



AMAZON MOU: MEETING ACTIONS

ATTENDEES:

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

Wednesday 21 April 2021, 11:00am - 12:00pm (NZT)

Amazon Studios

Tom Florino – Econ Dev Policy

Alan Pilest - Principal Marketing Lead – Original Series

Dan Hassid – Senior Creative Executive, Production

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

Kevin Jarzynski – Senior Creative Development Executive

Robyn Henderson – Policy Director

Courtney Brown – Head of Genre Franchise Publicity

ACTIONS

Item	Actions	Responsible	Due
Review actions	<ul style="list-style-type: none"> Consult with MBIE + TNZ on whether Box can be used on their end. 	TF/CB (NZFC)	By May 5
	<ul style="list-style-type: none"> Meet to update tracking document. 	TF/CB (NZFC)	By May 5
Recap on partnership announcement and OIA	<ul style="list-style-type: none"> Include a partnership announcement process debrief on the NZ Partner's meeting agenda. 	NL	By Apr 28



AGENDA

AMAZON MOU: via Microsoft Teams

Tuesday 4 May 2021, 4.00pm -5.00pm (PDT)

Wednesday 5 May 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

Robyn Henderson – Policy Director

Gina Williamson – Manager, Industry Policy

Apologies

Lauren Vosper – General Manager PR & Major Events

Natasha Le Marinel – Global Manager Planning & Partnerships

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

Sasha Vlassoff - Graduate Policy Advisor - Innovative Partnerships

TIME	ITEM	LEAD
11:00am	Apologies	CB (NZFC)
	Review actions	CB (NZFC)
11:10am	Update on progress: <ul style="list-style-type: none"> • Screen • Tourism • Innovation • Amazon/GSR 	CB (NZFC) N/A RH CG/TF
11:30am	Discussion on Innovation Fund	CB/TF
11:50am	AOB	ALL



12.00pm	Meeting Close	CB (NZFC)
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From: [Brown, Courtney](#)
To: [Catherine Bates](#)
Cc: [Florino, Tom](#)
Subject: Director Announcement
Date: Wednesday, 12 May 2021 12:59:59 p.m.

Hi Catherine – hope this finds you well. Heard you had a nice time on set and that you enjoyed seeing the images being captured for the MOU efforts. ☺

Wanted to remind you that we have another Director press announcement this Thursday morning PT – you should wake up to the news on Friday morning NZT.

Let us know if you have questions.

All the best, Courtney

From: [Hsuan Huang](#)
To: [Catherine Bates](#)
Subject: Re: GSR 25 May 2021 Event Information Sheet 1 draft .docx
Date: Thursday, 13 May 2021 5:22:53 p.m.

Would you be accompanying the Minister & co too?

We would still need to do another site request for you (but you do not need to complete another Health Declaration & NDA). Just let me know.

Thank you so much!
Hsuan

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

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On 13/05/2021, at 4:37 PM, Hsuan Huang [REDACTED] wrote:

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

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On 13/05/2021, at 4:35 PM, Catherine Bates
<catherine.bates@nzfilm.co.nz> wrote:

Sorry the contact will be Anna Weir – I'll do a quick intro email.

Anna Weir
Private Secretary (Executive Support) to Hon Stuart Nash
Minister For Economic and Regional Development, Forestry, Small
Business and Tourism
MP for Napier
5.3L Parliament Buildings
Private Bag 18041 | Parliament Buildings | Wellington
anna.weir@parliament.govt.nz

Ngā mihi,

Catherine

[!\[\]\(919a2cb85b99741a73c0c31a427236a8_img.jpg\)](#) 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

www.nzfilm.co.nz | ondemand.nzfilm.co.nz
<image003.png><image004.png> <image005.png>

<image006.jpg>

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Please consider the environment before printing this e-mail.

From: Hsuan Huang [REDACTED]
Sent: Thursday, 13 May 2021 4:33 p.m.
To: Catherine Bates <catherine.bates@nzfilm.co.nz>
Cc: Callum Greene [REDACTED]; Lindsey Weber
[REDACTED]; Beck Woolhouse
[REDACTED]; Nicola Lemberg
<Nicola.Lemberg@nzfilm.co.nz>; Tom Florino
[REDACTED]; Brown, Courtney
[REDACTED]
Subject: Re: GSR 25 May 2021 Event Information Sheet 1 draft .docx

Thanks Catherine!

We would need their contacting email, or a point of contact to send the Health Declaration Form & NDA, which needs to be done prior to arrival.

We will also be forwarding the Approved site access to the email provided.

Many thanks,
Hsuan

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

[REDACTED]

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On 13/05/2021, at 4:07 PM, Catherine Bates
<catherine.bates@nzfilm.co.nz> wrote:

Hi Hsuan

The attendees from the Minister's office will be:

- Hon Stuart Nash, Minister of Economic and Regional Development

- [REDACTED]
- [REDACTED]

Ngā mihi,

Catherine

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

<[image006.jpg](#)>

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Please consider the environment before printing this e-mail.

From: Hsuan Huang [REDACTED]
Sent: Thursday, 13 May 2021 9:58 a.m.
To: Catherine Bates <catherine.bates@nzfilm.co.nz>
Cc: Callum Greene [REDACTED]; Lindsey Weber [REDACTED] Beck Woolhouse [REDACTED]; Nicola Lemberg [REDACTED]

<Nicola.Lemberg@nzfilm.co.nz>; Tom Florino

[REDACTED]; Brown, Courtney
[REDACTED]

Subject: Re: GSR 25 May 2021 Event Information Sheet 1
draft .docx

Good morning Catherine,

Please see attached notated Event information sheet.

Some things to note is that prior to entering our site, all attendees must complete the [COVID-19 Casual visitor Safety Induction and Covid-10 Health Declaration and Health and Safety Acknowledgement form & Nondisclosure Agreement](#). We would therefore need a complete list of attendee in order for us to process the site access request once the forms has been completed.

They should also be aware that upon arrival, visitors will be asked to sign in using the Envoy app at the Security, have their temperature checked and be issued with a temporary badge.

Many thanks,
Hsuan

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

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On 12/05/2021, at 5:56 PM, Catherine
Bates <catherine.bates@nzfilm.co.nz>
wrote:

Hi Callum and Lindsey

A belated thank you for your time on
Monday morning, it was great to get an
overview of the BTS and see developments
at KFS.

I've been asked to fill in the attached event sheet for the upcoming Minister's visit. It is very brief, outlining the logistics and people involved in the visit. I need to get it to the Minister's assistant tomorrow morning so I'm hoping you are able to review first thing tomorrow morning.

