



**Film Otago Southland Annual Report
1 July 2018 to 30 June 2019**

Please find 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 (now known as Great South), 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 2019 has been a year of steady progress for Film Otago Southland (FOS).

This has been the third year of operation of the current board. The current trustees have a wide range of complementary skills that have enabled the board to operate very effectively. During the year, Penny Simmonds, Chief Executive of the Southern Institute of Technology (SIT), resigned from the Trust Board and has been replaced by Hamish Small the Head of Faculty – New Media, Arts and Business at SIT. Both Penny and SIT have been strong supporters of FOS for a number of years. We thank Penny for her contribution to the Board. Sam Chapman also resigned during the year due to increasing work commitments. Sam has been instrumental in developing our communications strategy and has also acted as advisor to staff during the development phase of our new website. We also thank Sam for his contribution to the Board.

The increased funding provided by our key funders since 2017 is showing a return on that extra investment. In particular, having two full time staff has greatly improved the day to day operational capability of the film office and has allowed the Executive Manager Kevin Jennings (KJ) to commit more time to focusing on strategic matters.

These have included being an executive member of RFONZ (the Regional Film Offices of New Zealand), previously as Chair. Another successful initiative has been the setting up of the Location Access Round Table, a forum for industry, the guardians of sensitive areas, (such as the Department of Conservation and Land Information New Zealand), local bodies and other interested parties to discuss and communicate issues as they relate to sensitive location areas. Continued access to these areas is a crucial deliverable in regard to what the region can offer to filmmakers.

The new website was launched during the year including a revamped Industry Directory. This directory is improving the level of information that prospective productions can see regarding the capabilities of local industry and make it easier for them to make contact. The production of a show reel highlighting the opportunities and benefits of filming in the region commenced during the year and should be complete within the next two months.

During the year, the Queenstown Film Advisory Committee was formed by members of the Queenstown film industry ably led by Wayne Allen and Jane McCurdy. Staff and some board members of FOS met with representatives of the committee in June. Among the topics discussed was the changing nature of the way that business advertises itself with traditional TV advertising as a medium decreasing. This has resulted in less large and medium TV commercials being shot in the region which is having an impact on some members of the local industry. This change in the industry is worldwide and it presents both challenges and opportunities for both FOS and industry to work through. The meeting was positive, and the board

welcomes this development as it is providing a useful means of improving communication with local industry.

Some additional unbudgeted income plus prudent financial management of costs resulted in the Trust posting a small surplus compared to a budgeted \$12,000 deficit. Trust Funds at year end totaled \$52,655.

Trustees would like to acknowledge the dedication and commitment of its Executive Manager Kevin Jennings (KJ). KJ will complete his final term as Chair of the Association of Film Commissioners International (AFCI) in December 2019. This organisation represents 300 film offices worldwide. This prestigious position has meant that KJ has had many opportunities to extol the virtues of New Zealand and Otago/Southland as an attractive film location to a wide audience. We would also like to acknowledge the significant contribution of the Film Office Co-ordinator, Kahli Scott, who has completed her first full year in the role. Kahli brings a wide range of skills to the position particularly in the social media space. Her work in this area plus the work she has done in developing the quarterly newsletter has significantly improved communication of film activities and issues.

A recent highlight was FOS winning the Location Managers Guild International “Outstanding Film Commission Award” at their recent annual awards ceremony. This award represents just recognition for the work started by the previous Board Chair, the late Dave Comer, continued by Kevin Jennings. This work enables access to sensitive land managed by the Department of Conservation, Land Information NZ and others, that might otherwise not be granted, within the region and right across New Zealand. This award represents a significant “feather in the cap” for the organisation.

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

11 October 2019

3. EXECUTIVE MANAGER'S REPORT

Providing access to locations remains a key underpinning activity of the office. Without access, we do not have an industry. The increase of both residents and visitors to our region creates more demand for locations from all user groups; it is crucial that we strive to maintain or increase access opportunities to future-proof our industry. In the last year, we hosted three Location Access Round Tables, with an increasing number of attendees from: the local screen industry (locations managers, production managers, producers, drone operators, safety officers, vendors), guardians (DOC, LINZ, Aukaha, Environment Southland), councils (QLDC, ICC, DCC, WDC), property managers (APL and Colliers), the NZFC, tourism agencies, the Civil Aviation Authority and Queenstown Airport Corporation. These are continuing to prove to be an effective tool in enabling understanding of each other's remits and processes.

I met with Senior DOC Planners in Wellington and attended a LINZ Pastoral workshop in Christchurch. The film office submitted on behalf of Film Otago Southland and RFONZ to the Draft National Park Management Plans for Westland and Aoraki/Mount Cook National Parks, as well as the LINZ Consultation on enduring stewardship of Crown pastoral land.

We officially launched our new website in August to very positive feedback. An increased focus was placed on growing our social media audience and engagement, which has been enhanced by the creation of a social media schedule. We had decent uptake on our paid Premium and Ancillary Listings in the new Industry Directory, which is serving as a means of revenue generated from the industry. We have also contracted a local production company to produce a film office showreel, for completion at the end of this calendar year. A detailed social media and website report are included in Section 5.

