

PRODUCTION GUIDE





WELCOME TO HAWKE'S BAY

Hawke's Bay is made for the screen.

Stretching from the rugged cliffs of Māhia in the north to the remote beaches of Pōrangahau in the south, our region delivers everything a production could ask for, and things most productions have never thought to ask for. Ancient coastline. Art Deco cities. World-class wineries. Dramatic mountain ranges. Rural townships frozen in another era. And light, extraordinary, generous light that cinematographers talk about in hushed tones.

Screen Hawke's Bay is the regional film office for Te Matau-a-Māui, the 'fish hook of Māui' and we exist to make your production here as seamless, inspired and well-supported as possible.

We are part of the Regional Film Offices of New Zealand network, with deep relationships across councils, iwi, landowners, suppliers and local talent. We know this region intimately, and we want to put that knowledge to work for you.

This guide is your starting point. Whether you're scouting locations, planning logistics, or simply wondering if Hawke's Bay could be your next production home, then read on.*

*full local screen protocols, location galleries and past productions information available at:
www.screenhawkesbay.co.nz

WHAT MAKES US UNIQUE

Hawke's Bay doesn't double for one place. It doubles for dozens.

Cradled by the Ruahine, Kaweka and Maungaharuru Ranges, our region cascades down to the Heretaunga Plains and out to the Pacific Ocean.

Eight rivers thread the landscape, the Wairoa, Mōkaka, Esk, Tūtaekuri, Ngaruroro, Tukituki, Maraetotara and Pōrangahau; feeding soils so rich they've made Hawke's Bay one of New Zealand's great food-producing regions. The same land that grows the world's finest grapes and 65% of New Zealand's exported apples provides a visual backdrop of extraordinary variety.

Cape Kidnappers, on the East Coast of the North Island, is unlike

anywhere else on earth. Sheer golden cliffs dropping to the Pacific, a gannet colony of global significance, and a history as rich as the landscape itself. From the clifftops, you feel the scale of this place.

Hawke's Bay is also one of New Zealand's sunniest regions, and that sun is relentless and beautiful. The East Coast light, warm, directional and often spectacular at golden hour, has something for every cinematographer. Seasonal change is vivid and reliable: cherry blossoms in spring, sun-bleached golden summers, oaks flaring in autumn, frost-crisp winter mornings under blue skies. Every season is a production opportunity.



'Hawke's Bay is one of the first regions in the world to see the sunrise and boasts some of the highest sunshine hours in New Zealand'





CULTURE & PEOPLE

**He tangata. He tangata, He tangata.
It is people. It is people. It is people.**

The iwi of Hawke's Bay is Ngāti Kahungunu, the third-largest iwi in Aotearoa, with over 95,000 people. Their presence here goes back to around 1520, when they first recognised the extraordinary fertility of this land and the abundance of kaimoana in its rivers, lakes, estuaries and coastlines. They have shaped the character of Te Matau-a-Māui for centuries.

Ngāti Kahungunu Iwi Incorporated is the mandated governing body for all aspects of iwi development. Geographically, their rohe (tribal area) is the second largest in the country – stretching from the Wharerata Ranges in Wairoa down to the Remutaka Range in South Wairarapa, and coastally from Paritū in the north to Tūrakirae in the south. Over 52 marae (meeting houses) serve whānau groups across the region.

Screen Hawke's Bay works closely with iwi to ensure all filming protocols are respected and relationships are established properly. Filming on or near culturally significant sites requires early engagement, we'll guide you through that process.

The Kahurangi Māori Dance Theatre Group, founded in Hawke's Bay by Tama Huata, continues to represent Māori culture at global events and can be engaged to support productions requiring authentic cultural performance. Each winter, the region leads celebrations of Matariki, the Māori New Year, a tradition championed here that is now observed nationally.