It would be good to chat through the schedule, maybe we set up 30mins over the coming week,

Chat soon,

Catherine

<GSR 25 May 2021 Event Information Sheet
1 draft .docx>



Office of Hon Hon Stuart Nash
MP for Napier
Minister for Economic and Regional Development
Minister of Forestry
Minister for Small Business
Minister of Tourism

EVENT INFORMATION SHEET

- Please provide as much information as you can now. If some information is not available at this stage, please supply the remaining information as soon as possible.
- Please return the completed event sheet by email to: Bibiana.Marsh@parliament.govt.nz
- Please include or attach additional information as appropriate – e.g. conference programme, awards information etc.
- Some of the information requested below may not apply to your specific event – please indicate this by inserting “N/A”

Event Details:

Name of host organisation:	GSR (Amazon's The Lord of the Rings TV Series)
Type of event the Minister is being invited to attend (e.g. conference, launch, cocktail function):	Visit to Amazon's The Lord of the Rings production base as Kumeu Film Studio. Purpose of the visit is to learn and hear more about the production given the prominence and importance of the series within the national and international film sectors.
Title of event:	Visit to Amazon's The Lord of the Rings TV Series production base
Date and timeframe of event:	Tuesday, 25 May 2021 Arrive 2.30pm Depart: 4pm.
Timeframe of Minister's attendance:	90 mins
Venue address (room, building and physical address):	Kumeu Film Studios 116 Access Rd, Kumeu https://goo.gl/maps/MB8NTwrmbAUhAimz9
Purpose of event (objectives/planned outcomes):	Purpose of the visit is to learn and hear more about the production given the prominence and importance of the series within the national and international film sectors.
If the Minister is being asked to make a presentation to someone (e.g. an award), please provide details of what the presentation is, what the Minister is required to do, and who the presentation is to:	NA
If this is a conference, please provide a programme for the full conference (or an indicative outline, with a full programme provided at a later stage), particularly indicating what will take place <u>before</u> and <u>after</u> the Minister's speech:	NA
If this is a launch or function, please provide a run-sheet including timings for the event:	NA
Who will be introducing/thanking the Minister:	

Dress code:	Business Casual. Please note the visit will include a walking tour of the Kumeu Film Studios, which at times can be slightly muddy.
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Facilities:

How will the venue be set up – (e.g. lecture style with podium, or informal with people standing):	NA
Please indicate the facilities available to assist the Minister deliver their speech – (e.g. datashow, overhead projector etc.):	NA

Multicultural Dimension:

Please indicate whether it would be appropriate for the Minister to include a Māori, Pacific, or other ethnic greeting at the start of the speech:	NA
Please advise if the Minister is to be involved in a more formal/specific Māori, Pacific, or other ethnic dimension to your event (e.g. pōwhiri); the nature and timing of this; will the Minister be required to respond (in English or Māori); and if Māori, is your organisation able to provide a speaker/singer on the Minister's behalf:	NA
Please indicate who the Minister should acknowledge (either as part of the greeting, start of the speech, or as part of a more formal dimension):	NA

Attendees:

Please provide a guest list if possible, or indicate the makeup of the audience:	<p><u>GSR</u></p> <p>Lindsey Weber - Executive Producer Lindsey Paulson Weber grew up in Southern California and attended the University of Pennsylvania, where she studied English and History. After working at Warner Bros, Creative Artists Agency, Radar Pictures, and Hilary Swank Productions, she joined J.J. Abrams' Bad Robot in 2007 and served as the head of the Film Department there from 2011-2018. During her time at Bad Robot, Lindsey worked on the STAR TREK, MISSION: IMPOSSIBLE, and CLOVERFIELD franchises and produced 10 CLOVERFIELD LANE, STAR TREK BEYOND, OVERLORD and the documentary MOON SHOT for Google and the Lunar X Prize. She also oversaw the creation, design, and release of the New York Times Bestselling novel S., written by Doug Dorst. Lindsey is married to Mike Weber, a film and TV producer, and together they have two young children.</p> <p>Callum Greene - Executive Producer Callum Greene was born in Beirut, Lebanon. He went to school and University in England before moving to New York in 1994. He is a producer known for such titles as the Star Wars: Episode IX, The Hobbit: The Desolation of Smaug, Crimson Peak, Pacific Rim and Lost in Translation.</p> <p><u>Amazon Studios</u></p>
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	<p>Dan Hassid: Currently Senior Creative Executive of Production at the Amazon Studios.</p> <p><u>New Zealand Film Commission</u> Catherine Bates Head of Incentives and International Promotions</p>
Other Ministers and MPs that are, or have been invited to attend:	NA
Please indicate any other important guests the Minister should be aware of:	NA
How many people in total are being invited, or are expected to attend:	

Speeches:

Length of speech required (note that the standard speech length is 7-10mins):	NA
Is there going to be a Question and Answer (Q&A) session following the speech – if so, how long will this session be:	
Are other Ministers or MPs being invited to speak:	
Content of the Minister's speech – please indicate what issues you consider will be of interest to the audience:	

Media:

Are media being invited, and if so, who:	NA
Will there be a media release issued by the organiser or host of the event? If so, please supply a copy to the Minister's office one week prior to the event, with information:	
Will there be invitations sent out, or advertisements for the event? If so, please provide a copy to our office prior to these being sent out/published:	

Contact Details:

Contact person for organisational issues around the Minister's attendance:	<p>Name: Hsuan Huang, Assistant to Callum Greene</p> <p>[REDACTED]</p> <p>[REDACTED]</p> <p>Name: Catherine Bates</p> <p>[REDACTED]</p> <p>Email: catherine.bates@nzfilm.co.nz</p>
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Contact person for the speechwriter to make contact, if required, to discuss content and elicit further information:	Name: Tel/Mobile: Email:
Contact person that will meet the Minister at the venue:	Name: Tel/Mobile: Email:
Often photographs are taken during the Minister's visit. If the organisation takes any photos, we would be grateful to receive copies. Often a staff member accompanying the Minister will take photos. In order for us to use/publish any photos taken or obtained from you, we need to obtain consent from the people in the photos. Please supply our office with an appropriate person to contact following the visit to arrange consent:	Name: Hsuan Huang, Assistant to Callum Greene <div style="background-color: black; width: 150px; height: 1.2em; margin-bottom: 2px;"></div> <div style="background-color: black; width: 150px; height: 1.2em;"></div>

Questions:

Do you have any questions you need answered in relation to the Minister's attendance?	Name: Hsuan Huang, Assistant to Callum Greene <div style="background-color: black; width: 150px; height: 1.2em; margin-bottom: 2px;"></div> <div style="background-color: black; width: 150px; height: 1.2em;"></div> Name: Catherine Bates <div style="background-color: black; width: 150px; height: 1.2em; margin-bottom: 2px;"></div> Email: catherine.bates@nzfilm.co.nz
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From: [Florino, Tom](#)
To: [Catherine Bates](#); [weblinds-gsrprod-Contact](#); [Callum Greene](#); [Hassid, Dan](#); [Hsuan Huang](#); [Beck Woolhouse](#)
Subject: RE: Visit Today
Date: Wednesday, 26 May 2021 4:01:12 a.m.
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image007.jpg](#)
[05.25.21 - Hon Stuart Nash Digital Boost Alliance press release.pdf](#)

Great news.

