

# APPENDICES



**Appendix I**  
**Written Response by Film Fiji**



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**30 March 2022**

The Honorable Chairperson Mr Viam Pillay  
Standing Committee on Social Affairs  
Parliament Complex  
Constitution Avenue  
**SUVA**

Dear Hon.Chairperson Mr Viam Pillay

**Re: Clarification of Issues on Film Fiji Annual Reports for the Period from August 2016 to 31 July 2017 and 1 January to 31 July 2016**

We refer to the above and to your letter dated 22 March 2022.

Film Fiji acknowledges the contents of the letter and responds to the questions of the same letter below:

***1.What was the impact of the COVID-19 pandemic on the operations and income generation of Film Fiji?***

During 2020 the entire film and tv production service industry in Fiji came to a stand-still. As borders remained closed during the year and production houses and studios put on hold any investment decision given the high risk of travelling abroad, the international industry in all of our markets was faced with the decision to either halt productions, or film within their territories. This left our local crew, line producers and in general all service providers without the ability to generate revenue. The income generation decreased almost to a zero level, without the few exceptions in which security and equipment maintenance provided a source of income to a limited number of employees. Most of the crew in Fiji, as is the case internationally, would be hired as free-lancers on a per-project format, and therefore most of the qualified film workforce in Fiji was unemployed during all of 2020. Although local Audio-Visual Agents tried to keep their employees through the crisis, as the border shut down continued local employers in the industry had to reduce drastically their number of employees. This, in turn, also produced migration of their qualified and highly trained workforce from our industry to other industries.

During 2021, and under a covid-free scenario at the time, we opened safe corridors for productions and scouts to enter the country. This was executed under the supervision and approvals of the Covid Risk Management Taskforce (CRMT), and with the support of the Ministry of Health and other authorities. The prospect of having in Fiji a Covid-free environment for productions created great interest within the international community, and in February of 2021 we saw the first international team

land in Fiji to produce US Survivor season 41, while also attending many enquiries for new productions that aimed to take place towards the second half of the year. However, the outbreak in the month of April put all remaining productions on hold, and the interest to land in Fiji quickly dissipated as the number of cases per million rose. Despite the outbreak, we managed to help US Survivor shoot in Fiji an additional season (season 42) in isolation, while having to carefully handle interisland movements and other logistical matters. This effort brought approximately \$25 million in local expenditure, an estimated \$79 million in New Economic Activity, and total production budget of \$99 million. Also creating direct employment for 408 locals. The 2 seasons that were shot during 2021 resulted in 1000+ minutes aired on prime-time TV in the US highlighting Fiji locations to the US audience and generated an estimated 130 million accumulated TV viewers.

During the 2020-2021 financial year, as a result of the pandemic, Film Fiji's budget was reduced drastically to less than 57% of pre-covid times, which in turn created a disruptive effect in the operations of the film commission. Most in-country training and development activities had to be paused, and the marketing budget had to be reduced by more than 75%.

The opening of borders in 2022, together with the commissions efforts to market Fiji internationally using digital tools (having completely reshaped our marketing team to strengthen our in-house digital capabilities) has brought a renewed interest and inquiries from producers overseas. Our main market continues to be the USA, Australia and NZ, while our European productions have not yet returned to Fiji (having located their productions in competing markets like Tahiti, the Philippines, Hawaii, and others).

The COVID pandemic has also resulted in competing countries strengthening their positions and budgets to keep productions within their borders, this we believe is not only meant to support their industry of film and tv service providers, but also because of the quick financial benefits the film industry has in the locations where it produces as production related expenditure enters communities and flows to supporting non-film related industries very quickly.

In conclusion, COVID has had a devastating effect in the local film and tv production service industry, our cluster of providers is now weaker than in pre-pandemic times, and we have lost qualified workforce to other industries. We have also seen competition strengthening their positions, which in turn has made our position as a film production destination weaker. We continue to counter these effects by placing our resources on a well-executed digital marketing strategy, by improving the ease of doing business in Fiji reviewing and improving policies that affect the industry, and by creating training and development opportunities.

The road ahead is not necessarily grim, we are living today through one of the most productive times in history in terms of volume of film and tv productions, driven mainly by the growth of streamers. This growth will most probably continue in the near future, and we have an opportunity to bring to our country productions looking for the unique, pristine tropical locations we have, supported by the highly competitive infrastructure, decades of production experience and film-friendly policies that we promote.



