

Written Response to Question 44/2020 by Minister for Industry, Trade, Tourism, Local Government, Housing and Community Development, Hon. Premila Kumar

Thursday, 20 February 2020

Written Question 44/2020

Hon. Lynda Tabuya to ask the Minister for Industry, Trade, Tourism, Local Government Housing and Community Development – Can the Minister update Parliament on the number of audio visual agents license issued and how many of these agents are currently engaged in film production since 2012 to date

Mr. Speaker Sir,

I thank the Honourable Member for the question.

I wish to draw the attention of this August House to the audio-visual industry, which has shown significant growth in the past few years. The Fijian audio-visual sector is forging its way to becoming a fully-fledged local industry.

The 5-year and 20-year National Development Plan (NDP) provides a clear link between tourism promotion and the development of the audio-visual sector. The sector is also a priority area for Fiji since the Fijian Trade Policy Framework (2015- 2025) identifies the vital role the sector plays in the sustainable growth of the economy.

Mr. Speaker Sir,

Over the years, one of the main efforts of the Fijian Government has been to improve the quality and efficiency of service delivery, through reforms and implementation of respective regulations and legislations.

A regulation, as such, is the licensing for Audio visual agents which came into force in 2012. The Film Fiji (Licensing of Audio Visual Agents) Regulations 2012, administered by the Ministry of Industry, Trade and Tourism assured that the right people were engaged by overseas production, ensuring efficient and timely delivery of services and agents providing services expected by international productions houses.

A total of 38 new audio visual agent licenses has been issued, out of which 19 audio visual agents are currently engaged in film production since 2012.

The audio visual agents include location scouts, talent agents, local producers, production managers, business advisers, amongst other film industry positions.

Thank You.