

Photography, Filming, and Image Use Policy (external)

Approval date: May 2023

Review date: May 2024

Policy owner: Chief Marketing and Communications Officer



1. INTRODUCTION

Australian Wildlife Conservancy (AWC) sanctuaries and partnership properties (AWC Properties) offer unique photography and filming opportunities. These opportunities would be unlikely to exist without AWC Properties being privately managed, funded primarily through donations. Photos and film recordings taken on AWC locations are a valuable asset and intellectual property that can be used to promote our important conservation work.

AWC welcomes visitors and media onto AWC Properties to conduct photography and filming activities, however, certain conditions and restrictions apply. These are outlined in the sections below.

NB. This policy does not apply to AWC employees, interns or volunteers.

2. PHOTOGRAPHY AND FILMING APPROVALS

AWC will consider all requests for photography and filming on AWC Properties that do not compromise our values or interfere with our critical conservation activities. AWC will protect the conservation values of AWC Properties by assessing the environmental impacts of filming proposals and placing appropriate conditions on filming approvals.

NB: all images portraying children or First Nations Australians need to undergo special approvals which will be managed by AWC. Also, photography taken at Mallee Cliffs National Park or in the Pilliga State Conservation Area needs to follow [NSW National Parks and Wildlife Service Photography Policy](#).

2.1 AWC Partners

AWC partners refers to any person or entity performing work for or on behalf of AWC – including official partners, researchers, helicopter pilots, and contractors.

AWC partners do not require prior approval to photograph or film on AWC properties unless it is for commercial purposes. AWC partners interested in photographing or filming for commercial purposes must comply with the conditions outlined in section 2.4.

For all other purposes, the following applies:

1. All photographs, film and video recordings taken by AWC partners on AWC Properties, whether during or outside work hours, are the property of AWC, except where copyright ownership has been discussed, and agreed, AWC in advance and in writing.
2. All high-resolution images / raw footage captured on AWC Properties must be provided to AWC, which we have permission to use to promote AWC's work will be used at AWC's discretion with credit appropriately attributed.
3. Photographs, film, and video recordings captured on AWC Properties and shared online must adhere to the guidelines outlined in section 3.

2.2 AWC Visitors

AWC visitors refers to any person entering an AWC property either as a tourist (at those sanctuaries which cater to visitors), supporter (including corporate groups and individual donors), to attend an AWC event, to visit family or friends working on the sanctuary, or for any other AWC approved private purpose (Visitor).

Visitors do not require prior approval to photograph or film on AWC properties unless it is for commercial purposes. Visitors interested in photographing or filming for commercial purposes must comply with the conditions outlined in section 2.4.

For all other purposes, the following applies:

1. Before accessing any AWC property, Visitors must accept the Sanctuary Conditions of Entry. Sanctuary Conditions of Entry will be provided upon booking online and can also be found on our website: www.australianwildlife.org.
2. AWC may request copies of any high-resolution photographs or footage taken on AWC Properties and used at AWC's discretion with credit appropriately attributed.
3. If you wish to share photographs or film recordings captured on AWC Properties online, you must adhere to the guidelines below:
 - a. Do not post anything of a negative, private, sensitive, confidential, or contentious nature that could damage the reputation of AWC, its employees or partners.
 - b. Do not show wildlife which could be interpreted as being in distress.
 - c. Do not reveal new research/partnerships/upcoming translocations/announcements ahead of AWC official announcements, and never disclose non-public information.
 - d. Do not share anything which contains (or pertains to) children, First Nations Australians or Government partners without prior consent from AWC.
 - e. Do not take photographs, film or digital content of AWC staff, including their children, without their express permission.
4. You will grant AWC a royalty-free, irrevocable, multiple use license to use the images for promotional and fundraising purposes, subject to appropriate acknowledgment.

2.3 Editorial media

AWC provides access to AWC Properties for approved editorial media use when AWC considers that the proposed use of the media aligns with AWC's mission. Whilst in general AWC welcomes interest from editorial media producers, access will not be considered if AWC determines that the acquisition 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.

Editorial media producers must liaise with AWC about any proposed visit and ensure AWC Property's Conditions of Entry, have been provided prior to entry.

