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To: haveyoursay
Cc: erin@waikatoscreen.nz
Subject: LTP submission Waikato Screen
Date: Thursday, May 20, 2021 9:26:34 AM
Attachments: [LTP Waitomo Submission Waikato Screen.pdf](#)

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Hi!

Hope this email finds you well.

Please find attached our LTP submission from Waikato Screen.
We would also like to speak, if possible on Thursday morning around 10am.

Looking forward to your reply,

Kind Regards,
Madelien Scholten



Regional Film Office Proposal

The Opportunity

Waikato and its districts are missing out on multi-million dollar spend by the film industry in NZ. Location shooting is worth millions paid in wages and services to local suppliers.

The screen sector spent in our Mighty Waikato is 170 million, whilst the spend in New Zealand is 3.5 Billion. We want to triple our multimillion-dollar film economy in our region over the next 10 years.

We want to establish a Regional Film Office (RFO) in Waikato that will attract screen opportunities, grow jobs and businesses, retain our highly skilled crew, and profile our stunning region to the world of film. We want our Mighty Waikato to become known as the heart of NZ Screen productions. This is a burgeoning sector in NZ and post covid international opportunities are spilling over. Auckland and Wellington are overflowing with work.

What is a Regional Film Office?

Regional Film Offices (RFOs) represent New Zealand and their regions to the international film sector.

They play an integral part in getting film into the region. When international productions choose New Zealand, Regional Film Offices (RFO) work together to ensure the best support and location(s) are provided to overseas companies. Without such arrangements we do not benefit from these productions and miss out on valuable industry spend because Waikato is one of the few remaining regions without a RFO.

Broadly speaking, RFO's carry out activities in partnership with other stakeholders to:

- *Attraction*

We market our regional locations to the film world, attract film, TV commercials, music videos, and series, which provide economic benefit for our region.

- *Facilitation*

We ensure productions enjoy a seamless, speedy, and successful interface with the regions agencies: local and central govt, local iwi, local providers and businesses.

Resource consents and permitting is an especially important aspect within the facilitation category since local districts often have unique and different permitting processes.

- *Advocacy*

We advocate for the industry by managing the relationship between the screen sector, government, community, and others impacted or benefited by its activity. We ensure that businesses in our area are used to their full potential (rather than importing workforce from outside areas i.e. Auckland & Wellington, which is the current practice)

- *Environmental impact*

Climate change is the biggest challenge we will all face. We also believe that to keep our region beautiful, we need to look after it. Waikato Screen will actively encourage, educate and supply environmental solutions to those filming in our area. For example, keep waste out of landfill, encourage productions to use 100% recyclable water bottles, have hybrid fleets as well as incentives for employees to own electric vehicles and to carpool.

Waikato Screen will successfully facilitate the relationship between the screen sector, government, community, and others impacted or benefited by its activity. These include Territorial Authorities, government agencies (e.g. DOC, NZTA), Iwi and other landowners.

Waikato Screen engages and liaises with the New Zealand Film Commission (NZFC), a crown entity helping grow and support New Zealand's film industry. They work closely with other RFO's under the umbrella of the Regional Film Office New Zealand association (RFONZ) to ensure our region is successful in attracting and promoting the region to the international film industry.

A region without a RFO does not have a presence at the table and no point of contact within the industry, resulting in productions seeking filming elsewhere.

The regions that are enjoying the benefits of a flourishing film industry include; Venture Taranaki, Film BOP, Film Otago, Dunedin Film, Screen Canterbury and Eastern Screen Alliance, Screen Auckland and Screen Wellington.

Waikato is currently one of the only remaining regions that does not have a RFO.

Introduction to Waikato Screen

Waikato Screen is currently recognized as the Regional Film Office for the Waikato by RFONZ (Regional Film Office NZ), the NZ Film Commission and the Film Industry itself. Waikato Screen is a contributing member to the RFONZ monthly Zoom meetings, MOU's with the NZFC and RFONZ annual forums. Waikato Screen is also the region's point of contact for the NZ Film Commission. Waikato Screen receives approximately two

enquiries a month via NZFC and the industry from producers or location scouts looking to shoot TVC's, music videos, TV series and feature films.

Until Waikato Screen is fully funded it can only generate a small amount of traction.