Beyond te ao Māori, Hawke's Bay is a region of artists, musicians, poets and storytellers. Our community is creative, curious and deeply proud of where they live. Whatever your production needs, talent, extras, local knowledge, sound, this community will surprise you.

OUR LOCATIONS

From Art Deco streetscapes, historic homesteads, native bush to rugged, isolated Pacific beaches – we have the range.

Architecture: Art Deco Capital of the World

The 1931 Napier earthquake was a catastrophe that reshaped a city and gave the world one of its finest concentrations of Art Deco architecture. Today, Napier rivals Miami as the Art Deco Capital of the World, with block after block of beautifully preserved buildings retaining their original interiors and facades. Twice yearly, the Napier Art Deco Festival transforms the city into a living film set with Bugatti's, Packards and Rolls Royce's on parade, and thousands of locals and visitors dressed as though the Jazz Age and soap-box derbies never ended.

Spanish Mission & Art Nouveau

In Hastings, the Opera House (now Toitoti) is one of the finest examples of Spanish Mission architecture in Australasia. Built in 1915 with a lavish Art Nouveau interior, fully earthquake-strengthened and reopened in 2020, it seats 979 and includes the historic Assembly Ballroom, the Shakespeare Room, and the tiny, speakeasy cocktail bar Cedric's. The Westerman's Building, built in 1932 in the same Spanish

Mission style, retains all its original character and remains in active commercial use in downtown Hastings.

Napier's majestic National Tobacco Company building is considered to have one of the finest Art Nouveau facades in the world.

Rural Townships: Gold Rush Character

Hawke's Bay is rich with small townships that carry a deep sense of time passed. Ōtāne has charisma and character in its bones. Onga Onga, named for the stinging nettle – is a classic rural village with beautiful buildings and brooding landscapes. Tikokino retains traces of its saw milling past. Norsewood carries a Viking past and tiny cottages. Marekakaho, now surrounded by vineyards with the Tukituki River threading through it, is a filmmaker's dream.

Coastal Townships

Te Awanga and Haumoana sit right beside Cape Kidnappers, with a mix of shingle and sand beaches, eclectic baches tucked away on tiny, overgrown sections and a thriving arts community that gives the area real texture. Māhia to the north offers two entirely different beach landscapes and older-style housing. Aramoana is a hidden gem, off the beaten track, but the kind of rugged and raw place that makes a crew feel they've discovered something.





Industrial & Urban Locations

Napier's Ahuriri suburb has one of the region's most versatile urban locations – industrial buildings, a working boat dock, fishing trawlers, cafes and restaurants all within walking distance of each other.

Around the headland, Napier Port and Bluff Hill provide a genuinely diverse waterfront. For larger-scale industrial environments, the Whakatu industrial area offers substantial warehousing on flat land. Omaha hosts meat works, processing yards and freight operations; Bridge Pa Airport adds hangars, helicopter services and light aircraft capability.

Sport & Event Venues

Napier's McLean Park is our main sports stadium with the Pettigrew Events Centre providing indoor arena capability. In Hastings, the Tomoana Showgrounds hosts some of the largest and most prestigious equestrian events in the southern hemisphere, it's also the venue of the regions famous weekly Sunday markets. The Regional Sports Park is a world-class facility with an Olympic-grade swimming pool, grandstand and running track that hosts national and international events each year.

For music and performance, the Black Barn Outdoor Amphitheatre at Black Barn Winery and the Mission Estate outdoor concert venue (capacity: 30,000+) are remarkable. Indoor options range from the Napier War Memorial Events Centre on the waterfront to Toitoti — Hawke's Bay Arts and Events Centre, the Kahukura Hawke's Bay Museum and theatre, and the Napier Municipal Theatre (1,000 seats).

