

“IF LOCATIONS WERE  
AWARDED OSCARS,  
NEW ZEALAND WOULD  
SCOOP THE LOT.”

*The Express, Sunday 9 Dec 2001*



## NEW ZEALAND – THE TOTAL PACKAGE FOR COST-EFFECTIVE SCREEN PRODUCTION

Film and television producers seek cost-effective locations that can deliver everything needed to create a successful screen production; experienced crews, striking scenery, and world-class production facilities.

New Zealand delivers this total package, and sets itself apart with the creativity, innovation and experience of its participants. Our actors,

directors and crews are in demand around the world, and are renowned for their professionalism and inventiveness.

New Zealand companies are leading suppliers of post-production and digital animation services to clients around the world. They are supported by world-class infrastructure: state-of-the-art sound stages and production

studios connected to global production centres by high-capacity fibre optic telecommunications services.

New Zealand offers a safe, stable investment environment, and our screen production industry is actively supported by the Government.

## NEW ZEALAND DELIVERS COMMERCIAL SUCCESS

Many multinationals and their investors already benefit from a partnership with our screen production industry.

The producers of *The Lord of the Rings: The Motion Picture Trilogy* leveraged off New Zealand's large pool of creative talent – which includes Oscar-winning directors, scriptwriters, special effects artists, digital animators, and costume designers. The three films won 17 Oscars, many of them going to New Zealanders. As the largest and most ambitious project in film history, the trilogy also showcased New Zealand's ability to manage major screen productions.

The producers of *The Lord of the Rings* also made use of the industry's ability to break new ground in special effects. Software and digital animation techniques developed in New Zealand contributed to the trilogy's artistic and commercial success, and were recognised by each of the three films winning an Academy Award for Visual Effects. These skills are being used in other fields. For example, New Zealand-developed software that combines digital animation and GPS technology is used to provide real-time animations of sport events.

Warner Bros leveraged off our beautiful and varied scenery when it filmed the Tom Cruise epic *The Last Samurai* in New Zealand, where Mt Taranaki doubled as Japan's Mt Fuji. The film company also took advantage of New Zealand's excellent communications networks and connectivity. Executive producers were able to see dailies from the film in Los Angeles just hours after they had been shot in New Zealand.

International film companies have also taken advantage of New Zealand's state-of-the-art post-production facilities. Productions undertaken in these facilities have been nominated for, and won, international awards including Oscars<sup>®</sup>, BAFTAs<sup>®</sup> and Emmys<sup>®</sup>.

Universal Television produced the *Hercules: The Legendary Journeys* and *Xena: Warrior Princess* television series in New Zealand over nine years from 1993 to 2001, and appreciated the professionalism and "can-do" attitude of our crews.

Multinationals such as BMW, Sony, Vodafone, Coca Cola and Burger King have benefited from the industry's ability to make commercials that win awards and deliver results to clients. These companies also gained access to a stunning range of locations – everything from tropical beaches to snow-capped mountain ranges – all within two hours' travel time of a major city.

Paramount Pictures has experienced the strong support given to the screen production industry by local and central government in New Zealand. The New Zealand Government offers a 12.5% rebate on New Zealand production spending over NZ\$15 million (US\$10.5 million), and Paramount's feature *Without a Paddle* was eligible for the rebate.

## SHARE THE SUCCESS

To find out how your business can benefit, contact Investment New Zealand, the investment promotion agency of the New Zealand Government. Investment New Zealand is a division of New Zealand Trade and Enterprise, the country's national economic development agency. It understands the screen production industry, and has extensive international networks. This means we can identify and facilitate investment and location opportunities that can deliver your production a compelling commercial advantage.

### Creative Industries – Screen Production Investment Manager

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