

COUNCIL POLICY

Visual Media Activity on Council Land

Draft

Contents

Contents.....	2
1. Purpose.....	4
2. Scope.....	4
3. Policy details	5
3.1 Visual Media Permits and Local Laws.....	5
3.2 Council Notification and Consultation.....	5
3.3 Permit Processing	5
3.4 Fees	6
3.5 Sponsorships – Criteria for Fee Waiver.....	6
3.6 Fees to Other Departments.....	7
3.7 Equipment	7
3.8 Insurance and Indemnities	7
3.9 Risk Management.....	8
3.10 Traffic and Pedestrian Management Plans.....	8
3.11 Communication with Stakeholders	9
3.12 Internal Liaison in Council	10
3.13 Working with Council.....	10
3.14 Content of Visual Media Scripts.....	10
3.15 Promotional Photography.....	11
3.16 External Events.....	11
3.17 Cancellation Costs	11
4. Roles and responsibilities	11
5. Human Rights Charter compatibility	11
6. Gender impact assessment	12
7. Supporting documents.....	12
8. Definitions and abbreviations	12
9. Approval.....	13

Error! Bookmark not defined.

DOCUMENT UNCONTROLLED WHEN PRINTED

Document Control		
Policy number:	Status: Draft	Approved by: Council
Date approved:	Next review date:	
Directorate: Assets	Department Growth and Future	Internal / External: External

REVISION RECORD

Date	Version	Revision description
28/07/2026	0.1	Inception draft
25/08/2026	0.2	Consultation draft

1. Purpose

To provide a resource for visual media makers seeking approvals or permits to produce visual media on public land within the jurisdiction of Alpine Shire Council (Council). This will provide certainty and consistency when dealing with location enquiries.

This policy:

- balances residential, business and visual media industry needs and interests;
- streamlines promotion of and access to Council for the visual media industry;
- recognises Council as a “visual media-friendly” and premier location in Victoria;
- increases visual media productions using Alpine Shire as a location;
- enhances the reputation and profile of Council as offering a coordinated, high-quality service;
- contributes to building Council’s capacity as a centre for arts and cultural activities;
- raises greater visitor awareness of Alpine Shire’s geographical, environmental and heritage assets;
- minimises risk of litigation and insurance claims for Council, and increased protection for Council’s reputation; and
- recognises the cultural value and economic benefits to be derived from the attraction of visual media activity.

2. Scope

This policy covers all areas of Alpine Shire and coordinates visual media activity occurring on land under Council’s care and management.

This policy introduces a framework within which applications for visual media will be reviewed and processed. The policy allows all stakeholders (including local government, public authorities, the community, producers and production companies) to understand precisely their commitments and expectations when undertaking visual media activity in Alpine Shire.

The document provides guidelines for visual media in Alpine Shire including:

- motion picture photography for television;
- feature films;
- advertising;
- student film projects;
- documentaries;
- music videos; and
- commercial stills photography (including wedding photography).

3. Policy details

3.1 VISUAL MEDIA PERMITS AND LOCAL LAWS

When undertaking visual media activity in streets, parks and gardens and other open spaces managed by Council, a completed 'Visual Media Permit Application' form is required. If undertaking visual media activity in or around Council-owned buildings, a 'Location Agreement' may also be required.

Council's local laws incorporate guidelines for the use of roads, footpaths and other public spaces during visual media activity. Commencement of this activity is subject to Council's approval and issuance of a 'Visual Media Permit'. Decisions will be based on the 'Visual Media Permit Application', evidence of adequate public liability insurance and any other documentation required by Council as outlined in this policy.

The timeframe for the issue of permits correlates to the location and the activity's potential impact on the amenity of residents, business operators and traffic (refer to 'Council Notification and Consultation', and 'Permit Processing' for more information).

Visual media activity is usually not permitted between the hours of midnight and 6.00am. In some instances, permission may be granted for filming during these hours. Express written permission from the Economic Development team must be obtained. Please refer to the "Guidelines for Visual Media in Alpine Shire" for details on altering curfew hours.

3.2 COUNCIL NOTIFICATION AND CONSULTATION

Council understands that a production's schedule may change frequently and at the last minute, and, where possible, will endeavour to accommodate flexible timeframes for notification to Council of proposed visual media activity.

