

EXECUTIVE OFFICER'S AGM REPORT

Screen Industry Guild of Aotearoa New Zealand

September 2026

It has been another very busy year for the Screen Industry Guild, with a lot of work happening behind the scenes as well as directly with our members.

The first six months of 2026 have seen an increase in international production activity and a little more certainty for our members. While this has been encouraging, the screen sector, like much of New Zealand, continues to feel the impact of the wider economic climate. Domestic production remains challenging, many crews are still experiencing gaps between projects, and businesses across the sector continue to work hard to navigate these conditions.

Throughout the year we have continued to see strong demand for the Guild's services. We receive regular questions from crew, producers and Crew Representatives about SIWA, contracts, the Blue Book, immigration, working conditions and a range of other issues. In many cases we remain the first-place people come when they need advice or support.

A significant amount of our work has focused on SIWA implementation and preparing for collective bargaining, the Letter of Non-Objection process, supporting members with contracts and workplace issues, strengthening our governance under the Incorporated Societies Act 2022 and continuing our advocacy across the sector.

Alongside this, we have continued progressing ScreenSafe, including the development of the pilot Mental Health Programme and the work required to establish ScreenSafe as an independent organisation supporting health, safety and wellbeing across the entire screen sector.

Membership and Supporting Members

Supporting our members remains at the heart of what we do.

Our membership has now grown to 699 members, a further increase on last year. We continue to focus on making membership valuable by providing practical advice, access to resources, discounts, advocacy and representation.

Since the last AGM we have held twelve branch meetings across the country. These meetings are an important way for us to stay connected with our members and hear what is happening on the ground.

We encourage members to bring their ideas, concerns and knowledge into these meetings, while also using the opportunity to update members on the work we are doing behind the scenes. The

conversations we have at branch meetings are incredibly valuable and help us decide where we put our time and energy.

We have also strengthened the way branch meetings are run, including clearer processes around agenda calls, member and committee submissions, formal member motions, final agenda confirmation by Branch Officers and record keeping. This supports consistency across the branches, provides greater transparency for members and helps us meet our obligations under the Incorporated Societies Act 2022.

We continue to provide daily advice and guidance on employment matters, contracts, working conditions, SIWA, the Blue Book, rates and workplace issues.

Over the past year we have undertaken eighteen contract reviews with the support of our lawyer and have developed contract companion information where required to help members understand how contracts align with the Blue Book and SIWA.

We continue to receive multiple queries each week from crew, producers and Crew Representatives about the Blue Book and SIWA. This is an important part of the Guild's role and, in many cases, allows us to help resolve issues before they become bigger problems.

SIWA and Collective Bargaining

SIWA has continued to be one of the biggest areas of work for the Guild.

We have been working alongside NZWG, DEGANZ, Equity and SPADA as we work through the next steps towards collective bargaining representing Production Technicians and Post Production Technicians.

We have monthly meetings with SMSG, the VFX Guild and Motion Picture stakeholders discussing the next steps for supporting Post Production Technicians under SIWA. We have also started discussions with WIFT and the Stunt Guild around Production Technician workers.

The Guild continues to provide information and guidance to crew, producers and Crew Representatives about SIWA, and we receive regular questions about how the Act applies in practice.

The work required to collectively bargain and then provide ongoing monitoring and support of contracts under SIWA will be a considerable increase to the day-to-day work of the Guild. This is something we need to plan for as we move forward, particularly as the Guild will have an ongoing role once agreements are in place.

At this point SPADA is undertaking its preparation and consultation with producers before registering. We will continue to encourage SPADA to register as soon as possible so we can undertake this important work.

LONO and International Production

The Letter of Non-Objection process continues to be an important part of our work, particularly with the increase in international production coming into New Zealand.

In the last twelve months we received:

- **131 LONO submissions**
- **130 approved**
- **1 declined**

Some submissions were redacted or otherwise not included in the final figures.

We continue to work alongside NZCS and the VFX Guild to process LONOs. We have also established subcommittees for LONO reviews with Costume, Assistant Directors, Hair and Makeup, Production Designers and Script Supervisors.

These groups bring specific departmental knowledge into the process and are also an important part of our wider discussions about international production.

We have met with Immigration New Zealand to discuss the LONO process and concerns around international crew coming into New Zealand.

We have also continued discussions with NZFC International Attraction, including Philippa Mossman, around international crew concerns, the LONO process and the key HOD list. A key focus of these discussions has been how we can work together to open more opportunities for New Zealand HODs on international productions.

We have developed a Draft LONO Policy to clarify the process and requirements for submitting a LONO. This has been reviewed by some of the subcommittees and is currently with SPADA and NZFC International Attraction for further review and feedback before it is released.

We have also supported discussions around mixers and opportunities for local crew to connect with producers coming into New Zealand. Building these relationships is important if we want to see more New Zealand crew move into larger international productions.

