



## Nicole Hoey

Ngāti Kahu, Te Aupōuri

Tumu Whakarae/Managing Director/Executive Producer

Nicole Hoey's company, Cinco Cine Film Productions, is a long established producer of quality award winning television programs. Nicole along with her dedicated crew collectively produce over 100 hours of television a year for various networks in New Zealand.

Nicole originally set up Cinco Cine (1987) as a production house to create and produce television commercials for both the domestic and international markets and winning awards with them both nationally and internationally.

After 10 years of this Nicole turned her focus to the creation and production of television programs – her first show 12 years ago 'Dead Certs' was not only a ratings winner but also an award winner – from there on she has never looked back and Cinco Cine has gone from strength to strength and has continued to produce award winning television.

Some of Nicole's most recent producer credits include;

**Brown Bruthaz**, a six part Comedy Series for broadcast on TV3 Media works.

Successful Tele Feature '**Kawa**' originally broadcast in New Zealand as 'Nights in the Gardens of Spain', which was produced by Cinco Cine and Conbrio Media.

Kawa will also feature at Frameline35 Film Festival in San Francisco and Outfest Film Festival in Los Angeles in June-July 2011.

Nicole acts as executive producer to children's favourite, the multi award-winning youth oriented show **Pūkana**, which is in 100% Māori language. **Pūkana** is in its 12th series and screens on TV3 and Māori Television.

**Kōrero Mai**, the innovative Māori-language learning show that attracted a considerable following from both Māori and non-Māori viewers and won the Qantas Media Award for Best Māori language Programme in 2005.

Earlier programmes where Nicole has either produced or directed include the pioneering **Koinā Te Kōrero**, in which Temuera Morrison presented a series on Māori place names, their history and meaning; **Manu Tioriori**, a Māori language talent quest; **The Haka**, a TV3 Inside New Zealand documentary based on the meaning of the haka; **Kapa Haka Super 12** – six hours of live coverage for TV3, plus seven half-hours of **Ihumanea**, a quiz show in 100% te reo. Other productions include: **Ihi Wahine**, a series of four 15minute dramas for TV One; **Dying to Kill Themselves**, a documentary on youth and smoking for TV3.

Cinco Cine also produced the Māori language version of Sponge Bob Square Pants for Nickelodeon.

Nicole is well regarded within the industry and is currently a board member of New Zealand on Air, having previously been elected on various industry boards

Positions including; a 2 year tenure as President of SPADA - Screen Production and Development Association an industry association representing Producers and Directors in New Zealand; Treasurer of Ngā Aho Whakaari, a national representative body for Māori working in film, video and television; a board member and deputy chair of the New Zealand Screen Council, an independent industry striving to facilitate growth within the New Zealand screen production sector.

Cinco Cine, driven by Nicole, aims to normalise Te Reo Māori through its use in television and film, and the adoption of key phrases into mainstream culture.

*'Ko te amorangi ki mua, ko te hāpai ō ki muri'*