



CITY OF PORT PHILLIP FILM POLICY

BACKGROUND

The Film Liaison Unit was created in 1995 as a response to the high level of demand for film locations within the City. The Unit's objective is to provide a co-ordinated service and maintain residential amenity.

The Film Liaison Unit issues permits, coordinates location bookings, maintains an overview of filming activity in the municipality and provides an information service.

The Unit is a central contact point for film crews and liaises internally to ensure optimum traffic management, use of public and commercial spaces and Council facilities.

POLICY CONTEXT

Promotion of the City of Port Phillip's Identity

Filming on location provides a sense of authenticity. Filming in Port Phillip contributes to the cultural identity of the City. It does this by drawing on and making more visible the sense of place, atmosphere, dynamism, diversity and vibrancy that our community experiences.

The City of Port Phillip enjoys a rich array of streetscapes, landscapes, seascapes and parklands. The City's natural heritage is its greatest physical asset. Parklands and open space along the foreshore together with tourist attractions are in high demand as film locations. The City's architectural heritage reflects the history of Melbourne as well as the industrial and maritime heritage of the port.

Major film locations such as New York City and London, now have film liaison or location units which provide information and coordination services. These units promote locations as well as service film makers working in the area.

The City of Port Phillip is highly regarded and sought after as a Melbourne film location. Demand for filming in the City of Port Phillip is exceeded only by the demand in the City of Melbourne. Film Liaison Unit clients range from film school students operating on no or very low budget productions to fully fledged commercial feature film productions with crews of up to 70 people. The range of work produced includes music video clips, documentaries, television commercials, television series and feature films.

The growth in demand for locations in the City has doubled since 1997.

City of Port Phillip Corporate Plan

The film policy contributes to the achievement of Council's Key Result Areas as identified in the Corporate Plan.

The Key Result Areas include:

- Building Stronger Communities;
- Improving Our Built Environment;
- Enhancing Our Neighbourhoods and Places;
- Improving Our Service & Capabilities; and
- Ensuring a Sustainable Organisation.

The Film Liaison Unit works towards these goals through Council's stated objectives of:

- ▷ Promoting diversity;
- ▷ Fostering an environment where recreation, arts, culture and knowledge are valued;
- ▷ Ensuring a safe and healthy environment;
- ▷ Promoting a sense of place and community identity;
- ▷ Delivering coordinated services to identified geographical places;
- ▷ Encouraging appropriate commerce, industry and tourism;
- ▷ Aligning service delivery with consumer priorities;
- ▷ Improving the effectiveness of communication;
- ▷ Improving organisational effectiveness;
- ▷ Improving financial viability; and
- ▷ Promoting effective inter-governmental relationships.

City of Port Phillip Cultural Plan

As a highly visible activity, the use of the city's locations presents as well as builds on the cultural identity and profile of our community. In so doing this activity further promotes of the City of Port Phillip as a cultural hub and host for the arts and directly contributes to the achievement of the City's Cultural Plan.

Filming activity provides an indirect economic benefit by generating employment and retail sales.

The Film Liaison Unit will focus on further realising the increased benefit from promoting the City's identity and specific locations.

Film Liaison Unit Services

The Film Liaison Unit provides a central contact person. The Unit provides the film industry with advice on the guidelines and procedures and evaluates and processes film location permit applications. The service encourages location managers and film producers to provide on going information about filming activities and to budget adequately for film location fees.

Mission

The Film Liaison Unit offers a co-ordinated film location service, which contributes to the industry's development, balances the amenity of residents and traders with those of the industry and promotes the City of Port Phillip.

Vision

To provide the best film location service in Australia which promotes the City of Port Phillip's locations to the film industry and visitors.

Scope of Policy

This document provides guidelines for filming within the City of Port Phillip including:

- ▷ motion picture photography for television;
- ▷ feature films;
- ▷ advertising;
- ▷ student film projects;
- ▷ documentaries;
- ▷ music videos;

- ▷ commercial stills photography.

Outcomes

Implementation of this policy will:

- ▷ Promote, facilitate and assist the work of the film and television community in the City of Port Phillip;
- ▷ Ensure that a balance between residential, trader and film industry needs is achieved;
- ▷ Promote the City of Port Phillip as the premier filming location in Victoria;
- ▷ Increase the number of film production companies utilising Port Phillip as a location;
- ▷ Enhance the reputation and profile of the City of Port Phillip through the co-ordinated high quality service offered;
- ▷ Contribute to building the reputation of the City of Port Phillip as a host to arts and cultural activity;
- ▷ Promote the geographical, environmental and heritage assets of the City to visitors;
- ▷ Minimise Council's risk of litigation, insurance claims and loss of its good reputation;
- ▷ Recognise the cultural and economic benefits and value derived from filming activity;
- ▷ Document the people and places which are unique to the City and its history.

