



12 October 2021

### 18 AUGUST 2021: OFFICIAL INFORMATION ACT REQUEST


In your email transferred to the New Zealand Film Commission (NZFC) on 18 August 2021, you requested the following information under the Official Information Act 1982 (OIA):

1. *All correspondence between the Ministry of Economic Development and Amazon Studios regarding the untitled Lord of the Rings TV series between January 1 and August 13, 2021.*
2. *All correspondence between the New Zealand Film Commission and Amazon Studios regarding the aforementioned project between January 1 and August 13, 2021.*
3. *All correspondence MBIE has entered into regarding Amazon, the New Zealand Screen Production Grant, the untitled Lord of the Rings project, Netflix production Sweet Tooth or Netflix production Cowboy Bebop between January 1 and August 13, 2021.*

As advised to you in writing on 19 August 2021, the NZFC will respond to Part 2 of your request. Documents in relation to this part of your request have been 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.



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 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:** [Catherine Bates](#)  
**To:** [Florino, Tom](#); [Nicola Lemberg](#); [Lauren Vosper](#); [Natasha Le Marinel](#); [Robyn Henderson](#); [andrew.west@mbie.govt.nz](#); [Callum Greene](#); [Melissa Booth](#); [Hassid, Dan](#); [Brown, Courtney](#); [Waynee, Namita](#); [Sengupta, Sohini](#); [Hsuan Huang](#)  
**Subject:** RE: Biweekly UAP MoU Meeting: NZ Partners | Amazon | GSR  
**Date:** Wednesday, 27 January 2021 11:26:00 a.m.  
**Attachments:** [Amazon MoU Deliverables Check List 270121.xlsx](#)

---

Hi all

Please find attached a draft deliverables check list, it is only draft and is still incomplete. It would be good to discuss the template, I'll then complete by the end of the week.

Chat soon,

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

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Please consider the environment before printing this e-mail.

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

**From:** Catherine Bates  
**Sent:** Tuesday, 26 January 2021 5:03 p.m.  
**To:** [Florino, Tom](#) [REDACTED]; [Nicola Lemberg](#) <[nicola.lemborg@nzfilm.co.nz](mailto:nicola.lemborg@nzfilm.co.nz)>; [Lauren Vosper](#) [REDACTED]; [Natasha Le Marinel](#) [REDACTED]; [Robyn Henderson](#) <[Robyn.Henderson@mbie.govt.nz](mailto:Robyn.Henderson@mbie.govt.nz)>; [andrew.west@mbie.govt.nz](#); [Callum Greene](#) [REDACTED]; [Melissa Booth](#) [REDACTED]; [Hassid, Dan](#) [REDACTED]; [Brown, Courtney](#) [REDACTED]; [Waynee, Namita](#) [REDACTED]; [Sengupta, Sohini](#) [REDACTED]; [Hsuan Huang](#) [REDACTED]  
**Subject:** RE: Biweekly UAP MoU Meeting: NZ Partners | Amazon | GSR

Please find attached the agenda for the meeting tomorrow. Look forward to seeing you all.

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



## **AMAZON MOU: MEETING ACTIONS**

### **ATTENDEES:**

#### **Amazon Studios**

Tom Florino – Econ Dev Policy  
Dan Hassid – Senior Creative Executive, Production  
Courtney Brown – Head of Genre Franchise Publicity  
Sohini Sengupta – Group Creative Director

#### **GSR**

Callum Greene – Executive Producer  
Melissa Booth – Unit Publicist

#### **New Zealand Film Commission**

Catherine Bates – Head of Incentives and International Promotions  
Nicola Lemberg – International PR & Promotions Coordinator

#### **Tourism New Zealand**

Lauren Vosper – General Manager PR & Major Events  
Natasha Le Marinel – Global Manager Planning & Partnerships

#### **MBIE**

Robyn Henderson – Policy Director  
Andrew West – Strategic Partnership Manager

### **APOLOGIES:**

Namita Waynee – Senior Marketing Lead

### **ACTIONS**

Item	Actions	Responsible	Due
Meeting and Comms Schedule	<ul style="list-style-type: none"> <li>NL to coordinate meetings and agendas and actions</li> </ul>	NL	Ongoing
MOU tracking document	<ul style="list-style-type: none"> <li>Complete document for review</li> <li>Explore platforms to hold the tracking document that will allow access for everyone.</li> </ul>	CB TF	By Jan 29 By Feb 5
Tourism Deliverables	NA		
Innovation Deliverables	<ul style="list-style-type: none"> <li>Make the introduction between MBIE and [REDACTED]</li> </ul>	TF	

	<ul style="list-style-type: none"> <li>Make the introduction between [REDACTED]</li> </ul>	AW	
<b>Screen Deliverables</b>	<ul style="list-style-type: none"> <li>Complete shortlisting for Interns</li> <li>Set up meeting to finalise process for Interns and Placements.</li> <li>Set up EPK meeting with the GSR / TNZ / NZFC.</li> </ul>	CB  NL  NL	By Jan 29  Done  By Jan 28
<b>Partnership Announcement</b>	<ul style="list-style-type: none"> <li>MBIE to confirm possible date with PM and Minister(s)</li> <li>Set up meeting between MBIE (including Astrid), NZFC, TNZ &amp; Amazon comms teams to talk through event plan and key messaging.</li> </ul>	RH  RH	ASAP  By Feb 10
<b>MBIE OIA request</b>	<ul style="list-style-type: none"> <li>Response due 8 March</li> <li>RH to work with TF.</li> </ul>	  RH / TF	By Feb 10  Ongoing



## AGENDA

AMAZON MOU: via Microsoft Teams

Tuesday 9 February 2021, 2.30pm-3.30pm (PST)

Wednesday 10 February 2021, 11:30am – 12:30pm (NZT)

### ATTENDEES:

#### Amazon Studios

Tom Florino – Econ Dev Policy

Dan Hassid – Senior Creative Executive, Production

Courtney Brown – Head of Genre Franchise Publicity

Namita Waynee – Senior Marketing Lead

Sohini Sengupta – Group Creative Director

#### GSR

Callum Greene – Executive Producer

Melissa Booth – Unit Publicist

#### New Zealand Film Commission

Nicola Lemberg – International PR & Promotions Coordinator

#### Tourism New Zealand

Lauren Vosper – General Manager PR & Major Events

Natasha Le Marinel – Global Manager Planning & Partnerships

#### MBIE

Robyn Henderson – Policy Manager

Andrew West – Strategic Partnership Manager

#### Apologies

Catherine Bates – Head of Incentives and International Promotions

TIME	ITEM	LEAD
11:30am	Apologies  Review actions	RH / FT
11.40am – 12.10pm	Update on progress: <ul style="list-style-type: none"><li>• Tourism</li><li>• Innovation</li><li>• Screen</li><li>• Amazon/GSR</li></ul>	LV AW CB (via NL) TF / CG

12.10pm	Discussion on partnership announcement <ul style="list-style-type: none"><li>Update from NZ side</li></ul> GSR cultural experience	RH LV
12.20pm	OIA Update	RH
	AOB	ALL
12.30pm	Meeting Close	



## **AMAZON MOU: MEETING ACTIONS**

### **ATTENDEES:**

Tuesday 9 February 2021, 2.30pm-3.30pm (PST)

Wednesday 10 February 2021, 11:30am – 12:30pm (NZT)

### **Amazon Studios**

Tom Florino – Econ Dev Policy

Dan Hassid – Senior Creative Executive, Production

Kevin Jarzynski – Senior Creative Development Executive

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Callum Greene – Executive Producer

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### **Tourism New Zealand**

Lauren Vosper – General Manager PR & Major Events

Natasha Le Marinel – Global Manager Planning & Partnerships

### **MBIE**

Robyn Henderson – Policy Director

### **APOLOGIES:**

Namita Waynee – Senior Marketing Lead

Courtney Brown – Head of Genre Franchise Publicity

Andrew West – Strategic Partnership Manager

Catherine Bates – Head of Incentives and International Promotions

Sohini Sengupta – Group Creative Director

## **ACTIONS**

Item	Actions	Responsible	Due
<b>Review Actions</b>	• Complete tracking document.	CB	By Feb 16
	• Decide whether Word Doc or Box will suit best for holding the tracking document.	CB/LV/RH	By Feb 16
<b>Update on progress</b> Tourism Innovation Screen	• Prepared for taking cast out on a boat for The America's Cup.	LV	Done
	• Recruiting for a full-time resource to handle TNZ's Amazon work.	LV	Ongoing



	<ul style="list-style-type: none"> <li>Organise meeting with Amazon's marketing team to discuss marketing plans.</li> <li>Pass on contact to Tom for an introduction to [REDACTED].</li> <li>Interns and placements work continuing.</li> <li>Complete EPK brief.</li> </ul>	LV  RH/AW  CG/CB  CB/NL	ASAP  By Feb 11  Ongoing  By Feb 16
<b>Partnership Announcement</b>	<ul style="list-style-type: none"> <li>Awaiting availability of the Prime Minister.</li> </ul>	RH	Ongoing
<b>OIA</b>	<ul style="list-style-type: none"> <li>Review OIA related documents.</li> <li>Send OIA documents to Amazon for review.</li> <li>Organise a meeting to discuss how the review is going.</li> <li>Give feedback on the documents.</li> <li>Send documents to the Minister before the documents will be made public on March 8.</li> </ul>	RH  RH  TF/RH  TF  RH	By Feb 15  By Feb 16 (US)  TBD  By Feb 23  By Mar 1
<b>AOB</b>	<ul style="list-style-type: none"> <li>Connect [REDACTED] team with TNZ for a possible partnership.</li> </ul>	TF/NLM	After announcement



## **AMAZON MOU: MEETING ACTIONS**

### **ATTENDEES:**

Tuesday 23 February 2021, 2.30pm-3.30pm (PST)

Wednesday 24 February 2021, 11:30am – 12:30pm (NZT)

### **Amazon Studios**

Tom Florino – Econ Dev Policy

Dan Hassid – Senior Creative Executive, Production

Sohini Sengupta – Group Creative Director

Namita Waynee – Senior Marketing Lead

Courtney Brown – Head of Genre Franchise Publicity

Alan Pilest - Principal Marketing Lead – Original Series

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Catherine Bates – Head of Incentives and International Promotions

Nicola Lemberg – International PR & Promotions Coordinator

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Lauren Vosper – General Manager PR & Major Events

Natasha Le Marinel – Global Manager Planning & Partnerships

### **MBIE**

Robyn Henderson – Policy Director

Andrew West – Strategic Partnership Manager

Sasha Vlassoff – Graduate Policy Advisor – Innovative Partnerships

### **Apologies:**

Kevin Jarzynski – Senior Creative Development Executive

Callum Greene – Executive Producer

## **ACTIONS**

Item	Actions	Responsible	Due
Review actions	<ul style="list-style-type: none"><li>Complete tracking document.</li></ul>	CB	By Mar 3
Discussion on partnership announcement  Timing Spokespeople Location	<ul style="list-style-type: none"><li>Provide list of Amazon spokespeople based on whether we have Prime Minister Jacinda Ardern or Minister Nash.</li></ul>	TF	By Feb 26

