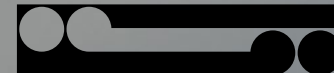


**New Zealand
FILM COMMISSION**



Te Tumu Whakaata Taonga

New Zealand Film Commission

Briefing To the Incoming Minister

Image: Tekapo



About

What the NZ Film Commission does

- Funds the development and production of New Zealand films
- Supports talent development, industry support and business development in the NZ screen industry
- Attracts international screen production to NZ and administers the NZ Screen Production Rebate

Who we are

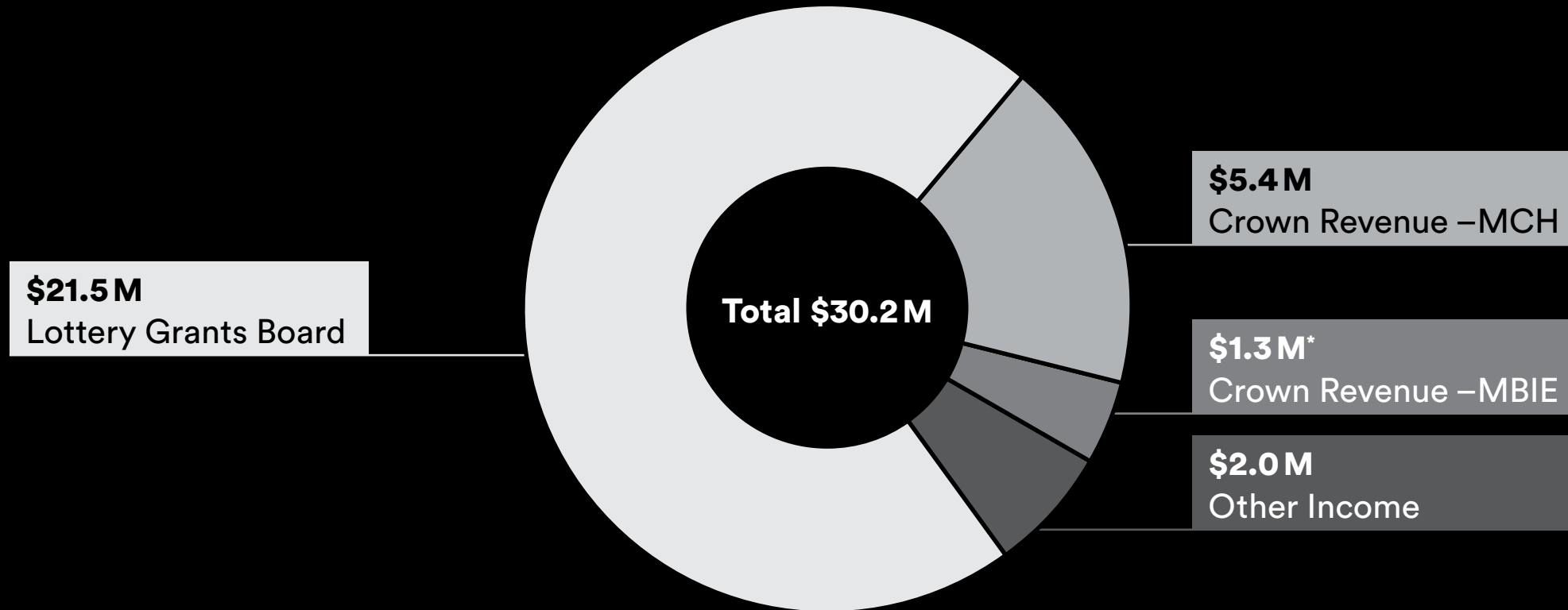
- An Autonomous Crown entity operating under the New Zealand Film Commission Act 1978.
- Funded by the Ministry for Culture and Heritage (MCH), the Ministry for Business, Innovation and Employment (MBIE) and the New Zealand Lottery Grants Board (LGB).

The Value of the Screen Sector

- The screen sector provides important economic and cultural benefits to New Zealand.
- The screen sector contributed more than \$3.3 billion to the economy in 2021, directly employing 24,000 people, with flow on benefits for other industries, such as hospitality, construction and tourism.
- There were around 5,100 screen sector businesses in Aotearoa New Zealand, which is an increase of 44 percent over the past decade (with most of the growth in post-production).
- Most screen sector employees work for businesses primarily engaged in production activities (60 percent in 2021).
- In 2021, the Auckland region had the largest number of screen sector businesses in New Zealand (approximately 2,400). Auckland and Wellington accounted for 83 percent of all screen sector businesses.
- There has been a 43 percent increase in the number of Māori-owned screen sector businesses in New Zealand between 2012 and 2021.

