



Wellington

UNESCO City of Film

Proposed Strategy

FOR WELLINGTON CITY COUNCIL AND MAYOR'S OFFICE REVIEW /
AUGUST 2020



United Nations
Educational, Scientific and
Cultural Organization



Wellington
City of Film
Te Upoko o te Ika

• Designated
• UNESCO City of Film
• in 2019

Introduction:

The future of Wellington UNESCO City of Film

Wellington was proud to be named a UNESCO City of Film in October 2019. As part of UNESCO's Creative Cities network, Wellington is now a member of the 246-strong network which recognises cities that put emphasis on developing their creative sectors across seven categories, one being film.

This four-year strategy sets out how we will use our new "City of Film" title and membership of the UNESCO Creative Cities Network to work towards a more vibrant, more sustainable and more inclusive screen sector and city.

The creation of this strategy has been a combined effort with many generously lending their expertise, insights and feedback, resulting in diverse contributions and a broad, inspiring vision.

During this time, COVID-19 continues to cause challenges and disruption across the country and around the world. New Zealand's screen community, particularly Wellington's industry leaders, have responded quickly. Their strengths in collaboration and creativity is focused on turning a significant threat into an opportunity. This approach provides strong support for successfully leveraging our City of Film designation and the region's future.

Recent events have demonstrated, more than ever before, the need for adaptability and as such, this is a 'living' strategy. It will evolve as we assess our impact, confirm relevance and build community capacity and capability.

With our vision and strategy in place, the next steps are to form enduring partnerships, define our specific actions, and design programmes to be delivered over the coming four years.

To everyone from Wellington's screen sector and beyond, who came together to help create this vision for Wellington, we extend a heartfelt thanks.

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Overview and Context

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Overview and Context

Wellington UNESCO City of Film; The start of the journey

Wellington was given the coveted title of UNESCO City of Film in October 2019.

This network recognises cities dedicated to developing their creative sectors across seven categories: music, arts and folk crafts, design, film, literature, digital arts or gastronomy.

Wellington received this amazing designation in recognition for:

1. The rich and diverse screen activity across the region, over many years.
2. The many people and programmes using film to develop our youth and connect our communities.
3. Our demonstrated capacity and will to continue creating positive change through creativity.
4. Our cultural and creative heritage and its potential to contribute to the world.

This title acknowledges Wellington as the best place in Aotearoa to learn about, create and engage with film. It respectfully honours our heritage and those who have come before, while recognising our commitment to use creativity and culture for a better future.

Over the next four years, we will continue using film for the betterment of Wellington so we can retain our title, become a leader in, and leverage support of, the UNESCO Creative City Network (UCCN).

Context

UNESCO, Global Citizens & Network

UNESCO

The United Nations Educational Scientific and Cultural Organisation was established in 1946.

It exists to build peace through international cooperation and understanding of the world's different cultures. UNESCO's programmes all contribute to achieving the Sustainable Development Goals (SDG's) 2030.

SUSTAINABLE DEVELOPMENT GOALS



UNESCO IN NEW ZEALAND

The New Zealand National Commission for UNESCO represents New Zealand to UNESCO, and takes the best of the UNESCO collective resources, networks, programmes and connections for application in a way that benefits New Zealand.

They provide opportunities for people to gather together – as individuals or through organisations, programmes and initiatives, locally, nationally and internationally – as part of our work, providing space and time to 'build peace through dialogue'.

The New Zealand National Commission for UNESCO endorse and support the UNESCO Creative Cities in New Zealand, but are not involved on an operational level.

UNESCO CREATIVE CITIES NETWORK (UCCN)

- > Created in 2004 to promote cooperation among cities with creativity as a strategic lever for sustainable urban development.
- > Currently, 246 cities make up the network working towards a common objective: placing creativity and cultural industry at the heart of development plans locally and cooperating actively internationally.
- > Membership is awarded across seven creative categories including: music, arts and folk crafts, design, film, literature, digital arts or gastronomy.
- > In New Zealand, Wellington joins two other cities belonging to this global network: Auckland UNESCO City of Music and Dunedin UNESCO City of Literature.

