



**Film Otago Southland Annual Report  
1 July 2017 to 30 June 2018**

Please find here the Annual Report for the Film Otago Southland (FOS) Trust.

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**1. INTRODUCTION**

Queenstown Lakes District Council, Enterprise Dunedin Group, Venture Southland, Southern Institute of Technology, Invercargill City Council, Central Otago District Council and Waitaki District Council are key players in the regional film office network. The partnership between these and the film industry is a key factor in the strength of the Trust. The continued support of our funders is greatly appreciated by Trustees and the wider industry. The Film Otago Southland Trust promotes film and screen industry benefits within the region and New Zealand. The core values and scope of activities are presented and progress against those activities included.

## 2. CHAIRMAN'S REPORT

The year to 30 June 2018 has been one of satisfying progress for Film Otago Southland (FOS).

The changes made to the Board structure and personnel in January 2017 have bedded in nicely. The varied skills the new Trustees bring complement the mix of skills that already existed within the Board and have added significantly to the Board's effectiveness throughout the course of the year. The Board also benefited from a workshop in August last year conducted by Graeme Nahkies of Boardworks International. Graeme is an advisor who specialises in assisting the boards of not for profit organisations. The theme of the workshop was around improving board effectiveness.

The Trust has also benefited this year from the increased funding provided by our key funders. In particular, being able to fill the role of Film Office Co-ordinator has greatly improved the day to day operational capability of the film office and has allowed the Executive Manager to commit more time to focusing on strategic matters.

During the year we hosted a visit from the new Chief Executive of the New Zealand Film Commission (NZFC), Annabelle Sheehan, as well as her Chair Kerry Prendergast. The visit was a very positive and productive one and common understandings of how both organisations can work together for the betterment of the film industry in New Zealand were reached. The FOS Executive Manager has also been active in working with the other film office managers who comprise the Regional Film Offices of New Zealand (RFONZ) organisation. It is also pleasing to see the increased level of engagement that Ms Sheehan has already initiated with RFONZ.

As detailed in the Executive Managers Report, film and related activity was significantly up across the region for the year.

Expenditure was managed within Budget for the year. A planned deficit for the year of \$28,000 was incurred which was funded from the underspend in the 2017 financial year. The deficit was the result of the one-off investment in the new FOS website. This is about to go live and will represent a greatly improved "shopfront" for FOS.

Trustees would like to acknowledge the dedication and commitment of its Executive Manager Kevin (KJ) Jennings. We also congratulate Kevin on his re-election as Chair of the Association of Film Commissioners International (AFCI). This organisation represents 300 film offices worldwide and his re-election to the role is testament to the regard that Kevin is held in within the industry. We would also like to acknowledge the significant contribution made by the recently departed Film Office Co-ordinator, Aideen Tinney, who has left us to assist her husband in his business. We also take the opportunity to welcome Kahli Scott to this role.

FOS Trustees give of their time on a voluntary basis and I should like to acknowledge them and thank them for their significant contributions during the year.

Lastly, Trustees would like to acknowledge the ongoing support of our funders, without whom we would be unable to operate.

**Michael Hesp**

**Chairman**

**15 August 2018**

### 3. EXECUTIVE MANAGER'S REPORT

We delivered on our new communications plan by completing the new website build. The website will be a key tool for the office, and will be integrated with our social media platforms. It will also enable the opportunity to raise revenue from the industry via premium listings. Our quarterly newsletter continues to be popular with an open rate of 43% (well above the industry average of 21%) and our Facebook profile continues to grow with page views up by 115% over the previous year. We launched an Instagram account with a focus on promoting locations and regional work that will interface with our website.

Industry engagement with the office is strong. We responded to 334 separate inquiries in the previous year.

We hosted Annabelle Sheehan, the new CEO of the New Zealand Film Commission (NZFC), in Dunedin and Queenstown. Her approach to working with the Regional Film Offices of New Zealand (RFONZ) is a very positive development. Also in attendance was Kerry Prendergast - Chair of NZFC and Tourism New Zealand, and member of the DOC Conservation Authority.

We attracted work to the region through ongoing promotion, networking with the industry, and hosting a variety of high-level decision makers. Most notable was a family trip with eight senior production executives. We also hosted three high-level LA-based locations scouts. Both of these were coordinated in conjunction with RFONZ and the NZFC. We continued to engage domestically and internationally with decision makers to ensure our region is considered for their projects when appropriate.

We built strong relationships with domestic and international industry by collaborating with RFONZ members and the NZFC. A significant outcome is the new MOU signed between RFONZ and the NZFC.

We recognize the changing face of the screen industry. As such, we met with a number of local content creators to discuss how we can help to develop their skillset. This new era of production offers significant opportunities to the regions, and our new Film Office Coordinator has a specific skillset in this sector that will help to enable this.