Member Resources and Services

We continue to develop resources that provide practical information to members and the wider industry.

Blue Book

The Blue Book remains one of the Guild's most important resources and continues to be used by both crew and producers.

The member version recorded approximately:

- 2.4k visits
- 3.1k pageviews

We also introduced the Blue Book Penalty Calculator, which recorded:

- 339 visits
- 398 pageviews

We continue to receive regular questions about the Blue Book, which shows how important it remains as a day-to-day resource for the industry.

Rate Card

The Rate Card project continues to provide a useful baseline for crew when negotiating rates and for producers when preparing production budgets.

The Rate Card covers more than 468 roles and recorded more than:

- 2.1k visits
- 2.8k pageviews

The Rate Card work has also provided a useful foundation for our ongoing discussions around rates and gender pay equity.

Website and Online Resources

Our website continues to be an important way we provide information to members and the wider industry. Over the year there has been strong engagement with the Guild's online resources, particularly the News Section, Blue Book, Rate Card and SIWA information.

The News Section has continued to grow, providing production updates, industry news and practical information for members and the wider sector, with more than 45.7k pageviews across the year.

Our other online resources have also continued to be well used:

- **SIWA Resources:** 390 visits and 446 pageviews
- **Crew Resources and Templates:** 357 visits and 505 pageviews
- **Business Toolkit:** 96 visits and 137 pageviews
- **Crew Representative Resources:** 203 visits and 229 pageviews
- **Leadership Fundamentals:** 103 visits and 133 pageviews

The ScreenSafe website has also continued to provide an important resource for the wider sector, with approximately **6.8k visits and 7.1k pageviews**.

The continued use of these resources shows there is a strong demand for practical, accessible information that people can use in their day-to-day work.

Leadership and Crew Representative Resources

The Leadership Fundamentals programme has continued to provide practical online training covering negotiation, team dynamics, inclusive workplace culture, emotional intelligence and management skills.

We also continue to support productions with Crew Representative information and resources, including information about how to vote in a Crew Rep, what makes a good Crew Rep and how to undertake the role.

This is particularly important as SIWA continues to be implemented and Crew Representatives become an increasingly important part of how workplace issues are managed on productions.

ProdPerks

ProdPerks has continued to develop and is now one of the Guild's key practical benefits.

In June 2026 we launched the expanded ProdPerks programme, providing free access to all domestic productions as well as continuing to offer general and professional discounts to members.

There are now more than 80 discounts and partnerships available.

The aim is simple: to help members and productions save money. The programme can save members money on everyday costs and can save productions thousands of dollars across their budgets.

Opening ProdPerks to all domestic productions means that the programme can now support the wider domestic market, not just Guild members. Given the current economic climate and pressure on production budgets, we believe this is an important offering for the sector.

Our partnership with Z Energy has also enabled us to provide fuel guidance information to members, which has been particularly well received during a period of increased costs.

Governance

The Incorporated Societies Act 2022 has required a significant amount of work behind the scenes.

We have completed a Governance Guide for the Screen Guild covering the responsibilities of the Executive Committee and Branch Committees.

We are also working through the development and review of policies across the organisation to ensure we meet the requirements of the new Act.

This work may not always be visible to members, but it is important to make sure the Guild is well governed and has the right systems in place for the future.

ScreenSafe

Over the past year we have continued working towards establishing ScreenSafe as a separate organisation from the Screen Industry Guild.

The intention is for ScreenSafe to operate independently and support health, safety and wellbeing across the entire screen sector.

We are actively working on securing the funding required to establish ScreenSafe as an independent organisation and to allow it to continue this work across the wider industry.

Mental Health Programme

Over the past six months we have continued developing the ScreenSafe Mental Health Programme, building on the findings of the national ScreenSafe Mental Health Survey 2025 and the ongoing feedback we receive from across the industry.

The programme has been designed to support everyone working in the screen sector and will provide a range of support options, including a 24/7 support phone line, access to pilot counselling sessions and access to an app to help connect people with relevant wellbeing resources and support. This will be launched in the next couple of months.

We look forward to collaborating with organisations across the sector to ensure the programme is practical, accessible and meets the needs of our industry.

Our focus has been on creating a programme that recognises the unique pressures of working in the screen sector and strengthens the support pathways available for people working across the industry. We are grateful to NZOA and NZFC for their funding support for this pilot programme.

Professional Respect

ScreenSafe hosted a Professional Respect Training workshop in Auckland in February 2026.

As with previous workshops, the feedback was extremely positive, with participants wanting to see more people across the industry having access to this training. Unfortunately, due to funding constraints we have had to put further workshops on hold while we look for additional funding.

ScreenSafe has also continued to receive disclosures and requests for support. Where specialist assistance is required, we signpost people to Hardcases for bullying advice and support, and to specialists in sexual harassment.

This support is an important part of what we provide to our community, and the new Mental Health Programme will work alongside these specialist services.