THE UNESCO CREATIVE CITIES NETWORK AIMS TO:

- > strengthen international cooperation between member cities;
- > stimulate and enhance initiatives led by member cities to make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civil society;
- > strengthen the creation, production, distribution and dissemination of cultural activities, goods and services;
- > develop hubs of creativity and innovation and broaden opportunities for creators and professionals in the cultural sector;
- > improve access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals; and
- > fully integrate culture and creativity into local development strategies and plans.

THE UNESCO CITIES OF FILM

- > The UNESCO Creative Cities designation (City of Film) recognises excellence and places an obligation on cities to nurture and support their art form and collaborate internationally.
- > The network does this by sharing best practice, supporting freedom of speech and working on projects to ensure film reaches as wide and diverse an audience as possible, locally and internationally.
- > Wellington now belongs to the UNESCO City of Film network specialising in film, along with 17 other cities around the world:
Bitola (Macedonia), Bradford (United Kingdom), Bristol (United Kingdom), Busan (South Korea), Galway (Republic of Ireland), Lodz (Poland), Qingdao (China), Rome (Italy), Santos (Brazil), Sofia (Bulgaria), Sydney (Australia), Terrassa (Spain), Yamagata (Japan), Mumbai (India), Potsdam (Germany), Sarajevo (Bosnia and Herzegovina), Valladolid (Spain), and Wellington (New Zealand, Aotearoa).



WELLINGTON: A RICH FILM HISTORY AND HERITAGE

Wellington is well-deserving of the official 'City of Film' title as the home of some of most significant milestones in New Zealand's film history.

- > New Zealand's oldest surviving film was shot here in Wellington – the grainy footage from 13 January 1900, shows a troop of horsemen from the Boer War Second Contingent parading before their departure at Newtown Park, Wellington.
- > The National Film Unit lived on long after its role as a government producer of newsreels to provide laboratory and post-production facilities for the film industry, before being transformed into Park Road Post.
- > Pacific Films was one of New Zealand's first production house producing features, commercials and documentaries from the 1940's until the 1980's (and providing first opportunities for many notable filmmakers.)
- > The Film Commission was established in Wellington on the initiative of filmmakers and their supporters in the arts community. In November 1977, the first meeting of the interim Film Commission was held in Wellington.
- > In 1975, Avalon Studios was set up as the primary studio for NZ-produced television and film. Through the 1970's and 1980's, our city nurtured the renaissance of NZ feature films, by 1990, achieving international acclaim and co-productions.
- > In this golden age Wellington was the setting for iconic feature films including: *Send a Gorilla*, *Dangerous Orphans*, *Uncomfortable Comfortable*, *The Shirt*, *Via Satellite*, *Jack Brown Genius*, *The Irrefutable Truth About Demons*, *The Last Tattoo*, *Stickmen*, *Tongan Ninja*, *Saving Grace*, *I'll Make You Happy*, *Fracture*, *Kissy Kissy*, *Black Sheep* and many, many more short and feature-length films
- > The Lord of the Rings Trilogy put Wellington firmly on the map as a film city and centre for digital innovation.
- > Government incentives through the NZ Screen Production Grant enhanced competitiveness in attracting larger international productions and the NZFC increased investment in smaller scale domestic production.

WELLINGTON TODAY: THE SCREEN SECTOR AND WIDER CULTURAL CONTEXT

Wellington is a creative city that welcomes and promotes participation, experimentation and collaboration in the arts. It has an empathetic population that is passionate and inquisitive. The screen sector, which supports associated design, digital and service business within Wellington and offshore is a distinctive and highly visible contributor of our city's urban development, cultural life and regional economy.

