



Film Bay of Plenty – Progress Report

Reporting Period: July 2024 – March 2025

Objective: To attract and facilitate national and international productions, promoting Tauranga and the Bay of Plenty as a film-friendly environment while supporting local industry growth, innovation, and crew development.

Key Achievements to Date:

1. National & International Production Enquiries

- Serviced 14 national and international production enquiries, exceeding the target of five.
- Provided high-quality location details, permitting guidance, and industry connections to these productions.

2. Collaboration with RFONZ & NZ Film Commission

- Maintained a strong presence in national and international film markets through collaboration with RFONZ and NZFC.
- Promoted Tauranga and the wider Bay of Plenty through joint marketing efforts, industry events, and online content.

3. TV Mini-Series or Feature Film Facilitation

- Actively supported the development of two New Zealand TV Series and one feature film currently in pre-production, utilising Tauranga crew and locations.
- Provided scouting support, production liaison, advocacy and permitting assistance to ensure a smooth process.

4. Regional Showreel Utilisation

- The Bay of Plenty Showreel is in production. The first scene was shot on the weekend of March 15th, with pre-production underway for upcoming location shoots.
- The showreel will be used to market the region to producers, directors, location scouts, and industry professionals both domestically and internationally.

5. International Production Scouting

- Hosted national and international scouts, showcasing Tauranga's key filming locations and infrastructure.
- Highlighted key locations, production capabilities, and support services to encourage future investment in the region.



6. Industry Profiling & Promotion

- Utilised our monthly pānui and Film Bay of Plenty's social media, highlighting Tauranga's local practitioners and businesses.
- Featured three Tauranga-based industry professionals, with a fourth profile scheduled before June 2025.
- Collaborating with Downtown Tauranga to promote local businesses that can support screen media productions. (TBC)
- Film Bay of Plenty's monthly newsletter consistently promotes screen media events in Tauranga.

Growing & Supporting Local Productions

- Identified and supported two productions utilising Tauranga crew and locations, currently under consideration for production funding.
- Provided ongoing support for FilmApp to streamline permitting processes and make Tauranga more accessible for productions.

Crew Development, Training & Upskilling

- Delivered two masterclass workshops for hand-picked professionals, enhancing Tauranga's skilled workforce (TBC).
- Supported industry networking across the region, strengthening connections within the screen sector.
- Facilitated crew placements for Bay of Plenty professionals on productions filming in the region.
- Placed five entry-level apprentices from Tauranga into industry roles – Pākeha short film
- Sponsored the entry fee for a Tauranga team in the 48Hours film festival
- We attended the Careers Expo to showcase opportunities in the screen industry and inspire the next generation to pursue careers.

In addition to this work we have worked with the Regional Film Offices of New Zealand (RFONZ) to build a national regional strategy, submit a proposal to the MCH Media Reform, host a successful three day RFONZ Hui here in Tauranga and a networking event with some of Aotearoa's top tier.

Next Steps Leading to June 2025:

- Continue servicing production enquiries and converting interest into confirmed projects.
- Complete and leverage the regional showreel for targeted marketing efforts.
- Strengthen engagement with Downtown Tauranga to create more local business opportunities within the screen industry.
- Support upcoming productions by connecting them with local crew and businesses.
- Host at least one additional scout to further position Tauranga as a key filming destination.
- Where budget permits expand training, networking, and crew placement opportunities to strengthen the local screen workforce.

Film Bay of Plenty has made significant progress in attracting and facilitating productions in Tauranga while actively supporting local industry growth, crew development, and business engagement. By maintaining strong national and international partnerships, leveraging strategic



marketing tools, and strengthening industry training, we are ensuring that Tauranga continues to develop as a film-friendly destination.

Opportunity:

Leveraging Set-Jetting: Film & Tourism Collaboration for Tauranga

The television series *Happiness*, set in Tauranga, presents a significant opportunity to align the tourism and screen industries to drive economic growth, visitor engagement, and long-term regional benefits. While the production was filmed in Auckland, the visibility of Tauranga as its backdrop reinforces the region's potential as a film-friendly location for future projects.

To maximise the impact of *Happiness* and attract future productions, Film Bay of Plenty proposes a collaborative approach with Tourism Bay of Plenty and other stakeholders to:

- Bring the second series of *Happiness* to film entirely in Tauranga
- Position Tauranga as a filming destination, attracting further screen productions through strategic marketing and industry engagement.
- After filming develop set-jetting tourism initiatives, such as guided location tours, self-drive itineraries, and digital content showcasing filming sites.
- Enhance business involvement, ensuring local hospitality, accommodation, and attractions benefit from visitor interest in screen locations.
- Leverage digital marketing, including social media campaigns and influencer partnerships, to drive visitor engagement and brand Tauranga as a screen-tourism hotspot.

Set-jetting has proven to be an effective tourism driver¹, and with *Happiness* showcasing Tauranga, now is the time to establish stronger links between the screen and tourism sectors. By taking a proactive approach, Tauranga can secure future productions, increase tourism revenue, and position itself as a premier film and visitor destination.

As we approach June 2025, we welcome continued collaboration with Tauranga City Council to ensure that the screen industry remains a key economic driver for the city and its people.

Ngā mihi,

Jade Kent
Manager
Film Bay of Plenty

¹ In Expedia's 2023 travel trends report, the travel group found that among 20,000 respondents across 14 countries, 30 per cent of travellers say TV shows and movies have influenced their travel plans, even more so than Instagram, Facebook, and TikTok.