



Use of Children's Images Policy and Procedure

Policy Statement

Staff at Mark Oliphant College Children's Centre aim to protect the health, safety and wellbeing of each child at all times in relation to the use of children's images. We comply with privacy legislation in relation to photographs, videos and social media and will ensure parent/guardian permission is obtained before photographs are taken of the children using the service. All photographs taken involve practices that are respectful and provide security for children. All photographs/videos will be stored securely.

Supporting Evidence

"Photography is a powerful medium for telling important and complex stories. A good photograph slows the viewer down, allowing them to process and appreciate the message. Photography can help educators, families, and the children themselves feel positive emotions about learning experiences (e.g. empathy, pride, and respect)." ([Photography with Purpose, 2019](#)).

Implementation

- The Mark Oliphant College Children's Centre enrolment package contains a statement requesting parent/guardian permission for their child/ren to be photographed as part of the program for internal display, documentation, and promotion.
- Families/carers will be asked to complete a separate permission form for their child/ren where photographs are to be used outside the children's service for purposes such as newspaper, media, social media, or external publications.
- The permission form will be held on the child/ren's file. No child's surname is to be published. First names should not be used either, in external displays (including Facebook).
- Images used on social media platforms should avoid clear images of a child's face
- The photographer must have the permission of the Head of Children's Centre before photographs can be taken. This includes parents, politicians, media personnel, students and visitors to the centre.
- An educator will always be present while the photographer takes the photos.
- It is the Head of Children's Centre's responsibility to ensure that the children's safety and security is paramount in any decisions made regarding the use of their photographs.
- Those photographs and videos required for future display will be stored in a secure, storage area and when no longer required will be disposed of safely. Staff members must not store images on personal devices. The Head of Children's Centre will ensure staff have access to technology to support the safe storage of images.

Working with families, health services & industry

Our Centre:

- Respects the wishes of families and carers in relation to the use of images of children
- Selects appropriate photography services for the site

Related Legislation

- [Education and Care Services National Regulation](#)
 - Regulation 155 – Interactions with children





- Regulation 181 – Confidentiality of records kept by approved provider
- Regulation 183 – Storage of records and other documents
- [Education and Early Childhood Services \(Registration and Standards\) Act 2011, Schedule 1 Education and Care Services National Law \(South Australia\)](#)

Sources

- [National Quality Standards](#)
 - Element 5.1.2
 - Element 6.1.2
 - Element 7.1.1
- [Photography with Purpose, 2019](#)
- [Information privacy and confidentiality standard](#)
- [Children's Protection Act](#)
- [United Nations Convention on the Rights of the Child](#)

Revision Register

Version Number	Details of Changes Made	Date Issued
1	Policy creation	March 2020
2	Nil	March 2022
3	Nil	May 2024

