

Hon Paul Goldsmith

Minister for Media and Communications

AIDE MEMOIRE: Meeting with Apple, 7 April 2025

Date:	3 April 2025	Priority:	Medium
Security classification:	In Confidence	Reference:	AM25/064
Contact	Cara Palmer-Oldcorn, Manager Media and Screen Policy, 9(2)(a)		

Purpose

- 1 This aide memoire provides information for your meeting with Apple Australia and New Zealand (Apple) at 5:00pm on Monday 7 April 2025.
- 2 Apple has requested this meeting to provide information on recent and upcoming Apple announcements and discuss with you Apple's investment in the New Zealand production sector. **Appendix 1** contains suggested talking points.
- 3 You are meeting with Josh Machin, Government Relations Manager for Apple Australia and New Zealand and Georgina Stylianou, the Managing Director at BRG. **Appendix 2** contains attendee biographies.

Key messages

- Apple recently announced new initiatives in Australia and New Zealand to collaborate with indigenous communities to advance technology's role in preserving their culture and enhancing education.
- Since 2022, Apple TV+ has filmed three projects in New Zealand (*Time Bandits*, *Mr Corman*, and *Chief of War*), and carried out post-production on five other projects in New Zealand using the Post, Digital and Visual Effects Rebates.
- A manual search in the Apple TV+ catalogue for 'New Zealand' finds no results, meaning our audiences have less opportunities to engage with local content. It is unclear whether this is because Apple TV+ does not include any New Zealand content or whether it is unidentified as such.
- While Apple did not submit on the *Media Reform* draft proposals, it may be impacted by the draft proposals to increase investment into and discoverability of local content and to streamline Crown content funders.

Background

- 4 You last met with Josh Machin and Georgina Stylianou on 18 September 2024 to discuss screen production, 'Apple Intelligence' (an AI 'on device' privacy platform) and the role of Apple TV+.
- 5 Apple will likely be interested to talk to you about the role of Apple TV+ and how this relates to the Government's work programme to modernise the framework for the media and content production sector.

Apple community initiatives in New Zealand

- 6 On 27 March 2025, Apple announced new initiatives in Australia and New Zealand to collaborate with communities to advance technology's role in preserving culture and enhancing education. In New Zealand, Apple has worked with Māori cartographers and iwi to develop place cards and map icons for places of cultural significance to Māori to now show in their Maps app.
- 7 Apple has also partnered with Te Pūkenga New Zealand Institute of Skills and Technology to expand programming to teachers in Māori immersion schools, increase access to technology for students in Māori schools, and enhance digital fluency and confidence among educators. The programme has been piloted in 10 Auckland schools and will now be extended to an additional 12 schools in Northland.
- 8 Alongside this partnership, Apple has also provided grants to:
 - Ngāti Whātua Ōrākei and Revive Our Gulf project partners to restore the Hauraki Gulf.
 - Te Karanga organisation and its Creative Pathways program to support young people excluded from mainstream education, which focusses on career exploration, entrepreneurship, and creativity for young people from Māori and Pasifika communities.
 - Te Whānau-ā-Apanui and its seaweed hatchery and carbon sequestration research project.

Apple TV+ screen production in New Zealand

- 9 Since 2022, Apple TV+ has filmed three international productions in New Zealand, including *Time Bandits*, *Mr Corman*, and the yet to be released *Chief of War*. It has also carried out post-production on five other projects in New Zealand which received the Post, Digital and Visual Effects Rebate (part of the New Zealand Screen Production Rebate – International).
- 10 A manual search in the Apple TV+ catalogue for 'New Zealand' finds no results, meaning audiences have less opportunities to engage with local content. It is unclear whether this is due to Apple TV+ not including any New Zealand content or not identifying it as such.

Overseas jurisdictions are introducing requirements on streaming platforms

- 11 As set out in the *Media Reform* consultation material, governments in other jurisdictions have begun requiring streaming platforms such as Apple TV+ to invest in or promote local content. Measures include levies that are paid into national film and television funds, investment obligations that mandate a certain amount of spending on local productions, and local content

quotas. Countries are also implementing measures to ensure local content is prominent and discoverable on these platforms.

12 Some international examples include:

- **Australia** is proposing streamers invest a percentage of revenue in Australian content and report against expectations.
- **Canada** has imposed an interim 5% levy. The regulator is implementing investment obligations and discoverability requirements.
- **The European Union** requires 30% European content in streamers' catalogues and enables countries to impose investment obligations, levies, and discoverability requirements.

