

Ayrburn Screen Hub
Response to Minute 15 of the Expert Panel
25 February 2026

This memorandum provides a response to Minute 15 issued by the Expert Panel in relation to the Ayrburn Screen Hub fast-track application. It should be read alongside my original report dated May 2025 (Report), the addendum dated 18 January 2026 (Addendum), and my response to Minute 14 dated 19 February 2026.

Paragraph 1:

The Panel notes that, in the applicant's package of material submitted in response to Minute 14, I advised that the expenditure scenarios in my initial report represent additional activity within the region.

That is correct. The expenditure scenarios presented in my report reflect additional regional spending.

Paragraph 2:

The Panel also observes that it had previously understood one of the benefits of the Screen Hub to be its ability to accommodate productions currently shooting on location in the Queenstown area that must return to Wellington or Auckland to complete their shoots.

This is correct and remains one of the anticipated benefits of the Screen Hub.

There will be productions who will almost certainly stay longer and spend more because of the Screen Hub. There will also be some that will continue to come to the region without using the Screen Hub, and most significantly, there will be productions that would not previously have considered the region that will now come.

Paragraph 3 & 4:

"Mr Gibson's response suggests either that this is not correct, or that use of the screen hub by such productions is an additional benefit of the screen hub that has not been quantified (perhaps because of the uncertainty noted by Mr Gibson in his report as to whether the screen hub would have capacity for additional productions).

Can Mr Gibson please clarify his expectation as to the likely make up of demand for the screen hub by 5pm on 25 February."

I am very comfortable with my expenditure scenarios. They are based on forecast additional spend and activity in the region from new productions attracted to the region because of the Screen Hub.

Any spend from productions who might already shoot in the region has not been separately identified and is a potential additional benefit that has not been quantified.

Dave Gibson, ONZM