

# Screen Marlborough Hui Event Report

21 January 2021

## About Screen Marlborough

Screen Marlborough was established in 2018 and is the regional film office for the Marlborough region, located at the top north-eastern tip of New Zealand's South Island.

The office sits within the Economic Development Unit at Marlborough District Council (MDC) and is focused on promoting Marlborough as a screen destination.

Following initial establishment of the office, Screen Marlborough entered into a three-year partnership with Screen Wellington with the aim of increasing production activity in the Marlborough region through Screen Wellington's attraction efforts both domestically and internationally.

The relationship also allowed Screen Wellington to broaden its location scope by including Marlborough's landscape within its marketing portfolio.

Currently, Screen Marlborough is an interim member of RFONZ (Regional Film Offices New Zealand) and carries out activities in partnership with other stakeholders to stimulate economic growth in the region.

## About the hui

In January 2021, Screen Marlborough arranged a community hui for all those active or interested in the screen sector in Marlborough.

With the initial three-year partnership with Screen Wellington due for completion in June 2021, the intent of the hui was to gather ideas and to discuss how Screen Marlborough and the local community can collectively build the screen sector within the region to attract talent, productions and investment.

The event was held at The Wine Station, Blenheim on 21 January 2021 with over 30 people from a variety of different backgrounds in attendance.

The workshop and discussions were facilitated by Dorien Vermaas (Economic Development Programmes Manager, MDC) and Alan Simpson (Economic Portfolio Manager, MDC).

Discussions were based around five separate topics that align with the approach followed by other regional film offices in New Zealand.

The topics discussed are noted below.

- ***Infrastructure and investment attraction***
- ***Production attraction, marketing and promotion***
- ***Authentic local content development***
- ***Talent development and training***
- ***Networking, connecting and communicating***

This report is the output of the workshop and will be used in the development of Screen Marlborough's strategic plan for 2021-2024.



# Infrastructure and investment attraction

## High priority

- Studio space development: green screen, sound studios, etc.
- Investment vehicle and a forum for investor networking

## Medium priority

- Creative hub development: writing, content creation, R&D
- Access to better equipment: cameras, set equipment, location equipment

## Lower priority

- Dedicated office space for screen office (public-face)
- Crew accommodation











# Networking, connecting and communicating

## High priority

- Regular meet-ups / hui's for local screen community

## Medium priority

- Increased contact and collaboration with other organisations e.g. NZFC, Screen Wellington, other RFOs, local film-groups
- Comprehensive and visible list of crew, resources and facilities in region

## Lower priority

- Film-festivals / events at local facilities
- Improved digital presence: social media, website, etc.
- Promote and encourage diversity and participate with relevant organisations e.g. WIFT NZ
- Dedicated office space for screen office (public-face)
- Communications regarding funding sources, grants, etc.