Key messages			
GSR cultural experience	<ul style="list-style-type: none"> <li>Set up meeting to go through the comms plan to then formulate a press release.</li> <li>Send around the comms plan to wider group.</li> <li>Set up a comms meeting with smaller GSR team.</li> </ul>	NL  CB  NL	ASAP  ASAP  ASAP
Update on progress: <ul style="list-style-type: none"> <li>Tourism</li> <li>Innovation</li> <li>Screen</li> <li>Amazon/GSR</li> </ul>	<ul style="list-style-type: none"> <li>Organise meeting with Amazon's marketing team to discuss marketing plans.</li> <li>Set up meeting with Callum around famils.</li> <li>Awaiting feedback from [REDACTED] team.</li> <li>Set up a call with The [REDACTED].</li> <li>Set up meeting with GSR team to discuss progress with behind-the-scenes material.</li> </ul>	LV  LV  AW  AW  NL	By Mar 10  By Mar 10  By Mar 10  By Mar 10  By Feb 25
OIA	<ul style="list-style-type: none"> <li>Set up meeting to discuss current redactions.</li> <li>Set up a meeting between Amazon and NZ Partners to discuss ongoing approach to redactions.</li> </ul>	RH/TF  NL	ASAP  ASAP

From: Brown, Courtney  
To: Catherine Bates  
Cc: Callum Greene; Florino, Tom; weblinds-gsrprod-Contact; Pilest, Alan; Hsuan Huang; Nicola Lemberg  
Subject: RE: Partnership Announcement  
Date: Thursday, 18 March 2021 11:45:13 a.m.  
Attachments: [image009.png](#)  
[image011.png](#)  
[image013.png](#)  
[image016.jpg](#)  
[image021.jpg](#)  
[image024.jpg](#)  
[image027.jpg](#)  
[image001.jpg](#)  
[image003.jpg](#)  
[image004.jpg](#)  
[image005.jpg](#)

Sounds good! Thanks Catherine

On Mar 17, 2021, at 3:00 PM, Catherine Bates <catherine.bates@nzfilm.co.nz> wrote:

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Thanks Courtney

I'll pass on your preference for the announcement, once we get more clarity from the Minister's office I'll come back to you.

Ngā mihi,

Catherine

<!--[if !vml]-->  
<image001.jpg>  
<!--[endif]--> Catherine Bates | Head of Incentives and International Promotions  
New Zealand Film Commission | Te Tumu Whakataua

Level 2 Kauri Timber Building 29 Graham Street Auckland | PO Box 11546 Manners Street Wellington 6142


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

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From: Brown, Courtney  
Sent: Thursday, 18 March 2021 3:18 a.m.  
To: Callum Greene; Catherine Bates <catherine.bates@nzfilm.co.nz>; Florino, Tom; weblinds-gsrprod-Contact  
>; Pilest, Alan  
Cc: Hsuan Huang; Nicola Lemberg <Nicola.Lemberg@nzfilm.co.nz>  
Subject: RE: Partnership Announcement

Hi Catherine,

Thank you for shepherding this through with the PM's office as well as with Minister Nash's team. We appreciate it.

Let's move forward with the press release option. We think this will be the best course of action and are excited to get this announcement news out.

Looking forward to seeing a draft of the release. In the meantime, we are pulling together a quote from Studio leadership.

All the best, Courtney

From: Callum Greene  
Sent: Tuesday, March 16, 2021 9:57 PM  
To: Catherine Bates <catherine.bates@nzfilm.co.nz>; Florino, Tom; Brown, Courtney; weblinds-gsrprod-Contact  
>; Pilest, Alan  
Cc: Hsuan Huang; Nicola Lemberg <Nicola.Lemberg@nzfilm.co.nz>  
Subject: RE: Partnership Announcement

Thank you for the update Catherine and we would of course love to have the PM visit set later in the schedule.

Let us discuss amongst ourselves and get back to you shortly with our thoughts re photo op vs PR announcement.

best

Callum

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

From: Catherine Bates  
Sent: Wednesday, March 17 2021, 4:58 pm  
To: Florino, Tom; Brown, Courtney; Lindsey Weber; Callum Greene; Pilest, Alan  
Cc: Hsuan Huang; Nicola Lemberg  
Subject: RE: Partnership Announcement

Hi all

We've heard of the PM's Office this afternoon who have confirmed they have deferred the announcement to Minister Nash to be involved. They apologise for the time taken to get back to us and have confirmed the PM would be keen to visit and meet the production later in the year.

Minister Nash's team have suggested we provide the him with two options – a photo op or announcement via PR.

We're keen to hear your thoughts / preferences before we respond.

We will also have a draft PR for you to review tomorrow.

Ngā mihi

Catherine

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

[<image003.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

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[<image011.png>](#)

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**From:** Florino, Tom <[REDACTED]>

**Sent:** Wednesday, 17 March 2021 12:27 p.m.

**To:** Brown, Courtney <[REDACTED]>; Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>; weblinds-gsrprod-Contact <[REDACTED]>; Callum Greene <[REDACTED]>

**Cc:** Hsuan Huang <[REDACTED]>

**Subject:** RE: Partnership Announcement

+Alan

Thanks, Catherine Please do let us know the latest thinking from NZ partners and the PM's office I know Amazon and GSR teams will want to weigh in to help shape any announcement and virtual event, and we will need to work backwards based on timing

Thanks again!

Tom Florino  
Amazon | Public Policy | Econ Dev

sent from mobile device

On Mar 16, 2021 2:25 PM, Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)> wrote:

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Hi all

We have a catch up at 11 30am - I can update you all on the current status then

Talk soon,

Ngā mihi,

Catherine

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

[<image004.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](#) | [pndemand.nzfilm.co.nz](#)

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[<image011.png>](#)

[<image013.png>](#)

[<image024.jpg>](#)

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**From:** Florino, Tom <[REDACTED]>

**Sent:** Wednesday, 17 March 2021 10:24 a.m.

**To:** Brown, Courtney <[REDACTED]>; Callum Greene <[REDACTED]>; Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>; weblinds-gsrprod-Contact <[REDACTED]>

**Cc:** Hsuan Huang <[REDACTED]>

**Subject:** RE: Partnership Announcement

Hi All:

I understand the plan has changed and NZ and GSR have discussed **3/25 – Tolkien Reading Day:**

<https://www.tolkien-society.org/society/events/reading-day/#?text=Tolkien%20Reading%20Day%20%E2%80%93%20The%20Tolkien%20Society&text=Tolkien%20Reading%20Day%20is%20held%20by%20reading%20favourite%20passages>

The thinking, as I understand it, is the PM and our Amazon representative might do a joint reading virtually on social media after a meet and greet with talent in Auckland? @Catherine and Callum – anything to add here? @Courtney – thoughts on this idea? I'm told the PM uses Facebook Live, but Instagram Stories could be an option

Tom

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

[REDACTED]

**From:** Brown, [REDACTED]  
**Sent:** Tuesday, March 16, 2021 2:19 PM  
**To:** Callum [REDACTED]; Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>; weblinds-gsrprod-Contact [REDACTED]  
**Cc:** Hsuan Huang; [REDACTED] Florino, Tom <[REDACTED]>  
**Subject:** RE: Partnership Announcement

Hi Catherine,

This is exciting news. Checking to see if there is a draft press release for Studio's review now, so that when we are ready to go, we will have the proper sign-offs and can move quickly. ☺

Best, Courtney

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

**From:** Catherine Bates  
**Sent:** Monday, March 15 2021, 9 56 am  
**To:** Callum Greene; Lindsey Weber  
**Cc:** Hsuan Huang; Florino, Tom; Brown, Courtney  
**Subject:** Partnership Announcement

Morena

It seems like the partnership announcement may happen later this week. It this stage it may be Wed 17 or Fri 19.

The likely structure will be a photo opportunity with the PM and cast, a general release plus social media. I will get further info to you before the end of the day however at this stage I'm keen to know if you are able to make something work in AKL later in the week.

Ngā mihi,

Catherine

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

<image005.jpg>

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

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

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Tuesday 9 March 2021, 2.30pm-3.30pm (PST)

Wednesday 10 March 2021, 11:30am – 12:30pm (NZT)

### **Amazon Studios**

Tom Florino – Econ Dev Policy

Dan Hassid – Senior Creative Executive, Production

Courtney Brown – Head of Genre Franchise Publicity

Alan Pilest - Principal Marketing Lead – Original Series

### **GSR**

Melissa Booth – Unit Publicist

### **New Zealand Film Commission**

Catherine Bates – Head of Incentives and International Promotions

Nicola Lemberg – International PR & Promotions Coordinator

### **Tourism New Zealand**

Lauren Vosper – General Manager PR & Major Events

Natasha Le Marinel – Global Manager Planning & Partnerships

### **MBIE**

Robyn Henderson – Policy Director

### **Apologies:**

Kevin Jarzynski – Senior Creative Development Executive

Callum Greene – Executive Producer

Lindsey Weber – Executive Producer

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

Andrew West – Strategic Partnership Manager

Sasha Vlassoff – Graduate Policy Advisor – Innovative Partnerships

## **ACTIONS**

Item	Actions	Responsible	Due
Review actions	<ul style="list-style-type: none"> <li>Complete tracking document.</li> </ul>	CB	By Mar 24
Discussion on partnership announcement	<ul style="list-style-type: none"> <li>Draft press release and circulate before sending to the PMO.</li> </ul>	MBIE	ASAP
Timing			
Spokespeople	<ul style="list-style-type: none"> <li>Set up further meetings</li> </ul>	CB/NL	ASAP
Location			

Key messages	about the announcement.		
Update on progress: <ul style="list-style-type: none"> <li>• Tourism</li> <li>• Innovation</li> <li>• Screen</li> <li>• Amazon/GSR</li> </ul>	<ul style="list-style-type: none"> <li>• Talk to Jude and Pip about including an intern in the announcement.</li> <li>• Work on visual media brief.</li> <li>• Organise meeting about the Masterclass with Callum and Lindsey.</li> <li>• Organise a meeting between MBIE and the [REDACTED] team.</li> </ul>	CB  NL  CB  TF	By Mar 17  By Mar 26  By Mar 24  By Mar 17
OIA	<ul style="list-style-type: none"> <li>• Send next pack of documents to Tom for review.</li> <li>• Send executed MOUs to Robyn.</li> </ul>	RH  NL	ASAP  Done





## **AGENDA**

AMAZON MOU: via Microsoft Teams

Tuesday 23 March 2021, 4.00pm -4.30pm (PST)

Wednesday 24 March 2021, 12:00pm - 12:30pm (NZT)