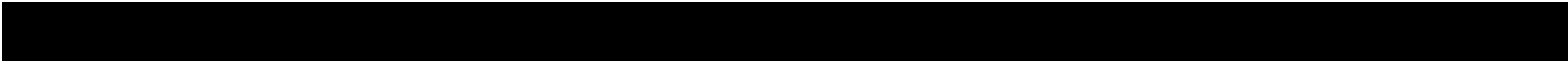
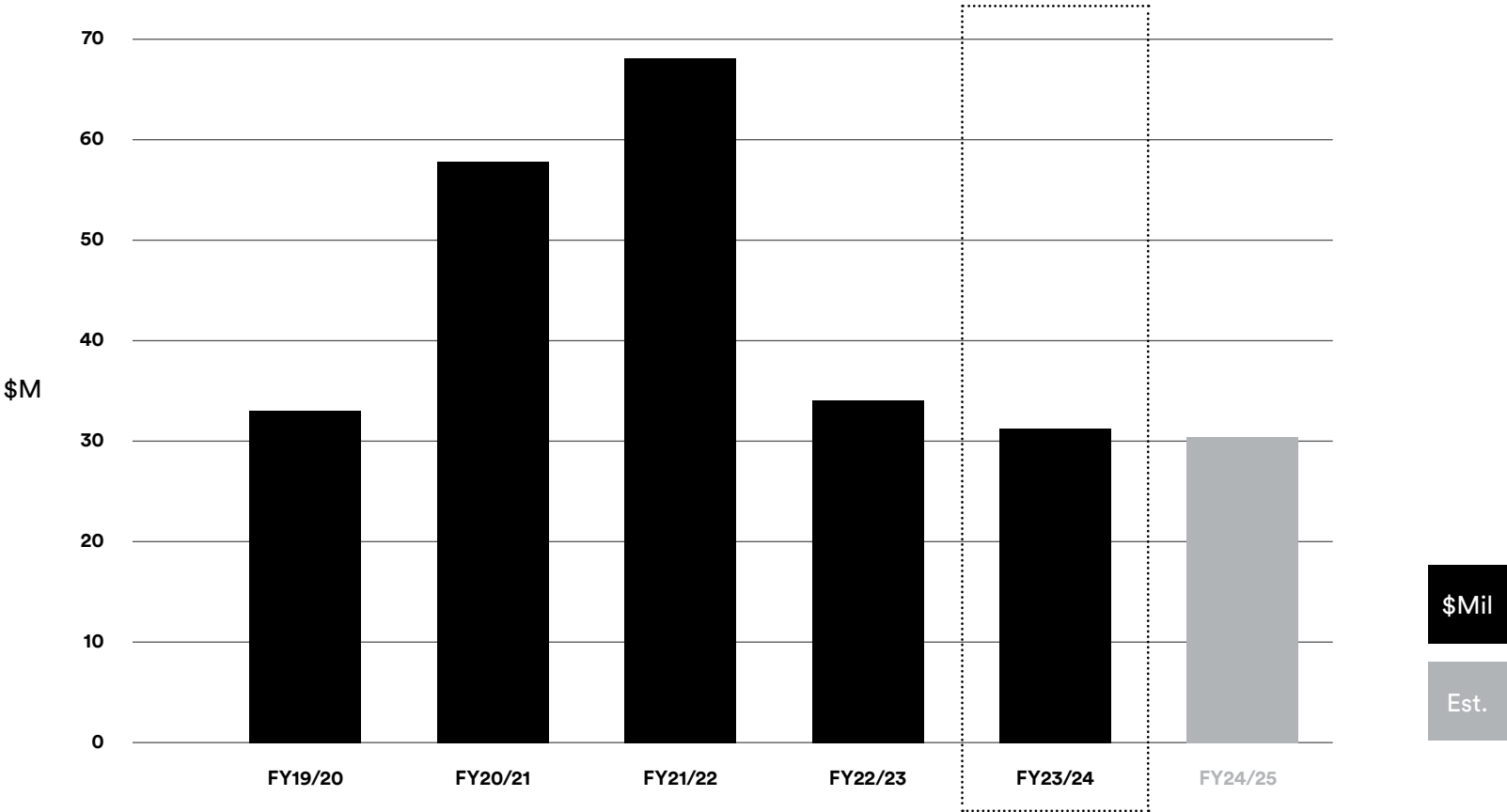
Source: Economic Trends in the Screen Sector (MBIE October 2023)