I was reelected to the board, and as Chairman, of the Association of Film Commissions International (AFCI). This provides the opportunity for high-level engagement with senior industry decision makers, and for understanding current best practices for film commissions (our competition). At the invitation of the Chairman of the Asian Film Commission Network, I attended Link of Cine-Asia, an event in Busan, Korea. I was asked to give the introductory remarks and do a presentation highlighting the unique offerings of our region, profiling our longstanding film, television and commercial industry base here. I also presided over various member events at the AFCI week in Los Angeles. A key event was the AFCI – Hollywood Reporter Power Brunch with over 40 senior production executives in attendance. We helped demonstrate the value of the NZ film industry by contributing to two key research projects involving MBIE, MCH and NZEIR.

We attended the INLAND ROAD and STRAY premieres. Production of both of these feature films were based in our regions.

We continued to monitor relevant industry trends by increasing our focus on social media channels, attending industry events and workshops, subscribing to various feeds/newsletters, and participating in in-depth information exchange via the RFONZ and AFCI networks.

We provided development support and worked towards attracting new creative projects to the region. Our expanded Writers in Residence programme saw us host four different writers in Dunedin, Southland, Central Otago and Queenstown/Glenorchy. The programme is becoming more widely known in the industry. We are working with Dunedin on their Shanghai Writers Exchange programme. We continue to work with various creatives, producers, talent and crew to attract businesses and productions to the region.

Providing access to locations remains a key underpinning activity of the office. Without access, we do not have an industry. We hosted four Round Table meetings with locations managers, production managers, DOC, Colliers, QLDC, ICC, SDC, DCC, APL, NZFC, Destination Queenstown and Venture Southland. These are proving to be an effective tool in enabling understanding of each other's remits and processes.

We continued to engage with high-level DOC personnel to make changes to a recently introduced one-off concession process that threatened to kill the television commercial (TVC) industry. We are making good progress. Many years of engagement with LINZ Pastoral has resulted in the release of a new application form that is specific to the film industry. We worked with the QLDC Events team to discuss an aligned approach across the permitting of events and film. Antony Deaker in Dunedin revised the permitting process in Dunedin with positive benefits to the industry.

Both production days and income were up over the previous year. An active TVC market was the key driver of the increased activity. A project of particular note was the feature film DYNASTY WARRIORS for the Chinese market.

We had a key personnel change this year with the Film Office Coordinator departing. We appreciate the assistance we received from the QLDC HR department in the recruitment and hiring process. There were 62 applicants for the job and we are pleased to have had Kahli Scott join the office as the new Film Office Coordinator. Her unique set of skills will help the office to build on the systems and structures her predecessor put in place.

We greatly appreciate the support of our funding partners and look to build on the success of the previous year.

## **Current state of the industry**

The Screen Production Industry is an economic driver within Southland and Otago. There is an established industry and infrastructure, predominantly in Queenstown and Dunedin. Figures released through Statistics New Zealand's annual Screen Industry Survey in 2016-17 show:

- Revenue generated by production in the Otago Southland region was \$35 Million - an increase of 67% over the previous year
- Gross screen industry revenue increased 8 percent to \$3.45 billion over the previous year
- Total expenditure on producing rose to 1.009 Billion - an increase of 31% on the previous year
- In the previous year, 13,900 people were employed in the screen industry, working a total of 26,000 jobs or contracts

There is a strong industry based in television advertisements for both domestic and international markets. These tend to be large budget productions at the top end of the scale. This work provides the core of employment for a large part of the industry. There is also a long history of feature films shooting in the region. Trends show that online content is becoming more relevant; this is an evolving change and is likely to further influence the future of production in the region. Online content is a growth market and the film office is monitoring these changes in order to both attract and facilitate these new opportunities. Increasingly, the Otago and Southland regions are also looking to foster talent and offer opportunities to develop skills and expertise suitable for the needs of the industry. We are doing this by working with education providers, industry and creative talent.

## **Summary of production activity for the past year**

There were 259 productions compared to 193 in the previous year, an increase of 34.2%

There were 632 shoot days as compared to 595 in the previous year an increase of 6.2%

## **Types of productions broken down as follows:**

TVC	80	Student Film	10
TV Content	49	Promo	13
Online Content	42	Corporate Video	2
Feature Film	2	Music Video	5
Stills	29	Documentary	13
Short Film	7	Undefined	7

**Geographic breakdown of jobs (some shoot in more than one region)**

Queenstown Lakes	150
Southland	52
Central Otago	11
Dunedin	40
Waitaki	10

**Intended markets for the projects as follows (some for combined countries):**

Global/Multiple	59	Brazil	3	Malaysia	1
New Zealand	98	India	3	Netherlands	1
Australia	14	Indonesia	3	Philippines	1
China	12	Argentina	2	Scotland	1
USA	9	Canada	2	Thailand	1
Japan	6	Germany	2	UK	1
Korea	5	Hong Kong	1	Undefined	33
Poland	1				

