Billanook Primary School
PHOTOGRAPHING, FILMING and RECORDING STUDENTS POLICY

PURPOSE

To explain to parents/carers

- how Billanook Primary School collects, uses and discloses photographs, video and recordings of students
- when parent/carer consent is required before photographing, filming and recording students
- how consent can be provided and withdraw

SCOPE

This policy applies to the general collection, use and disclosure of photographs, video and recordings (images) of students.

- use of Closed-Circuit Television (CCTV). The use of CCTV is covered in the department's CCTV in Schools Policy.
- use and disclosure of photographs, video and recordings of adults.

POLICY

There are many occasions during the school year where Billanook Primary School staff photograph, film or record students participating in school activities or events, for example classroom activities, sports events, concerts, excursions, camps etc.

We do this for many reasons including to celebrate student participation and achievement, showcase learning programs, document camps/excursions/sports events, and to communicate with our parents/carers and school community in newsletters and on classroom blogs. There may also be occasions where we take images to support student behaviour management or to fulfil legal obligations. Further detail is provided within this policy.

In addition to the above, there may be situations where a third party requests to take, use or disclose images of students.

This policy outlines the practices that Billanook Primary School has in place for the collection, use and disclosure of images of students to ensure compliance with the Privacy and Data Protection Act 2014 (Vic). It also explains the circumstances in which we will seek parent/carer consent and how consent can be provided and withdrawn.

Consent

An electronic Photographing, Filming and Recording Students Consent Form is provided by Billanook Primary School at enrolment. This form applies to standard uses of images for the time your child attends the school. Standard uses are defined in the following sections.

For non-standard uses, where consent is required, parents/carers will be sent a consent form for that specific situation. Schools will also notify parents when implementing software that may include photos of students, giving parents an opportunity to discuss any concerns or preferences.

If at any time parents/carers wish to withdraw their consent, they can by contacting our main office on 9728 2624. If consent is withdrawn verbally, the school will make a written record of this. However:

- if the images have already been published and are in the public domain, it may not be possible to remove them
- the school can still collect, use and disclose images in circumstances where consent is not required (see below for more information).

Image use within the physical school environment

Billanook Primary School may photograph, film or record students to use within the physical school environment, including:

- for display in school classrooms (e.g. in displays of student work, on noticeboards to celebrate achievements, on classroom doors or as part of student activities)

An electronic Photographing, Filming and Recording Students Consent Form will be given to parents/carers on enrolment for the standard uses described above. Consent, if given, applies until it is withdrawn or changed. If a parent/carer would like to withdraw or change their consent at any point in time, they must notify the school.

Image use within the school community

Billanook Primary School may photograph, film or record students to use within the school community, including:

- in the school's online communication, learning and teaching tools (e.g., emails, classroom blogs or apps that can only be accessed by students, parents/carers and school staff with passwords.)
- in the school's newsletter

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Image use beyond the school community

Photographs, video or recordings of students may also be used in publications that are accessible to the public, including:

- on the school's website

- on the school's social media accounts
- In Billanook's whole **school** 'Class book' available for purchase to families via our school photo supplier. (The Billanook 'Class book' contains individual portraits of every student across the school. This is separate to 'normal' school portraits of individual students, and the whole **class** photo)

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We will notify you individually if we are considering using any images of your child for specific advertising or promotional purposes.

Media

The media, or the Department of Education's media team, may seek to photograph, film or record students for a news story or school event. This may include broadcast media, online or social media or print media, including newspapers and magazine publications.

When Billanook Primary School receives such requests, our school will:

- provide parents/carers with information about the organisation involved and when and for what purposes the photography, filming or recording will occur
- seek prior, express parent/carer consent in writing.

Students will only be photographed, filmed or recorded by the media at school if express consent is provided for that specific media event. Neither the school nor the department own or control any photographs, video or recordings of students taken by the media.

Research

On occasion, the school may agree to research projects being conducted at the school. If this occurs, parent/carer consent will be sought for student participation, including any photography or recording of students.

Closed Circuit Television (CCTV)

Parent or carer consent is not required for a school to install CCTV. Our school's CCTV system is managed in accordance with the department's CCTV Installation and Management Policy. Further information about how CCTV is managed and operated is available in our CCTV Privacy Notice.