Strategies

These outcomes will be achieved by:

- ▷ Maintaining, implementing and monitoring an effective and efficient process for the use of the City for film and photographic purposes;
- ▷ Ensuring the film industry adheres to the policy and filming guidelines;
- ▷ Providing a high level of service which has the capacity to provide a quick and flexible response to film location permit applications;
- ▷ Developing and maintaining systems for provision of information and requests for service to the film community;
- ▷ Measuring the level of film activity to monitor and ensure minimum impact on residential and trader amenity;
- ▷ Maintaining and monitoring the notification of filming activity to residents and traders;
- ▷ Monitoring feedback from industry, residents and traders;
- ▷ Acting as an advocate for the film community within Council and other government authorities;
- ▷ Acting as an advocate for the City of Port Phillip as a prime film location;
- ▷ Acting as an intermediary in the resolution of complaints arising from filming activity.

Permits

The City of Port Phillip's local laws provide guidelines for the use of roads, footpaths and other public spaces for filming activity. This activity is subject to Council's approval based on the film location application and evidence of adequate public liability insurance. Filming without a permit is subject to penalty as specified by the Community Amenity Local Law No. 3. Schedule 3.

The timeframe for the issue of permits correlates to the location and the activity's potential impact on the amenity of residents, traders and traffic.

The permit application form and guidelines follow as Attachment A and B. An example permit follows as Attachment C.

Pricing

The following principles apply to fee structures:

The Film Liaison Unit is financially self-sustaining by charging location fees.

A standard fee is applied for filming in the municipality limited to those areas under Council's jurisdiction. A lower fee applies to commercial stills photography.

There is an initial charge for the first day of filming for any one project. A daily rate applies for any subsequent days. The phrase 'any one project' relates to one feature film, one television commercial, one season of a television series or one season of a television serial.

Sponsorships - Fee Waiver

Emerging film makers, students and projects of demonstrable community benefit are eligible for a fee waiver. This support is treated as a sponsorship by the City of Port Phillip. The film maker is required to acknowledge the City in the end credits. Sponsorship must be requested in writing, and the Coordinator, Cultural Development is delegated with the authority to approve the sponsorship. The location acknowledgment will read "Filmed in the City of Port Phillip" or "Thanks to the City of Port Phillip".

Criteria for Fee Waiver

Fee waivers may apply to:

- ▷ Projects of demonstrable community benefit;
- ▷ Projects related to charitable activities;
- ▷ Documentaries which are specific to the cultural heritage of the City of Port Phillip; and
- ▷ Emerging producers and/or directors who have made no more than two films.

Fee waivers will generally only be available once.

Fees will not be waived retrospectively.

Notification timetable

In order to maintain a balanced level of residential and trader amenity, film makers are required to notify in writing persons and businesses which may be effected by their presence.

The timeframe for this notification is:

- ▷ For low impact on residential areas:
 - A minimum of twenty four (24) hours in advance but preferably at least forty eight (48) hours in advance
- ▷ For strip shopping centres:
 - A minimum of seven (7) days for high impact activity.
- ▷ For other commercial areas, high density residential areas and those under the jurisdiction of other authorities which impact on Council controlled areas:
 - A minimum of seven (7) days is preferred.

Delegation of Authority

The delegation of authority for issuing permits and fee charges rests with the Film Liaison Officer, who reports to the Coordinator Cultural Development. In the event of a dispute or difference arising in the interpretation of this policy, the decision of the Manager Culture and Recreation shall be final and conclusive.

The General Manager Services or his/her delegate will administer the fees which will be set by Council as part of the Annual Budget process. The General Manager Services or his/her delegate will exercise discretion within the range of fees approved by Council.

The Film Liaison Unit works in close conjunction with the Melbourne Film Office and the Film and Television Office of the Victoria Police in administering this service.

Insurance

All applications for a filming approval permit are required to provide evidence of appropriate public liability insurance cover through presentation of their Certificate of Currency prior to a permit being issued.

Film applications using the services of stunt performers are required to provide evidence of appropriate specialised risk insurance or workcover.

All filming activity must comply with common law.