Schools: Traditional to Contemporary

Our schools span the full architectural range. Traditional schools like Hastings Boys' High have magnificently classic red brick frontages, Napier Girls' High feature buildings of native timber in Spanish Mission style with spectacular views from its position on Napier hill. Historic Hereworth preparatory school has a beautiful old chapel. Lindisfarne College is a working boarding school for boys with hostels on site. In Havelock North, Woodford House and Iona College (across the road from each other) offer both stunning grounds and alongside historic, timber-clad chapels and halls, also feature award-winning contemporary buildings. The Eastern Institute of Technology in Taradale is a tertiary campus set against the Sugarloaf hills and on the banks of the Tūtaekuri River.



FOOD, WINE & THE DINING SCENE

One of the Great Wine Capitals of the World and the food bowl of New Zealand. Your cast and crew will eat well here.

Hawke's Bay has over 200 vineyards and 70 wineries. From New Zealand's oldest winery, **Mission Estate**, to architectural showpieces like **Elephant Hill**, **Craggy Range** and **Delegat's** — these vineyards can stand convincingly for Tuscany, Napa or Bordeaux. Many also offer exceptional dining and luxury accommodation.

Beyond wine, the region produces 65% of New Zealand's exported apples, 40% of its lamb exports, and is home to the country's only commercial producer of grass-fed Wagyu beef. Hastings **Tomoana Showgrounds Farmers Market** (Sundays, 8am-12pm) is one of the finest in the country, crafty condiments, organic produce, specialist cheese, charcuterie, local honey, food trucks and fresh, French-style patisserie for days. This is a place that takes food seriously.

From Michelin-level dining at **Craggy Range** and **Rosewade Cape Kidnappers**, to locavore-luxe at **Black Barn**, **Mission Estate**, **Elephant Hill**, **Clearview** and a smorgasbord of outstanding restaurants across Hastings, Havelock North, Napier and beyond – your team will never go hungry.

Key Venues for Productions

- **Pukeora Estate** – a magnificent historic psychiatric and post-war rehabilitative hospital atop jutting cliffs – original features, scary rooms, jaw dropping views.
- **Mission Estate Winery** (NZ's oldest winery, Napier).
- **Napier Prison** – atop Bluff Hill was built in 1862 and remained in operation for 131 years, and is the most complete example of a purpose-built prison from the provincial government era (1853 – 1876).
- **Te Mata Estate** (gnarly vines, heritage 1800s buildings and a heritage, ivy-clad water tower).
- **Church Road Winery** and its magnificent barrel hall.
- **Elephant Hill Winery** looking out to the raw, coastal cliffs,
- **Craggy Range Winery** (majestic Oamaru-stone architecture, mountain backdrop, boutique accommodation).
- **Black Barn Winery** (Hamptons-style architecture in a private-gated Havelock North vineyard setting).
- **The National Distillery**, Napier (original Art Deco, inside and out).
- **Hastings Distillery** (dark, speakeasy, 1930s deco interior and exterior).
- **Cellar 495**, Hastings (cosy, quiet for intimate gastronomic shoots).
- **Te Mata Peak** offers an eye popping 360 view of the entirety of Hawke's Bay.
- **Waimarama Beach**, with its kilometres of sand and jaw dropping backdrop of Bare Island is a stunning location just 35 minutes' drive from Hastings.







HISTORIC HOMESTEADS

Generations of families have made Hawke's Bay their home – and their historic homes are extraordinary.

Gwavas Homestead offers magnificent grounds with a timeless grandeur. Oruawharo Homestead near Takapau is filled with antique furniture and rooms that feel untouched by time.

Wallingford Homestead is a must-see character property. Woburn Homestead provides a more intimate environment with beautifully detailed interiors. Ashcroft Homestead near Takapau is open-plan and versatile.

Clifton Station sits right on the beach at Te Awanga, 25 minutes from Napier or Hastings – a magnificent venue for any production. Duart House in Havelock North houses a museum and retains strong heritage character. Historic Greenhill Lodge near Bridge Pa was once a favourite of the Queen Mother.





LANDSCAPES, WATERWAYS & CLIMATE

The four seasons here are not mild suggestions. They are vivid, distinct and cinematic.

