Standardised Area Modules

The purpose of this manual is to provide a guide with all the tools you will require for producing RedH, CabH & Kilcoy Hospitals Audio Visual Material.

If your project has successfully reached the standard, you could upload it onto YouTube or Vimeo through Libguides.

This Manual should take you 18 minutes and 5 seconds to read.
Have it right before you start

Standards
- Approval of your project
- Rule requirements
- Consent forms for confidentiality

Direct to the Point

Defining your idea
- Project concept, which type?
- Brainstorm
- Target audience
- What does the video want to achieve?

Less reading, more action

Video Production
- Script, support
- Storyboard, ideas
- Location
- Camera Terminology

What do I need?

Production & Post-Production
- Equipment
- Editing
- Music Copyrights

Hosting & Storage
- Visual Library

Templates & Forms for
- Idea
- Standards
- Production
- Recording
- Publish
Have it right before you start

Standards

Approvals
Engage with your Head of the Department about your AV project idea and get them behind the project from the start. They may have some input that will be a benefit for you when developing and producing the project.

Rules
QLD Health has clear guidelines on visual identity and it’s important to maintain these standards. The Queensland Government needs to manage the way in which it is presented visually across all media at local, national and international levels. To learn more, go to http://qheps.health.qld.gov.au/metronorth/communications/design.htm.

To help your project achieve the quality, professional outcome that you are looking for, Quality Control will be an important key during your project journey. To make this possible, we recommend once the Script and Storyboard have been completed (Script & Storyboard templates are provided in the toolkit), engage with the following Units by organising a meeting to review your project script and receive advice to help achieve an understanding and a clear message outcome without compromising the Queensland Health Code of Conduct and NSQHS standards.

The Units are the Skills Development Service and Public Affairs.

These Units can help your project by coordinating authorisation required to record at your selected location, as well as coordinating with security, and provide you with standardised approved props to be used in the location when recording. These props have the correct labelling and are approved by Health & Safety. These toolkits will be discussed and identified during the first meeting.

Contact Senior Public Affairs Officer at Red, Cab, or Kilcoy Hospitals if you require more information regarding standards and approvals.
Skills Development Service would be happy to help you if you require any supporting Props/Toolkits for recording.

Consent Forms
Any staff, patient or partner that will appear in the video will require a Consent form, (template is provided in the toolkit or is available at http://redcab.libguides.com/Videos under documentation) to verify that they have agreed to be recorded, and that the Audio Visual Material may be given to other departments/agencies, contractors of this Department/Agency and authorised users of the Queensland Government Image Library for the purpose of using Images and Recordings in Promotional or Educational Materials.

NOTE: As you become more familiar with producing new AV materials, you will also become more familiar with the standards & Quality Control requirements.
Direct to the Point

Defining your idea

Project concept
A concept nails down your project’s primary message, and the manner in which you will deliver it to your primary audience, whether your project’s main focus is Training, Instructions, Skills, or Awareness.

Try to come up with an idea of getting elements that yank viewers away from their busy day, and into your project. The need for a good idea is the same in every communication medium, whether it’s an advertisement, a popular song or a training video.

During the project concept research, try to identify documentation that might not have been updated yet, such as guidelines, manuals, links or contacts, and even try to identify information tools that have not been put in place yet that could support and provide reference to your project.

Brainstorm your idea
Here’s where brainstorming becomes an indispensable tool. There are as many methods to brainstorm an idea as there are people, so there are no hard and fast rules.

To decide which combination of elements will work best for your project, we need a better understanding of our target market, Public, Medical Staff or Admin Staff. By defining your Target Audience, you will be able to create relevant and appropriate language in your script that will reach your Target Audience.

Staff members and Partners are frenetically busy. You must seduce them into giving their attention away. After delivering this interesting idea and convincing them to look our way, we must follow through and give them a storyline that will hold their interest for the duration of the video.

There are a number of ways to engage and keep the viewers’ attention: Shock value, Self-interest, Visual stimulation or Comedy.

