

Film Friendly City Guideline

Objective

The City of Albany is supportive of the screen industry however; it also recognises that location filming requires a balance between the interests of our local community and the need of the screen industry to share public space for film production. This guideline outlines how the City will manage requests to deliver these activities, the support that may be available and how consistent and transparent decisions will be made. The scope of this guideline does not include provision of grants or sponsorship.

The objectives of this policy are to:

- Encourage the use of the City of Albany as a location to capture and produce feature film and television content.
- Provide opportunities for local businesses to leverage opportunities linked to the film industry.
- Support film production initiatives that contribute to economic development outcomes linked to the City's economic development strategy or destination marketing strategic plan.
- Provide clear guidance in relation to the consistent and transparent management of film related requests for support.

Guideline Statements

1. The City of Albany is able to offer a range of support for those wishing to deliver film projects.

The City will:

A. City of Albany Film Liaison Officer:

Provide a single point of contact internally throughout the duration of a production in order to provide information regarding necessary approvals, timelines, location information, avenues of support and any other queries that may arise.

B. Facilitate the provision of temporary administrative space for production crew

For feature films or television productions that promote the Albany and Great Southern, and will be required to operate in over an extended period of time, the City will assist with sourcing temporary administrative space for the duration of the production.

Subject to availability of City owned assets, buildings and/or grounds may be made available.

C. Filming permit fees

Assist with obtaining the necessary permits and stakeholder liaison to ensure that our community are consulted with.

Note: A payment of a fixed fee in line with the City's Event Approvals schedule of fees and charges may be required, based on the resource implications to the City.

D. Provision of letters of support

Provide a letter of support for applicants that meet the conditions set within this guideline.

E. Ineligibility

Permits and/or Letters of support will not be given to:

- Activities that create a hazard to persons, property or the environment;
- Activities conducted outside the legislative responsibility of the local government; or
- Activities that defame or vilify any groups or individuals.

F. City Support Assessment Criteria:

The level of support provided by the City will be assessed on the following criteria.

Will the production?

- Promote Albany and the region as a visitor destination;
- Raise the profile of Albany and related tourism and commercial branding through positive media exposure;
- Encourage Albany and our region as a place to live or work;
- Be delivered in a manner that minimises disruption to the public realm or surrounding businesses;
- Inject a positive economic impact as a result of residing production crews (10 or more) in Albany over an extended period of time (several weeks or more);
- Likely to be viewed by people outside of Western Australia or internationally;
- Engage local film and/or creative businesses; and
- Encourage the growth of the film support industries in Albany and our region.

Promotion and Branding

In addition to the above assessment criteria, the City encourages applicants to agree to recognise contributions made by the City through:

- Use of the City's logo and/or destination branding;
- Official speeches associated with the production;
- The provision of complimentary entrance to screenings (i.e. a film release screening) for distribution to members of Albany;
- The consideration of signage incorporating the City logo and/or destination branding (as appropriate) in a prominent position on printed and digital media; and
- The consideration of incorporating City and regional events in the production.

The level of support will be based on the above criteria and productions that generate the greatest social capital.

Scope

This guideline applies to applications that:

- Film in a public place for a non-private or commercial purposes;
- May or could impact upon the access and/or amenity of both business and residential properties;
- Utilise City owned buildings and land assets.

Legislative and Strategic Context

The City of Albany authorises persons in accordance with *the Local Government Act 1995* (the Act) to administer and enforce the Act, other written law administered by the City of Albany, and local laws.

Specifically the authority to administer the use of property vested in the care and control of the local government and protection of our community's health, safety and amenity.

Review Position and Date

This guideline and procedure is to be reviewed by the document owner every three years.

Associated Documents

Related strategies, procedures, references, guidelines or other documents that have a bearing on this policy and that may be useful reference material for users of this guideline:

- City of Albany Delegations Register
- Property Local Law
- Activities in Thoroughfares and Public Places and Trading Local Law
- Parking & Parking Facilities Local Law
- Screenwest WA: [The Regions' Guide to Filming](#). The City encourages film industry to utilise the examples provided at this site to complement their application.

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