



ROTTNEST ISLAND AUTHORITY COMMERCIAL FILMING POLICY

Objective

To ensure commercial filming on land and water managed by the Rottnest Island Authority assists, where possible, in promoting a strong, positive image of Rottnest's environmental, cultural and tourism significance and is carried out in a manner that does not compromise day-to-day management activities.

Background and Definitions

“Commercial filming” is defined as any filming which is undertaken for a financial consideration, either on assignment for another party or with a view to selling or hiring the imagery obtained, or for promotion of a product or service, and includes still photography for advertising purposes.

News of the day (television and print) and current affairs do not meet this definition. These activities do not require approval, a permit or payment of fees but are mentioned in this policy to assist in dealing with requests.

For the purpose of this policy, commercial filming includes, but is not limited to:

- educational programs (documentaries);
- tourism promotion;
- advertising (TV and print);
- feature films;
- still photography for advertising (all other still photography will not require approval, a permit or payment of fees).

The term “film” is used generically to also incorporate video.

Filming of areas managed by the Rottnest Island Authority (RIA) can make a significant contribution towards helping to raise awareness of Rottnest Island as a significant visitor attraction. However, there is a need to ensure that the activities of film crews do not damage the environment, conflict with the enjoyment of other users, incorrectly present information or promote inappropriate activities. The safety of film makers and other Island visitors is very important, and as such, it is vital that film makers consult with the RIA to ensure that procedures are in place to protect the natural and cultural values of the Island.

Requests for commercial filming can vary enormously in scale, locations and other requirements, and each application will be assessed on an individual basis.

Guidelines

Commercial filming (including still photography for advertising) on RIA managed land and waters will require approval through the issue of appropriate authorisation, with the exception of news of the day and current affairs. Approval will be issued for a specific time period. If commercial filming continues after the specified date, additional approval is required. Commercial filming is acceptable if it portrays the area in a manner that is consistent with the purpose for which the land is vested, and does not damage the area.

A fee will be charged if the commercial filming:

- requires the involvement of RIA staff to determine appropriate locations, etc;
- has the potential to impact other visitors;

- requires management of access to sensitive areas (such as sites of significance to Aborigines and fauna habitats);
- involves factors likely to cause need for RIA assistance such as the transportation of crew and equipment.

Fees may vary according to the supervision requirement, location of the filming, the scale of the production and other factors (see Fee Schedule).

Educational and tourism films which feature areas managed by the RIA and which are likely to increase appreciation, awareness and understanding of the natural or cultural environment and which benefit Rottneest Island Authority's policies on public information and community education will be encouraged and charges, including those for management supervision, may be waived or reduced.

Fees may be waived or reduced for films in this category which are sponsored by the Western Australian Tourism Commission (Western Australian Tourism Commission) or the Australian Tourist Commission (ATC). These include productions that will have a major tourism benefit for the State and / or Nation. Waiver or reduction of fees in these cases will be decided on an individual basis following liaison between the Events & Promotions Manager and the appropriate WATC/ATC representative. *(So as to detect commercial companies purporting to be acting on an "official" capacity).*

Television and print news of the day and current affairs do not require approval, a permit or the payment of fees. However, television and newspaper media will be encouraged to contact the RIA prior to filming as a courtesy, and to find out any requirements for information and staff.

Still photography that is associated with an advertising agency or is for advertising or commercial purposes will require approval and a fee will be charged. Where supervision is required, a supervision fee may also be charged.

Non-commercial still photography is exempt from approval.

Fees may be waived or reduced for advertising photography that is sponsored by the WATC and ATC. This will be decided on a case-by-case basis.

Delegated Authority

Responsibility for administering this policy lies with the Chief Executive Officer with delegated authority to the Manager, Marketing & Communication and the Events & Promotions Manager.

All applications will be referred to the Events & Promotions Manger (in the first instance) for approval and consideration of special requirements. A condition of approval will be that there is no deviation from the conditions unless there is prior written approval from the delegated managers. All commercial film makers will be expected to abide by RIA policies and regulations.

Handling of Requests

Under normal circumstances, requests should be submitted one month in advance. However, it is recognised that this may not be possible in all situations, and that some film makers/photographers may not be aware of these requirements.

All requests should state:

- details of the client for which filming is being produced;
- the starting date and expected number of days required to complete the task;
- a brief synopsis of the content of the film and preferred location;
- the number of persons in the film crew;

- details of any special assistance required from the RIA.

Requests that are submitted with less than the required notice will still be considered if they can be dealt with within the time frame available. This is at the discretion of the CEO and the Events & Functions Manager. There is also discretion for the manager or a nominated person to approve on the spot requests for commercial filming if they are small-scale, will not negatively impact upon the natural environment and will not cause any major inconvenience to other Island users. In these situations, the applicant would still be subject to any fees that may be applicable.

A bond may be required for the purpose of repairing any damage or cleaning up after filming has concluded. The amount will be determined in each case, based on the activities proposed and the number of people and equipment involved.

Persons or companies involved in commercial filming will be required to indemnify the RIA against liability for all claims which may arise out of the activity.

Acknowledgment in the film credits of assistance given by RIA will be required in all productions.

A copy of the film or selected photographs may be requested by the Authority for internal use or archival purposes if considered appropriate by the Events & Promotions Manager. The costs of duplication will be borne by RIA.

Previewing of the final film product may be requested at the discretion of the Manager, Marketing & Communication and/or the Events & Promotions Manager to ensure that the Island is portrayed in a manner consistent with the Authority's mission and objectives. (eg in the case of advertising material to be shown both in Australia or overseas).

Normal Conditions of Approval

The following normal conditions of approval shall apply:

- The RIA will be indemnified against liability for all claims that may arise as a result of the filming.
- All RIA rules and regulations shall be adhered to at all times.
- No filming of Aboriginal heritage areas shall proceed without the written consent of the custodians.
- The RIA shall be adequately acknowledged and credited.
- All fees must be paid within 30 days of the last day of filming.
- The RIA shall be advised in writing of any changes to the filming schedule.

Other special conditions may apply to the granting of approval.

Fees

Under the Rottnest Island Authority Act, a fee can be charged for filming and photography conducted on Rottnest Island and its surrounding waters.

Each request is to be treated on its individual merits and for this reason, fees are on a sliding scale.

SCHEDULE OF FEES (as at 1 July 2007)

Category	Rate	Comments
Standard fees	Up to \$597 for the first day and \$239 for each day thereafter (incl. GST).	This applies to advertising (including still photography), feature films, documentaries and other educational and tourism films.
Flat fee for documentaries and promotional film	\$1195 flat fee (incl. GST)	This applies where the documentary crew will be filming for more than three days, and the subject matter will benefit Rottnest Island Authority's objectives. Although they cannot afford to pay the standard fees, they should be making some contribution toward Rottnest's management.
Management fees	\$119.50 for the first hour then \$29.90 per hour thereafter (incl GST).	This applies where a charge is made for management supervision, in cases where the Environment Manager deems it necessary (for instance, in sensitive areas) or where the film maker requests assistance with transportation of crew and/or equipment.
No fees		This applies in the case of television news of the day and current affairs and television lifestyle programs (eg "Great Outdoors"), where the project is of a completely personal and non commercial nature, or for still photography other than advertising (for which no permit is needed). It could also apply to documentaries in exceptional circumstances, such as where Rottnest Island Authority is working closely with the film makers on the script and will gain community education benefits.