- > The screen ecosystem consists of a mix of the major film production precinct, globally active post production and boutique production companies and creative collectives.
- > As the capital and centre of government, Wellington city houses funding and other agencies that support the screen sector including Te Mungāi Pāho, Creative New Zealand, the New Zealand Film Commission and NZ on Air.
- > Other national agencies and institutions such as the National Archives, Ngā Taonga, the National Library, Toi Whakaari New Zealand Drama School, The Royal New Zealand Ballet, the National Orchestra significantly contribute to the resource and inspiration necessary to our vibrant, well-resourced, creative community of storytellers.
- > There are many existing programmes in place for our rangatahi through the likes of Roxy5, Capital E and Māoriland delivering screen/audio/digital and storytelling experiences.
- > Wellington is the home base for the New Zealand International Film Festival and Māoriland Film festival up the coast in Otaki showcases indigenous cinema from around the world.
- > Tertiary education institutions, Massey University, Victoria University of Wellington and Te Auaha proactively partner with industry to foster careers in screen, digital technology and businesses where creative problem solving, and collaboration are valued.
- > Earthquakes and subsequent building maintenance has restricted the number of places Wellingtonians can enjoy cinema on the big screen. However, landmark cinemas like The Embassy, The Roxy and other independent houses continue to screen eclectic programmes.
- > Over the last 20 years substantial investment in infrastructure and VFX technology has positioned Wellington as a world-leading film making destination.
- > On any given day in Wellington film production is happening on the world's biggest films, small independents, student films, music videos and international car commercials. This is in addition to games, mixed reality and virtual production being developed.

Benefits:

What's in it for us?

WELLINGTON: BENEFITS FOR OUR PEOPLE AND OUR PLACE

- > Membership and support from the UN Global Community
- > International awareness and recognition - more of our stories in the world
- > Greater access for all Wellingtonians - bringing film/screen experiences to all our people
- > Increasing social and cultural connectivity
- > Building our creative screen capability and business
- > Supporting tourism and local business
- > Growing Wellington's reputation as a Creative City of Film destination for industry, emerging creatives, and film lovers around the world.

SCREEN SECTOR: BENEFITS FOR OUR FILM INDUSTRY

- > Greater diversity of skills/talent and content creation through outreach programmes for under-represented groups
- > Global designation brand and recognition to support, champion and amplify Wellington's screen industry, projects and programmes
- > Central connectivity between screen sector and community through partnering on key priorities and programmes
- > Enhanced focus and relevant advocacy
- > International collaboration and networks

Scope:

What do we mean: What is it/what is it not?

Two important definitions:

WELLINGTON

The UNESCO City of Film designation was applied for, and its work funded by, Wellington City Council. The 'city' in the Creative City Network refers to urban areas and issues.

We have a lot to share with, and learn from, people and programmes beyond the city confines. Therefore, the designation will operate collaboratively with the broader Wellington Region:

- > Pōneke/Wellington
- > Kāpiti Coast
- > Porirua-Tawa
- > Te Awa Kairangi ki Tai - Lower Hutt
- > Te Awa Kairangi ki Uta - Upper Hutt
- > Wairarapa

FILM

We use all-encompassing terms like screen community because we haven't ruled anything out. How we make and engage with visual content is constantly evolving.

When we reference the 'screen community' or 'screen sector' we're including a wide range of industries, creatives, companies, non-government organisations, sector interest groups, guilds, funding bodies and government agencies; and all the people that work to make, teach or exhibit screen content.

'Screen' represents: Film, television and online content including all genres - factual and fiction; interactive and immersive stories and digital games with a myriad of associated applications.

The UNESCO Creative City designation can be a nebulous concept - we found it helpful to make a list of what it is and what it isn't.

The Wellington UNESCO City of Film is:

- Independent and apolitical
- Community focused
- Connected internationally
- A collaborator
- Wellington-centric
- A champion of creativity for change
- A challenger of the status quo
- Here to support and amplify
- Not for Profit

The Wellington UNESCO City of Film is NOT:

- National - it is Wellington-centric because of Wellington's special character and work, but it will benefit the nation
- The answer to every question
- Commercially driven
- A production company
- A funding body

Discovery & Vision

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Discovery: Where are we now?

Our discovery work, input from our Strategy Steering Group and feedback from stakeholders has highlighted some of the following themes:

	DISCOVERY	OPPORTUNITY
Creativity, Culture and Heritage	Wellington has a rich screen heritage that has shaped the city and the sector of today	Wellington UNESCO City of Film will use global and local connections to identify opportunities
Awareness	Our cultural assets and people can be better leveraged to realise further cultural and economic gains	Tell more stories of our screen sector success and innovation, locally, nationally and globally
Youth	Lack of consistent awareness and understanding of UNESCO, the Creative Cities Network that this designation belongs to, and the Sustainable Development Goals that act as the foundation for all associated work	Use our voice and platforms to explain and champion the UNESCO mission and Sustainable Development Agenda
Diversity	Clarify what the UNESCO City of Film designation is and is not, including anticipated benefits	Develop a clear vision and journey for the community and sector to unite behind.
	Young people need to be part of programme development to engage and best meet their needs	Wellington UNESCO City of Film and partners will work with the people it seeks to support, co-designing relevant programmes
	Creative skills will be increasingly in demand across multiple industries	Build the creative skills of our rangatahi for an evolving and fast-changing screen industry
	Wellington has a strong, diverse cultural community and identity with many stories to share	Focus on underrepresented groups, connecting them to screen opportunities and amplifying their voices and stories
	Reach and access to film and screen experiences needs to be increased across our diverse community	
	Other UNSECO Creative Cities have successfully harnessed creativity to address inequality	

