

COME AND FILM

We welcome all filmmakers to create and play in the Wellington region. Our breathtaking landscapes and locations meet a deep respect for the whenua (land). Every project plays a part in preserving this environment, ensuring future storytellers can continue to enjoy all the region has to offer.

Screen productions vary in size, impact, and commercial intent, so we've prepared additional guidance to help filmmakers understand what to expect when applying for a permit.

Content creator with a cell phone



While this filming is lower in impact, it often generates revenue or is monetised, therefore, it could be considered a commercial project.

Student group with film equipment (camera, boom mics, light stands)



While this setup may appear high in impact due to crew size and equipment, student and self-funded short films are typically created for personal development and do not generate revenue. These are generally considered non-commercial projects.

Location-based fees

Commercial projects may attract fees when filming in specific council-controlled locations. These fees help ensure the ongoing care and preservation of the whenua by dedicated council staff and park rangers. While location-based fees may apply, the permit itself remains free of charge. To confirm whether your chosen location will attract a fee, please contact Screen Wellington.

This guide is designed to help you understand whether your production may be considered a 'commercial production'.

What is considered a commercial production?

Productions are considered 'commercial' when the primary purpose is to promote, sell, advertise, or generate revenue. This includes any project where the intent or expected outcome is commercial in nature.

Examples of commercial filming

- Intended for public distribution with commercial value (e.g., TV broadcast, cinema release, commercial streaming platforms)
- Funded by a business, brand, or commercial entity
- Part of a marketing, promotional, or advertising campaign
- Expected to generate revenue, directly or indirectly (e.g., monetised online content, branded social media videos)

What is considered a non-commercial production?

Productions are considered non-commercial when they are not intended to generate revenue, promote a product or service, or support a commercial client. These projects are typically created for education, personal development, or community benefit.

Examples of non-commercial filming

- A student's short film for assessment
- A self-funded project for creative development
- Charity and not-for-profit projects created to support community or social outcomes

Non-commercial projects may still be shown publicly

Some projects may involve public screenings, online sharing, or festival submissions, but are still considered non-commercial because they are not profit-driven and have no commercial intent. These include:

- Self-funded short films entered into film festivals
- Student films screened as part of coursework or festivals
- Charity and community projects shared publicly to raise awareness (not revenue driven)

These remain non-commercial even if they reach wider audiences.

Should you have any questions, please feel free to contact Screen Wellington to discuss your project.