Kahli has now been in the role of Film Office Coordinator for a full financial year and has settled into the role extremely well. She has quickly gained in-depth knowledge of the NZ screen industry by building strong relationships. Other notable achievements are the implementation of our communications strategy and work in developing our image library.

Engagement with the office continues to be strong. We responded to 377 separate enquiries this year.

We had a number of significant feature film projects shoot in the region. Of particular note is Disney's MULAN (filmed in Waitaki and Central Otago), Netflix's series LETTER FOR THE KING (filmed in Queenstown-Lakes), Blumhouse's BLACK CHRISTMAS (filmed primarily in Dunedin, as well as Central Otago and Waitaki), and a Chinese feature production (filmed in Central Otago). We continue our effort to work with the NZFC to service a high number of international production enquiries.

Several significant productions that previously filmed in the region were released this year, namely MISSION: IMPOSSIBLE – FALLOUT, STRAY and THE CHILLS documentary. All garnered greatly positive reviews and media coverage, which we harnessed in our communications and marketing. We also contributed to articles about filming in the region for feature in the HOLLYWOOD REPORTER, KFTV.COM and NZ TECHO magazine.

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 the SETNZ famil trip with eight senior production executives. 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. Our annual RFONZ conference was held in Dunedin in June and was attended by the NZFC and MBIE, in addition to regional film office members from around the country.

I maintained my position on 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). Meetings coincided with attendance at the AFCI Cineposium conference and the AFCI Week of events in Los Angeles, providing an invaluable opportunity for industry training, networking with production executives, and gaining international industry insights.

We maintained regional engagement by way of regional trips to Oamaru, Dunedin and Invercargill to meet with council, industry, economic development personnel and other industry stakeholders. We also hosted our annual Christmas Get Together, a Film Industry Networking Night, and helped to facilitate a Directors Workshop with the DEGNZ (Directors and Editors Guild of New Zealand) in Queenstown, continuing to foster opportunities for industry networking and training in the region.

We recognize the changing face of the screen industry. As such, we continued to meet with a number of local content creators and hosted Content Creators Round Table events in Waitaki and Invercargill to gauge current activity in this new media world. We also 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.

I was invited to join the 2030 Screen Sector Strategy NZ Facilitation Group. This is a great opportunity to help create a healthy long-term future for the industry.

We provided development support and worked towards attracting new creative projects to the region. Our expanded Writers in Residence programme saw us host a record number of five different writers/writing teams in Arrowtown, Queenstown, Invercargill, Waitaki and the Southland region. We continue to work with various creatives, producers, talent and crew to attract businesses and productions to the region.

We met regularly with QLDC Economic Development Manager Peter Harris and are actively collaborating with Study Queenstown, Start-Up Queenstown Lakes and QLDC Events on an aligned approach to economic development in the region.

During the year, we moved office location to the QLDC Shotover Street offices. We continue to be appreciative to QLDC for their support with our office space and facilities.

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

We are in a period of unprecedented change in how people view and access entertainment, which creates uncertainty in the traditional models.

The Screen Production Industry is an economic driver within Otago and Southland. There is an established industry and infrastructure in the region, predominantly in Queenstown and Dunedin. Figures released through Statistics New Zealand's annual Screen Industry Survey in 2018 show that revenue generated by production in the Otago Southland region was \$48 Million - an increase of 37% over the previous year. This needs to be taken in context as the television commercial (TVC) market was very soft, and some local industry have noted that workwise, this has been an extremely slow year for those who focus on the traditional TVC market.

There has been a long history of TVC production in the region. These tend to be large budget productions at the top end of the scale. This work historically provided the core of employment for a large part of the Queenstown industry; however, the market has changed with fewer of the large budget TVCs being shot here. There is also a trend for some TVCs to be smaller in scale with less lead-time.

There is also a long history of feature films shooting in the region that we expect to continue.

We expect to see an increase in the demand for content given the rise of online distribution channels (streamers) such as Netflix, Hulu, Disney+, etc. While this should create an increase in content, it is the rise of these platforms that is disrupting the traditional TVC market, as many of these channels do not currently have advertisements. There is speculation that AVOD (ad-supported video on demand services) may become a successful player in the new market. This would likely provide an increase in demand for TVCs, should the model prove to be successful.

Trends show that online/social media content is becoming more relevant; this is evolving 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. There are a number of local businesses who create online/social media content, and they have indicated an increase in activity in the past year.