Generally, a visual media permit application that DOES NOT have any impact on the normal flow of traffic must be submitted to Council at least five (5) business days prior to the intended commencement date of filming activity. Applications that DO require traffic and pedestrian management planning must be submitted at least two (2) weeks prior to the intended commencement date of visual media activity to allow time for these extra measures to be considered by Council.

Major visual media activity will require special consultation with representatives of Council before and during the production process to ensure that any risks that may be associated with the visual media activity are minimised, e.g. ongoing disruptions to parking and traffic (see also sections '3.10 Risk Management' and '3.11 Traffic and Pedestrian Management Plans').

3.3 PERMIT PROCESSING

Most visual media permit applications will be determined within five business days; however, applicants will need to allow for the impact on the location if short notice is given and are required to contact relevant stakeholders of their intention to undertake visual media activity (see 'Communication with Stakeholders').

3.4 FEES

Council wishes to ensure greater access to locations it has jurisdiction over and to encourage visual media activity by providing a 'no fees policy' for visual media permit processing. Unless existing fees apply to exclusive use of a particular area (e.g. parks, gardens, facilities etc.), the 'no fees policy' will apply to visual media activity that occurs on Council-owned land or property. Please note that any costs to Council in providing supervisory personnel (if required), event coordination, expenses associated with advertising, traffic control, road closures and any other costs incurred in the facilitation of the application will be borne by the applicant.

A bond may be required for visual media activity in buildings or on property owned by Council. A bond is refundable and will act as a security deposit to be paid to Council subject to the conditions of any visual media permit. A bond may be applied based on an assessment of risk to or adverse impact on Council property and to ensure that the production company follows the 'Guidelines for Visual Media' and the 'Location Agreement'. The bond (if applicable) will be negotiated before visual media activity begins and will be returned within 14 days of its conclusion, subject to any claim for damages.

Other fees that may apply include requests for reserved on-street parking. All vehicles must be parked in accordance with a parking plan agreed to by Council at the time of application (refer to 'Fees to Other Departments' and 'Traffic and Pedestrian Management Plans').

3.5 SPONSORSHIPS – CRITERIA FOR FEE WAIVER

Fees for visual media activity may be waived in certain circumstances. Council treats this type of support as a sponsorship. Applicants in receipt of sponsorship are required to acknowledge Council in the end credits of the project. The acknowledgment will read "Filmed in Alpine Shire" or "Thanks to Alpine Shire Council".

Any applicant seeking to have fees waived must attach a written request to the 'Visual Media Application' stating the rationale for sponsorship. The Manager Growth and Future is tasked with assessing and approving such sponsorship or fee waiver requests within their financial delegation. If sponsorship or fee waiver requests exceed this financial delegation, they must be considered at the appropriate financial delegation within Council.

Sponsorship may be available for:

- projects that demonstrate benefits for the community;
- projects that concern charitable activities;
- documentaries relating to the cultural heritage of Alpine Shire;
- emerging producers and/or directors; and
- student projects.

Fees will not be waived retrospectively. If fees are waived, charges may still be payable for a bond and/or additional costs such as insurance, security, supervision, the moving or relocation of physical items, and any costs incurred by Council as a result of the visual media activity.

3.6 FEES TO OTHER DEPARTMENTS

In most applications, the location fee charged (if applicable) covers the full service provided by Council. Additional fees may be charged when visual media crew park their vehicles in restricted parking areas. There may be additional permits and/or fees required with certain activities (e.g. erecting a crane on a footpath). Damage to Council Property

Any costs associated with the clearing away of waste generated by the visual; media activity and for any damage to Council infrastructure including, but not limited to, parks and gardens, irrigation, roads and other Council property will be borne by the visual media company/producer.

The visual media company/producer shall restore the location to its pre-existing condition by the conclusion of the visual media activity and to the satisfaction of Council. If such restoration works are not undertaken to the standard required by Council, it may, at the cost of the visual media company/producer, in all respects undertake or have undertaken by independent contractors any required remediation and restoration work. The visual media company/producer will pay the costs of such remediation and restoration works to Council within seven (7) days of a request in writing. Council may, if it so determines, apply the amount of the bond (if applicable) paid by the visual media company/producer as payment or part payment of such work.

3.7 EQUIPMENT

Council accepts no responsibility for damage to, or loss of any equipment utilised for visual media activity. Reasonable care must be taken at all times when setting up and dismantling equipment, to minimise impact and to ensure the safety and protection of the community.

