

LOCATION, LOCATION

Film attraction advice for the New England North West
of New South Wales, Australia



A fast read on Location
Scouting and Film Attraction
for stakeholders in the New
England North West

By Arts North West/FilmNENW



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Why Me?

If you're reading this publication you may have picked it up because you're interested in film or photography or it has landed on your desk because your organisation requires you to promote and represent their film interests. That means you may have the opportunity to take location shots, update those images and accompanying information on film friendly sites or publications, or liaise with filmmakers and producers to secure film production in your area.

Why attract screen production to the region?

Most productions will employ some locals, use local services – accommodation, catering, drivers, vehicles, etc. and promote your region via the immediate publicity and ongoing publicity when the production is launched. Film and television production are a major boost to a locality's economy and if done well can continue to attract film industry and production.

How to make your LGA an attractive proposition

Typically the first contact you will have with a Production company is a call from the Producer or the Location Scout requesting information and possibly images of specific locations. Location Scouts will appreciate a willingness to assist them, and an understanding that they may only have a short time in your LGA to photograph locations and need to get a response quickly. To continue to attract films, TV series, TV Commercials, documentaries and online content productions to the region, it is important to understand what Producers are seeking when they come to your LGA. Local Government Filming Protocol document: [LGA Filming Protocol](#)

Why is Location Scouting Important?

This is the first step in getting a production to your area. It is a vital process in the pre-production stage of filmmaking and commercial photography and the more smoothly it runs the better for all.

What does it entail?

Once scriptwriters, producers or directors have decided what general kind of scenery they require for the various parts of their work that is shot outside of the studio, the search for a suitable place or "location" begins.

Location scouts also look for generally spectacular or interesting locations beforehand, to have a database of locations in case of requests. Do you have any locally available scouts that you could employ to assist you in developing a body of imagery or liaising with interested productions? Do you have an existing body of images on file and uploaded to the New England North West's Reel Scout database [FilmNENW Reel Scout Portal](#)?

Suitability of a location for a production takes into consideration many factors including:

- *overall aesthetic* – will it match the script/director requirements?
- *financial cost to production* – cost of locations/travel etc.
- *logistic feasibility* including but not limited to distance from base of operations, ease of access (does it require 4WD, can you bring in equipment easily?) or other locations scheduled.

- *availability of safe parking and facilities* to keep crew and talent (principal actors or models and extras) safe and dry at all times. This might also include accommodation, bathroom access and catering. Productions take up a lot of space not only on the set, but also around it. You will need to make sure that the space is big enough to not only fit the scene, but also to fit all of the equipment and crew to bring it to life. Beyond the set, you will need a place to stage equipment. You will also need an actor holding area. If you cannot find these sites in the location, perhaps you can find them nearby.
- *electricity supply* what is the availability of electrical power or feasibility of bringing in generators for lights and electrical equipment.
- *available light* (indoors or outdoors) and weather conditions (outdoors).
- *permission* from and cooperation of location owner and neighbours, local government and law enforcement.
- *sound* try to listen to the ambiance in the location. If you hear a lot of planes flying overhead while you are there, then this could end up being a problem during shooting. Though this may not be the deal-breaker, it is something to be aware of.
- *friendliness* first and repeat impressions count – how can you make film production welcome as well as keep community stakeholders comfortable?

*NOTE: The Scout may like what they see, however, that is no guarantee the production will come to your LGA. However, the Scout will have a new file of images from your LGA and may promote it to other productions. See what is already out there for your region by going to the New England North West's Reel Scout database [FilmNENW Reel Scout Portal](#). This database is the key portal for both the national and international film industry to our region.

What happens next?

If your LGA is selected as a location for a Screen Production, the Locations Manager will work with you and private property owners to lock down locations using standard contracts and complying with your LGA requirements. Bear in mind that the Filming Protocols require LGA's to keep fees to cost recovery. Documents such as the [LGA Filming Protocol](#) and [Sample Location Agreement](#) are available on our website.

Questions? Assistance?

Contact your regional screen office – Film New England North West

T: 02 6732 4988 E: office@artsnw.com.au W: www.artsnw.com.au or [Film NENW Online](#)

GETTING STARTED...

Q: Do you carry a camera, smart phone or tablet with you that enables you to snap off location ideas?

A: It can be as simple or as flash a camera as you feel comfortable with but small and simple enables you to have it in your pocket, bag, or glove box when you need it.

Q: Do you have a database or know how to access a database of images for locations that you could use/promote to engage with film producers?

See for examples of what is available for your region the New England North West's Reel Scout database [FilmNENW Reel Scout Portal](#)

Q: Do you have up to date information on access and facilities relating to those locations?

Speed and clarity are critical when dealing with film producers. It's important to have as much information on hand as you can as you never know what a location scout or producer might be interested in. Get out of the office, go for a drive or pick up the phone and get the answers or images. Also as important is to file that information in a spreadsheet or database with the selected location images. If you don't have images for sites that you think might be useful, source them or take them yourself.

Q: Do you have a ready list of contacts to draw on to help you put together information for an interested producer or locations scout? Do you have a similar list for if film production goes ahead?

Screen NSW has some contacts to get you started <http://www.screen.nsw.gov.au/film-permit-contacts/>

Q: Are you aware of the Film Friendly protocols and associated protocols that you'll need to adhere to?

Documents such as the [LGA Filming Protocol](#) and [Sample Location Agreement](#) are available on our website.

Screen Australia has developed a filmmaker's guide, *Pathways & Protocols*, to working with Indigenous people, culture and concepts. It provides advice about the ethical and legal issues involved in transferring Indigenous cultural material to the screen. It covers documentary and drama, including short dramas, feature films and television drama. Using real case studies as practical examples, the guide assists and encourages recognition and respect for the images, knowledge and stories of Indigenous people. The guide also includes contact details for key organisations such as land councils, Indigenous media associations and broadcasters, industry agencies, Indigenous cultural advisors and script consultants, and permit offices. *Pathways & Protocols* can be downloaded from the Screen Australia website at http://www.screenaustralia.gov.au/filmmaking/Indigenous_protocols.aspx

Q: Do you know where to go for more support or assistance?

Easy!

Step 1. Film New England North West (managed by Arts North West)

[Film NENW Online](#)

Step 2. Production and Screen Incentives Team at Screen NSW

www.screennswlocations



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www.artsnw.com.au/programs/film-new-england-north-west/