

1. Overview and application

Australian Wildlife Conservancy (AWC) sanctuaries are private property and offer unique photography and filming opportunities. These opportunities would be unlikely to exist without the property being managed as a sanctuary. For this reason, any photos or video taken on our properties are a valuable asset and intellectual property that can be used to promote our work to the media, supporters and partners.

This policy may be reviewed and updated by AWC as required and without notice. You must familiarise yourself with the content of the most recent version of this policy, located on the AWC Intranet, and read revised versions when they are issued.

2. Use of photographs

For the purpose of this policy, the terms “private or personal use” and “public or commercial use” are defined by reference to the following descriptions:

What is private or personal use?

- Printing photographs for personal pictures or albums.
- Making a virtual photo album (e.g. on Facebook or other sites using low resolution images) to share with family and friends.
- Storing images on your hard drive / personal computer.

What is public or commercial use?

- Blogs, newsletters, presentations, reports, articles or any publication of photographs of any kind, with or without accompanying words or commentary.
- Putting photographs on a website that generates monetary gains for the photographer or website owner.
- Selling, lending, re-using, reproducing, distributing or licensing photographs or providing to third parties in any context or for any purpose.
- Publishing photos in an art gallery.
- Storing images in high resolution online.

3. AWC personnel

This policy applies to everyone at **AWC**, including employees, contractors, consultants, interns, volunteers, students and other researchers, and any other person or entity performing work for or on behalf of AWC or engaged in any activity on an AWC sanctuary other than those covered by the visitor or commercial photography provisions below (referred to in this policy as **personnel**).

The following applies to **all personnel**:

1. All photographs, videos and sound-recordings taken on an AWC sanctuary, whether during or outside work hours, are the **property of AWC** with joint copyright held, except where AWC has specifically agreed otherwise in writing in advance.

2. All the high resolution images / raw footage shot at our properties must be provided to AWC, which we have permission to use to promote AWC's work. You will be credited if your photographs are used and we will not provide them to third parties.
3. Photographs, video and sound-recordings are **only for private or personal use** and must not be any public or commercial use of them under any circumstances, unless you have obtained AWC's prior written consent from the Communications Manager.
4. All uses of photographs, videos and sound-recordings (including social media for private or personal use) must not "break news" before AWC has officially communicated or made it public (such as on the website). For example, discovery of a new species, eradication of the last feral cat in a fenced area, survey work, completion of infrastructure and programs.
5. If you wish to use photographs, video or sound-recordings beyond private or personal use as outlined above, then a Photography Agreement must be completed with AWC in advance, by contacting the Communications Manager.
6. All photographs that show animals being handled must be approved in writing by your AWC supervisor prior to posting in an online forum.
7. Where any photographs, videos or sound-recordings are posted online, you must take steps to prevent them from being copied or readily downloaded. The images must be in low resolution, you must include the AWC copyright in the file names, you must credit AWC and you must ensure the images are not licensed for use without restriction. This applies to all uses (private/personal and public/commercial).
8. Where any photographs, videos and sound-recordings are to be accompanied by words or commentary of any kind, this must first be sent to your supervisor and the Communications Manager to check for accuracy and for approval. You must also provide the Communications Manager with details of any website, report, blog, etc., where the images will appear so that AWC can ensure that these conditions are met. This applies to all uses (private/personal and public/commercial).
9. Any request to forward photos or video from AWC properties must be directed to the Communications Manager.

4. Visitors – private and personal use

A visitor is any person entering an AWC sanctuary in their private and personal capacity either as a tourist (at those sanctuaries which cater to visitors), to attend an AWC event, to visit family or friends working at the sanctuary or for some other AWC-approved private purpose.

AWC may request copies of photographs taken by visitors that may be suitable for use in publications, or in other ways to promote AWC. By accessing AWC properties, visitors agree:

1. If requested, to provide to AWC high resolution copies of all images taken. The photographs may be used by AWC in publications, on the website and in other ways to promote AWC's conservation efforts. You will be credited if your photographs are used and we will not provide them to third parties.
2. That the photographs, video and sound-recordings taken by you on AWC's sanctuary are **only for private or personal use** and there must not be any public or commercial use of them under any circumstances or provided to third parties, unless you have obtained AWC's prior written consent from the Communications Manager.

3. That the images are not licensed for use in any form or made available online or via any other means in any freely downloadable format, unless you have obtained AWC's prior written consent from the Communications Manager.
4. Where any photographs, videos and sound-recordings are to be accompanied by words or commentary of any kind, this must first be sent to AWC's Communications Manager to check for accuracy and for approval. You must also provide AWC with details of any website, report, blog, etc., where the images will appear so that AWC can ensure that these conditions are met. This applies to all uses (private/personal and public/commercial).
5. To grant AWC a royalty-free, irrevocable, multiple use licence to use the images for promotional and fundraising purposes, subject to appropriate acknowledgment.

5. Commercial photography

AWC will provide access to its sanctuaries for approved commercial photographers in instances when, in AWC's judgement, those activities are in keeping with AWC's mission. Whilst in general AWC welcomes interest from photographers, access will not be considered if AWC judges that the acquisition of or planned use of the images might compromise the research or conservation activities of AWC staff and research partners, harm wildlife or damage the environment.

To obtain access for commercial photography, a Photography Agreement must be arranged and signed through the AWC Communications Manager *before accessing the sanctuary*.

In consideration of being granted access for commercial photography, the photographer shall provide:

1. Your biography and/or company for whom you are working;
2. The species and/or landscapes you hope to photograph;
3. The length of time and proposed time that principle photography is anticipated to take, including any requests for night filming; and
4. How, where and when the images taken are anticipated or proposed to be used.

6. Further information

For further information on AWC's Photography Policy, please contact the Communications Manager on 08 9380 9633.