

8 July 2015

Oliver Coutts  
c- Henley Downs Farms  
Steamers Wharf  
Queenstown

**Film studio in the Queenstown Region – Jacks Point**

Dear Oliver

I'm just following up our conversations relating to the desirability of a film studio in the Queenstown Region, particularly in the Jacks Point Zone.

By way of background, the purpose of Film Otago Southland is to provide leadership, promotion and a single point of coordination for filming activities in Queenstown, Otago and Southland and in doing so, enhance the economic and community benefits of the screen sector within these regions. It will also raise the profile of Queenstown, Otago and Southland as world class destinations supported by consistent, professional infrastructure. A goal identified in our strategic plan is to develop and encourage infrastructure, studio development fits within this remit.

Film Otago Southland has in partner with Otago Forward, NZTE and film industry commissioned 2 relevant studies regarding studio development in the region.

In 2008 PwC delivered a **Screen Production Studio Pre-Feasibility Study: Analysis of Demand, Type and Location**.

The brief was to assess whether there is sufficient demand for a sustainable screen production sound stage and studio complex in the Otago and Southland regions and, if so, to determine its optimum type and most advantageous location.

A finding of the study was that there is prima facie a need for a studio complex in Queenstown with a minimum of one sound proofed stage, and supporting buildings. Such a studio is likely to drive new production to the region and it will likely increase the length of stay. The region has lost business as a direct and indirect result of not having a studio.

During the process of this study, Jacks Point was one of the areas specifically discussed, and the studio location was the clearest conclusion that emerged from the study.

In 2009 Deloitte delivered a subsequent **feasibility and economic impact study** for a studio in the region using Jacks Point Zone as potential location. It identified that a dedicated facility in the region will increase the length of stay from visiting crews and therefore provide the region greater economic benefit beyond the operation of the facility.

There remains an ongoing demand for studio development in the region, and I understand Plan Change 44 provides for an Education Innovation Campus that would include the ability to locate a film studio on the Henley Downs Farm land. We support that proposal and note that this would compliment development plans currently being explored in the Auckland region and fit into an NZ Inc approach. There is ongoing anecdotal evidence that we are losing film and production opportunities and associated employment from the region due to our current lack of studio infrastructure.

Kind regards,

A handwritten signature in black ink, appearing to read 'KJ Jennings', with a stylized, cursive script.

KJ Jennings  
Certified Film Commissioner  
Executive Manager  
Film Otago Southland  
0274-425-260