



FILM FRIENDLY POLICY

adopted July 2011

1. Purpose

The partnership agreement for Film Friendly Regulations signed by the Central Otago District Council and Film New Zealand sets out the responsibilities of both parties for the application of the NZ Local Government filming protocols. Under these protocols there are conditions both Film New Zealand and the District Council are required to meet. It states that the Central Otago District Council must:

- Provide a supportive environment for the film industry.
- Take steps to adopt the principles of New Zealand Local Government Film protocol.
- Agree to develop best practise film friendly process involving a film friendly policy.

2. Vision

Central Otago is a preferred destination for production companies to base filming activities that is well supported by the Council and the community.

3. Scope of Policy

This document provides guidance for the attraction of film and television production to the Central Otago District. The policy details the levels of assistance and service that will be provided by the Council and outlines the expectations of the Council with regard to the obligations and requirements that will be placed upon inbound production companies.

4. Policy Objectives

- To provide guidance to potential production companies on Council's procedures and conditions.
- To establish responsibilities for the coordination of a Film Liaison Office

5. Outcomes

Implementation of this policy will:

1. Promote, facilitate and assist the work of the film and television industry within the Central Otago District.
2. Promote the Central Otago District as a film-friendly and attractive filming location.
3. Increase the number of film and television production companies choosing the Central Otago District as a preferred location.
4. Enhance the reputation and profile of the Central Otago District by offering a coordinated high quality service.
5. Enhance the profile of the Central Otago District through the effective promotion of the website, ensuring the information contained within the website is current and reliable.
6. Recognise the cultural, tourism and economic benefits derived from filming activity in the Central Otago District.
7. Promote the local private sector, facilities and services to inbound production companies where possible.
8. Provide scope for local companies to provide services to production activity, create employment opportunities and encourage media related business to locate in the district.

6. Strategies

These outcomes will be achieved by:

- Acting as an advocate for the Central Otago District as a prime film location.

- Providing a high level of service with timely responses to the film location and notification process.
- Developing and maintaining systems for information and requests for service to the film community.
- Encouraging the film industry to adhere to Council policy and filming guidelines.
- Monitoring the level of film activity to ensure minimum impact on residents and businesses.
- Promoting the district through website development.
- Leveraging off major productions being filmed in the wider region.

7. Filming Activity Notification

All Film Production companies intending to undertake significant filming activity within Central Otago District are requested to fill out a “Filming Activity Notification Form”. This will ensure that Council is able to provide an efficient response. As required Council facilitation or actions will only commence once this has been lodged it is suggested that lodgement takes place at least one month before planned filming commences.

- In most instances filming within Central Otago does not require a permit or consent. However, depending on what is being undertaken there are exceptions to this.
- Some specific activities, including the construction of significant structures and major site works will require a consent or permit from Council. Normal consent fees and timeframes apply in these situations.
- Council is responsible for administering a range of facilities, reserves and other land that can be used for filming purpose. In most instance there is no or minimal charge for using these. However, a charge or bond may be imposed if there is a significant use.
- Council is responsible for administering a number of roads for which there is a requirement for having a traffic management plan (TMP) approved.
- Council has an extensive range of contacts within the local community. This includes business, accommodation, community and heritage. If a need is identified then Council may be able to assist.

The timeframe for the issue of any consents or permits is dependent upon to the location and the activity's potential impact on the amenity of residents, traders and traffic.

8. Coordination Within Council

Filming activity impacts on many Council departments and the Film Liaison Officer will co-ordinate across the relevant Council departments. Liaising between all of these departments to support filming activity is essential to the provision of an efficient, effective service, which develops and maintains excellent relationships between the film industry, the district and its residents, traders and visitors.

If appropriate a meeting between the Production Company and affected Council departments will be arranged.

9. Damage to Council Property

Any damage caused by the production company shall be repaired to the original condition in which the property stood at the time of damage. This shall be at the expense of the production company. All costs associated with clearing litter and other waste generated by their activities, and for any damage to parks, irrigation, roads and other Council property will be borne by the production company.

10. Insurance

All applications for consents or permits are required to provide evidence of appropriate public liability insurance cover prior to any necessary consents or permits being issued.

11. Local Facilities and Services

The Council will endeavour where possible, to promote the use of local facilities and services by inbound production companies and recognises the importance of retaining and maximising economic benefits within the community.

12. Acknowledgements

Where possible, film credits and media publicity should acknowledge the assistance and cooperation of the Central Otago District Council and its community, in addition to giving credit to any area featured in the Central Otago District.

13. Where to go for Advice on Filming in Central Otago

The Council's Film Liaison Office is administered through Business Development, a Council function responsible for economic development.

Enquiries regarding filming in Central Otago should be directed to Business Development at the District Council. Any queries about this policy should also be directed Business Development.

General information on Filming in Central Otago can be obtained at www.centralotagonz.com by visiting the Film section under the Enterprise area.

Contact details for Business Development at the Central Otago District Council:

- Telephone: (03) 440 0646
- Facsimile: (03) 440 0606
- Email: busdev@codc.govt.nz
- website: <http://www.centralotagonz.com>

14. Commencement of Policy

This policy is in effect from 1 July 2011, and supersedes any previous film policies.

A review of this policy will be undertaken no later than December 2016.