

Photography Production in Singapore SMM Guidelines Summary

Updated: 26/9/2021



Period: 27 th Sep– 24 th Oct 2021 Photography Guidelines (For SSIC 742xx businesses only)	Commercial (B2B productions like advertisement, marketing, where end product is for a business / company)	Non-Commercial (B2C jobs like family portraiture and pre-wedding where end product is for private individuals)	Events (conferences, expo, seminars, meetings)	Weddings (Marriages and Solemnizations)
Maximum Pax allowed (<i>inclusive</i> of crew & talent/subject)	No more than 50 personnel on location, including talent/subject		Check with Event Organiser	According to https://www.gobusiness.gov.sg/images/guides/WeddingAdvisoryv2.pdf
Maximum number of <i>unmasked talent/subject</i> allowed	No more than 20 onscreen talent/subjects (who may be unmasked if necessary)		<ul style="list-style-type: none"> • ≤10 pax at any one time with at least 1m spacing at all times. • To put mask back on immediately in-between and after shots 	
Unmasking for photo-taking protocol	Maximum 20 pax <ul style="list-style-type: none"> • to put mask back on immediately in-between and after shots 	Maximum 20 pax <ul style="list-style-type: none"> • Multiple Households allowed • To put mask back on immediately in-between and after shots 		
Distancing protocol	There should only be brief and momentary contact amongst personnel (including photographer, talents/subjects and/or clients), who must maintain 1-metre safe distancing throughout the production where reasonably practicable.		<ul style="list-style-type: none"> • 1m distancing required for everybody at all times 	
Photoshoots in private residential premises	limited to 2 distinct visitors <i>per day</i>		N/A	
Photoshoots in outdoor situations	<ul style="list-style-type: none"> • If photoshoots are taking place outdoors or in locations where members of the public might be present, please ensure to cordon off the photoshoot/production area. Any person who is not working on the photoshoot/production should not be allowed to crowd around the area • Please adhere to location specific guidelines if any; e.g., if location is governed under NParks, do verify information from NParks website 			
Make-up services	<ul style="list-style-type: none"> • Make-up services allowed to resume. Make-up artists must be registered business entity and part of official production crew 	<ul style="list-style-type: none"> • Make-up services allowed to resume based on prevailing guidelines for personal care services • Ref Directive Point 4.2: https://www.enterprisesg.gov.sg/-/media/esg/files/media-centre/media-releases/2021/august/mr05621_updated-advisory-for-safe-management-measures-at-retail-establishments-and-lifestyle-related-services.pdf?la=en 		
Additional references	<ul style="list-style-type: none"> • IMDA reference: https://www.imda.gov.sg/for-industry/sectors/Media/Film/Filming-in-Singapore • NParks permit application: https://www.nparks.gov.sg/request-to-film-on-location-form • MICE events: https://www.stb.gov.sg/content/stb/en/home-pages/advisory-for-MICE.html#MICE • Wedding event: https://www.gobusiness.gov.sg/images/guides/WeddingAdvisoryv2.pdf • ROM Reference: https://www.rom.gov.sg/ • ESG Retail/Lifestyle services Reference: https://www.enterprisesg.gov.sg/media-centre/media-releases/2021/august/mr05621_updated-advisory-for-safe-management-measures-at-retail-establishments-and-lifestyle-related-services 			