Other external collection, use or disclosure

If there is a situation which will involve the collection, use or disclosure of images of students by or to third parties which is not otherwise covered by this policy, Billanook Primary School will:

- provide parents/carers with information about the event or activity, the organisation involved and when the photography, filming or recording will occur
- seek prior, express parent/carer consent in writing.

Official school photographs

Each year Billanook Primary School will arrange for a professional photographer to take official school photographs of students. This will generally involve both class photos and individual photos being taken.

Official school photographs may be:

- purchased by parents/carers
- used for school identification cards and student identity verification letters
- stored on CASES21 for educational and administrative purposes.

Billanook Primary School will notify parents/carers in advance of the official school photographs being taken to give them an opportunity to decide whether their child will be included in the photographs.

Parents/carers who choose to opt out of having their child participate in official school photographs must contact the school office on 9728 2624 before the date photos are scheduled to be taken to advise that their child will not participate. There is no obligation on any parent or carer to purchase any photographs taken. However, the school will need to discuss with these parents/carers alternative arrangements for identifying students in emergencies and for other essential purposes.

Images to manage student behaviour or fulfil our school's legal obligations, including child safety

On occasion, it may be necessary for school staff to photograph, film or record students and/or use images to:

- fulfil legal obligations, including to:
    - take reasonable steps to reduce the risk of reasonably foreseeable harm to students, staff and visitors (duty of care)
    - provide a safe and suitable workplace (occupational health and safety law)
    - supporting students' social and emotional wellbeing, and health (duty of care)
- for identification purposes, when necessary to implement discipline and/or behaviour management policies.

Billanook Primary School does not require or obtain consent from parents/carers or students to photograph, film or record students, or to use these images, for these reasons. However, when Billanook Primary School photographs, films or records a student for any of these purposes, staff will only collect and use such images in a way that is necessary, reasonable and appropriate in the circumstances.

Child Safe Standards

Billanook Primary School will use student images reasonably, appropriately and sensitively, consistent with our obligations under the Child Safe Standards and our school's Child Safety and Wellbeing Policy. If at any time a parent/carer or student has a concern about the use of any images they should contact the Principal or Assistant Principal on 9728 2624.

Curriculum-based activities

Photographs, film and recordings of students may be collected and used for curriculum-based activities (i.e. class work) as part of standard learning and teaching practices. Billanook Primary School does not require or obtain consent for this. Access is limited to students and relevant teaching staff. Parents/carers may have access to images of their own child in this context.

Professional development

Occasionally, teachers and classes may be recorded for professional development purposes to improve the delivery of educational services. Billanook Primary School does not require or obtain consent for this, however the recordings will only be used internally and for the specific purpose of staff development.

Storage of images

Photographs, video and recordings of students taken by Billanook Primary School will be stored in our secure document storage systems with restricted access. Any photographs, videos or recordings made on devices, including non-school issued devices, will be transferred to secure school systems and removed from the devices as soon as reasonably possible.

Images taken by the school community

Billanook Primary School permits parents/carers, students and invited guests to photograph, film or record school performances, sporting events and other school-approved activities.

Billanook Primary school requests that parents/carers, students and invited guests who photograph, film or record school activities only do so for their own personal use and do not publish the images in any form, including on social media, without the prior consent of persons whose children also appear in the images.

Neither the school nor the department own or control any images of students taken by parents/carers, students or their invited guests at school activities.

COMMUNICATION

This policy will be communicated to our school community in the following ways:

- On enrolment
- Annual reminders in our school newsletters
- Available publicly on our school's website
- Included in staff induction processes and staff training
- Included in staff handbook/manual

- Discussed at staff briefings/meetings, as required
- Included in transition and enrolment packs
- Discussed at parent information nights/sessions as appropriate
- Hard copy available from school administration upon request

FURTHER INFORMATION AND RESOURCES

- the Department's Policy and Advisory Library: Photographing, Filming and Recording Students

POLICY REVIEW AND APPROVAL

Policy last reviewed	June 2026
Approved by	Principal – Kris Johnson - June 2026
Next scheduled review date	June 2030