	DISCOVERY	OPPORTUNITY
Technology	<p>Technology and digital innovations are rapidly changing the screen industry and viewer experience</p> <p>There is a need to prepare for the future of screen as a creative digital medium in a disruptive interactive screen environment</p> <p>Our youth have access to, and are adept with, modern technology to create content, and could leverage their adaptability to new technologies to aid storytelling and engage audiences</p>	<p>Championing opportunities for audiences to experience visual storytelling in different formats</p> <p>Act as a conduit between technology innovation and youth to provide a variety of opportunities for them to train in various new screen technologies</p>
Bicultural Leadership	<p>UNESCO welcomes a leader for authentic Indigenous Partnership within its Creative Cities Network</p> <p>Mana whenua are critical partners in this journey, and its ongoing success</p>	<p>Wellington UNESCO City of Film will partner with Iwi and Māori screen practitioners to become a proud and authentic bicultural entity</p>
Connectivity	<p>The network of relevant stakeholder groups (i.e. screen sector; education; government; etc.) is not cohesively or purposefully connected</p> <p>Industry are critical partners in this journey and its ongoing success</p>	<p>We will remain informed of all screen activity and aspirations in Wellington, connecting people and organisations with shared objectives</p>
The Pacific Region and Pasifika visual storytellers	<p>There is an expectation from UNESCO member states to support less developed nations</p> <p>New Zealand is a Pacific nation, there is growing awareness of what this means</p>	<p>Wellington UNESCO City of Film will partner with the UNESCO Pacific sub-region for knowledge and resource sharing; as well as support existing programmes that elevate Pasifika stories and storytellers on the world stage</p>
Sustainability	<p>The creative talent pipeline is not currently secure, strong or sustainable</p> <p>Aspiring film-makers feel they are unlikely to have a 'real career' in Wellington</p> <p>The story of the film sector/industry in Wellington has historically been highlighted by big-budget, high profile productions</p> <p>Our many smaller local productions could benefit from more exposure</p>	<p>Using our platforms to tell the stories and promote the diverse range of productions and screen sector career opportunities</p> <p>Continued focus on leveraging creativity and culture for a screen sector that is economically, socially and environmentally sustainable</p>

1. Different drivers/focus exist for community or sector orientated stakeholders. There is opportunity for:
 - building collective understanding of each other's needs/drivers;
 - identifying common areas of focus and priorities;
 - working together to deliver meaningful/ impactful action and change; and
 - collectively celebrating, sharing and leading our success – at home and in the world.

BOUND AND INFORMED BY:

- > Our Stakeholders, their priorities and barriers
- > Te Tiriti o Waitangi
- > UNESCO Creative Cities Network Purpose and Mission
- > Sustainable Development Agenda 2030
- > Wellington City Council Arts and Culture Strategy
- > New Zealand Screen Sector Strategy 2030

Our Vision for the Future:

Where we want to be

Wellington UNESCO City of Film contributes to a more vibrant, sustainable and inclusive screen sector and city.

Wellington is recognised as a city of film talent, experience and innovation. We are celebrated for our cultural and creative leadership

A bicultural City of Film shines a light on our nation's stories and storytellers.

Wellington UNESCO City of Film is an established part of the creative storytelling sector; contributing to our cultural identity and wellbeing and in doing so, taking our creative endeavour and enterprise to the world.

Our core values

To realise our vision, we will hold true to our core values in all that we do. These values align with the UNESCO Creative Network Mission:

PARTNERSHIP

Proactively shape and activate Wellington UNESCO City of Film by partnering with mana whenua, the community, screen sector, the UNESCO Creative Cities of Aotearoa and around the world, as well as other important stakeholders connected to the creative and cultural industries (i.e. education; government).

