

28 July 2026

Rt. Hon. Christopher Luxon, Prime Minister

Cc:

Hon. Nicola Willis, Minister of Finance, Minister for Economic Growth

Hon. Paul Goldsmith, Minister for the Public Service and Digitising Government,
Minister for Arts, Culture and Heritage, Minister for Media and Communications

Via email

Dear Prime Minister,

We are writing in regard to your recent announcement that outlined the government's work on a list of conditions around which data-centre investment can come into New Zealand.

We have closely followed similar work, including in Australia, Canada and the United Kingdom, where global tech companies have offered data-centre investment, in part in exchange for changes to copyright and other laws that give them free access to the creative work of musicians, film-makers, writers, publishers, actors, game developers, photographers, producers and visual artists.

Your government has a goal to double New Zealand's exports by 2030, along with other actions that sit in the *Amplify* strategy, led by Minister Goldsmith. New Zealand's creative sector contributes \$18.5 billion a year to our economy and employs hundreds of thousands of people in real, sustained careers. That contribution is being put at risk by companies that have made a business decision to take first and negotiate later — if at all. While creative work is the oil that runs their tech machinery, they refuse to pay for it. This is a clear value transfer from the international creative sector to market-dominant, private businesses. To be very clear - it's theft.

Earlier this month Prime Minister Albanese made it very clear that his government will "protect Australian creatives from copyright 'theft'". We are writing to ask you and your government to do the same (to align with Australia, as you have mentioned) and to include this commitment in the list of conditions for data-centre investment. We believe this is the best way to ensure these companies – all of which have larger balance sheets than many countries – respect New Zealand's laws and comply with them. Leaving this to individual creators, or even individual creative industries, exposes a power imbalance that is impossible for New Zealanders to overcome.

We look forward to your data-centre announcement including a firm commitment from our government to protecting our creative professionals and businesses. New Zealand can have data-centre investment without giving up our creativity and culture, and this needs to be stated explicitly by the government.

Yours sincerely,



Paula Browning

Executive Director, WeCreate Inc

Paula@wecreate.org.nz