We are looking to help foster talent and offer opportunities to develop skills and expertise suitable for the changing 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 254 productions compared to 259 in the previous year, a slight decrease of 2%

There were 764 shoot days as compared to 632 in the previous year, an increase of 21%

Types of productions broken down as follows:

Online/Social Media	49	Promo	17
TVC	41	Corporate Video	15
TV Content	36	TV Series	7
Photo Shoot/Stills	35	Music Video	7
Documentary	20	Short Film	5
Student Film	18	Feature Film	4

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

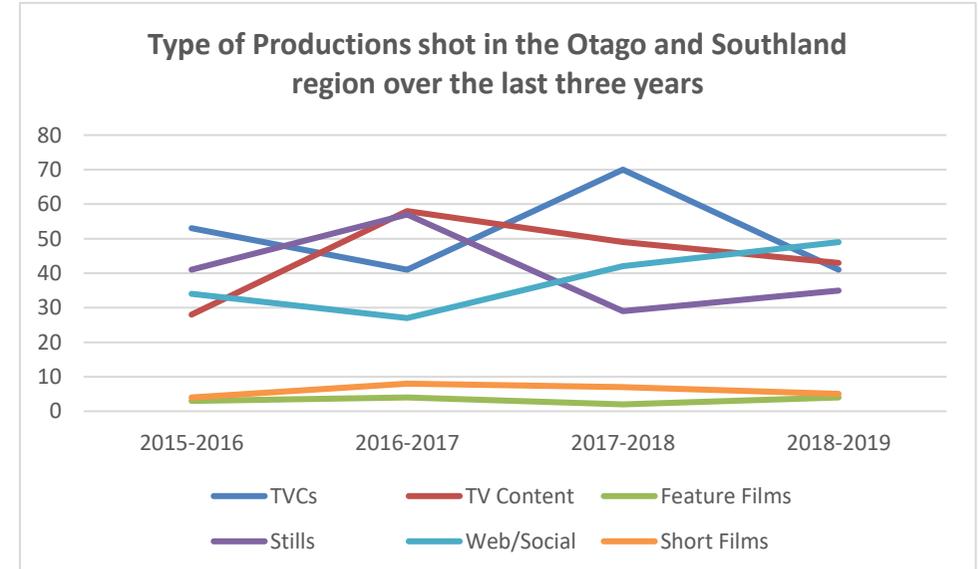
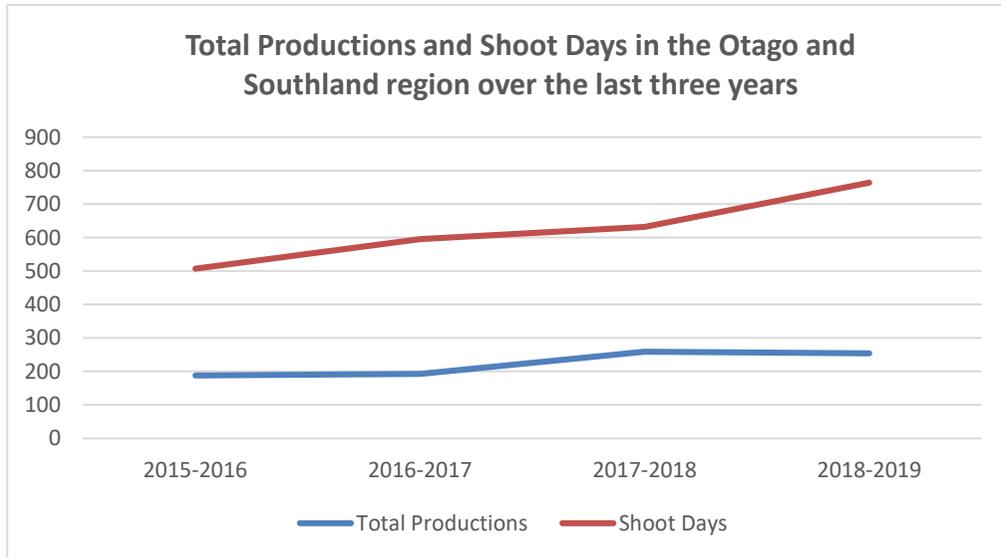
Queenstown Lakes	130	Central Otago	15
Southland	79	Waitaki	11
Dunedin	41		

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

Global/Multiple	58	New Zealand	108
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Australia	12
USA	9
China	6
UK	6
Japan	3
Korea	3
Germany	3
Spain	2

Brazil	2
France	1
Hong Kong	1
Indonesia	1
Philippines	1
Taiwan	1
Undefined	33



Kevin Jennings
Executive Manager
15 August 2019

4. REPORT AGAINST SPECIFIC KPI DELIVERABLES IN THE 2018-2019 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
- Developing a professional brand for Film Otago Southland
- Become known as a sustainable production destination

Deliverable	Planned Actions	KPIs for 2018/19	Result
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% 	<p>Partially Achieved</p> <p>Achieved: website launched, new ‘Quick Production Guide’ brochure produced, new image library software implemented and updated, Instagram account grown by over 100% ,</p> <p>In progress: showreel in production, due for completion end of calendar year</p>

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 	Achieved
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 	Achieved
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 	Achieved
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 	In progress: working with QLDC Waste Minimisation to update local resources and working with RFONZ on a coordinated approach to updating national sustainable filming resources