CO-CREATION

Work with partners and stakeholders to facilitate opportunities to connect, participate, access, share, showcase, lead and celebrate Wellington's unique cultural and creative identity to ensure a relevant and sustainable programme of work.

IDENTITY

Throw energy behind visionary projects and work collaboratively to create and elevate stories through screen experiences which transform lives and futures here at home and around the world.

EQUALITY

Strive to ensure more equitable access and representation in our stories and storytelling.

COURAGE

All work underpinned by a boldness to lead and challenge the status quo.

Our Five Strategic Focus Areas

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Our Five Strategic Focus Areas and Our Core Intent



Our Strategic Focus Areas and Core Intent will help us to:

- > enable rangatahi of Wellington to be engaged, global citizens;
- > tell more unique cultural stories with authenticity and respect via screen;
- > promote access to and inclusion of different ethnicities diverse genders, LGBTQI+, and disabled people to amplify voices and reflect a rich tapestry of experience;
- > take Wellington culture and creativity to the world;
- > create opportunities for all New Zealanders to learn about and celebrate Wellington's film history and heritage;
- > grow the local economy through screen tourism, including events, festivals, exhibitions, experiences and attractions;
- > further highlight our position as world-leaders in VFX, gaming and immersive, interactive technologies;
- > work in true partnership with mana whenua to develop an authentic bicultural model and approach that the world can aspire to; and
- > be a leader within the UNESCO Creative Cities Network for our bicultural leadership and protection/promotion of Māori film.

These strategic focus areas have been adapted from our application to UNESCO to become a City of Film.

Our Strategy Steering Group has refined and given them meaning, as well as adding our 'core intent'.

Further feedback has prompted the inclusion of a fifth focus area: 'Diversity' answering the call to provide access and inclusion for underserved communities.



Strategic Focus Area No.1

Rangatahi (youth): Our future leaders and storytellers

Strategic Goal: Wellington rangatahi are engaged, creative global citizens

THE STORY

Wellington UNESCO City of Film provides a unique opportunity to uplift and amplify the voices of the next generation of creatives. Today's youth adopt and adapt to new technologies; they are already engaged in creating and consuming a range of visual and digital content. We can provide opportunities to develop storytelling skills, to engage audiences with their passions, concerns and ideas. It will help grow the next generation of globally aware and connected leaders through screen literacy, knowledge and cultural exchange programmes, co-designed with rangatahi to ensure buy-in.

These programmes will also show Wellington's youth that a creative life and successful career is possible in Wellington.

WHAT DO WE WANT TO ACHIEVE?

- > Engage rangatahi to enjoy screen experiences and create content about their passions and concerns
- > Equal access for all children and young people - diverse representation and perspectives to build understanding
- > Opportunities to explore the Sustainable Development Agenda and how it relates to their communities now and in the future
- > Screen experience and literacy programmes designed by youth to inspire and engage their peers

PRIORITY INITIATIVES/PROJECTS

1. Interactive digital Film Heritage Project for high school and tertiary students
2. Support and extend screen industry outreach programmes that provide access to visual storytelling opportunities for underserved youth communities
3. Investigate international exchange programmes for youth with other UNESCO Cities of Film
4. Support and amplify programmes that elevate the voices of young Māori storytellers



Strategic Focus Area No.2

Māori storytellers of Wellington: Illuminating and celebrating our identity & culture

Strategic Goal: An increased understanding and appreciation of our unique culture

THE STORY

Māori stories are a significant part of New Zealand's rich cultural capital and we will contribute to the protection and preservation of these taonga and ensure decisions around how these stories are shared with the world remain with the creators.

There are many talented Māori screen creatives active in Wellington, but barriers to inclusion and a sustainable career still exist. Removing those barriers and supporting Māori to advance, produce and exhibit their films is essential.

The stories, either contemporary, ancient or both, brought to us via film or other screen technologies help us to connect with, and understand, who we are as New Zealanders.

There is a strong history and legacy of Māori films and filmmakers in New Zealand. We have much to learn from revisiting these works and exploring the stories of who and how they were brought to light.

WHAT DO WE WANT TO ACHIEVE?

