

**SUBMISSION TO
INCREASING VALUE FROM GOVERNMENT INVESTMENT IN
THE NZ SCREEN PRODUCTION GRANT
December 2022**

BACKGROUND

WeCreate is the alliance of Aotearoa’s major creative industry associations and organisations (representing 30,000+ Kiwi creators, support people, and creative businesses – please see below), which was founded in 2014 to propel growth in the sector and increase its contribution to New Zealand’s social and economic wellbeing.

Many of our Member organisations represent components of the screen sector; or industries which provide services and Intellectual Property to the screen sector (eg. writers, publishers, composers, musicians). It is becoming increasingly difficult, particularly since the rapid growth and integration of digital technologies, to draw lines between different industries in the creative ecosystem. Many of the people who work in our ecosystem have skills required across several industries such as actors, writers, designers and composers/musicians.

In 2016 WeCreate commissioned NZIER to produce a valuation of the creative sector which estimated its **contribution to GDP at \$17.5bn and employment at 131,000 people**. As the consultation paper notes, the screen sector is estimated to be worth \$3.5bn and employs 13,900 people, though we would argue that as this data is based on self-identification with out-dated occupational codes, the economic impact of the sector is likely to be much greater.

SUBMISSION

As an alliance which represents the shared interests of the wider creative ecosystem, WeCreate does not seek to comment in detail on the consultation paper, nor the proposed options outlined therein.

We would however like to provide the following feedback on general considerations for the Review:

- We would urge government to listen carefully to the submissions and experience of the relevant industry bodies and representatives, and work with them on the options most likely to meet their needs. The overarching message we are hearing from our membership is that the options presented in this Review consultation document do not offer the simplicity, clarity and confidence that are required to grow the sector in the volatility of the current, and future, environment.
- We would propose that the criteria (on page 23) for assessing different options (including options proposed by industry) include:

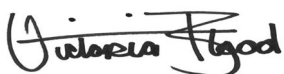
Criteria	Description
Competiveness	Does this option allow NZ to compete on a relatively level playing field in a global market? The NZSPG should create the conditions for NZ screen businesses to effectively compete on the world stage, <u>and</u> to attract international productions to work in New Zealand.

- The NZSPG should help NZ screen businesses to grow the scale they need to sustainably compete in the global market. What mechanisms might the NZSPG encompass to encourage greater investment in, and support for, developing screen businesses as well as screen projects? Allowing NZ screen producers to recoup their investment in a production before government (ie. NZFC) does would allow them to reinvest in their business and offer people more sustainable careers in the sector. Screen Australia offers an Enterprise Programme which supports business proposals that drive growth, quality, capacity and pathways to sustainability, and benefit the screen industry more broadly.
- The NZSPG should better encourage cross-pollination and collaboration with other creative industries/creative people in Aotearoa. For example, by incentivising the development of scripts from NZ stories and NZ writers (whether they be stories about New Zealand or not), and by providing incentives to synchronise NZ music with screen content. This would provide not only enhanced economic impacts, but greater diversity of story-telling and enhanced cultural value.
- Creative skills and talent, and especially those required across the screen sector, are increasingly important to the resilience of the wider NZ economy, in the Future of Work, and to the wellbeing of all New Zealanders. Creative skills are often very transferable across industries – our NZIER report estimates that one third of New Zealand creatives work outside the creative industries.

Our education system does not adequately grow the arts and creative skills that Aotearoa needs to meet its objectives of a more productive and high wage economy, greater social cohesion, and maintaining our international reputation.

More fit-for-purpose vocational pathways are being developed by Toi Mai, but these are limited to those learners accessing the vocational education system, and the talent pool is much broader and deeper than Toi Mai's scope. The recent changes to the vocational education system (through RoVE) are also predicated on an employer/employee model, whereas the screen sector is largely 'project-based', and predominantly employs contractors and freelancers.

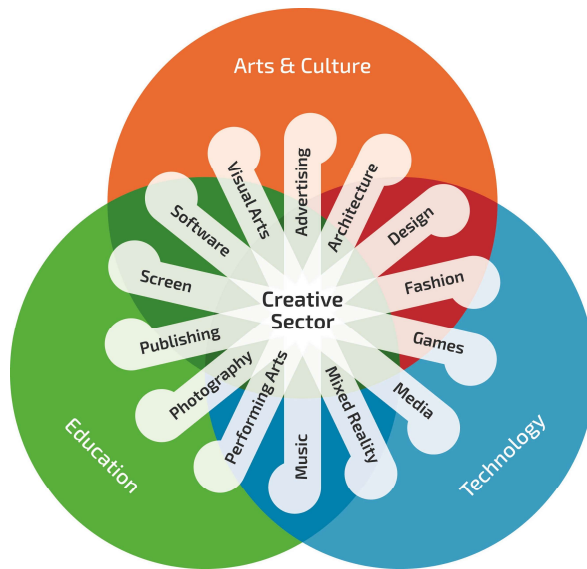
- Intellectual Property can make a vital contribution to the diversification of the NZ economy. Exporting more IP will help Aotearoa attain climate change targets, diversify export markets and build resilience into our trade in non-physical products and services. Screen is a relatively low-emissions sector and a 'weightless' exporter. Greenlit – a collaborative strategy for implementing greater sustainability in the sector is underway.
- Government should work more closely with the sector to design fit-for-purpose data and insights that keep pace with the evolution of the sector, and that provide a more accurate evidence base to inform policy and regulation. We attach a copy of our submission to StatsNZ's LTIB which includes information relating to the challenges the creative sector, including screen, faces with a lack of data that accurately explains and demonstrates our value.
- We definitely agree that perceptions of the NZSPG would be improved if it is renamed a 'rebate'.



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GROWING OUR CREATIVE SECTOR
www.wecreate.org.nz



WeCreate's Members and Friends are:

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| Advertising & Illustrative Photographers Assn | APRA AMCOS NZ |
| Tātaki Auckland Unlimited (formerly ATEED/RFA) | Australia & NZ Screen Association |
| Christian Copyright Licensing International | Commercial Communications Council |
| Copyright Licensing NZ | Creative NZ |
| Design Assembly | Designco |
| Directors & Editors Guild NZ | Equity NZ |
| Home Entertainment Association NZ | Independent Music NZ |
| Māori Music Industry Coalition | Music Managers Forum NZ |
| NZ Comedy Trust | NZ Film Commission |
| NZ Game Developers Association | NZ Institute of Architects |
| NZ Institute of Professional Photography | NZ Music Commission |
| NZ On Air | NZ Society of Authors |
| NZ Writers Guild | Playmarket |
| Print Media Copyright Agency | Publishers Association of NZ |
| Recorded Music NZ | SAE Institute |
| Screen Industry Guild Aotearoa NZ | Script to Screen |
| Screenrights | Sky Network Television |
| Screen Production and Development Association | TVNZ |