### **ATTENDEES:**

#### Amazon Studios

Tom Florino – Econ Dev Policy

Dan Hassid – Senior Creative Executive, Production

Courtney Brown – Head of Genre Franchise Publicity

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Natasha Le Marinel – Global Manager Planning & Partnerships

#### MBIE

Robyn Henderson – Policy Manager

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

TIME	ITEM	LEAD
12:00pm	Apologies	CB
	Review actions	CB
12:05pm – 12:15pm	Discussion on partnership announcement <ul style="list-style-type: none"> <li>Update from NZ side <ul style="list-style-type: none"> <li>Timing</li> <li>Spokespeople</li> <li>Location</li> <li>Key messages</li> </ul> </li> </ul>	CB/LV
12:15pm – 12:25pm	Update on progress: <ul style="list-style-type: none"> <li>Tourism</li> <li>Innovation</li> <li>Screen</li> </ul>	LV MM CB

	<ul style="list-style-type: none"><li>Amazon/GSR</li></ul>	CG/TF
12.25pm	OIA Update	RH/TF
	AOB	ALL
12.30pm	Meeting Close	

**From:** [Brown, Courtney](#)  
**To:** [Catherine Bates](#); [Callum Greene](#); [weblinds-gsrprod-Contact](#); [Florino, Tom](#); [Melissa Booth](#)  
**Cc:** [Tom Frankish](#); [Lauren Vosper](#)  
**Subject:** RE: FOR REVIEW - MOU PR  
**Date:** Monday, 22 March 2021 3:57:58 p.m.  
**Attachments:** [image001.jpg](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image002.jpg](#)  
[image003.jpg](#)  
[image004.jpg](#)  
[image005.jpg](#)

---

Hi Catherine and team,

Thank you for this. Sharing that we are routing the press release internally across the Studio, and unfortunately will not have feedback for you today as you'd hoped.

The draft press release will need to go through several approvals which could take several more days.

Good news, we have reviewed the imagery options and think there is something special with the interns worth exploring further. It is a tangible component of the MOU, that is easy to understand, and provides on-the-ground, hands-on development opportunities for local emerging talents in the film, TV, and creative space. Hoping we can discuss this option further on the call tomorrow.

In the meantime, have a great evening. Talk soon.

Best, Courtney

---

**From:** Catherine Bates <catherine.bates@nzfilm.co.nz>  
**Sent:** Sunday, March 21, 2021 4:54 PM  
**To:** Callum Greene [REDACTED]; Brown, Courtney [REDACTED]; [weblinds-gsrprod-Contact](#) <[REDACTED]>; Florino, Tom <[REDACTED]>; [Melissa Booth](#) [REDACTED]  
**Cc:** Tom Frankish [REDACTED]; Lauren Vosper [REDACTED]  
**Subject:** FW: [EXTERNAL] FOR REVIEW - MOU PR

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Hi all

Checking in to get your comments on the draft PR – it would be great to get your input this afternoon as we need to get the draft to the Minister's office.

Also attached is a summary of announcement options, again interested in your thoughts on these. It would be good to know what you think is possible to achieve towards the end of this week.

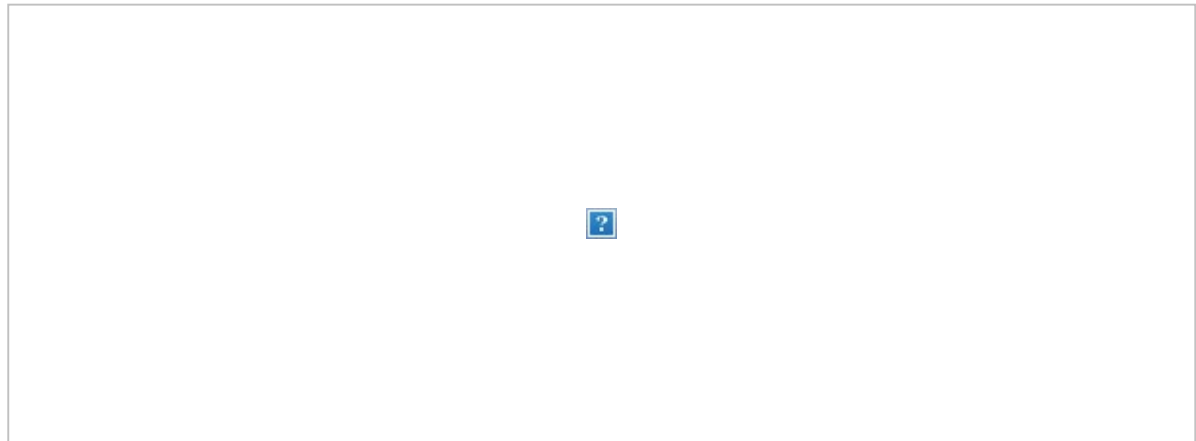
Ngā mihi,

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

**M:** + [REDACTED]

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---

**From:** Catherine Bates

**Sent:** Friday, 19 March 2021 5:13 p.m.

**To:** Brown, Courtney [REDACTED]; Callum Greene  
[REDACTED]; Lindsey Weber [REDACTED]; Florino, Tom  
[REDACTED] Melissa Booth [REDACTED]

**Cc:** [REDACTED] Lauren Vosper [REDACTED]

**Subject:** FOR REVIEW - MOU PR

Hi all

Please let me introduce you to [REDACTED] from the MBIE Comms Team, who is leading the comms with the Minister's office on the MOU announcement.

We still do not have a date for the announcement however we think it could be towards the end of next week, maybe Thursday 25 or Friday 26 March. We hope to know more on Monday.

Until then we would like to progress the comms. Attached is the draft PR for your review and input, it would be great if we could get your feedback by 12pm Monday NZT – let us know if this is not possible/

On the actual announcement, we would like to keep a photo op on the table. There are a number of possibilities, a few thoughts include the Minister with a number of the NZ crews and or interns to demonstrate the breadth of NZers employed and or the Minister with cast / key international crew. It would be good to hear what you think is possible towards the end of next week.

Happy to chat further over the weekend or on Monday,

Ngā mihi,

Catherine

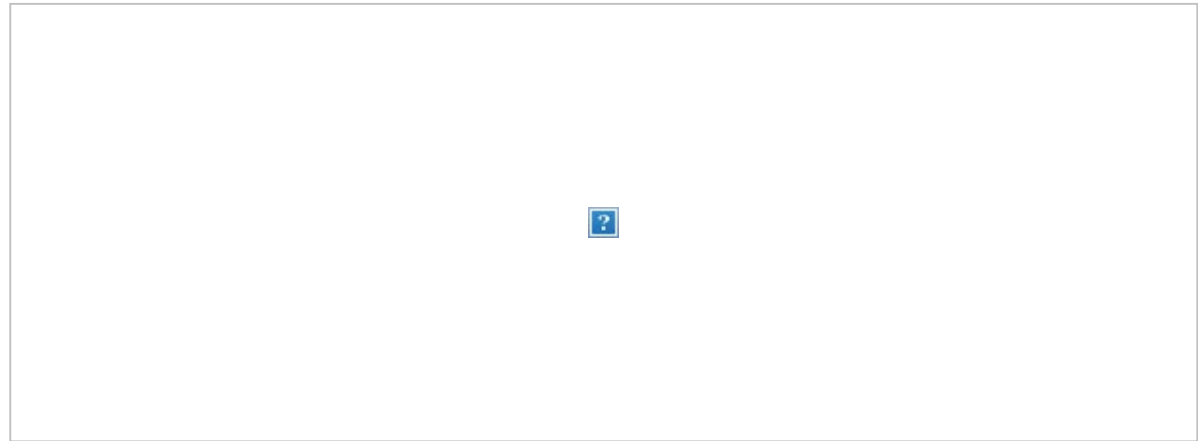
Catherine Bates | Head of Incentives and International Promotions

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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**From:** [Catherine Bates](#)  
**To:** [Callum Greene](#); [Melissa Booth](#)  
**Cc:** [Florino, Tom](#); [Lindsey Weber](#); [Nicola Lemberg](#); [Hassid, Dan](#); [Brown, Courtney](#)  
**Subject:** RE: Announcement Reactive Q&As  
**Date:** Monday, 29 March 2021 5:20:00 p.m.  
**Attachments:** [image001.jpg](#)  
[image002.jpg](#)  
[image003.png](#)  
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[image018.jpg](#)  
[image019.png](#)  
[image021.png](#)  
[image022.png](#)  
[image023.jpg](#)  
[image024.jpg](#)  
[image025.jpg](#)

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Thanks for the update.

I'm out of the office for the rest of the week so Nicola will collate and forward to MBIE.

Chat next week,

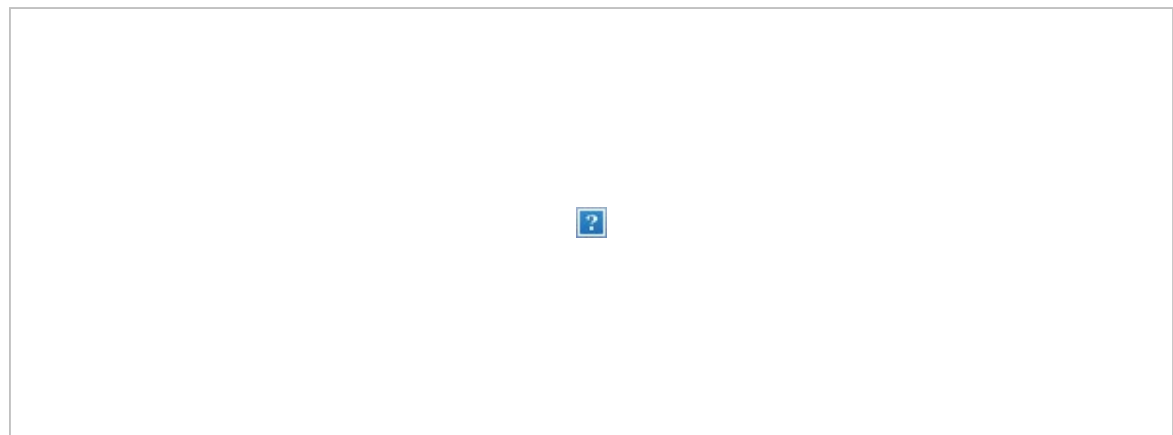
Ngā mihi,

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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**From:** Callum Greene [REDACTED]  
**Sent:** Monday, 29 March 2021 3:15 p.m.  
**To:** Catherine Bates <catherine.bates@nzfilm.co.nz>; Melissa Booth <[REDACTED]>  
**Cc:** Florino, Tom [REDACTED]; Lindsey Weber [REDACTED]; Nicola Lemberg <Nicola.Lemberg@nzfilm.co.nz>; Hassid, Dan <[REDACTED]> Brown, Courtney [REDACTED]  
**Subject:** RE: Announcement Reactive Q&As

Hey Catherine,

We think we've gathered most of what we feel is relevant over the weekend. Just need to share that w the studio later today and mesh that into our overall answers that Courtney has almost finished. It will be with you tomorrow morning early.

best

Callum

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

**From:** Catherine Bates  
**Sent:** Monday, March 29 2021, 2:23 pm  
**To:** Melissa Booth; Callum Greene  
**Cc:** Florino, Tom; Lindsey Weber; Nicola Lemberg; Hassid, Dan; Brown, Courtney  
**Subject:** RE: Announcement Reactive Q&As

Hi both

Just checking in on the comms request, Tom mentioned you were working some answers. Will these come through today?

