



MCG Commercial Access Guidelines – Filming, Photography and Publicity Events

Introduction

The Melbourne Cricket Ground (**MCG**) is an internationally recognised venue and brand that also holds National Heritage Listing status.

It is the MCC's responsibility to preserve the integrity of the ground and control the use of MCG, MCC and National Sports Museum (**NSM**) intellectual property rights, including but not limited to all present and future rights (whether registered or unregistered) conferred by law in or in relation to: patents, copyright, trademarks, designs, circuit layouts, plant varieties, business and domain names, know how, trade secrets, brands and any images created that depict or represent the MCG or parts of the MCG, or are taken of the MCG or parts of the MCG ("**MCG IP**").

The Melbourne Cricket Club (**MCC**) abides by Film Victoria's film friendly principles and will work to facilitate on-site filming requests where it can, provided these requests do not interfere with our sponsorship agreements, commercial revenues or day to day operations.

Applicants must understand that the MCG operates as a venue 365 days a year. Venue hirers, such as sporting bodies and conference organisers expect standards of access, and in some cases privacy or exclusivity. MCG ground staff are also working on arena maintenance and it is the MCC's primary responsibility to present the arena in premium and safe conditions for players.

All requests to film, take photos or conduct publicity events at the MCG must gain prior approval from the MCC.

All applications must be made by submitting the [application form](#) to the MCC **at least two weeks prior** to the requested activity date. This allows enough time to review the application and make necessary arrangements.

This document outlines the MCG fee schedule and guidelines for commercial access to the MCG.

Fee Schedule

The MCG is a highly sought after location where a wide range of operational activity occurs every day of the year. Please find below the various fees that will apply if your application is approved. The total fees will be calculated as follows:

MCC Resource fee	\$
Venue access fee	\$
Commercial licensing fee	\$
Cost recovery fee (if applicable)	\$ _____
Total Fee	\$

Administration fee

Application and Assessment Fee	0-3 hours	3-6 hours	6-10 hours	>10 hours
	\$300	\$500	\$1000	Price on application

On-site meeting	\$150/hr during business hours (Mon to Fri 8am – 5.30pm) \$300/hr outside of business hours
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MCC staff member supervision fees	\$150/hr during business hours (Mon to Fri 8am – 5.30pm) \$300/hr outside of business hours
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Venue access fee

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)	Hourly hire fee Per hour (including bump in and bump out time)
• Arena	\$20,000 per day	\$12,000 per half-day	\$4,000 per hour
• Seating bowl • Northern Stand change rooms and race • Southern Stand change rooms/facilities • Underground car park • MCC Members Reserve • Corporate suites/corporate corridors/function rooms • External concourse	\$6,000 per day	\$3,500 per half-day	\$1,200 per hour
• Yarra Park • National Sports Museum	Fees available upon request	Fees available upon request	Fees available upon request

Commercial licensing fee

Where any production involves the capturing of images where the MCG is in any way recognisable or includes any audible or visual reference to the MCG, MCC or NSM, the commercial licensing fee applies.

The commercial licensing fee will be charged at the discretion of the MCC's Commercial Operations department, and will be assessed on a case-by-case basis, based on the information provided in the application form.

The commercial licensing fee will be determined by a rating scale based on the extent to which MCG IP is exploited. Applicants will be informed of the applicable commercial licensing fee in response to the application.



Please note: Payment of the commercial licensing fee does not grant permission for the company to imply a direct association with the MCG, MCC or NSM.

Cost recovery fee

MCC support personnel may be required depending on the nature and scale of the production. Please note that charge rates will change periodically, and that higher rates apply on weekends and Public Holidays. Minimum call times may apply.

The MCC will advise of support personnel required and what fees would apply. Support personnel could include:

- MCG Audio Visual Staff & Electricians. (Staging/Lighting/Audio Crew, Installment of additional power)
- MCG Security Officer
- MCG Event Officer
- MCG Cleaning
- Yarra Park car parking



Guidelines for filming at the MCG

Lodging the Application

All requests to film, take photos or conduct publicity events at the MCG must gain prior approval from the MCC.

All applications must be made by submitting the [application form](#) to the MCC **at least two weeks prior** to the requested activity date. This allows enough time to review the application and make necessary arrangements.

The applicant can lodge the completed application form and any supporting documents by emailing filmingrequests@mcc.org.au.