Waikato Screen Advisory board established in 2018 consists of: Amanda Hema (Te Waka), Kiri Goulter (Te Waka), Jeremy Mayall (Creative Waikato), Jason Dawson (Tourism Waikato), Rebecca Evans (Tourism Waikato), Vanessa Williams (Hamilton Central Business Association)

Hamilton & Waikato Tourism have signed a letter of intend to become the governance structure for Waikato Screen. Waikato Screen has applied for funding from Waikato Regional Council and have engaged Harkness Henry to establish a legal framework and MoU to manage future relationships. In the interim Waikato Screen is operating under the auspices of Hamilton Waikato Tourism as described in the attached letter from HWT.

Paige Larianova (a local film maker) has been operating the Regional Film Office for Waikato out of her own pocket since 2018. Larianova works in the film industry and has over the many years of her career generated extensive knowledge and contacts. In 2018, Larianova saw how much the Waikato Region was missing out and set up Waikato Screen on a voluntary basis and as a temporary solution, with the view to become a funded film office, so the Waikato would not continue to miss out on film opportunities.

In 2020, Madelien Scholten and Erin Griffiths joined Larianova on a voluntary part-time basis, also with the aim to establish funding for Waikato Screen. Madelien has worked in London and Amsterdam as an Art Director in Advertising and has knowledge and contacts within the international industry. Erin Griffiths has a background in sales, marketing and client consultation and has extensive knowledge of the Mighty Waikato.

RFO's are required to be fully independent regional groups and are not permitted to on-charge services to industry participants.

Waikato Screen Outcomes

- Creative Talent Development Program to place paid interns on set.
- Collating database of local crew for inbound productions.
- Industry networking events & social media site feeding news to the industry.
- Film Industry Survey to capture wants and needs of industry.
- Provide recces (visit potential locations) with international location managers & scouts and producers for potential Waikato based films.

Our plan

To secure funding to establish Waikato Screen as Waikato's Regional Film Office and enable the narrative that Waikato is the heart of screen productions in NZ.

Waikato Screen would work with our partners (listed previously), to not only show them the most stunning and varied locations in the country, but to grow our economy, our profile, create jobs and opportunities for our people and to tell our stories with film as the narrative.

Waikato Screen Management

The Regional Film Office would be overseen by Larianova with a set number of hours per week with overall governance by Hamilton Waikato Tourism. We are tapping into the strengths and resources of Scholten and Griffiths to create a set of film-oriented marketing collaterals, a new website, and locations reel/crew database allowing us to compete on the world stage and show Waikato Screen is 'open for business'.

Respectful request of Waitomo Council

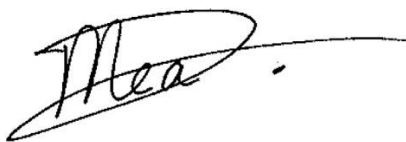
That council acknowledge the partners who have established Waikato Screen, to be the Regional Film Office for Waikato.

That council support and endorse the ongoing operation of Waikato Screen, to be the Regional Film Office for Waikato.

That the relationship between Waikato Screen and council is managed by one point of contact from the council.

That Council financially support the future work of Waikato Screen with \$3,084 pa for the next three years.

Signed on behalf of Screen Waikato by



Madelien Scholten



Erin Griffiths

Recent Productions in the Waikato Region

Wider Waikato

Disney+ production, currently shooting 2021
20th Century Fox production, currently shooting 2021

South Waikato

Pete's Dragon, (Tokoroa), 2016
Yogi Bear (South Waikato) 2009

Coromandel

Falling In Love, Netflix (Coromandel) 2019
Hunt for the Wilder people (Coromandel) , 2016
The Chronicles of Narnia (Coromandel) 2004
TV: Macklemore 'Can't hold us' song video (Cathedral Cove) 2013
TV: Tiki Taane 'Summer Time' song video (Coromandel)
TV: The Black Seeds 'So True' song video (Coromandel) 2004

Raglan

TV: Mitch James 'Old News' song video (Raglan) 2018

Hamilton

Daffodils (Hamilton) 2018

North Waikato

Crouching Tiger, Hidden Dragon (North Waikato) c.1999

Taupo

Without a Paddle (Waikato River, Huka Falls, and Taupo) 2004

Matamata / Waitomo

TV Commercial Budweiser Super Bowl commercial (Piopio, Waitomo) 2017
The Lord of the Rings (Matamata, Waitomo, Waikato districts) 1999
The Hobbit (Matamata, Waitomo, Waikato districts) 2010