**Kevin Jennings**  
**Executive Manager**  
**15 August 2018**

#### 4. REPORT AGAINST SPECIFIC KPI DELIVERABLES IN THE 2017-18 ANNUAL PLAN

##### The three key objectives of the Trust are:

1. “Grow the Pie” - Promote and attract productions to our region
2. “Fly the Flag” - Develop support of the film office, screen sector and contribute to the growth of the industry
3. “Film Friendly” - Create a film friendly environment to enable increased access resulting in a streamlined process for productions

##### Objective 1 - “Grow the Pie” - Promote and attract productions to our region

##### Key Focus Areas:

- Raise awareness of the world-class locations, crews, equipment and infrastructure that exist within the region
- Drive both short and long term production activity, investment and economic growth
- Clearly communicate the benefits of partnership with FOS to become a trusted, coherent and easily identifiable resource for inward productions
- Develop a professional brand for Film Otago Southland
- Become known as a sustainable production destination

Deliverable	Planned Actions	KPIs for 2017/18	Result
Communications Plan	<ul style="list-style-type: none"> <li>• Implement the deliverables of the Communications Plan</li> <li>• Produce Quarterly Newsletter</li> <li>• Align outputs to national approach where appropriate</li> </ul>	<ul style="list-style-type: none"> <li>• Create new branding and collateral</li> <li>• Launch new website</li> <li>• Create new show reel</li> <li>• Update image gallery</li> <li>• Launch new Instagram account</li> <li>• Regular updates of social media</li> <li>• Increase newsletter circulation by 20%</li> </ul>	Partially Achieved <ul style="list-style-type: none"> <li>• Achieved: Website, image gallery, Instagram, social media and increase of newsletter circulation</li> <li>• In progress: show reel project</li> </ul>

Attract and host high quality reces and decision makers	<ul style="list-style-type: none"> <li>Plan and manage key project reces to a high standard</li> <li>Collaborate with regional and national bodies to host co-host strategically important reces</li> <li>Host key industry decision makers</li> </ul>	<ul style="list-style-type: none"> <li>Host or co-host 3 high quality reces per year</li> <li>Host or co-host 2 industry decision makers per year</li> </ul>	Achieved
Build strong relationships with domestic and international industry	<ul style="list-style-type: none"> <li>Build industry relationships with producers, directors, location scouts, VIPs and media</li> <li>Attend relevant domestic industry events</li> <li>Attend relevant international industry events if appropriate (subject to funding)</li> </ul>	<ul style="list-style-type: none"> <li>Attend 3 AFCI meetings/events</li> <li>Attend 2 RFONZ meetings</li> <li>Attend SPADA and Big Screen Symposium (NZ industry events)</li> <li>Secure additional funding to attend industry events as required</li> </ul>	Achieved
Increase exposure by being an ambassador for the region and NZ industry	<ul style="list-style-type: none"> <li>Ensure Executive Manager is recognized and respected as an ambassador for the region, NZ and the broader industry</li> <li>Maximize exposure/reach via AFCI Chairman's role</li> </ul>	<ul style="list-style-type: none"> <li>Executive Manager to maintain Chairman's role on AFCI board</li> <li>Secure funding for AFCI board expenses</li> <li>Attend and present at national and international events</li> </ul>	Achieved
Build reputation as a sustainable film destination	<ul style="list-style-type: none"> <li>Develop sustainable film resource guide and toolbox in conjunction with funding partners</li> </ul>	<ul style="list-style-type: none"> <li>Create a sustainable production toolbox</li> <li>Publish sustainable filming guide</li> </ul>	<p>In progress:</p> <ul style="list-style-type: none"> <li>Met with studio executives to align with US based studio standards</li> </ul>

**Objective 2 - “Fly the Flag” - Develop support of the film office, screen sector and contribute to the growth of the industry**

**Key Focus Areas:**

- Become a trusted source of data
- Raise the profile of the industry by becoming a trusted, coherent and easily identifiable voice for the film industry
- Service the needs of the wider industry and community
- Identify the economic and brand value that film production brings to the region/country to encourage continued investment and support from all stakeholders including community
- Support creativity and infrastructure development to grow the industry

