

PRINCIPAL PARTNER



Filming at Sydney Opera House

All requests to film on Sydney Opera House's site must gain prior approval from Sydney Opera House.

Sydney Opera House is one of the busiest performing arts centres in the world. With so much on-site activity we must comply with strict site safety and conservation management plans to protect all our staff and visitors.

Sydney Opera House abides by the film friendly principle and will work to facilitate on-site filming requests where it can, provided these requests do not interfere with our sponsorship agreements, commercial revenues or day to day operations.

Sydney Opera House receives partial funding for building maintenance from the State Government of NSW, but is otherwise responsible for driving close to 80% of its own commercial revenues. It is our responsibility therefore to preserve the integrity of the site and control the use of the Sydney Opera House brand and image.

Please read Sydney Opera House's film policy.

If you would like to submit a request to film, or have any questions, please email our Film Officer:

Alicia Novy
Email: Anovy@sydneyoperahouse.com
Ph: 02 9250 7393



Sydney Opera House Filming Policy

1 Scope

1.1 This policy relates to enquiries to film at Sydney Opera House as follows:

1.1.1. News and current affairs programs

1.1.2. Non-sponsors seeking to film corporate videos or advertisements for products and services

1.1.3. Documentaries (or part thereof) featuring Sydney Opera House

1.1.4. Feature films, telemovies, mini-series, television series or music videos

1.1.5. Other filming requests not categorised above including, but not limited to, electronic games.

1.2. This policy does not cover

1.2.1. Filming related to performances or events being presented at Sydney Opera House

1.2.2. Other enquiries relating to the use of the Sydney Opera House name, image or brand.

2 Policy

2.1 Sydney Opera House acknowledges Memorandum 2008 – 10 from the Premier titled *Making NSW Film Friendly* and will endeavour to facilitate external filming requests, when appropriate, in a cooperative manner

2.2 Sydney Opera House is a world-heritage listed site which receives over 7 million visitors each year and stages over 2,400 events and performances. With so much activity, we must comply with strict site safety and operational planning to protect all staff, performers and visitors. We also have an obligation to protect the Sydney Opera House brand which is one of our most valuable assets. In addition we have to comply with conservation management plans to preserve the integrity of Sydney Opera House and its World Heritage Status

2.3 Sydney Opera House receives funding from the State Government of New South Wales for the maintenance of the building and a contribution towards its operational expenses. This means that Sydney Opera House is required to fund approximately 80% of its own operating costs from commercial activities. In this regard, Sydney Opera House has an obligation to optimise its commercial operations and derives its revenues from several sources:

2.3.1 Performances – Sydney Opera House is one of the world's busiest performing arts centres presenting over 2,400 events and performances each year

2.3.2 Commercial hire of available locations and spaces (both interior and exterior) at Sydney Opera House

2.3.3 Corporate sponsorships

2.3.4 Philanthropic donations

2.3.5 On site commercial activities and business partnerships such as brand licensing, merchandising, food and beverage, and tour operations.

2.4 In accordance with all of the above, Sydney Opera House will assess all filming applications according to the framework set out in **Appendix A** to this Policy.



3 Definitions

3.1 News and current affairs and factual travel programs refers to factual television reporting on site about Sydney Opera House, or about Sydney or Australia more generally, which use external parts of Sydney Opera House as a background or location

3.2 Advertisements refers to commercials for television, print or digital or advertising campaigns for goods or services in any media

3.3 Documentaries refers to factual explanatory features or episodes about Sydney Opera House or featuring Sydney Opera House as part of its narrative which may be for public broadcast or for commercial sale in any form (including but not limited to syndication, electronic distribution or DVD/Digital sales)

3.4 Feature films & Television Productions

3.4a Incidental Use (Exterior)

A short, unrelated scene with Sydney Opera House as the backdrop or location which is achieved without impacting on SOH operations. Internal venues are not available for incidental use under this policy but are available on a commercial venue hire basis.

3.4b Substantial Use (Interior and Exterior)

Sydney Opera House exteriors or interiors are intrinsic to the scene and acts as a character or prominent figure/building, requiring exclusive venue use (or complicated set-up – such as aerial shots, special effects, cranes, gantries, lighting equipment or other filming infrastructure) during times which impact on commercial operations or other venue hirers.

3.5 Electronic games refer to software games in any form, which feature Sydney Opera House for commercial distribution or electronic/digital dissemination.

3.6 Sydney Opera House Archive refers to a selection of 35mm contemporary stock footage Sydney Opera House maintains incorporating the interior and exteriors of Sydney Opera House which it allows third parties to access and use, subject to an appropriate licence agreement.

4 Practices and Procedures

4.1 In the first instance applications must be submitted to the Film Contact Officer at Sydney Opera House.

4.2 Where permission to film is granted under this policy, the person or company undertaking the filming will be required to:

4.2.1 Provide proof that they hold a public liability insurance policy for at least AUD\$20m prior to filming; and

4.2.2 Sign a filming and venue hire agreement which will include payment due for all related charges.

4.3 Where possible, the Film Contact Officer will respond to the request promptly to either a) request additional information b) grant approval or c) to deny the request providing a clear rationale for doing so.

4.4 Where a licence agreement is required, the Commercial Manager will endeavour to conclude those agreements as quickly as possible.



4.5 Where site safety surveys or special effects assessments are required by external authorities, the Film Contact Officer will assist the applicant in facilitating those surveys or assessments but the applicant is solely responsible for obtaining all other necessary permissions prior to filming.

5 CHARGES

5.1 Charges will be assessed on a case by case basis

5.2 News and current affairs programs (which are not to be sold commercially) are exempt from the requirement in 4.2.2 but are still required to comply with 4.2.1.