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:** Catherine Bates

**Sent:** Friday, 26 March 2021 1:02 p.m.

**To:** Melissa Booth [REDACTED] Brown, Courtney

[REDACTED] >

**Cc:** Callum Greene [REDACTED]; Florino, Tom [REDACTED]; Lindsey Weber [REDACTED] >; Nicola Lemberg <[nicola.lemberg@nzfilm.co.nz](mailto:nicola.lemberg@nzfilm.co.nz)>; Hassid, Dan [REDACTED] >

**Subject:** RE: Announcement Reactive Q&As

Hi both

At dinner last night we discussed the announcement and importance of getting the comms to Minister's office to review. We really need to get this to MBIE this afternoon so that they can complete the comms. Can you please supply the dot point answers, options for a photo op and feedback to the PR by 3pm today NZT?

We also discussed the possibility of the Minister having a behind the scenes tour, are you able to provide a little detail on how this could work plus the lead time to make it happen.

Thanks in advance,

Catherine

Catherine Bates | Head of Incentives and International Promotions

New Zealand Film Commission | Te Tumu Whakaata Taonga

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**From:** Melissa Booth [REDACTED]  
**Sent:** Thursday, 25 March 2021 5:56 p.m.  
**To:** Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>; Brown, Courtney [REDACTED]  
**Cc:** Callum Greene [REDACTED]; Florino, Tom [REDACTED]; Lindsey Weber [REDACTED]; Nicola Lemberg <[Nicola.Lemberg@nzfilm.co.nz](mailto:Nicola.Lemberg@nzfilm.co.nz)>  
**Subject:** Re: Announcement Reactive Q&As

Hi Catherine

Looking into this and we will endeavour to share any updates we have tomorrow.

Thanks

Mel

Melissa Booth  
Unit Publicist  
"UAP" | GSR Productions Ltd  
M: +64 274-847373



**From:** Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>  
**Date:** Thursday, 25 March 2021 at 4:33 PM  
**To:** "Brown, Courtney" [REDACTED], Melissa Booth [REDACTED]  
**Cc:** Callum Greene [REDACTED], "Florino, Tom" [REDACTED], Lindsey Weber [REDACTED], Nicola Lemberg <[Nicola.Lemberg@nzfilm.co.nz](mailto:Nicola.Lemberg@nzfilm.co.nz)>  
**Subject:** RE: Announcement Reactive Q&As

Hi Courtney and Melissa

Is it possible to get a few dot point answers tomorrow?

Also Courtney - attached is a slightly revised PR. Do you have an update on the timing on getting your feedback on the PR plus a couple of bullet points on a possible photo op as discussed yesterday?

Thanks in advance

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:** Catherine Bates

**Sent:** Wednesday, 24 March 2021 3:37 p.m.

**To:** Brown, Courtney [REDACTED] Melissa Booth

[REDACTED] [m](#)>

**Cc:** Callum Greene [REDACTED] [m](#)>; Florino, Tom [REDACTED]; Lindsey Weber [REDACTED]; Nicola Lemberg <[nicola.lemberg@nzfilm.co.nz](mailto:nicola.lemberg@nzfilm.co.nz)>

**Subject:** Announcement Reactive Q&As

Hi Courtney and Melissa

Following up on our meeting this morning it would be great to get some assistance with the following reactive Q&As for the upcoming announcement. I've highlights the areas it would be good to get your input,

- What proportion of New Zealanders have roles in the series? Do you have an up to date number for cast and crew plus the percentages of NZers
- How many internships are there working on the series? I can write this based on what we have from Pip
- Will more internships be released? I can write this based on the MOU
- How do people apply for these internship opportunities? I can write this based on the MOU

- Can you please explain what the workshops and masterclasses mean? ? I can write this based on the MOU
- Is the eight years of filming guaranteed? Do you have an answer for this or statement on the length of the production
- How many jobs will be created? Do you have a total count

Lastly are there any other economic impact numbers (see below) provided with your application

#### Local Economic Impact

Below is an estimate of some of the expected local economic impacts, including local New Zealand hires and vendors:

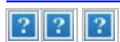
- Estimated 51,000 hotel/serviced apartment room nights throughout the production;
- Approximately 76,000 car hire days and 29,000 truck/van hire days;
- Around 90% of the crew are New Zealand residents, estimated at 1,250 crew;
- 20% of the lead and supporting cast will be New Zealanders;
- 90% of the day players and extras will be New Zealanders;
- Nearly 80% of Head of Departments will be New Zealanders; and
- New Zealand skills and talent will be utilised across varying departments including: Casting, stunts, production, accounting, set design, construction, set operations, special effects, props, set dressing, wardrobe, make-up, lighting, camera operations, sound design, transportation, visual effects, editing, facilities & infrastructure development

Ngā mihi,

Catherine

Catherine Bates | Head of Incentives and International Promotions  
New Zealand Film Commission | Te Tumu Whakaata Taonga  
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**From:** [Catherine Bates](#)  
**To:** [Brown, Courtney](#)  
**Cc:** [Florino, Tom](#)  
**Subject:** Re: Number Consistency  
**Date:** Wednesday, 7 April 2021 5:39:38 p.m.

---

Hi Courtney

Is the best approach to ask the production to provide the correct numbers of NZers employed?

I think we need, total NZers across the production then broken down by crew, cast and hods.

Possible?

Chat tomorrow

Get [Outlook for iOS](#)

---

**From:** Brown, Courtney [REDACTED]  
**Sent:** Wednesday, April 7, 2021 12:01:49 PM  
**To:** Catherine Bates <catherine.bates@nzfilm.co.nz>  
**Cc:** Florino, Tom [REDACTED]  
**Subject:** Number Consistency

Hi Catherine – Let's figure out how to shore up the numbers in press release and the talking points. Below is what is currently in each doc. In the talking points, I don't think the number of people employed indirectly is captured. Is the [REDACTED] number below the number that should change? Thanks for your direction on this. Best, Courtney

#### Talking Points

##### **EMPLOYMENT (\$1)**

New Zealand skills and talent are being utilized across varying departments including: casting, stunts, production, accounting, set design, construction, set operations, special effects, props, set dressing, wardrobe, make-up, lighting, camera operations, sound design, transportation, visual effects, editing, facilities & infrastructure development. Specifics include:

- o 67% of the speaking roles have been cast to NZ actors (124 speaking roles, 83 are Kiwis)
- o 20% of the major roles have been cast to NZ actors (32 regular and recurring cast, 7 are Kiwis)
- o 92-95% of the crew are New Zealanders (out of a total crew of 1,200)
- o 80% of the HODs are New Zealanders (out of a total of 41 HODs)

#### Press Release

- **Job Creation** – Season One is currently in production, based in Auckland, with more than 1,000 Kiwis already employed, with a further [REDACTED] approximately engaged indirectly by providing services to the production. The series is expected to be a multi-year

production with regional on-location filming extending the economic impact further across New Zealand.

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**From:** Brown, Courtney [REDACTED]  
**Sent:** Friday, 9 April 2021 11:13 a.m.  
**To:** Catherine Bates <catherine.bates@nzfilm.co.nz>  
**Cc:** Florino, Tom [REDACTED]; Robyn Henderson <Robyn.Henderson@mbie.govt.nz>; Hsuan Huang [REDACTED]; weblinds-gsrprod-Contact [REDACTED]; Callum Greene [REDACTED]; Russo, Alana [REDACTED]  
**Subject:** RE: For urgent review - next step MOU press release

Hi Catherine – Here is an updated version with a punctuation correction. ☺ Thanks, Courtney

---

**From:** Brown, Courtney  
**Sent:** Thursday, April 8, 2021 4:01 PM  
**To:** 'Catherine Bates' <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>  
**Cc:** Florino, [REDACTED]; Robyn Henderson <[Robyn.Henderson@mbie.govt.nz](mailto:Robyn.Henderson@mbie.govt.nz)>; Hsuan Huang [REDACTED]; weblinds-gsrprod-Contact [REDACTED]; Callum Greene [REDACTED]; Russo, Alana [REDACTED]  
**Subject:** RE: [EXTERNAL] For urgent review - next step MOU press release

Hi Catherine,

Attached is the Amazon approved press release.

Thank you for your patience as we routed the document internally for feedback from our various internal stakeholders.

Some key edits to note:

- The headline is now - *New Zealand Secures Longstanding Legacy with Amazon*
- The words “partner” and/or “partnership” have been changed to alternate language in all cases except for the Minister’s quote

When you can, please share an indication on timing for distribution. We will want to make additional team members aware before the news hits the press.

Thanks, Courtney

---

**From:** Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>  
**Sent:** Thursday, April 8, 2021 2:47 PM  
**To:** Brown, Courtney [REDACTED]; Callum Greene [REDACTED]  
**Cc:** Florino, Tom [REDACTED]; Robyn Henderson <[Robyn.Henderson@mbie.govt.nz](mailto:Robyn.Henderson@mbie.govt.nz)>; Hsuan Huang [REDACTED]; weblinds-gsrprod-Contact [REDACTED]  
**Subject:** RE: [EXTERNAL] For urgent review - next step MOU press release

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Hi Courtney

Just checking in on the timing of the PR

Many thanks

Catherine

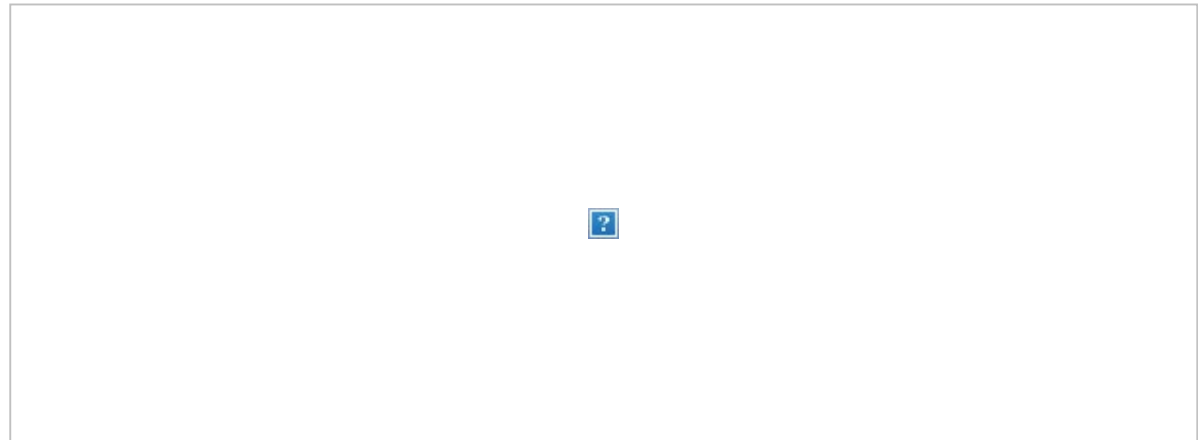
Catherine Bates | Head of Incentives and International Promotions (she/her)

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**From:** [Florino, Tom](#)  
**To:** [Brown, Courtney](#); [Catherine Bates](#)  
**Cc:** [Robyn Henderson](#); [Russo, Alana](#); [weblinds-gsrprod-Contact](#); [Callum Greene](#); [Hsuan Huang](#)  
**Subject:** RE: For urgent review - next step MOU press release  
**Date:** Friday, 9 April 2021 2:11:02 p.m.  
**Attachments:** [image004.jpg](#)  
[image007.png](#)  
[image010.png](#)  
[image011.png](#)  
[image013.jpg](#)  
[image014.jpg](#)  
[image015.jpg](#)

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As promised.

