

## Redeveloped Uplift Policy Criteria

Threshold for receiving the Uplift: **40 points (out of a possible 85 points)**

Sustainability Plan	
Criteria	<p>Implement a mandatory sustainability plan (for example, the Sustainable Production Alliance '<a href="#">Green Production Guide</a>' or other internationally recognised sustainability plan as approved by NZFC) which includes:</p> <ul style="list-style-type: none"> <li>○ A person appointed in a dedicated sustainability coordinator role OR a person from the production is made responsible for implementing the sustainability plan on production (as part of their position description)</li> <li>○ A final report completed post-production by the production, using the chosen internationally recognised sustainability plan, which includes a sustainability checklist and carbon emissions report</li> </ul> <p style="text-align: right;"><b>3 points (Mandatory)</b></p>
	<p>Appointment of an experienced sustainability coordinator in the pre-production phase to undertake:</p> <ul style="list-style-type: none"> <li>○ Delivery of the sustainability plan</li> <li>○ Training or internship of a local sustainability coordinator of at least 40 hours</li> <li>○ An open invitation seminar on sustainability measures undertaken</li> <li>○ A behind-the-scenes video (minimum two minutes) which talks to sustainability measures taken by the production</li> <li>○ Additional content in the final report on learnings OR a follow up discussion with relevant bodies in New Zealand</li> </ul> <p style="text-align: right;"><b>2 points</b></p>
	<p>A full independent carbon audit from a verified supplier in New Zealand (verifying carbon emissions generated through activities associated with the New Zealand production activity).</p> <p style="text-align: right;"><b>2 points</b></p>

Repeat Activity	
Criteria	<p>The production will be filmed or partially filmed in a New Zealand studio facility leased by the production or a related entity with the tenure of that lease being at least three years</p> <p style="text-align: right;"><b>2 points</b></p>
	<p>The applicant or a related entity has had a total of NZ\$100 million approved Qualifying New Zealand Production Expenditure (QNZPE) in New Zealand in the last five years</p> <p style="text-align: right;"><b>2 points</b></p>
	<p>The production is a sequel or prequel to a production that has previously been filmed in New Zealand, or in the case of a television series or other non-feature film, a subsequent season, prequel, or spin-off of a production that has previously been filmed in New Zealand in last three years</p> <p style="text-align: right;"><b>1 point</b></p>

<b>New Zealand Production Activity</b>	
<b>Criteria</b>	Principal photography is filmed in New Zealand, whether on location or in studio <b>1 point for 75%, 2 points for 90%</b>
	25% of principal photography is Regional Filming (that is, outside of the Wellington and Auckland regions) <b>2 points</b>
	Picture post-production takes place in New Zealand <b>1 point for 30%, 2 points for 50%, 3 points for 75%</b>
	Sound post-production takes place in New Zealand <b>1 point for 30%, 2 points for 50%, 3 points for 75%</b>
	Digital or Visual Effects takes place in New Zealand <b>1 point for 50%, 2 points for 75%, 3 points for 90%</b>
	Concept Design and Physical Effects takes place in New Zealand <b>1 point for 50%, 2 points for 75%, 3 points for 90%</b>

<b>Skills and Talent Development</b>	
<b>Criteria</b>	Masterclass(es) are delivered by key production personnel to participants in the New Zealand screen sector (Minimum half day where QNZPE is under \$100 million or full day where QNZPE is above \$100 million) <b>2 points</b>
	Educational seminars for secondary school, vocational education, or tertiary students, developed and delivered by key production personnel in consultation with the New Zealand Film Commission and relevant New Zealand educational institution(s) (Minimum requirements are QNZPE under \$50 million 1 x 90-minute seminars, QNZPE between \$50 million and \$100 million 2 x 90-minute seminars, QNZPE over \$100 million: 3 x 90-minute seminars) <b>1 point</b>
	Paid and credited attachment positions for Qualifying Persons with existing sector experience (Minimum requirement is 2 positions for productions under \$100 million and 4 positions for productions over \$100 million) <b>2 points</b>
	Paid internships appointed to Qualifying Persons where each internship comprises: <ul style="list-style-type: none"> <li>○ Minimum of 200 hours (around 4-6 weeks) with the spread of hours to be negotiated between the production and intern</li> <li>○ Either rotation across at least four different parts of the production OR focus on one specific area</li> <li>○ At least 40 hours are spent in either pre-productions or post-production</li> <li>○ Support from a nominated and specified intern supervisor on the production</li> </ul> (Minimum requirement is 4 positions for productions under \$50 million, 8 positions for productions under \$150 million and 10 positions for productions over \$150 million) <b>1 point</b>

