



Media release
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INTERNATIONAL ACHIEVEMENT AWARD TO BE ADDED TO QANTAS FILM AND TELEVISION AWARDS 2009

A New Zealand screen industry business which has had success on the international stage will be recognised at this year's Qantas Film and Television Awards.

The inaugural New Zealand Trade and Enterprise (NZTE) International Achievement Award will be presented at the Qantas Film and Television Awards ceremony in Auckland on September 5.

NZTE investment director Graham Matthews says the performance of the New Zealand film and television industries has laid the foundation for a number of globally successful New Zealand businesses.

The winner of the International Achievement Award will have demonstrated a commitment to international business and New Zealand, and have developed a sound business and reputation here and overseas.

"There have been many success stories of companies putting New Zealand on the global map in recent years, which have grown the screen industry here and created platforms for future international success," Mr Matthews says.

"We anticipate that the combined revenue of the film and television industries, which was nearly \$2.5 billion in the 2008 financial year, will grow significantly over the next five years.

"NZTE hopes this award will acknowledge those companies encouraging investment in New Zealand and building local capability to take advantage of new opportunities."

The Qantas Film and Television Awards programme is jointly organised by the Screen Directors Guild of New Zealand and the New Zealand Television Broadcasters' Council.

Screen Directors Guild of New Zealand executive director and organising committee co-chair Anna Cahill says the NZTE International Achievement Award is a timely addition to the Qantas Film and Television Awards programme.

"These awards celebrate the international success of the New Zealand film and television industries, and the International Achievement Award is a fitting addition to the awards programme," Ms Cahill says.

New Zealand Television Broadcasters' Council chief executive and organising committee co-chair Rick Friesen is thrilled NZTE has become an awards sponsor.

"It's great news that New Zealand Trade and Enterprise is supporting the growth of the film, television and screen industries with this award," Mr Friesen says.

Information about the award criteria and the nomination process can be found at www.qantasfilmandtvawards.co.nz.

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About the Qantas Film and Television Awards 2009

For a full list of categories, and information about the awards, please visit the official Qantas Film and Television Awards website: www.qantasfilmandtvawards.co.nz.

Entries for the awards closed on **Monday 15 June**. The finalists for film categories will be announced on **Wednesday 5 August** and TV category finalists will be announced on **Monday 10 August**.

The Qantas Film and Television Craft Awards will be announced during an awards lunch at the Civic Theatre in Auckland on **Friday 4 September**. The Qantas Film and Television Awards (including highlights from the Craft Awards) will be presented at an evening ceremony at the Civic Theatre on **Saturday 5 September**. Tickets to the awards are on sale now and can be purchased from www.qantasfilmandtvawards.co.nz.

It is the second year the Awards have been held, following last year's successful inaugural event. They are the amalgamation of the former New Zealand Screen Awards and the New Zealand Television Awards.

The Qantas Film and Television Awards is delighted to have **Qantas** as a significant partner and naming rights sponsor of the Awards.

The Awards would not be possible without the financial assistance of the **New Zealand Film Commission**.

The Qantas Film and Television Awards committee gratefully acknowledges the support from sponsors:

- **Auckland City Council** – Auckland, home of the Qantas Film and Television Awards 2009
- **New Zealand Trade and Enterprise**
- **Images and Sound**
- **NZ On Air**
- **Kordia Group Limited**
- **Te Taura Whiri i te Reo Māori (Maori Language Commission)**
- **Atomic Coffee Roasters**
- **AGB Nielsen**

About the Screen Directors Guild of New Zealand

The Screen Directors Guild of New Zealand (SDGNZ) represents New Zealand directors and editors. The guild creates a forum where creatives can define, defend and further their professional industry. The SDGNZ is dedicated to the artistic excellence, employment opportunities and economic wellbeing of its members.

About the New Zealand Television Broadcasters' Council

The New Zealand Television Broadcasters' Council is an industry organisation representing the non-competitive interests of free-to-air television broadcasters in New Zealand. The members are MediaWorks TV, Television New Zealand and Maori Television.