The Kaweka and Ruahine Ranges offer extensive native bush with waterfalls, lakes, ridge-top views and tramping huts accessible for filming – we work closely with DOC and Iwi to ensure the right permissions are in place. Lake Waikaremoana, Tūtira and Waikopiro are crystal clear and strikingly beautiful. The Mōkaka River, with its class-four rapids and dramatic gorge scenery, is exceptional for adventure sequences.

Our coastline stretches over 360km. Beaches like Ocean Beach, Waimarama and Māhia have barely been touched by cameras – they are genuinely undiscovered locations of real beauty. Cape Kidnappers provides dramatic cliff-top environments, hidden coastal reefs, and one of the world's largest mainland gannet colonies.

Hawke's Bay's Mediterranean climate means warm, dry summers, mild winters with clear frosty mornings, and reliable sunshine year-round. The highest recorded temperature was 38°C, recorded at Wairoa in January 1979. Whatever season you shoot in, the light rewards you.



ADVENTURE, LIFESTYLE & THE SOUNDS OF THE BAY

It's really a question of what can't you do in Hawke's Bay? White-water rafting on the Mōkaka. Horse trekking through hill country or cantering along the coast. Trout fishing on pristine rivers, or surfing, big game fishing, diving and swimming along 360km of varied coastline.

Some of the world's greatest golf courses (including the prestigious Cape Kidnappers) are accessible by road and helicopter. Parapenting off Te Mata Peak, running or cycling around the hundreds of kilometres of rural pathways or wading amongst stingrays in the shallow shores of the Māhia peninsula – it's all here.

The sonic landscape here is as rich as the visual one: the crash of Pacific swells along Marine Parade, the waterfall at Maraetotara, the gannet colony at Cape Kidnappers, birdsong in native bush, river rapids, freight at the port, music drifting from a winery amphitheatre.

Hawke's Bay is full of singers, musicians, poets and performers from all backgrounds. If you need local talent, we can find them.



ACCOMMODATION

From campsites to clifftop luxury – every budget, every brief.

Napier

The Scenic Hotel (Marine Parade)

– 109 rooms in modern Art Deco style, sea views, bar and restaurant.

The Masonic Hotel & Bar (Marine Parade) – the heart of the Art Deco Festival; 43 rooms and suites plus a 2-bedroom apartment, all in original Art Deco style; legendary open-plan bar with velvet salon. A wide range of Marine Parade motels available – contact the i-SITE for details. **Top 10 Holiday Park**, Bayview – well-maintained holiday park with camping, cabins, café and full facilities for large crews.

Hastings

Quest Apartments Hastings

(adjacent to Toitoti). Contact i-SITE Hastings for other local motels, lodges and accommodation options 0800 427 846

Havelock North

Porters Hotel – modern boutique hotel with 42 rooms. **Craggy Range Boutique Winery Accommodation**. **Te Mata Lodge**, **The Village Motel** and The newly-constructed **Quest on Joll Road**.

Award-Winning Elite Retreats

Hawke's Bay also delivers international award-winning elite accommodation for your A-List: **Black Barn Retreats** in Havelock North offer exceptional luxury for A-list talent including **Summerlee**, **Rush Cottage**, **the Poplars** and **Riverside lodges**, **Black Dog Estate** and the **Beach Houses**; **Elephant Hill Winery** in Te Awanga evokes the Mediterranean against a backdrop of Cape Kidnappers; **Craggy Range Winery Villas** rise against Te Mata Peak in the Tukituki Valley; **Greenhill Lodge**, **Mangapapa**, **Cape Kidnappers Luxury Resort** commands the clifftops with views no set designer could replicate.



SHOT IN HAWKE'S BAY

Hawke's Bay has been a screen location for close to five decades, and the credits keep growing. From Tony Williams' pioneering aerial drama Solo in 1978 through to Geoff Murphy's landmark Utu, and on to the true-crime intensity of Siege and the dark comedy of This Town, this region has stood in as backdrop, character and co-conspirator for filmmakers from Aotearoa and around the world.