NZFC Sources of Revenue FY23/24

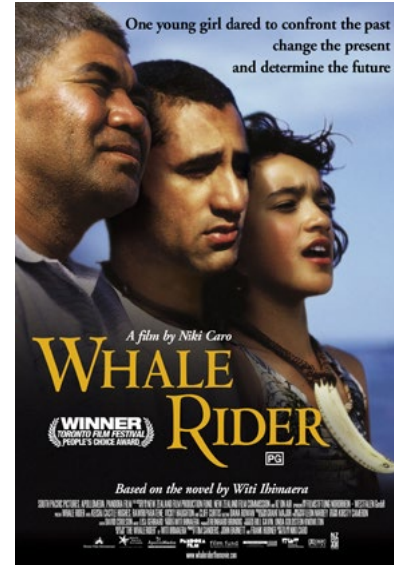
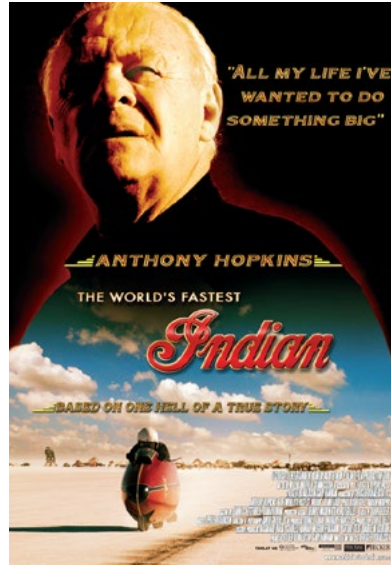


*MBIE \$ for International Screen Attractions & Rebate administration

NZFC Revenue 2019–2025

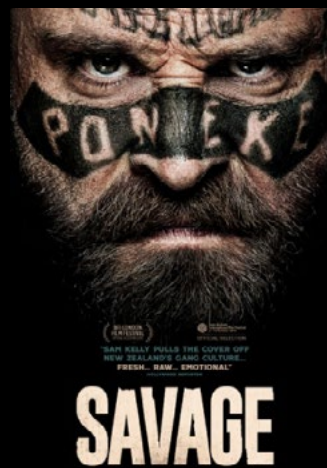
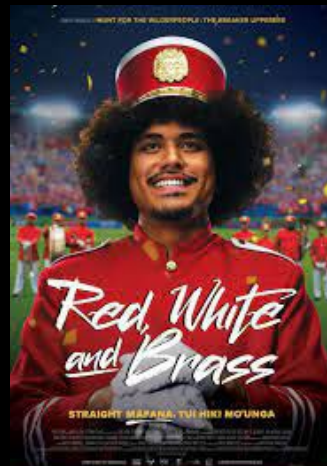


New Zealand's Top Five Films of All Time



Calculated by Box Office revenue adjusted for inflation and population growth

Top NZ Films 2018–2023



Box Office \$1m+
(Uproar 900K to date)

Challenges & Opportunities

Challenges	Opportunities
10% funding reduction in FY23/24. Lottery Grants Board reduced by \$2.1m. MCH baseline \$5.4m has been static since 2014. NZFC is now allocating reserves to maintain current programme however change is necessary.	NZFC organisational redesign in early 2024 to reduce cost and size. NZ screen sector agency collaboration (“Mahi Tahī” – to work as one with NZ On Air & Te Māngai Pāho) to create alignment, consistency, share resources and find efficiencies.
Cinema attendance has not yet returned to pre-Covid levels and audiences have shifted to streamers, which have almost no locally produced content in their catalogues.	To minimise NZFC cinema window requirement and use viewing data to support more flexible, audience-driven distribution models. Minister could consider introducing criteria for streamers to invest in local content.
Screen sector skills development is ad hoc and largely driven by the requirements of international productions.	World class crew and high-tech businesses grow and develop through work on international productions. This benefits local production and creates more sustainable businesses. Minister could consider options to support skills development through the Rebate.
Carbon cost of physical production.	Consider resourcing and criteria for sustainability in the local industry, and to develop the animation sector as a weightless export that fits seamlessly into a digital economy.
Rapidly changing population demographics, particularly the growth of Māori, Pacific and Asian populations. Need for social cohesion.	Ongoing equity initiatives to create opportunities for film makers from these communities to tell stories on screen.
Professional training for film makers is largely off-shore.	Support for Jane Campion’s Film School, ‘A Wave In The Ocean’, the first cohort of which has been funded by Netflix.
New Zealand is a small country and geographically distant.	NZ is perceived globally as a creative powerhouse. World leading NZ film makers are anchored in NZ making global content with foreign investment. International production located here keeps a spotlight on NZ creativity and creates opportunities for local talent, which grows the local industry.