3.8 INSURANCE AND INDEMNITIES

All visual media permit applications are required to provide evidence of appropriate public liability insurance cover. Applicants must present their Certificate of Currency as part of the visual media permit application, prior to a permit being issued. The Certificate of Currency must clearly state that the:

- policy covers liability for the death or injury to any person or damage to any property arising out of the activity authorised by the permit; and
- amount of cover held for visual media activity must not be less than \$20 million.

Information that must be supplied to Council with a copy of the Certificate of Currency:

- insurer's name, address, phone, and email details;
- policy number;
- policy expiry date;
- the names of all the insured parties;
- details of what is covered under the insurance policy;
- details of all the exclusions under the policy (including policy excess);
- public liability value;
- details of the insurer's local representatives (offshore projects only); and
- claim forms and claims procedure (offshore projects only).

Applicants employing the services of stunt performers are required to provide evidence of appropriate specialised risk insurance or WorkCover, which must accompany a copy of the required safety plans and reports (refer to the section on 'Risk Management').

Applicants are also required to indemnify Council in relation to any claims or other matters that may arise as a result of any visual media activity. All visual media activity must comply with common law.

3.9 RISK MANAGEMENT

Some aspects of visual media activity (e.g. road closures, stunts, etc.) may present potential risks that should be identified in advance, with appropriate management measures put in place prior to the commencement of visual media activity. A key component of planning a visual media shoot involves performing a risk assessment of the proposed visual media activity to identify, analyse and assess foreseeable risks, to establish priorities for risk control and to apply cost effective risk control measures.

Council may require the applicant to complete a 'Risk Management Plan' in accordance with the Australian Standard AS ISO 31000 Risk Management Guidelines to demonstrate that a risk assessment has been conducted. Risk management plans must identify any potential hazards and actions and how it is intended that the production company/producer will mitigate those risks associated with the visual media activity.

Council may also require the applicant to submit a safety report in regard to the proposed visual media activity, prepared in accordance with the relevant film and television codes, and the occupational health and safety legislation. If required, a copy of the safety report must accompany the risk management plan and be made available to Council with the visual media permit application.

3.10 TRAFFIC AND PEDESTRIAN MANAGEMENT PLANS

Visual media activity can present safety issues for members of the public where the activity interferes with the normal flow of traffic or pedestrian access. Accordingly, the safety of participants and spectators must be taken into consideration when visual media activity takes place.

If the proposed visual media activity will impact on any road or footpath, applicants must develop traffic and/or pedestrian management plans outlining the objectives and strategies for managing proposed road closures and/or pedestrian traffic.

Traffic and pedestrian management plans must be accompanied by a risk management plan (in accordance with the Australian Standard AS ISO 31000 Risk Management Guidelines) and must include a detailed diagram of the proposed location that clearly shows the location of:

- any safety lights;
- diversion and closure signs;
- road closures and barricades;
- safety personnel and police (if required); and
- variable message signs.

3.11 COMMUNICATION WITH STAKEHOLDERS

Council aims to keep the local community and public authorities informed of events and activities that may have an impact on them, so that they are supportive of visual media producers and their presence in Alpine Shire.

Projects that are expected to have an impact on Alpine Shire's residents, business operators, visitors and infrastructure, require the implementation of appropriate communication and logistics strategies to inform and minimise any inconvenience to these stakeholders. For major visual media activity, Council will help facilitate communication and consultation between the visual media production company/producer and local stakeholders. In most circumstances, the location managers and/or producers will be required to communicate directly with relevant residents, business operators and public authorities.

To maintain a balanced level of community amenity, applicants are required to notify in writing persons and businesses that may be affected by their presence. The timeframe for this notification will be managed in consultation with the Economic Development team.

Notification must include:

- name of a contact person on site (to handle enquiries and complaints);
- dates and times for start and finish of visual media activity; and
- details of the use of firearms, stunts or explosives.

Applicants should be advised that other agencies, public authorities and property owners may need to be consulted prior to visual media activity commencing in Alpine Shire. Visual media activity on land that Parks Victoria, water authorities, the Department of Environment, Energy and Climate, the Department of Transport and Planning or Hancock Victoria Plantations Pty Ltd manage, will necessitate the applicant contacting those agencies and obtaining any necessary approvals.

Applicants must notify Victoria Police of any visual media activity that may be of concern or interest to Victoria Police. This includes but is not limited to all visual media activity planned for public open space, on roads in general and, in particular, visual media content that requires the use of firearms, imitation firearms and special effects.

