



MCG Commercial Filming and Photography Guidelines

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Introduction

The Melbourne Cricket Ground (MCG) is one of the busiest venues in the world hosting major events, non event day functions and completing regular maintenance. With so much on-site activity, compliance with strict site safety requirements is imperative to protect all our staff and visitors. As such, the Melbourne Cricket Club (MCC) as ground manager of the MCG monitors venue safety performance through internal and external auditing of our safety systems against SafetyMAP criteria.

MCG Intellectual Property

The MCG is an internationally recognised venue and brand that also holds National Heritage Listing status. It is the responsibility of the MCC to preserve the integrity of the ground and control the use of MCG, MCC and National Sports Museum (NSM) intellectual property including brands and imagery.

1) Permission to film/take photos at the Melbourne Cricket Ground

All requests to film on site must gain prior approval from the MCC at least **2 weeks** prior to the requested date of venue access.

Requests will be considered according to:

- the type of filming or photography proposed
- the potential impact on venue operations
- the proposed purpose or use of the footage/imagery and any other MCG, MCC or NSM intellectual property
- any OH&S implications

2) Fee Schedule for Filming and Photo Shoot Applications

All requests to film must be made through the website by filling out the application form at least 3 weeks prior to the requested filming date.

The following elements are considered by the MCC when determining fees for commercial filming or photography. Wherever possible, the MCC will work to facilitate film productions and balance the budgetary framework of the project with the operational and underlying commercial imperatives of the MCG.

- *Venue Hire*
- *Cost-recovery*
- *Commercial Licensing*

3) Venue Hire Fee

The MCG is a highly sought after location where a wide range of operational activity occurs every day of the year. As such, a request to reserve a space within the MCG exclusively for the purpose of filming or photography will incur the standard venue hire fee (see Table 1). Please note the venue access fees outlined in Table 1 do not include cost recovery or commercial licensing fees.

The venue hire fee relates to venue access only and does not cover venue services including, but not limited to, production equipment (lighting, sound etc.), labour charges, special security provisions, any catering or cleaning costs that may be involved. Pricing for venue services is available on request.



The following table is a list of areas available for filming at the MCG. Requests will be considered on a case by case basis. The fees stated below are current as at *31 October 2009* and are subject to change.

Table 1: Venue Hire Fees

Location	Full Day Venue Hire Fee 8hrs (including bump in and bump out time)	Half Day Venue Hire Fee 4hrs (including bump in and bump out time)
Arena	\$20,000 + GST per day <i>AND</i> Cost-recovery (see schedule below)	\$15,000 + GST per half-day <i>OR</i> \$4000 + GST/per hr <i>AND</i> Cost-recovery (see schedule below)
Seating Bowl	\$10,000 + GST per day <i>AND</i> Cost-recovery (see schedule below)	\$7,000 + GST per half-day <i>OR</i> \$2000 + GST/ per hr <i>AND</i> Cost-recovery (see schedule below)
Change Rooms and Race: Northern and Southern	\$10,000 + GST per day <i>AND</i> Cost-recovery (see schedule below)	\$7,000 + GST per half-day <i>OR</i> \$2000 + GST/ per hr <i>AND</i> Cost-recovery (see schedule below)
MCG Car Park	\$8,000 + GST per day <i>AND</i> Cost-recovery (see schedule below)	\$5,000 + GST per half-day <i>OR</i> \$1500 + GST/ per hr <i>AND</i> Cost-recovery (see schedule below)
MCC Members Reserve	\$15,000 + GST per day <i>AND</i> Cost-recovery (see schedule below)	\$11,000 + GST per half-day <i>OR</i> \$3000 + GST/ per hr <i>AND</i> Cost-recovery (see schedule below)
Corporate Suite/Corporate Corridors	\$10,000 + GST per day <i>AND</i> Cost-recovery (see schedule below)	\$7,000 + GST per half-day <i>OR</i> \$2000 + GST/ per hr <i>AND</i> Cost-recovery (see schedule below)
Southern Stand Rooms/Facilities	\$8,000 + GST per day <i>AND</i> Cost-recovery (see schedule below)	\$5,000 + GST per half-day <i>OR</i> \$1500 + GST/ per hr <i>AND</i> Cost-recovery (see schedule below)
National Sports Museum	\$15,000 + GST per day <i>AND</i>	\$11,000 + GST per half-day <i>OR</i>



	Cost-recovery (see schedule below)	\$3000 + GST/ per hr <i>AND</i> Cost-recovery (see schedule below)
External Concourse	\$1,500 + GST per day <i>AND</i> Cost-recovery (see schedule below)	\$900 + GST per half-day <i>OR</i> \$250 + GST/ per hr <i>AND</i> Cost-recovery (see schedule below)
Yarra Park	Fees available upon request	Fees available upon request

** For filming in multiple locations, please list in, 'Other' on the application form and a quote will be provided.*

4) Cost Recovery

Is comprised of a booking fee and any additional cost recovery elements (see Table 3).

