

PHOTOGRAPHY POLICY

Commencement Date:	Review Date:	June 2019
Division Responsible:	Engagement	
Approval Authority:	Guild Council	
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1.0 About this Policy

The UWA Student Guild is an organisation that prioritises the wellbeing and overall positive university experience for UWA students; as such, everything the Guild undertakes, including photography and imagery, has students and people as the primary focus. The Guild is committed to ensuring all images harnessed to promote the organisation are taken with the subject’s permission, and used in an approved manner.

The Guild’s Engagement Department is available to assist students, clubs and organisations in taking and storing images for Guild use. If you are unsure or require further assistance, do not hesitate to contact marketing@guild.uwa.edu.au.

2.0 Scope and Aims

2.1 Scope of Policy

This policy applies to photography for the purpose of promotion by the Guild. This policy also covers external photography service providers contracted by the Guild, subject to contract negotiations. It does not cover photography for personal use, or for non-promotional purposes.

2.2 Aims

This Policy aims to:

- Provide a definition of terms used to identify photography and Guild channels
- Provide photography process guidance, clearly stating the steps photographers should take when shooting, recording and saving imagery for Guild purposes
- Identify where the Guild has responsibility over photographs
- Identify the approval process for the use of photographs both online and offline (including in print)
- Outline the process for sharing images with affiliated or external organisations
- Explain the content guidelines pertaining to photography promotions, and the process taken if content is found to be in breach of these rules
- Provide a process for complaints or requests for the removal of any such material

3.0 Definitions

3.1 Definition of “photography”

For the purposes of this policy, ‘photography’ refers to both digital and printed form and includes but is not limited to:

- A picture or video made using a digital or film camera, phone camera, or disposable or polaroid camera

3.2 Definition of “promotion”

- For the purposes of this policy, ‘promotions’ can be produced in both digital and printed form, and include but are not limited to: All pages or accounts held or run by the Guild and Guild student departments across all social media platforms, including Facebook, Instagram, Twitter, Youtube, Google + and Snapchat
- All submissions and advertisements in digital newsletters produced by the Guild, including Guild Weekly, The Post and International Student Insider
- All promotional T-shirts, clothing and products created by the Guild for the organisation, Guild-affiliated clubs, faculty societies and departments
- All submissions and advertisements in Guild publications including the annual student diary, Pelican, Damsel, Postscript, Prosh, Lighthouse and Annual Reports.
- All content and advertisements featured on the UWA Student Guild website, or other affiliated websites including Pelican.
- All events and event artwork detailed in the Events Calendar on the UWA Student Guild website
- All jobs and job descriptions details on www.volunteering.guild.uwa.edu.au
- All posters, printed material, and/or digital material produced by the Guild for distribution or displayed in the Guild Village area, including banners, flyers, posters for events and Christmas cards.

3.3 Definition of “displayed”

For the purposes of this policy, ‘displayed’ can refer to promotions and publications (in both the digital and printed form) including but not limited to those which:

- Feature visible or readable text, imagery, artwork, symbols or a combination of all four
- Can be seen by more than just the content’s creator

3.4 Definition of ‘public events’

For the purposes of this policy, ‘public events’ refer to any events where the event is created and open to the public. This includes but is not limited to: Festivals, exhibitions, fairs, cause-related, fundraising and leisure activities such as parties, quiz nights, and alike.

3.5 Definition of “close up photography”

For the purpose of this policy, “close up photography”, refers to a photograph or video taken at close range or with a long focal-length lens, including but not limited to:

- Where the majority of an image is filled by the entire frame of a person’s face, or;

An intimate view or presentation of a person (or part of a person), such that the person could potentially be identified

4.0 Photography Procedure

4.1 Taking Images and Video

4.1.1 At staged shoots: Everyone photographed or filmed as part of a UWA Student Guild organised shoot is required to sign a talent release form, including staff and student representatives.

4.1.2 Of minors: If there are children or teenagers (under 18) photographed or filmed, then a talent release form needs to be signed by their parent or guardian.

4.1.3 At events: If photos or videos are being taken at a public event, such as Open Day, no talent release forms are required as there is an understanding that if you attend a public event, you may be photographed or filmed.

4.1.3a If attendees are asked to “pose” for a shoot or the photographer/videographer takes a close-up shot, the Guild should identify themselves and ensure that everyone captured has:

- 1) signed a talent release form or given their verbal consent (for images with more than 3 people as the subject), and
- 2) been informed what the images/video will/may be used for prior to being photographed.

4.2 Notice of photography on event promotions

All posters and social media events must have the following statement included on them or in the event description:

Please note: this event will be photographed, and all imagery from the event may be used for social media or promotional purposes. View the policy on our website for more information.

