



Bacchus Marsh  
Grammar

# School POLICY

## SCHOOL OPERATIONS Multimedia Policy

Approved by the School Principal 3 February 2025

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# Multimedia Policy

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## 1 Purpose

- 1.1.1 Bacchus Marsh Grammar ('the School') is committed to maximising the educational and social benefits of using multimedia in the school environment while taking all reasonably practicable steps to manage the risks to staff and student safety and wellbeing arising from inappropriate taking and use of multimedia.
- 1.1.2 This includes managing the School's duty of care and privacy obligations regarding the taking and use of multimedia in the School environment by individuals, including:
- School staff and affiliates
  - Parents/guardians, stepparents, relatives, friends, supporters, direct and indirect contact volunteers, contractors, carers, invitees and visitors of the School
  - Students
  - Media and other third parties
  - Contractors and subcontractors (e.g. commercial or professional photographers/videographers).
- 1.1.3 Throughout the school year, the School may take and or use multimedia (for example photographs, videos, films, recordings, audio and or livestreams etc) with respect to members of the School community in the school environment.
- 1.1.4 A reference to 'multimedia' in this policy refers to multimedia taken or used with regards to both staff employed and or students enrolled at the School in relation to school-related activities and events occurring on or off School premises.
- 1.1.5 The School seeks consent from all staff and parents/guardians of enrolled students to take and use multimedia as part of everyday school-related activities and events (Multimedia Consent).
- 1.1.6 Multimedia Consent may apply for a variety of educational and cocurricular activities and events (e.g. classes, sporting events, camps, excursions, performances, competitions and celebrations), a variety of reasons (e.g. celebrate milestones, record student participation, promote the School through marketing or advertising channels (excluding external promotional/advertising via third party platforms – see Section 6), and share experiences and successes), and using a variety of mediums (including but not limited to classroom displays, team photos, School productions, newsletters and magazines, the School intranet, website, social media (for example Facebook, Instagram and LinkedIn etc), advertising channels, school-based learning and training modules for staff and or students, and on the School's social media platforms).

## 2 Scope

- 2.1.1 This Policy outlines the School's processes and procedures to manage both:
- (1) taking and using multimedia in the school environment; and
  - (2) requests for and use of the Multimedia Consent of individuals, namely staff and or parents/guardians on behalf of enrolled students.

## 3 Use of Multimedia

- 3.1.1 It is our policy that the School will endeavour to:
- 3.1.1.1 Take all reasonably practicable measures to manage the ability of all persons to take and or access multimedia of staff and or students on School premises or at school-related activities and events.
  - 3.1.1.2 Take all reasonably practicable steps to obtain the consent of relevant staff and parents/guardians regarding taking, using, and publishing multimedia of staff and students.
  - 3.1.1.3 Ensure staff appropriately supervise and manage the taking of multimedia by students of other students, where permitted, while on School premises and at School-related activities and events.
  - 3.1.1.4 Ensure staff and parents/guardians are aware of the School's expectations and their obligations and responsibilities when taking and or publishing multimedia of staff and

students at School-related activities and events, through communication and education at appropriate times.

- 3.1.1.5 Manage the risks to privacy by contractors and subcontractors through contractual undertakings and education, including regarding the School's child safe policies and procedures.
- 3.1.1.6 Communicate and educate students in the safe and respectful taking and use of multimedia.
- 3.1.1.7 Keep staff and or parents/guardians informed regarding the taking and or use of multimedia at particular school-related activities and events, as considered appropriate.
- 3.1.1.8 Record staff and student Multimedia Consent information within the School's management system (Synergetic).
- 3.1.1.9 Store multimedia taken by and for the School in accordance with the School's General Records Management policy.
- 3.1.1.10 Reserve the right to decide whether a particular person has the right to take multimedia on School premises or at School-related activities and events.
- 3.1.1.11 Not allow personal drones with cameras on or at school events. If a school event is on public land, then any individual capturing multimedia with regards to staff and or students does so without any School permission. The School will assist individuals who wish to enforce their rights to privacy as considered appropriate.
- 3.1.1.12 Where there is any multimedia which may potentially be misused (for example, photos of students at gymnastics or swimming events), the School will take reasonable steps to ensure only appropriate images or videos are published.

## 4 Multimedia Consent

### 4.1 Student Multimedia Consent

- 4.1.1 Parents/guardians will have the option to provide or decline Multimedia Consent to the taking and use of multimedia in the school environment with respect to their child/ren.
- 4.1.2 The School will request that parents/guardians provide initial Multimedia Consent for each student to be enrolled at the School, during the enrolment process.
- 4.1.3 If consent is provided, this election will remain active for a full school year and any subsequent years of enrolment until the election is changed via a written request.
- 4.1.4 Parents/guardians will be requested to confirm their Multimedia Consent election on an annual basis via the School's Annual Acknowledgement process (refer to the Conditions of Enrolment for further information). Note: until the Annual Acknowledgement is signed, the School will rely on the parent/guardian's previous election.

**Note:** Due to complex challenges in managing the recording of any student multimedia (e.g. at events), the School cannot accept parents/guardians providing partial consent (e.g. to images only being taken of certain activities, or to images only being published in certain ways).