<b>Deliverable</b>	<b>Planned Actions</b>	<b>KPIs for 2017/18</b>	<b>Result</b>
Track and report on production	<ul style="list-style-type: none"> <li>• Collate data on production type, size, shoot days, and distribution platform</li> <li>• Prepare and present reports</li> </ul>	<ul style="list-style-type: none"> <li>• Track data</li> <li>• Provide quarterly reports to FOS Board</li> <li>• Provide annual report to funders</li> </ul>	Achieved
Respond to enquiries	<ul style="list-style-type: none"> <li>• Respond to enquiries and track type and quantity</li> </ul>	<ul style="list-style-type: none"> <li>• Establish baseline KPI</li> </ul>	Achieved <ul style="list-style-type: none"> <li>• Responded to 334 enquiries this year</li> </ul>
Monitor economic and brand value created as a result of the film industry	<ul style="list-style-type: none"> <li>• Quantify benefits to funders, community and other industries as a result of filming activity, particularly tourism</li> <li>• Produce project specific case study</li> </ul>	<ul style="list-style-type: none"> <li>• Create formula to calculate value of production</li> <li>• 2 case studies</li> <li>• Contribute to coordinated case to maintain film incentives</li> </ul>	Achieved and in progress: <ul style="list-style-type: none"> <li>• Working with RFONZ on a joint initiative to quantify benefits of productions</li> <li>• Case study done on ULTIMATE WATERMAN</li> <li>• Contributed to various pieces of work to maintain incentives</li> </ul>

Raise the profile and advocate for the importance of the film office and film industry	<ul style="list-style-type: none"> <li>• Present to community and business associations promoting the benefits of the film industry</li> <li>• Collaborate with TAs and make submissions to appropriate funding/development processes (i.e. Annual Plan)</li> <li>• Maintain relationships with the media</li> <li>• Maintain relationships with politicians</li> <li>• Host and/or attend premieres for projects shot in the region</li> </ul>	<ul style="list-style-type: none"> <li>• Make 6 presentations to community groups and/or business associations</li> <li>• Secure ongoing operational funding</li> <li>• Take part in premieres as required</li> </ul>	Achieved
Monitor relevant industry trends to enable all stakeholders to make informed and timely decisions effecting investment	<ul style="list-style-type: none"> <li>• Work with industry, business, and community to track and monitor activity and trends of the film industry</li> <li>• Work with AFCl partner organizations to understand global trends</li> </ul>	<ul style="list-style-type: none"> <li>• Identify trends to inform future planning and specific projects as needed</li> </ul>	Achieved
Facilitate development of industry infrastructure as appropriate	<ul style="list-style-type: none"> <li>• Provide expert insight and evaluation as required</li> <li>• Provide introductions as needed</li> </ul>	<ul style="list-style-type: none"> <li>• No KPI due to commercial sensitivity</li> </ul>	N/A
Provide avenues for the development and support of creative endeavours to attract new creative projects to the region	<ul style="list-style-type: none"> <li>• Develop and implement the 'Writers in Residence' programme</li> <li>• Facilitate and nurture creative projects, short films, feature films, web content, music videos etc.</li> <li>• Provide advice in relation to funding opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate 2 Writers in Residence programs in 2017/18</li> <li>• Attend SWANZ (Screen Writers Awards)</li> </ul>	<p>Achieved</p> <ul style="list-style-type: none"> <li>• Hosted 4 Writers in Residence</li> </ul>
Attract and nurture new talent, crew and industry businesses	<ul style="list-style-type: none"> <li>• SIT internship programme</li> <li>• Chair the SIT VASA (Visual and Screen Arts) Advisory Board</li> <li>• Respond to enquiries regarding work opportunities</li> <li>• Host networking opportunities via introductions, industry nights and events</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitate placement of 6 interns into the industry</li> <li>• Host 2 industry nights per year</li> </ul>	Achieved

**Objective 3 - “Film Friendly”- Create a film friendly environment to enable increased access resulting in a streamlined process for productions**

**Key Focus Areas:**

- Maintain deep relationships and ongoing engagement with all relevant agencies, offices and industry bodies at regional, national and international levels to ensure the most efficient, accurate and equitable process possible for filming in the region
- Build strong relationships with location owners/guardians, politicians and political parties, to guarantee continued long-term access and support for the film industry
- Advocate, lobby and make submissions for increased and timely access to locations
- Facilitate (fast track) individual productions as needed
- Issue management

