

Filming for Commercial Purposes Policy

This document is rescinded from 28 January 2022. It is replaced by the [Facilities and Premises Policy](#) and [Facilities and Premises Procedure - Access, Use and Security](#).

Section 1 - Purpose

- (1) Charles Sturt University (the University) is a busy working environment and it is important to ensure its staff, students and operations are not unreasonably disrupted, and that the University's image and traditions are treated appropriately and its interests maintained.
- (2) This document sets out the University's policy on commercial filming, still photography or audio recording on University Premises and establishes parameters which the University must consider before granting approval.
- (3) Any individual or organisation wishing to take still photographs, film or audio recordings on University Premises for commercial purposes must apply to the University for prior approval.
- (4) Use or dissemination of video, still photography or audio recording taken for private usage by staff or students on University Premises is governed by the Personal and Professional Conduct provision of the [Code of Conduct](#) for Staff, and by the [Student Charter](#) and [Student Misconduct Rule 2020](#).

Scope

- (5) This Policy does not apply to:
- a. students or staff undertaking filming, still photography or audio recording on University Premises for private usage;
 - b. students or staff undertaking filming, still photography or audio recording on University Premises for film/photography projects as part of academic courses;
 - c. staff undertaking videotaping, filming or still photography on University Premises for advertising, marketing or promotional projects; or
 - d. news media who enter any University Premises for filming, photography or audio recording. All news media wishing to video, film or photograph on University Premises should liaise directly with CSU Media at email address news@csu.edu.au or by telephone on (02) 6365 7813 or 0427 414 772.

Section 2 - Glossary

- (6) For the purpose of this Policy:
- a. CSU Media - refers to the team within the Division of Marketing and Communication (DOMC) which is responsible for liaising with representatives of external media and news organisations.
 - b. Image Consent and Release Form - means the official form that documents agreement for the release of content, providing the irrevocable right of the University to use the name/photograph/image/story and likeness in all forms and manner including, but not limited, to publication on the internet, broadcasts and any other

publications as released.

- c. Location Agreement - means the statement of what is going to be filmed and specific location on University Premises as part of the agreement.
- d. News Media - refers to any organisation primarily concerned with the production and publication of news and information via television, radio, newspaper, blog, website, podcast or vodcast.
- e. Shoot - means the videoing, filming or still photography that the Applicant wishes to carry out at any University Premises at the shoot times as described in the Location Agreement, Item 3 of the Schedule.
- f. Successful Applicant - means a person or organisation who has applied and been granted permission to undertake filming or photography as requested in their application form.
- g. University Premises - includes any land that is owned, controlled, managed or occupied by the University together with any building, construction or facility of any kind (whether permanent or temporary) on that land and also includes any other building, construction or facility which is under the control, management or occupation by the University.
- h. Commercial Purposes - means the use of recorded content for any fare, fee, rate, charge or other undertaking intended for profit.
- i. External image capture - means promotion of their own organisation such as the Council or Tourist Authority.

Section 3 - Policy

(7) Subject to clause 5, this Policy relates to any individual or organisation wishing to enter any University Premises and carry out commercial filming, still photography or audio recording for commercial purposes.

(8) The Division of Facilities Management is empowered to remove those individuals or organisations who enter University Premises for any of those purposes described in clause 7 without the University's prior approval in accordance with this Policy.

Requesting Permission

(9) While the University welcomes production companies and filmmakers to use its University Premises as locations, any individual or organisation wishing to film, record audio or take still photography on University Premises for commercial purposes must make a written application to:

(10) Executive Director (ED) Division of Marketing and Communication Charles Sturt University

(11) Locked Bag 588

(12) Wagga Wagga NSW 2678

(13) Tel: 61 2 6933 2226

(14) Fax: 61 2 6933 2764

(15) Email: edmarketing@csu.edu.au

(16) A written request to film, photograph or audio record on University Premises must include the following information:

- a. the proposed film, recording or photoshoot (shoot), including proposals to film subjects of a restricted or controversial nature;
- b. the purpose of the proposed shoot;
- c. the proposed date and time of the shoot;

- d. a listing of the University locations proposed to be used in the shoot;
- e. the name of the requesting production company, individual or organisation, 24 hour contact details and business address;
- f. the name and affiliations of the manufacturer of any product(s) or provider of any service(s) for the shoot where University Premises facilities or outdoor areas would be used;
- g. a description of the product(s) or service(s) that will be featured in the images to be produced using University Premises facilities or outdoor areas;
- h. a copy of the shooting script that will be used in the shoot (if applicable);
- i. the name and contact information for the person who will be responsible for the proposed shoot on the University Premises; and
- j. an undertaking not to capture the image/s of the University staff or students unless written consent from each individual is obtained and an [Image Consent and Release Form](#) is signed.