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	Result
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 	Achieved
Respond to enquiries	<ul style="list-style-type: none"> • Respond to enquiries and track type and quantity 	<ul style="list-style-type: none"> • Respond to enquiries within one working day 	Achieved
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 	Achieved

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 	Achieved
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 	N/A
Provide avenues for the development and support of creative endeavors to attract new creative projects to the region	<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 	Achieved
Attract and nurture new talent, crew and industry businesses	<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 	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 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	Result
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 	Achieved
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 	Achieved
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 	Achieved

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 	Deferred
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 	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

Website Industry Directory Listings for the year 2018-2019

	Total
All listings	236
New Listings	56
Premium listings	22
Ancillary business	5
Total Revenue (\$)	\$4,700

Website Google Analytics for the year 2018-2019

Total Users	New Users	Page Views	Unique Page Views
4,647	4,612	26,326	17,831
Top pages: 1. Home (4,342 views) 2. Industry Directory (3,291 views) 3. Location Directory (1,219 views) 4. About Us (948 views) 5. Location Access (584 views)			

Social Media Insights for the year 2018-2019

Platform	# Posts	Followers/Page Likes	Impressions (I) or Reach (R)	Engagement	Comments
Facebook	173	838	35,669 (R)	5,175	Increased page likes by 15% YOY
Twitter	160	284	60,025 (I)	4,333	Increased followers by 23% YOY
Instagram	141	695	61,536 (I)	8,205	Increased followers by 112% YOY
Linkedin	56	51	3,998 (I)	181	This is a new 'Company' LinkedIn page established this year, so no previous year stats to compare against

Quarterly Newsletter Insights for the year 2018-2019:

	# Newsletters	Subscribers	Opens	Clicks	Engagement
Newsletter	4	661	1,151	309	Subscribers increased by 13% YOY, open rate 44% (higher than industry average of 19.6%), and click rate 14% (higher than industry average of 3%)

- Launched website at the end of August to a positive response from various stakeholders
- Kahli has developed a social media schedule that maps out social media plans according to platforms, messages and regions to ensure balanced delivery, as well as a monthly social media report
- Kahli has also created a 2019 calendar of relevant industry events, festival deadlines etc. to make it easier to populate social media and keep track of industry happenings
- All social media analytics show increasing follower count and impressions/reach – Instagram the strongest, with highest number of impressions and engagement
- Requests from industry to share/promote work on social media channels is steadily increasing
- Kahli attended a Social Media Workshop in Queenstown hosted by Altitude Media
- AFCI Cineposium takeaway – learnt about how the Ottawa Film Commission and Okanagan Valley Film Office built their locations directory, and will be utilising these approaches when building ours
- Kahli met with Jacqui Wood from the NZFC while she was in town for the Round Table to show her our new and improved image library, to ensure alignment with national production enquiries process
- Contracted local scout/photographer to take photos for our image library
- Have settled on Lightroom Classic software for our image library needs and Kahli is developing an organisational and keyword tagging system
- KJ and Kahli worked with Annie Weston and Nic MacAllan on an article for the NZ Techo magazine promoting the region, crew and equipment – was published in the magazine’s Summer edition
- Worked with and was interviewed by Jozsef Fityus from the production company Film Construction for THE PLACE PROJECT
- Featured in Queenstown Life blog in a new ‘Locals’ section - [link here](#)
- Designed and printed first iteration of our ‘Quick Production Guide’ brochure for KJ to take to AFCI Week
- Sent out our Showreel Expression of Interest email – this went out nation-wide to all of our local industry as well as to the NZAPG and SPADA list– we received 21 expressions of interest, arranged 12 meetings with interested companies, and received 10 final proposals

- Storyworks were selected as the chosen company for the showreel project due to their proposal's strong alignment with the creative brief – estimated delivery date is Dec 2019

Attract and host high quality reces and decision makers

- Hosted a senior NZ location scout for confidential recce
- Hosted Bingwen Feng (Digipost) for a recce to Glenorchy
- Hosted Patrick Brzeski, the *Hollywood Reporter's* Asia correspondent, in Queenstown as a part of an NZ film editorial feature
- Hosted production team for production SWEET TOOTH
- Worked with Screen Auckland to coordinate a recce for a confidential project
- KJ hosted a line producer in Queenstown regarding a confidential project
- Hosted Steph Whonsetler – Physical Production for Original Independent Film at Netflix – KJ for a breakfast meeting, Kahli for a dinner with Annie Weston
- KJ met with Cecilia Warren of MBIE (screen sector) in Wellington
- KJ spoke with Imagination TV regarding a US reality TV show that will shoot in July/August
- KJ helped to organise and host SETNZ famil trip - this included eight senior industry decision makers, and resulted in us pitching for a NZ\$28 million feature film as well as ongoing opportunities
- Hosted a confidential project team for a one day recce
- Worked with a production from India regarding a recce that didn't eventuate

