

# SESLHD PROCEDURE COVER SHEET



**Health**  
South Eastern Sydney  
Local Health District

<b>NAME OF DOCUMENT</b>	Filming and Photography Procedure (Non-Media)
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<b>KEY TERMS</b>	Filming Location Agreement, Filming Licence, Licensee, Licensor, Advertising and Sponsorship, Owner, Producer, Visitor
<b>SUMMARY</b>	Recognising the Premier's Memorandum - <a href="#">2014-04 Premier's Directive, Making NSW Film Friendly</a> . This procedure establishes clear guidelines for approvals for non-media filming and photography within SESLHD.

## **COMPLIANCE WITH THIS DOCUMENT IS MANDATORY**

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# SESLHD PROCEDURE

## Filming and Photography Procedure (Non-Media)

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### 1. POLICY STATEMENT

The [SESLHD Media and Communications Protocols SESLHDPR/593](#) recognise that requests from film production companies/photographers, to film/photograph on locations across SESLHD require special consideration over and above those outlined in [Ministry of Health Policy Directive PD2017 012 - NSW Health Public Communication Procedures](#).

Any filming and/or photography projects must comply with existing NSW Health and NSW Government legislation, in particular legislation relating to patient privacy and safety.

#### 1.1 Media Filming

Media filming is more likely to be unexpected and unplanned, and may include the following:

All filming by news media; this requires supervision by SESLHD Media and Communications Officers. Media filming is filming of staff, patients, events and locations in response to requests from news media; and

Filming in response to invitations to media from SESLHD Media and Communications Officers to film SESLHD spokespeople at announcements, launches, visits and events for purpose of news coverage.

***Note: This policy does not cover media filming. Please contact a member of the SESLHD media and communications team on 0409 973 612.***

#### 1.2 Non-media filming and photography

Non-media filming is normally planned filming where the film producer/maker requests approval to film for the purpose of making a feature film, short film, documentary film, TV series, television commercial, corporate DVD, music DVD, patient/community education or training DVD, internet sites, any electronic media images and stills photography.

Non-media filming also includes the filming/photography/electronic media images undertaken or organised by staff of SESLHD involving SESLHD facilities, equipment, staff or patients.

Non-media filming and photography is managed at hospital sites<sup>1</sup> by:

- Finance and Corporate Services, Prince of Wales Hospital
- Community Relations Officer, St George Hospital
- Community Engagement Manager, Sutherland Hospital

***Referred to as site<sup>1</sup> representative in this document.***

**2. BACKGROUND**

The Premier's Memorandum 2014-04 Making NSW Film Friendly notes that Ministers, Chief Executive Officers and Film Contact Officers will continue to ensure that:

- there is a cooperative attitude in dealing with filming requests
- applications for access are processed promptly
- access to locations are supported if possible, and are not unreasonably withheld
- clear reasons for refusal are given, and alternative arrangements for sites offered if possible
- fees are kept to a minimum, and only reflect costs
- Agencies should permit filming activities and/or make locations and facilities available for filmmakers where possible, taking into account public amenity, safety, security and other operational requirements. Requests for agency services should receive a positive response wherever possible. Where filming access, services or approvals cannot reasonably be given, the filmmaker should be advised as early as possible of this response, reasons given for it, and alternatives suggested if possible.

This procedure establishes guidelines for the approval process required for non-media filming and photographic requests received from external entities (ie individuals, film schools and companies).

*NOTE: Screen NSW website shows a number of iconic Sydney locations, managed by NSW authorities, for consideration. See [www.screen.nsw.gov.au](http://www.screen.nsw.gov.au)*

**3. RESPONSIBILITIES**

All requests will be considered on a case by case basis to assess their merit to the individual hospital, or site and the Local Health District.

**3.1 Employees will:**

Refer all requests made directly to site managers or staff within SESLHD, by individuals or film companies, to the site<sup>1</sup> representative. The site<sup>1</sup> representative will assess all such requests on their individual merits.

**3.2 Line Managers will:**

Advise their staff of the procedure and ensure compliance.

**3.3 General Managers and Site Managers will:**

Be contacted by the site<sup>1</sup> representative for their advice regarding assessment of and response to requests.

**3.4 The Role of the site<sup>1</sup> representative will:**

Coordinate all requests and refer to the General Manager for consideration and approval of non-media filming and photography across SESLHD, prior to any

agreement made with production agencies. **At the discretion of the site<sup>1</sup> representative, some requests may be deemed inappropriate and may not be considered.**

#### 4. PROCEDURE

The site<sup>1</sup> representative will liaise initially with the producer, photographer or company representative to:

- determine whether the request should be given consideration, in relation to how it might benefit patients, staff and the community.
- identify the purpose of the filming eg, for commercial purposes (for profit), short film, educational DVD, documentary etc.
- identify the location and physical scope of the filming/photography requested.
- confirm filming times, duration and recommend location and supervision fees.
- determine the level of resourcing required to facilitate filming.
- undertake a safety and risk assessment of the project, in relation to the OH&S requirements of SESLHD.
- assess whether a Location Agreement or Filming Licence is required. (See 4.1 Location Agreements, Filming Licences and Insurance)
- ensure requests are considered in line with the film friendly principles as outlined in NSW Premier's Directive.
- coordinate request through the site manager to seek their approval and discuss any security, access or other appropriate arrangements.
- ensure proof of public liability insurance is obtained.
- where applicable, ensure patient and staff consent is obtained as required.
- identify the facility's cost centre for provision of revenue; raise the invoice and ensure all necessary details for reimbursement are provided; organise a funds transfer to the relevant hospital/site.
- advise NSW Health of filming requests, where required under NSW Health protocols.
- manage all approvals, vetting and disposal of unused footage prior to public viewing, in line with filming licence provisions.
- determine the level of on-site and on-call support, in line with filming licence provisions required.
- seek approval/non approval of filming request from the General Manager (or equivalent) based on above.

