

**Ayrburn Screen Hub**  
**Response to Minute 14 of the Expert Panel**  
**19 February 2026**

This memo responds to questions 11 and 12 of Minute 14 from the Expert Panel for the Ayrburn Screen Hub fast track application. It should be read in conjunction with my original report (Report) dated May 2025 and addendum to Ayrburn Screen Hub Report (Addendum) dated 18 January 2026.

**Question 11:** .... *Turning to economic issues, we have two further questions. One is a follow-up question to Mr Gibson. In answer to the Chair's question at the conference on 30 January, Mr Gibson told us that the different scenarios he provided (at paragraph 59 of his report) of expenditure at the proposed Screen hub included expenditure on location shoots, and accommodation spend for crew while on those shoots. The follow-up question is, what approximate proportion of the total expenditure for each scenario would be in that category? The associated question for Mr Osborne is whether that proportion of the total spend forms part of the counterfactual for the Screen Hub given Mr Gibson's advice that screen productions already come to Queenstown for location shoots, and non resident crew members presumably stay in local hotels and air bnb's while doing so."*

The proportion of spend associated with the location component of any production will vary widely. As alluded to in paragraphs 37 - 39 of my Report, regional or even location expenditure within a region is not differentiated in publicly available reports such as the New Zealand Screen Production Rebate.

While some screen productions do already come to Queenstown for location shots, the numbers I provided at paragraph 59 of my Report were based on additional activity to the area that may occur, as indicated at paragraph 56 of my Report (emphasis added):

*Feedback from producers and production companies indicates that a Screen Hub will definitely increase the number of productions shooting in the region and how long they stay there. Estimating the consequential additional spend in the region is difficult due to uncertainty about how many, and what type, of screen productions would use the Screen Hub in any particular year. However, it is possible to construct a matrix of the type of jobs that could shoot in the area and what they might spend in the region."*

**Question 12:** *The second question arises out of the potential identified by Mr Gibson of the Screen Hub displacing studio demand currently met by the Frankton studio. Do either the applicant or QLDC have any information as to the extent of the Frankton Studio's contribution to the regional economy that might assist us in understanding the potential extent of displacement?"*

I understand that the Remarkable Studios ( Frankton Studio ) has been set up as a collaboration with Screentime Ltd, for the franchise A Remarkable Place to Die , which is being filmed in the region. Season 1 of four telefeatures has completed filming and has been released. Season 2 of six telefeatures is currently filming and there is talk of season 3 commencing later in the year, subject to it being green lit of course.

This long timescale has likely played a role in the feasibility of a mid-term lease of the ex-department store.

The Remarkable Studios facility can accommodate this type of production which only has several simple, smaller scale interior sets, like offices, a morgue and the interior of a police station. These types of sets are relatively simple to build and shoot and can therefore be accommodated in an adapted department store.

I do not know what the studio component itself would currently contribute to the regional economy, but I would estimate that each telefeature of a Remarkable Place to Die (which the facility has been set up for) would currently contribute around \$2.5 million to the regional economy.

My comment during the conference around the Studio potentially closing in time has been somewhat misunderstood. My expectation is that because the Remarkable Studios have been set up specifically for the franchise, they may not continue their lease beyond the filming of the final season of A Remarkable Place to Die . Given the time taken to build the Ayrburn Screen Hub, there may or may not be overlap in operation.

Regardless, if the facilities do continue, they are limited as to what can occur there (as outlined in my Addendum) and will not compete with the level of activity and area spend that I have forecast in my Report.

In my original report, I give a matrix of possibilities with different productions that are likely to base themselves at the Screen Hub. Many of these productions, especially the larger scale ones which bring in the majority of the spend, would require more comprehensive facilities to accommodate the larger scale set builds and more complicated production requirements. These and some other types of productions would not be able to be accommodated at the Remarkable Studios.

Dave Gibson, ONZM