

"LET PEACE BE FOUND HERE"



St John's Primary School

263 Russell Street DENNINGTON VIC 3280

Phone: 5562 5362 Fax: 5562 6983

Email: principal@sjdennington.catholic.edu.au

MEDIA AND MARKETING POLICY

RATIONALE

St John's Primary School use photos, videos and sound recordings of students for promotional and communication activities for enrolment purposes and to help maintain a positive profile in our local community.

POLICY STATEMENT

The purpose of this policy is to allow the school to conduct media activities, including the promotion of the school, without concern that we have photographed a student without parental permission.

All parents of children attending St John's Primary School are asked to sign a form as part of enrolment that gives the school permission to take (or authorise others to take) photographs, video or sound recordings of the student and any other reproductions or adaptations of the student's likeness ('the material') either in full or part, in conjunction with any wording or drawings.

This material may be used for:

- printed publications (School newsletters, advertising, brochures, display materials, etc)
- digital communications (school website, PowerPoint presentations, TV slideshows etc)
- media releases (The Standard, The Extra etc)

This consent form is not required for and does not apply to class photos and school team photos which may be used in the school newsletter.

GUIDELINES

Why are names, suburbs, ages and activities/achievements of students disclosed in media releases?

News editors select the stories they will promote according to a number of factors, including the relevance or connection of the people involved in the media release with the readership or audience of their particular publication or program.

Including this information in media releases and website pages also helps to market the School to families. From an historical perspective, this information also helps us to record the changing demographics, interests and activities of the School.

What happens to the consent form once it is completed and signed?

The consent form will be placed on the student's file and retained by St John's Primary School. If requested, a photocopy of the form will be made available to the student and the student's parent or guardian.

For how long is the consent valid?

Consent is valid from receipt of the signed consent form and will remain valid until it is withdrawn in writing by the parent/guardian. To allow the School to contain the costs of new photography and marketing materials, consent is sought to continue using the images and comments after the student has left the School.

How does this form relate to the School's Privacy Policy?

Our School's Privacy Policy acknowledges the need for personal information to be disclosed for marketing purposes.

Who can I talk to about this form?

The School on 5562 5362 or the Catholic Education Office, Office of the Director 53377135.

This policy and associated procedures are consistent with our eSmart initiative and Child Protection Requirements.

Reviewed: 2018

Ratified: 31/07/2018

Year of Next Review: 2022