Feature film, short film, television and documentary crews have all found what they needed here: dramatic coastline and forest for aerial and historic architecture in Napier and wilderness sequences, Hastings for period and heritage work, working farms and orchards for authentic rural storytelling, and a tight-knit industry community ready to make productions of every scale feel local, supported and possible.

Whether you're scouting your next thriller, documentary, drama series or short, here's a look at some of the stories Hawke's Bay has already helped bring to the screen and an open invitation to make yours the next one.

FEATURE FILMS

From New Zealand's earliest contemporary features to sharp new thrillers still in production, Hawke's Bay has anchored feature storytelling across genres, drama, noir, comedy and everything in between.

What Lies Between

Written and Directed by
James Cleary • 2025

A psychological thriller that follows a writer escaping Auckland for a secluded, back-county farm cottage. Seeking solitude, he finds himself tangled in unsettling encounters with a stranger and grows suspicious of her intentions as he grapples with his own haunted past.
www.imdb.com/title/tt17056986/



This Town

Written and Directed by
David White • 2020

An achingly funny small town thriller/mystery/comedy. Five years after being acquitted of murdering his family, Sean is finally ready to move

on, but the bitter ex-cop-turned-petting-zoo-owner who led the investigation refuses to let it go. A dark comedy with bite.
www.nzonscreen.com/videos/this-town-2020/

Penny Black

Directed by Joe Hitchcock
Written by Joe Hitchcock and Fiona Jackson • 2015

A self-centred young model criss-crosses New Zealand trying to save her job and her opulent lifestyle, until a guy named Guy makes her slow down and question everything.
www.imdb.com/title/tt3228826/?ref_=fn_all_ttl_1

White Lies

Directed by Dana Rotberg
Written by Dana Rotberg and Witi Ihimaera • 2013

A medicine woman, a giver of life, is asked to guard a secret that might save one life while destroying another. Adapted from Witi Ihimaera's work. www.imdb.com/title/tt2386257/?ref_=fn_all_ttl_4



Eternity

Directed by Alex Galvin • 2012

A detective investigates the toughest case of his career, the impossible locked-room murder of a wealthy

property investor and discovers his own survival hinges on solving it fast. A near-future noir. www.imdb.com/title/tt1823684/?ref_=mv_close

Pump Up Mandali

Directed by Monti Issar
Written by Monti Issar and Ashfaaq Khan • 2010

An emotional roller-coaster ride for four friends, from a poor village in Fiji to the glamour stage in Auckland.
www.imdb.com/title/tt1748174/?ref_=fn_all_ttl_1



Luella Miller

Directed by Dane Giraud
Written by Owen Black and Dane Giraud • 2005

A sexy stranger wreaks havoc on a small New Zealand town in this erotic thriller. www.imdb.com/title/tt0791246/?ref_=fn_all_ttl_1

Gupta vs Gordon

Directed by Jitendra Pal
Written by Jitendra Pal and Lucy White • 2003

Cultural differences collide and are gently, humorously unpicked in this comedy of manners. www.imdb.com/title/tt0339093/?ref_=fn_all_ttl_1

The Waiting Place

Directed by Cristobal Araus Lobos
• Written by Cristobal Araus Lobos and Dane Giraud • 2001

A man serving life for killing his wife's lover breaks out with a menacing accomplice, crossing brutal New Zealand terrain toward a disused psychiatric hospital where freedom is supposed to be waiting. Five days become a battle of nerve, memory and power. www.imdb.com/title/tt0103056/

Te Rua

Directed by Barry Barclay
Written by Barry Barclay and Jochen Brunow • 1991

A century after three irreplaceable tribal carvings were taken from New Zealand, two Māori men resolve to bring them home from a Berlin museum. A heist thriller with real historical teeth, from one of Aotearoa's most significant filmmakers.