2.4 Commercial Use

AWC provides access to AWC Properties for approved commercial photographers when AWC considers that the proposed use of the images is in keeping with AWC's mission. Whilst AWC welcomes interest from photographers, access will not be considered if AWC determines that the acquisition or planned use of the images might compromise the research or conservation activities of AWC, harm wildlife or damage the environment.

To obtain access to an AWC Property for commercial photography and filming purposes, a Filming and Photography Access Agreement must be entered into with AWC. This agreement states the obligations and entry requirements for each AWC Property and will be provided upon request.

3. USE OF PHOTOGRAPHY OR VIDEO FROM THE AWC LIBRARY

AWC hosts an iconic collection of Australian wildlife and landscape photography and video, including world-first HD footage from award-winning photographers and videographers. Images and videos from the AWC library are the sole copyright of AWC but can be made publicly available for media and promotional use on a case-by-case basis.

The below sections outline the requirements for any person/s wishing to use images from the AWC library.

3.1 AWC Partners

AWC partners are not required to sign an image use agreement form when requesting use of AWC images unless they intend to use the image for commercial purposes. AWC partners wishing to use AWC images for commercial purposes must sign an Image Use Agreement Form.

3.2 AWC Visitors

Visitors are required to sign an Image Use Agreement Form for all image use purposes. The form will be supplied by AWC upon request.

3.3 Editorial Media

Upon request, AWC will provide images for editorial media purposes. Accordingly, an Image Use Agreement is not required.

3.4 Commercial Use

Commercial photographers and media producers are required to sign an Image Use Agreement Form. The form will be supplied by AWC upon request.

4. CREDITING AWC

AWC has a policy of acknowledging photographers and videographers in content and will attribute credit. AWC must similarly be credited on any images and videos taken on AWC Properties as follows:

- Photographer: [full name / Australian Wildlife Conservancy] e.g., Brad Leue / Australian Wildlife Conservancy
- Tags for social media channels:
 - Instagram @australianwildlifeconservancy
 - Facebook: @awconservancy
 - Twitter: @awconservancy
 - LinkedIn: @AustralianWildlifeConservancy
- Hashtag for social media sharing: #AWC

5. LOGO USE

Prior written consent, and strict compliance with brand guidelines (provided upon request), is required from AWC for the publication or use of any AWC logo (or its image).

6. CONTACTING AWC

All requests for access, consent, approval, or any other reason connected to this policy from AWC should be directed to the AWC Communications Team on communications@australianwildlife.org.

AWC's Privacy Policy is available at australianwildlife.org/privacy-policy

7. BREACH OF POLICY

This policy has the full support of the AWC Executive Team and compliance with the Policy is taken very seriously. Any person found to have acted in breach of the Policy is likely to face disciplinary action up to and including termination of their employment, contract or other agreement, and removal from site (as applicable). You should also be aware that you could be subject to external legal proceedings including significant penalties and criminal prosecution should your behavior breach any relevant legislation.

8. COMMUNICATION AND VARIATIONS

This policy will be reviewed annually, with updates made publicly accessible via the AWC website: australianwildlife.org

END

Current Version Approval Details		
Name	Signature <i>(only required if not electronically approved)</i>	Date
Prepared By: Sophie Winter		11-05-2023
Approved By: Tim Allard		11-05-2023
Custodian: Chief Marketing and Communications Officer		

Document ID: 75US4QF3K64S-35798524-345	Version: 1	Review by Date: 25/05/2024
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Version History <i>(only previous 3 major approved versions required)</i>				
Version	Description <i>(what changes have been made)</i>	Date	Prepared By	Approved By

Information Security Sensitivity Classification <i>Check one box only</i>	<input checked="" type="checkbox"/> Public <i>(Approved for public dissemination)</i>	<input type="checkbox"/> Internal <i>(Shared with all AWC Personnel)</i>	<input type="checkbox"/> Confidential <i>(Shared with named individuals ONLY)</i>
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Prepared:	<input checked="" type="checkbox"/> By AWC Internally	<input type="checkbox"/> For AWC under PO/Contract Number
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Document Distribution			
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