***2. The committee notes that the Board of Survey was not carried out for Property, Plant and Equipment as at 31 July 2017. Why was this the case and confirm whether this issue has been rectified in subsequent years.***

Film Fiji had its financial year change in 2016 from annual calendar year to follow Government financial year from August to July each year. The Board of survey are usually carried out yearly before the end of each year. In 2017, a Board of Survey was carried out in September of 2017 but because of the change in financial year, this issue was raised by the Office of the Auditor-General with the recommendation that the survey be carried out before the end of the financial year on 31<sup>st</sup> July each year. Film Fiji has noted the recommendation and has since carried out survey each financial year.

We hope that the above response is sufficient and detailed however, for any further clarification, do contact **Mr Ramiro Tenorio**, the **Chief Executive Officer** on [Ramiro@film-fiji.com](mailto:Ramiro@film-fiji.com) or 2934504.

Thank you.

Sincerely



**RAMIRO TENORIO**  
**CHIEF EXECUTIVE OFFICER**

**Appendix II**  
**Supplementary Response by**  
**Film Fiji**



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25 April 2022

The Honorable Chairperson – Mr Viam Pillay  
Standing Committee on Social Affairs  
Parliament Complex  
Constitution Avenue  
**SUVA**

Dear Hon. Chairperson Mr Viam Pillay

**Re: Film Fiji 2016-2017 Annual Reports**

Reference is made to the email dated 22 April 2022.

Film Fiji acknowledges the questions put forward in the email and responds as follows:

**1. Update the Committee on the list of agents that are current working with Film Fiji?**

At present Film Fiji has 16 Audio Visual Agent certified and registered with its Ministry (MCTTT). Attached herein is a list of the active Audio-Visual Agents. Please note that the list consists of 12 Audio Visual Agents, the remaining Agents licenses are under renewal and will join this list in the April-May updated list from the Ministry.

**2. Highlight plans put in place to revive Film Fiji back to its normal operation prior to COVID-19 outbreak, and plans to take the industry into the next level?**

**Global Industry Background:**

*The COVID-19 pandemic had a tremendously disruptive effect on the international Film and TV production services industry. During 2020 some estimates indicate that 60% of Film Commissions reported a volume loss of productions between 75% and 100% of their pre-covid production volume. International survey results showed an average decline in production of 70% during the first year of the pandemic. However, demand for content consumption from audiences around the world experiencing lockdowns was at an all-time-high. It has become evident that the entire Film and TV industry has faced a fundamental shift: demand for content production is at an all-time high, but there is no return to "pre-covid business as usual" as all industry stakeholders have had to review productivity, improve operations, and compete globally.*

In anticipation of the new challenges the post-covid era would present, beginning in January 2021 at Film Fiji we have been working steadily on improving all areas of our operation. To this end, we structured our strategy under three main pillars:



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1. Do more with less,
2. Tell the world what makes us unique,
3. Prepare for the future.

We set out to regain our lost market, which in 2019 was represented approximately by more than 60% of investment coming from US based productions or Intellectual Property (IP) owners, and 20% EU based productions or IP owners.

As of the beginning of 2021, we:

- **Digitalized our operation** at Film Fiji by including a Productions Management Software, a Rebate Visualization data tool, Enquiries processing software, HR management system, moving the team to an internal communications platform, and moved our file storing and email system to the cloud.
- We launched a **new website** for the Film Commission, making all fundamental information readily accessible, linking the website to our enquiries processing software, and over all reviewing the usability of the site.
- We developed and executed a **Marketing Strategy and Social Media plan** with a renovated social media presence and 3 ongoing campaigns highlighting the film commission's key value propositions for Fiji in the international market.
- **We increased our presence in film festivals and markets** by leveraging their online participation and supporting it with pay-per-click and geolocated digital media campaigns.
- We regained lost confidence and addressed the **pending rebates** issue by providing a clear payment plan for the backlog of pending owed rebates with the support of FRCS and MoE.
- We **strengthened our relationship with local stakeholders**: from consultations with crews, AV Agents, service providers and government stakeholders. We culminated this effort with "**2021's Film Connect Event**" gathering all the stakeholders of the film service providers.
- We **reviewed all policies that affect the "ease of doing business" in Fiji** and improved procedures that affect the industry and involve, amongst others: Immigrations, TLTB, iTaukei Affairs, Ministry of Lands, FRCS, and Ministry of Economy.
- We have replaced 3 roles within the organization, and we have **added 3 new strong team members** to Film Fiji with the focus on developing our digital marketing, to strengthen our international and national communications, and to sustainably manage the Film Tax Rebate Incentive structure in line with the expectations of the market.
- We launched the **Film Fiji Audio Visual Lab** to develop local talent conducting multiple programs to lease with available grants, funds and to





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collaborate internationally to bring capacity building to Fiji. Most importantly, we have managed to establish an educational program called **Media Learning School Program** to be launched in 2022 with the **Ministry of Education, Heritage and Arts**. The program is based on Australia's AFTRS media courses for public schools and it is launched with their support.