5.3 For exterior filming, the following charges will apply:

5.3a News and current affairs (as defined in 3.1) – cost recovery only

5.3b Advertisements (as defined in 3.2) – where approved, user charges for any SOH staff or other resources will apply. Licensing/royalty charge will be applicable. Negotiations will be conducted by Sydney Opera House's Commercial Manager working closely with the SOH Brand team.

5.3c Documentaries (as defined in 3.3), Feature Films & Television Productions (as defined in 3.4) and Electronic Games (as defined in 3.6) - user charges for any SOH staff or other resources will apply. Licensing/royalty fee will be payable; location fee/venue rental may be payable depending on extent of access required. Negotiations will be conducted by Sydney Opera House's Commercial Manager working closely with the SOH Brand team.

5.3d Incidental filming which impacts on Sydney Opera House's operations may incur a filming charge, depending on the extent of impact on SOH normal operations. Negotiations will be conducted by SOH's Commercial Manager working closely with the SOH Brand team.



Appendix A – Framework for assessing external filming requests

Type of Filming	SOH Policy	Charges payable
1. News and current affairs items	<ul style="list-style-type: none"> Factual television reporting and use of external parts of SOH as part of current affairs features is permissible, provided it does not impact on Sydney Opera House's day-to-day operations. Footage sold for commercial use will be subject to charges. 	<p>Nil – unless:</p> <p>(1) film crew is greater than five people or requires additional power or more complicated set-ups such as cranes or gantries –in which case site costs will be payable;</p> <p>(2) filming will be sold for commercial use – in which case a licensing fee will be payable; or</p> <p>(3) the set up is complicated (such as aerial shots, other infrastructure) and requires site safety inspections/surveys by our staff or relevant authorities, in which case costs will be payable .</p>
	<p>There are restrictions on the number and size of vehicles SOH can have on its premises at any one time. This includes news vans and associated technical equipment.</p> <p>Arrangements are to be made with Film Contact Officer prior to site entry.</p>	
2. Non-Sponsors (a) Advertisements for goods and services	<p>Advertisements for goods and services are a benefit reserved for sponsors. Advertisements by non-sponsors of SOH will not be permitted.</p>	<p>Not applicable given filming of advertisements for goods and services of non sponsors is not permitted.</p>
(b) Corporate videos	<ul style="list-style-type: none"> Corporate videos may be permitted provided the use of the video is strictly limited to internal corporate use and does not conflict with, or detract from, benefits offered to our sponsors – subject to a suitable licence agreement. 	<p>Subject to the conditions regarding internal corporate use only, fees for corporate videos will be charged on a case by case basis.</p>
	<p>Corporate sponsorship opportunities at SOH are available at many levels. Enquires should be directed to Corporate Partnerships team on +61 2 9250 7111 or email: corporatepartnerships@sydneyoperahouse.com</p>	



Type of Filming	SOH Policy	Charges payable
<p>3. Documentaries on SOH or featuring SOH</p> <p>(a) broadcast</p> <p>(b) distribution in any form</p>	<ul style="list-style-type: none"> Factual documentaries featuring SOH are generally permissible and if granted filming permission will be subject to a Licensing Agreement. Arrangements are to be made with Film Contact Officer prior to site entry. 	<p>Licensing fee applicable and cost recovery for filming costs incurred by SOH.</p>
<p>4. Feature Films</p> <p>(a) Incidental use - short unrelated scene with Sydney Opera House as the backdrop or locator which can be accomplished without impact on SOH normal operations.</p>	<ul style="list-style-type: none"> SOH derives revenues from venue hire. Feature filming requests will be accommodated subject to commercial venue hires for relevant SOH venues. SOH is subject to strict site safety and conservation management conditions. More complicated set-ups (such as aerial shots, other infrastructure) may require site safety inspections/surveys by the relevant authorities, which may incur a fee. Catering trucks and large vehicles are not permitted on the site. Logistics must be co-ordinated with Film Contact Officer prior to site entry. 	<p>(a) Where incidental filming can be accomplished without impact on SOH normal operations (for example, before 0600hrs, Sundays/Public Holidays) or existing commercial venue hires, charges are on a cost recovery basis only. If the SOH brand features prominently, a fee may apply depending on use.</p>
<p>(b) Substantial use - Sydney Opera House exteriors or interiors are intrinsic to the scene and act as a character or prominent figure/building, requiring exclusive venue use (or complicated set-up) during times which impact our normal commercial operations or other venue hire.</p>	<ul style="list-style-type: none"> SOH derives revenues from venue hire. Feature filming requests will be accommodated subject to commercial venue hires for relevant SOH venues. SOH is subject to strict site safety and conservation management conditions. More complicated set-ups (such as aerial shots, other infrastructure) may require site safety inspections/surveys by the relevant authorities, which may incur a fee. Catering trucks and large vehicles are not permitted on the site. Logistics must be co-ordinated with Film Contact Officer prior to site entry. 	<p>(b) In the case of substantial use of SOH venues:</p> <ul style="list-style-type: none"> during normal operating hours and or disruption to other venue hirers; or requiring exclusive access to a particular venue for more than 24 hours; or using significant power or infrastructure such as cranes or gantries <p>Venue hire fee will be payable as well as cost recovery for additional power, site surveys and dedicated SOH staff resources.</p> <p>Depending on nature of broadcast, licensing charges will apply</p>
<p>5. Other filming</p>	<ul style="list-style-type: none"> Commercial ventures must 	<ul style="list-style-type: none"> Commercial distribution requires a

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Type of Filming	SOH Policy	Charges payable
requests (a) electronic games; (b) use of SOH archival footage; (c) other filming not part of above.	recognise their commercial use of the SOH name and image in a licence agreement.	licence fee/ royalty structure as part of a licence agreement negotiated on case by case basis. • Other charges are generally on cost recovery basis.