Media Reform

13 Public consultation on the *Media Reform* discussion document closed on 23 March and officials are analysing submissions to inform detailed policy design. The five proposals are:

- Ensuring accessibility of local media platforms
- Increasing investment into and discoverability of local content
- Increasing captioning and audio description
- Modernising professional media regulation
- Streamlining Crown content funders

14 The *Media Reform* proposals may impact Apple in the following ways:

- **Increasing investment into and discoverability of local content:** This draft proposal applies to all professional audio-visual content providers, including Apple. Depending on the calculation used for the proportion of annual revenue, Apple may not currently meet the investment obligations for local content. Depending on the discoverability requirements, Apple may have to take action to comply.
- **Streamlining Crown content funders:** This draft proposal seeks to consolidate NZ On Air and the Film Commission into a single entity to support the efficient administration of government funding for local content. This may impact Apple given it has previously accessed Film Commission funding via the New Zealand Screen Production Rebate.

15 Apple did not provide a submission during public consultation on these draft proposals to invest in local content. This meeting is an opportunity to ask Apple whether it has considered the discussion document, and if so, what its views are on the proposals and whether it has alternative proposals to suggest.





Cara Palmer-Oldcorn
Manager, Media and Screen Policy

Appendix 1: Suggested talking points

9(2)(g)(i)

Released under the Official Information Act 1982

Appendix 2: Apple meeting attendees

 A portrait of Josh Machin, a man with short brown hair and glasses, wearing a brown suit jacket, a white shirt, and a patterned tie. He is smiling and looking towards the camera.	<p>Josh Machin is Apple’s Head of Government Affairs, Australia and New Zealand. He is based in Sydney.</p> <p>Prior to this, Josh was Meta’s Head of Public Policy in Australia.</p> <p>He began his career in government, including providing advice on technology policy, spending seven years across the Department of Communications, the Department of Prime Minister & Cabinet, and the Department of Education in Australia.</p>
 A portrait of Georgina Stylianou, a woman with long brown hair, wearing a light pink blazer over a red top. She is smiling and looking towards the camera.	<p>Georgina Stylianou is the Managing Director, at BRG a Government Relations and Public Affairs firm.</p> <p>She specialises in government relations, communications, and media. She has a background in journalism, both print and broadcast, and has held Press Secretary and Ministerial Adviser roles for senior Cabinet Ministers.</p>

Released under the Official Information Act 1982

Hon Paul Goldsmith
Minister for Media and Communications

AM26-056 Meeting with Apple, 31 March 2026

Date: 26 March 2026

Priority: Medium

Security classification: In Confidence

Contact: Cara Palmer-Oldcorn, Manager Media and Screen Policy, 9(2)(a) [REDACTED]

Purpose

- 1 To provide information to support your meeting with Apple on Tuesday 31 March 2026 at 12:00 – 12:30pm. You are meeting with Josh Machin (Government Relations Manager for Apple Australia and New Zealand) and Hamish Rutherford, a Senior Consultant at Government Relations firm BRG. You last met with Apple representatives in April 2025. **Appendix 1** provides suggested talking points.

Background

- 2 Apple media services in New Zealand consist of Apple TV (a hardware device), Apple TV+ (a subscription video on-demand service) and the Apple TV app. Apple TV+ launched in New Zealand in 2019 and has grown from featuring nine productions in total to 330 in 2025.
- 3 Apple states that as a small streamer its focus is on quality productions in New Zealand, rather than quantity, and that it is committed to promoting local content through editorial recommendations.

Apple advocates for media regulation to be flexible and market-driven

- 4 Apple's submission on *Media Reform* in 2025 foregrounded its preference for flexible regulation that supports innovation by avoiding a one-size-fits-all approach. In line with the views recently shared with you by the Australia New Zealand Screen Association (ANZSA, which represents Apple, among other companies), Apple opposed TV prominence legislation in its *Media Reform* submission. Apple stated that TV prominence could hinder competition and creativity, and noted that free-to-air local television was already accessible through apps (like TVNZ+) in the App Store.
- 5 Apple also opposed investment obligations on streamers, considering that this could hinder new entrants to the market who need a long lead-in time to develop local content. The company noted its small size and focus on global audiences, and that it can meaningfully invest in local content only if its service is profitable and sustainable in the New Zealand market.
- 6 The submission reiterated that Apple is committed to promoting New Zealand content through editorial choices, and that a competitive marketplace incentivises such

behaviour. Apple considered that it already adequately promoted local content by featuring local apps, such as Maori+, in its App Store and in the 'Made in New Zealand' section in of the Apple TV app.

- 7 The company also noted in its submission that it strives to ensure all its content is closed captioned and audio described. However, Apple was concerned captioning and audio descriptions (CAD) requirements could unfairly impact independent content providers who do not have the same CAD resources.

We have engaged with Apple on your voluntary reporting request

- 8 Following your decision to progress with voluntary reporting on local content and accessibility, we consulted Apple in December 2025 on the detail of the proposed request.
- 9 We responded to feedback from Apple and other streaming providers by shifting the request to report across genres of content instead of individual titles and broadened the scope to include providers' expenditure on skills and training. We also included commitments to aggregate expenditure data across multiple providers in any reporting, and to ensure commercially sensitive information is not released publicly.
- 10 In January 2026, Josh Machin on behalf of Apple confirmed receipt of your request for voluntary reporting and supporting material and indicated they were "considering what might be possible". At the time of writing however, Apple has yet to provide a reporting submission (due mid-March).