<b>Deliverable</b>	<b>Planned Actions</b>	<b>KPIs for 2017/18</b>	<b>Result</b>
Maintain relationships with guardians and identify issues that may be a hindrance to the industry	<ul style="list-style-type: none"> <li>• Build relationships and regularly meet with guardians such as territorial authorities, regional councils, DOC, LINZ, Iwi and others as required</li> <li>• Ongoing advocacy</li> <li>• Include key politicians in regular updates</li> </ul>	<ul style="list-style-type: none"> <li>• Meet with individual organizations regularly</li> <li>• Host 3 inclusive round table meetings per year</li> </ul>	Achieved
Provide input/lobby during development of management plans and strategies	<ul style="list-style-type: none"> <li>• Track all consultation processes (District Plans, Annual Plans, and Conservation Plans etc.) across the region and central government</li> <li>• Develop a consistent format for the presentation of submissions</li> <li>• Present submissions as appropriate</li> <li>• Stay informed on global best practices</li> </ul>	<ul style="list-style-type: none"> <li>• Create consultation process tracker</li> <li>• Create submission template</li> <li>• Submit to plans and strategies as needed</li> </ul>	Achieved
Communicate to the industry any relevant legislative or management changes to affect process or access	<ul style="list-style-type: none"> <li>• Advise industry of changes of management, plans and strategies that may affect process or inhibit access</li> </ul>	<ul style="list-style-type: none"> <li>• Create log of changes and notification process</li> </ul>	Achieved

Facilitate (help fast track) individual productions as needed	<ul style="list-style-type: none"> <li>• Liaise with production and provide advice</li> <li>• Broker introductions and provide advice to key stakeholders including guardians, politicians, community groups and individuals</li> </ul>	<ul style="list-style-type: none"> <li>• Create satisfaction survey</li> </ul>	<p>Achieved and in progress:</p> <ul style="list-style-type: none"> <li>• Scope of survey currently under review</li> </ul>
Issue management	<ul style="list-style-type: none"> <li>• Address issues raised by productions, guardians, community or other stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Create a log of issues and outcomes</li> </ul>	Achieved

## **5. DETAILED SUPPORTING INFORMATION FOR THE KEY PERFORMANCE INDICATOR (KPI) DELIVERABLES**

### **Objective 1 - "Grow the Pie" - Promote and attract productions to our region**

#### **Communications**

- Created and circulated RFP for website and the website was launched in beta test mode
- Circulated three surveys to industry (general industry, producers, and locations scouts) to get feedback on the desired direction of the website
- Our quarterly newsletter was designed on Mailchimp and was distributed to our current list of 645 people - our most recent newsletter had an open rate of 43.2% (well above the industry average of 21%)
- Launched FOS Instagram account, and increased following by over 100 followers in the last quarter, with a focus on promoting locations and regional work – our second biggest audience outside of New Zealand is the United States, followed by Australia, UK and Canada
- Facebook - Page views up by 115%, and Post Engagements up by 75% in the last quarter
- Met with Sam Chapman twice in June and July to further develop brand strategy and social media plans

#### **Attract and host high quality reces and decision makers**

- Worked with a location scout on very large project looking to shoot here, and liaised with Council and community group representative to assess the possibility of access that would be reasonably high impact - the project has gone away for reasons beyond our control
- Liaised with a Disney scout for a potential upcoming feature
- Hosted GAP YEAR recce with Catherine Fitzgerald
- Worked with Harry Wong by providing introductions, images and locations suggestions for a recce
- Provided links to locally made TVCs to the NZFC to highlight the local TVC industry
- Hosted Screentime Production Company for a potential NZ/Danish TV series - this project went ahead and shot in Queenstown
- Met with John Corser (NBC) to discuss possible upcoming projects
- Liaised with Jill Soper on a potential upcoming reality show for China
- Working with Antony Deaker on hosting a Screenwriter from Shanghai in the coming year
- Worked with Screen Auckland regarding co-hosting incoming VIP
- Hosted the NZ Film Commission with a visit to Dunedin and Queenstown, via a locations tour through Central Otago
- Hosted SETNZ - a Famil trip in conjunction with RFONZ and NZ Film Commission with Senior Executives from ABC Studios, Amazon, Lionsgate, Paramount, Black Label and other substantial independents
- Hosted a recce of established international scouts Dow Griffith, Lori Balton and Kent Matsuoka in coordination with RFONZ and NZFC

## **Build strong relationships with domestic and international Industry**

- Met with Rebecca Gibney and Richard Bell regarding various projects
- Participated in 10 RFONZ Conference calls, RFONZ meetings in Auckland and Wellington, as well attending the annual RFONZ Forum in Tauranga – the second day was also attended by Annabelle Sheehan and 7 staff members of the NZFC
- Attended the Showtools Screen Industry Summit to discuss a combined path forward to future-proof the New Zealand screen in industry - all industry bodies and organizations were present
- Attended the Techos Guild AGM in Queenstown – Aideen also attended their anniversary party and the new Blue Book launch
- Attended the annual SPADA conference in Wellington
- Created and signed an MOU between RFONZ and the NZFC
- Launched a new enquiry logging system for all the Regional Offices and NZFC
- Met with the NZFC in Wellington at beginning of July to audit and collaborate on a shared image library
- Participated in five conference calls with RFONZ + NZFC to discuss the national enquiries register and shared image library
- Kahli and KJ met with a number of local content creators to discuss the ‘new school’ of content creation and establish how we can work together and serve this new audience
- Kahli has joined WIFT (Women in Film and Television) NZ branch
- Participated in two AFCI Conference calls