<b>New Zealand Personnel</b>	
<b>Criteria</b>	80% or more of total cast (excluding extras) are Qualifying Persons (that is, a New Zealand Citizen or Permanent Resident at the time the production is being made and is credited in the production) <b>2 points</b>
	80% or more of total crew are Qualifying Persons <b>1 point</b>
	10% or more of crew identify as Māori <b>1 point</b>
	Above-the-line crew positions are appointed to Qualifying Persons. Positions include: Director / Producer (including executive producer, associate producer, or co-producer) / Writer or Co-Writer / Showrunner <b>Up to 3 positions, 3 points each for Qualifying Persons</b>
	Below-the-line crew are appointed to Qualifying Persons. Positions include: Director of Photography / 1 <sup>st</sup> Assistant Director / Editor / VFX Supervisor / Costume Designer / Composer / Production Designer <b>Up to 4 positions, 1 point each</b>
	Below-the-line crew are appointed to Qualifying Persons. Positions include: 2 <sup>nd</sup> Assistant Director / Art Department Supervisor / Financial Controller / Production Accountant / Sound Designer / Sound Editor / Sound Mixer / Special Effects Supervisor / Line Producer or Unit Production Manager / Art Director / Hair / Make up / Stunt Coordinator / Choreographer <b>Up to 8 positions, 0.5 points each</b>
	Lead cast roles are appointed to Qualifying Persons <b>Up to 1 position, 3 points</b>
	Supporting cast roles are appointed to Qualifying Persons <b>Up to 3 positions, 1 points each</b>
	Casting Director OR Associate Casting Director is a Qualifying Person and appointed to the casting process at the time when significant casting decisions for lead and supporting roles are being made and is provided with the opportunity to present New Zealand actors <b>Casting Director, 2 points, OR Associate Casting Director, 1 point</b>
	At least one lead cast or above-the-line crew identify as Māori <b>2 points</b>

<b>Innovation and Commercial Partnerships</b>	
<b>Criteria</b>	New production technologies not commonly used in New Zealand is used in the production, and: <ul style="list-style-type: none"> <li>○ New Zealand crew on the production are trained in the use of a new and valued technology</li> <li>○ Workshop(s) are provided to the wider screen sector and relevant adjacent sectors (Minimum of 2 hours for productions under \$100 million, and 4 hours for productions over \$100 million)</li> </ul> <i>Note that points may not be claimed for this and masterclass on the use of the technology.</i> <b>2 points</b>
	Entry into a commercial partnership with a New Zealand entity to develop new technologies or production methods <b>1 point for meeting 0.25% of QNZPE, 2 points for 0.5% of QNZPE, 3 points for 1% or over of QNZPE</b>

**Investment in Infrastructure**

<b>Criteria</b>	<p>Investment in New Zealand infrastructure, being any new or upgraded infrastructure and/or ancillary facilities where a New Zealand vendor commits to taking ownership for the infrastructure at the conclusion of production activity for at least three years</p> <p style="text-align: right;"><b>1 point for over NZ\$500,000, 2 points for over NZ\$1 million, 3 points for over NZ\$2 million</b></p>
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**Marketing, Promoting, and Showcasing New Zealand as Screen Destination**

<b>Criteria</b>	<p>A premiere is held in New Zealand, attended by a number of key production crew and cast OR the world premiere for the production is held in New Zealand</p> <p style="text-align: right;"><b>New Zealand premiere, 2 points, OR world premiere, 3 points</b></p>
<b>Criteria</b>	<p>A marketing partnership is agreed with the New Zealand Film Commission (NZFC), and delivers at least four of the following activities:</p> <ul style="list-style-type: none"> <li>○ Permission to use bespoke New Zealand content for screen marketing and publicity activity (including production footage, trailers, still images, testimonials/imagery from the cast and crew, behind the scenes footage, based on agreed content brief, as jointly agreed)</li> <li>○ Promotional video of shooting locations and/or the production is provided to the NZFC based on NZFC approved creative brief</li> <li>○ Promotional video of above the line crew and cast testimonial or head of department is provided to the NZFC</li> <li>○ Partnered event at an agreed location overseas promoting New Zealand as a screen production destination. This would involve funding/sponsorship of a component of the event and attendance by studio executives or key talent</li> <li>○ Organisation of a minimum of three international media to visit the production in New Zealand (as agreed with the NZFC) and given access to the cast and crew while on location shooting in New Zealand</li> <li>○ At least one New Zealand media representative given access to the set to interview key cast and crew</li> <li>○ New Zealand press given access to press junket and at least one New Zealand media representative given access to the world premiere (if there is a world premiere)</li> </ul> <p style="text-align: right;"><b>3 points</b></p>

**Marketing, Promoting, and Showcasing New Zealand as Tourist Destination**

<b>Criteria</b>	<p>A high value bespoke and enduring partnership is agreed with Tourism New Zealand and endorsed by governing body</p> <p style="text-align: right;"><b>3 points</b></p>
<b>Criteria</b>	<p>A tourism marketing partnership is agreed with Tourism New Zealand delivering a high impact marketing plan leveraging the production to raise New Zealand’s tourism profile in key target markets.</p> <p>The plan and activities must include distribution of content in at least 3 markets (or there is significant media distribution), and at least three of the following activities:</p> <ul style="list-style-type: none"> <li>○ Permission to use screen production assets including branding, imaging, and moving footage for use in owned and earned media for Tourism New Zealand destination marketing</li> <li>○ Access to key talent for destination experiences, to be distributed through Tourism New Zealand owned and earned media</li> <li>○ Opportunities to access the fan base of the production to market New Zealand locations</li> <li>○ Media (from key markets) visit production and experience New Zealand locations</li> </ul> <p style="text-align: right;"><b>3 points</b></p>