Apple did not engage in Australia's voluntary reporting scheme but may wish to discuss Australia's new content laws for streamers

- 11 In November 2025, the Australian Government passed legislation that requires major streaming platforms with more than one million Australian subscribers to invest a portion of their Australian revenue or programme expenditure into new eligible Australian programmes. Under the new laws, reporting on subscriber numbers and Australian revenue is mandatory. The legislation came into force on 1 January 2026 [AM26- 017 refers].

- 12 9(2)(ba)(i) [Redacted]

- 13 9(2)(ba)(i) [Redacted]

Apple may raise the New Zealand Screen Production Rebate (NZSPR)

14 9(2)(f)(iv) [Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]

15 [Redacted]
[Redacted]
[Redacted]
[Redacted]

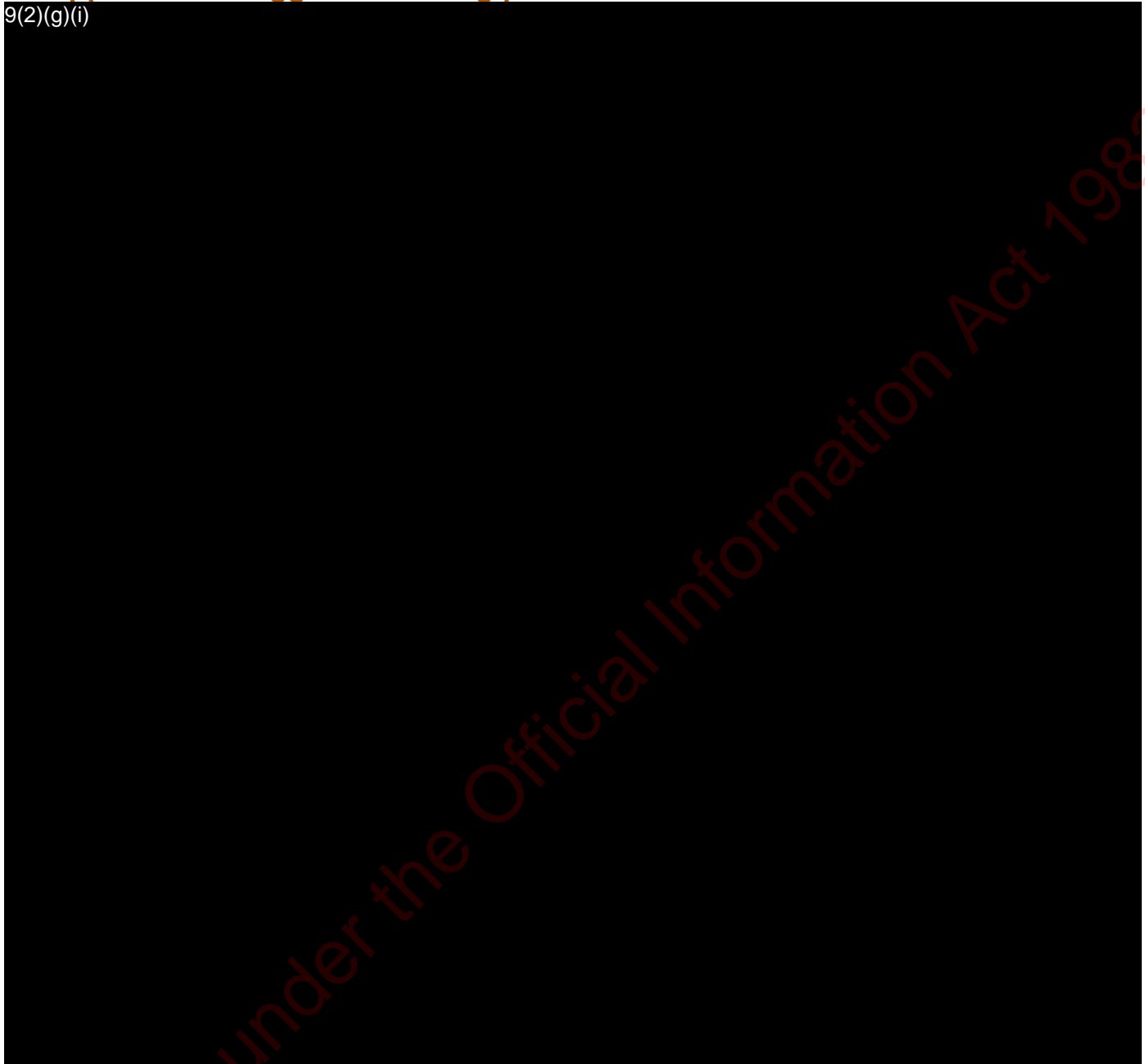


Cara Palmer-Oldcorn
Manager Media and Screen Policy

Released under the Official Information Act 1982

Appendix 1: Suggested talking points

9(2)(g)(i)



Released under the Official Information Act 1982