@Catherine – just sharing Minister Nash’s press release re: the Digital Boost Alliance announcement. Incidentally, Minister Nash attended a media event after this tour to announce the new public/private alliance to digitally skill small NZ businesses. AWS joined 20 other companies – including Microsoft, Google, Facebook, etc. – as alliance members. Minister Nash spoke briefly with AWS PR at this event, and he mentioned the tour. I’m told “he was very impressed with the sets and the investments Studios were making.”

Tom

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

[REDACTED]

From: Catherine Bates <catherine.bates@nzfilm.co.nz>
Sent: Monday, May 24, 2021 11:03 PM
To: weblinds-gsrprod-[REDACTED] Callum Greene [REDACTED]
Hassid, Dan <[REDACTED]>; Hsuan Huang [REDACTED]; Beck Woolhouse [REDACTED] >
Cc: Florino, Tom [REDACTED] >
Subject: [EXTERNAL] Visit Today

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.

Thank you for your time today and all the co-ordination that went into the visit. It is always great for people to see the production first hand and initial feedback was positive.

The NZ partner team has a meeting with our CEOs on Thursday, I’ll come back with any formal feedback after the meeting.

Thanks again ,

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



Hon Stuart Nash

Minister for Small Business



25 May 2021 embargoed until 5.00pm

PĀNUI PĀPĀHO
MEDIA STATEMENT

New public-private effort on digital uptake

A new public-private partnership has been launched to improve access to digital technology and training for small businesses, to take advantage of new opportunities through e-commerce.

Small Business Minister Stuart Nash has joined business, corporate and industry leaders to launch the 20-member *Digital Boost Alliance* at The Mind Lab in Auckland.

“Last week’s [Budget committed \\$44 million](#) for digital training and advice. Today the private sector is coming on board to support small businesses to take advantage of the economic recovery,” Mr Nash said.

“There is no going back from the digital revolution that has occurred across the globe due to COVID19. Millions of companies and business owners have adopted digital tools and technologies to meet new expectations of customers and suppliers, and drive productivity.

“Our aspiration is for New Zealand to have the most digitally enabled small business sector in the world. Agencies like Xero and NZIER estimate real GDP could increase between \$3.5b and \$6.2b if there was just a 20 percent increase in the uptake of cloud computing alone.

“Other economic benefits from government efforts to drive innovations like e-invoicing, faster payment terms, and IR’s Business Transformation are based on digital enablement.

“The *Digital Boost Alliance* involves twenty influential organisations who share the same goals and purpose – to support small business resilience and productivity, and enhance wellbeing and social inclusion via greater digital adoption.

“It includes multinationals like Google, Facebook, Microsoft, HP and Amazon, five trading banks, Xero, MYOB, Zeald and Datacom, the Mindlab, CertNZ, Spark, Chorus and 2Degrees, the Warehouse Group and MBIE.

“The organisations who join the Alliance make a public commitment to support small businesses, workers or communities with free or discounted goods, services, advice or training in order to improve standards of living and wellbeing.

“The continued digitalisation of NZ businesses will help secure the economic recovery in the face of ongoing uncertainty and volatility as COVID19 evolves around the world. The global pandemic is still our biggest threat but we are well placed to deal with its challenges through initiatives like increased digitalisation,” Mr Nash said.

ENDS

Media contact (acting): Alexandra Masters [REDACTED]



Alex Masters

Roving Senior Press Secretary

[REDACTED]
Private Bag 18041, Parliament Buildings, Wellington 6160, New Zealand

From: [Florino, Tom](#)
To: [Catherine Bates](#)
Cc: [Callum Greene](#); [Hassid, Dan](#); [Robyn Henderson](#); [Marta Mager](#)
Subject: UAP Technology Partners
Date: Thursday, 3 June 2021 3:18:13 p.m.
Attachments: [UAP Technology Breakdown v5a 20210525.pdf](#)

Hi Catherine:

As promised, please see attached.

Tom

Tom Florino | [Amazon.com](#)
Senior Manager, Econ Dev Policy
2121 7th Ave. | Seattle, WA 98121

[REDACTED]

[REDACTED]






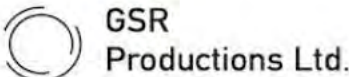
[REDACTED]