(17) The information in clause 10 should be received by the Division of Marketing and Communication at least 28 days before the proposed shoot or recording. Shorter notice periods will be considered, however this will be at the discretion of the University.

Assessing Applications

(18) In considering applications for permission to film, record audio or photograph on University Premises for commercial purposes, the Executive Director, Marketing and Chief Marketing Officer will endeavour to liaise with specific Faculties, Schools, Divisions, Offices or Centres and staff at the University who might be impacted by the proposal so as to assess the feasibility of the proposal, and to identify potential problems and clashes and minimise inconvenience or disruption to all parties.

As part of the decision making process in regard to approving an application to film, record or photograph on University Premises, the University will consider a range of criteria including the following:

- a. no productions will be allowed that advertise or promote products, services or programs that are inconsistent with the values and traditions of the University;
- b. no productions will be allowed that contain visual images or dialogue or voice-over inconsistent with the values and traditions of the University;
- c. footage may not be used in such a way as to bring the University into disrepute or make it subject to ridicule or contempt, including using footage with voice-overs or interspersed with other footage or material that would cause the same;
- d. no productions may interfere with the normal operations of the University;
- e. filmmakers should be sensitive to the multi-cultural diversity of the University's community; and
- f. filmmakers should be sensitive to Indigenous persons and sacred sites. Approval from an appropriate Wiradjuri representative or Elder should be sought when shooting is proposed on sacred sites.

(19) As soon as the University has made its determination, in its absolute discretion, as to whether to approve or decline an application to film, record or photograph on University Premises for commercial purposes, it must advise the applicant as soon as reasonably practicable.

The University's decision is final.

Successful Applicants

(20) If the University grants permission for filming, audio recording or photography on University Premises for commercial purposes:

- a. the successful applicant must complete and sign a [Location Agreement](#);

- b. the Executive Director, Marketing and Chief Marketing Officer (or nominee) will notify relevant units and personnel at the University, particularly the Division of Facilities Management, of the details including date, time and location(s) of the successful proposal;
- c. the Division of Facilities Management may contact the applicant directly in regard to the University's traffic and parking regulations and [Workplace Health and Safety Policy](#);
- d. the University will designate an appropriate staff member on the relevant campus (location) to act as contact for the successful applicant in order to facilitate resolution of queries or negotiations that might subsequently arise; and
- e. the University will endeavour to ensure that the subsequent filming, audio recording or photography is conducted unimpeded and without disruption by staff, students or contractors.

Location Agreement

(21) No filming, audio recording or photography on University Premises for commercial purposes can take place without the completed and signed [Location Agreement](#).

This legal document will include all the terms and conditions of the approval and, by virtue of its status, will be the only document on which the successful applicant may rely.

It will be signed on behalf of the University by the Executive Director, Marketing and Chief Marketing Officer or nominee.

Any variations to the conditions under which approval is granted will be evidenced in writing and authorised by the Executive Director, Marketing and Chief Marketing Officer or nominee.

Image Consent and Release Form

(22) Students or staff of the University or any other individual who is not associated with the shoot should not be filmed, or photographed, either as a primary subject or in the background of any still or moving image without prior consent and a signed [Image Consent and Release Form](#).

Acknowledgement of the University

(23) Where applicable for film and television productions, the cooperation and assistance of Charles Sturt University will be acknowledged in the rolling credits at the end of the completed and released production(s).

Such acknowledgement will be in a font and size consistent with all the other end rolling credits, and may take the form: 'The producers gratefully acknowledge the cooperation and assistance of Charles Sturt University in (campus name)'.

Acknowledgement can be negotiated on a case by case basis, dependent on the University's contribution.

Copyright

(24) While copyright and ownership of all intellectual property shall remain with the creator, the creator will grant to the University an irrevocable, non-exclusive, royalty free and perpetual licence to use such material for the University's editorial, advertising, educational, research and promotional purposes, including the right to sublicense to the University's agents for those purposes.

Section 4 - Procedures

(25) Nil.

Section 5 - Guidelines

(26) Nil.

Status and Details

Status	Historic
Effective Date	8th March 2016
Review Date	8th November 2018
Approval Authority	Deputy Vice-Chancellor (Administration)
Approval Date	2nd March 2016
Expiry Date	28th January 2022
Unit Head	Matt Granfield Executive Director, Customer Experience
Author	Sarah Ansell +61 2 6051 9960
Enquiries Contact	Brand and Performance Marketing