Utu

Directed by Geoff Murphy • 1983

An iconic, flagship film of its time and guerilla film making at its purest. It's the 1870s, and Māori leader Te Wheke is done watching his land being stolen. He leads an uprising against the colonial government that forces frontiersmen, soldiers and settlers alike to reckon with the meaning of utu. Retribution. A landmark of New Zealand cinema, shot across the rugged, unforgiving Hawke's Bay landscape it depicts. www.nzonscreen.com/videos/utu-1983/

Solo

Directed by Tony Williams
Written by Tony Williams and Martin Sanderson • 1978

A young Australian hitchhiker strays into a prohibited forest and into the orbit of an aerial fire-spotter and his teenage son. A sightseeing flight goes wrong, stranding them with an odd elderly couple. New Zealand's second contemporary feature and an early Australian co-production, remembered today for its glorious aerial footage of the region. www.nzvideos.org/solo.html

SHORT FILMS

Hawke's Bay has a booming short-form scene, spanning festival favourites and fresh new voices, proving big stories don't need big run times to make an impact.

Frisky

Directed by Stevie Goodwin • 2024

A reclusive young farmer and his childhood friend, a transgender city kid, must reform their friendship to save the farm from a terrible storm.

Opia

Written and Directed by Cosmo Calman • 2024

Two young graffiti artists collaborate on a unique artwork and connect in an unspoken language. Love.

31 Under

Directed by Sudan Lakshmanan
Written by Shane Cameron • 2024

Aging tough guy Sommerville is taken into the New Zealand bush by two thugs, for execution – and he's entirely comfortable with that. It's exactly where he planned to be.

Grateful Grapefruit

Directed by Sam Handley • 2024

A frustrated wife at her wits' end finds a message in a bottle that leads her into the mysterious world of The Hypnotist and soon she's on track to put the glitter back in her grapefruit.



Twitch

Directed by Sudan Lakshmanan
Written by Kate Powis • 2023

An emerging artist strives for recognition for his conscious artwork, while secretly battling to tame his rogue left hand which keeps painting uncommissioned masterpieces of its own.

The Reapers

Directed by Derrick Sims • 2019

While Death walks the earth collecting souls, her granddaughter Winona can't be bothered carrying on the family business.

Native in Nuhaka

Directed by Hiona Henare • 2017

A short documentary exploring the Māori passion for cinema, set against the annual Wairoa Māori Film Festival.

We Talk About Loss

Directed by Oliver Page • 2011

After the death of an acquaintance, four close friends escape the city for a funeral in rural New Zealand. A stop on the roadside changes everything when one of them wanders off and doesn't come back.

TELEVISION

From national broadcast documentary series to true-crime drama and music history, television productions have long found rich material – and rich locations – in Hawke's Bay.

Far North

Written and Directed by David White
• 2023

A global television hit! Based on the true story of an ordinary, fishing-mad couple thwarts an international criminal network attempting to pull off the biggest drug deal the Pacific has ever seen.

Pixie: The Voice of Blue Smoke

Directed by Danny Mulholland
• 2020

Raised in northern Hawke's Bay's Mōkaka, among musical talent, Pikiteora 'Pixie' Williams moved to Wellington and became the voice of Blue Smoke – the first record ever composed, recorded and released in New Zealand.





Siege

Directed by Mike Smith
Written by John Banas • 2012

On 7 May 2009, three Napier police officers arrived at a routine address to serve a search warrant — and walked into three of New Zealand's darkest days. A gripping dramatisation of the Napier siege and its devastating imprint on a city and a nation.

Table Plays

Directed by Anna Marbrook and Keith Hunter • Written by Claire McCormack and Rebecca Tansley • 2008

Tory is moving to Napier to study nursing at EIT Hawke's Bay. Her dad wants her to stay with her nan but Tory has other ideas.

