



WESTERN
AUSTRALIAN
MUSEUM

FILMING AND PHOTOGRAPHY POLICY FOR COMMERCIAL AND OTHER USE

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Title: Western Australian Museum Filming and Photography Policy

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Policy manager: Manager Communications and Media

1. Introduction

The stated mission of the Western Australian Museum is to inspire people to explore and share their identity, culture, environment and sense of place, and to contribute to the diversity and creativity of our world.

Advancing knowledge, promoting life-long learning and ensuring our expertise, facilities, programs and resources are accessible to every West Australian is essential to our commitment to delivering true public value.

The Western Australian Museum was founded in 1891 and has been an integral part of the fabric of this State for more than 125 years. As the custodian of more than 8 million objects of biological, geological and cultural significance, it develops programs, exhibitions and school and community education initiatives onsite, online and at many other locations offsite, to make the extraordinary biodiversity, science, and cultural heritage of WA – especially Aboriginal cultural heritage – accessible and relevant to everyone.

2. Purpose and Scope

The purpose of this policy is to:

- Provide the WA Museum with a framework which supports filmmakers / photographers and is balanced with the need to manage the priorities and resources of the WA Museum;
- Enable the WA Museum to provide clear and consistent guidelines for filming and photography;
- Define the fee structure for filming and photography at the WA Museum; and
- Ensure consistency of approach by making it applicable to all WA Museum staff and across all WA Museum sites.

3. Filming and photography requests: Considerations

The WA Museum receives and responds to numerous requests to conduct filming and photography across its six public sites and at the Collections and Research Centre in Welshpool. Approval of these requests is subject to a number of considerations including, but not limited to, the following:

- Purpose of the filming/photography;
- Ethical considerations;
- Safety and security of the collections and associated data;
- Privacy (e.g. relating to donors);
- The Museum's resources and capacity to accommodate filming activity;
- Potential impact on visitors or Museum operations;
- Cost to the Museum of accommodating the filming;
- Non-financial benefits that might accrue to the Museum;
- Intellectual property rights and their assignation; and
- Commercial opportunities for both the applicant and the Museum.

This policy aims to minimise the impact of filming and photography on visitors; to protect and promote the locations, buildings, objects and assets of the WA Museum; to protect the image and brand of the WA Museum; and to ensure filming and photography is appropriately facilitated to ensure maximum efficiency for the WA Museum and the client.

Companies or products that are deemed inappropriate to the mission, vision and values of the WA Museum will not be permitted to utilise WA Museum sites or resources.

4. Categories of requests for filming and photography

Where there are no issues identified in relation to a request to film and it is considered feasible to accommodate a request, the Museum needs to consider the costs of facilitating filming, any non-financial benefits that accrue to the Museum (e.g. promotional / reputational), and the commercial opportunities afforded to both the applicant and the Museum. These particular considerations will determine any commercial fees or cost recovery that the Museum might wish to apply.

In order to determine whether or not a fee is applicable and if so at what level, the Museum has determined there are six broad categories of request:

- Editorial – where the material will be used for bona-fide, non-commercial news or current affairs content;
- Commercial – where the applicant's purpose is for commercial distribution, e.g. a TV series, a documentary that is being / will be on sold to a broadcast platform, a movie, or publishing of a popular book;
- Research – where the filming or photography is clearly for research purposes, such as supporting the publication of a scientific paper;
- Promotion – where the content is to be used to promote the Museum and its collections, or Western Australia as a destination;
- Private or personal use – where there are family connections or heirlooms that may be filmed for personal records. This is permitted, providing other visitors are not identified without their consent and where the object is not one of stipulated cultural significance; and
- Other – where none of the above apply. This can include school or other education projects and training videos, wedding photography, and will be considered by the Museum on a case-by-case basis, subject to duration, purpose, potential visitor impact and Museum resources.

Please note that using the WA Museum as a location, without explicit reference or relevance to the WA Museum or its activities is considered commercial in nature. This includes activities such as:

- Corporate videos and advertisements for products and services;
- Production of documentaries or television programs, including those that have not yet confirmed distribution and will therefore be pitched to networks after the fact;
- Training or educational videos or documentaries;
- Consumer products and merchandise intended for commercial distribution;

- Feature films, telemovies, mini-series, television series or music videos;
- Digital film content and electronic games.

If the request does not directly promote the WA Museum and its work and is commercial in nature, it will not be considered as editorial and applicable fees will be charged (see Schedule of Fees). The WA Museum will consider each application on a case-by-case basis.

It is recognised that the boundaries between these categories are amorphous and that the purpose of filming/photography may cross several categories however, the Museum will use this classification to determine any fees that may apply and at what rate.

Please note that approval for all commercial requests is at the sole discretion of the WA Museum and on the condition it does not contravene existing partnership agreements. Permission for commercial filming access does not convey any automatic rights in relation to use of the WA Museum's intellectual property.

5. WA Museum Sites and Locations

This policy refers specifically to filming at the WA Museum's Collections and Research Centre and six public sites:

- Perth site – Perth Cultural Centre, James Street, Perth.
- WA Maritime Museum – Victoria Quay, Fremantle.
- WA Shipwrecks Museum – Cliff Street, Fremantle.
- Museum of the Great Southern – Residency Road, Albany.
- Museum of Geraldton – 1 Museum Place, Batavia Coast Marine, Geraldton.
- Museum of the Goldfields – 17 Hannan Street, Kalgoorlie.
- WA Museum Collections and Research Centre – 49 Kew Street, Welshpool.