## **Increase exposure by being an ambassador for the region and NZ industry**

- At the invitation of the Chairman of Asian Film Commissions (AFCNet), KJ attended the **Link of Cine-Asia** event in Busan Korea. There were over 1000 attendees from 23 countries in attendance. While there KJ took part in the following:
  1. Gave the introductory remarks and welcome at the opening of the event, touching on how our roles in the AFCNet and AFCI are intertwined and create a global opportunity for the film industry.
  2. Presented on the NZ Film Industry with Michael Brook from Screen Auckland - this included a showreel from the NZFC and featured information on our regional offerings. We spoke about the RFONZ ethos and how it benefits those who film in NZ. We highlighted the unique offerings of our region, and the long-standing film, television and commercial industry base here.
  3. Met with senior industry members as well as the Chairman of the Asian Film Commission Network
- KJ was re-elected to the AFCI Board and re-elected as its Chairman.
- Attended the AFCI Cineposium in LA that had over 100 participants and 20 different countries in attendance
- Wrote Chairman’s introduction for AFCI’s Beyond Cinema Magazine

- Attended Sundance Film Festival in January following an AFCI Board meeting in Salt Lake City
  - The most significant meeting in Sundance was with John Corser. KJ had previously hosted John while he was shooting for a smaller company, and he is now VP Production for NBC Universal and has many significant global projects in the works. KJ also met with the editor of American Cinematographer Magazine, as well as a wide variety of industry players including producers, directors, actors, agents, film schools, film commissions etc.
- Attended the AFCI week in LA at the end of February - an AFCI board meeting was held with five other industry events organized in conjunction with the Hollywood Reporter, Winston Baker, Film Independent Spirit Awards, and EP (Entertainment Partners) – also included a condensed version of the traditional AFCI Locations Trade Show, where Film Otago Southland shared a promotions stand with Screen Auckland and the NZFC

### **Build reputation as a sustainable film destination**

- Met with Claire Higginson from Central Otago REAP regarding sustainability
- Met with Queenstown Guardians of the Garden
- In LA, KJ was able to meet with the Director of Sustainability for Warner Bros. Mike Slavich to discuss opportunities for sustainable film practices
- Currently investigating the potential of working with the community groups and QLDC to create an opportunity for productions to make contributions to them where appropriate - this could fit into a wider discussion around the permitting process

### **Objective 2 - “Fly the Flag” - Develop support of the film office, screen sector and contribute to the growth of the industry**

#### **Track and report on production**

- Prepared and delivered Quarterly and Annual reports
- Tracked **259** productions in the 2017 – 2018 year

TVC	80	Student Film	10
TV Content	49	Promo	13
Online Content	42	Corporate Video	2
Feature Film	2	Music Video	5
Stills	29	Documentary	13
Short Film	7	Undefined	7

## Respond to Enquiries

- The office received **333** enquiries in the 2017 – 2018 year via email, phone, website form, and social media channels

Website Database Listing Enquiry	51
Productions looking for locations/permits/consents	85
Productions looking for facility/studio space	1
Potential projects looking for production company	4
Images for potential projects or recces locations	20
Productions looking for crew	24
Productions looking for equipment	6
Drone enquiry	3
Permitting agency looking for advice	37
Crew looking for work	29
Media requesting info or interviews	3
Productions looking for funding or introductions	9
Interns looking for an internship opportunity	3
Miscellaneous request for interview	14
Non-industry businesses looking to provide a service	6
Writer looking for assistance in developing a project	7
Location owners requesting to list their locations	2
Companies looking to promote product or work	6
Complaints	10
Hosting	10
Promotions	3

### **Monitor economic and brand value created as a result of the film industry**

- Participated with Vhari Mcwha on independent research for MBIE and MCH regarding the review of the current incentives
- Contributed to the New Zealand Institute Economic Research report on the Economic Contribution of the Screen Industry - was published in November 2017 with contributions on statistics from the office
- Interviewed by the ODT and raised an issue with Statistics New Zealand's Screen Industry report, arguing that the statistics are not capturing all the data