UAP POST/VFX TECHNOLOGY AND INNOVATIONS

Version 5.0

INFRASTRUCTURE	
<p>UAP and Amazon Studios have invested more than \$3.5m in developing connectivity between Auckland Film Studios, Kemeu Film Studios, Kelly Park Studios, Attwoods, Woodhill, Humphries, Department of Post and Rebel Fleet. This connectivity is a permanent investment that will remain. It is future forward, allowing for low-latency connectivity of visual and sound between facilities.</p>	
	<p>Amazon S3 is the data backbone for our production and vendor cloud-based workflows and data sharing. Secure and geo-diverse. Utilizing remote computing, near instant access to all UAP media from around the world. All vendors are now connected via Amazon's AWS, utilizing S3 buckets for the most modern sharing of files across the world. In the future, AWS hopes to expand into a local data center here in New Zealand.</p>
	<p>Amazon's Production Technology Department continues support for UAP development of experimental production and post-production technology tools. The ability to monitor real-time streams of onset imagery worldwide, remote color-correction, cloud-based virtual computing, cloud-based rendering implemented on a scale never before seen, all of which create the backbone of our New Zealand based UAP production.</p>
PARTNERSHIPS / NEW ZEALAND INNOVATION/DEVELOPMENT	
<p>UAP, in partnership with Moxion, Rebel Fleet, WETA Digital and Department of Post, have invested in developing New Zealand innovation to world-class, production-ready resources. Capitalizing on existing technologies that were born and bred in New Zealand, UAP has built a robust pipeline to use on current and future local and international productions.</p>	
	<p>UAP and AWS has invested heavily in Moxion's already innovative technology. Amazon Studio has adopted Moxion as it's international network-wide secure Dailies and Scene/Sequence Review Platform that includes:</p> <ul style="list-style-type: none"> - Real time review of "Immediates" in platform via Qtake - Playlist Live Review (synchronized playback and video conferencing) - Storyboard, Previs and stills Distribution - Send to Qtake Stills and Metadata logging pipeline <p>Moxion is serving as the first point of an Amazon network-wide asset management system (DAM resource and hub). The production is finding new ways to use and develop Moxion weekly. In collaboration with Moxion's New Zealand engineers, we have multiple initiatives <u>under way</u></p>
	<p>New Zealand's Rebel Fleet is UAP's on-set camera capture and dailies manufacturing service. In partnership with Rebel Fleet, UAP has developed and implemented brand new on-set workflows and technologies in the areas of:</p> <ul style="list-style-type: none"> - 4k HDR OnSet/NearSet Dailies creation - Centralized Data Lab utilized for distribution and archival of all OnSet Data and Media Capture worldwide using AWS S3 buckets - OnSet DIT and OnSet Video Assist equipment and staff utilizing Qtake - OnSet Metadata capture from camera to finish - OnSet Qtake Streaming and Cloud Qtake capabilities (video assist from anywhere in the world) - HDR Monitoring Systems and 4x4 Editorial Truck (OnSet editorial sync to HQ Editorial)
	<p>WETA Digital is one of UAP's lead Visual Effects vendors with a sizeable financial award guarantee. Leveraging WETA Digital's already world-class talent and technology pool, UAP has further expanded WETA's capabilities through it's AWS network infrastructure and the latest tools to fully utilize the near limitless bandwidth and storage available to the show. In partnership with WETA Digital, Amazon is expanding New Zealand based connectivity and storage. UAP is also working with WETA Digital on several projects including asset sharing and development of the latest USD technologies.</p>

	<p>In partnership with Department of Post, UAP plans to finish our Season One post-production picture and sound utilizing DoP's state of the art, Dolby Atmos re-recording stages and 4k UHD satellite colour grading suites. In addition, UAP is utilizing Amazon Prod Tech's brand-new cloud-based remote capabilities to involve first-class mixers and colorists from around the world.</p>
	<p>Leveraging local talent, UAP has partnered with Cause+FX for both traditional VFX work as well as cutting-edge game-engine rendering pipelines to support more efficient and high quality temps for screening purposes.</p>
	<p>StaplesVR and our on-set VFX Supervisor/Scale Ambassador, Tim Capper, provide top-tier local talent and innovative technologies to support our on-set capture and scale workflows.</p>
	<p>UAP has partnered with Images and Sound, one of Auckland's two premier Post Production Facilities, for Advanced Dialogue Replacement (ADR) and for the recording of background loopgroup talent in several of their professional recording stages. Coupled with high-end recording equipment and talented recording technicians and engineering, Images and Sound is our go-to facility for post sound audio recording.</p>
	<p>Metrofilm is UAP's premiere camera, lens and support rental facility for on-set capture needs.</p>
	<p>Plan 9, located in Wellington, are a quadruple threat of musical talent. Having written and performed songs for Peter Jackson's Lord of the Rings and Hobbit trilogies, Janet Roddick, David Donaldson, Steve Roche and David Long are steeped in knowledge of the Tolkien Universe and have been writing and recording demos for original songs performed by the cast in our series.</p>
	<p>DVT continues to be UAP VFX/Post's key partner for audio/video purchases and rentals to support our Review and Editorial rooms across New Zealand.</p>
<h2>INTERNATIONAL INNOVATION/DEVELOPMENT</h2>	
<p>UAP has leveraged long-term relationships with modern-filmmaking innovation technology companies to partner with our local New Zealand production and post-production teams. The technological requirements of our production are pushing industry standard tools in new and unique ways.</p>	
	<p>QTake, who has an established relationship with Rebel Fleet and Moxion, has created new custom tools for the production, funded by UAP including:</p> <ul style="list-style-type: none"> - Cloud based digital video assist platform allowing for multi-camera, multi-unit playback - Remote operable 360 "witness camera" for off-set personnel <p>QTake is providing the production (through Rebel Fleet and Moxion) never before used metadata tracking which is being used across the entire production (from on-set through Post-Production).</p>
	<p>Autodesk Shotgun, a standard VFX tool, is now being used production-wide in connection with New Zealand's Moxion as the first stage of a data asset management system. Our cloud based shot and asset production tracking and review tool combined with Amazon S3's backbone, will allow for 24/7/365 access to the latest assets and vendor submissions across all departments. Amazon Studios is interested in integrating this workflow for all of Amazon's productions.</p>

	<p>Leveraging the power of AWS interconnectivity, UAP has maximized it's remote viewing capabilities through ever/cast's robust HD Live streaming enabling secure, real-time collaboration for both Editorial and VFX reviews. Allowing New Zealand vendors access to our up to date creative process on a day to day basis.</p>
	<p>In combination with our robust virtual production workflows, UAP has added Ncam to it's suite of real-time, on-set tools enabling live multi-dimensional camera tracking and compositing using existing Unreal environmental assets. UAP is on the forefront of exploring Ncam's latest technology surrounding the export of cloud point data to VFX vendors to expedite camera tracking/solves. We are working with Ncam, WETA Digital and other New Zealand companies to develop Ncam as the tracking system for new LED Wall production.</p>
	<p>In partnership with Blackmagic, UAP has been supplied with and regularly field tests a myriad of different hardware and software technologies ranging from DiVinci Resolve software to multiview switching and monitoring systems in 4k; allowing for the seamless integration of Digital Intermediate color review between principal grading facility to our custom built review and screening environments. Blackmagic design provided \$150K's worth of hardware to help UAP and our New Zealand partners to stay up to date with the latest video engineering technology. Along with Rebel Fleet, Moxion, Amazon Prod Tech is working to create realtime conform and color correction.</p>
	<p>UAP, is using the Technodolly, motion control camera platform for precision camera moves required for multi-pass, scale-related capture. Integrating game engine technology, scaled moves and bringing studio techniques onto location is an exciting innovation. Our New Zealand technicians, equipment and grip support teams have been instrumental in developing new on-set techniques. Introducing "handheld" like movements to help create a "non-machine" like feel is a unique development for UAP.</p>
<h2>TRAINING</h2>	
<p>UAP continues to leverage it's cast of diverse and world-class leaders in the camera-capture, on-set production and post-production fields through training and education of our New Zealand crew.</p>	
	<p>Lead technodolly and Scale/Motion Control Operator, Lee Buckley, led a course on modern filmmaking and motion control. The course was met with great enthusiasm and was featured in the NZ Cinematographer. Twenty students attended of which two candidates have joined the UAP scale team.</p>
	<p>UAP VFX and POST PRODUCTION have hired and trained over twenty New Zealanders, who had limited or no previous experience in the field. They are all being trained to a very high level and will be the modern filmmakers of tomorrow.</p>