Individual Release Form: [Guild Talent Release Form](#)

Group Release Form: [Guild Group Talent Release Form](#)

4.3 Hiring External Photographers

If photography for an event or staged shoot is to be done by an external service provider or contractor, a copy of the Guild Photography Contract and/or a copy of this policy must be provided and returned with a signature prior to engaging their services, detailing the expectations and requirements of both the Guild and the photographer.

5.0 Saving Files

All images and videos are to be saved to the Guild’s Student Services Shared Drive and placed in a new folder within 5 days of the shoot (or as soon as possible). No images may be stored on personal devices. Any talent release forms which correlate to the shoot should also be saved into a subfolder alongside the images marked ‘Legal’; the original signed physical copies are to be kept on file.

6.0 Displaying Images via the Guild

6.1 When approval IS NOT required:

Images that have followed the process outlined in Sections 4 and 5 above can be used in all Guild promotions and publications relating to the event or initiative in question (for example, an ODAY image in an ODAY brochure or ODAY social media post) without approval from the Marketing Officer or Human Resources Director, as this is considered to be using the images as intended.

6.2 When approval IS required:

Images from organised photoshoots or posed images which are to be used to promote initiatives outside of their intended fashion (for example, an ODAY image for a Christmas card, or a smiling student picture for an Annual Report) then the correlating photo release form will have to be confirmed to be on file and completed in their entirety before being approved for publication by the Marketing Officer and the Human Resources Director.

7.0 Sharing images with affiliated or external organisations

If permission is granted by the subjects in the photo (via the talent release form) the Guild may supply copies of the images to an affiliated or external organisation. When sharing images, the Guild must supply watermarked images, and stipulate that credit be given to the Guild where possible (i.e. tagging the Guild on social media, or crediting the Guild in image descriptions).

A record of correspondence from sharing images to external organisations (i.e. emails) must be kept on file by the sender.

7.1 Watermarking images

Images supplied to external organisations should be watermarked in the bottom left corner, with a white Guild logo at 70% transparency. The logo should be spaced on all sides in keeping with the Guild brand guidelines.

8.0 Photography Content

The people and actions featured in any form of Guild photography must not be illegal (at State Government or national level); be in breach of the University By-laws or Charter of Rights; or outside of the Guild's Rules and Regulations. For example, photography and video taken by the Guild **cannot** feature:

- smoking on UWA property
- underage drinking
- violence
- abuse
- alcohol brands (except in the case of The UWA Tavern)
- the destruction of property

9.0 Complaints Procedure

Despite the approval process outlined 4.1, it is possible a member of the University community or broader community may take offence at their image appearing on Guild publications or promotional

material. If someone would like their image removed from a publication or promotional material, the process is as follows:

- In the case of publications (digital or print), lodge a copy of the publication with the Guild Student Centre alongside a request for review/removal, or in the case of posters advise the Guild Student Centre of the poster details and lodge the request.
- The publication will be removed from circulation whilst a decision is made about the publication imagery by at least the following three people:
 - a) Guild President
 - b) Associate Director – Student Services
 - c) The original person who approved the use of the photograph
- A decision will be made by this group whether approval was obtained for the imagery to be used in publications or promotional material. If it is found that approval was **not** granted, and the image was still used, a written apology will be provided to the complainant and the image will be removed from the Guild Student Services Shared Drive.
- Where permission **was** granted but the complainant requests it be taken down, the group must consider:
 - The reason why the complainant has asked for the removal of the image;
 - Any detriment the publication of the image may have to the complainant;
 - Any costs associated with the removal of the image; and
 - Any other relevant considerations.

If the content of an image is found to be in breach of the guidelines outlined in Section 8, and if an image is reported, the process is as follows:

- In the case of images being sighted, the image is to be reported to the Guild Student Centre with the date and location of the image taking place or the location of the image on the Guild Student Services Shared Drive.
- For image/s are currently being taken, the Marketing Officer will be contacted immediately to address the photographer, who will be informed to cease taking images immediately. The photographer will then be informed they are to delete all images that breach the photography content outlined in 8.0 of this policy.
- If the image is located on the Guild Student Services Shared Drive, the image will be removed whilst a decision about the imagery is made by at least the following three people:
 - a) Guild President
 - b) Associate Director – Student Services
 - c) The original person who took the image
- A decision will be made by this group whether the image in question breaches Section 8 of this policy. If it is found that the image is in breach of the Photography Content Guidelines, the image will be removed from the Guild Shared Drive.
- Where a breach of Section 8 of this policy is substantiated, the Guild President and Associate Director – Student Services may decide to:
 - Remind the photographer of this policy;
 - Formally warn the photographer; or,
 - Terminate their services or ban the photographer from future Guild photography contracts.