What does the video want to achieve?
Have a clear message outcome for your Audience. Although your video production’s visual selections are determined by the needs of the individual project, generally we recommend:

• Images that aim for the visual outcome to have documentary or advertising style looks
• To look for locations that are in a quiet area because Sound is CRITICAL
• To make sure when there is dialogue, people around are not making noise with papers, using equipment, chatting, etc
• To look for areas with a lot of light to record your scenes
• The acting should be natural and spontaneous
• To use backgrounds/sets to support the context of the scene that will help the viewer to understand and receive a clear message
Less reading, more action

Supporting your project is our main goal. We have your Redcliffe Hospital video Introduction and The End recorded for you, so you only need to download it and attach it to the AV project to help you concentrate on the message.

We have designed a series of Hospital video introductions and ending templates for you to add on to your project. Styles have been set up in the templates to ensure consistency and compliance with the Redcliffe Corporate Identity.

Templates are at: http://redcab.libguides.com/Videos under the Documentation tab (Email us to request the password to access the templates)

All AV templates should be accessed via Libguides. Staff should access the templates from the Library to ensure they’re accessing the latest versions.
Step 1

Use the Project Plan & Goals Template from this manual located on page 19 and answer the questions to help you start the AV project.

If you are not familiar with video recording, we highly recommend you to read The Camera Terminology Guide, which will make it easier when developing your script.

Step 2

Use the Script Template from this manual located on page 20 and follow the instructions on the Script page.

Step 3

Use the Storyboard Template from this manual located on page 21 and follow the instructions on the Storyboard page.
Script

Videos can supercharge your inbound training, educational and marketing efforts. That’s why we’ve produced a toolkit that will share some secrets about easily integrating video into your training, education and marketing strategies. The approach you take is going to directly affect how hard the video process is. Always keep in mind that shorter videos are better than long videos, and to make short videos, you need a short script.

Write a Solid Video Script

**Step 1:** Start your concept with a brief. Focus on your goals, topic, and takeaways when developing your brief. Creating a brief allows you and your team to document the answers to really important project questions so everyone involved in creating the video can get on the same page. Refer back to that questionnaire containing the goals and project plan your team mapped out together during the project. Stay on course at all times.

- What’s the goal of this video? Why are we making the video in the first place?
- Who are we making this video for?
- What are the takeaways of the video? What should viewers learn from watching it?
- What’s our call-to-action? What do we want viewers to do after they’ve finished watching the video?

**Step 2:** Write your script.
A good script makes it easy for the people on camera to get their message across while sounding and acting natural. Write in plain, conversational English. Basically, you want the script to be thorough enough that you could hand it off to someone else to shoot. Differentiate the main narrative from B-Roll, text overlays, and voiceover using different formatting or callouts. If your video will transition from the subject speaking the primary narrative to a close-up shot of your product with a text overlay, you’ll want to call that out in your script so anyone who reads it knows what’s supposed to be read on screen versus incorporating it in the editing process.

We suggest scripting every last word. Trust us - doing this will keep you organized during filming and save you loads of time later.

**Step 3:** It’s time for a table read - the part where you practice bringing that script to life on camera. Why practice? Because some words look great on paper, but once you read them aloud, they just don’t sound right. The table read is where you really get to fine-tune the tone and fix anything that sounds too proper, too improper, too robotic, or otherwise inappropriate for the message you aim to convey.
**Storyboard**

When you storyboard a video, you’re setting up a plan for production, including all the shots you’ll need, the order that they’ll be laid out, and how the visuals will interact with the script. The toolkit includes a storyboard template.

How to use the hard copy storyboard template on page 23: Photocopy the template until you match the total ID scenes you have in your script. Write your ID scene sections from your script into the title section of the slides by order. You don’t need drawing skills. Using basic stick figures and symbols, draw each scene of the video using the script as a reference. Read the script aloud and imagine what visuals would work for that scene and draw them on the page.

You should end up with a deck of slides with drawings that represent each ID scene in your video.

*Note: Storyboard Template (figure1-2) available which will give you the possibility to use the Clip Art Gallery instead of having to draw. Another advantage is the option of copying & pasting your ID scene sections from your Word Script Template into the title section of the slides by order.*
Here’s an actual storyboard template from an educational video done at Redcliffe Hospital.

You’ll find that this process will force you to think about the script as well. Remember to ask yourself: Does this make the idea more understandable?

Revise, Revise, Revise. Now is the best time to make changes and consider new opportunities. Get feedback from Public Affairs & Skills Development Service and organise a meeting, look for themes and note the visuals you’ll need for the actual video, starting production and turning the script and visuals into an explainer video.