Redemption Hill

Directed by Glen Sims • 2006/7

Ten troubled teenagers are chosen to experience life inside Napier Prison for three weeks, in the hope it helps turn their lives around.

World Tour of NZ

Directed by Billy Sneddon
Written by Billy Connolly • 2004

Billy Connolly returns for the fourth instalment of his hugely popular World Tour series, this time exploring a country he's been visiting, and loving, since the 1970s.

Edifice

Directed by David Jacobs • 1993

A documentary from TV One's Work of Art series, narrated by Elizabeth MacRae, examining the people, buildings and decisions behind New Zealand's heritage movement, with beautiful footage of historic sites across the country, including Napier.

Landline

Directed by Pip Courtney • 1991

Australia's only national agricultural television programme, covering stories from the rural and regional heartland.

DOCUMENTARIES

Character-driven documentary work capturing the people, industries and landscapes that make this region what it is.

In Pursuit of Giants

Directed by Richard Wood • 2022

Nine photographers set off deep into the Southern Alps chasing a glimpse of the elusive 'Canterbury Black Panther' an adventure that turned into something far more surprising than anyone expected.

The Barber

Directed by Black Iris Productions
Written by Kathleen Mantel • 2020

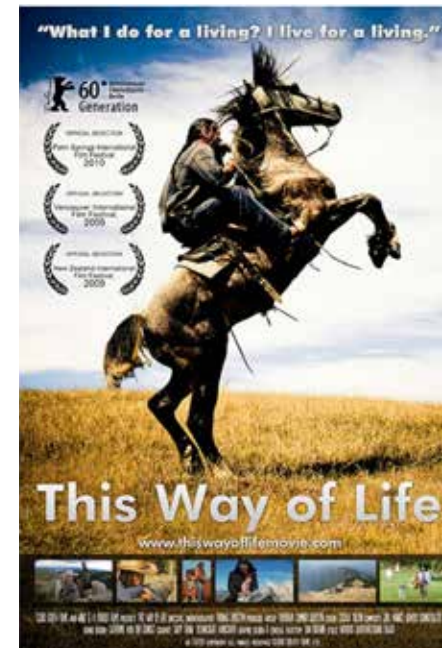
A documentary series about barber Peleti Oli-Alainu'uese and the Māori and Pacific community of men who frequent his Hastings barbershop, following Peleti as he confronts his past to heal himself and support his community.



This Way of Life

Directed by Thomas Burstyn
Written by Barbara Sumner • 2009

A lionhearted father struggles valiantly to build a life of idyllic simplicity for his family. A film-festival hit that fans of horses will also love.



Meat

Directed by David White • 2017

This feature documentary goes beyond the supermarket deep-freeze to tell the stories behind the meat on our plates, through an industrial pig farmer, a one-woman farming operation, a chicken farmer and a deer hunter, each reckoning with where food really comes from.

BRING YOUR NEXT PRODUCTION TO HAWKE'S BAY

Screen Hawke's Bay connects domestic and international productions with local crew, cast and the relationships needed to get the job done right. Whatever the scale, feature, series, documentary or short, we're ready to help make your production the next great story shot in the Bay.

WHY FILM IN HAWKE'S BAY

Hawke's Bay is New Zealand's most exciting emerging screen destination, and the reason is simple: while other regions have been filmed for decades, our landscapes are still largely undiscovered on screen. Dramatic coastlines, rolling hill country, world-renowned vineyards, Art Deco streetscapes unlike anywhere else internationally, orchards, rivers, rugged backcountry, all within an easy drive or chopper flight of one another. Your production can shift its look, tone and terrain without losing a single shooting day to travel.

We're not waiting for the screen industry to arrive; we're building for it. Production infrastructure is expanding, a skilled local workforce is growing, and a network of experienced businesses stands ready to support productions of any scale. Screen production is recognised here as a genuine economic driver, and the numbers back it up: on average, around 60% of a production's budget is spent in the host region, flowing directly into accommodation, hospitality, transport, trades, suppliers and crew.

