

Production Companies

DRAFT DOCUMENT

AIMS

Ongoing Goals

- Establish a mission statement, reflective of our overall diversity statement for the industry.
- Reflect and amplify diverse casting principles.
- Actively work to develop and support diverse voices at directing and other senior creative levels.
- Actively work to provide opportunities for a diverse range of people at all levels amongst the teams working on jobs - in-house, to freelance crew, to our service partners.
- Seek advice with a wide range of people around language, representation and best practice, and address feedback.
- Develop strategies to support our aims with other industry partners - particularly our agency and client partnerships.
- Find ways to measure representation and diversity - assessing our wins and misses - holding ourselves accountable.

MISSION STATEMENT

Draft To Discuss

We wish to promote a diverse, culturally rich and more equitable industry, ultimately creating authentic and engaging stories that are fully reflective of Aotearoa.

PRINCIPLES FOR AOTEAROA

Draft Principles

- Normalising diversity on and off screen - speaking inclusively to a true diversity of people and perspectives, rather than only targeting diversity in an attempt to tick boxes.
- Awareness of stereotypes, tokenism and marginalisation - challenging these, and seeking authentic and culturally rich representation.
- Normalising diversity off screen - letting in and supporting diverse creatives, production company staff, and crew.
- Acknowledging the distinct status of Māori as tangata whenua, and our obligations under Te Tiriti o Waitangi.
- Acknowledging that this is a continuous process that will require re-evaluation, measurement of progress, and consultation.

PRE PRODUCTION

Draft Principles

- Engage in discussions with agency around any issues or representation thrown up by the script or project that might need addressing or assessing.
- Engage in the casting process with as little conscious or unconscious bias as possible, looking to challenge stereotypes, avoid tokenism, and move beyond box ticking. Support casting that looks beyond ethnicity and age, unless a very particular reason, as set out in the D&I casting approach.
- Seek to engage with any relevant communities or individuals - eg local Iwi for culturally significant locations.
- Actively look for opportunities to engage, include and support new and diverse crew from the pre-production stage.
- Assess representation as it develops through casting, locations, storyboards, wardrobe and art department - are we telling authentic stories?

CASTING

Draft Principles from Casting Guidelines

- Anti-discrimination laws in Aotearoa New Zealand are very clear. Personal characteristics such as ethnicity, national origin, gender, sexual identification, political or religious beliefs, age, relationship status, and disability, are illegal or 'prohibited grounds' for discrimination. Casting needs to be in line with these laws.
- Unless there is a genuine reason to identify age or ethnicity, such as a government project, or a legal reason, e.g. alcohol advertising, we are removing them to avoid instances of unconscious bias. If we need to look at authenticity of a family (e.g. children to match other family), we will be able to look at this at the shortlist stage.
- Decisions around casting shouldn't be made around ethnicity or ticking boxes as true diversity is only possible when you remove the unconscious bias of those who are involved in the process.
- Casting briefs should still describe the desired characteristics for each role. This could encompass performance, character traits, age range, playing gender, a certain look or trope, possible backstory or job title, hobbies and interests. What this should no longer specify is characteristics that are irrelevant to the role or story and contravene anti-discrimination laws, such as is ethnicity (exceptions above), or sexuality.

PRODUCTION

Draft Principles

- Inclusion and support of diverse crew on set - finding ways to bring in new people and help diversify the faces behind the camera.
- Addressing and supporting any cultural or diverse needs that might arise - e.g. cultural support on set for actors, appropriate bathroom facilities for diverse talent & crew.
- Continuing to assess authenticity and comfort levels, particularly with talent, in terms of dialogue and action, wardrobe, art department dressing and overall representation.

POST PRODUCTION

Draft Principles

- Looking for opportunities to include diverse people in the post-production aspects - supporting any initiatives to increase participation in this field.
- Assessing any post production work for any inappropriate picture or audio adjustments that might not feel authentic or appropriate.
- Being aware of language and representation throughout the entire process - eg credits, social media posting, etc.

IDEAS FOR CHANGE

WIP

- Inclusion Line - double-up or addition of one line in the budget to allow for a paid person to join the job or shoot to assist with experience or contacts or exposure.
- Engagement with industry organisations like [PASC](#), [Ngā Aho Whakaari](#) and [PISA](#) to go beyond talk and start some more meaningful movement on consultation and inclusion - from , information-sharing, shadowing, mentorships, all the way to employment.

Representation

REPRESENTATION GUIDE

WATCH OUT WORDS - RESOURCE

We would like to adapt this resource for Aotearoa

WOW

A

APPROPRIATION

The adoption of elements of one culture by members of another – especially by those who have not previously valued the culture from which they are acquiring – often resulting in trivializing something of importance (also referred to as **misappropriation** or **co-opting**)

C

COLORISM

Prejudice or preferential treatment based on the perceived social meanings attached to skin color tones among same-race people

CONTEXTUALIZATION

Fully understanding the environment, circumstance or setting in which an idea or execution will exist so that it is placed appropriately and is properly considered as intended

D

DEFICIT/SAVIOR EFFECT

When a dominant or privileged group/person provides help to a minority or marginalized group/person in a manner that perpetuates the erroneous perception that there is something wrong with the group/person receiving the help, an inherent deficit, that needs "fixing." This often results in the privileged coming across as self-serving or being lauded as hero/savior, thereby obscuring or exacerbating the real issue or systemic barrier that required attention in the first place

DEHUMANIZATION

The stripping of a person or group of people of positive human qualities

H

HISTORICAL WHITEWASHING OR BLINDNESS

Deliberately (or not) concealing or glossing over unpleasant or incriminating historical facts

M

MARGINALIZATION

The portrayal or treatment of a person, group or culture as insignificant, inferior or peripheral

MOCKERY

The use of exaggerated caricatures of people, groups or cultures in improbable, absurd or foolish situations, often designed to provoke laughter or disdain (blackface and brownface are forms of mockery)

O

OBJECTIFICATION

The act of treating someone as – or degrading them to the status of – a mere object

S

SIIMIANIZATION

Representing or referring to a racial or ethnic group as apes or monkeys

SOCIAL TONE-DEAFNESS

The unawareness or lack of concern about what's happening around you regarding social cues, nuances and norms resulting in insensitive or harmful comments, actions, depictions, etc.

STEREOTYPES

Images that perpetuate widely held but fixed, overgeneralized beliefs about a specific category of people that are assumed true for each individual person in the category. Stereotypes aren't justified by the available evidence, and they can persist despite the fact that the statistical realities they were once based on have changed

SUPREMACY

The idea that a particular race is inherently superior to all others in authority, power or status

T

TOKENISM

The cursory, superficial or symbolic attempt to have representation from an underrepresented group in order to give the appearance of equality or fairness without actually achieving it

[Link?](#)

Resources

FURTHER RESOURCES

Resources/ Further Reading

All is for All Disability owned, run and led consultancy, communications & talent agency from Aotearoa.

Beings.co Casting directory of Aotearoa's POC, Rainbow and Disabled talent.

Language guide around casting and diversity

Diversity Training NZ

Aotearoa Inclusivity Matrix

Māori Culture Guidelines for Brand Owners and Marketing

Igniting Your Māori Cultural Competency

BRiM / a cross-industry initiative created to improve the representation of Black people in marketing - Framework