- > An increased understanding and appreciation of what it is to be a Wellingtonian and New Zealander - our history and place in the world.
- > More opportunities and improved access for Wellington's Māori screen practitioners to share their work and sustain careers at home.
- > Partnership with Iwi of the Wellington region, and Māori from around Aotearoa who choose to live and create here, through the provision of relevant, useful support.
- > Elevation and visibility of Te Reo Māori via inclusion in Wellington UNESCO City of Film content and programmes.

PRIORITY INITIATIVES/PROJECTS

1. Support and promote Māori film makers via the Wellington UNESCO City of Film and NZIFF partnership
2. Support and amplify programmes in the Wellington region which provide opportunities and elevate the voices of young Māori storytellers
3. Foster connection, knowledge and resource sharing with other UNESCO Creative Cities and indigenous filmmakers
4. Collaborations for projects that illuminate and enlighten all of us about the history and legacy of Māori films and filmmakers in Wellington



Strategic Focus Area No.3

Technology: Our experience & innovation

Strategic Goal: Wellington is a world leader in immersive and interactive technology

THE STORY

The exponential growth in screen technology has expanded the way we make and interact with visual stories. Wellington has always been a leader in this space and with our Creative Cities network we will take this story to the world. Interactive and immersive screen technologies already contribute to advancements beyond storytelling. This is an opportunity to explore new ways to use screen technology to enhance our world and contribute to a more sustainable, livable city.

WHAT DO WE WANT TO ACHIEVE?

- > Wellington is seen as a hub for future screen technology innovation
- > Diversity of stories explored through interactive/immersive screen experiences
- > Crossover applications to improve our world and contribute to the Sustainable Development Agenda
- > More diversity in specialised technology fields

PRIORITY INITIATIVES/PROJECTS

1. Providing opportunities for Māori to tell stories through new technologies
2. Support and extend existing screen industry outreach programmes to deliver immersive and interactive experiences for underserved and underrepresented communities
3. Film student competition for crossover innovation labs (how we can use screen technology to improve lives).



Strategic Focus Area No.4

Diversity: Reflecting our world

Strategic Goal: Wellington's diverse communities are telling their own stories in their own words

THE STORY

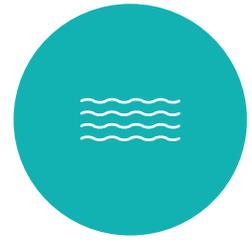
There has been an increase in the value and appreciation of diverse perspectives in communities, and in storytelling, but there remains a lack of diversity in access to the industry and representation on screen. There is an emerging appetite for authentic storytelling that comes from lived experiences. Too often, stories are told about communities without their input – this can perpetuate negative stereotypes and further reduce opportunities. We need to ensure the next generation of screen creatives are as diverse as our community.

WHAT DO WE WANT TO ACHIEVE?

- > Amplify diverse stories made for and by diverse communities
- > Screen career experience and opportunities for gender diverse, LGBTQI+, disabled and people of different ethnicities and backgrounds
- > Authentic casting and employment in the screen sector
- > Develop empathy and understanding of different life experiences through authentic diverse stories

PRIORITY INITIATIVES/PROJECTS

1. Targeted mentorship programmes to provide aspiring filmmakers with a career pathway
2. Support for the niche Wellington film festivals that showcase the work of diverse cultures and communities
3. Community film programmes for immigrant and refugee communities to share their culture, experience and stories



Strategic Focus Area No.5

Pacific: Our extended whānau (family)

Strategic Goal: Film makers from the Pacific region are supported to tell their stories on the world stage

THE STORY

Through UNESCO, there is an opportunity for New Zealand to better understand and connect with its place in the Pacific. Pacific nations are uniquely linked to New Zealand through migrated communities and there are opportunities to connect to our wider sub-Pacific region through knowledge sharing and storytelling. Wellington City of Film, in partnership with Wellington's Pasifika community, can help widen access to skills and technology to amplify the stories and storytellers of the Pacific.

WHAT DO WE WANT TO ACHIEVE?