AGENDA

AMAZON MOU: via Microsoft Teams

Tuesday 14 June 2021, 4.00pm -5.00pm (PDT)

Wednesday 15 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

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

TBC

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) AP
	<i>Discussion to include clarification on tourism schedule deliverables.</i>	

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)



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

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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"> [REDACTED] 	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

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Catherine Bates – Head of Incentives and International Promotions

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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](#)
[image005.png](#)
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[image015.png](#)
[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
[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 [REDACTED]

<!--[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



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

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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)
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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<image008.png>

<image009.png>

[<image010.png>](#)

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Please consider the environment before printing this e-mail.



Please consider the environment before printing this email.

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 aren'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>

PRODUCTION NOTES

The National party have publicly criticised the NZ Film Commission for not flagging the controversial **THEY ARE US** film with Government.

The Vista Foundation in partnership with Home and Family Counselling has been providing [subsidised counselling](#) since May 2020 and this will be closed effective Friday 30 July 2021.

Screen Wellington's new permitting system will be live from 4 July. To set up an account and familiarise yourself with the new system, you can register [here](#).

Array Releasing (the distribution arm of **Ava DuVernay's** Array collective) has picked up North America, UK and Ireland rights to **COUSINS**.

Compton School in association with Share the Knowledge and supported by The Vista Foundation 8 day course on distribution and marketing has announced the following participants: **Alexander Behse, Alex Reed, Anahera Parata, Gwen Isaac, Letisha Tate-Dunning, Mandi Lynn, Mhairead Connor, Morgan Leigh Stewart, Ngaire Fuata, Phillida Perry, Sam Snedden and Ursula Williams.**

Doc Edge - Rough Cuts: submissions close next Friday 9 July. [Rough Cuts](#) is a small market/lab event specifically for factual film and series content nearing completion.

HBO Max Renews **STARSTRUCK** for Second Season. The rom-com created by and starring **Rose Matafeo** made its U.S. debut on Thursday.

Fuelled by the rise of streamers and in spite of production halts during the pandemic, global spend on film and TV production and licensing of new content by streamers, studios and independents in 2020 soared 16.4% year-on-year from \$189.1bn to \$220.2bn.

Netflix has announced its 'Netflix Indigenous Scholarship Fund' in collaboration with the Australian Film Television and Radio School (AFTRS) to support and encourage First Nations storytelling.

Sick of paying for accountants? With Hnry whenever you get paid in to your Hnry Bank Account, they will automatically calculate, deduct and pay all your taxes (Income Tax, GST, ACC, Student Loan) before immediately passing your money on to you. It takes 60 seconds to join up and you'll receive a \$25 credit from them. [Try it here](#).



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

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



	when the OIA will be released.		
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AMAZON MOU: MEETING ACTIONS

ATTENDEES:

Tuesday 13 July 2021, 4.00pm -4:30pm (PDT)

Wednesday 14 July 2021, 11:00am – 11:30am (NZT)

Amazon Studios

Anne Kang – Economic Development Policy

Jamie French – Publicity Principal

Lorenzo Grajales – Publicity Lead Mexico

Dan Hassid – Senior Creative Executive, Production

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)

Robyn Henderson – Policy Director

Tourism New Zealand

Natasha Le Marinel – Global Manager Planning & Partnerships

Apologies:

Tom Florino – Econ Dev Policy

Kevin Jarzynski – Senior Creative Development Executive

Lauren Vosper – General Manager PR & Major Events

Courtney Brown – Head of Genre Franchise Publicity

May Guise – Principal Policy Advisor

Gina Williamson – Manager, Industry Policy

ACTIONS

Item	Actions	Responsible	Due
Marketing / Comms (new standing item)	<ul style="list-style-type: none"> TNZ share NZ brand strategy + WIP with Alan. Meeting confirmed for July 26. 	LV/AP	By July 26
<i>Confirm meeting to share marketing plan (10 August)</i>	<ul style="list-style-type: none"> Confirm August 10 sharing of marketing plan 	AP	ASAP

	<p>to date.</p> <ul style="list-style-type: none"> Confirm Aug 24 PT / Aug 25 NZT CEO update meeting. Share promo video with TNZ later in the year to help with developing marketing plans. 	<p>AK</p> <p>AP</p>	<p>ASAP</p> <p>Date TBC</p>
<p>Update on progress:</p> <ul style="list-style-type: none"> Tourism Innovation Screen Amazon/GSR 	<ul style="list-style-type: none"> Amazon provide materials to [REDACTED] (this sits outside of the MoU) TNZ talk to colleagues internally about [REDACTED] steps MBIE call with [REDACTED] early August. Reconnect on Masterclass concept once shooting has wrapped. Work with Auckland Unlimited regarding the talent development proposal over the next 4 – 6 weeks in relation to innovation fund. NZFC work on 6 visual media pieces brief. 	<p>AK</p> <p>NLM</p> <p>MM/AK</p> <p>CB/CG/LW</p> <p>CB</p> <p>CB/NL</p>	<p>ASAP</p> <p>By July 28</p> <p>Early August</p> <p>Early August</p> <p>TBC</p> <p>Early August</p>



AGENDA

AMAZON MOU: via Microsoft Teams

Tuesday 27 July 2021, 4.00pm -5.00pm (PDT)

Wednesday 28 July 2021, 11:00am - 12:00pm (NZT)

ATTENDEES:

Amazon Studios

Tom Florino – Econ Dev Policy

Anne Kang – Economic Development Policy

Dan Hassid – Senior Creative Executive, Production

Kevin Jarzynski – Senior Creative Development Executive

Alan Pilest – Principal Marketing Lead – Original Series

Courtney Brown – Head of Genre Franchise Publicity

GSR

Callum Greene – Executive Producer

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Robyn Henderson – Policy Director

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

Gina Williamson – Manager, Industry Policy

Tourism New Zealand

Natasha Le Marinel – Global Manager Planning & Partnerships

Apologies

May Guise – Principal Policy Advisor

Lauren Vosper – General Manager PR & Major Events

Sasha Vlassoff - Graduate Policy Advisor - Innovative Partnerships

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

11:35am	Update on progress: <ul style="list-style-type: none">• Screen• Tourism• Innovation• Amazon/GSR	CB (NZFC) NLM MM CG/TF
11:50am	AOB	ALL
12.00pm	Meeting Close	CB (NZFC)

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)
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: 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
[REDACTED] >
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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Please consider the environment before printing this e-mail.