Build strong relationships with domestic and international industry

- Participated in 10 monthly RFONZ conference calls, RFONZ meetings in Auckland and Wellington, hosted RFONZ members in Queenstown, and attended the annual RFONZ conference in Dunedin
- Participated in 10 monthly NZFC-RFONZ conference calls to discuss the National Enquiries register, and met with Jacqui Wood of the NZFC in Wellington to audit shared image library
- Participated in 6 6-weekly NZFC-RFONZ 'General Updates' conference calls
- Met with Screen Wellington and Park Road Post while in Wellington
- KJ met with a delegation from Hangzhou, Queenstown's sister city, along with Destination Queenstown, QT Chamber of Commerce and Study Queenstown
- KJ and Kahli Attended AFCI Cineposium and B2B (Business to Business) Day at Netflix Headquarters in Los Angeles
- Made a trip to Waitaki to meet with local council, businesses (Whitestone Trust) and industry

- Attended Big Screen Symposium in Auckland 27-28 October
- Kahli met with Tim Pierce of Two Bearded Men to discuss new projects
- Met with Shotover Media to discuss projects
- Kahli met with Philippa O'Brien, local costume/wardrobe crew, to discuss projects
- Hosted our Christmas Get Together at the Queenstown Bowling Club
- KJ travelled to Wellington for MOU review meeting with NZFC and RFONZ
- KJ met with David Wilks of Weta Group
- Kahli hosted ten local women from various film-related businesses and agencies at the Jackie van Beek Women in Business Lunch (Jackie is a former Writers in Residence Alumni)
- Met with Bree Loverich (Christchurch film office) when she was in Queenstown
- Hosted a Film Industry Networking Night in Queenstown with approx. 50-60 attendees
- Visited to Dunedin to attend THE CHILLS premiere and meet with Antony Deaker from Film Dunedin - also visited Petridish and Perry St complex, and met with local filmmakers Stefan Roesch and Pennie Hunt
- Kahli visited the SWEET TOOTH set in Queenstown
- Alongside RFONZ, met with the NZFC and MBIE at the annual RFONZ forum in Dunedin
- KJ met with the Maltese Film Commissioner on a visit to Queenstown
- Visited the sets and met with crew of BLACK CHRISTMAS in Dunedin and a confidential feature film for the Chinese market in Clyde

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

- KJ participated in 4 AFCI Board conference calls and 3 Board Meetings as part of ongoing Chairman's duties
- KJ was interviewed by 'The Life' magazine about 'Southland on Screen'
- Contributed to article on filming Mission: Impossible – Fallout in the region for KFTV.com, a location filming publication
- Kahli joined the NZFC in hosting 16 international media in Queenstown as a part of their Mulan set visit and piece on the NZ industry
- Participated in the RFONZ Networking Lounge at Big Screen Symposium
- Kahli attended a Waitaki District Council event with Barrie Osborne and Jared Connon in Oamaru – it was a positive Round Table-style discussion that gave councillors and local filmmakers a chance to de-brief with Barrie and Jared about their experiences on MULAN
- Reached out to NZ High Commissioner of Canada following his recent visit to Invercargill – are now in contact with the Canadian High Commission regarding potential Canadian collaboration in regional film festivals

- KJ attended AFCI Week in LA - this included a Physical Production Power Brunch; Business to Business industry day with representation from YouTube Originals, Facebook Watch, Tencent Pictures, Di Bonaventura Pictures, Arclight Films, Entertainment Partners, and Amblin Entertainment; Locations Expo and Education Day where we displayed our new piece of collateral
- While in LA KJ met with James Lin (Universal), Jillian Longnecker (Annapurna) and Ashley Rice (Legendary Television) who had taken part in the SETNZ Famil in March
- While in LA in his role as Chairman - KJ attended an AFCI Advisory Board meeting. The advisory board is comprised of the following:

2019 AFCI Advisory Board

Rajiv Dalal	Netflix	Head of Global Production & Investment Policy
Carol Dunn Trussell	Apple	Head of Production Worldwide
Jay Roewe	HBO	SVP Production
Jennifer Russakoff	Facebook	Head of Production
Mary Ann Hughes	Disney	VP Production & Investment Planning, Disney
Michael Walbrecht	Warner Brothers	VP Public Affairs
Mylan Stepanovich	New Regency	SVP Physical Production
Veronica Sullivan	NBC Universal	VP Government Affairs
Keith Murphy	Viacom	SVP Government Relations - Regulatory Counsel
Keith Weaver	Sony Pictures	EVP of Worldwide Government Affairs
Michael O'Leary	21 st Century Fox	SVP of Global Public Affairs & Policy
Bruce Hendricks	Dick Cook Studios	Head of Production
Kimberly Rach	YouTube	Head of International and Scripted Production

Joe Chianese	Entertainment Partners (EP)	EVP Incentives
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Build reputation as a sustainable film destination