- > Through visual storytelling, build understanding of our place in the Pacific and strengthen the place of Pacific peoples in Wellington and Aotearoa
- > Enable more Pasifika peoples in their region to tell their stories via screen and innovative screen technology

PRIORITY INITIATIVES/PROJECTS

1. NZIFF Ngā Whanaunga award for Māori and Pacific short stories/films
2. Connect with the UNESCO Pacific sub-region committees, sharing knowledge on film making techniques and tools to explore themes such as climate change impact and mitigation
3. Support and amplify programmes that already exist to support Pasifika visual storytellers

Foundational Core Intent

Bicultural Partnership: Cultural & Community Leadership

"UNESCO and the Creative Cities Network are looking to Aotearoa, New Zealand for guidance on forming authentic partnerships with indigenous people."

Dr Arapata Hakiwai, Co-leader of Te Papa and former Cultural advisor to The New Zealand National Commission for UNESCO

Underpinning our work is an intent to work in partnership with Iwi and with a bicultural lens, eventually becoming a truly bicultural City of Film that we can celebrate with our global UNESCO Creative Cities whānau.

We recognise there is a long way to go before becoming bicultural. However, we believe that setting it as our core intent will focus this journey.

WHY:

- > As Treaty partners (both tangata whenua and tangata tiriti) there is an obligation to ensure participation and partnership with Iwi.
- > As a member of the UNESCO Creative City Network we are bound by the UCCN Mission and the Sustainable Development Goals (SDG's); both promote true partnership and inclusion of indigenous peoples.
- > Wellington City Council have committed to partnership with mana whenua in their Arts and Culture Strategy. The Screen Sector Strategy 2030 calls on the sector to promote 'greater use of Te Reo Māori and Tikanga Māori in the sector's practices and processes, thereby reflecting New Zealand's unique culture.'
- > Our culture and Māori storytellers set us apart from the rest of the world. A Te Aō Māori approach will improve our offering, reputation and attractiveness as a destination for making and learning about film.

HOW:

The next 12 months will include foundational work to begin our bicultural journey and our activity in this space will be ongoing as we build our reputation as a UNESCO City of Film. It will include the following actions.

3- 6 months :

1. Establish a leadership group that reflects our bicultural aspirations.
2. Build relationships and review strategic focus with Wellington Iwi

6-12 Months:

Build Wellington UNESCO City of Film's cultural capability, bicultural frameworks and practices

1-2 years:

In partnership with Iwi and advisors we create a bicultural strategy which informs the revision of this strategy document and future programmes being developed.

ONGOING:

- > Building foundations for generational partnerships
- > Documenting the Wellington UNESCO City of Film's bicultural journey to share learnings with WellingtonNZ, WCC and UNESCO Creative City Network.

Our Approach

04

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First Four Years: A Framework

The framework is an evolutionary model starting with an exploratory/discovery phase alongside activity to build strong foundations and partnerships with key stakeholder and community groups.

From this we will tighten the focus to ensure delivery of high-value, high-impact programmes.

Through this staged approach we aim to increase:

1. Community agency and ownership of the City of Film and its work; and
2. Alignment with Sustainable Development Goals and the UNESCO Creative Cities Network Mission

YEAR ONE: CELEBRATE, EXPLORE & BUILD

CELEBRATE

Our film heritage – where we have come from and where we are going

EXPLORE

Opportunities to leverage our screen sector creativity and commitment to transforming communities

BUILD

Trust, Partnerships and Programmes together

YEAR TWO: ACT, ITERATE & LEARN SOME MORE

ACT

Deliver programmes for change

ITERATE

Refine programmes for improved targeting and outcomes

LEARN SOME MORE

Strengthen partnerships
Share our challenges and successes to grow together

YEAR THREE: IMPLEMENT, COLLABORATE & CONNECT

CONNECT

Community & screen sector to each other and local and global networks
Community to Sustainable Development Agenda 2030 – what it is and role

IMPLEMENT

Continues with improved and more focused programme of work

COLLABORATE

Programmes include international cooperation between Wellington and other Film Cities
Use partnerships to scale impact & progress

YEAR FOUR: ALIGN, TRANSFORM & PLAN

ALIGN

To the Sustainable Development Agenda 2030

TRANSFORM

Generational partnership foundations formed
Programme results and goals reached

PLAN

Evaluate effectiveness
Plan activity for next four years of being a UNESCO City of Film

*In partnership, we will build capacity and leadership with communities to create and drive City of Film programmes.

