

## Film Friendly City

### Policy scope

This policy deals with activities relating to film production occurring within the City of Fremantle and includes:

- Filming in a public place for a non-private or commercial purpose
- Filming and logistical arrangements required for:
  - the production of feature films
  - the production of content for television, commercial advertising or other platforms with substantial reach
- The utilisation of City owned assets or land to support the delivery of film productions or film related projects
- Initiatives that contribute towards the growth of the film sector in the City of Fremantle

This policy outlines how the City will manage requests to deliver these activities, the support that may be made available and how consistent and transparent decisions will be made. The scope of this policy does not include provision of grants or sponsorship.

The objectives of this policy are to:

- Encourage the use of the City of Fremantle 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.
- Encourage film related businesses and industries to locate themselves in the City of Fremantle permanently.
- Provide clear guidance in relation to the consistent and transparent management of film related requests for support.

## **Policy statement**

### **Film Friendly City Support Initiatives**

The City is able to offer a range of support for those wishing to deliver film projects within the City of Fremantle. Subject to meeting policy criteria this support may include:

#### **1. City of Fremantle Film Friend**

The City endeavours to 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.

#### **2. Waiver of filming permit fees**

If you wish to film in Fremantle you must obtain approval from the City of Fremantle. Capture of film or video content for commercial purposes requires the payment of a fee in line with the City's schedule of fees and charges. The City may waive or discount filming permits fees subject to the extent it meets the criteria within this policy.

#### **3. Provision of parking space and discounting of fees**

The City operates a variety of car parks throughout Fremantle and can make single bays or multiple bays available to cater for film related activity. The provision of car bays requires the payment of a fee in line with the City's schedule of fees and charges. The City may waive or discount parking fees associated with film related activity subject to the extent it meets the criteria within this policy.

#### **4. Provision of letters of support**

For film related projects being delivered in the City of Fremantle that require approvals from other stakeholders or landholders, the City may provide a letter of support for the approvals being sought subject to the extent it meets the criteria within this policy.

#### **5. Provision of temporary administrative space for production crew**

For feature film or television productions that are required to (or choose to) have large crews or workforces based in Fremantle over an extended period of time, The City of Fremantle can provide assistance in sourcing temporary administrative space for the duration of the production. The City may provide space within its own assets (subject to availability and compliance requirements) or provide guidance on what other opportunities may exist within the City of Fremantle. Provisions of this support is subject to the extent the initiative meets certain criteria within this policy.

## **Assessment Criteria and Level of Support**

Provision of support outlined within this policy is determined in line with the extent to which the film related activity achieves one or more of the following assessment criteria:

- Promotes the City of Fremantle as a visitor destination
- Raises the profile of the City of Fremantle's brand through a significant level of positive media exposure outside of the City of Fremantle
- Encourages the City of Fremantle as a place to live or work
- Provides a street level activation outcome without causing undue disruption to the public realm or surrounding businesses
- Results in a large number of production crew (20 or more) being based in the City of Fremantle over an extended period of time (several weeks or more).
- Is a feature film or television series of national or international significance and likely to be viewed by people outside of Western Australia.
- Results in local jobs or the engagement of local film/creative businesses.
- Is considered to be contributing towards the longer term growth of the film sector within the City of Fremantle

For activities aligning with one or more the assessment criteria, the level or type of support provided is determined based on the extent to which assessment criteria is being met, and/or how relevant the type of support being requested is to the success of any given activity. A greater level of support will typically be provided to those activities that generate the greatest impact in line with the greatest number **of** criteria.

## **Ineligibility**

Support will not be provided for:

- Political parties.
- Activities that create an environmental hazard.
- Activities outside the geographical boundaries of the local government authority.
- Activities that may defame or vilify any groups or individuals.
- Proposals from applicants that are current City of Fremantle staff.
- Projects where Council funding equates to more than 50% of the total project cost.

- Organisations that have monies owing to the City.
- Activities that have received grants under the annual community funding program or funding from other City of Fremantle programs.

### **Conditions of Support**

In addition to the economic benefits, Council can expect to receive the following benefits from the film related activities that it supports:

- Appropriate recognition as a supporter of the activity such as the City of Fremantle logo and/or Fremantle destination brand on any associated marketing or communications material.
- Recognition in any official speeches associated with the activity.
- Reasonable complimentary entrance to any events related to the activity (i.e. a film release screening) for distribution to members of the Fremantle community or for promotional activities including competitions.
- Signage incorporating the City of Fremantle logo and/or Fremantle destination brand (as appropriate) at events or activations related to the activity and the logo in a prominent position in printed and digital material.
- Opportunities for the City of Fremantle and/or the Fremantle destination brand to be incorporated into any marketing or communications associated with the activity.
- The opportunity to utilise events related to the activity to build relationships between the City and other stakeholders.
- Other benefits and conditions as agreed upon.

## Definitions and abbreviations

Nil.

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