We've also made it easy to say yes. The Hawke's Bay Screen Protocols

create a consistent, collaborative approach between local authorities, mana whenua and Screen Hawke's Bay, giving you a clear, efficient permitting pathway from first enquiry through to wrap.

Our real strength, though, is our people. Hawke's Bay's crew, performers, technicians and specialist service providers bring professionalism, adaptability and genuine hospitality to every job. They're proud of this place, and it shows.

Beyond the set, Hawke's Bay offers one of the finest production experiences in New Zealand; award-winning lodges, boutique hotels and coastal retreats, paired with internationally acclaimed wineries and one of the country's most celebrated food and wine cultures. It's not just where you'll work; it's somewhere your team will genuinely want to be.

Hawke's Bay isn't another location on the list. It's a region investing in its screen future, with fresh landscapes, streamlined processes, skilled people and unmatched quality of life. There's never been a better time to discover it. Kia ora!



HOW TO GET TO HAWKE'S BAY

The Hawke's Bay domestic airport is 10mins from Napier CBD or 20mins from Hastings. This airport has passport control to accommodate international private jets. There is also a small, sealed-runway, un-towered airport at Bridge Pa 15mins west of the city and also an unsealed un-towered airport at Waipukurau, 45mins south of Hastings. Please check AIP plates for suitability for landing.

Flying – There are direct flights to and from main centres:
Auckland (55 minutes)
Wellington (50 minutes)
Christchurch (90 minutes)

Driving – Hawke's Bay is 5.5 hours driving to and from Auckland and 4.5 hours to and from Wellington.

Distance from Hawke's Bay Airport (Napier)

- to Napier – 5.8km (10 minutes)
- to Hastings – 20.72km (20 minutes)
- to Havelock North– 20.72km (20 minutes)

EQUIPMENT, RENTALS AND SUPPLIERS

The right fit for the job. We've got you covered.

Hawke's Bay is well equipped with car, van or truck rental companies to ensure you can get the team on location. We have a broad range of local and national suppliers in the region who can scale their supplies to your needs if we have time to prepare.

Rental and hire companies can supply generators, fork-lifts,

diggers, scissor lifts and more.

Screen Hawke's Bay can provide the production team with a detailed breakdown of companies who can best service your needs.

When it comes to suppliers like catering, cameras, lighting or grip and rigging we can provide options and advise as required. We don't have a preference or preferred suppliers but can give you an indication as to what each supplier can achieve for your production.



GETTING HERE & GETTING AROUND

Hawke's Bay sits on the East Coast of the North Island, perfectly positioned between Auckland and Wellington. Getting your production in and out is straightforward.

Air

Hawke's Bay Regional Airport (Napier) operates direct flights to Auckland, Wellington, Christchurch and Gisborne, with easy connections to international destinations. The Ahuriri terminal can also accommodate private jets and helicopters and further south, Bridge Pa Airport also provides private helicopter and light plane services.

Sea & Road

Napier Port is a fully operational freight port, the gateway for bringing large infrastructure and equipment into the region. State highways north, south and west provide easy road access – an easy 5hr drive south from Auckland and 4hrs from Wellington. We have strong supplier contacts who can ensure equipment and vehicles are in place when you need them.

Local Government & Dept. of Conservation

Hawke's Bay has five local government bodies: Hawke's Bay Regional Council (waterways and environment), Napier City Council, Hastings District Council, Central Hawke's Bay District Council, and

Wairoa District Council. Screen Hawke's Bay works with all of them, including key contacts at the Department of Conservation to ensure council relationships and filming permissions are well-managed.

GET IN TOUCH

We are here to make this work for you.

General enquiries

info@screenhawkesbay.co.nz

Media enquiries

yvonne@screenhawkesbay.co.nz

Project enquiries

daniel@screenhawkesbay.co.nz

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Photographers showcased are:

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