

Christchurch City Council MINUTES ATTACHMENTS

Date: Thursday 2 May 2024
Time: 3pm
Venue: Council Chambers, Civic Offices,
53 Hereford Street, Christchurch

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What?

The continuation of the film industry regional incentive aimed at attracting films to the region as administered by Screen Canterbury NZ, part of Christchurch NZ.

This has been \$1.5million over 3 years.

Who am I?



Zac Beckett-Knight - film technician and business owner.

Late Knight Productions is an equipment supplier to the region specializing in lighting, grip and camera accessories.

Also, Chair of the Christchurch branch of the New Zealand Screen Guild of Aotearoa.

The industry has noticed that there is no clear mention of the Regional Incentive in the CCC's Long Term Plan.

We ask this to be expressly included so that Christchurch NZ can continue the fantastic growth and profit it has brought to the film industry in the region.

So far

The productions that have benefited from the incentive have returned between \$12-14million to the region. Not all the productions are completed but we are expecting around \$18million as a final figure.

Projected ROI is 12:1 on the dollar.

This is not an arts grant

It's an attraction investment, same as spending money on Sail GP, building a stadium or promoting Canterbury as conference or tourism destination.

Who has benefitted?

Let's start small then go bigger



Late Knight has doubled gross revenue 3 years in a row, purchased 5x more equipment over that time, and created a second equipment rental company to keep up with demand.

I am one of about 25 specialist companies that have seen this kind of growth.

Local Crew and Businesses

Have been seeing a steady slate of projects allowing them to invest in equipment, stay in the region and upskill in departments.

They've built experience and reputations leading to a greater capacity to take on larger, longer and more profitable jobs in the region.



Parallel Business Benefit



Catering, accommodation, facilities (portaloos, generators, fencing, traffic control), manufacturing, commercial rental space, transportation cost and location fees etc.

Film constantly relies on these supporting services.

Knock-on Effect

The commercial and advertising sector, while not direct beneficiaries of the fund, have seen an increase due to a spotlight being shone on Christchurch.

The reputation gained from the fund has meant that Auckland and international based advertising projects now know they have the crew and equipment resources to come here for our scenery.

All of these projects still require skilled crew, specialist equipment, accommodation, catering and logistics.

So that 18 million of money brought into the region is a lot higher when factoring in these projects.

Canterbury has 4 Film Schools



- Ara
- Yoobee
- UC Fine Arts
- UC Digital Screen Campus, a programme and facility that UC has invested nearly \$200million into.

To avoid “brain drain” we want a thriving industry for the graduates to enter after tertiary education. Currently they are disappearing to Auckland or overseas for their opportunities.

Canterbury Region via visibility

This incentive made huge waves in the national industry and pulled jobs out of Auckland and Wellington because of the offset of costs to relocate.

Te Motu, Head South, Bookworm, and The Cleaner all featured Christchurch as the setting.

Who else pays you to advertise your city on a national and international stage?



Canterbury Region via immigration

The industry is at a tipping point with an exodus of crew from Auckland due to high cost of living. Auckland is logistically difficult to shoot in now. Auckland locations have been overshot.

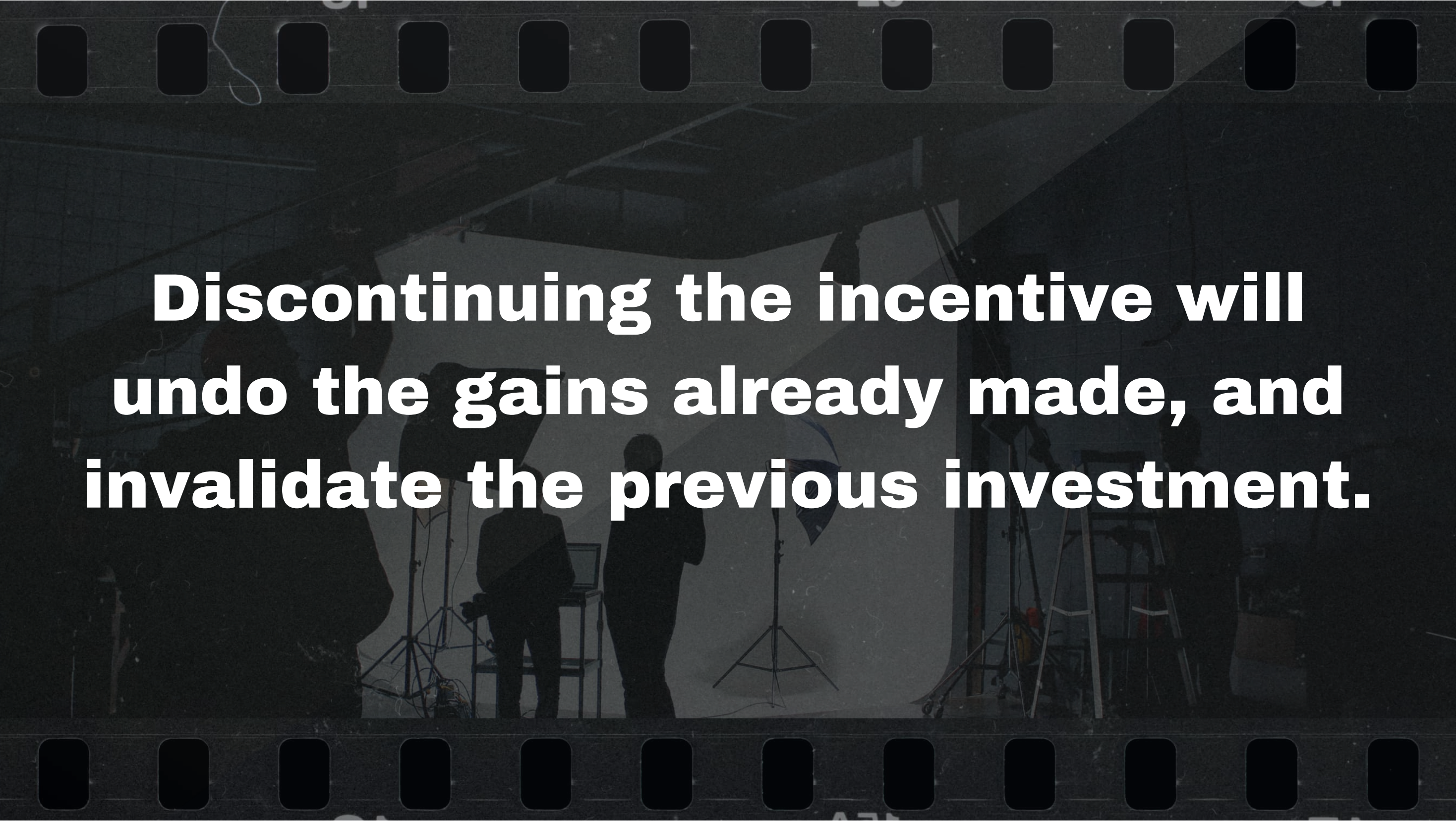
There is a thirst for Canterbury locations and stories.

Canterbury IP



With a steady influx of work, this allows local story tellers to create Canterbury focused Intellectual Property and generate a sustainable industry where projects are commissioned and filmed here.

This retains these skilled technicians and promotes the Canterbury identity on screen.



**Discontinuing the incentive will
undo the gains already made, and
invalidate the previous investment.**

We ask that the Council continues the brilliant work it has already done in this sector.