Internal Liaison within the City of Port Phillip

Filming activity impacts on many Council departments. Interdepartmental liaison requires communication with: the Accounting Services Team, Assist, Building Management, Central Records, Complete Traffic Solutions, Economic Development, Events, Facilities, the Financial Services Team, the FMIS Project Team, Foreshore Development, the Human Resources Team, Information Systems, Libraries, Local Laws, Neighbourhood Amenity, Open Space, Parks and Open Spaces - Excell, Portcon - Design, Port Phillip Parking, Recreation, the South Melbourne Market, Standard Roads, Streetsahead - Cleansing and Valuations.

Collaboration and effective communication are essential factors in providing a good service to the film industry. Internal liaison between all of these departments to support filming activity is essential in the provision of an efficient, effective service, which develops and maintains excellent relationships between the film industry, the City and its residents, traders and visitors.

Fees to other departments

In the majority of applications the location fee charged covers the full service provided by Council. Additional fees are charged where film crews park in metered parking areas. In some instances a fee is payable internally. A user pays system applies where additional external services are required.

Damage to Council Property

All costs associated with clearing litter and other waste generated by their activities, and for any damage to parks, irrigation, roads and other Council property will be borne by the production company.



CITY OF PORT PHILLIP COMMUNITY AMENITY LOCAL LAW No. 3

GENERAL INFORMATION ABOUT FILMING IN THE CITY OF PORT PHILLIP

1. The City of Port Phillip reserves the right to cancel any permit in the event of activities not being conducted in accordance with the Film Permit and there will be no refund of fees paid.
2. Filming is usually not permitted between Midnight and 7.30am. Unless the Council approves a variation in writing, filming must only occur between the times specified in the permit.
3. The applicant must notify the Victoria Police Film and Television Office of their activities including any intended road closures, stunt activity, and use of firearms/weapons.
4. Before any tents or marquees are installed in Council parks or open spaces the applicant must advise and consult with Council to avoid damage being caused to Council infrastructure and assets.

BEFORE A PERMIT FOR FILMING WILL BE ISSUED THE FOLLOWING PRE-CONDITIONS MUST BE SATISFIED

1. A Certificate of Currency for public liability insurance cover must be provided. It must clearly state that :
 - a) the policy covers liability for the death of or injury to any person or damage to any property arising out of the activity authorised by the permit;
 - b) Council is named as the joint named insured with the application
 - c) The policy contains a cross liability clause between the Council and the applicant; and
 - d) the amount of cover held for filming must not be less than \$20 million and for commercial stills photography must not be less than \$5 million.
2. At least 48 hours (and preferably up to 7 days in advance for retail areas) before filming commences the permit holder must notify local traders and residents in the immediate vicinity in writing of the proposal to film and a copy of the notification must be provided to the Council.
3. 7 days notice must be given for reserved parking requests. Maps indicating the location and number of parking spaces required must be supplied. Assistance can not be provided by Council staff for reserved parking in busy areas unless neighbouring traders/residents are provided with adequate notice.

PERMIT FEES

1. Motion picture photography: \$745.00 for the first day, \$148.00 for subsequent days.
2. Motion picture photography – half-day rate (4hrs) \$432.00
3. Commercial Stills Photography: \$334.00 for the first day, \$148.00 for sub. days.

SPONSORSHIP MAY BE AVAILABLE FOR:

1. Projects of demonstrable community benefit
2. Projects related to charitable activities
3. Documentaries specific to the cultural heritage of the City of Port Phillip.
4. Emerging producers and/or directors who have made no more than two films (including short films).



APPLICATION FOR A PERMIT TO FILM COMMUNITY AMENITY LOCAL LAW NO.3

Before completing the form please read the City of Port Phillip Filming Policy and Guidelines available on the City of Port Phillip website: www.portphillip.vic.gov.au/filming_in_port_phillip.html
For further information ring the Film Liaison Officer on 03) 9209 6217. Fax this application to: 03) 9536 2717 or email - filmunit@portphillip.vic.gov.au

Name of Applicant (primary contact) _____

Contact's Position Title: _____

Name of Prod.Company/Agency: _____

Phone Numbers: _____ Fax: _____

Email: _____

Address: _____ P/code _____

Billing Contact & Address (if different from above): _____

ABN (if applicable): _____

Date/s of Filming: _____

Weather hold date/s of filming (if applicable): _____

Time of crew arrival: _____ Departure: _____

Location/s of filming: _____

_____ Melways Ref: _____

Product/Production Title: _____

Type of filming (stills/film/TVC/TV series etc): _____

Proposed Activities: (description of action): _____

Number of crew/cast: _____ No. production trucks: _____ No. production cars: _____

If you require parking for crew vehicles please contact the City of Port Phillip Traffic Enforcement department on 9209 6278.