New Strategic Framework – DRAFT

Impact

New Zealand films will capture the imaginations of audiences in New Zealand and around the world.

Way

By leveraging New Zealand's heritage of storytelling, investing in creativity, and delivering quality that lasts generations.

Purpose

To build consistent excellence in filmmaking and unleash exceptional creativity.

New Strategic Objectives – DRAFT

NZFC's Strategic Plan is shaped around our role as New Zealand's film funding agency, supporting and empowering the film sector in Aotearoa. This strategy is nearly mature, reflecting priorities still in development.

Our strategic objectives are:

1. Build consistent creative and commercial excellence in filmmaking.
2. Empower and champion authentic and diverse films that are uniquely of Aotearoa, and maximise audiences for NZ films.
3. Collaborate strategically to promote employment and productivity in the NZ film industry.
4. Invest in the talent necessary for future success by supporting capability development with diversity, equity and inclusion at its core.
5. Ensure NZFC is appropriately resourced and sustainable to adapt to the evolving screen sector landscape.

Economic Impact of the Rebate

The New Zealand Screen Production Rebate is essential to the growth of the screen industry. International production and local production are intrinsically linked, with foreign investment in screen productions creating business and employment growth over the last 15 years. NZFC works to attract domestic and international productions of all screen formats and to administer the rebate.

The following examples illustrate the value of the screen rebate:

SWEET TOOTH

- \$9.6m paid in rebate, estimated to have produced \$6.91 in GDP for every dollar of rebate
- \$66m contribution to NZ's GDP in 2020
- 1,180 full and part time jobs through 2020 – \$21m spent on wages and salaries
- Spending with 950 local suppliers made up 54% of expenditure (\$25m+)
- 95% NZ crew, 80% NZ cast

Source: Economic Impacts of Sweet Tooth Season One in New Zealand (Oxford Economics, 2023)

AVATAR

- Over \$500m spent in New Zealand over five years
- 1400+ crew, 90% New Zealanders
- Over 2,000 individual vendors engaged eg: caterers, construction, hospitality, technology, beauty
- Over 322,650 meals (all locally sourced food)
- 7,351 Air New Zealand flights to date
- More than 145,000 accommodation nights

Source: NZ Screen Production Grant report 2023

SCREEN CANTERBURY REGIONAL INCENTIVE

- A Christchurch City Council initiative
- \$1.5m incentive over three years from 2021
- 6 screen projects supported, estimated local expenditure of \$15m
- Screen sector GDP has grown 49% in Christchurch in the last five years and generated at least \$75 million in GDP in 2022.
- Canterbury has attracted two Indian productions in the last two years. The last production spent more than \$1.5m in the region across nine days of filming.

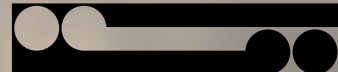
Māori Film Success

- Four of the top five NZ films of all time are Māori stories based on box office revenue: **Hunt For The Wilderpeople, Boy, Whale Rider, Once Were Warriors**
- When adjusted for inflation and population, **Once Were Warriors** moves to #6, with **Sione's Wedding** at #5
- **Muru** was New Zealand's highest grossing film of 2022 with Box Office over \$1.5m
- NZFC's Rautaki Māori strategy has supported 17 films since 2018
- **Taniwha** will be NZ's first monster movie, developed in partnership with Māoriland and Wētā Workshop





**New Zealand
FILM COMMISSION**



Te Tumu Whakaata Taonga

Thank you.

