

# SESLHD PROCEDURE COVER SHEET



**Health**  
South Eastern Sydney  
Local Health District

<b>NAME OF DOCUMENT</b>	Non-News Filming, Photography and Audio Recording
<b>TYPE OF DOCUMENT</b>	Procedure
<b>DOCUMENT NUMBER</b>	SESLHDPR/426
<b>DATE OF PUBLICATION</b>	January 2022
<b>RISK RATING</b>	Medium
<b>LEVEL OF EVIDENCE</b>	National Safety and Quality Health Services Standards: Standard 1 – Clinical Governance Standard 2 – Partnering with Consumers
<b>REVIEW DATE</b>	November 2024
<b>FORMER REFERENCE(S)</b>	SESLHDPD/193 and SESIAHS PD140
<b>EXECUTIVE SPONSOR or EXECUTIVE CLINICAL SPONSOR</b>	Manager, Media and Communications SESLHD
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<b>FUNCTIONAL GROUP(S)</b>	Communications
<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="#">M2021-06 Premier's Directive, Making NSW Film Friendly</a> . This procedure establishes clear guidelines for approvals for non-news filming and photography within SESLHD.

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

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Feedback about this document can be sent to [SESLHD-Policy@health.nsw.gov.au](mailto:SESLHD-Policy@health.nsw.gov.au)

**1. POLICY STATEMENT**

The [SESLHDPR/593 - SESLHD Media and Communications Protocols](#) recognise that requests from organisations and individuals besides those producing news and current affairs – such as documentary producers, feature film and television series producers, education and training providers or advertising agencies – to film, photograph or record audio in locations across SESLHD require special consideration over and above those outlined in [NSW Ministry of Health Policy Directive PD2017\\_012 - NSW Health Public Communication Procedures](#).

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

**1.1 News and current affairs activity**

News and/or current affairs filming, photography or audio recording is more likely to occur at short notice and, on occasion, may be unexpected. All activity by news media requires approval and supervision by representatives of the SESLHD Media and Communications Unit.

News and current affairs activity is defined as filming/photographing/recording of staff, patients, events and locations for the purpose of news or current affairs coverage. Examples include: special patient stories, new models of care, announcements, launches, visits and events. This activity may be in response to requests from news media or in response to invitations from the SESLHD Media and Communications Unit.

***Note: This policy does not cover news and current affairs filming, photography or audio recording. For news or current affairs filming/photography/audio recording, please contact a member of the SESLHD Media and Communications Unit on 0409 973 612.***

**1.2 Non-news filming, photography and audio recording**

Non-news filming, photography or audio recording covers all requests for this activity outside of those defined as for news and current affairs coverage. This includes, but is not limited to, feature films, short films, documentaries, television series, television commercials, corporate DVDs, patient/community education or training DVDs, websites, agency photography including electronic media images and stills photography sought for any non-news related purpose.

**In short: Non-news filming/photography/recording is defined as any filming/photography/recording that is not related to news or current affairs coverage.**

Non-news filming/photography/recording also includes said activity undertaken or organised by staff of SESLHD that involves SESLHD facilities, equipment, staff or patients.

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Non-news filming/photography/recording is managed at all District sites by the Media and Communications Unit, email: [SESLHD-Communications@health.nsw.gov.au](mailto:SESLHD-Communications@health.nsw.gov.au).

### 2. BACKGROUND

[The Premier's Memorandum M2021-06 Making NSW Film Friendly](#) includes recommendations to ensure that sites managed by NSW government agencies are easily accessible and included in Australian film and television industry productions. It 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 is supported if possible, and is 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.

Many requests for filming/photography/recording fall outside the parameters outlined in the 'Making NSW Film Friendly' memorandum and must be assessed in the context of their scope and purpose, SESLHD management and supervision resources and disruption to service provision.

### 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, to the Media and Communications Unit who 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 Media and Communications Unit for their advice regarding assessment of and response to requests.

**Non-News Filming, Photography and Audio  
Recording****SESLHDPR/426****3.4 Media and Communications Unit will:**

Manage all requests for non-news filming/photography/recording throughout SESLHD and, unless declined at outset, will provide advice to the relevant General Manager for review and approval prior to making any agreement with applicants. Note: The Media & Communications Unit does not manage or assist with filming or photography projects for internal purposes, such as patient information videos.

