



**MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT**  
HIKINA WHAKATUTUKI

## **FOLLOW-UP CONSULTATION FOR ENTERTAINER IMMIGRATION POLICY REVIEW 2012**

### **SUBMITTER'S DETAILS**

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In seeking feedback on the current immigration policy settings SPADA reached out to a cross-section of its members who have been involved in bringing in overseas entertainers, performing artists and personnel since the new policy was introduced.

Responses to the questions below have been consolidated, however, in response to the final question direct quotes have been used inserted; for this reason SPADA would ask that its submission not be made available to requesters.

**Questions**

Please use as much space as you need to provide your feedback.

**1. To what extent is the new immigration policy/process effective at facilitating the entry of key industry personnel? Please provide evidence and/or specific examples to support your view.**

The majority of respondents are supportive of maintaining the current policy settings as they find the new process effective, and more facilitative in the incredibly time-poor, tight turnaround situations that these applications take place in.

A general comment in terms of bedding in the new policy; the dissemination of information regarding the new policy settings seems to have taken some time to filter through the various channels. Some NZ based practitioners are still not 100% sure of the new process, and at times this uncertainty is exacerbated by offshore visa processing centres not being au fait with the new policy setting in New Zealand. Therefore, in a number of cases, producers will still request a Letter of Non-Objection – even though it is technically not required, just to be “on the safe side” as they want to avoid any potential processing glitches that might arise.

The migration of the new immigration policy/process to the online system as quickly as possible will help alleviate some of those problems. In terms of identifying mature markets, Japan and the US need to be prioritized as a reflection of the value placed on the historical relationship as well as the emerging markets.

2. **To what extent does the new immigration policy/process effectively ensure job opportunities for New Zealand workers are protected? Please provide evidence and/or specific examples to support your view.**

The current policy setting is intended to help facilitate more offshore productions coming to New Zealand; and to create jobs for New Zealand crew, on screen talent and creative talent. The current immigration policy setting also adds to New Zealand's value proposition as a production destination and sends a strong message that production is welcome and we are open for business. This is an influential factor when clients and international producers are determining where to invest their production spend.

With the ongoing strength of the NZ dollar, and a drop in overall international productions, it is important to retain flexibility when it comes to bringing in top creative talent so local productions don't have another reason to go offshore.

3. **Do you have any other observations on the policy settings or any impacts on or outcomes for your industry?**

Some general feedback from SPADA members:

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All good here for now. I have one decent job coming through, which is good because it has been a very quiet few months. The only comment I would make about the new on line application process is that it would be better if it was available for people coming here for up to 21 days rather than just 14 days. With many reasonably sized commercial productions, the director and producer will be here for over 14 days.

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Anything that makes it easier for people to come here and shoot needs to be encouraged. I hope it can be extended beyond LA and London soon.

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All good here, just need some more offshore production to land, seems to be headed to South America more often than not.

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Nothing specific to report back, just to say we support the status quo.