

Commercial Filming

KEY POINTS

- Approval must be sought from the Wellington Park Management Trust in order to conduct commercial filming in Wellington Park.
- Commercial filming is defined as 'any filming that is undertaken for a financial consideration, either on consignment for another party, for promotion of a product or service, or to generate content for a monetised social media channel, and includes stills photography for advertising purposes'.
- Commercial Filming applications must be submitted at least 14 working days prior to the proposed dates for filming or photography shoots.
- Applications must be accompanied by evidence of a minimum of \$20 million in Public Liability Insurance.
- Applications are subject to a one-off application fee plus a loading based on the size of the production crew.

OBJECTIVE

To ensure commercial filming in Wellington Park assists, where possible, in promoting community awareness, understanding and support for natural, cultural and heritage conservation and management in Wellington Park, and is carried out in a manner that does not compromise conservation and other management objectives.

The fees charged for commercial filming in Wellington Park help with the financial cost of maintaining and managing this highly valued Park.

BACKGROUND

Wellington Park was established under the *Wellington Park Act 1993*, and is governed by its own set of rules and regulations.

Filming in Wellington Park can make a significant contribution towards raising awareness of conservation issues and promoting an

appreciation of the Park's values and the Wellington Park Management Trust's (WPMT) management objectives. However, there is a need to ensure that filming activities do not damage the environment, exacerbate current visitor pressures, conflict with the enjoyment of other users, incorrectly present information or show inappropriate activities.

Film makers, advertisers and content generators have a responsibility to ensure that their portrayal of the Park is consistent with the protection of and respect for the Park's natural and heritage values.

SCOPE

These guidelines apply to commercial filming activities throughout all land reserved under the *Wellington Park Act 1993*.

For the purposes of these guidelines, commercial filming includes:

- Commercial filming (advertisements)

- Feature filming (cinema, video and TV)
- Documentaries and tourism promotions
- Educational and government-sponsored filming
- Filming and stills photography that is loaded to one or more monetised social media channels to generate revenue
- Stills photography for advertising purposes

News of the day (electronic and print)

Television and print 'news of the day' and current affairs will not require approval. However, television and newspaper media are encouraged, where possible, to comply with the objective of these guidelines.

Where possible, media should contact the General Manager prior to filming to determine any special requirements, relevant management and safety issues etc.

Stills Photography

Stills photography which is associated with an advertising agency or is for advertising use (including for generation of revenue on social media platforms) will require approval and a fee will be charged (see schedule of fees).

All other still photography does not require approval.

Prohibited Activities

Any filming activities must conform to the provisions of the *Wellington Park Act 1993* and *Wellington Park Regulations 2019*.

For example, vehicles may only be used on formed roads and in compliance with speed limits. Firearms, pets, domestic animals (in some areas), damage to vegetation and disruption to Park visitors are prohibited.

Fires are only permitted in designated fireplaces, and any constructions must be temporary and must not disturb the ground without specific approval.

However, in special circumstances, an exemption to the provisions of the Regulations may be negotiated. The nature of the exemption will be included in the 'conditions of approval'.

ONE-OFF OR LONG-TERM APPROVAL

Commercial filming approvals are typically issues for one-off filming or photography sessions. However, the Trust recognises growing demand for a new type of approval that enables multiple visits over a period of time to generate social media content and/or compile images and footage for future publication.

A long-term Commercial approval allows 3 days of filming over a 2-year period as part of the approval fee, with an additional \$50-\$100 payable for any filming in excess of 3 days within the 2-year period. The fee is dependent on the size of the crew involved.

Long-term commercial filming approval is only available for crews of 8 or less. If additional days of filming involve a crew smaller or larger than the initial approval application, the fee for additional days of filming is to reflect the number of crew in the additional day of filming.

COMMERCIAL FILMING APPLICATION FORM

To obtain permission for commercial filming in Wellington Park, complete the application on the [Wellington Park website](#). The application must be completed even where the fee has been waived.

Supporting documentation for the application, including evidence of public liability insurance, can be emailed to info@wellingtonpark.org.au.

COMMERCIAL FILMING APPROVAL

Approval may be granted following the completion of the application form with the provision of relevant information and proof of public liability insurance.

Commercial filming applications will generally be processed within 5 business days. Applicants will be sent an approval to film or the reasons the application was not approved. At the discretion of the General Manager, an approval may contain conditions to ensure Park values are protected and to cover other relevant management issues.

Any other permits required for filming activities (e.g. vehicle access) will be brought to the

attention of the applicant via the conditions of approval.

