

OUR STRATEGIC DIRECTIONS FRAMEWORK

Vision	To build Studio New Zealand: connecting the New Zealand screen industry to the world
---------------	--

Major Outcome	New Zealand is perceived globally as a innovative, cost effective, highly competitive single market for the global screen industry
----------------------	--

Intermediate Outcomes	Trusted brand – Studio New Zealand	New Zealand becomes a natural home for leading Producers/ Directors	New Zealand screen industry will be globally embedded
	Seamless public and private partnerships	All projects are assessed for maximum strategic economic impact	Industry risk is managed
	Studio NZ vision and outcomes are delivered through leading edge technology	Stimulate the growth of the internal screen industry	

Our Strategies	Leadership strategy	Commercialisation of industry content and capability	Build global credibility	Single market strategy	Intelligence led market and communications strategy
-----------------------	---------------------	--	--------------------------	------------------------	---

Our Outputs	<ul style="list-style-type: none"> Build, own and develop a trusted brand ‘Studio New Zealand’ Create and resource the Studio New Zealand product Value proposition for the content creation segment Seamless public and private partnerships Develop and implement a partnership model with regional film offices 	<ul style="list-style-type: none"> Targeted marketing and promotion Agree and deliver a contract with NZTE and MED Identify and meet all controllable metrics to maximise deal potential Develop a prioritisation tool to assess entry level projects Assess value of all existing strategic partnerships 	<ul style="list-style-type: none"> Establish and monitor New Zealand industry risk profile Studio NZ will be a continuous learning organisation
--------------------	---	--	---