

FILM FRIENDLY

1. Purpose

The City of Swan supports a thriving screen industry that contributes to local employment, tourism, and economic development outcomes. The City recognises the importance of the screen sector in showcasing the diversity, character, and natural beauty of Swan and the broader Perth metropolitan region.

These guidelines outline how the City will manage and assess filming requests, provide assistance to production companies, and ensure a balanced approach between creative opportunities and community comfort.

The City of Swan is a proud signatory to the Western Australian Local Government Film Friendly Charter, an initiative of Screenwest that encourages local governments to create supportive and responsive environments for film and television production. The Charter promotes best practice in film facilitation by establishing clear processes, reducing red tape, and building strong partnerships between the screen industry and local government.

2. Goals

Through these guidelines, the City aims to:

- Streamline filming approvals and support efficient access to City-managed locations.
- Facilitate collaboration between filmmakers, local businesses, and the community
- Promote Swan as a premier filming destination that reflects Western Australia's creative and cultural identity
- Ensure transparent, fair, and consistent decision-making processes aligned with the principles of the WA Film Friendly Charter
- Encourage film activity that aligns with the City's Economic Development Strategy and Tourism Plan
- Enhance the City's reputation as a creative and business-friendly location
- Provide equitable access and transparent assessment for all film requests.

3. Scope

These guidelines apply to filming and photography activities conducted:

- On City of Swan owned or managed land and buildings
- In public places where activities may affect access, traffic, or amenity
- For commercial, promotional, or non-private purposes.

This guide does not cover the provision of financial assistance, grants, or sponsorship.

4. Film Liaison Officer

The City will provide a dedicated City staff member (Film Liaison Officer) to assist filmmakers with permits, approvals, timelines, and location information throughout the filming process.

5. Application and Approval Process

- Application submission: via City website or Film Liaison Officer
- Lead times:
 - Regular filming – minimum five (5) working days.
 - Road closures or complex shoots – minimum 15 working days.
- Required documents:
 - Public liability insurance (min \$20 million)
 - Risk Management Plan
 - Traffic/pedestrian control plan (if applicable)
 - Stakeholder notification letter (template).
- Assessment factors: community impact, economic and tourism value, and safety.

6. Fees and Charges

Fees for filming and photography will be charged in accordance with the City's current Schedule of Fees and Charges. Additional charges may apply for:

- Venue hire of City facilities or reserves
- Use of parking bays or road closures
- Waste management, traffic control or security.

Fees may be waived or reduced for productions providing significant community or tourism benefit at the City's discretion.

7. Risk and Compliance

All productions must comply with relevant legislation including:

- Local Government Act 1995
- Work Health and Safety (General) Regulations 2022
- Planning and Development Act 2005 (if applicable)
- Road Traffic (Events) Regulations 2017 (if applicable)
- CASA drone regulations for aerial filming.

Applicants must provide a risk management plan and evidence of appropriate public liability insurance.

8. Stakeholder Engagement

Productions must notify affected businesses and residents at least five (5) business days before filming. Notifications must include details of location, timing, contact information, and any traffic or parking impacts. Templates can be provided by the City.

Guideline

9. Recognition and Promotion

Productions supported by the City should include acknowledgement of the City's contribution where feasible, such as credits, promotional events, or inclusion of the City logo in marketing collateral.