Will you be requiring a unit base location? (If so specify): _____

Are you planning on erecting tents or marquees? (If so specify): _____

Name of traffic/safety management company (if required): _____

Does the filming contain firearms/car accidents/other safety issues? If so specify:

Any other activity that may cause public concern? (if so specify): _____

Application checklist. Have you?

- Included a site plan of the location you wish to film at?
- Attached a Pedestrian Management Plan or Traffic Management Plan?
- Completed a Risk Assessment?
- Contacted the Victoria Police Film & Television Office (if filming involves roadways or firearms)?
- Contacted other government bodies who may have jurisdiction over the location/s (ie.Parks Victoria/Melbourne Ports/private businesses)?
- Sent letters to surrounding residents and/or traders advising them of filming activities (copy of the letter needs to be attached)?
- Attached a map indicating location of parked vehicles?
- Organised parking permits through the City of Port Phillip Traffic Enforcement Department?
- Attached a letter requesting a fee waiver (see Filming Guidelines for eligibility)?
- Attached a copy of your public liability insurance?

Any other relevant information you would like to add to this application?

I acknowledge that I have read and accepted the conditions for filming in the City of Port Phillip as detailed in the City of Port Phillip Filming Policy & Guidelines. I agree to comply with all local laws of the City of Port Phillip and all other relevant legislation. The production company agrees to indemnify the City of Port Phillip against all claims or suits of any kind whatsoever against the City of Port Phillip or loss, damage or injury of any kind arising out of the negligence or unlawful conduct of the Production Company, its employees, agents or otherwise. I agree that filming will take place within the specified times and location and failure to comply with these conditions may result in a fine or legal action.

Signed: _____ Date: _____

The personal information requested on this form is being collected by the council under Community Amenity Local Law No.3, Schedule 3 The personal information will be used solely by the council for that primary purpose or directly related purposes. Council may disclose this information to the Victoria Police. If this information is not collected your permit can not be processed. The applicant understands that the personal information provided is for the assessment of a Filming Permit Application and that he or she may apply to the council for access to and/or amendment of the information. Requests for access and or correction should be made to Alli Griffin, City of Port Phillip Privacy Officer.



**PORT PHILLIP CITY COUNCIL
COMMUNITY AMENITY LOCAL LAW NO. 3
PERMIT FOR FILMING**

ISSUED

APPLICANT:

TIME:

DATE:

LOCATION:

CONDITIONS:

1. Before any activity associated with filming commences, all activities must comply with any applicable Local Laws of the Council. All other necessary consents and approvals must be obtained and all other legislative requirements must be complied with.
2. All litter and other waste produced in the area where the filming is occurring must be disposed of by the permit holder.
3. Activities must not cause any damage to Council property including roads, open spaces and irrigation lines. The permit holder will bear the cost of any repairs.
4. The permit must be kept on the site by the permit holder and must be produced to an authorised officer of Council when requested to do so. Council is entitled to have a representative present at all times.

ADDITIONAL REQUIREMENTS:

TBC

LOCATION FEE:

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**AMANDA SWINTON
ARTS ADMINISTRATOR
0466 752 942**



Procedures to waive/alter filming curfew

If a film maker wishes to film outside the usual hours that filming is permitted (ie between midnight and 7.30am), in some instances permission may be granted.

A request must be made to the City of Port Phillip Film Liaison Unit at least two weeks before the intended date of filming.

The Film Liaison Unit will assess the impact of the filming on residential amenity, based on issues such as the size of the film crew, equipment to be used and residential density.

The Film Liaison Unit will notify in writing all parties who may be affected. The film maker will provide information on measures to be undertaken to minimise disruption, and the reasons they consider the curfew should be lifted, and the Film Liaison Unit will pass this information on, asking residents to respond in writing by reply paid post or facsimile if they have objections to the shoot taking place, or if there is a more convenient time or date for this activity to happen.

Once permission for the curfew to be lifted has been granted, the film maker is required to letterdrop the area to ensure that everyone is informed of the proposed activity. A designated member of the crew must be present at all times to respond to enquiries, liaise with residents and ensure that residential amenity is maintained.

The Film Liaison Officer will be on call at all times during the period of the shoot.