

## 2. FILM INDUSTRY REPORT

<b>Officer responsible</b> Director of Policy	<b>Authors</b> Jonathan Fletcher, DDI 941-8548 & John de Zwart
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The purpose of this report is to seek approval for the Council to sign a partnership agreement with Film New Zealand which will give Christchurch a 'film-friendly' designation and help to promote Christchurch as a film location.

### BACKGROUND

In response to the rapidly-growing New Zealand filming industry, Local Government New Zealand has produced a document titled 'NZ Local Government Filming Protocol: A Guide to Location Film Activities and Regulatory Best Practice for Local Government'.

The intention of the document is to provide regulatory best practice for local government to adopt. Turnover in the filming industry has grown to an estimated \$1.2 billion in 2001 from \$570 million in 1994. In the year ended 31 March 2002, total production budgets for Christchurch made up only two per cent of the national total, so there is enormous potential to grow the Canterbury and Christchurch share of what is anticipated to be a growing industry in New Zealand.

### CHRISTCHURCH CITY COUNCIL'S RELATIONSHIP WITH THE FILMING INDUSTRY

The Council has, for several years, worked closely alongside the filming industry to make its requirements as clear and as easy as possible to meet. This has included a two year relationship with Film South, who refer film-makers to the Council when they want to close a road, need regulatory consents, film in a park or use other public facilities. In the last year, the Council has been involved in 30 screen industry projects. Forty-seven per cent of these were from offshore production companies or foreign focused productions.

### MAKING CHRISTCHURCH A FILM-FRIENDLY CITY

A project is underway to further increase the Council's film-friendliness, by adapting the LGNZ best practice guide to Christchurch circumstances. Its aim is to ensure that "Christchurch city has film-friendly protocols that: encourage the screen industry to use Christchurch as a film location; promote the use of local resources and expertise; and balance the needs of the film industry with those of the wider community". The project has already identified a number of issues and practices that could be refined in the Council's efforts to be more film-friendly.

A promotional kit and filming application form is being developed which will ensure that as far as is practically possible people looking to film in Christchurch will be clearly informed of the opportunities, requirements and timelines.

The Council is now in a position to apply to Film New Zealand for a 'film-friendly' designation. To achieve this status, the Council needs to sign a partnership agreement with Film New Zealand. Once accredited the Council would be promoted by Film New Zealand as 'film-friendly'. This accreditation and promotion will help to raise the profile of Christchurch as a venue for filming, particularly amongst overseas film-makers and location scouts. The agreement has been reviewed by Film South which recommend that the Council sign now. A copy of the agreement is attached.

**Recommendation:** That the attached partnership agreement be entered into and the Mayor be authorised to sign the agreement on the Council's behalf.