Looking towards the near future, as part of our plans to bring the industry into the next level we are currently working on:

Strengthening our facilitation efforts by:

- Addressing the gaps in the local Film and TV cluster of Service Providers.
- Digitalizing the presence and service offering of the cluster
- Creating an incubator for service providers
- Strengthening our partnerships with key service providers in the Pacific region in the areas where the scale requirements do not allow to develop the providers locally.

Strengthening our training and development efforts by:

- Offering online access to professional courses
- Local upskilling in international coproduction and financing structures
- Providing visibility to local talents in international events

Strengthening our Marketing and PR efforts by:

- Strengthening our partnerships with streamers and key players in the industry
- Continuing our dedication to online presence in international markets and events
- Giving continuation to our digital marketing campaigns with in-person meetings during key marketing events.

Presently, the Film Tax Rebate incentive has been amended from 75% of local expenditure capped at 15million per production to 20% of local expenditure capped at 4million per production, the Film Tax Incentive is an international tool used by all our competing markets to attract productions and this new scenario puts tremendous pressure on Film Fiji's ability to facilitate productions in Fiji. Some of these issues include our ability to make sure documentation is processed within certain timeframes (FRCS, immigrations, native land related processes, foreshore related processes, vat returns, etc).

It will be a new and challenging time for the team at the film commission in all departments, fundamentally for Marketing (we now need to communicate internationally the new rebate structure making sure we counterbalance the reduction with efficiency signals and strong presence in overseas events, while also knowing we can no longer rely solely on the film tax incentive to attract productions), Incentives



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and Policy (making sure we have adequate timeframes and accountability), and Production Facilitation (making sure all productions are properly supported). We will need to strengthen these areas in 2022 so that we may continue being one of the most attractive tropical film locations in the world.

At the commission we are determined to think outside the box and help Fiji on its road to recovery by developing an industry that brings much-needed high spending from overseas investors, while also helping the funds flow quickly into the sectors they reach.

We hope the above is detailed and sufficient for your perusal, however, for any further clarity do contact me on [Ramiro@film-fiji.com](mailto:Ramiro@film-fiji.com) or on 2934504.

Sincerely

Ramiro Tenorio  
**Chief Executive Officer**



### Database for Licensed Audio Visual Agents

For ease of reference, please refer below an updated list of licensed audio visual agents.

For further information, please contact the Ministry of Commerce, Trade, Tourism and Transport on 3305411 or via email to [phinaisi.liao@govnet.gov.fj](mailto:phinaisi.liao@govnet.gov.fj)