#### 4.1 Location Agreements, Filming Licenses and Insurance

SESLHD has developed templates for location agreements and filming licences.

**Location Agreements** – are used for short duration, one-off filming projects including television commercials, advertising and photographic shoots. These agreements require signed mutual agreement between the OWNER of the site (General Manager) and the PRODUCER of the filming/photography.

**Filming Licences** – are more formal documents required for major projects like television series or documentaries. The licence template, developed in conjunction with legal advice from Blake Dawson Waldron, has comprehensive definitions for all terms used.

**Public Liability Insurance** - the PRODUCER is required to provide a current copy of their Certificate of Currency for Public Liability Insurance when they return their completed location agreement or filming licence for approval. *SESLHD reserves the right to require additional insurance coverage and/or limits based on the nature and extent of the project.*

#### 4.2 Identification of SESLHD Staff

In all instances where members of staff are filmed, consideration must be given to the level of risk associated with their wearing of name tags. A risk assessment may warrant the removal of name tags.

#### 4.3 Identification of SESLHD Facilities in Advertising

Unless otherwise agreed to, approval to film or photograph for **advertising and/or television commercial purposes is strictly on a non-identification basis**. Under no circumstances should any filming take place for advertising or television commercials which identifies the facility or SESLHD, unless approval has been granted by the General Manager.

SESLHD will retain the right to veto any footage which breaches this condition.

#### 4.4 Supervision

At all times the site<sup>1</sup> representative, Security Officer or an approved representative will escort the film crew and be present while filming/photography is being conducted on site. Supervision fees are applicable.

#### 4.5 Risk Assessment

A risk assessment will be undertaken by the site<sup>1</sup> representative for all applications, to ensure compliance with SESLHD's Workplace Health and Safety requirements and to ensure there is no interruption to the location's core activities of providing patient care and safety.

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### 4.6 Timeframe

As per the above mentioned Memorandum-all applications will be dealt with promptly. However, in order to ensure all safety and legal precautions are upheld, **a minimum of ten working days is required before a decision will be made on approval to proceed.**

### 5. TYPES OF PROJECTS

Appropriate projects may include: feature film, short film, documentary film, TV series, TV commercial, training or corporate DVD, music DVD, patient/community education DVD and stills photography.

All requests from SESLHD staff to film staff/education projects should be referred to the site<sup>1</sup> representative for consideration prior to any arrangements being made with patients, colleagues or film makers.

### 6. FILM CHARGING

Charges for non-media filming/photography will be estimated on a case-by-case basis, at the discretion of the site<sup>1</sup> representative in consultation with the General Manager and other managerial staff where the filming will impact on hospital facilities.

Information on applicable fees will be made available to applicants, as appropriate; all charges are reviewed annually.

Examples of considerations for fee charges include:

- access to SESLHD sites. All access will involve supervision by security staff, and/or supervision by the site<sup>1</sup> representative on site which is subject to a supervision fee
- commercial filming projects, which will be charged daily rates for access to SESLHD locations. Stills photography will be charged a separate fee for access to SESLHD facilities
- an administration charge, which may apply to applications for larger/detailed projects.

Special considerations may be made for projects that are for internal use (ie NSW Health and/or SESLHD initiated), or are initiated by Not-For-Profit health related organisations.

#### 6.1 Penalties for Damages/Breach of Agreement

The current penalty for damage or breach of agreement relating to access, parking or supervision will be charged at \$500 per incident.

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### 7. REVENUE

Revenue raised from commercial filming/photography will be used to cover costs incurred by staff involved in the project at the location's facility. The site<sup>1</sup> representative will raise the invoice for the appropriate charges and identify the cost centre.

### 8. DOCUMENTATION

- Staff and/or patient consent forms as required
- Location agreement
- Filming licence
- Application to film
- Risk assessment form

### 9. AUDIT

The site<sup>1</sup> representative will undertake regular audit of the procedure to ensure compliance across their sector.

### 10. REFERENCES

#### 10.1 Legislative Framework

- Privacy and Personal Information Protection Act 1998
- Health Records and Information Privacy Act 2002

### 11. REVISION AND APPROVAL HISTORY

Date	Revision No.	Author and Approval
June 2007	0	Alison Errey, Director Corporate Communications. Approved by SESIAHS Executive Committee 5 June 2007
June 2010	1	Robyn Bignell, Manager Community Partnerships Unit SESIAHS
October 2010	2	Approved by SESIAHS Executive Team – 26 October 2010
July 2012	3	Community Partnerships Northern and Southern Sector, SESLHD
August 2012	4	Changes made by Media and Communications Manager. Endorsed by Kate Sikora Media and Communications Manager
August 2015	5	No changes to document. Endorsed by Executive Sponsor
October 2018	6	Minor review incorporated feedback received from site representatives. Updated to refer to Premier's Memo M2014-04.
June 2019	6	Update approved by Media and Communications Manager.
June 2019	6	Processed by Executive Services prior to publication.