**Note: At the discretion of the Manager, Media and Communications, some requests may be deemed inappropriate and therefore declined.**

**4. PROCEDURE**

The Media and Communications Unit will liaise initially with the applicant 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 activity eg, for commercial purposes, short film, educational DVD, documentary etc
- identify the location and physical scope of the activity requested, including proposed dates and times
- determine the level of resourcing required to facilitate the activity and advise of location and supervision fees, when appropriate (See 4.1 Location Agreements, Filming Licences and Insurance).

Should the applicant wish to continue, the Media and Communications Unit, will then:

- undertake a safety and risk assessment of the project, in relation to the OH&S requirements of SESLHD
- ensure the applicant completes the 'Application for non-news photography, filming or recording in SESLHD' (Tab A) and provides proof of public liability insurance
- ensure requests are considered in line with the film-friendly principles as outlined in NSW Premier's Memorandum, where applicable
- manage the request in liaison with the site manager, discussing any security, access or other appropriate arrangements
- ensure supervision has been assigned to a member of staff from the hospital or facility hosting the activity and receiving location fees collected, when applicable. In the event that a staff member from the hospital/facility is unavailable to supervise, the applicant's request may have to be refused
- advise NSW Health of filming requests, where required under NSW Health protocols
- advise and seek approval/non approval of application from the General Manager (or equivalent) based on above
- where applicable, ensure patient and staff consent is obtained as required
- manage all approvals of recorded material, vetting and disposal of unused footage, where applicable, prior to public viewing, in line with filming licence provisions
- where location or supervision fees apply, assign responsibility for raising the invoice to appropriate facility/service finance unit; advise finance unit of Office of the Chief Executive cost centre, for allocation of 50 per cent of fees charged.

#### **4.1 Location Agreements, Filming Licences and Insurance**

SESLHD have 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, photograph or record for **advertising purposes is strictly on a non-identification basis**. Under no circumstances should any filming/photography/recording take place for advertising 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 an approved representative will escort the producer/s and be present while filming/photography/recording is being conducted on site. In certain circumstances, such as outside business hours, a security officer or approved representative must be available to supervise. These arrangements are to be confirmed by the site prior to the activity agreement being finalised with the applicant. Supervision fees may be applicable.

#### **4.5 Risk Assessment**

A risk assessment will be undertaken by the Media and Communications Unit, 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 precautions and legal processes are upheld, **a minimum of ten working days is required before a decision will be made on approval to proceed.**

### 5. Fees

Charges for non-news filming/photography/recording will be determined on a case-by-case basis, at the discretion of the Manager, Media and Communications in consultation with the General Manager of facilities/services impacted by the filming activity.

Information on applicable fees will be provided in writing to applicants. All fees are reviewed annually.

Examples of considerations for fees include:

- Access to SESLHD sites. All access will involve supervision by security staff and/or an approved representative which is subject to a supervision fee
- An administration charge may apply to applications for larger projects. Special consideration may be made for projects that are for NSW Health or are initiated by not-for-profit health-related organisations.

### 5.1 Penalties for Damages/Breach of Agreement

Penalties will be applied for any damage caused to SESLHD property and may be applied for any breaches of the agreement.

### 6. REVENUE

Revenue raised from non-news filming/photography/recording will be used to cover costs incurred by both the relevant site/service and the Office of the CE.

### 7. ASSOCIATED DOCUMENTATION

- Application for non-news photography, filming or recording in SESLHD
- [Media/Non-media Consent Form](#)
- Non-news Filming Location Agreement – Sample
- Filming licence (prepared if required)

### 8. AUDIT

The Manager, Media and Communications, will undertake regular audit of the procedure to ensure compliance across their sector.

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### 9. REFERENCES

#### 9.1 Legislative Framework

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

### 10. 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 Manager, Media and Communications. . Endorsed by Kate Sikora Manager, Media and Communications
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 Manager, Media and Communications
June 2019	6	Processed by Executive Services prior to publication
September 2020	7	Update approved by Manager, Media and Communications
July 2021	8	Major review commenced. Listed on Draft for Comments page. Updated by Manager, Media and Communications.
October 2021	9	Final version approved by Executive Sponsor. To be tabled at Executive Council.
November 2021	9	Approved at Executive Council meeting.
January 2022	10	Amended cost centre allocation error.