Commercial filming and photography enquiries that relate to offsite locations or fieldtrips and expeditions will be considered on application.

Important note: not all areas within the WA Museum are able to be documented or filmed in, due to cultural or conservation sensitivities.

6. Requirements

Any filming or photography requests that involve using the WA Museum brand, its sites or staff must provide the following information at the time of enquiry:

- Project title
- Company name
- Project format (e.g. TV series, feature film, web-series, TVC, print advertisement)
- Name of broadcaster / distribution company / platform (if applicable)
- Target audience
- Type of filming/photography

- Purpose of activity
- Content concept
- Specific locations to be used
- Duration of activity
- Proposed timeframe
- Number of people/film crew
- Equipment
- Insurances
- Safety Management Plan or WHS Risk Plan and Safe Working Method Statements

7. Contacts

All enquiries regarding filming and photography at the WA Museum or with WA Museum staff are to be submitted to the WA Museum via the media@museum.wa.gov.au email address. All requests should be submitted at least 10 working days prior the date on which filming or photography would occur.

8. Insurance, Licences, Reports and Certificates

Any organisation undertaking filming or photographic activity at the WA Museum must provide a copy of a valid Public Liability Insurance Certificate of Currency and other insurances the Museum requires to be in place. The Museum may request additional reports and certificates from the applicant. For example, an engineer's report, valid applicable licences and certificates, site plans, traffic management plan, electrical tagging of equipment, material safety data sheets could be required depending upon the nature of the shoot. Any external personnel may be required to undertake a safety and security induction.

9. Acknowledgment

The Western Australian Museum must receive written acknowledgment in any commercial film productions distributed via television, cinema, internet, print and other digital in perpetuity. The wording and form of the acknowledgement must be approved by the WA Museum.

10. Schedule of Fees:****(i)**

FILMING AND PHOTOGRAPHY FEES		
Item	Fee	Notes
Editorial	N/A	
Commercial site facilitation fee (single crew/location with one WA Museum facilitator onsite)	\$200 per hour	Minimum 3 hour call out Additional charges apply for multiple locations and crews, any additional equipment required, after hours access
Research site facilitation fee (single crew/location with one WA Museum facilitator onsite)	\$100 per hour	Minimum 3 hour call out Additional charges apply for multiple locations and crews, any additional equipment required, after hours access
Promotion site facilitation fee (single crew/location with one WA Museum facilitator onsite)	\$100 per hour	Minimum 3 hour call out Additional charges apply for multiple locations and crews, any additional equipment required, after hours access
Private or personal site facilitation fee	N/A	
Other site facilitation fee (single crew/location with one WA Museum facilitator onsite)	\$100 per hour	Minimum 2 hour call out Additional charges apply for multiple locations and crews, any additional equipment required, after hours access
Additional supervision fees (extra Commercial/Comms staff if required)	\$100 per hour, per person	Minimum 3 hour call
Cleaning staff (if required)	\$42 per hour, per person	Minimum 3 hour call
Security staff (if required)	\$60 per hour, per person	Minimum 3 hour call
Access to scientists, laboratories or collections stores for interviews, training purposes or additional footage	POA – see separate table for range of additional, applicable Corporate fees. Additional fees may apply for after hours access.	Subject to approval by Executive Director Collections and Research; Director Fremantle Museums and Business Development, or delegates

(ii)

CORPORATE FEES		
Fee	Description of Service	Fees incl GST
Corporate general	Professional or technical services to external clients, e.g. private organisations, consultants, industry, institutions. Professional services include access to collections, identifications, database and literature mining; specialist advice; preparation of reports; labour time. Technical services include processing of specimens such as registration, sorting of mixed lots, transferring specimens to suitable containers and / or preservatives, making labels and labour time.	\$220 per hour \$110 per hour for associated travel
Urgent corporate (< 48 hrs)	Professional or technical services to external clients.	\$300 per hour \$165 per hour for associated travel
Corporate DNA	1. Professional services, including COI DNA barcoding of tissue samples, DNA extraction, gene region amplification, sequence generation (through AGARF) and labour time; to external clients, e.g. private organisations, consultants, industry, institutions. 2. Additional data processing (e.g. editing of DNA sequences and systematic analyses).	\$200 per hour \$100 per hour for associated travel \$220 per hour
Corporate data	1. Outputs from database searches to external clients, e.g. private organisations, consultants, industry, institutions. 2. Requests for additional information or explanation of filtered searches.	\$300 per search \$220 per hour
Corporate conservation	Conservation and restoration services to external clients, e.g. private organisations, consultants, industry, institutions.	\$180 per hour \$90 per hour for associated travel
Corporate training	Training courses and workshops for community-based organisations / external clients e.g. members of the public, schools, community groups.	\$120 per hour \$60 per hour for associated travel
No corporate fee	Specimen identification to members of the public, schools, community groups etc.	N/A

** Please note that fees will be reviewed annually as part of the WA Museum's budget process in accordance with Department of Treasury requirements.