### 4.2 Decline of Multimedia Consent

- 4.2.1 If a parent/guardian does not **provide** consent to having their child **included in multimedia**, the School will take all reasonably practicable steps to ensure that the student is excluded from multimedia, or if that is not reasonably practicable, then that they are not identified in multimedia.
- 4.2.2 A parent/guardian's lack of response to a request for consent, including by not making an election at enrolment, will be treated as declining Multimedia Consent.
- 4.2.3 Situations where parents/guardians do not agree regarding Multimedia Consent, or one parent/guardian declines or withdraws consent (refer below), will be treated as declining Multimedia Consent until such time that the parties provide joint written confirmation of Multimedia Consent.
- 4.2.4 Parents/guardians acknowledge that even when consent is withheld, there may be circumstances where incidental or inadvertent use of a student's image may still occur from time to time (particularly

when a parent/guardian or student attends a photographed or recorded school-related activity or event). Once notified, the School will use best endeavours to remedy the error as soon as practicable and to the extent possible.

#### 4.3 Withdrawal of Multimedia Consent

- 4.3.1 A parent/guardian may choose to withdraw their Multimedia Consent at any time by emailing [marketing@bmg.vic.edu.au](mailto:marketing@bmg.vic.edu.au).
- 4.3.2 Provided the written notification requirement (to the email above) is complied with, withdrawal of consent will take effect from the time that the School notifies the parent/guardian that their withdrawal has been processed.

**Note:** withdrawal will not apply retrospectively to any prior collection, use or disclosure of multimedia in relation to the student.

#### 4.4 Staff Multimedia Consent

- 4.4.1 Staff will have the option to provide Multimedia Consent at the time of onboarding.
- 4.4.2 If a staff member does not provide Multimedia Consent at this time, they will be treated as declining Multimedia Consent.
- 4.4.3 Staff can alter their election at any time by emailing [marketing@bmg.vic.edu.au](mailto:marketing@bmg.vic.edu.au)
- 4.4.4 Provided the written notification requirement (to the email above) is complied with, any change to the election made will take effect from the time that the School notifies the staff that their election has been processed.
- 4.4.5 Should the School inadvertently take or use multimedia of a staff member without consent, the School will use best endeavours to remedy the error as soon as practicable and to the extent possible.

### 5 Privacy Collection Notice

- 5.1.1 A Privacy Collection Notice is initially provided to parents/guardians when a student commences at Bacchus Marsh Grammar. This covers any personal information collected in the course of providing educational services, including multimedia.
- 5.1.2 The Privacy Collection Notice overrides a parent/guardian's election to provide or decline Multimedia Consent for the purpose of official school photos, managing student medical conditions and providing educational services.

### 6 External Advertising, Publications and Multimedia Use

- 6.1.1 The School will seek additional consent from parents/guardians prior to the School using any images of students for external promotional/advertising via third party platforms. The request for consent will include details of where the images will be placed and the context in which they will be used.
- 6.1.2 The School seeks specific consent from parents/guardians prior to any contact with the media (such as newspapers, news broadcasts etc) for the purposes of taking and or using multimedia of the student.

#### 6.2 Court Orders and Children under Guardianship

- 6.2.1 Where students at the School are under court orders or protection (including guardianship/foster arrangements, care and protection orders or witness protection programs), consent may also need to be obtained from third parties for external publications for promotional use.
- 6.2.2 Bacchus Marsh Grammar will approach any relevant third parties as part of gaining consent using the Multimedia Consent Form.

### 7 Copyright and Students' Work

- 7.1.1 Where the School wishes to publish a student's work, consideration may need to be given to any copyright the student may have in that work. Consent may need to be obtained under the Copyright Act 1968 (Cth) before the work may be published.

## 8 Multimedia use by External Commercial or Professional Parties

- 8.1.1 The School takes all reasonably practicable steps to manage and control the taking of photos or videos of its students by external parties, and their access to School premises, School-related activities and events, and students.
- 8.1.2 Where the School hires professional photographers/videographers, the School will set terms and requirements including written confidentiality undertakings and securing the ownership of photos and videos. If ownership cannot reasonably be obtained, the School will negotiate terms of use with the external party/parties to manage the safety and privacy of students and staff.

## 9 Multimedia use by Students

- 9.1.1 The School may grant students permission to take and or use multimedia of staff and or other students for educational purposes and this use will be managed and appropriately supervised.
- 9.1.2 The School educates students on the safety risks of publishing personal information, and the importance of privacy, consent, and showing respect for staff and each other in their use and control of multimedia.
- 9.1.3 Disciplinary action may be taken where students have knowingly breached these conditions and or taken or used multimedia of staff and or other students inappropriately or against the School's codes of conduct.

## 10 Multimedia use by Parents/Guardians

- 10.1.1 It is expected that parents/guardians will comply with the School Community Code of Conduct and the School's Child Safe Policy and Code of Conduct at all times in relation to taking and using multimedia.

## 11 Suspicious Activity

- 11.1.1 Where a school community member notices behaviour related to the taking or use of multimedia which may be criminal or may endanger the health, safety or wellbeing of a student, they should report the behaviour immediately to the School by phone at the respective campus or by email ([school@bmg.vic.edu.au](mailto:school@bmg.vic.edu.au)).
- 11.1.2 Examples of suspicious/criminal behaviour may include but is not limited to:
- People taking photographs in sensitive places, such as change rooms and bathrooms
  - Indecent photography such as 'upskirting'
  - Voyeuristic or 'peeping tom' behaviour, which includes people taking photos surreptitiously
  - Unauthorised recording of staff and / or student interactions
- 11.1.3 The Principal will take appropriate action in response to a report, which may include disciplining persons who are members of the School Community or reporting the matter to the Police or relevant authorities.

## 12 Record Keeping

- 12.1.1 Multimedia is a form of personal information (a record) which must be managed in accordance with our Privacy Policy and General Records Management Policy.
- 12.1.2 The School will maintain a record of multimedia and associated Multimedia Consent (with applicable dates) to ensure that consent has been provided.

## 13 Implementation

The Principal is responsible for the effective implementation of this Policy.