- AFCI Cineposium takeaway - Engaged with Creative BC (Canadian film office) to find out more about their 'Reel Green' sustainable filming initiative and what we can adopt from this
- Have begun collaborating with Sophie Mander (QLDC Waste Minimisation) to update the outdated 'Zero Waste Contacts Directory' for the QLDC region – this document will form a template that will then be rolled out to other regions, forming a comprehensive directory for all of Otago and Southland
- Added Sustainable Filming as agenda item to April Location Access Round Table - Sophie Mander presented on QLDC's Waste Minimisation initiatives, and input was received from the local film industry about what green filming resources would be useful – this feedback will be taken on board when producing green filming resources
- Kahli met with Ana Davidson to discuss the 'Outlook for Someday' sustainable filmmaking project for youth and is helping to promote it via social media

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

- Contributed to RFONZ collaborative data set
- Began research into approaches that other film offices take to gathering data, such as giving productions the opportunity to register their production online with the film office via the website in exchange for promotion
- Prepared and delivered Quarterly and Monthly reports

- Tracked **254** productions in the 2018 – 2019 year

Production types are broken down as follows:

Online/Social Media	49	Promo	17
TVC	41	Corporate Video	15
TV Content	36	TV Series	7
Photo Shoot/Stills	35	Music Video	7
Documentary	20	Short Film	5
Student Film	18	Feature Film	4

Respond to Enquiries

- The office received **377** enquiries in the 2018 – 2019 year via email, phone, website form, and social media channels.

Enquiry types are broken down as follows:

Productions looking for permit/consents/location info	102	Location owners requesting to list their locations	9
Request to promote or share info/projects on our channels	34	Internship or work experience enquiry	7
Miscellaneous request for information	29	Plans/submission/letters of support enquiry	6
Website listing enquiry (general, not sign-up)	28	Newsletter subscriptions (not via subscription form)	5
Event or meeting hosting enquiry	26	Drone enquiry	5
Permitting agency looking for advice or information	21	Speaking opportunity	4
Crew looking for work	21	Issues/complaints	4
Productions looking for crew	17	Newsletter questions/requests for more info	3
International production enquiry	14	Recce enquiry	3
Media enquiries	12	New/emerging filmmaker looking for advice	2
Productions looking for funding or introductions	10	Productions looking for facility/studio space	1
Writer in Residence enquiry	9	Productions looking for equipment	1
Writer looking for assistance in developing a project	9		

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

- Met monthly with Peter Harris (QLDC council Economic Development Manager) to discuss film in relation to economic development
- KJ contributed to Otago Daily Times article about MI6 and the benefits to local economy

- Contributed information and stats to an OpEd article in the Lakes Weekly titled 'Invest in a diversified economy', with a focus on the start-up, education and film industries in QLDC

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

- KJ attended MI6 premiere in Auckland
- Collaborated with Limelight Distribution to promote and facilitate premiere of STRAY at Dorothy Brown's in October, which the Mayor and local community members attended
- KJ attended the launch of THE LIFE, a lifestyle magazine for Southland - the current issue features the film industry and KJ was interviewed for this
- KJ attended a Destination Queenstown and Tourism New Zealand workshop on hosting events in Queenstown - there was a focus on the ability to affect policy by way of hosting events
- Kahli assisted Maori Tourism in hosting Tenzing Norgay's family on their New Zealand trip –accompanied Olivia Tenzing Norgay, who has an interest in film, to the WIFE'S ROMANTIC TRAVEL production office and filled her in on the film industry in the region and the film office's role
- KJ attended a meeting in Wellington for the 2030 Screen Industry Facilitation group
- KJ participated in 2 conference calls for the Screen Sector Strategy 2030 Facilitation Group
- KJ attended an Invercargill City Council (ICC) meeting and provided context to the agreement that was in place for ICC to fund costs associated with his role as chairman of the AFCI. This resulted in FOS receiving the funding that had been previously agreed to with the Invercargill City Council.

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

- Kahli produced a detailed report on the AFCI Cineposium sessions she attended, outlining key takeaways about industry trends and learnings
- Shared Big Screen industry insights on social media (Instagram stories, Twitter)
- Maintained subscriptions to various film news reporting feeds and newsletters, and utilised our communication channels to share relevant information

Facilitate development of industry infrastructure as appropriate

- KJ liaised with a number of people on the possible development of infrastructure project(s)
- Visited a warehouse space at Red Oaks Drive in Frankton that the owner wants to offer as a small studio space for productions – suitable for TVCs and photo shoots

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

- Hosted five Writers in Residence: Tanya Wheeler in Arrowtown, Stefan Roesch and Pennie Hunt in Southland, Teresa Bass in Waitaki, Asuka Sylvie in Southland, and Steven Bolia in Invercargill and Queenstown
- Met with Murray Francis while in Auckland to discuss a feature film planning to shoot in Central Otago
- Met with Jane Guy to discuss engagement with creative sectors in the Region
- Dunedin Film launched their Shanghai-Dunedin Screenwriters Exchange, along with NZFC and Writers Guild – FOS helped to promote on social media channels
- KJ and Kahli met with previous and potential Writers in Residence participants while at Big Screen Symposium in Auckland
- Met with Darren Simmonds regarding a TV pilot in development looking to film in Arrowtown
- KJ met with filmmaker Benn Jae to discuss his recent short film HUNTED, as well as potential upcoming projects
- Kahli met with Dudley Benson - Dunedin Boosted mentor - to discuss funding opportunities for filmmakers via Boosted crowd-funding platform
- KJ was interviewed as part of the Queenstown Cultural Master Plan

