

NZFC MARKET ENGAGEMENT 23/24

The NZFC has two core objectives: championing New Zealand’s stories on the global stage and attracting inbound productions to drive economic growth through the power of storytelling.

Vote: Arts, Culture, and Heritage (funded by the Ministry for Culture and Heritage)

Focuses on cultural visibility, global recognition, and fostering diplomatic ties through storytelling. Cultural ROI delivers long-term value by fostering filmmaker development, cultural diplomacy, and global recognition of New Zealand’s storytelling. These qualitative impacts contribute to the industry’s sustainability, with any economic return benefiting the filmmaker and investors in the film.

International activity under the Cultural Vote ensures that New Zealand stories are visible in key global markets, fosters collaboration, and supports filmmakers in building international contacts in film-making, co-productions, financing, sales and distribution.

MARKET ENGAGEMENT

1. London Industry and Cannes Film Market

Engaging with the UK film industry delivers cultural ROI by strengthening connections with UK-based and New Zealand filmmakers, exploring collaboration opportunities, and understanding emerging financing models to enhance co-production and storytelling potential.

Participation at Cannes provides cultural ROI by supporting New Zealand filmmakers in securing financing, sales, and distribution, fostering global partnerships, and promoting New Zealand as a leading destination for international film production and investment.

NZFC incurred expenses for travel, accommodation, operational costs (including office rental, internet connection, and utilities), staff, and events hosting approximately 270 guests. The total expenditure was \$156,726.11, with London at \$11,371.30 and Cannes at \$145,354.81.

2. Toronto Film Festival (TIFF) & Atlantic International Film Festival (AIFF)

Increased global recognition of New Zealand films, boosting cultural prestige and positioning projects for awards success, which leads to greater visibility through NZ Film premieres, international collaboration supporting NZ producers to connect at these key festivals and investment in New Zealand films. Total expenses for travel, accommodation, meals, and industry meetings and event: \$35,134.

3. Sydney Film Festival

Celebrated the success of New Zealand films, reinforcing cultural ties with the Australian screen industry and enhancing New Zealand’s reputation for distinctive storytelling. Connections made for co-productions and talent development placements. Expenses for travel, accommodation, meals, and industry meetings totalled \$4,428.

4. 37 South Melbourne Film Market

Business connections with Australian producers, early contact for rebate enquiries.

Connections with Australian industry partners for co-productions and career development placements. NZFC incurred \$3,881 in expenses for travel, accommodation, meals, and industry meetings.

5. NFDC Film Bazaar & International Festival of India

Promoted New Zealand’s distinctive storytelling to the Indian market, fostering international collaborations, co-production and cultural exchange. Flights, accommodation, and meals were provided by the National Film Development Corporation of India. Flights, accommodation, and meals were provided by the National Film Development Corporation of India, with a small cost to NZFC for supplementary expenses.

Vote: Economic Development (funded by Ministry of Business, Innovation and Employment)

Aims to attract international productions, putting money into our economy and creating jobs. Economic ROI is quantifiable, tied to measurable metrics like inbound investment, jobs, and financial partnerships. It directly supports New Zealand’s economic development through immediate and tangible outcomes.

Last year this amounted to a 1.3 billion contribution to the New Zealand Economy.

Targeted travel under the Economic Vote focuses on high-impact engagements with fewer stakeholders, aligning with the need to drive measurable economic outcomes efficiently.

MARKET ENGAGEMENT

1. Kia Ora, LA

Strengthened relationships with LA-based studio executives, showcasing New Zealand’s talent and capabilities, and facilitated new business opportunities for 31 New Zealand production and post-production businesses and industry stakeholders including Regional Film Offices. The total delegation costs amounted to \$166,518.25, covering airfares (\$16,129.82), accommodation (\$11,905.84), meals (\$1,533.25), travel (\$2,095.07), entertainment (\$1,793.13), events (\$127,176.90) for eight events with 367 attendees, and other operational costs (\$5,884.24).

2. Association of Film Commissioners International (AFCI) Cineposium

Supported global connections for New Zealand’s screen industry as a location for international film and television, positioning the country’s unique strengths as a world class production destination, providing \$1.33m inward investment in the last year and 24,000 jobs in the New Zealand production supply chain.