



ROTTNEST IS

ROTTNEST ISLAND AUTHORITY POLICY

COMMERCIAL FILMING AND PHOTOGRAPHY POLICY

POLICY TYPE: Operational

1. OVERVIEW

This document outlines the *Commercial Filming and Photography Policy* (the Policy) for Rottnest Island, as managed by the Rottnest Island Authority (RIA).

Filming of areas managed by RIA can make a significant contribution towards helping to raise awareness of Rottnest Island as a tourism destination, and promoting conservation principles.

The Policy governs all commercial filming and photography, and associated activities, on the land and waters of the Rottnest Island Reserve.

2. OBJECTIVES

The key objectives of the Policy are to:

- 2.1. Ensure commercial filming and photography is carried out in a manner that does not compromise RIA's statutory obligations and compliance requirements.
- 2.2. Provide clear parameters for commercial filmmakers and photographers.
- 2.3. Encourage commercial filming and photography to be performed in a manner that does not compromise day-to-day management activities, or the recognised environmental, social and cultural heritage values of the Island.
- 2.4. Encourage a cooperative working relationship between commercial filmmakers, photographers, and RIA.

3. SCOPE

- 3.1. This Policy and any associated guidelines apply to anyone wishing to engage in commercial filming and photography on Rottnest Island to be used for promotional, advertising or tourism purposes, production filming for television or educational products, documentaries and Government sponsored filming.
- 3.2. The Policy separately controls filming and photography undertaken for 'news of the day' programming.
- 3.3. This Policy does not apply to non-commercial filming or photographs where the intent is the pursuit of personal interests.

4. DEFINITIONS

Rottnest Island Authority Act 1987 is the legislation that vests Rottnest Island Authority with the management of Rottnest Island as a Class A Reserve, reporting to the Minister for Tourism.

Commercial filming and photography means any filming or photography which is undertaken for promotion of a product, service or brand or for commercial benefit

regardless of medium or format (e.g. video clips, digital, magnetic tape, celluloid, still, motion). Filming activities may include the usage of film crews, props, sets, models, and/or the use of RIA staff and resources, beyond that made available to normal visitors to the Island.

News of the day programming refers to any professional filming and photography which is undertaken for the purposes of same day newscasts or current affairs programming.

Non-commercial filming means any filming or photography conducted on Rottnest Island by individuals where the primary intent for filming is of a personal nature.

Cultural heritage values means the values that communities hold for specific places, objects and practices. This includes tangible culture (such as buildings, monuments, landscapes, water ways and lakes, books, works of art and artefacts), intangible culture (such as traditions, language, stories and knowledge) and natural heritage (including culturally significant land and sea scapes and biodiversity).

Environmental values refers to the condition and integrity of the flora, fauna, landforms, geology and hydrology of Class A Reserve.

Social values refers to Rottnest Island's status a designated place of rest and recreation for Western Australians and other visitors.

Fees refers to fees that can be charged for commercial filming and photography conducted on the land or waters of the Rottnest Island Reserve. Fees may vary according to the supervision requirement, location of filming, the scale of the production and other factors (including RIA staff costs).

5. POLICY POSITION

It is the policy of RIA that:

- 6.1. All commercial filming and photography on the land or waters of the Rottnest Island Reserve requires a RIA-issued permit. RIA will grant permits in accordance with the *Commercial Filming and Photography Guidelines*.
- 6.2. Requests can vary in scale and each application will be assessed individually.
- 6.3. A permit will be issued for a specific time period. If filming or photography continues after the specified date, additional approval will be required.
- 6.4. News of the day programming does not require a permit but filming or photography must be arranged with RIA to ensure safety and environmental safeguards are observed.
- 6.5. Approval to use drones or Unmanned Aerial Vehicles within the Rottnest Island Reserve for any purpose (commercial, news of the day programming or non-commercial) requires a separate drone permit to be issued by RIA, with reference to the RIA Drone Policy.
- 6.6. Commercial filming and photography will portray the Island in a manner which is consistent with the environmental, social or cultural heritage values of the Island and its management by RIA.
- 6.7. The activity of commercial filming and photography will not damage the environment or heritage of the Island, compromise the safety of filmmakers and photographers, or compromise the safety or enjoyment of other visitors, incorrectly present information or promote inappropriate activities.
- 6.8. RIA will not approve any application for commercial filming and photography that includes subjects dealing with Aboriginal culture and heritage without sighting the

written approval of the relevant Aboriginal custodian group(s), as outlined in the *Commercial Filming and Photography Guidelines*.

- 6.9. RIA may refuse any application or otherwise determine the location, time and frequency of any proposed commercial filming at its discretion for reasons including, but not limited to, the area being environmentally sensitive and unable to support the activities; fire risk; the activities unduly disrupting other visitors; or impact on Aboriginal culture and heritage values.
- 6.10. Commercial filming and photography is subject to the payment of fees. Charges may be waived or reduced at the discretion of the RIA Executive Director. News of the day programming is exempt from these fees.

6. ROLES AND RESPONSIBILITIES

The Policy Custodian is responsible for developing, implementing, maintaining and monitoring the effectiveness of the Policy.

7. STATUTORY COMPLIANCE and RELEVANT DOCUMENTATION

The policy reflects the requirements of:

- The *Rottnest Island Authority Act 1987*.
- The *Rottnest Island Authority Regulations 1988*, specifically Regulation 54.
- The *Rottnest Island Management Plan 2014 – 2019*.

8. EFFECTIVE DATE

The Policy is effective from 1 May 2018.

9. REVIEW PERIOD

The policy is to be reviewed every two years.

10. POLICY CUSTODIAN

The custodian of the Policy is the Marketing Coordinator, Rottnest Island Authority.

11. POLICY AUTHORISATION

This policy details the Rottnest Island Authority's policy for the commercial filming and photography on Rottnest Island.

Signed:  Date: 26/6/18
Michelle Reynolds
Executive Director

12. POLICY REVISION

Rev	Revision Description	Revision by	Issue Date	Page
1.0	Policy amended	M Yeats		All