

## Event backgrounder: Minister Tinetti meeting with Keith Longden from University of Canterbury about the Dovedale campus redevelopment

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<b>To:</b>	Hon Jan Tinetti, Associate Minister of Education
<b>From:</b>	9(2)(a), Manager Delivery & Projects
<b>Date:</b>	7 April 2022
<b>Reference:</b>	E-22-00120

### Purpose

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1. You are scheduled to meet with Keith Longden, Executive Director of Planning, Finance and Digital Services, from the University of Canterbury (UC) on 14 April from 10.00 – 10.30am (via Zoom). Robyn Nuthall, UC Strategy & Planning Director; Chelsea Rapp, UC Digital Screen Campus (DSC) Programme Manager; and Bree Loverich, UC DSC Partnerships and Commercial Manager, will also be at the meeting. Biographies of the attendees are appended to this paper. The meeting is to discuss the new UC Dovedale campus redevelopment.
2. The Tertiary Education Commission has been asked to provide you with a two-page event backgrounder to help inform your discussion. 9(2)(a), Principal Relationship Manager Investment for UC, will be supporting you at the meeting.
3. This backgrounder provides you with a high-level overview of the Dovedale campus redevelopment, including the new UC degree in digital screen production, and the campuses' links to industry and the government's digital strategy. Information on the potential impact of this campus initiative on Māori, Pacific and lower socio-economic students is also included.
4. We recommend that you release this aide-memoire in full.

### About the Dovedale campus redevelopment

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5. The first of its kind in Australasia, the 14-hectare campus will be developed in three phases over the next two years and will cost up to \$97 million. The facilities have been designed to support full TV, streaming, film, cross reality, and game production. Redevelopment of the Dovedale campus will begin this year, with students welcomed in 2023.
6. UC's strategic vision is for the campus to act as a true anchor institution in the community, serving to grow the local economy. This proposed expansion of digital screen studies and research is expected to support the local economic growth which results from an increase in locally based screen production. UC has also begun to explore strategic supplier partnerships with large firms in telecommunications, audio-visual and digital services. The advantages of these partnerships include potential access to expertise not currently present at UC, reductions in cost and access to cutting edge technology.

## **New bachelor's degree in digital screen production launches in 2023**

7. The University is in the process of developing new undergraduate and postgraduate education programmes which prepare students for the way digital content will be produced in the future and builds on the new NCEA subject, Digital Technology. Central to the educational concept is the mixing of arts and engineering students both in class and in joint production activities.
8. A proposed new digital arts degree, the *Bachelor of Digital Screen Production*, has an initial five majors, with the possible addition of a further two (in game development and Māori screen arts). Launching in 2023, the degree will have a common first year and a fourth honours year, which provides students with the experience of an industry-level production.

## **Responding to industry needs**

9. Work-integrated learning is at the heart of the Dovedale campus curriculum, allowing students to gain valuable skills and experience by working in and with industry. UC proposes to have industry co-located on the campus, producing content and collaborating with faculty and students from day to day.
10. UC will provide a range of professional development opportunities, micro-credentials and mass online open courses for those already in the industry to remain up-to-date and relevant, or to cross-skill in the changing industries.
11. UC will also work with other tertiary education partners, such as Ara Institute of Canterbury (Ara) and Yoobee College of Creative Innovation, to support the screen industry. In particular, Ara will be a key player in training students in screen-related roles not covered by the UC curriculum, ensuring a development pipeline for all members of film and game development crews.

## **The Government's digital strategy**

12. The Dovedale campus redevelopment ties in well with the Government's digital strategy for the screen sectors. The future-focussed campus initiative should also assist in attracting international screen productions to New Zealand, producing a range of direct and indirect economic benefits.
13. Flow on benefits to local industry will include job creation, an acceleration of the growth of talent and skills in local screen industries, and spill-over benefits to the wider economy, including digital technology sectors.

## **Impact of the Dovedale campus initiative on Māori, Pacific and lower socio-economic students**

14. The wider vision of UC is to close the equity gap in participation, retention and success rates between currently underserved ākonga and the general university population. The university is investing \$16 million dollars over six years in Kia Angitu, UC's student success programme, to support equitable outcomes and learner success for all.
15. This commitment to learner success can be seen reflected in the Dovedale campus initiative. For example, UC recognises that the volume of content developed by tangata whenua, about tangata whenua for Aotearoa New Zealand and the world continues to grow and succeed locally and globally. It is clear to UC that a bicultural approach to education and research is relevant and instrumental to the success of the Dovedale campus. In the process of developing the campus, the UC team have consulted mana whenua and tangata whenua on the proposal.

16. Embedded throughout the new *Bachelor of Digital Screen Production* degree, the research outputs, and work integrated learning experiences will be content from mana whenua, te ao Māori perspectives and, where possible, insights from the lived experiences of tangata whenua game and film makers. Mana whenua will be included in governance structures as part of the checks and balances used to ensure this promise is fulfilled.

9(2)(a)

Manager Delivery & Projects,  
Delivery Directorate  
Tertiary Education Commission  
07 April 2022



**Hon Jan Tinetti**  
Associate Minister of Education  
\_10\_ / \_04\_ / 2022

## Appendix: Biographies

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### Keith Longden: UC Executive Director Planning, Finance and IT

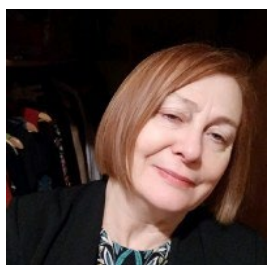
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Keith Longden is an experienced Senior Executive and Chief Financial Officer (CFO) with a demonstrated history of working in the higher education industry. He possesses strong leadership, finance and professional skills in business development, financing, Business Planning, Strategy and IT, Business Insight development and Corporate Insurance.

### Robyn Nuthall: UC Director of Strategy and Planning

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Robyn Nuthall is involved in leading and supporting growth and development at the University of Canterbury (UC) and Christchurch's recovery from the earthquakes.

### Chelsea Rapp: UC DSC Programme Manager

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In addition to her UC role, Chelsea Rapp is Chair of the New Zealand Game Developer's Association (NZGDA), an interactive media advocacy group whose membership includes more than 60 digital media and video game studios and 3,000 individual members. Elected in 2020, she works closely with government, tertiary education, trade organisations, and cross-industry partners to advocate for the interactive media industry.

### Bree Loverich: UC DSC Partnerships and Commercial Manager

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Bree Loverich is responsible for developing the DSC commercial pipeline, overseeing use of the campus by external partners for both commercial and educational purposes and leading national and international marketing and attraction strategies for the advancement of the DSC. Prior to working at UC Bree was Head of Screen Canterbury.