

Film Otago Southland Annual Plan 2018 – 2019

Background

Film Otago Southland is a Regional Film Office (RFO), internationally referred to as a “film office” or “film commission”.

Broadly speaking, it carries out activities alongside and in partnership with other stakeholders to stimulate economic growth for its region. This is achieved through screen production attraction and marketing, sector development initiatives for businesses, the maximisation of opportunities for the internal sector, as well as policy development, screen facilitation and permitting.

Mission and Purpose

We are connectors and facilitators. We enable the region to be celebrated on screen, globally.

Core Values

Our values are the quintessentially Kiwi values of trust, openness, integrity and good hospitality.

Collaboration and good communication are the key to our success.

Our strategic plan has identified the following key functions and they are aligned with the collective approach followed by other Regional Film Offices in NZ. The strategic direction established will guide the activities of the Film Office to work as detailed in this document towards achieving our vision and established KPIs.

Our activities are undertaken in pursuit of three key objectives:

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.

In addition to the actions identified below we will continue to work with RFONZ (Regional Film Offices of New Zealand) and the NZ Film Commission towards an integrated approach to our activities. We want to achieve the best results for our Region and New Zealand in the most efficient and cost effective way.

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
- Developing a professional brand for Film Otago Southland
- Become known as a sustainable production destination

Deliverable	Planned Actions	KPIs for 2018/19
Communications Plan	<ul style="list-style-type: none"> • Implement the deliverables of the Communications Plan • Produce Quarterly Newsletter • Align outputs to national approach where appropriate 	<ul style="list-style-type: none"> • Create new branding and collateral • Populate new website • Create new show reel • Update image gallery • Increase Instagram account by 20% • Regular updates of Social media • Increase newsletter circulation by 20%
Attract and host high quality Recces and decision makers	<ul style="list-style-type: none"> • Plan and manage key project recces to a high standard • Collaborate with regional and national bodies to host / co-host strategically important recces • Host key industry decision makers 	<ul style="list-style-type: none"> • Host or Co-Host 3 high quality recces per year • Host or Co-Host 2 industry decision makers per year
Build strong relationships with domestic and international Industry	<ul style="list-style-type: none"> • Build industry relationships with producers, directors, location scouts, VIPs and media • Attend relevant domestic industry events • Attend relevant international industry events if appropriate (subject to funding) 	<ul style="list-style-type: none"> • Attend 3 AFCI meetings/events • Attend 2 RFONZ meetings • Attend SPADA and Big Screen Symposium (NZ industry events) • Secure additional funding to attend industry events as required
Increase exposure by being an ambassador for the region and NZ industry	<ul style="list-style-type: none"> • Ensure Executive Manager is recognized and respected as an ambassador for the region, NZ and the broader industry • Maximize exposure/reach via AFCI Chairman’s role 	<ul style="list-style-type: none"> • Executive Manager to maintain Chairman’s role on AFCI board • Secure funding for AFCI board expenses • Attend and present at national and international events
Build reputation as a sustainable film destination	<ul style="list-style-type: none"> • Develop sustainable film resource guide and toolbox in conjunction with funding partners 	<ul style="list-style-type: none"> • Create a sustainable production toolbox • Publish sustainable filming guide

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

Deliverable	Planned Actions	KPIs for 2018/19
Track and report on production	<ul style="list-style-type: none"> • Collate data on production type, size, shoot days, and distribution platform • Prepare and present reports 	<ul style="list-style-type: none"> • Track data • Provide quarterly report to FOS Board • Provide annual report to funders
Respond to inquiries	<ul style="list-style-type: none"> • Respond to inquiries and track type and quantity 	<ul style="list-style-type: none"> • Respond to inquiries within one working day
Monitor economic and brand value created as a result of the film industry	<ul style="list-style-type: none"> • Quantify benefits to funders, community and other industries as a result of filming activity, particularly tourism • Produce project specific case study 	<ul style="list-style-type: none"> • Create formula to calculate value of production • 1 case study • Contribute to a coordinated case to maintain film Incentives
Raise the profile and advocate for the importance of the film office and film industry	<ul style="list-style-type: none"> • Present to community and business associations promoting the benefits of the film industry • Collaborate with TAs and make submissions to appropriate funding / development processes (i.e. Annual Plan) • Maintain relationships with the Media • Maintain relationships with politicians • Host and/or attend premieres for projects shot in the region 	<ul style="list-style-type: none"> • Make 3 presentations to community groups and/or business associations • Secure ongoing operational funding • Take part in premieres as required
Monitor relevant industry trends to enable all stakeholders to make informed and timely decisions effecting investment	<ul style="list-style-type: none"> • Work with industry, business, and community to track and monitor activity and trends of the film industry • Work with AFCI partner organizations to understand global trends 	<ul style="list-style-type: none"> • Identify trends to inform future planning and specific projects as needed
Facilitate development of industry infrastructure as appropriate	<ul style="list-style-type: none"> • Provide expert insight and evaluation as required • Provide introductions as needed 	<ul style="list-style-type: none"> • No KPI due to commercial sensitivity

<p>Provide avenues for the development and support of creative endeavors to attract new creative projects to the region</p>	<ul style="list-style-type: none"> • Develop and implement the ‘Writers in Residence’ programme • Facilitate and nurture creative projects, short films, feature films, web content, music videos etc. • Provide advice in relation to funding opportunities 	<ul style="list-style-type: none"> • Facilitate 4 writers in residence programs in 2018/19 • Attend SWANZ (Screen Writers) Awards
<p>Attract and nurture new talent, crew and industry businesses</p>	<ul style="list-style-type: none"> • SIT internship programme • Chair the SIT VASA (Visual and Screen Arts) Advisory Board • Respond to inquiries regarding work opportunities • Host networking opportunities via introductions, industry nights and events 	<ul style="list-style-type: none"> • Facilitate placement of 6 interns into the industry • Host 2 industry nights per year

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 continued support for the film industry
- Advocate and lobby and make submissions for increased and timely access to locations
- Facilitate (fast track) individual productions as needed
- Issue management

Deliverable	Planned Actions	KPIs for 2018/19
Maintain relationships with guardians and identify issues that may be a hindrance to the industry	<ul style="list-style-type: none"> • Build relationships and regularly meet with guardians such as territorial authorities, regional councils, DoC, LINZ, Iwi and others as required • Ongoing advocacy • Include key politicians in regular updates 	<ul style="list-style-type: none"> • Meet with individual organizations regularly • Host 3 inclusive round table meetings per year
Provide input/lobby during development of management plans and strategies	<ul style="list-style-type: none"> • Track all consultation processes (District Plans, Annual Plans, and Conservation Plans etc.) across the region and central government • Develop a consistent format for the presentation of submissions • Present submissions as appropriate • Stay informed on global best practices 	<ul style="list-style-type: none"> • Create consultation process tracker • Create submission template • Submit to plans strategies as needed
Communicate to the Industry any relevant legislative or management changes to affect process or access	<ul style="list-style-type: none"> • Advise Industry to changes of management plans and strategies that may affect process or inhibit access 	<ul style="list-style-type: none"> • Create log of changes and notification process
Facilitate (help fast track) individual productions as needed	<ul style="list-style-type: none"> • Liaise with production and provide advice. • Broker introductions and provide advice to key stakeholders including guardians, politicians, community groups and individuals 	<ul style="list-style-type: none"> • Create satisfaction survey
Issue management	<ul style="list-style-type: none"> • Address issues raised by productions, guardians, community or other stakeholders 	<ul style="list-style-type: none"> • Create a log of issues and outcomes