Attract and nurture new talent, crew and industry businesses

- Met with local 'content creators' to discuss the next generation of filmmaking and content creation and how we can work together
- KJ met with Michael Lim, a Singapore based AR/VR specialist - discussed possible opportunities in Otago and Southland, and also introduced him to Antony Deaker to discuss Dunedin opportunities
- Hosted our first Content Creators Round Table in Waitaki with 15 attendees and Website Presentation Evening Reception with 25 attendees
- Kahli met with Erin Jackson of Content NZ to discuss Content Creators Initiative and collaborative opportunities
- Met with Ruby Harris (aspiring filmmaker) to discuss career opportunities
- Liaised with Netflix Production and Kathryn McCully at SIT to get an intern placement on a large-scale film project
- Visited Invercargill to attend SIT's Think & Create student art and film awards evening where KJ was the guest speaker
- Hosted another Content Creators Round Table event in Invercargill with 30 attendees including local filmmakers, students, animators and marketers
- KJ was interviewed by Iris Shao for her PHD project re: China-NZ productions - she is a former student at SIT
- Kahli met with the Media Studies teacher at Wakatipu High School to discuss collaborative opportunities with FOS and school – including potential internship placements and guest speaking/judging opportunities
- Kahli has connected Environment Southland with SIT in order to match recent SIT film graduates with ES for an upcoming science film project
- KJ chaired 3 SIT Visual Arts, Screen and Fashion Advisory (VASA) industry advisory board meetings in Invercargill
- Helped to source a venue for a Southland video gaming community programme that is looking to come to Queenstown following the Invercargill Content Creators Round Table last year

- Helped to organise and financially supported the DEGNZ Directors workshop in Queenstown (secured venue, promoted event, paid for the cost of room hire)
- Presented to Wakatipu High School Media Studies students about balancing the creative and practical elements of the film industry to help them prepare for upcoming scholarship exam and potential career opportunities in local industry
- Facilitated presentation/talk that Steven Bolia and Benn Jae gave to SIT Screen Arts students

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 three Location Access Round Tables, with representatives from industry, CAA and Airways, QLDC, ICC, WDC, Lake Wanaka Tourism, DOC, LINZ, Environment Southland, Aukaha, Queenstown Airport, APL, Colliers, NZFC, Film Dunedin and Screen Auckland. Topics discussed included: drones, permit fees and processes, sustainable filming, the protocols document, issues and ideas.
- Met with senior DOC Planning Staff in Wellington to work on One Off permit application process
Met with APL and QLDC Permits staff to discuss and create a permitting workflow document between all three parties
- Kahli hosted APL and QLDC Permitting staff at AdEaters Rotary Club event in Queenstown
- Kahli attended a Treaty of Waitangi workshop thanks to QLDC and hopes to implement this knowledge in ongoing partnership with local iwi and related organisations
- Kahli met with Poppy from Colliers - who administer permits on behalf of LINZ – to work on better communicating LINZ protocols in the official Filming Protocols document
- Kahli participated in a site visit to Lake Hayes with QLDC Parks team and APL
- Met with Rhiannon McLean, Mary-Anne Cameron at DOC’s replacement for the Wakatipu office after she retires
- Kahli met with new QLDC Parks Coordinator (who will process film permits) and APL to introduce the world of film permits

Provide input/lobby during development of management plans and strategies

- Kahli has created a spreadsheet to track ongoing submissions and deadlines
- Met with Jan Maxwell and Marie Day at QLDC to discuss streamline the permitting process across film & events
- KJ wrote letter of support for an Invercargill – Auckland flight route for Venture Southland
- KJ submitted to the Southland Regional Coast Plan
- KJ met with Glacier Southern Lakes regarding upcoming DOC national park reviews
- KJ submitted to the Mount Cook and Westland Draft NPMPs
- KJ travelled to Christchurch to meet with LINZ regarding the Consultation on Enduring Stewardship of Crown Pastoral Land, while there he met with Eugenie Sage Minister for DOC and LINZ.
- Submitted to the Reform of Vocational Education regarding SIT and Otago Polytechnic
- Provided letter of support to Oamaru Whitestone Civic Trust for application to Provincial Growth Fund
- Submitted to the LINZ consultation of Enduring Stewardship of Pastoral Land

- KJ spoke with Kyle Grant from DOC Revenue team regarding upcoming review of fee structure

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

- Continued to refine and update the 'Guidelines and Protocols to Filming in the Southern Regions' document and uploaded current version to website. This and the Location Access web page aim to serve as a comprehensive and up-to-date resource to protocols and processes.
- Utilised newsletter and social media channels to inform industry of relevant submissions and plans up for review.

