

PARKHILL PRIMARY SCHOOL

POLICY: Filming and Photography Policy

PROGRAM LEADER: M. Smith / E. Brady

DATE RATIFIED BY SCHOOL COUNCIL: September 2017

RATIONALE

The School recognises the importance of maintaining a photographic history for both its own administrative and archival purposes and for the use of individual students and their families. This includes the privacy of those members of the community. This policy provides guidelines for the various requirements for photography in relation to:

- Publicity
- Annual class photos and individual student photos
- Curricular activities, excursions, incursions, Parkhill TV and other typical student day to day school activities photos
- Performing Arts photos (e.g. whole school productions, instrumental music recitals, choral events, etc.)
- School sporting event photos (e.g. interschool and district sports, swimming lessons and carnivals, etc.)
- Whole school community event photos (e.g. Twilight Sports, Fun Food and Carols, etc.)

This policy is relevant to all Staff, Students and parents/carers within the school community.

Note: the term “photography” and derivatives is taken to mean both still and moving imagery.

AIMS

1. To increase staff, student and community awareness about photography privacy issues, required permissions and acceptable use of images.
2. To encourage the school community to use photographic images respectfully.
3. To ensure that families and new staff are informed of the school’s Filming and Photography policy.
4. To ensure the protection of students with particularly high privacy needs.

IMPLEMENTATION

The Principal is responsible for the overall coordination of the School’s photography requirements and policy implementation.

The school will:

- Schedule specific photography sessions and advise the school community
- Collect parent/carer authorities for children to be photographed whilst at school
- Maintain a list of students for whom no authority has been received and communicate this to relevant parties (e.g. teachers)
- Maintain a list of students who have a particularly high need for privacy (e.g. subject to protection orders, etc.)

Permission to Publish Student Images in Photographs

- The School obtains permission from parents during the enrolment process, via a Permission Form provided upon enrolment, to use photographs of students in the production of School related documents and promotions.
- The Principal will ensure that specific permission is obtained from parents before publishing any photos of students on the school website, on promotional display boards, in other marketing and promotional materials, and in newspapers or online.

Use of Photographic Image guidelines

- Photos taken by members of the public on school premises or at school organised events are for personal use only.
- Photographs must not be used in any commercial or any other form of promotional or communication materials, placed on any form of social media nor uploaded to any web-site, blog or other electronic public or group communication forum without the express permission of the school and each and all individuals (or their legal guardian) in the photo. Note: this excludes all school approved sites.

- These photos are subject to the School's ICT policy, Information privacy policy and Code of Conduct policy (both available from the school upon request) and to the Department's current guidelines and policy on Photography within schools.
- The School takes the privacy of students, teachers, staff and others in our community very seriously and insists that these images must be used respectfully at all times.

School Events or Activities where photography is not permitted

- At events where the school has advised that parents/carers will not photograph or film, the school will attempt to appoint one or more individuals to take photos on behalf of the community. This will give the school the opportunity to remove any inappropriate / unauthorised images.

Annual Class Photos and individual Student Photos

- All students will be given the opportunity to have an individual photo taken at the time of the class photos. The cost of these will be borne by the parent/carer who must have paid for the photograph.
- The school will maintain a copy of the individual photos and class and group photos for its own use, which may include in class lists, display on notice boards about the school, use on medical alert forms / posters and use for identification cards or name tags. The school may also include these photos in school publications such as newsletters and school magazines.

Curricular Activities, Excursions, Incursions, Parkhill TV and other typical student day to day school activities

- Teachers, staff and other volunteers frequently take photos of students engaged in learning activities to assist with the student learning and a record of the event.
- Teachers, staff and other volunteers are required to comply with the use of photographic images guidelines.

Performing Arts

- This includes whole school productions, concerts, instrumental music recitals, choral events, student assembly performances, and other performing arts activities or events as classified by the Principal.
- There may be times when students are performing items that might be subject to copyright and/or intellectual property rights and where the recording of the performances may infringe upon the owners' rights. Wherever possible the school will inform teachers, parents/ carers of these however notes that it is the photographer's responsibility to ensure that any photographs or recordings are used in a way that breaches any legal obligations.
- There may be times when students' parents/carers have not signed photography permission forms or the individual students have a higher than typical need for privacy. There may also be times when the use of flashes or other photograph paraphernalia may distract or hinder students in their performances. In these circumstances, the school may then ask families not to photograph children during performances.

School Sporting Event photos

- This includes class sports activities, interschool and district, state, national sports, swimming lessons and carnivals, and other sporting activities or events as classified by the Principal.
- There may be times when students' parents/carers have not signed photography permission forms or the individual students have a higher than typical need for privacy. There may also be times when the use of flashes or other photograph paraphernalia may distract or hinder students in their sporting performances. In these circumstances, the school may then ask families not to photograph students during sporting events.

Whole school community event photos

- This includes Twilight Sports, Fun Food and Carols, and other whole school or sub-group of school community activities of events endorsed by the school's leadership.
- Teachers, staff and parents/carers and others attending must be reminded before the events that they must comply with the school's use of photographic images guidelines.

EVALUATION

This policy will be reviewed as part of the school's four year review cycle.

APPENDICES

- Nil

REFERENCES

- DEECD - School Policy and Advisory Guide:
<http://www.education.vic.gov.au/school/principals/spag/Pages/azindex.aspx>
- Education and Training Reform Act 2006
[http://www.legislation.vic.gov.au/Domino/Web_Notes/LDMS/PubStatbook.nsf/f932b66241ecf1b7ca256e92000e23be/575C47EA02890DA4CA25717000217213/\\$FILE/06-024a.pdf](http://www.legislation.vic.gov.au/Domino/Web_Notes/LDMS/PubStatbook.nsf/f932b66241ecf1b7ca256e92000e23be/575C47EA02890DA4CA25717000217213/$FILE/06-024a.pdf)