3.12 INTERNAL LIAISON IN COUNCIL

Visual media activity can impact on several Council departments and business units. Internal liaison may require communication with the Executive or various departments including Assets and Waste, Corporate, Growth and Future, Operations, and Regulatory Services.

Effective communication is an essential factor in the provision of these services to the visual media industry. Internal liaison between all departments to support visual media activity is essential to provide an efficient service, which develops and maintains positive relationships between the visual media industry, Council, and its residents, business operators and public authorities.

3.13 WORKING WITH COUNCIL

Council fully supports and encourages visual media activity in the region. Understandably, Council must also protect its interests and assets and promote the image and profile of Alpine Shire including its geographical, environmental and heritage assets.

Council may have a representative present on location at all times. The visual media company/producer is responsible for ensuring all crew, cast and other persons engaged by the production company follow reasonable directions given by Council officers or delegates.

Where possible, Council assistance in the production should be acknowledged in the end credits or as mutually agreed. The acknowledgment will generally read 'Visual Media in Alpine Shire' or 'Thanks to Alpine Shire Council'.

3.14 CONTENT OF VISUAL MEDIA SCRIPTS

Any issue(s) in relation to the content of what is being filmed or how it is going to be used, which could be considered sensitive or offensive to Council must be detailed in an attachment to the 'Visual Media Permit Application' and will be considered in the assessment of the application. Sensitive or offensive issues might include nudity, violence, content with political or racial implications, etc.

The visual media company/producer will not portray Council as endorsing or supporting any product, service or any views, opinions, attitudes or ideas suggested, conveyed, advertised, canvassed, depicted or otherwise expressed, without prior written consent from Council.

3.15 PROMOTIONAL PHOTOGRAPHY

Council may request permission from the visual media company/producer to photograph the crew during filming. All images will be used solely for promotional purposes to attract visual media to Alpine Shire. Further consultation on this matter will be on a case-by-case basis.

3.16 EXTERNAL EVENTS

Council will not be held responsible for any interference to the visual media activity arising from any external events or third parties not caused or controlled by Council.

3.17 CANCELLATION COSTS

Where Council and/or its employees have incurred costs and the visual media company/producer withdraws an application or incurs cancellation of the visual media permit due to non-compliance with the terms of the permit, then these costs will be passed on in full to the visual media company/producer and will be paid within seven (7) days of the receipt of notification of costs.

4. Roles and responsibilities

The following positions are responsible for:

Responsibility	Role / Position
Point of contact for filmmakers and their crew, and liaises with other departments to set up traffic management requirements and ensure public and commercial spaces and Council facilities are utilised appropriately	Economic Development team
Processing applications, issuing permits, coordinating the availability of locations, monitoring filming activity in the region, and providing fast and efficient service internally and externally	Economic Development team

5. Human Rights Charter compatibility

This policy has been assessed as being compatible with the *Charter of Human Rights and Responsibilities Act 2006 [Vic]*.

6. Gender impact assessment

The Gender Impact Assessment has identified that a gender-considered approach will help ensure the benefits of visual media activity, including economic, cultural and community opportunities, are accessible to people of all genders. This policy is not expected to create significant negative gendered impacts; however, ongoing monitoring and stakeholder engagement should be undertaken to identify and address any unintended barriers to participation. Mitigation measures include ensuring visual media processes and communications are inclusive and accessible, considering the needs of people with caring responsibilities, and promoting safe and equitable participation in visual media activity.

7. Supporting documents

This policy should be read in conjunction with all other relevant, Council policies and procedures, as well as relevant legislative requirements.

Related Legislation

- *Local Government Act 1989 [Vic]*
- *Local Government Act 2020 [Vic]*

Related Guidelines, Operational Directives or Policies

- Alpine Shire Economic Development Strategy 2021

Related Procedures

- Nil

8. Definitions and abbreviations

Term	Meaning
Council	Alpine Shire Council
Visual Media	Any form of media that conveys information, stories, or artistic expression primarily through visual content and includes photography, video, film, multimedia etc

9. Approval

THE COMMON SEAL OF THE
COUNCIL was
hereunto affixed this XX day of
<Month> 20XX
in the presence of:

COUNCILLOR

SIGNATURE

COUNCILLOR

SIGNATURE

CHIEF EXECUTIVE OFFICER

SIGNATURE