RESULT

A bicultural UNESCO City of Film has contributed to a more inclusive, sustainable and vibrant screen sector and city.

This model will mean that we can't do everything but focus on where we can most add value and work with our screen community to transform lives.

To operationalise this framework we will need to constantly review, refine and make decisions – we will be guided in this work by our community, our partners and governance structure.

If in 2024 we can demonstrate to the UNESCO secretariat that the screen sector and community have come together to bring about our aspirational vision set out in this strategy, we will retain our title and benefits of being a UNESCO City of Film for another four years.

Our Key Stakeholders & Partners

Our intent is to build a meaningful, connected network that will provide value to members and become a model of success to celebrate within our UNESCO global whānau.

Many of our stakeholders have already expressed their support and see value in Wellington as an official City of Film.

With the support of Wellington City Council and strong local and global networks, we will support and amplify programmes that already exist to connect our people to place and purpose via film.

Where gaps exist, we will form partnerships for defined outcomes.

Our list of stakeholders and potential partners includes but is not limited to:

- > Screen Sector / Industry
- > Iwi of the Wellington region
- > The global UNESCO Creative Cities Network and Other UNESCO Cities of Film
- > The UNESCO Creative Cities of Aotearoa: Auckland UNESCO City of Music and Dunedin UNESCO City of Literature
- > Community, Creative and Cultural sector groups
- > Film exhibitors
- > Film Festivals
- > Education providers
- > Local and National Government

Support & Contact: Get involved

The Wellington UNESCO City of Film is funded by Wellington City Council. It sits alongside the Screen Wellington film office at WellingtonNZ (WREDA) – with aligned objectives.

Wellington UNESCO City of Film has one full-time coordinator. Essential to the delivery of this strategy will be successful partnerships and active involvement across all stakeholder groups alongside private/public investment for programmes.

If you are interested in how culture and creativity can have a positive impact for our communities, and would like to contribute in some way, please get in touch. There are many ways to get involved, including the following:

- > **Volunteering** – Delivering these programmes will rely on committed individuals freely giving their time. Maybe you're a film student, a retiree or in-between productions and you're interested in leveraging your creativity for economic, social and environmental sustainability. Register as a Wellington UNESCO City of Film volunteer, tell us a bit about yourself and your interests and we'll match your talents to one of the programmes.
- > **Leadership Group** – Achieving the Wellington UNESCO City of Film strategic goals will require collaborative leadership to guide focus and activity. To help, we will establish a representative Leadership group of 8-10 people tasked with supporting the entity in delivering the strategic plan and reviewing ongoing needs/opportunities. The group will be reflective of the broad range of stakeholders and will act in a voluntary capacity, meeting bi-monthly.
- > **Partnering for Success** – Beyond individuals, we want to partner with organisations, businesses, groups and communities that share the aspirations set out in this strategy. If we can work together to advance our mutual interest in advancing Wellington, we want to hear from you.

This inspiring strategy will guide us in our mahi over the next four years; building a City of Film foundation for the next 100!

STAYING CONNECTED

We are developing a Wellington UNESCO City of Film digital platform. It will inform and promote all things 'Screen' happening in the Wellington Region. Let us know what you're doing and sign up for our newsletter at:
E cityoffilm@wellingtonnz.com

CONTACT US

If anything in this document requires clarification, please do not hesitate to contact me. And if we have not yet connected, I would love the opportunity to do so:

TANYA BLACK

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Glossary

UNESCO	United Nations Economic, Science and Culture Organisation
UCCN	UNESCO Creative Cities Network
SDG's	Sustainable Development Goals
WCC	Wellington City Council
GWRC	Greater Wellington Regional Council
WREDA or WellingtonNZ	The Wellington Regional Economic Development Agency
NZIFF	The Wellington Regional Economic Development Agency
NZFC	New Zealand Film Commission
WHĀNAU	Family, family group, a familiar term of address to a number of people
MANA WHENUA	Territorial rights, power from the land, authority over land or territory
TAONGA	Treasure, anything prized or considered to be of value socially and/or culturally
RANGATAHI	Youth, younger generation
IWI	Tribe
TANGATA WHENUA	Local people, hosts, indigenous people - people born of the whenua
TANGATA TIRITI	Treaty people, refers to all non Māori citizens of New Zealand
MAHI	Work

