

Capital Region Farmers Market - Filming and Photography Guidelines

The following information is provided to individuals and companies seeking to film or take photography for commercial purposes at the Capital Region Farmers Market (CRFM) at EPIC in Canberra. Please read these guidelines and complete the attached request form at least 7 days prior to your proposed filming date. Approval will take up to 5 days after your approval submission date.

1. Approval Authority

The authority to approve commercial filming or photography at the Capital Region Farmers Markets (CRFM) is given for filming productions less than 5 people. All filming productions above this level should be referred to the CRFM management committee (the committee) for approval.

The committee may delegate approval authority to other relevant staff, for consideration of special requirements.

The approval can be granted following the completion of the application form with the provision of relevant information.

2. News of the Day (electronic and print) - Exempt

Television, print and online news of the day and current affairs will not require you to fill out a permit. However television and newspaper media should notify the CRFM Markets manager (Markets manager) prior to filming as a courtesy, to determine any special requirements, relevant management issues etc. The Markets manager will then apply the media guidelines as defined in the Media Policy.

3. Stills Photography

Stills photography which is associated with an advertising agency or is for advertising or other commercial use, will require approval. All other still photography will not require approval but the guidelines surrounding intellectual property and use of stallholder images still apply.

4. Acceptable commercial filming activities

Commercial filming is acceptable if it portrays the area in a manner which is consistent with the objectives of this policy (including any conditions of approval) and the objectives of the CRFM (available on www.farmersmarket.org.au). Any variation from these objectives must be negotiated before approval is granted and be stated clearly in the conditions of approval.

5. Notification period and process

Seven days notice for Commercials, Production Films, Stills and Documentary production is required prior to the proposed commencement date. CRFM will require a brief rundown of the content and a filming schedule. If there is any doubt a full script may be requested.

Notification should be made via the Markets Manager. They will consult with the committee for large productions. The Markets manager or the Board will consult other relevant CRFM staff to ensure availability of the proposed venue and supervisory personnel and to identify any relevant site management issues.

6. Stallholder / Customer permission

This agreement provides permission to use the general venue of the markets in which to film. If filming or photographing of individual stallholders is to occur, individual permission must be sought from each stallholder. Stallholders reserve the right not to be filmed and retain all right over the intellectual property of their stall display and products.

All standard Australian privacy conditions apply to the use of the images of customers that are identifiable in the images that are captured.

7. Use of Brand / Logo –The logo of the CRFM is trademarked and subject to copyright usage law. The use or depiction of the actual CRFM branding or logo (rooster/apple and words) is subject to final approvals of the markets committee. If you do not wish for you footage to be approved, please do not capture or depict the logo or brand in any manner in your production.

8. Filming and Photography Agreement - The attached filming agreement must be completed by the parties concerned. Extra conditions of approval in response to local management issues, may be attached to this agreement such as those applied by EPIC Management. Following the completion of the approval form, the form must be submitted via email and permission will take up to 5 days to be granted.

9. Public Liability and Indemnity Insurance

Public Liability Insurance

It is advised that party carrying out the photography or filming carry a minimum of \$10,000,000 public liability, and is the sole responsibility of the applicant. Onsite filming will not be covered under the CRFM site usage insurance policy.

Indemnity Insurance

CRFM is not liable for any loss or injury incurred to the party carrying out the photography or filming in the Markets. They should therefore carry indemnity insurance to cover themselves.

10. Provision of produced material

The CRFM requests the provision of copies in print or digital format of any completed material including photographs and footage where appropriate

9. Acknowledgement

All commercial filming and photography will be obliged to place the following in the credits, where credits are given and possible:

Produced with the assistance of the Capital Region Farmers Market – a community project of the Rotary Club of Hall.

Capital Region Farmers Market (CRFM)

Commercial Filming and Photography Agreement

Organisation / Company:
Applicant Contact Name:
Contact Address:
Contact Phone Number Business:
Contact number / person on the day of production:
Email:
What are the proposed date/s and times that you intend to film / Photograph
Date:
Times: (Estimated Start / finish) Duration:
Which of the following categories best describes the purpose of your filming? <input type="checkbox"/> Commercial Filming (advertisements) <input type="checkbox"/> Feature Filming (cinema, video/DVD and TV) <input type="checkbox"/> Documentaries <input type="checkbox"/> Stills Photography for adverting purposes <input type="checkbox"/> Government Dept <input type="checkbox"/> Not for profit – Non-government organisation <input type="checkbox"/> Charitable organistion <input type="checkbox"/> Educational or Tourism Productions – beneficial to CRFM <input type="checkbox"/> Other:
How many people in your production team. <input type="checkbox"/> One person <input type="checkbox"/> 2-5 people <input type="checkbox"/> More than 5 people

<p>Please provide a brief outline of the purpose or theme of your intended filming (attached info if more space required)</p>
<p>Can you include a Capital Regional Farmers Market message in your filming, either</p> <ul style="list-style-type: none"> <input type="checkbox"/> Visually <input type="checkbox"/> Verbally <input type="checkbox"/> Written text or <input type="checkbox"/> Unknown/no message possible
<p>What acknowledgement do you intend providing in the credits of your finished material if applicable (see guidelines)</p>
<p>Do you require a Capital Regional Farmers Market representative as a guide?</p>
<p>How much space will you occupy during filming?</p>
<p>For commercial production a site fee will be required. Please indicate your budget for venue hire that you are willing to pay:</p>
<p>Additional notes / information to support your application:</p>
<p>To be completed by the applicant</p>
<p>Applicant name:</p> <p>on behalf of (Company Name):</p> <p>I agree that I have read, understood and agree to observe, the CRFM filming guidelines</p> <p>Signed</p> <p style="text-align: right;">.....Date...../...../.....</p>

Please complete and scan or fax the signed agreement to address below:

Todd.wright@threesides.com.au / Fax: (02) 02 6100 9429