#### LICENSED AUDIO VISUAL AGENTS as at 16 March 2022

Licence No.	Date of Issue	Licence Expiry Date	Licence Holder	Business Address	Postal Address	Phone Contact	Email Address	Services Offered
05/20	03/06/2020	03/06/2022	Global Pacific PTE Limited	c/- KPMG Building, Level 10, Suva	c/- KPMG, P.O. Box 32, Suva	9995794	<a href="mailto:Julian@GlobalFilmSolutions.com">Julian@GlobalFilmSolutions.com</a> <a href="mailto:Frith@GlobalFilmSolutions.com">Frith@GlobalFilmSolutions.com</a> <a href="mailto:Tony@AhKoy.com">Tony@AhKoy.com</a>	1. Logistics services; and 2. Assists in negotiation
09/20	18/8/2020	27/09/2022	Helipro (Fiji) Pte Ltd	108 Amy Street, Suva	P.O. Box 2399, Government Buildings, Suva	+ 61 411428681 7707770 2220900	Website: <a href="http://www.ems.com.fj">www.ems.com.fj</a> <a href="mailto:contact@helipro.com.fj">contact@helipro.com.fj</a> <a href="mailto:contact@ems.com.fj">contact@ems.com.fj</a>	1. Emerging Medical Services; 2. Marine ambulance services; 3. Air ambulance helicopter & fixed wing; 4. International Medevac flights (ICU & trauma); 5. Hyperbaric medicine provider; 6. Critical care transport provider; and 7. Medical Equipment & inventory sales and hire
10/20	19/6/2020	19/06/2022	Khan & Co	1st Floor, Suites 8 & 9, Queensland Insurance Centre, Victoria Parade, Suva.	P. O. Box 549, Suva	3315777 3313655 7072786	<a href="mailto:khancolawyers@unwired.com.fj">khancolawyers@unwired.com.fj</a>	1. Legal services
11/20	28/7/2020	28/07/2022	Munro Leys	Level 3, Pacific House, Butt Street, Suva	GPO Box 149, Suva	3314188 7706369	<a href="mailto:nicholas.barnes@munroleyslaw.com.fj">nicholas.barnes@munroleyslaw.com.fj</a>	1. Legal services including incorporation of companies and legal advice and representation on taxation, land/natural resources, employment & intellectual law on property law
13/20	25/9/2020	25/09/2022	Yavusa Leweimotu Trust	59 Vunavou St, Nadi	P.O Box 11141, Nadi Airport	9741263 9329829	<a href="mailto:motutrust@gmail.com">motutrust@gmail.com</a> ; <a href="mailto:tuidrakitevita@yahoo.com">tuidrakitevita@yahoo.com</a>	1. Land Consultancy services; 2. Business advisory services; 3. Security services; and 4. Tourism & hospitality services- specifically in sorting out services for transport, accommodation & tax rebate services
14/20	10/12/2020	11/12/2022	Qavio Consulting Ltd	108 Raojibhai Patel St, Suva	G.P.O Box 16167, Suva	9999412 7999412	<a href="mailto:napolioni@qavioconsulting.com">napolioni@qavioconsulting.com</a>	1. Audio visual agent, accountancy services; 2. Fixer role; and 3. Arrangement of work permits, tax advisory, business and investment advice
01/21	22/04/2021	22/04/2023	Super Group Pte Ltd	Lot 2 Matua Street, Walu Bay Suva	P.O. Box 855 Suva	7771945 7771801 7779175	<a href="mailto:Litiana.naweni@supergroupfiji.com">Litiana.naweni@supergroupfiji.com</a>	1. Customer care services; 2. Catering; 3. Project management services; 4. Accommodation services; 5. Transport management; 6. Prop setup preparation; 7. Hire of audio visual equipment and other related equipment; 8. Architectural and engineering activities, related technical consultancy and restaurant business.
02/21	20/07/2021	20/07/2022	Deluxe Management Services PTE Ltd	52 Naviti St, Lautoka	P. O. Box 1802, Lautoka	7347318/9844015	<a href="mailto:emacsg@gmail.com">emacsg@gmail.com</a> <a href="mailto:mnratubuli@gmail.com">mnratubuli@gmail.com</a>	1. Consultancy services
03/21	01/10/2021	1/10/2022	Costello Film Services	15 Tukani St, Lautoka	P.O. Box 608, Lautoka	9168730 7254288 9168730 7254288	<a href="mailto:vincecostello26@gmail.com">vincecostello26@gmail.com</a>	2. Location & Logistics Producer/Manager; and 3. Tax Incentive (Rebate)
04/21	27/09/2021	27/09/2022	Mauve Pte Ltd	49 Kandamu Road, Delainavesi Suva		7819146/7413702	<a href="mailto:mauvemarketingfiji@gmail.com">mauvemarketingfiji@gmail.com</a>	1. Fixing and production supporting; 2. scouting and locations; 3. permits ( with a well-maintained network among the relevant agencies, they can arrange all necessary films, equipment and local permits; 4. provide assistance in equipment and crew.
05/21	28/09/2021	28/09/2023	BDO (G.LAL)	Level 10 FPNF Place, 343 Victoria Parade, Suva	GPO Box 855, Suva	33134300/9999099	<a href="mailto:pradeep.patel@bdo.fiji.com">pradeep.patel@bdo.fiji.com</a>	1. Accountancy services; and 2. Business Advisory services
01/22	28/01/2022	28/01/2024	KPMG	Level 10, BSP Suva Central, Renwick Rd, Suva	GPO. Box 32, Suva	3301155	<a href="mailto:suvaoffice@kpmg.com.fj">suvaoffice@kpmg.com.fj</a>	1. Audit services; 2. Advisory Services; and 3. Tax related services