Wellington’s film sector thrills, inspires and amazes people here and around the world. It is a vital part of the city’s identity and economy – it’s the country’s creative gateway.

Miramar is the home of New Zealand’s film industry. The possible extension of the airport runway, growth of the film industry and potential developments such as the old prison site and Shelly Bay mean the peninsula is likely to change. We want these to enhance the area and its reputation as a centre of creative work – by considering the development of a film precinct, associated education facilities and an enterprise zone, with a world-class film museum in the central city.

Despite being thousands of kilometres away from Hollywood, Wellington’s film-making hub of Miramar plays a lead role in many international blockbuster films. Wellington is home to Academy Award winners, and thousands of people are employed as cast, crew, designers, software developers, programmers, animators, and other creative collaborators. Aside from being the base of many film studios, visual and digital effects companies, editing and post-production facilities, Miramar is home to Roxy Cinemas, Weta Workshop and its mini-museum, as well as a children’s television series that is broadcast in more than 100 countries.

For Miramar and the film industry to continue to thrive, we want to encourage local businesses that will support the development of film and related education facilities.

The Council could create a framework to develop parts of Miramar. One option is to create an enterprise zone – essentially an expanded film precinct and perhaps an international film school. The idea presents a great opportunity for new developments and could attract major investment. For people coming to live in the area, Miramar Peninsula would also be a recreation area on their doorstep, with open spaces and walking and cycling tracks.

The possible runway extension and announcements that the next three Avatar films will be made in Wellington provide a platform we can build on to enhance the area and its reputation.

Visitors to the city often like to see behind the scenes of movie-making and to further explore their favourite films. An interactive film museum will be a fantastic new addition to our existing museums, attracting a worldwide audience.

A film museum located in central Wellington could take the world’s love of film to a whole new level. It would also be a window on some of our most talented Wellingtonians – alongside plenty of scenes and trolls.

Taking back the set is no big setback

If you’ve embraced digital television and still have an analogue television set on, you can still have an analogue television set on. Copper around the house and outside may still have an analogue television set on, and would depend on successful business cases and funding, collectively they have the ability to significantly transform the city.

Wellington Council recognises that in order to prosper we need to invest in the things that grow our economy.

We’ve made a start with 8 Big Ideas. Although in their formative stages, these aim to set out a priority agenda that provides investment opportunities and confidence in the city’s growth.

While each idea is at a different stage of development, and would depend on successful business cases and funding, collectively they have the ability to significantly transform the city.

For more on the 8 Big Ideas, please visit our website.