

Emerging Filmmakers Resource

The Emerging Filmmakers Resource has been created to help writers and directors connect with producers for collaborations and screen projects.

SPADA is in the process of developing a comprehensive resource on the **role of the producer** and more information will be coming in 2021. In the meantime, if you're looking for a producer, we've highlighted below – **'Working with a Producer'** - a few tips to help you on your way to forming strong and productive partnerships with your producer.

This resource also includes the **Emerging Producers List**. Each of the producers on this list have completed the 2019 WIFT NZ / SPADA Emerging Producers Intensive, and has a solid foundation of the skills and knowledge required to bring a screen project to life.

'Working with a Producer'

* **What does a producer do?**

We often hear of people who work hard to get their application together, and then simply want to find a producer to attach to their submission to satisfy funding requirements – a producer is much more than just attaching someone to your application. A producer:

- drives the project - it is their job to get the film made
- is ultimately responsible for the delivery of the film in the agreed style & at the specified running time
- is in control of the budget and personnel
- is usually 'first on & last off': working through from development to exhibition/distribution.

Understanding everyone's role is key to building a mutually respectful and productive working relationship. See below for a full breakdown of the areas of responsibility for producers.

* **Relationships are at the heart of it all**

Creating stories for the screen can be an incredibly demanding undertaking without strong relationships at the heart of it all.

- Is the producer someone you want to work with?
- Will you be able to navigate the highs and the lows of the project together?
- Are you culturally aligned?
- Are you working from different perspectives for the same goal?

The Producer, writer and director must have a close relationship with each other and the subject of the film, plus a passion to make the film.

*** Do your homework**

Before you approach a producer make sure you do a bit of digging and research of your own – this includes talking with your friends, colleagues and other industry practitioners.

- What is their previous work like?
- Is the genre / format / perspective likely to be one that fits with you and your project?
- Are they working at the level you're working at, or is this an opportunity for them to 'step up'?
- What will they bring to your project?
- What will you bring to their slate?

*** Be prepared**

Before your meeting with a producer make sure you know your own slate/project inside and out.

- Practice pitching your project
- Prepare your creative material
- Know what you're looking for - what's your "ask"? Are you looking for a long-term creative partnership or is this a one-off proposition, do you want a co-producer or an Executive Producer?

First impressions count (on both sides) so make sure yours is as strong as possible by having everything in place **before** you set up your meetings.

*** Start the conversation early**

The Producer, writer and director must have a close relationship with each other and the subject of the film, plus a passion to make the film – that takes time to develop so make sure you *start the conversation earlier rather than later*.

Simply finding a producer who you feel would be perfect for the project is no guarantee that they'll *want* to get on board. Finding the right producer is like dating: you need to spend some time getting to know the other person, and you're not going to like everyone you meet. Nor is everyone going to like you back.

So if wherever possible avoid looking for a producer at the 'end' of the submission process. That puts everyone on the back foot. Bringing a producer in early also means they can support the development of the script, introduce the potential for additional funding, and enhance the submission and the likelihood of the project's success.

If you start the conversation early you also get an opportunity to identify a mutual interest in a certain genre or perspective and start together from the beginning; this could bring new ideas and perspective to the work.

However you get started, make sure you connect with your producer **early** and create a partnership around the project.

Additional Resources

Producer Task Analysis

The [Producer Task Analysis](#) follows the key areas of responsibilities and duties of the producer from financing through to commercial exploitation. The spreadsheet also illustrates who takes the lead on those key responsibilities – breaking them down into the Production Company, the Individual Producer and Co-Producer.

We'd like to thank producer Catherine Fitzgerald of Blueskin Films for her work compiling this comprehensive document, and for making it readily available to others.

NZFC's Short Film Fresh Shorts

Other material that may be useful to look at can be found on the **NZFC's Short Film Fresh Shorts** resource page ([link](#)).

Resources include *Chain of Title*, *sample scripts*, *template short film budgets* and *shoot schedules*.

SPADA Masterclass Series - Material

- * [The Three Cs of TV](#) - From Irene Gardiner
- * [Top Ten Tips for Documentary Pitches](#) - From Irene Gardiner
- * [Writers Approaching A Producer](#) - From Alice Shearman at NZ Writers Guild
- * [DEGNZ Workflow Best Practice Guide for Editors and Producers](#)

EMERGING PRODUCERS LIST *(As at 11 December 2020)*

PRODUCER	PROJECT INTEREST	MORE INFO	CONTACT
Anna Canton (CHCH)	Short Film, Feature Film. Genre Film (action/sci-fi/thriller/horror/elevated drama). Storytelling and collaboration with women, POC, LGBTQ+	Link	annakey productions@gmail.com
Francesca Carney (WN)	Feature Films, Documentary, Web series	Link	frannycee@gmail.com
Harry Wynn (AK)	Documentaries, Short Documentaries, Web series	Link	wynnharry@gmail.com
Isobel Mebus (WN)	TV Series - Dramas and Comedies	Link	isobel@quercus.co.nz
Jacqui Gilbert (AK)	Comedy Genre Films	Link	jacquig1@msn.com
Karen Sidney (NTHLD / AK)	Doco, Drama, Web series, Installation, Music Video, Feature, Script etc	Link	thescriptlounge@gmail.com
Karpal Singh (AK)	Various formats in Drama and Factual storytelling.	Link	karpalnz@gmail.com
Lucy Campagnolo (UK)	Narrative Web series/Short films/Dramatic long form development	Link	campagnolo.lucy@gmail.com
Madison Smith (AK)	Short form narrative	Link	madisonsmith.nz@gmail.com
Maria Tanner (AK)	Ambitious indigenous narrative / POC / WOC	Link	tanner.maria@gmail.com
Matai'a Sarah Richards (AK)	Narrative and Documentary Web series, Short Film	Link	sarah.lt.richards@gmail.com
Nicola Bailey (AK)	Narrative Short Films and Web series. I have an interest in targeting Asian audiences and supporting minority groups/audiences. I enjoy coming of age, comedy-drama and happy endings!	Link	nicola.bailey7991@gmail.com

The Producers on this list are the 2019 WIFT NZ / SPADA Emerging Producers Intensive Cohort, and are happy to be contacted for collaborations and new projects. If you would like to be added to this list please contact Ness Simons at comms@spada.co.nz.