

SCREEN NEW ZEALAND: CEO MEMORANDUM OF UNDERSTANDING

Purpose

This memorandum sets out a programme of "collective impact" initiatives that will be scoped or implemented during 2014/15 by the New Zealand Film Commission (NZFC), the Broadcasting Commission (NZ On Air) and Film New Zealand (FNZ).

Background

The chairs of the NZFC, FNZ and NZ On Air have agreed that their respective agencies will work together in the interests of the screen sector under the umbrella of a virtual agency called Screen New Zealand (SNZ).

In particular, they have decided:

1. To work with the industry to develop a shared understanding of, and commitment to, the challenges set by the Government.
2. To encourage their agencies to share relevant information, where appropriate, and cooperate through joint initiatives.
3. To request their CE's to develop a memorandum of understanding (MoU) with a programme of collective impact initiatives that will be scoped or implemented during 2014/15.
4. To meet in April 2014 to approve the MoU, and every six months thereafter to review its progress.
5. To meet with responsible Ministers once or twice a year to keep them informed about the results being achieved.
6. Subject to progress and ministerial expectations, to repeat this process in 2015/16 and subsequent years.

Areas of joint interest and first initiatives

1. Joint marketing: undertaking joint strategy, promotions and marketing activities in markets and areas of common interest

Initiative 2104: To undertake joint marketing initiatives around the new incentives during the 2014 Cannes Film Festival (NZFC/FNZ, May 2014).

2. Joint research: To develop a joint research agenda for the medium term (next three years) that provides a better evidence base for initiatives that help grow the screen sector

Initiative 2014: Establish ongoing research project into domestic film and television consumption relevant to screen funding agency activities (NZFC/NZOA November 2014).

3. To work with NZ Government including agencies and across sectors where appropriate

Initiative 1 2014: To provide overseas posts (MFAT/NZTE) with greater guidance on New Zealand's screen sector priorities, especially with respect to international film festivals, and available resources, e.g. NZFC VOD service, NZ On Air-funded material that would interest an international audience etc., (NZFC/NZ On Air, by August 2014).

Initiative 2 2014: To consider how *The New Zealand Story* can be utilised by the screen sector in offshore marketing activities (NZFC/FNZ, by October 2014).

Initiative 3 2014: To develop proposals for improving the quality of the Government spending on pre-industry training (NZFC/NZ On Air, by March 2015).

4. Joint sector development activity: undertaking joint strategy and projects in areas of mutual interest to increase and diversify the range of business

Initiative 1 2014: In conjunction with the industry, to develop a plan for New Zealand's screen sector engagement with China (NZFC/FNZ, by October 2014).


Initiative 2 2014: In cooperation, where appropriate, with local authorities and NZTE, to explore opportunities for screen sector businesses to diversify their service offerings, e.g. from commercials to long-form television and feature film production, postproduction sector clusters and so on . (NZFC/FNZ/NZ On Air, by July 2015).

Initiative 3 2014: To develop the business case and funding proposals for the Government to enhance New Zealand's overseas marketing and promotion of the screen sector (NZFC/FNZ, by October 2014).

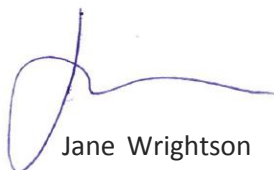
5. Major screen projects

Initiative 1 2014: Liaise over the diverse Avatar MOU elements and their implementation. (NZFC/FNZ by October 2014).

Initiative 2 2014: To coordinate agency advice to Ministers on the performance of the New Zealand Screen Production Grant (NZFC/FNZ, ongoing).



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