Total Estimated Season 1 QNZPE is currently projected at NZD \$650M.

Tom Florino  
Amazon | Public Policy | Econ Dev

sent from mobile device

On Apr 8, 2021 6:09 PM, "Florino, Tom" <[REDACTED]> wrote:  
Thanks again, Catherine. Based on our call, we will get these numbers in \$NZD based on the exchange rate used at the time to ensure accurate currency conversion.

We can then round accordingly, and we are agreed and aligned that a S1 figure only could be made available for reactive Q&A – since it will be published by NZFC during the NZSPG application process.

Tom

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

---

**From:** Florino, Tom <[REDACTED]>  
**Sent:** Thursday, April 8, 2021 4:46 PM  
**To:** Catherine Bates <catherine.bates@nzfilm.co.nz>; Brown, Courtney <[REDACTED]>  
**Cc:** Robyn Henderson <Robyn.Henderson@mbie.govt.nz>; Hsuan Huang <[REDACTED]>; weblinds-gsrprod-Contact <[REDACTED]>; Callum Greene <[REDACTED]> Russo, Alana <[REDACTED]>  
**Subject:** RE: [EXTERNAL] For urgent review - next step MOU press release

Hi Catherine:

Let's talk through this on our call today.

From our GSR partners:

- Estimated QNZPE as of March 31, 2021 is approximately [REDACTED] this figure includes the NZD [REDACTED] of QNZPE as of June 30, 2020)
- Total Estimated Season 1 QNZPE is currently projected at USD \$421M

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



---

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

**Sent:** Thursday, April 8, 2021 4:18 PM

**To:** Brown, Courtney [REDACTED]; Florino, Tom [REDACTED]

**Cc:** Robyn Henderson <[Robyn.Henderson@mbie.govt.nz](mailto:Robyn.Henderson@mbie.govt.nz)>; Hsuan Huang [REDACTED];  
weblinds-gsrprod-Contact [REDACTED]; Callum Greene [REDACTED] Russo,  
Alana [REDACTED]

**Subject:** RE: [EXTERNAL] For urgent review - next step MOU press release

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Sorry, one question – Tom do you have a status on the QNZPE number, I note it is not included in the release.

Ngā mihi,

Catherine



Catherine Bates | Head of Incentives and International Promotions (she/her)  
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]  
[REDACTED] [ondemand@nzfilm.co.nz](mailto:ondemand@nzfilm.co.nz)



**From:** [Catherine Bates](#)  
**To:** [Brown, Courtney](#); [Callum Greene](#)  
**Cc:** [Florino, Tom](#); [Robyn Henderson](#); [Hsuan Huang](#); [weblinds-gsrprod-Contact](#)  
**Subject:** RE: For urgent review - next step MOU press release  
**Date:** Friday, 9 April 2021 9:47:00 a.m.  
**Attachments:** [image001.jpg](#)  
[image002.jpg](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image008.jpg](#)  
[image009.jpg](#)  
[image010.jpg](#)

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Hi Courtney

Just checking in on the timing of the PR

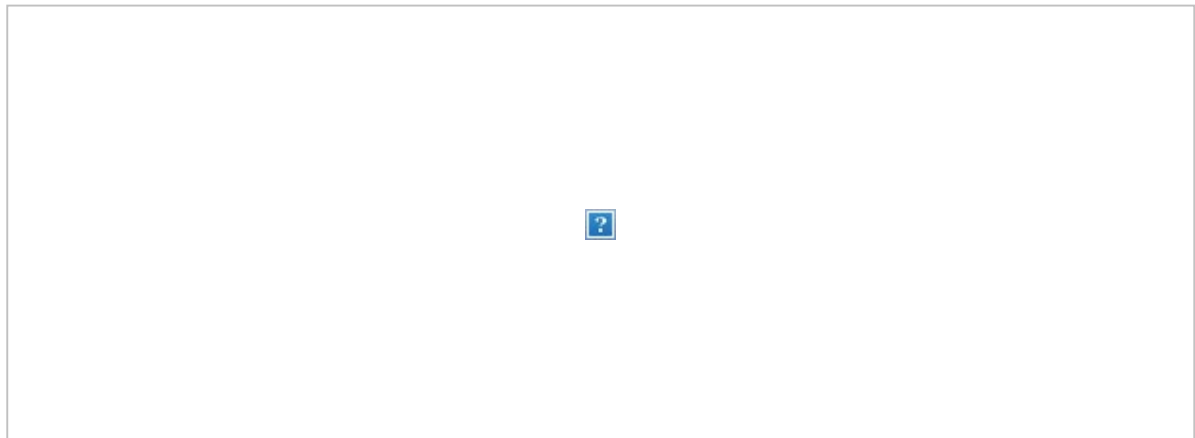
Many thanks

Catherine

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

**From:** Brown, Courtney [REDACTED]  
**Sent:** Thursday, 8 April 2021 5:53 p.m.  
**To:** Catherine Bates <catherine.bates@nzfilm.co.nz>; Callum Greene [REDACTED]  
**Cc:** Florino, Tom [REDACTED]; Robyn Henderson <Robyn.Henderson@mbie.govt.nz>;  
Hsuan Huang [REDACTED]; weblinds-gsrprod-Contact [REDACTED]  
**Subject:** RE: For urgent review - next step MOU press release

Hi Catherine – thanks for the help in balancing the numbers between both the release and the talking

points. 😊

I'm compiling all the edits from various stakeholders now and expect you will have a release to review when you wake up in the morning.

In the meantime, do we still need to confirm the [REDACTED] to the production?

Thanks everyone for the help with shoring this up.

Best, Courtney

---

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

**Sent:** Wednesday, April 7, 2021 7:27 PM

**To:** Callum Greene [REDACTED]

**Cc:** Brown, Courtney [REDACTED] Florino, Tom [REDACTED]

Robyn Henderson <[Robyn.Henderson@mbie.govt.nz](mailto:Robyn.Henderson@mbie.govt.nz)>; Hsuan Huang [REDACTED]

weblinds-gsrprod-Contact [REDACTED]

**Subject:** RE: [EXTERNAL] For urgent review - next step MOU press release

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Thanks Callum - so to confirm we can update the release as highlighted below.

**Job Creation** – Season One is currently in production, based in Auckland, with more than [REDACTED], with a further 700 approximately engaged indirectly by providing services to the production. The series is expected to be a multi-year production with regional on-location filming extending the economic impact further across New Zealand.

And the following numbers below are correct?

#### Talking Points

##### EMPLOYMENT (\$1)

New Zealand skills and talent are being utilized across varying departments including: casting, stunts, production, accounting, set design, construction, set operations, special effects, props, set dressing, wardrobe, make-up, lighting, camera operations, sound design, transportation, visual effects, editing, facilities & infrastructure development. Specifics include:

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Tom / Courtney – will be get your updates today?

Ngā mihi,

Catherine

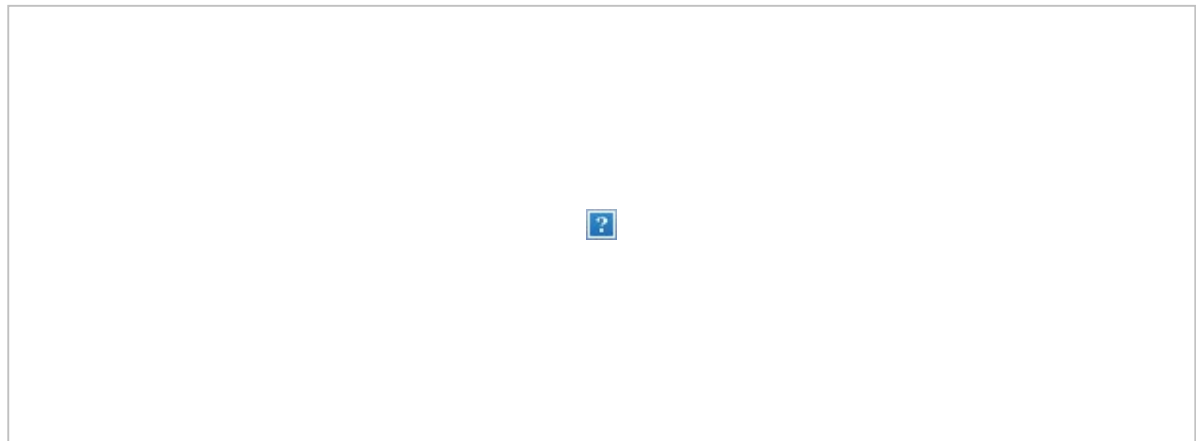
Catherine Bates | Head of Incentives and International Promotions (she/her)

New Zealand Film Commission | Te Tumu Whakaata Taonga

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---

**From:** Callum Greene [REDACTED]

**Sent:** Thursday, 8 April 2021 12:44 p.m.

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

**Cc:** Courtney Brown [REDACTED]; Tom Florino <[tom.florino@nzfilm.co.nz](mailto:tom.florino@nzfilm.co.nz)>  
Robyn Henderson <[Robyn.Henderson@mbie.govt.nz](mailto:Robyn.Henderson@mbie.govt.nz)>; Hsuan Huang [REDACTED]

**Subject:** Re: For urgent review - next step MOU press release

Thanks Catherine

re #2 - figure is 1200

best

Callum

On Apr 8, 2021, at 12:37 PM, Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)> wrote:

Hi Courtney, Tom and Callum

We are now at the point where we need to get the press release to the Ministers office. As you are aware the OIA consultation is now complete and there is a risk of negative publicity if we delay the release further. Given current delay on the PR we are recommending to the press secretary that release is just done as a press release. We will still extend the invitation to him to visit set however will not link it to any announcement.

Urgent next steps:

1. Courtney, are you able to provide an updated release for us to forward to the Ministers office? We can revert to the original headline *New Zealand secures longstanding legacy with Amazon*
2. Confirmation on the NZers employed as current numbers are conflicting. The PR says 1000 kiwis and the Q&A estimates 1,100 – 1,200. Please see below. Callum are you OK if I contact Pip to confirm?
3. Tom – I know you are working on getting us the season one QNZPE – are we able to get this today?