DocEdge

DocEdge hosted a screening of *The Trial of Alec Baldwin*, with panel sessions addressing physical and mental wellbeing in the screen industry. I was invited to participate in these panels at the DocEdge Festival alongside Screen Auckland, Screen Wellington and Screen Canterbury, discussing important issues around health, safety and wellbeing in the industry.

Advocacy and Collaboration

Advocacy continues to be a significant part of the Guild's work.

During the year we have provided feedback and participated in discussions with government and industry organisations on a range of issues affecting our members and the wider sector.

This has included:

- A submission to MBIE regarding the proposed 5% uplift to the Domestic Screen Production Rebate
- Meetings with Immigration New Zealand regarding the LONO process
- Discussions with NZFC International Attraction around international crew, HOD opportunities and LONO
- Supporting ScreenNZ International with its survey work and providing industry feedback
- Discussions with NZOA around support for industry programmes
- Meetings with Netflix regarding financial support for industry programmes
- Discussions with NZOA regarding support for Share the Knowledge / Netflix funding for the Professional Respect Training Programme

- Membership of WeCreate and contribution to its advocacy work
- Meeting with Farooz Samy regarding the Everyone Project
- A submission to DoC regarding their fee increases and access issues
- Submissions to the Olsberg research for The Auckland \$30m Infrastructure Fund - focusing on training, capacity, infrastructure along with health, safety and wellbeing for the sector
- Over the past year I have hosted talks with students at Massey University Wellington, Yoobee and the University of Auckland
- I have also attended Screen Industry Network meetings in Auckland
- We also supported and attended the Joint Guild Christmas parties across New Zealand
- We also teamed up with International Productions to support the Masterclass series hosted on the Screen Guild website

We have continued our relationships across the sector, including with NZWG, DEGANZ, Equity, WIFT, SPADA, NZCS, the VFX Guild, SMSG, Motion Picture and other guilds and organisations involved in the SIWA and international production work.

We continue to have quarterly meetings with the Regional Film Offices. Our work with Film Otago Southland has included discussions around DOC communications and regional location information.

We have also continued working with Screen Auckland, Screen Wellington and Screen Canterbury around industry initiatives and the DocEdge Festival.

Looking Ahead

There is still a lot of work ahead of us.

The implementation of SIWA and collective bargaining will require significant additional work from the Guild. Once agreements are in place, there will be ongoing work required to support members, monitor contracts and make sure the agreements are working as intended.

We also need to make sure New Zealand crew can benefit from the international production coming into the country. Our work with NZFC International Attraction and producers will continue to focus on creating more opportunities for experienced New Zealand HODs.

We need to continue growing the value of Guild membership and ensuring our services remain relevant to people working across the industry.

ProdPerks is an important part of this, particularly now that we can provide savings to domestic productions as well as members. We want to continue growing this programme so that more productions and members can benefit from the savings available.

The development of ScreenSafe as an independent organisation is another major priority. The need for health, safety and wellbeing support across the industry is clear, and we want to see ScreenSafe in a position where it can operate independently and support the whole sector.

The Mental Health Programme is an important part of this future, and we will continue working with partners and funders to get the programme established.

Thank You

Finally, I want to thank you, our members.

The Guild exists because of our members, and the feedback and conversations we have with you are what help shape the work we do.

I also want to thank the Executive Committee and Branch Officers for the time they give to the Guild. Much of this work is done by people who are already working in the industry and who give their time because they care about making the sector better.

I want to specifically give a massive thank you to the Executive team members who are standing down this year: Sioux MacDonald for all of her years of service to the Guild, you have been an instrumental part of the growth of the Guild and you truly are one of our legends. We can't thank you enough. To Christian Gower, who is stepping down after two years at the helm and undertaking significant changes to the Guild. Your commitment to the evolution of the Guild is greatly appreciated. To Jess in Auckland, Zac and Penny from Christchurch, Brett Mills in Queenstown - we really value the support you have given to your regions and the Guild we can't thank you enough.

To the rest of the Executive Committee, especially Wookie and Tyrone, for the hours of support you give me each week - thank you, and last but not least our amazing team behind the scenes that does an immense amount of work each day to bring us new programs, education, social connection and looking after the finances: Tracey, Tania and Annette you are all so appreciated. Thank you!

I also want to acknowledge the many guilds, organisations, government agencies, producers and individuals we work alongside. The screen sector is relatively small, and we cannot do this work on our own. The relationships we have built across the industry are an important part of being able to move things forward. To NZFC who support our core funding for day to day operations and specific project work alongside NZOA - without the financial support we can't achieve all of this.

It has been another very busy year, and there is still a lot to do. But I am proud of what the Guild has achieved over the past year and, most importantly, of the support we continue to provide to our members.

Thank you for your continued support of the Screen Industry Guild.

Kelly Lucas

Executive Officer

Screen Industry Guild Aotearoa Inc