DETAILS OF THE FILMING SESSION

The WPMT will require a brief rundown of the content and a filming schedule. If there is any doubt, a full script may be requested.

From time to time, areas in the Park may not be available for commercial filming. The General Manager will consult other relevant Park management staff to check availability of the proposed location and identify any relevant site management issues and supervisory personnel (if required).

AERIAL ACCESS (DRONES, AIRCRAFT)

Filming crews wishing to fly drones and launch or land aircraft within Wellington Park should identify this fact when completing the Commercial Filming Application.

Drones/Remotely Piloted Aircraft are **prohibited** within Wellington Park, regardless of their size, unless authorised by a permit issued by the WPMT.

A permit to launch and land a drone in Wellington Park will be required for all filming using a drone, whether it is for commercial purposes or not.

Normally, helicopter landings will only be permitted for management purposes or activities in keeping with management objectives for the area or if otherwise approved by the General Manager.

FEES CHARGED

Under these guidelines, an application fee is charged in addition to a loading based on the number of crew involved. Refer to the schedule of fees below. The fee invoice will be issued upon receipt of the application and is not refundable.

Fees collected are used for the ongoing management and conservation of Wellington Park.

The scheduled fee (or part thereof) may be waived at the discretion of the General Manager for educational filming that is likely to increase appreciation, awareness and understanding of the natural or cultural environment, and which furthers the objectives of the WPMT.

Please note that filming activities that promote tourism and visitation to kunanyi / Mount Wellington do not automatically qualify for a fee waiver.

Bond

A bond (or guarantee) may be required for the purposes of repairing any damage or cleaning up after the filming activity. The amount will be determined in each case at the discretion of the General Manager, based on the activities proposed and the number of people and equipment involved.

PUBLIC LIABILITY & INDEMNITY INSURANCE

Public Liability Insurance

The party (both fee paying and fee exempt) carrying out the photography or filming must provide evidence of a minimum of \$20 million in public liability insurance.

Indemnity Insurance

Neither the WPMT nor its managing agencies are liable for any loss or injury incurred to the party carrying out the photography or filming in the Park. The party must therefore carry indemnity insurance to cover themselves.

PREVIEWING OF THE FINAL FILM

Previewing of the final film product (in rough cut form) may be requested at the discretion of the General Manager to ensure that the area being filmed is portrayed in a manner consistent with the objectives of the WPMT and the conditions of approval.

The WPMT undertakes to provide a response to this previewing within 24 hours of the rough cut film/video being submitted.

ACKNOWLEDGMENT

The producers will be obliged to place the following in the credits, where credits are given:

Produced with the assistance of the Wellington Park Management Trust

or

Filmed in Wellington Park, Tasmania

FILMING FEE SCHEDULE

The Commercial Filming Fee comprises a one-off application fee plus a loading based on the number of crew involved.

One-off application fee

The application fee is based on the scale of the proposed activity. Application Fees are GST exclusive.

For minor applications that don't require assessment against the Wellington Park Management Plan	\$187
For applications that require assessment against the Wellington Park Management Plan	\$340
For applications that require assessment against the Wellington Park Management Plan AND a permit under the <i>Land Use Planning and Assessment Act 1993</i>	\$850

Loading based on Production Crew Number*

1-3 people	\$242 per project
4-8 people	\$484 per project
>8 people	\$1750 + negotiable per project **

Fees for repeat filming activities (for social media content generation)

Approval is issued for a term of two years. The one-off application fee applies.

Crew Size	1-3	4-8
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Fee	\$242	\$484
Days of filming or photography included	3	3
Fee for each additional filming day	\$50	\$100

All fees are GST inclusive.

* Includes those involved directly with production eg actors etc

** large scale commercial productions will be subject to a negotiated fee

Where the fees charged for productions using a crew size of more than 8 people are greater than \$1750, the total charged will be negotiated with the General Manager.

Commercial filming using less than 9 people that will cause a major disruption to the operation of the Park, or result in a major inconvenience to other Park users, may incur an extra fee negotiable with the General Manager.

SUPERVISION / GUIDING FEES

If Trust or Park management agency staff are required to supervise or guide film crews, the following rates apply:

Week days	Weekends & Public Holidays
\$80/staff member/hour	\$95/staff member/hour

Supervision / guiding fees are GST Inclusive.

Actors Equity charges will apply for WPMT or management agency staff used on camera in fee-paying productions.

A supervision / guiding fee will be charged for management supervision in cases where the General Manager deems it necessary to provide supervision, e.g. in sensitive management areas, or when the filmmaker requests expert assistance.

If staff are required for nil charge activities the General Manager has the discretion to request a donation to cover the cost of this involvement.