I've also been informed that while we will provide the final release to you, unfortunately Amazon will not be able to review the Ministers PR if any changes are made at the Beehive end. This is standard practice for ministerial media statements. Note the Minister's office would not make change to Amazon quotes for production numbers.

If there is any problem getting the information to us today can you please let me know,

Ngā mihi,

Catherine

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

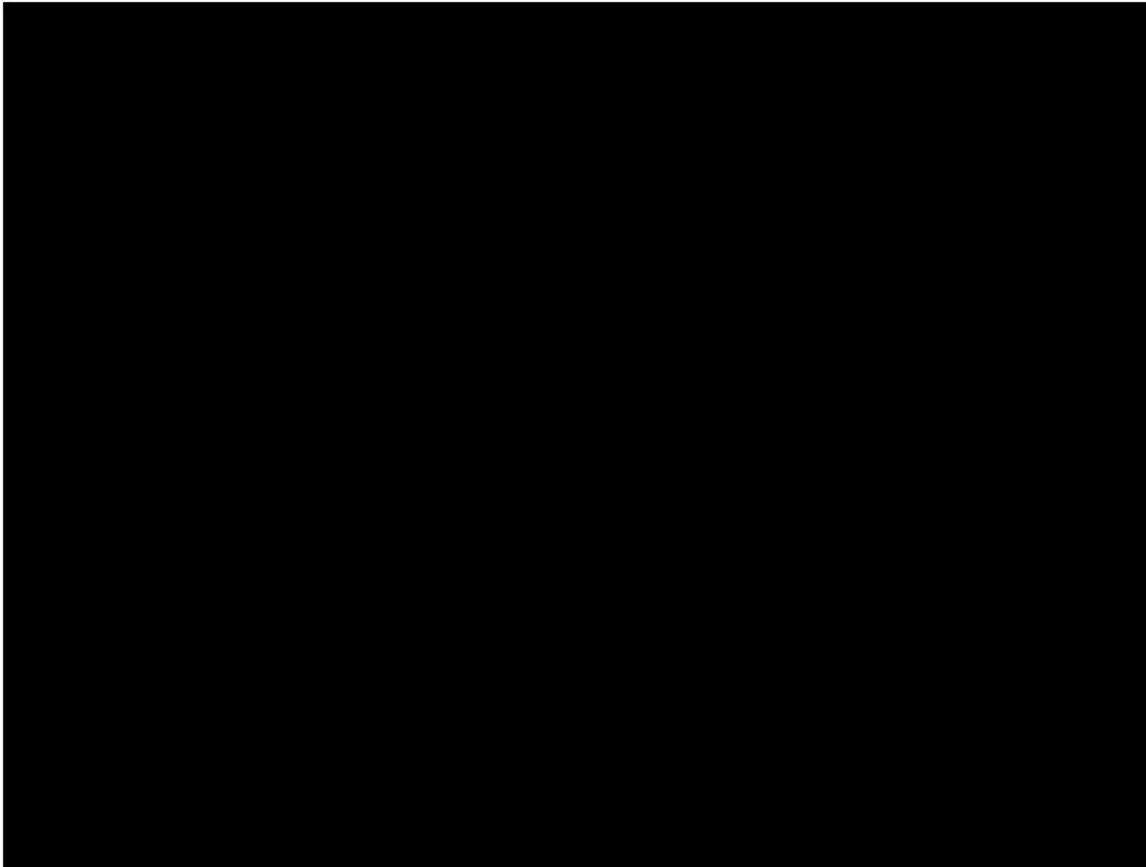
[REDACTED]

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

[REDACTED]

[REDACTED]

[REDACTED]



[<image002.jpg>](#)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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[<image003.png><image004.png> <image005.png>](#)

[<image006.jpg>](#)

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Callum Greene | Executive Producer

"UAP" | GSR Productions Ltd

  
E: 





## **AMAZON MOU: MEETING ACTIONS**

### **ATTENDEES:**

Tuesday 6 April 2021, 4.00pm -5.00pm (PDT)

Wednesday 7 April 2021, 11:00am - 12:00pm (NZT)

### **Amazon Studios**

Tom Florino – Econ Dev Policy

Courtney Brown – Head of Genre Franchise Publicity

Alan Pilest - Principal Marketing Lead – Original Series

### **GSR**

Callum Greene – Executive Producer

Lindsey Weber – Executive Producer

### **New Zealand Film Commission**

Catherine Bates – Head of Incentives and International Promotions

Nicola Lemberg – International PR & Promotions Coordinator

### **Tourism New Zealand**

Lauren Vosper – General Manager PR & Major Events

### **MBIE**

Robyn Henderson – Policy Director

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

### **Apologies:**

Kevin Jarzynski – Senior Creative Development Executive

Melissa Booth – Unit Publicist

Dan Hassid – Senior Creative Executive, Production

Natasha Le Marinel – Global Manager Planning & Partnerships

## **ACTIONS**

Item	Actions	Responsible	Due
Review actions	<ul style="list-style-type: none"> <li>Meet to update and decide on a shared drive to host the tracking document.</li> </ul>	TF/CB (NZFC)	By Apr 9
Discussion on partnership announcement	<ul style="list-style-type: none"> <li>Report back whether Minister Nash wants to do a set visit or just the press release.</li> </ul>	RH	ASAP
Timing			
Press release			
Spokespeople	<ul style="list-style-type: none"> <li>Provide final PR to NZ Partners once the press</li> </ul>	CB (Amazon)	ASAP
Location			



	<p>release has been through Amazon's review process.</p> <ul style="list-style-type: none"> <li>Adjust PR with official number of jobs impacted indirectly by the production and NZ dollar amount spent in NZ for season 1.</li> <li>Send PR to Minister's office once back from Amazon.</li> </ul>	<p>TF/CB (Amazon)</p> <p>RH</p>	<p>ASAP</p> <p>ASAP</p>
<p>Update on progress:</p> <ul style="list-style-type: none"> <li>Tourism</li> <li>Innovation</li> <li>Screen</li> <li>Amazon/GSR</li> </ul>	<ul style="list-style-type: none"> <li>Share marketing framework with TNZ.</li> <li>Set up, before May 22, a meeting to discuss Masterclass structure.</li> <li>Chat to Pip and Jude to clarify timings and an additional intern.</li> <li>Organise a meeting between Marta and the [REDACTED].</li> <li>Speak with [REDACTED] best suit.</li> <li>Discuss the possibility of including a mention of the donation in the press release.</li> <li>Engage with the regions when appropriate.</li> </ul>	<p>AP</p> <p>CB/NL</p> <p>CB</p> <p>TF</p> <p>RH</p> <p>RH/TF</p> <p>CB</p>	<p>By Apr 8</p> <p>By Apr 12</p> <p>By Apr 12</p> <p>ASAP</p> <p>ASAP</p> <p>ASAP</p> <p>TBC</p>
OIA	<ul style="list-style-type: none"> <li>Give Amazon a heads up</li> </ul>	RH	ASAP



	when the OIA will be released.		
--	--------------------------------	--	--



**From:** [Brown, Courtney](#)  
**To:** [Catherine Bates](#)  
**Cc:** [Florino, Tom](#); [Callum Greene](#); [weblinds-gsrprod-Contact](#); [Robyn Henderson](#)  
**Subject:** Re: Final draft PR Amazon MOU  
**Date:** Tuesday, 13 April 2021 3:06:32 p.m.  
**Attachments:** [image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.jpg](#)  
[image007.jpg](#)

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Thanks Catherine.

There appears to be some edits that may not have made the final cut, including reflecting the 1,200 jobs in the first bullet.

We'd like to review all the edits closely and may come back tomorrow with some questions.

Otherwise the timing looks good. Thanks so much.

Best, Courtney

Sent from my iPad

On Apr 12, 2021, at 7:50 PM, Catherine Bates  
<catherine.bates@nzfilm.co.nz> wrote:

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you can confirm the sender and know the content is safe.

Hi Tom and Courtney

Please find attached the final draft MOU press release. While it is still not 100% confirmed, the Minister's office is likely to release the statement 6am Friday 15 April NZT.

I'm in an all day staff away day tomorrow, so please text me if you need to contact me.

Ngā mihi,

Catherine

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

[image007.jpg](#)

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

Level 2, Kauri Timber Building, 29 Graham Street, Auckland | PO Box 11546, Manners Street, Wellington  
6142

**From:** [Brown, Courtney](#)  
**To:** [Catherine Bates](#); ["Robyn Henderson"](#)  
**Cc:** [Callum Greene](#); [weblinds-gsrprod-Contact](#); [Russo, Alana](#); [Florino, Tom](#)  
**Subject:** RE: Final draft PR Amazon MOU  
**Date:** Wednesday, 14 April 2021 10:02:15 a.m.  
**Attachments:** [image001.jpg](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image007.jpg](#)  
[image009.jpg](#)  
[13.04.21 Draft PR Amazon MOU FINAL DRAFT \(002\) Amazon edits v2.docx](#)

---

Catherine and Robyn,

Attached is a **redlined** version of what we received last night. We see the document is no longer a press release, and is now a written statement from Minister Nash, and the talking points are included in the doc.

It appears that maybe the Minister's office was working off an out-of-date version of the press release.

Attached edits include:

- The elimination of the words "partner" and/or "partnership"
- The correction of the number of jobs created to "1,200"
- Amazon is not to be referenced as "the Amazon Group"
- Middle-earth formatting corrected (always use lowercase "e")

In addition, we notice the addition of the financials being prominently featured in the statement, and we will need to vet that here internally.

**The production spend in New Zealand for Season One is estimated to be NZD \$650M, meaning Amazon could qualify for a rebate of approximately NZD \$162.5 million.**

We will try to get this approved quickly given the goal of distribution Friday early morning NZT.

Let us know if you have concerns – otherwise we will come back soonest with thoughts on the financials.

Best, Courtney

---

**From:** Catherine Bates <catherine.bates@nzfilm.co.nz>  
**Sent:** Monday, April 12, 2021 10:48 PM  
**To:** Florino, Tom <[REDACTED]>; Brown, Courtney <[REDACTED]>  
**Cc:** Callum Greene <[REDACTED]>; weblinds-gsrprod-Contact <[REDACTED]>  
'Robyn Henderson' <Robyn.Henderson@mbie.govt.nz>  
**Subject:** [EXTERNAL] Final draft PR Amazon MOU

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Hi Tom and Courtney

Please find attached the final draft MOU press release. While it is still not 100% confirmed, the Minister's office is likely to release the statement 6am Friday 15 April NZT.

I'm in an all day staff away day tomorrow, so please text me if you need to contact me.