The MCC will respond to your application within five business days of receiving it. Please note if the MCC need to make complex arrangements for your filming activity it may take more than five days to approve your application.

If your application is approved we will send a venue access agreement including details of terms and conditions that apply and any associated fees.

If a request is denied a clear rationale will be provided for doing so.

Venue Access Agreement

Approved applicants will be required to complete and sign a venue access agreement, which will be provided by the MCC.

If your application is approved you will also be required to provide a list of those attending, and vehicle requirements.

You may also be required to provide a run sheet and risk management plan.

Public Liability Insurance

Approved applicants will be required to provide a copy of the production company's public liability insurance to the value of **\$20,000,000**, along with the MCG being cited as a place where the venue hirer's insurance is valid.

Occupational Health and Safety

Compliance with strict site safety requirements is imperative to protect all our staff and visitors. The approved applicant is responsible for the safety of their employees and contractors, and must ensure that their activities comply with all relevant legislation and do not create a hazardous environment for anyone visiting or working at the MCG.

Online Induction Training

All crew and talent must complete the online occupational health and safety induction training in advance of filming at the MCG. The training is valid for two years.

Should the client be unable to complete safety training for any reason, they will still be able to proceed with the shoot. However, they must be accompanied at all times while on site by a staff member and therefore labour fees will apply.

Equipment

All equipment brought into the venue must be tagged and tested to comply with MCG safety requirements.



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 from 7.30am to 2pm. The Paddock Café is also available for breakfast, lunch and refreshments from 8.30am through 4pm. Further information available upon request.

Location

When filming is over, the crew must leave the area in a clean and tidy condition. If the location has been changed or damaged in any way, the applicant is responsible for restoring the area to its original condition and paying for any repairs.

Non compliance with venue access agreement

When conditions of a venue access agreement have been breached, the following actions may be taken:

- Cancellation of any approval that has been issued for the day in question.
- Instruction to cease all activities immediately and remove all personnel and equipment from the site.
- Forfeit of any and all fees paid to MCC to offset any losses or damages incurred.
- Additional fees may be incurred to offset any losses, damages or reinstatement costs.

Cancellation

Should the applicant change its mind and cancel the booking after its application has been provisionally approved, the applicant will be liable for the payment of the administration fees plus any other costs incurred by the MCC in preparation for the production.

A booking may be cancelled by the MCC at its discretion due to circumstances including but not limited to such as the weather or non-availability of the MCG. If the MCC cancels the booking, the administration, venue access and commercial licensing fees will be fully refundable. Only hard costs incurred by the MCC will need to be recovered from the applicant.



Non event day filming – National Sports Museum

Terms of Access

Access to film within the National Sports Museum (NSM) is conditional upon the user agreeing with the following terms and conditions, in addition to the guidelines specified in the preceding document:

- a) Access to the NSM will only be granted to those individuals who have been issued with an access pass by the NSM. Access passes must be presented on entry to the NSM.
- b) Only general views of the NSM galleries, exhibitions and spaces may be filmed and **no close up photography or filming of individual objects** is permitted. The NSM is not the owner of all intellectual property contained within the NSM and third parties (lenders of objects, artists whose work is displayed, etc.) should be contacted by the user if third party intellectual property is to be photographed or filmed.
- c) No adjustments to the NSM's audio-visual systems will be made by the NSM during public opening hours.
- d) Users must not attempt to alter, modify or manipulate and video or audio signal, images or data within the NSM in any way.
- e) NSM display lighting cannot be adjusted at any time. Users are requested to bring their own temporary lighting if it is required.
- f) All equipment brought into the venue must be tagged and tested to comply with MCG safety requirements.
- g) Filming in the NSM during public opening hours (10am-5pm, seven days a week) **will only be approved under special circumstances**.
- h) If filming during public opening times, the user must not:
 - adversely affect the experience of NSM patrons
 - leave equipment unattended
 - run unsecured cables across walkways
- i) No food or drink may be brought into the NSM under any circumstances.

The user acknowledges that the Melbourne Cricket Club has the right to control access to the NSM and may arrange for the removal of any person who fails to comply with these terms.

It is strongly recommended that all potential users visit the NSM in advance of filming to discuss power and logistical requirements with the NSM. Failure to do this may result in requirements not being able to be met.

Access requests for filming in NSM will be considered in relation to other activities such as functions, gallery maintenance and exhibition installation.

