



TE PAE  
MATARAU

Frequently Asked Questions  
for Producers



# Te Pae Matarau | The Everyone Project Aotearoa

## FAQs for Producers

### What do I, as a producer, need to provide?

If this is your first time using Te Pae Matarau, you'll need to register your production company on the platform. Your funding agency will send you instructions for accessing and registering on Te Pae Matarau.

You'll then register your project, which involves entering details like genre, budget, and formats.

Next, you'll download the cast and crew excel spreadsheets (provided on the agency websites) and fill them in with names, job titles and contact details. We've tried to include as many positions as possible, but please let us know if we've missed any. You may also use your own spreadsheets. You'll then upload the spreadsheets into Te Pae Matarau alongside your project. This action will trigger emails to be sent with a link for cast and crew to create their own profiles and complete the survey. We ask that producers seek consent from cast and crew before they upload any contact details.

Productions receiving funding from NZ On Air, The NZ Film Commission or Te Māngai Pāho are required to participate in Te Pae Matarau as part of the funding contract. However, at a cast and crew level, individuals may decline to participate. There is no obligation for any individual to complete the survey, we simply request that producers *ask* their cast and crew for permission to send them a survey invitation using Te Pae Matarau.

Te Pae Matarau encourages all to complete the survey so that the data provides a comprehensive view of the sector.

### How do post-production houses and other subcontractors complete the Te Pae Matarau survey?

When registering a project, you can invite post-production houses and other subcontractors to participate in Te Pae Matarau by choosing "add a supplier" and entering the supplier's name and email address. Te Pae Matarau will then send an invitation to the supplier, asking them to add their own workforce and inviting them to complete the survey. You will be able to see if the invitation has been accepted and which roles have been added to the list.



## **Will I be given material that I can share with cast, crew, post-production houses and subcontractors to explain the Te Pae Matarau process?**

Yes. We'll provide you with an email template that can be sent out to cast and crew, post-production houses and subcontractors with a brief explanation of Te Pae Matarau. We'll also make available shareable FAQs.

## **Will the reporting requirements for Te Pae Matarau be the same across NZ On Air, The NZ Film Commission, and Te Māngai Pāho?**

Broadly speaking, yes, but you should always refer to your specific project's Funding Agreement and communicate directly with the relevant agency if you have any questions.

## **Will I have to provide proof that I've fulfilled my Te Pae Matarau requirements?**

Yes. This can be done by sending the relevant agency a screenshot of your project dashboard. We are developing the functionality to allow Te Pae Matarau to send automatic confirmation emails of project submission to the relevant agencies and we will update producers when this feature is live.

## **Will I be able to see any demographic info for my project/s?**

Unfortunately not – but there's a good reason. At the project and/or production company level, the data sets are too small to be effectively anonymised. Privacy is the number one consideration with Te Pae Matarau and we need to ensure that respondents can provide honest answers without fear of being identified. In the future, this might be possible through the integration of 'data noise', which preserves the high-level results of the data but obscures individual information.

## **What data will we be able to see from Te Pae Matarau?**

Once sufficient data has been gathered to provide a robust sample, the three agencies will begin public reporting of the data. This will take the form of one annual report on the screen



sector workforce as a whole. Additionally, each agency will be able to report data breakdowns related only to their funded projects. Over time, as the data set grows and as year-on-year trends can be observed, a more detailed story of the sector's workforce will emerge.

## **Will Te Pae Matarau reporting requirements replace the NZ On Air diversity survey?**

Yes. When the Te Pae Matarau platform is up and running, we'll be discontinuing the diversity survey for screen projects.

## **Privacy FAQs**

### **Do I need consent before I provide Te Pae Matarau the names, job titles and contact details of my cast and crew?**

Usually, yes. You need a lawful basis to hold cast and crew contact details and to share those details with Te Pae Matarau so survey invitations can be sent.

In many cases, this will mean obtaining consent — unless you already made cast and crew aware at the time you collected their details that their information may be shared with Te Pae Matarau for survey invitations.

If you didn't cover this at the time of collection, you should obtain express consent before sharing contact details with Te Pae Matarau. Consent may be provided by the individual (including a person under 16 who has sufficient understanding of what they are agreeing to). If the individual does not have sufficient understanding, consent should be provided by a parent or caregiver.

Producers should also make post-production houses and subcontractors aware of Te Pae Matarau so they can do the same.

Use the steps below to check it's lawful.

- 1) Be clear when you collect cast/crew names, roles and emails;** that you intend to use/share these details with Te Pae Matarau so they can send survey invitations for industry research. The key test is whether people would reasonably expect the information to be shared in this way.



- 2) **If not, get consent first.** If you are not sure whether you have been explicit about the above, and you collected the details only to manage the person's role in the production, and they wouldn't reasonably expect researcher contact for this purpose, do **not** share them unless you first get express consent in writing.
- 3) **Consider under 16s.** Under 16s who understand what they are agreeing to can consent. Otherwise, consent should be given by a parent or caregiver.

## What are some of the relevant specifics of the Privacy Act 2020?

Information Privacy Principle (IPP) 10(1)(a) and IPP 11(1)(a) allow personal information to be used and disclosed for a purpose that is *directly related* to the purpose for which the information was obtained. If your website, contract, or onboarding materials clearly indicated that one purpose of collecting contact details was to share them with industry research partners for research purposes, then disclosing those details to Te Pae Matarau to send a survey invitation is likely to be permitted.

## How is privacy managed for post-production and subcontractor workers?

When a supplier accepts an invitation to complete Te Pae Matarau, they manage the process of inviting their workers directly. This ensures that personal contact details are not shared with the producer.

## To help Producers to comply with the Privacy Act, Producers must:

- Clearly state at the time the personal information is collected that one purpose of collecting contact details includes "*sharing your name, email address and job title with The Everyone Project Aotearoa for industry research*" (or similar wording). For example, this could be included in correspondence on a deal memo or in a cast or crew contract.
- Where cast or crew are under 16, ensure the information provided at collection is easy to understand and (if appropriate) involve a parent or caregiver when seeking consent.
- Let cast and crew know to expect an email invitation from Te Pae Matarau to a survey for industry research. For example, during wrap of principal photography, once it's clear who will be receiving the link, as well as near the end of post-production.
- Give cast and crew the option to opt out of participation with Te Pae Matarau by notifying the Producer, in which case, Producers will not share cast and crew details.
- Encourage post-production vendors to familiarise themselves with the privacy compliance obligations (as above) while also encouraging participation.

