

Sydney Opera House Policy

Title:	Illumination of Sydney Opera Sails Policy
Policy Number:	SOH104
Effective Date:	3 May 2012
Authorisation:	Sydney Opera House Trust
Authorisation Date:	2 May 2012
Superseded Policy:	2007/02
Accountable Executive:	Chief Executive Officer
Responsible Officer:	Manager, Venue & Event Sales

1 PURPOSE

1.1 The purpose of this policy is to:

- determine the criteria by which the Sails of Sydney Opera House may be illuminated; and
- ensure the preservation of the Sails by protecting the Sails from exploitation and managing illumination of the Sails where it has been permitted.

2 SCOPE

2.1 This policy applies to applications by third party organisations to light the Sydney Opera House Sails.

3 POLICY

Principles

- 3.1 As an iconic structure of major architectural, heritage and cultural significance, the community expects Sydney Opera House will take a high profile position in events of state, national and international significance. The roof or 'Sails' of the House form the centrepiece of this significance and of the brand of the Sydney Opera House.
- 3.2 Sydney Opera House Trust frequently receives requests from not-for-profit and commercial organisations to illuminate or project colours onto the roof of the Sydney Opera House (the Sails) for the purpose of promoting a community message, cause, product or service. Sydney Opera House is committed to effectively managing these requests to meet community expectations while preserving the integrity of the Sails and the Sydney Opera House Brand.
- 3.3 Lighting of the Sails by third party organisations will be permitted no more than 8 times per year and is limited to static single colour illumination only (see sections 3.6 – 3.15). This limit does not apply to lighting or projections onto the Sails conducted in association with major Sydney Opera House events.
- 3.4 All requests to light the Sails are subject to the approval of the Chief Executive Officer, acting on authority of the Trust, and in accordance with the criteria outlined in section 3 of this policy and the procedures outlined in section 4.
- 3.5 Sydney Opera House reserves the right to consider, approve and/or refuse any proposal to illuminate the Sails at its absolute discretion.

Criteria and Conditions for Lighting of the Sails

- 3.6 Approval for Lighting of the Sails is subject to the following criteria being met:
- (i) the lighting of the sails is related to a major cultural event or community project; and
 - (ii) is not detrimental to the heritage values of the building; and
 - (iii) the execution does not adversely impact on other events taking place at Sydney Opera House or otherwise unduly interrupt normal operations;
 - (iv) the execution has very high production values; and
 - (v) does not adversely intrude on the public environs of the Sydney Opera House site; and
 - (vi) the result is consistent with the Sydney Opera House brand, image and role in the community; and
 - (vii) there is appropriate acknowledgement of Sydney Opera House as part of the event; and
 - (viii) the visual impact of the event is assessed by Sydney Opera House to have significant artistic/aesthetic merit; and
 - (ix) costs are met by the requesting organisation.
- 3.7 No logo or corporate identity shall be permitted to be projected onto the Sails. A colour shall not be used to promote a corporate identity. Unless for a specific artistic purpose in relation to Sydney Opera House, text or slogans will not be permitted.
- 3.8 Designs for illuminating the Sails by third party organisations will be limited to static single colour illumination of the Sydney Opera House Sails using either:
- the flood lights on the western side of the building; or
 - high quality projection equipment located outside the Sydney Opera House site.
- 3.9 Designs involving the projection of images and patterns onto the Sails by third party organisations will not be approved unless the Chief Executive Officer agrees otherwise in exceptional circumstances. As a general rule, projections of images and patterns will be reserved for Sydney Opera House in order to maintain the unique nature and artistic value of those Sydney Opera House presentations that incorporate lighting of the Sails.
- 3.10 All designs and methods for illuminating the Sails must be approved by Sydney Opera House through the proposal process outlined in section 4.
- 3.11 Where a proposal for static single colour illumination by third party organisation is approved, coloured lighting will be provided by Sydney Opera House. A fee will be charged to the third party to recoup the costs associated with the lighting, including equipment and labour charges.
- 3.12 In exceptional circumstances where projection of images and patterns by a third party is approved (refer 3.9), work will be planned and provided by the third party at their expense. All approved projections onto the Sails will be conducted in a manner consistent with the artistic values of the event and maintaining the integrity of the Sails under this policy.
- 3.13 Requests for illumination of the Sails may come from time to time from Government to promote special events or encourage tourism. These requests will be responded to positively while maintaining the Trust's policy of non-exploitation of the Sails.

3.14 In situations where the Sydney Opera House Sails form a backdrop to a televised outside broadcast, the temporary enhancement of a degree of white light reflected on the Sails is permissible. Funding for this type of request will not generally be met by Sydney Opera House.

3.15 The flood lights on the Sails may be turned off for a period of time for an occasion of State, National or International significance.

4 PRACTICES AND PROCEDURES

4.1 Proposals from organisations to light the Sails must be submitted to Sydney Opera House in writing **at least two (2) months** before a decision is required. All proposals should be addressed to the Manager, Venue & Event Sales.

4.2 Proposals must:

- Address the criteria listed in section 3.6 above.
- Provide information and concepts for proposed colours washes and designs in accordance with this policy.
- Provide information on technical specifications and marketing or awareness campaigns. Note: The method of illumination of the Sails must be approved by Sydney Opera House.
- Include the acceptance of the cost if Sydney Opera House is undertaking work as determined by Sydney Opera House from time to time.

4.3 All proposals will be considered by Sydney Opera House Management in accordance with this policy. Recommendations, noting relevant issues, will be sent to the Chief Executive Officer to be considered for approval.

4.4 Approval of proposals will be made by the Chief Executive Officer within the scope and principles of this policy.

- Any proposals that may be considered to compromise the artistic value, brand or reputation of Sydney Opera House as a performance venue and World Heritage site will not be approved.
- Any recommended illumination approvals outside the scope of this policy are subject to discussion and agreement between the Chief Executive Officer and Chair of the Trust.

4.5 All approved proposals are subject to a hiring agreement and where required, payment of a deposit to secure the event.

4.6 A report on illumination of the Sails decisions will be provided to the Trust as part of the regular CEO Report.

5 ACCOUNTABILITIES

5.1 The Manager, Venue & Event Sales is responsible for:

- receiving and providing initial responses to applicants;
- providing written briefing and recommendations to the Chief Executive Officer;
- providing advice to applicants as required;
- coordinating hiring agreements, deposits and other requirements for approved proposals; and
- implementation, review and monitoring of this policy.

5.2 The Chief Executive Officer is responsible for approving proposals, referring applications to the Trust where required, and formal reporting on illumination decisions to the Trust.

APPROVED

Sydney Opera House Trust

Date: 2 May 2012

Version Control

Version	Date	Author	Approval	Details/Comments
1.0	Aug 2008	Director, Performing Arts	Chief Executive	Update to delegation only
2.0	Nov 2011	Theatre & Events		Review 2011/12
2.1	March 2012	CEO'S Office		Review 2012 Update 1
2.2	May 2012	CEO's Office	SOH Trust	Final