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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Please consider the environment before printing this e-mail.

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

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

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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From: [Catherine Bates](#)
To: [Jasmine Millet](#)
Subject: Fwd: Announcement
Date: Tuesday, 3 August 2021 6:53:58 a.m.
Attachments: [FINAL Wrap and Premiere Date Press Release.docx](#)

Here is the announcement, we are talking to Kate Rodger. I'll call you when I land in Wlg.

Get [Outlook for iOS](#)

From: Brown, Courtney [REDACTED]
Sent: Tuesday, August 3, 2021 5:20 AM
To: Catherine Bates
Cc: Florino, Tom; Russo, Alana
Subject: RE: Announcement

Hi Catherine – Here is the press release that is going out this morning.

As a reminder, the news is embargoed for 11am PT.

Will send over the open links to the image shortly.

Thanks for your patience. Best, Courtney

From: Catherine Bates <catherine.bates@nzfilm.co.nz>
Sent: Monday, August 2, 2021 9:50 AM
To: Brown, Courtney [REDACTED] Florino, Tom
<tflorino@amazon.com>
Subject: RE: [EXTERNAL] Announcement

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Ok thanks

Look forward to getting the release plus details on the image

Catherine

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From: Brown, Courtney [REDACTED]
Sent: Tuesday, August 3, 2021 4:41:15 AM
To: Catherine Bates <catherine.bates@nzfilm.co.nz>; Florino, Tom [REDACTED]
Subject: RE: Announcement

We are a go – fact checking the press release now

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

Sent: Monday, August 2, 2021 9:22 AM

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

Subject: [EXTERNAL] Announcement

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Morning

Just checking in on the status of the announcement

Thanks

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*****EMBARGOED TILL 11AM PST AUGUST 2, 2021*****

**Amazon Studios' *The Lord of the Rings* Original Series
Will Premiere Friday, September 2, 2022 on Prime Video**

***The highly anticipated new series will premiere exclusively on Prime Video in more than
240 territories and countries around the world***

Amazon Studios releases first series image timed to the wrap of filming in New Zealand

CULVER CITY, Calif. & AUCKLAND, New Zealand - August 2, 2021 - The highly anticipated, yet-to-be titled Amazon Original *The Lord of the Rings* television series will premiere Friday, September 2, 2022 on Prime Video in more than 240 countries and territories worldwide, with new episodes available weekly. Filming of Season One completed today in New Zealand.

The new epic drama brings to screens for the very first time J.R.R. Tolkien's fabled Second Age of Middle-earth's history. Beginning in a time of relative peace, thousands of years before the events of J.R.R. Tolkien's *The Hobbit* and *The Lord of the Rings* books, the series follows an ensemble cast of characters, both familiar and new, as they confront the long-feared re-emergence of evil to Middle-earth.

Headlining this ensemble cast are Cynthia Addai-Robinson, Robert Aramayo, Owain Arthur, Maxim Baldry, Nazanin Boniadi, Morfydd Clark, Ismael Cruz Córdova, Charles Edwards, Trystan Gravelle, Sir Lenny Henry, Ema Horvath, Markella Kavenagh, Joseph Mawle, Tyroe Muhafidin, Sophia Nomvete, Lloyd Owen, Megan Richards, Dylan Smith, Charlie Vickers, Leon Wadham, Benjamin Walker, Daniel Weyman, and Sara Zwangobani.

The series is led by showrunners and executive producers J.D. Payne & Patrick McKay; they are joined by executive producers Lindsey Weber, Callum Greene, J.A. Bayona, Belén Atienza, Justin Doble, Jason Cahill, Gennifer Hutchison, Bruce Richmond, and Sharon Tal Yguado, co-executive producer Wayne Che Yip, director Charlotte Brändström, and producer Christopher Newman.

"The journey begins September 2, 2022 with the premiere of our original *The Lord of the Rings* series on Prime Video," said Jennifer Salke, Head of Amazon Studios. "I can't express enough just how excited we all are to take our global audience on a new and epic journey through Middle-earth! Our talented producers, cast, creative, and production teams have worked tirelessly in New Zealand to bring this untold and awe-inspiring vision to life."

"As Bilbo says, 'Now I think I am quite ready to go on another journey.' Living and breathing Middle-earth these many months has been the adventure of a lifetime. We cannot wait for fans to have the chance to do so as well," said Payne and McKay.

A world-renowned literary work, and winner of the International Fantasy Award and Prometheus Hall of Fame Award, *The Lord of the Rings* was named Amazon customers' favorite book of the millennium in 1999 and Britain's best-loved novel of all time in BBC's The Big Read in 2003. *The Lord of the Rings* books has been translated into around 40 languages and has sold more than 150 million copies.

About Prime Video

Prime Video offers customers a vast collection of movies, series, and sports— all available to watch on hundreds of compatible devices.

- **Included with Prime Video:** Watch movies, series and sports, including Thursday Night Football. Enjoy series and films including the Emmy Award-nominated satirical superhero drama *The Boys*, limited series *The Underground Railroad*, and the films *Sylvie's Love* and *Uncle Frank*; and the smash hits *Coming 2 America*, *Tom Clancy's Without Remorse*, *The Tomorrow War*, *Tom Clancy's Jack Ryan*, *Upload*, and *My Spy*, as well as Emmy and Golden Globe winners *Fleabag* and *The Marvelous Mrs. Maisel*, Golden Globe winner *Small Axe*, Academy Award winner *Sound of Metal*, Golden Globe winner and Academy Award nominee *Borat Subsequent Moviefilm*, and Academy Award nominees *Time* and *One Night in Miami...* Prime members also get access to licensed content.
- **Prime Video Channels:** Prime members can add channels like discovery+, Paramount+, BET+, EPIX, Noggin, NBA League Pass, MLB.tv, STARZ and SHOWTIME—no extra apps to download, and no cable required. Only pay for the ones you want, and cancel anytime. View the full list of channels available at amazon.com/channels.
- **Rent or Buy:** Enjoy new-release movies to rent or buy, entire seasons of current TV shows available to buy, and special deals just for Prime members.
- **Instant access:** Watch at home or on the go with your choice of hundreds of compatible devices. Stream from the web or using the Prime Video app on your smartphone, tablet, set-top box, game console, or select smart TV.
- **Enhanced experiences:** Make the most of every viewing with 4K Ultra HD- and High Dynamic Range (HDR)-compatible content. Go behind the scenes of your favorite movies and TV shows with exclusive X-Ray access, powered by IMDb. Save it for later with select mobile downloads for offline viewing.