Booking Fee

All applications must be made in writing by completing and submitting the, 'Melbourne Cricket Ground Commercial Filming and Photography Application Form' located on the MCG website. All applications must be submitted at least **2 weeks** prior to the requested filming date. This is to allow for adequate time to coordinate all details of the film/photo shoot.

Should you be notified your request has received provisional approval, a booking fee will be charged in order to proceed with facilitating the shoot and confirming your booking. The amount will be based on a cost recovery model (see Table 2). This booking fee will be deducted from the venue hire fee at the conclusion of the shoot. Should you cancel your booking after accepting provisional approval, the booking fee will be non-refundable.

Table 2: Cost Recovery Schedule (indicative)

	SMALL CREWS (up to 10 person crew)	MEDIUM CREW (11-25 person crew)	LARGE CREW (>25 person crew)
IMPACT ON VENUE OPERATIONS	No disruption caused onsite to MCG visitors, tours, ground works, stakeholders, retailers or patrons in the vicinity of filming.	Some disruption to public spaces. MCG site management.	Significant impact causing disruption to MCG's activities.
VEHICLES	No more than two vehicles of car/van size onsite.	No more than four vehicles of car/van size and 1 large truck onsite.	Up to, and no more than, 15 vehicles of car/van size and 3 large trucks onsite.
EQUIPMENT	Minimal/no equipment or lighting required.	Some equipment and infrastructure required.	Extensive equipment. Requirement to install infrastructure.
BOOKING FEE	\$300	\$500	\$800



4.1) Additional cost recovery elements

The MCC will work with the production team to assess what level of additional support is required from their specially trained staff members (see Table 3).

The following categories of personnel may be required depending on the nature and scale of the filming. Please note that charge rates will change periodically, and that higher rates apply outside of standard business hours and on Sundays and Public Holidays. In additional minimum call times may apply.

Table 3: Additional cost recovery elements

Resource (all costs per head)	8am to 6pm Monday – Friday	6pm to 8am Monday – Friday, Weekends and Public holidays
Supervising member of MCG Commercial Operations staff	\$60/hr + GST	\$120/hr + GST
MCG Audio Visual Staff & Electricians. (Staging/Lighting/Audio Crew, Installment of additional power)	\$68/hr + GST	\$99/hr + GST
MCG Security Officer	Quotes available upon request	Quotes available upon request

Catering

No external catering may be brought onsite. Any catering for film crews must be arranged through our catering partner EPICURE at least 4 days prior to the filming date. For smaller film shoots, the Hugh Trumble Café is available for breakfast, lunch and refreshments until 2pm. The Museum café is also available for light refreshments and hot and cold drinks from 10am through 4pm. Further information and pricing upon request.

5) Commercial Licensing Fee

Venue hire and cost recovery fees are payment for venue access and shoot facilitation only. These fees do not grant the right to use or leverage MCG, MCC or NSM intellectual property including brand name, image or likeness. Where filming is approved, a separate commercial licence fee may be applicable in instances where MCG, MCC or NSM intellectual property is recognisable including but not limited to brand, structure, image or likeness. The licensing fee will be charged at the direction of the MCC Commercial Operations department, and will be assessed on a case-by-case basis.

Commercial fees will be based on, but not limited to, the following:

- when filming activity associates the MCG name or image with a product/brand;
- the intended distribution of the broadcast – e.g. state, national, international, global distribution;
- broadcast frequency – e.g. how many times the footage will be broadcast and at what times. (prime time for example);
- syndication – e.g. whether the footage is being ‘sold’ or sub licensed to other companies or territories;



- whether the broadcast will be on commercial or public stations;
- the market for (including audience numbers) and format of the production (TVC, drama, travel show, TV Commercial); and
- media outlet – TV, film, website, digital, mobile etc., including any online presence (e.g. website, micro site, streaming, webcast and subscription).
- Due to the nature of the MCC being a private club, use of MCC intellectual property for commercial purposes may be prohibited

6) Occupational Health and Safety Online Induction Training

The MCC actively promotes safe working conditions and practices and is committed to achieving and maintaining a safe environment for our employees, contractors, promoters, users, tenants and patrons of our ground.

All crew and talent must complete MCC online occupational health and safety induction training. This requirement must be completed in order to be granted access to work at the venue. Access to the venue will be denied if this not completed.

7) Venue Access Agreement

Successful film/photo shoot applicants will be required to complete and sign a Venue Access Agreement. A copy of the production company's public liability insurance to the value of \$20,000,000 will also be required along with the MCG being cited as a place where the venue hirer's insurance is valid.

