

CIRCULAR



Subject: GRAND FINAL FILMING

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Audience: Club Committees, Board

Summary: Clubs wishing to film and/or stream their Grand Finals directly themselves or indirectly through a third-party media production company are required to advise the PFL by Wednesday prior to their respective Grand Final.	Action: Clubs to email: agileno@wafc.com.au by Wednesday prior to their respective Grand Final.
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PFL matches are the intellectual property of the PFL. PFL wish to protect the PFL's imagery, sponsors and reputation where filming and live streaming of PFL matches occur.

Some media production companies offset their costs with their own broadcast sponsors and advertisers promoted throughout live streams which may conflict with PFL sponsors.

Where media production companies are engaged by clubs, the media production company should be aware of PFL's obligations relating to copyright permission to film and/or stream PFL matches and sponsorship/advertising conflicts.

We also wish to ensure host venues are aware of any filming arrangements for venue accessibility, camera and tent locations, electricity, etc, so Grand Finals run smoothly.

PFL FILMING OBLIGATIONS

1. To not broadcast sponsors and advertisers which conflict with PFL sponsors and advertisers.
2. To provide access to streaming links so the PFL can promote respective Grand Finals through its social media channels.
3. To provide Grand Final footage (or links) that may be upload to the PFL's virtual history website and be used for future promotional use by the PFL.

RESTRICTED GRAND FINALS TO BE FILMED BY THE PFL

The PFL will film and stream the below Grand Finals.

Date	Grade	Venue
4/09/2021	Womens A	East Fremantle Oval
11/09/2021	B Grade	Arena Joondalup
18/09/2021	A Grade, A Reserve, Phil Scott Colts	Bassendean Oval

No other media production companies will be permitted to film/stream the above Grand Finals.

OPEN GRAND FINALS WHICH MAY BE FILMED BY CLUBS/MEDIA PRODUCTION COMPANIES

Grand Finals played below may be filmed/streamed by media production companies organised by clubs subject to agreeing to the above PFL obligations.

Clubs may wish to share filming costs.

Grades	Saturday 4th September 2021	Saturday 11th September 2021
Womens B, C4	East Fremantle Oval	
Womens C1, C2, C3	Gosnells Oval	
B Reserve, Drew Banfield Colts		Arena Joondalup
C1, C1 Reserves, Ian Dargie Colts		East Fremantle Oval
C2, C2 Reserves, Laurie Keene Colts		Bassendean Oval
C3, C3 Reserves, West Coast Colts		Gil Fraser Reserve
C4, C4 Reserves, E4		Wyong Reserve
C5, C5 Reserves, Brett Jones Colts		Gosnells Oval
E1, E2, E3		TBA

MEDIA PRODUCTION COMPANIES

Sports Interactive	John Douglas	0414 192 324 john@sportsinteractive.biz
Local Media Services Company	David McCrae	9498 7817 admin@lmsc.com.au
Infinite Action	Craig Wilson	0403 387420 craig@infiniteaction.com.au
Front Row Screens	Matt Williamson	matt@btsperth.com.au
Showscreens	Christian	christian@showscreens.tv
RKS Productions	Ross Smith	rks@westnet.com.au