Facilitate (help fast track) individual productions as needed

- Helped with a permitting issue regarding a TVC featuring a hot air balloon taking off on council-land that was 'boggy' – KJ resolved issue by liaising with hot air balloon company, production company and council
- Facilitated meeting with APL, DQ and QLDC Events for a broadcaster wanting to broadcast New Year celebrations from Earnslaw Park
- Kahli helped to fast-track a permit for a TVC production that needed a permit by Monday morning and hadn't received one by Friday afternoon as QLDC staff had been in an all-staff meeting
- Worked with DQ, NZFC and other RFOs to help coordinate two reality programmes with complex logistics
- Hosted an emergency meeting between council, APL and production in order to settle on permit conditions that would satisfy all parties - this presented a very large amount of work and the production went well
- Helped to facilitate a film permit for Big Pictures/Lloyds under a last minute deadline
- Helped facilitate a last minute permit for a music video produced by Two Bearded Men
- Helped facilitate a permit for a mountain biking production that required a traffic management plan and permission from the Queenstown Mountain Biking Club
- KJ provided location advice and contacts regarding SWEET TOOTH production
- Helped with several permit enquiries related to a US reality TV show filming in Queenstown over the winter

Issue management

- An issue was raised about a shoot in Queenstown town centre that utilized a light and easy-ups that weren't on the permit – council staff walked past and noticed and reported to APL. KJ organized a meeting to discuss potential solutions to last-minute productions changes that don't make it onto the original permit.

- An issue was raised regarding the LINZ fee structure (being charged for weather cover dates even when the filming site wasn't being occupied) – this was discussed with all affected parties at the Location Access Round Table meeting on December 19th
- Met with a location manager to discuss an unpermitted rehearsal in Frankton Arm for a TVC - KJ followed this up by contacting the producer
- Liaised with parties to resolve an issue raised regarding a drone flying over Paradise Trust
- Two productions were cancelled following the Christchurch events
- [Article](#) in ODT implied there was community discontent with Clyde film shoot, but most quotes in article were positive. Locations scout has reached out to meet and discuss.
- Engaged with some members of the local industry helmed by Wayne Allan and Jane McCurdy, regarding a request to provide answers to some questions that had been raised.

Health and Safety

- KJ completed his First Aid re-certification course
- Kahli completed her First Aid certification course
- Received H&S induction for new Shotover Street offices
- Receive safety briefings when visiting sets

6. SUMMARY YEAR END FINANCIAL STATEMENTS YE 30 JUNE 2019

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

Film Otago Southland Trust

Statement of Financial Position

2019

2018

Trust Funds

Trust Capital	\$73,612	\$73,612
Accumulated Losses	-\$20,957	-\$23,831
Total Trust Funds	\$52,655	\$49,781

Represented By:

Non-Current Assets

Office Equipment	\$543	\$0
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Current Assets

Bank Operating & Deposit Accounts	\$82,820	\$74,733
Trade & Other Receivables	\$115	\$0
GST Receivable	\$0	\$4,388
Total Current Assets	\$82,935	\$79,121

Total Assets

\$83,478	\$79,121
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Current Liabilities

Westpac Mastercard	\$112	\$5,289
Accounts Payable	\$4,600	\$1,258
Employee Entitlements	\$24,576	\$22,793
GST Payable	\$1,535	\$0
Total Liabilities	\$30,823	\$29,340

Net Assets

\$52,655	\$49,781
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Film Otago Southland Trust

Statement of Financial Performance

2019 Actual

2019 Budget

2018 Actual

Revenue

Queenstown Lakes District Council	\$170,800	\$170,800	\$170,800
Dunedin City Council	\$15,000	\$10,000	\$10,000
Venture Southland	\$20,000	\$20,000	\$20,000
Southland Institute of Technology	\$20,000	\$20,000	\$20,000
Central Otago District Council	\$9,000	\$9,000	\$9,000
Waitaki District Council	\$9,000	\$9,000	\$9,000
Invercargill City Council Scholarship Fund	\$18,000	\$18,000	\$18,000
New Initiatives	\$5,000	\$0	\$5,518
AFCI Board Member Fees/Other Income	\$2,159	\$1,750	\$0
Website Listings	\$4,800	\$5,000	\$0
Interest Received	\$148	\$0	\$197

Total Revenue

\$273,907	\$263,550	\$262,515
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Less Expenses

Recce's, Hosting & Other Marketing Costs	\$29,309	\$41,000	\$34,288
Website Development	\$680	\$0	\$24,360
Events and Industry Forums	\$40,531	\$35,000	\$38,089
Staff and Other Overhead Costs	\$200,513	\$199,825	\$193,931

Total Expenses

\$271,033	\$275,825	\$290,668
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Operating Surplus/-Deficit

\$2,874	-\$12,275	-\$28,153
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Trust Funds at Beginning of Year

\$49,781	\$49,781	\$77,934
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Trust Funds at End of Year

\$52,655	\$37,506	\$49,781
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