Prime Video is just one of many shopping and entertainment benefits included with a Prime membership, along with fast, free shipping on millions of Prime-eligible items at Amazon.com, unlimited photo storage, exclusive deals and discounts, and access to ad-free music and Kindle ebooks. To sign up or start a 30-day free trial of Prime, visit: amazon.com/prime.

###

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [Brown, Courtney](#)
To: [Catherine Bates](#)
Cc: [Florino, Tom](#); [Russo, Alana](#)
Subject: RE: Announcement
Date: Wednesday, 4 August 2021 3:23:41 a.m.
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)

Sounds good, thanks Catherine. Safe travels. Courtney

From: Catherine Bates <catherine.bates@nzfilm.co.nz>
Sent: Monday, August 2, 2021 10:29 PM
To: Brown, Courtney [REDACTED]
Cc: Florino, Tom [REDACTED]; Russo, Alana [REDACTED]
Subject: RE: [EXTERNAL] Announcement

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

Thanks for your help today.

Kate Rodger, TV3, interview our CEO, David Strong today. The story will go to air this evening. I've forward you a link later tonight.

Let's find a time to talk further next week

Ngā mihi,

Catherine

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Please consider the environment before printing this e-mail.

From: Brown, Courtney [REDACTED]
Sent: Tuesday, 3 August 2021 9:56 a.m.
To: Catherine Bates <catherine.bates@nzfilm.co.nz>
Cc: Florino, Tom [REDACTED]; Russo, Alana [REDACTED]
Subject: RE: Announcement

Catherine – attached is a slightly updated version for your use.

From: Catherine Bates <catherine.bates@nzfilm.co.nz>
Sent: Monday, August 2, 2021 1:26 PM
To: Brown, Courtney [REDACTED]
Cc: Florino, Tom [REDACTED]; Russo, Alana [REDACTED]
Subject: RE: [EXTERNAL] Announcement

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.

Just landed in Wellington I'll talk to Kate again and come back with any questions

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From: Brown, Courtney [REDACTED]
Sent: Tuesday, August 3, 2021 7:56:04 AM
To: Catherine Bates <catherine.bates@nzfilm.co.nz>
Cc: Florino, Tom [REDACTED]; Russo, Alana [REDACTED]
Subject: RE: Announcement

Hi Catherine – Just checking in with you to make sure have everything you need today. Court

From: Brown, Courtney
Sent: Monday, August 2, 2021 10:50 AM
To: 'Catherine Bates' <catherine.bates@nzfilm.co.nz>

Cc: Florino, Tom [REDACTED] Russo, Alana [REDACTED] >
Subject: RE: [EXTERNAL] Announcement

And, here are links to photo asset (we are not identifying the actor or the character).

The image was shot on location in Kaiwhio, in the Waikato area. The VFX vendor was ILM.

HD JPG: <https://amazonstudios.dfstudio.com/go/im/37dfba9d-e235-4d85-8754-a1de03305e90>

Hi-Res JPG: <https://amazonstudios.dfstudio.com/go/im/81655bc5-dc5c-4e0c-b57c-fcb8f5154de5>

Hi-Res TIFF: <https://amazonstudios.dfstudio.com/go/im/1998be2b-768f-4f72-a49d-2beb729b960a>

Please let us know if you need anything else. All the best, Courtney

From: Brown, Courtney
Sent: Monday, August 2, 2021 10:20 AM
To: 'Catherine Bates' <catherine.bates@nzfilm.co.nz>
Cc: Florino, Tom [REDACTED] Russo, Alana [REDACTED]
Subject: RE: [EXTERNAL] Announcement

Hi Catherine – Here is the press release that is going out this morning.

As a reminder, the news is embargoed for 11am PT.

Will send over the open links to the image shortly.

Thanks for your patience. Best, Courtney

From: Catherine Bates <catherine.bates@nzfilm.co.nz>
Sent: Monday, August 2, 2021 9:50 AM
To: Brown, Courtney [REDACTED] >; Florino, Tom [REDACTED] >
Subject: RE: [EXTERNAL] Announcement

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.

Ok thanks

Look forward to getting the release plus details on the image

Catherine

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From: Brown, Courtney [REDACTED]
Sent: Tuesday, August 3, 2021 4:41:15 AM
To: Catherine Bates <catherine.bates@nzfilm.co.nz>; Florino, Tom [REDACTED] >
Subject: RE: Announcement

We are a go – fact checking the press release now

From: Catherine Bates <catherine.bates@nzfilm.co.nz>
Sent: Monday, August 2, 2021 9:22 AM
To: Brown, Courtney [REDACTED] >; Florino, Tom [REDACTED]
Subject: [EXTERNAL] Announcement

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.

Morning

Just checking in on the status of the announcement

Thanks

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AMAZON MOU: MEETING ACTIONS

ATTENDEES:

Tuesday 27 July 2021, 4.00pm -4:30pm (PDT)

Wednesday 28 July 2021, 11:00am – 11:30am (NZT)

Amazon Studios

Tom Florino – Econ Dev Policy

Anne Kang – Economic Development Policy

Courtney Brown – Head of Genre Franchise Publicity

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

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

Robyn Henderson – Policy Director

Gina Williamson – Manager, Industry Policy

Tourism New Zealand

Natasha Le Marinel – Global Manager Planning & Partnerships

Apologies:

Lauren Vosper – General Manager PR & Major Events

May Guise – Principal Policy Advisor

Dan Hassid – Senior Creative Executive, Production

Sasha Vlassoff – Graduate Policy Advisor – Innovative Partnerships

ACTIONS

Item	Actions	Responsible	Due
Marketing / Comms (new standing item)	<ul style="list-style-type: none"> Send availability to TNZ for catch up NZ brand strategy presentation. 	CB (Amazon)	By Aug 11
Confirm meeting to share marketing plan	<ul style="list-style-type: none"> Confirmed marketing update meeting will be Aug 16 PDT/ Aug 17 NZT. Meeting to include a road map, audience phases, key milestones and a 	All	Done



AGENDA

AMAZON MOU: via Microsoft Teams

Tuesday 10 July 2021, 4.00pm -5.00pm (PDT)

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

ATTENDEES:

Amazon Studios

Tom Florino – Econ Dev Policy

Anne Kang – Economic Development Policy

Dan Hassid – Senior Creative Executive, Production

Alan Pilest – Principal Marketing Lead – Original Series

Courtney Brown – Head of Genre Franchise Publicity

GSR

Callum Greene – Executive Producer

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MBIE

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Sasha Vlassoff - Graduate Policy Advisor - Innovative Partnerships

Tourism New Zealand

Lauren Vosper – General Manager PR & Major Events


Apologies

May Guise – Principal Policy Advisor

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

Natasha Le Marinel – Global Manager Planning & Partnerships

TIME	ITEM	LEAD
11:00am	Apologies	CB (NZFC)
	Review actions	CB (NZFC)
11:10am	Marketing / Comms (new standing item) <i>Marketing update meeting scheduled for Tues 17 Aug (NZT)</i>	AP
11:35am	Update on progress: • Screen	CB (NZFC)



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



AMAZON MOU: MEETING ACTIONS

ATTENDEES:

Tuesday 27 July 2021, 4.00pm -4:30pm (PDT)

Wednesday 28 July 2021, 11:00am – 11:30am (NZT)

Amazon Studios

Tom Florino – Econ Dev Policy

Anne Kang – Economic Development Policy

Courtney Brown – Head of Genre Franchise Publicity

Alan Pilest - Principal Marketing Lead – Original Series

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

Robyn Henderson – Policy Director

Gina Williamson – Manager, Industry Policy

Tourism New Zealand

Natasha Le Marinel – Global Manager Planning & Partnerships

Apologies:

Lauren Vosper – General Manager PR & Major Events

May Guise – Principal Policy Advisor

Dan Hassid – Senior Creative Executive, Production

Sasha Vlassoff – Graduate Policy Advisor – Innovative Partnerships

ACTIONS

Item	Actions	Responsible	Due
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Confirm meeting to share marketing plan	<ul style="list-style-type: none"> Confirmed marketing update meeting will be Aug 16 PDT/ Aug 17 NZT. Meeting to include a road map, audience phases, key milestones and a 	All	Done



AGENDA

AMAZON MOU: via Microsoft Teams

Tuesday 10 July 2021, 4.00pm -5.00pm (PDT)

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

ATTENDEES:

Amazon Studios

Tom Florino – Econ Dev Policy

Anne Kang – Economic Development Policy

Dan Hassid – Senior Creative Executive, Production

Alan Pilest – Principal Marketing Lead – Original Series

Courtney Brown – Head of Genre Franchise Publicity

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

Sasha Vlassoff - Graduate Policy Advisor - Innovative Partnerships

Tourism New Zealand

Lauren Vosper – General Manager PR & Major Events


Apologies

May Guise – Principal Policy Advisor

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

Natasha Le Marinel – Global Manager Planning & Partnerships

TIME	ITEM	LEAD
11:00am	Apologies	CB (NZFC)
	Review actions	CB (NZFC)
11:10am	Marketing / Comms (new standing item) <i>Marketing update meeting scheduled for Tues 17 Aug (NZT)</i>	AP
11:35am	Update on progress: • Screen	CB (NZFC)



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

From: [Florino, Tom](#)
To: [Catherine Bates](#); [Brown, Courtney](#)
Subject: RE: Innovation Fund
Date: Saturday, 14 August 2021 2:54:49 a.m.
Attachments: [image001.jpg](#)
[image004.jpg](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[image008.png](#)
[image009.jpg](#)
[image010.jpg](#)

Confirming. The one and only investment from the Innovation Fund was to Mind Your Music NZ, LTD. for \$26,450.00 NZD (\$23,000 + GST). This contribution to the Mind Your Music Symposium advanced our commitment to make strategic investments to develop New Zealand talent and the film sector, and Bob Bowen (Worldwide Head of Music at Amazon Studios) participated on a virtual panel – UNITED SYNC OF AMERICA: The Current State of Music in Film & TV.

Tom Florino | Econ Dev Policy | [Amazon.com](#)
tflorino@amazon.com | O: 206-266-7909 | C: 607-379-9917

From: Catherine Bates <catherine.bates@nzfilm.co.nz>
Sent: Thursday, August 12, 2021 6:34 PM
To: Florino, Tom [REDACTED] Brown, Courtney
[REDACTED]
Subject: RE: [EXTERNAL] Innovation Fund

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Thanks - I'll come back if we need more

Ngā mihi,

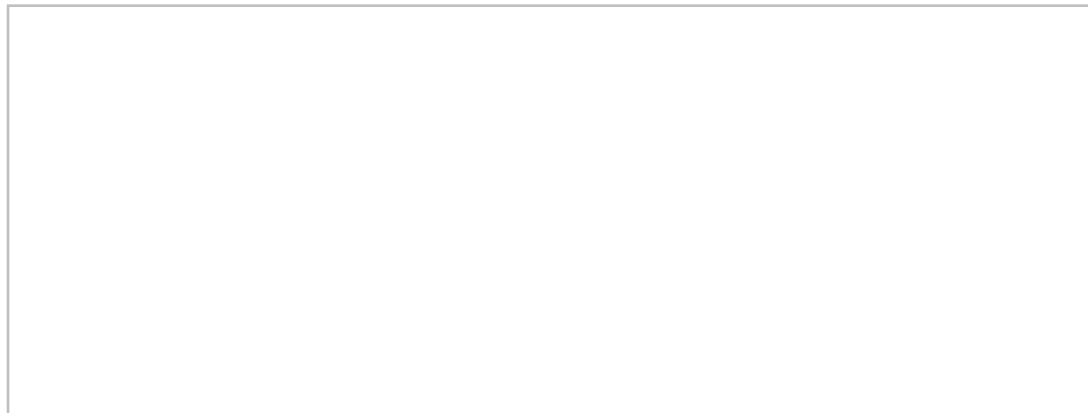
Catherine

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



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Please consider the environment before printing this e-mail.

From: Florino, Tom [REDACTED]
Sent: Friday, 13 August 2021 1:32 p.m.
To: Brown, Courtney [REDACTED] Catherine Bates
<catherine.bates@nzfilm.co.nz>
Subject: Innovation Fund

Hi Catherine:

I will have to find the details when I'm back at my desk, but the Innovation Fund had only one investment to the Mind Your Music symposium.

Tom Florino
Amazon | Public Policy | Econ Dev

sent from mobile device

On Aug 12, 2021 5:42 PM, Catherine Bates <catherine.bates@nzfilm.co.nz> wrote:

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Hi Tom

Can you please provide a summary on the contributions made from the Innovation Fund

Ngā mihi,

Catherine

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