.nz>
Subject: RE: Possible Announcement

Correct Tom.

That master list that you attached remains our full bible for all locations shot at / scouted / used. The refined list was our location team's selection of a location per "region" that will best highlight that region. But any can be cited Catherine.

Working on our non-screen vendors next and should have that to you by (our) Monday.

best

Callum

-----Original message-----

From: Florino, Tom

Sent: Saturday, July 31 2021, 3:21 am

To: Catherine Bates

Cc: Brown, Courtney; Callum Greene; Lindsey Weber; Adair, Hugo; Nicola Lemberg

Subject: RE: Possible Announcement

Hi Catherine:

- 1) I'll leave the non-screen vendors to the production team for comment.
- 2) I believe the update is in addition to the location intel provided in April (attached). I've highlighted the locations that look "new" vs. that update (see below). @Callum, is that correct?

Regions/Locations Featured:

- Auckland Region (including the Hauraki Gulf for VFX plates)
- Coromandel (Bob's Beach plus VFX plates)
- King Country (Denize's Bluff)
- Fiordland (Mt Kidd plus VFX plates)
- Piha (Cliff VFX plates)
- Manawatu-Horowhenua Region [REDACTED]

Tom Florino | Econ Dev Policy | [Amazon.com](https://www.amazon.com)

[REDACTED]

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

Sent: Thursday, July 29, 2021 11:33 PM

To: Florino, Tom [REDACTED]

Cc: Brown, Courtney [REDACTED]; Callum Greene

[REDACTED]; weblinds-gsrprod-Contact [REDACTED]; Adair,

Hugo [REDACTED]; Nicola Lemberg <Nicola.Lemberg@nzfilm.co.nz>

Subject: RE: [EXTERNAL] Possible Announcement

[REDACTED]

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Thanks Tom

It would be great if we can also get:

1. List of non-screen vendors who have benefitted from the production that we can contact for comment.
2. Can we name specific locations used or just the region and is our location info outdated and is Tom's the most recent/relevant.

Let know what works for your Monday:

I can move things around until 11am then again after 12pm.

I'm free over the weekend if you need to catch up - just text me.

Ngā mihi,

Catherine



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From: Florino, Tom [REDACTED]
Sent: Friday, 30 July 2021 3:45 p.m.
To: Catherine Bates <catherine.bates@nzfilm.co.nz>
Cc: Brown, Courtney [REDACTED]; Callum Greene [REDACTED]; weblinds-gsrprod-Contact [REDACTED]; Adair, Hugo [REDACTED]
Subject: RE: Possible Announcement

Hi Catherine:

As requested, please see below.

The production team has confirmed that there are no material changes to the hiring and economic impact stats for S1 previously shared, but has prepared the following updates for the close of S1 production.

Please let us know a few times that work for you on Monday NZT / Sunday PST so I

can schedule a sync call with Courtney.

Thanks again. -Tom

1) Stages/Location Split:

68% of shoot days at Studios

32% of shoot days on Location

2) Regions/Locations Featured:

- Auckland Region (including the Hauraki Gulf for VFX plates)
- Coromandel (Bob's Beach plus VFX plates)
- King Country (Denize's Bluff)
- Fiordland (Mt Kidd plus VFX plates)
- Piha (Cliff VFX plates)
- Manawatu-Horowhenua Region [REDACTED]

3) Notable Vendors:

- Rebel Fleet – DIT/Video/Dailies vendor
- Metro Film – Local Camera House
- Ariel Camera – Drone Vendor
- Doof Doof – Caterer
- Carwyn's Catering – Caterer
- Diveworx – Dive Safety Vendor
- Lifeguard & Safety – Safety Vendor
- Glacier Southern Lakes Helicopters – QTN based Helicopter Vendor
- Catch Casting – Casting Vendor

- Pro Services – Access Equipment Vendor
- Xytech – Lighting Vendor
- Grip HQ – TechnoDolly Vendor
- Snap Rentals – Vehicle Rental Company
- Weta Workshop
- Weta Digital

Tom Florino

Amazon | Public Policy | Econ Dev

sent from mobile device

On Jul 29, 2021 4:08 PM, Catherine Bates <catherine.bates@nzfilm.co.nz> wrote:

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Hi Tom

Thanks for setting up a time to discuss.

I'd like to discuss how we work together on deliverable outlined below.

MOU - Season 1, Schedule 3 clause 3.1

Coordination of Public Statements At such time, that Amazon decides to issue press releases regarding Season One, Amazon will coordinate these with the New Zealand partners.

At a minimum, NZFC and Amazon will coordinate public statements regarding:

1.1 *the announcement of the 5% Uplift Partnership (as required by the Criteria);*

1.2 *the completion of principal photography; and*

1.3 *the release of Season One.*

I'd like to proposed the NZFC supports your announcement, which will be coordinated with NZ Partners, with a supporting release. I would like ot discuss pitching this story to News Hub, Kate Rodger

It would be good to acknowledge the end of PP and the importance of the partnership and highlight a few economic benefits:

1. Number of shooting days
2. Split between Stages and locations
3. Regions used for location shooting
4. Vendors Supported

We did get some data in April (see below) however would need to update this.

Season One is currently in production, based in Auckland, with more than 1,000 Kiwis already employed, with a further 700 approximately engaged indirectly by providing services to the production.

The production includes the following local jobs:

- 67% of the speaking roles have been cast to NZ actors (124 speaking roles, 83 are Kiwis)
- 20% of the major roles have been cast to NZ actors (32 regular and recurring cast, 7 are Kiwis)
- 92-95% of the crew are New Zealanders (out of a total crew of 1,200)
- 80% of the Heads of Departments (HOD) are New Zealanders (out of a

total of 41 HODs)

How will the production positively impact wider New Zealand businesses?

Over the course of production for Season One (both production and post production), it is expected that as a direct result of Amazon Studios filming in New Zealand, there will be significant local economic upsides for local New Zealand hires as well as ancillary vendors, including but not limited to:

- Estimated 51,000 hotel/serviced apartment room nights throughout the production
- Approximately 76,000 car hire days and 29,000 truck/van hire days
- The show is expected to be a multi-season production, securing long-term economic benefits for New Zealand.

Talk soon

Ngā mihi,

Catherine



Catherine Bates | Head of Incentives and International Promotions (she/her)
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From: Florino, Tom [REDACTED]
Sent: Friday, 30 July 2021 6:15 a.m.
To: Catherine Bates <catherine.bates@nzfilm.co.nz>
Cc: Brown, Courtney [REDACTED]
Subject: RE: Possible Announcement

Hi Catherine:

Let's catch up today when you are in office. Please reach out to me and Courtney with any questions in the meantime.

Tom

Tom Florino | Econ Dev Policy | [Amazon.com](https://www.amazon.com)

[REDACTED]

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

Sent: Thursday, July 29, 2021 3:07 AM

To: Florino, Tom [REDACTED] >

Cc: [REDACTED] Brown, Courtney [REDACTED]

Callum Greene [REDACTED] weblinds-gsrprod-Contact

[REDACTED] >; Lauren Vosper [REDACTED] >

Subject: [EXTERNAL] Possible Announcement

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Hi Tom

Following up on the announcement that may happen on Tuesday.

I spoke to Mel today and would like to try to coordinate a NZ partner announcement as outlined in the MoU.

I have an early start tomorrow so will be in the office just after 7am.

Talk tomorrow

Catherine

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