

# PHOTOGRAPHY & FILMING POLICY

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## **Intention**

This policy outlines the procedures and expectations regarding filming and photography at ANAM concerts and events (including but not limited to paid events and invitation-only events) to ensure the privacy and rights of all participants are respected and protected.

## **Applies to**

This policy applies to ANAM staff, faculty, musicians, volunteers, guests and contractors (including professional photographers or filmmakers engaged to capture the concert and/or event). As well as audience members and general public attending a concert and/or event.

## **Relevant legislation**

- Privacy and Data Protection Act 2014 (VIC)
- Copyright Act 1968 (Cwth)
- Working with Children Act 2005 (VIC)

## **Policy**

- ANAM may take photographs or record (audio and/or video) during rehearsals, performances and events
- All images and footage captured by ANAM are the intellectual property of ANAM unless otherwise agreed in writing
- ANAM provides a mechanism for consent to be recorded with respect to any photography, or audio/visual recording
- Any person may request that their image may not be used: ANAM will honour any such requests

## *Purpose*

Photos and videos taken by or on behalf of ANAM may be used for:

- Marketing and promotional materials (online and offline)
- Educational purposes
- Social media content
- Reports, funding submissions, or documentation
- Archival and record-keeping purposes

If identifiable close-up images or interviews of ANAM's workers or volunteers are to be used, explicit verbal or written consent will be obtained where reasonable.

## **ANAM Filming & Photography**

### *External media*

- All external media, photographers or videographers must request and receive prior written approval from ANAM before accessing any rehearsal, backstage area or performance
- Approved individuals must check in with the designated staff member and follow all house rules

- Any images or footage taken by external media must be shared with ANAM upon request. Usage rights, including commercial use, must be clearly agreed upon in advance

#### *Notice to Attendees*

Attendees will be informed that photography and/or filming may take place for promotional, archival, or reporting purposes. Notification methods may include:

- Event signage at venue entrances and key areas
- Concert programs and other promotional material
- Verbal announcements (where appropriate)

#### *Consent and Opt-Out*

While attendance implies general consent, individuals who do not wish to be photographed and/or filmed can:

- Notify staff at the event (staff will assist where possible to avoid capturing the individual)
- Contact [info@anam.com.au](mailto:info@anam.com.au) pre- or post-event for concerns or requests regarding general photography and/or filming, or specific photos and film content

### **Audience photography and filming**

#### *During performances*

- Unless otherwise stated, photography and video recording by audience members is **not permitted** during performance. This is to protect intellectual property, to ensure an uninterrupted experience for all and to comply with venue rules or specific filming restrictions
- This will be communicated at performance venues

#### *Before/after performances and in public areas*

- Audience members may take personal photographs in lobby and public areas unless restricted
- Any photos including performers and minors require consent

#### *Commercial Use*

Use of photos or video taken by attendees for commercial or media purposes is prohibited unless prior written permission has been granted by ANAM.

### **Social media sharing**

- Official images and videos may be shared by ANAM through approved channels
- Cast, crew and audience members are encouraged to share their experiences responsibly but must refrain from posting unauthorised performance content, or behind-the scenes material without permission

### **Safeguarding and Privacy**

All media collected will be handled in accordance with ANAM's Privacy Policy. Individuals have the right to:

- Request access to images or footage in which they appear
- Request removal of images or footage from public platforms, where reasonably possible

Requests will not be unreasonably refused and can be made by contacting ANAM:

**Email** [info@anam.com.au](mailto:info@anam.com.au)

**Phone** 03 9645 7911

Particular care will be taken when photographing or filming minors or vulnerable individuals. Parent or guardian consent must be obtained.

No filming is permitted in dressing rooms or other private areas under any circumstances.

### **Breach of policy**

- Unauthorised photography or filming may result in removal from the venue or event
- Breaches of this policy by employees or contractors may result in disciplinary action

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<i>Date of this version:</i>	<i>21 August 2025</i>
<i>Due for review:</i>	<i>August 2027</i>