Ngā mihi,

Catherine

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

New Zealand Film Commission | Te Tumu Whakaata Taonga

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15 April 2021

## ***New Zealand secures longstanding legacy with Amazon***

Economic and Regional Development Minister Stuart Nash announced today a future focussed agreement with Amazon and its *The Lord of the Rings* TV series, delivering jobs, tourism benefits, scope for collaborations with innovative New Zealand businesses, and continuation of a long lasting legacy for Aotearoa's screen industry.

Mr Nash says the agreement with Amazon Studios is a landmark deal that will deliver benefits to New Zealand over a number of years.

"This is a huge opportunity for New Zealand to promote itself globally, increase skilled jobs, boost the economy, profile New Zealand businesses on the world stage and inspire the next generation of New Zealand filmmakers. The partnership will also support two of the Government's three objectives for this term - accelerating New Zealand's economic recovery and laying the foundations for the future. We look forward to working closely with Amazon to secure a lasting impact for many years to come."

"We are grateful to the people and the government of New Zealand and especially Auckland for supporting us during this production," said Co-Head of Television at Amazon Studios Vernon Sanders. "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 working relationship for many years to come."

The Government's investment will enable huge economic, cultural and industry development benefits to New Zealand over many years, including:

- **Job creation** – Season One is currently in production, based in Auckland, with more than 1,000 Kiwis already employed, with approximately another 700 engaged indirectly by providing services to the production. The series is expected to be a multi-year production with regional on-location filming extending the economic impact further across New Zealand.
- **New Zealand businesses** – Amazon will partner with the Ministry of Business, Innovation and Employment to foster a wider relationship between New Zealand and the Amazon Group, promoting New Zealand businesses, innovations and advancing mutually-beneficial R&D opportunities. Each season will have an R&D theme, Season One will provide opportunities to explore potential collaboration in the aerospace sector.
- **New Zealand screen sector** – Amazon will work with the New Zealand Film Commission to stimulate growth, in both business development and skills within New Zealand's screen sector. An early focus will be on placements and internships. In the areas of production management, directing, production accounting, lighting, dolly grip, editorial, and location management. The partnership will also provide an opportunity to strengthen the perception of the New Zealand screen offering, by showcasing locations, facilities and the depth and experience of New Zealand cast and crew.
- **New Zealand tourism boost** – A close association has been established between New Zealand and Middle-Earth. Prior to Covid-19, 19% or 351,000 of holiday visitors cited The Hobbit movies were a factor that influenced their interest in visiting New Zealand. The New Zealand Government anticipates that the extension of this association, in a new phase, will offer significant tourism and country-branding benefits to New Zealand as we start to re-open our borders to international visitors.

Tourism New Zealand will work closely with Amazon to deliver campaigns that build brand preference and desire in a competitive environment as global travel resumes

Under the MOU, the Government has granted Amazon Studios provisional approval of an additional 5% New Zealand Screen Production Grant (NZSPG) on top of the existing 20% that the production already qualifies for. The production spend in New Zealand for Season One is estimated to be NZD \$650M, meaning Amazon could qualify for a rebate of approximately NZD \$162.5 million.

Mr Nash says the government's support for the sector was vital, given the economic benefits and jobs it generated, as well as showcasing New Zealand in tourism markets as borders reopen.

"The New Zealand Screen Production Grant is a critical part of remaining internationally competitive and attracting productions and jobs to New Zealand, alongside our talented cast and crew and diverse scenery.

"These types of incentives are the global norm. Without this grant these jobs and economic opportunities would move overseas," Mr Nash says.

**See a summary of the MOU attached and the detailed MOU [here](#)**

#### **Media contact:**

**Key employment figures:** Season One: more than 1,200 Kiwis already employed, with a further 700 approximately engaged indirectly. The production includes:

- 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)

**Key production figures:** There will be significant local economic upsides, expected over multiple seasons and 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.

#### **Key facts: New Zealand screen sector**

- In 2017 the screen industry employed over 16,200 people and generated revenue of \$3.5 billion. New Zealanders make up 86 percent of labour employed on international productions.
- Over 60 percent of production budget is spent in other sectors including hospitality and catering, construction, transport, beauty and professional services.
- In the next five years we expect to attract over \$4.4 billion in international production spend into the economy creating opportunities for New Zealanders.

**From:** [Florino, Tom](#)  
**To:** [Catherine Bates](#); "[Robyn Henderson](#)"; [Brown, Courtney](#)  
**Cc:** [Astrid Smeele](#)  
**Subject:** RE: Amazon MOU summary for website 14 April NZFC (003).docx  
**Date:** Wednesday, 14 April 2021 11:50:01 a.m.  
**Attachments:** [Amazon MOU summary for website 14 April NZFC \(003\) - AMZN edits \(TF\).docx](#)

---

+Courtney

Hi Robyn:

Concerned about additional copy floating around so close to the press release, which also came back to us with some unexpected edits.

I would highly recommend that if you need to include something like this on the MBIE website for the press release, that it aligns exactly with the MOU – respectfully, I think it should draw language from the MOU. We spent an awful lot of time drafting it! My edits reflect that mentality.

[REDACTED]

Tom

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

[REDACTED]

---

**From:** Catherine Bates <catherine.bates@nzfilm.co.nz>  
**Sent:** Tuesday, April 13, 2021 4:29 PM  
**To:** 'Robyn Henderson' <Robyn.Henderson@mbie.govt.nz>; Florino, Tom  
[REDACTED]  
**Cc:** Astrid Smeele <Astrid.Smeele@mbie.govt.nz>  
**Subject:** [EXTERNAL] Amazon MOU summary for website 14 April NZFC (003).docx

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Hi Robyn

I'm just off a call with Tom. He is reviewing the summary and will revert ASAP. Tom has mentioned there will be edits as the innovation summary doesn't reflect current discussion.

Also note a left a duplicate para in the screen section - sorry I'm working remotely in an all staff away day

C



## Summary of Amazon MOU for 5% uplift

Amazon Studios announced in September 2019 that it would be locating its production of the much anticipated *Lord of the Rings* television series in New Zealand. The series, which began production in Auckland in early 2020, will be over multiple seasons, and is expected to explore new storylines that occur before the events of the “*The Fellowship of the Ring*”. As the exclusive production location, the development of this new series is a valuable opportunity for New Zealand to revitalise and extend the already longstanding legacy and relationship with Tolkien’s stories.

In recognition of the potential economic benefits to New Zealand of this relationship, Amazon Studios was invited in 2019 to apply for the additional 5% Uplift under the New Zealand Screen Production Grant. Two Memoranda of Understanding were signed in December 2020 following negotiations between Amazon and the government agencies: the New Zealand Film Commission (NZFC); Tourism New Zealand (TNZ); and the Ministry of Business, Innovation and Employment (MBIE). An overarching MOU was signed to establish the key principles and obligations under the 5% Uplift, and a Season MOU is in place to relate specifically to the required activity relating to Season One of the production. Subsequent Season MOUs will be negotiated for each future season.

The MOU’s are structured around three pillars:

1. NZ Branding Activities to promote NZ internationally (led by TNZ)

This provides the opportunity for New Zealand to strengthen its international brand, with a campaign to promote New Zealand as the “Home of the LOTR” series, timed to coincide with the airing of the first season on international screens. This will involve access to key cast and crew, location footage and behind-the-scenes clips. The timing of this promotional work will likely coincide with the reopening of international borders for leisure travel purposes and will create a timely vehicle to keep New Zealand’s brand alive in the minds of future international travelers.

2. NZ Screen Sector training and promotional activities (led by NZFC)

—

New Zealand’s success in securing this large scale and multi-season production is a significant boost to the local screen industry, creating jobs at all levels and exposure to world-leading production techniques and skills. Through the MOUs, Amazon is committed to the Growing and nurturing the talent/skills base of the New Zealand screen sector, to supporting business development within the New Zealand screen sector and to grow the New Zealand screen sector’s infrastructure base.

This includes commitments to a number of internships, industry workshops, and masterclasses. Internships are in the roles or Departments of: Production Accountant; Lighting; Dolly Grip; Editorial;; Location management; Script supervisor.

- 1.1 The partnership will also develop a marketing programme to profile the growing New Zealand screen sector with a specific focus on an ongoing pipeline of mixed-scale productions through the showcasing of New Zealand’s:

- (1) highly skilled and growing talent base;
- (2) the expanding infrastructure offering;

- (3) accessible and diverse region locations,
- (4) post-production offering; and
- (5) screen sector creativity and innovation.

3. Innovation programme to create openings into the wider Amazon Group (led by MBIE)

The purpose of the innovation programme is to:

- (a) Build a wider relationship between New Zealand and Amazon;
- (b) Leverage New Zealand's relationship with Amazon;
- (c) Profile New Zealand businesses, innovations and R&D opportunities to a global audience; and
- (d) Advance mutually-beneficial R&D opportunities.

Innovation programme commitments include:

- (a) Delegation of businesses/teams from Amazon to visit New Zealand each Season, or participate virtually, for an innovation summit, speaker series or other events; and
- (b) Exploring opportunities to fund and advance:
  - (i) STEM programs and donations for primary and secondary education;
  - (ii) Innovation challenges;
  - (iii) Academic research and fellowships; and
  - (iv) Innovation internships.

Amazon and MBIE will work together to establish agreed-upon themes that align Amazon's and New Zealand's goals on a Season-by-Season basis. Potential themes include, but are not limited to, technology and innovations that will be used in the production of UAP. These themes may explore the specific R&D focus areas, and the parties agree to work together to explore additional or alternative opportunities as they may arise.

**From:** [Catherine Bates](#)  
**To:** [Florino, Tom](#); [Brown, Courtney](#); [Callum Greene](#)  
**Subject:** RE: Response required : Amazon MOU Communications Plan. and the other questions the reporter had  
**Date:** Friday, 16 April 2021 5:09:00 p.m.  
**Attachments:** [image006.jpg](#)  
[image008.jpg](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.jpg](#)  
[image013.jpg](#)  
[image014.jpg](#)  
[image015.jpg](#)

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Hi all

Appreciate the feedback.

Denise only had the percentages not the hard numbers so it is not a lot for her to review.

I was wondering if the NZFC had the cast lists, which we would get with an application, we can then provide verification Denise is looking for.

Let me know your thoughts,

Ngā mihi,

Catherine

Catherine Bates | Head of Incentives and International Promotions (she/her)  
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:** Florino, Tom [REDACTED]  
**Sent:** Friday, 16 April 2021 3:21 a.m.  
**To:** Catherine Bates <catherine.bates@nzfilm.co.nz>; Brown, Courtney [REDACTED]; Callum Greene [REDACTED]  
**Subject:** RE: Response required : Amazon MOU Communications Plan. and the other questions the reporter had

Thanks, Catherine. Courtney, this is a delicate balance. We do want Actors Equity to feel empowered to make the case that UAP and the MOU are good, not only for NZ and the film sector, but specifically for NZ talent.