### **Raise the profile and advocate for the importance of the film office and film industry**

- Attended the INLAND ROAD Premiere in Dunedin, HUMAN TRACES Premiere in Christchurch, and STRAY Premiere in Auckland
- Organised an Industry night in October - in attendance were CODC CEO Fergus Power, QLDC Mayor Jim Boulton and media
- Met twice with Peter Harris (QLDC Economic Development)
- Met with Naell Crosby-Roe (QLDC Communications)
- Michael and KJ presented the Annual Report to the QLDC Community Services committee
- Organised our annual end of year function - in addition to the film industry, also in attendance were QLDC Councillor Penny Clark, DOC staff, Gore Events and Promotions Coordinator Emma Carle, and various media
- Business Cases were created and submitted to the different councils for ongoing funding
- Organised the meeting between QLDC Mayor Jim Boulton and the CE and Chair of the NZ Film Commission

### **Monitor relevant industry trends to enable all stakeholders to make informed and timely decisions effecting investment**

- As part of the AFCI Cineposium event in LA, KJ helped to coordinate the following sessions and speakers (this involved interaction with senior industry professionals base in LA):
  - Presentation on Data Collection by Kevin Klovdén from the Milken Institute
  - The State of the Industry by Matthew Belloni from The Hollywood Reporter

- How to create A Winning Locations Package
- How Heavy Hitters decide on Where to Shoot
- Going Beyond Film and Television
- Commercial Productions - How to attract and enable TV commercial productions
- The office is subscribed to various film news reporting feeds, and receives newsletters and updates on latest trends in the industry
- Industry trends are also tracked by attending AFCI held events and RFONZ meetings
- The office continues to monitor any upcoming policy reviews pertaining to filming so as to consult and submit as appropriate
- The office is also putting an increased focus on social media channels, including Twitter and LinkedIn – which provide a good source of industry and business trends
- Kahli and KJ attended a Queenstown Chamber of Commerce Business lunch

#### **Facilitate development of industry infrastructure as appropriate**

- Met with and introduced various stakeholders considering studio and sound stage development projects
- Attended the Innovation Hub Workshop in Central Otago
- Contributed to the development of the Wakatipu Community Darkroom Project by making various introductions

#### **Provide avenues for the development and support of creative endeavours to attract new creative projects to the region**

- Hosted 4 successful Writers in Residence programmes as follows:
  - Dianne Taylor in the Otago Peninsula, Wedderburn, and Glenorchy - this was done in conjunction with Antony Deaker in Dunedin
  - Stefan Roesch in Wedderburn and Queenstown
  - Steve Barr in Queenstown and Glenorchy
  - Teresa Bass in Southland
- Attended the SWANZ Awards in Auckland and promoted the Writers in Residence programme, where we hosted a small event for potential Writers in Residence candidates
- While at SPADA in Wellington, KJ promoted the Writers in Residence programme and hosted a small event for potential Writers in Residence candidates
- Liaised with local crew on SIT promotion video with Invercargill Mayor Tim Shadbolt
- Working with Antony Deaker on the Dunedin Shanghai Writers Exchange
- Liaised with Grant McLachlan on a potential shoot which is still in development

- KJ met with local television producer who has a variety of projects that could shoot here in the future (currently confidential)

### **Attract and nurture new talent, crew and industry businesses**

- Worked with Stefan Roesch of FilmQuest, a Dunedin based company specializing in Film Tourism, provided information, introductions and advice
- Hosted the industry night at the Crown Plaza in September - gained new members on our database and facilitated introductions to local crew/industry
- Met with Ruth Dyson from Pink Zebra regarding potential project that could suit Dunedin
- Visited the set of the DYNASTY WARRIORS - a Chinese Feature Film
- Introductions made for the BIRDLAND Project
- Met with a number of new 'content creators' to discuss how the industry can nurture the new generation of creators in the region - in early talks to host a 'Content Creators' Round Table in October

### **Objective 3 - "Film Friendly" - Create a film friendly environment to enable increased access resulting in a streamlined process for productions**

#### **Maintain relationships with guardians and identify issues that may be a hindrance to the industry**

- Hosted four round table meetings for locations managers, production managers, DOC, Colliers, QLDC, ICC, SDC, DCC, APL, NZFC, Destination Queenstown and Venture Southland - this initiative has continued to grow with more stakeholders taking part and being invited - this was also the first year that ICC, SDC and Gore representatives attended
- Met with Richard Summerlee of LINZ Pastoral in Christchurch to continue streamlining the permit process and discuss cost structure
- Worked with APL and QLDC to streamline permitting system
- Met with Lee Webster and Richard Pope (QLDC) about streamlining the permit process at QLDC
- Met with Antony Deaker and Tania Richardson from TKTO Ltd. in Dunedin regarding a streamlined process with Iwi
- Met with Waitaki District Council permitting staff
- KJ had a high-level meeting with senior DOC planners regarding issues with the one-off permit system - this was followed by another meeting in Wellington with Senior Planning Staff

