

## **MEDIA AND COMMUNICATIONS CONSENT FORM**

Photos, video footage and work samples of students are used regularly by schools for a number of reasons. These situations are generally for the purpose of acknowledging the efforts of the student or the school, or for promotion of the school or Catholic Education purposes and under current legislation this practice can continue. Photographs and multimedia images may be taken of students for record and archival purposes, such as annual class and individual photographs and similar multimedia productions. On occasion, the media may visit the school and may take photographs, video, or audio of school activities or newsworthy events.

Catholic Schools and Colleges in the Diocese of Cairns, Catholic Education Services in the Diocese of Cairns (CES), and affiliated organisations in the wider Catholic Education community such as Queensland Catholic Education Commission, Federation of Parents and Friends, National Catholic Education Commission, carry out ongoing marketing and communication activities to maintain a positive profile in their communities.

While these activities are of interest to the community and add significantly to the appeal of both schools' and the Catholic Education community's publications, websites and all forms of communications, the safety of students is paramount in all we do.

The *Privacy Amendment Act 2001* imposes obligations upon organisations collecting personal information to protect that information. Images of individuals in photographs or film are treated as personal information under the Privacy Act where the person's identity is clear or can reasonably be worked out from that image.

### **Consent**

Consent to identify a student (by image or name) is sought from the parent/guardian of the student by asking the parent/guardian to complete and sign this Media and Communications Consent Form which forms part of the Confirmation of Enrolment. This consent form either gives, or does not give, permission for the student's School and greater Catholic Education community to publish the images, video or audio recordings.

Consent applies to any use, recording or disclosure of the student's name, recording or image, individual work and personal information, including but not limited to:

- any activities engaged in during the ordinary course of the provision of education and training by the School or CES assessment of students and other purposes associated with the provision of education;
- public relations, promotion, advertising, media and commercial activities;
- use by the media in relation to activities that show the student in a positive light, eg drama and musical performances, sports and prize giving;
- any other activities as sanctioned by the School or CES.

Therefore, consent permits the taking of group and individual photographs, digital and audio images in the course of the student's school or school-related activities for school records and for distribution to members of the school and wider Catholic Education community, via printed or digital means. Print or electronic publication may include the school newsletter, other Catholic Education community publications, advertising and communications, including websites (with or without password protection). These images may also be displayed on the school premises. The student's image/details can appear in any school-related photographs, websites or publications (in so far as the School/CES can exercise control). Consent also authorises the use of the student's image and details (if appropriate) in mass media, under the school's supervision, and authorises supervised media access to the student in circumstances deemed appropriate by, and managed by, the school. Examples of this type of media include (though are not restricted to): the student's selection in a regional, state or national team; visits made by VIPs to the school; Channel 7 weather visits; publicity for the school and its events; participation in musical or dramatic performances; or participation in community events such as ANZAC day commemorations.

### **Understandings**

- 'Use' includes:
  - to create, make copies of or reproduce or retain in any form, including by camera, video, webcam, closed circuit television, mobile phone or any other form of digital recorder or device, including still or motion; and
  - to distribute, publish or communicate in any form, including in newsletters and other print, electronic, social and outdoor media, and the Internet, in whole or in part, and to permit other persons to do so.
- Licensed under NEALS
  - The photos, video/audio and samples of work may appear in material which will be available to schools and education departments around Australia under the National Educational Access Licence for Schools (NEALS), which is a licence between education departments of the various states and territories, allowing schools to use licensed material wholly and freely for educational purposes.

**Who should sign the consent form?** The student's parent/legal guardian should sign the form, along with the student themselves (if age appropriate). Whether consent is provided or not provided, the school requests that the parent/guardian informs the student of their decision. This ensures that the student is aware consent has been given, or withheld.

While the School and/or CES will make all reasonable efforts to ensure that only appropriately authorised persons complete the consent form and sign the authorisation section, the School and/or CES will not be responsible for circumstances in which it is misled as to the identity and authority of that person.

**What happens to the consent form once it is filled out and signed?** The consent form will be placed on the student's file or record and retained by the school and/or CES. If requested, a copy of the form will be made available to the student and/or the student's parent/legal guardian.

## Duration

In giving consent, the parent/legal guardian acknowledges that the material may continue to be used for a number of years, even once the student has left the School, and that some of the products in which the material is used may have extended longevity.

***This consent, once given, will be amended or revoked only upon receipt of written notification from the parent/guardian who gave it originally or the student (if over 18 years of age).***

***Parents and/or legal guardians should notify the Secretary/Enrolments Registrar at the student's school immediately if any circumstance arises that would prevent the school/CES/associated organisations from using their child's photo, video images or work samples.***

## Remuneration

No remuneration is offered to students for whom consent is given to take part in marketing or promotional activities whether at the School, CES, or other Catholic Education community level.

## Copyright

At all times ownership of any material obtained from the above activities will vest with either the School or CES.

## Families, Friends and/or Community Members

Consent given in this form does not extend to families, friends and/or community members. Any photos or video of students taken by families, friends and/or community members at school activities must be for personal use only and not used in public places outside the School including social networking sites.

## Consent Given/Not Given

I give permission for photos, video/audio and samples of work created or contributed to by the student identified below to be used without remuneration or compensation in all forms of publications and communications as outlined above and/or presentations sanctioned by the School, Catholic Education Services – Diocese of Cairns, or the wider Catholic Education community.

Consent Given or  Consent Not Given

## Student details

Student's Legal Name: \_\_\_\_\_

Student's Date of Birth: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature of student (optional, if the student is a minor): \_\_\_\_\_ Date: \_\_\_\_\_

***If the student is under 18, both Parents/Legal Guardian/s are required to sign this consent form. If this is not possible due to extenuating circumstances, please discuss with the Principal.***

Name of Parent or Legal Guardian 1: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
Postcode: \_\_\_\_\_

Signature of Parent or Legal Guardian 1: \_\_\_\_\_ Date: \_\_\_\_\_

Name of Parent or Legal Guardian 2: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
Postcode: \_\_\_\_\_

Signature of Parent or Legal Guardian 2: \_\_\_\_\_ Date: \_\_\_\_\_

Any personal information will be stored, used and disclosed in accordance with the requirements of the *Privacy Amendment Act 2001 (Commonwealth)*.