Catherine, why the need for hard numbers though? Can't we just say these are the revised percentages and have NZFC vouch for them with Actors Equity, since you have the hard numbers? I don't think we want to get in the habit of the production reporting out a cast list to Actors Equity, but I do understand the need for the production to help maintain a respectful relationship in collaboration with the film commission.

Thanks.

Tom

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

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**From:** Catherine Bates <catherine.bates@nzfilm.co.nz>  
**Sent:** Wednesday, April 14, 2021 11:27 PM  
**To:** Brown, Courtney [REDACTED]; Florino, Tom [REDACTED]  
**Subject:** RE: [EXTERNAL] Response required : Amazon MOU Communications Plan. and the other questions the reporter had

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you can confirm the sender and know the content is safe.

Hi Tom and Courtney

Actors Equity mentioned that they have a cast list from October stating 23 regular roles – out of a total of 149 in total are NZers. I'm able to see a cast list with nationality to support the %s below? It would be good to provide an updated list to Denise.

Ngā mihi,

Catherine

Catherine Bates | Head of Incentives and International Promotions (she/her)  
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:** Brown, Courtney [REDACTED]  
**Sent:** Thursday, 15 April 2021 4:52 p.m.  
**To:** Catherine Bates <[catherine.bates@nzfilm.co.nz](mailto:catherine.bates@nzfilm.co.nz)>; Florino, Tom [REDACTED]  
**Cc:** Astrid Smeele <[Astrid.Smeele@mbie.govt.nz](mailto:Astrid.Smeele@mbie.govt.nz)>  
**Subject:** RE: Response required : Amazon MOU Communications Plan. and the other questions the reporter had

Thanks Catherine.

Appreciate the additional information on the overall comms plan.

As for the drafted answers below, at first blush they look okay to me. HOWEVER, I do not have the necessary information around the MIQ details to know if these are correct. Also am wondering if the numbers need to be that specific? Maybe trim it up like this with just one total number included.

**MIQ space?**

A number of cast and crew, as well as some family members, on the Amazon series gained border exceptions in May 2020 to enter NZ and a place for MIQ under the critical workers criteria. Since then a handful of other cast and crew have been approved to enter New Zealand where they meet the critical worker test. In total, xxx boarder exceptions were granted on the basis of the production's positive impact on the economy and the creation of jobs for New Zealanders.

You may share the below stats with stakeholders so that they can prepare reactive support statements. However, we would ask that these industry agencies are not to proactively release the data as it is presented below. I would hope that they instead use the information for their own reference and work some of the stats naturally into their own language/quotes.

Also to note, the reporter has reached out to Amazon for a statement and as previously mentioned we are going to decline the opportunity at this time.

Thanks, talk tomorrow.

Best, Courtney

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

**Sent:** Wednesday, April 14, 2021 9:20 PM

**To:** Brown, Courtney [REDACTED] Florino, Tom [REDACTED]

**Cc:** Astrid Smeele <[Astrid.Smeele@mbie.govt.nz](mailto:Astrid.Smeele@mbie.govt.nz)>

**Subject:** [EXTERNAL] Response required : Amazon MOU Communications Plan. and the other questions the reporter had

**Importance:** High

**CAUTION:** This email originated from outside of the organization. Do not click links or open attachments unless you can confirm the sender and know the content is safe.

Hi Courtney and Tom

Following up on our calls earlier today please find attached the short version comms plan.

In addition:

**Media list** – we don't hold the Ministers media list but it is NZ media only, and includes the two main media groups which operate regionally and nationally (Stuff, NZ Me and a couple of independent regional papers), television news (TVNZ and Newshub), Radio New Zealand, business reporters

**Stakeholder list – in comms plan as follows:** the Regional Film Offices in NZ Chair, and the heads of Auckland Unlimited and Film Otago Southland, Auckland Unlimited (who will alert the Mayor's office) and Actors Equity was added at the request of Minister Nash.

Thomas Coughlan has also asked a couple of additional questions, **we will need to supply these tonight if possible.** We have drafted answers for your review:

**What is the value of the Innovation Fund?**

This information is commercially sensitive as it may prejudice future applications to the grant.

**MIQ space?**

A number of cast and crew on the Amazon series, including 20 family members, gained border exceptions in May 2020 to enter NZ and a place for MIQ under the critical workers criteria. Around 114 people were approved then. Subsequently a handful of other cast and crew have been approved to enter New Zealand where they meet the critical worker test. These exceptions were granted on the basis of the production's positive impact on the economy and the creation of jobs for New Zealanders.

**When are Amazon execs etc coming / doing their virtual visits?**

All the details of the Innovation programme, including this element, are being worked through. MBIE and Amazon are holding regular discussions on this.

**Will the premiere screening be in NZ?**

The MOU states that arrangements for the premiere will be worked through between Amazon and the New Zealand Government at the appropriate time. You will note that the MOU provides that "Amazon commits to a premiere screening for either Season One or Season Two to be held in main New Zealand production base, including attendance in person by key cast and crew, subject to COVID-

19 and related travel restrictions”

Also our pre brief stakeholders would like to be ready to with supportive statements on the benefits of the partnership. In lieu of the release can we please share the follow facts:

#### Background

1. What are the job numbers involved?

Season One: more than 1,200 Kiwis already employed, with a further 700 approximately engaged indirectly. The production includes:

- 67% of the speaking roles have been cast to NZ actors
- 21% of the major roles have been cast to NZ actors
- 92-95% of the crew are New Zealanders
- 80% of the Heads of Departments (HOD) are New Zealanders

2. What other measures quantify the economic impact of the production?

There will be significant local economic upsides, expected over multiple seasons and 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.

3. What is the size of the New Zealand screen sector?

- In 2017 the screen industry employed over 16,200 people and generated revenue of \$3.5 billion. New Zealanders make up 86 percent of labour employed on international productions.
- Over 60 percent of production budget is spent in other sectors including hospitality and catering, construction, transport, beauty and professional services.
- In the next five years we expect to attract over \$4.4 billion in international production spend into the economy creating opportunities for New Zealanders.

Thanks both,

Catherine

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## Amazon MOU Announcement Communications Plan

The New Zealand Government has agreed an MOU partnership with Amazon and it's *"The Lord of the Rings"* series, delivering jobs, tourism benefits, scope for collaborations with innovative New Zealand businesses, and continuation of a long lasting legacy for Aotearoa's screen industry.

An Official Information Act request from a Stuff reporter has captured numerous documents and emails between Amazon and government agencies in relation to negotiations for the 5% uplift to the New Zealand Screen Production Grant, including early drafts of the MOU.

The OIA response was due on 8 March and was provided to the reporter, along with a final copy of the MOU (appropriately redacted) on 15 April.

### Objectives

- Communicate the numerous benefits that the MOU will provide to the New Zealand economy – tourism sector, businesses and jobs
- Coordinate messaging across key stakeholders

### Communications Plan

- MBIE will coordinate with the office of Minister of Economic and Regional Development (Hon Stuart Nash), Amazon, Tourism New Zealand, the NZ Film Commission and Ministry of Culture and Heritage.
- We recommend that this announcement is issued just as a press release by Hon Stuart Nash on Friday 16 April 2021 and include quotes from Amazon if they agree to provide context to the reporter about the landmark agreement.
- A summary of the MOU and the full MOU will then be uploaded onto MBIE's website – once the reporter's story has run.
- Key stakeholders in tourism and film will be pre-briefed under embargo by MBIE, Tourism NZ and the Film Commission under embargo so they are well prepped to comment and may choose to issue statements in support. We recommend a day ahead of the announcement - timing of pre-brief to be confirmed by the Minister's office. Stakeholders who will be pre-briefed under embargo include the Regional Film Offices in NZ Chair, and the heads of Auckland Unlimited and Film Otago Southland – who would be supportive. Auckland Unlimited will alert the Mayor's office
- We suggest this happens a day ahead of the announcement under strict confidentiality and embargo (to an agreed time). They could be sent the summary of the MOU with instructions that it should not be forwarded under any circumstances.
- Reactive Q&As to cover off any risks.



**From:** [Catherine Bates](#)  
**To:** [Lindsey Weber](#); [Melissa Booth](#)  
**Cc:** [Florino, Tom](#); [Brown, Courtney](#); [Callum Greene](#)  
**Subject:** RE: NZFC BTS material  
**Date:** Friday, 16 April 2021 5:17:00 p.m.  
**Attachments:** [image005.jpg](#)  
[image007.png](#)  
[image008.png](#)  
[image009.png](#)  
[image010.jpg](#)  
[image011.jpg](#)  
[image013.png](#)  
[image014.png](#)  
[image015.png](#)  
[image001.jpg](#)  
[image002.jpg](#)

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Perfect - I'm going to follow up with Lauren next week so will be back in touch with the a time.

Ngā mihi,

Catherine

Catherine Bates | Head of Incentives and International Promotions (she/her)  
New Zealand Film Commission | Te Tumu Whakaata Taonga  
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**From:** Lindsey Weber   
**Sent:** Friday, 16 April 2021 5:15 p.m.  
**To:** Catherine Bates <catherine.bates@nzfilm.co.nz>; Melissa Booth  >  
**Cc:** Florino, Tom  Brown, Courtney  ;  
Callum Greene  >  
**Subject:** Re: NZFC BTS material

Hi Catherine,

We'd be happy to show you the same footage we show TNZ. We'd love to do this as one group with TNZ if that works for you?

We are waiting to hear from Lauren on when she might be available, but we're assuming sometime 28<sup>th</sup>-30<sup>th</sup> might be the soonest window, based on her comments today.

Best,  
Lindsey

---

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

**Date:** Friday, 16 April 2021 at 4:32 PM

**To:** Lindsey Weber [REDACTED], Melissa Booth [REDACTED]

**Cc:** "Florino, Tom" <[tom.florino@nzfilm.co.nz](mailto:tom.florino@nzfilm.co.nz)>, "Brown, Courtney"

[REDACTED], Callum Greene [REDACTED]

**Subject:** NZFC BTS material

Hi Lindsey and Melissa

Nice seeing you both on this morning.

I wanted to follow up on the offer to TNZ to view some of the BTS material, it would be great to view the material you have collected for NZFC. It would be good to check to see if the briefs we provided are getting the right content plus we are working on through all our visual media briefs at the moment so this could be helpful.

Can you please let me know what is possible.

Many thanks

Catherine

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

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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## **AGENDA**

**AMAZON MOU:** via Microsoft Teams

Tuesday 20 April 2021, 4.00pm -5.00pm (PDT)

Wednesday 21 April 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

#### **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**

Taylor Murfitt – Policy Advisor

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

Robyn Henderson – Policy Director

TIME	ITEM	LEAD
11:00am	Apologies	CB
	Review actions	CB
11:10am	Recap on partnership announcement and OIA	All
11:25am	Update on progress: <ul style="list-style-type: none"> <li>• Screen</li> <li>• Tourism</li> <li>• Innovation</li> <li>• Amazon/GSR</li> </ul>	CB (NZFC)  MM CG/TF



11:45am	AOB	ALL
12.00pm	Meeting Close	CB

