



News Release

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FILM VOLCANIC...REACHING FOR THE STARS

Film Volcanic is excited at the prospect of Screen Production and Television Commercial activity being shot in and around the greater Central North Island (CNI) Region. The Film Volcanic is a CNI inter regional economic development initiative focusing on developing the capability of the CNI region as screen production location of choice that compliments the growing NZ industry.

“The purpose of Film Volcanic is to facilitate and promote the Central North Island as a place for world class screen production activity” said Mark Rawson, General Manager Destination Rotorua Economic Development. Contracted to Film Volcanic to deliver upon it’s objectives, Kevin Rowell, a director of Volcanic Locations Ltd and Location Manager, said the formalizing of this initiative signified another step forward for the screen production industry in the CNI by providing a united approach to the development of the significant screen production opportunities that were now being undertaken by the NZ industry.

Film Volcanic will be formalized through the signing of a Participation Agreement amongst the regional partners by the end of this week,. The participation agreement is governed by a yet to be confirmed Management Committee and will deliver on the majority of its goals and objectives through a contract for services with the Rotorua based Volcanic Locations Ltd.

Mark Rawson said the economic development units, tourism offices and local development agencies...are all working together to support the initiative. “The Film Volcanic region consists of Whakatane, Kawerau, Rotorua, Tauranga, WBOP, Taupo, and South Waikato at this stage with the possibility of others joining the initiative in the future.

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The 5 key aims of Film Volcanic are:

1. To provide world class facilitation and support to the screen production industry while in the Central North Island region.
2. To make the Film Volcanic region an accredited regulatory film friendly region.
3. To Catalogue and market the diverse locations, facilities and capabilities of the Central North Island in relation to the screen production industry
4. To form strong strategic partnerships with the national film body, Film NZ and our regional counterparts especially Film Auckland and Film Wellington
5. To define our points of difference and market these as complementary products to the NZ screen production industry.

Christine Leaf, Project Manager for Volcanic Locations said, “It is my role to promote, and secure expertise in all areas that a film production crew require, e.g. security, accommodation, catering units, locational needs...etc. “We are currently building a database which will house a great deal of knowledge and expertise – our aim for the production crew is to ‘blow these guys away with service’ and to support local business rather than the crew arriving in Auckland and everything being sourced from there. Put simply, we will aim to keep as higher percentage of the dollars as possible in the CNI Region. Time is BIG money to these people and when we can help them, we will. “The industry is, in a growth phase especially with the impact the likes of The Lord of the Rings Trilogy has had, promoting New Zealand in a way like never before and many local businesses will stand to benefit if we can work together to make this initiative successful.”

Mr Rowell said “We have proven we have the skills & resources required to meet a production companies needs, after spending six months last year providing support services to eight locations in the Central North Island for, ‘Without a Paddle’.

“Without a Paddle deposited hundreds of thousands of dollars into the local economy, and even provided one building supplier with a \$10000 sale of ‘rope’, as many as 255 people were involved in the 13 day shoot, accommodation, meals, recreation, transport etc, and a purpose built ‘tree house’ was constructed for the set” Mr Rowell said.

We are currently working to provide services and support to a Production House who manage an International Car Brand of Television Commercials – one of which Volcanic Locations managed late last year, and was shot in and around the region. This has just

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*Fore more information contact: Mark Rawson, Destination Rotorua Economic Development
General Manager, RDC, on phone 07-348 4199 Ext 8094 or mobile 027 490 4454*

been secured and we are working confidently on hosting a major Paramount Pictures Screen Production in and around the Region in June 2005". Volcanic Locations is currently working on a DVD which will sit side-by-side with Film New Zealand Material at the Los Angeles Film Expo at the end of April.

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