



## MEDIA RELEASE FROM FILM NEW ZEALAND

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Gisella Carr has been appointed Chief Executive of Film New Zealand, the national film office based in Wellington.

Announcing the appointment, Film New Zealand chair Julian Grimmond said that Ms Carr has an extensive background in New Zealand's creative industries, arts management and cultural policy, including a range of developmental national roles and projects across multiple creative industry sectors. She is the co-author of a major report to New Zealand Trade and Enterprise on the international export potential of New Zealand's visual arts and crafts. She has been the principal NZ consultant on raising successful offshore financing for the Wellington company Gibson International (part of the Gibson Group) on delivering an interactive digital wall for the Museum of Copenhagen.

Gisella spent ten years as a consultant in the creative industries, with assignments for government and cultural agencies, local authorities, and philanthropic trusts. She acted as strategic advisor to the Arts Foundation of New Zealand in creating the Arts Laureate Awards. She has also taught management and cultural policy at Victoria and Auckland Universities.

In 2006, Gisella Carr was appointed Director of Funds Development at Te Papa, where she has been responsible for the national museum's multi-million dollar fund-raising programme involving national and international corporates and government organisations.

Julian Grimmond says he is confident that the new chief executive will succeed in sharpening Film New Zealand's marketing focus and building on the success of its current work to create a stronger international brand and so to contribute to the inward investment that is such a crucial part of the New Zealand film industry. "Gisella will be responsible for realising Film New Zealand's new strategic direction and I have every confidence that her broad range of skills and sector experience will be critical in delivering the outcomes we expect to achieve from that plan".

Gisella Carr says she looks forward to working with the Film New Zealand Board to set a new agenda and focus for the organisation. "The role offers a chance to energise and lead a lean organisation that faces the challenge of developing New Zealand's competitiveness. We are one of the world's best screen production destinations, but we need to be ever-alert to the increasingly complex international landscape."

### FURTHER COMMENT

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FILM NEW ZEALAND IS A MEMBER OF THE AFCA