### **Provide input/lobby during development of management plans and strategies**

- Still working on new one-off permit system with DOC - sent a follow-on OIA to DOC regarding timeline of new permitting process to help assess the results and identify opportunities to improve it - this is a serious threat to our industry and continues to be a work in progress
- Environment Southland Coastal management plan is under review - we are awaiting the draft so as to provide input
- Registered as an interested party for the upcoming DOC Fiordland National Plan review
- Provided feedback to LINZ Pastoral on a new streamlined permit application form
- Assisting CODC in looking into a policy for creating a film permit for the District
- The new LINZ Pastoral permit application form has been released as a result of significant input from the office
- Met with QLDC Events team to discuss streamlining and uniting the permitting process for both film and events in QLDC

### **Communicate to the industry any relevant legislative or management changes to affect process or access**

- Per above, monitoring all legislative and process changes is an ongoing project and changes are discussed at Quarterly Round Table meetings and via other communication channels
- The 'Locations Access' page on the new website will be regularly maintained to reflect any changes

### **Facilitate (help fast track) individual productions as needed**

- Helped with access and permitting on various productions
- Facilitated meeting with production and Friends of the Garden regarding upcoming shoot
- Liaised with QLDC to enable a last minute application for a TVC to be approved and shot on the desired times
- Worked with various agencies and locations scouts to try and broker access for a large TVC
- Liaised with DOC regarding another TVC shoot to be allowed due to an issue with the time constraints
- Worked with various agencies and a locations scout regarding large upcoming project (still pending and confidential)

### **Issue management**

- The film office noted various issues over the year and was able to achieve successful outcomes by liaising with and/or meeting with those involved

### **Health and Safety**

- The film office has created a Health and Safety manual and regularly reports to its Board with regard to any H&S issues that may be relevant

## **6. SUMMARY YEAR END FINANCIAL STATEMENTS YE 30 JUNE 2018**

Summary Financial Reports for the year are set out below.

The Trust would like to gratefully acknowledge the ongoing financial and other support it receives from its funders:

- Queenstown Lakes District Council
- Venture Southland
- Southern Institute of Technology
- Central Otago District Council
- Waitaki District Council
- Enterprise Dunedin Group
- Invercargill City Council

<b>Film Otago Southland Trust</b>		
<b>Statement of Financial Position</b>		
	<b>2018</b>	<b>2017</b>
<b>Trust Funds</b>		
Trust Capital	\$73,612	\$73,612
Accumulated Losses	-\$23,831	\$4,322
<b>Total Trust Funds</b>	<b>\$49,781</b>	<b>\$77,934</b>
<b>Represented By:</b>		
<b>Current Assets</b>		
Bank Operating & Deposit Accounts	\$74,733	\$107,699
Trade & Other Receivables	\$0	\$2,976
GST Receivable	\$4,388	\$473
<b>Total Assets</b>	<b>\$79,121</b>	<b>\$111,148</b>
<b>Current Liabilities</b>		
Westpac Mastercard	\$5,289	\$0
Accounts Payable	\$1,258	\$12,783
Employee Entitlements	\$22,793	\$20,431
GST Payable	\$0	\$0
<b>Total Liabilities</b>	<b>\$29,340</b>	<b>\$33,214</b>
<b>Net Assets</b>	<b>\$49,781</b>	<b>\$77,934</b>

<b>Film Otago Southland Trust</b>		
<b>Statement of Financial Performance</b>		
	<b>2018</b>	<b>2017</b>
<b>Revenue</b>		
Queenstown Lakes District Council	\$170,800	\$170,000
Dunedin City Council	\$10,000	\$10,000
Venture Southland	\$20,000	\$20,000
Southland Institute of Technology	\$20,000	\$20,000
Central Otago District Council	\$9,000	\$9,000
Waitaki District Council	\$9,000	\$9,000
Invercargill City Council Scholarship Fund	\$18,000	\$18,000
New Initiatives	\$5,518	\$0
AFCI Board Member Fees/Other Income	\$0	\$1,817
Interest Received	\$132	\$128
<b>Total Revenue</b>	<b>\$262,450</b>	<b>\$257,945</b>
<b>Less Expenses</b>		
Recce's, Hosting & Other Marketing Costs	\$58,648	\$7,863
Events and Industry Forums	\$29,920	\$23,410
Staff and Other Overhead Costs	\$202,035	\$172,004
<b>Total Expenses</b>	<b>\$290,603</b>	<b>\$203,277</b>
<b>Operating Deficit</b>	<b>-\$28,153</b>	<b>\$54,668</b>
<b>Income Tax</b>	<b>\$0</b>	<b>\$42</b>
<b>Net Earnings after Taxation</b>	<b>-\$28,153</b>	<b>\$54,626</b>
Trust Funds at Beginning of Year	\$77,934	\$23,308
<b>Trust Funds at End of Year</b>	<b>\$49,781</b>	<b>\$77,934</b>