**Location**

In filmmaking, a location is any place where a film crew will be filming actors and recording their dialogue. Discuss with and inform the Units about the location where the recording will occur; it is important to engage the Area and have them informed at all times so there is no disturbance in the Unit. Public Affairs will ensure that the Areas are well informed.

Before you begin recording your videos, make sure that you have all of the gear, props, scripts, actors and shooting locations ready to go.
Camera Terminology Guide

This is a quick terminology guide to understand the type of Camera Shots, Camera Moves and Camera Angles that will help you to create a more dynamic video to help shape your visual project.

Basic Camera Shot Types

A camera shot is the amount of space that is seen in one shot or frame. By using camera shots, you can demonstrate different aspects of a film’s setting, characters and themes.

<table>
<thead>
<tr>
<th>Shot Types</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long Shot (LS)</td>
<td>The subject takes up the full frame. The amount of foot and head room are equal. This type of shot is good for showing action. It is a “safe” shot when you are not sure how the subject will be moving.</td>
</tr>
<tr>
<td>Medium Shot (MS)</td>
<td>Shows more detail. There is not much “head” room. It gives the impression of the whole subject while being able to place the subject in an environment.</td>
</tr>
<tr>
<td>Close Up “tight shot” (CU)</td>
<td>Shows expression and gives the viewer a relationship with the subject. While it is used for effect in some cases, many television interviews use the CU routinely.</td>
</tr>
<tr>
<td>Over-The-Shoulder Shot (OSS)</td>
<td>Looking from behind a person. Often used in interviews with the focus on the person talking.</td>
</tr>
<tr>
<td>Point of View Shot (POV)</td>
<td>Shows view from a subject’s perspective.</td>
</tr>
</tbody>
</table>

NOTE: When recording, you may want to use a combination of these techniques simultaneously.
## Basic Camera Moves

Here are standard types of camera moves in film and video and how they can be used to shape meaning in films.

<table>
<thead>
<tr>
<th>Camera Moves</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pan</td>
<td>The camera moves horizontally from left to right or right to left. The purpose of a pan is to reveal a setting, sweep across a subject, or show the relationship between two subjects. It is important that pans be slow so the viewer does not get disoriented. Fast pans are sometimes used to create transitions between scenes. Avoid using pans to excess. Often people used to taking still pictures will overuse the pan. Consider using cover shots and zooming instead of panning.</td>
</tr>
<tr>
<td>Tilt</td>
<td>The camera moves vertically from top to bottom or bottom to top. The purpose of a tilt is to reveal parts of a vertical subject, useful for showing tall objects, show the relationship between parts of a subject, or add suspense or surprise.</td>
</tr>
<tr>
<td>Zoom</td>
<td>The view of a subject changes from tight to wide or wide to tight using the zoom control on the lens. The camera does not move.</td>
</tr>
<tr>
<td>Let in / out</td>
<td>The camera is stationary and the subject enters or leaves the frame.</td>
</tr>
<tr>
<td>Let in and Follow</td>
<td>The subject enters the camera frame and then the camera follows the moving subject.</td>
</tr>
</tbody>
</table>

**NOTE:** Use this terminology in the Script and Storyboard when designing each scene. This will provide the team with a more visual thought process when reading the documents and speed up camera set-up on the day of recording.
**Basic Camera Angles**

Camera angles are used to position the viewer so that they can understand the relationships between the characters. These are very important for shaping meaning in film as well as in other visual texts.

<table>
<thead>
<tr>
<th>Camera Angles</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Angle:</td>
<td>This shot shows a view looking up at the subject. The camera is placed on the ground or floor and tilted up. A low angle shot or worm’s eye view can be used to make a subject look bigger than it is. For instance, using a model shot at a low angle will cause the object to look much bigger. A low angle is used to also make people look bigger than they are. Many of the scenes from the movie Citizen Kane were shot at low angle to make Orson Welles look bigger than in real life.</td>
</tr>
<tr>
<td>High Angle:</td>
<td>The camera is placed above the subject and tilted to look down on the subject. This type of shot is sometimes called a bird’s eye view. It can be used to create a sense of smallness of the subject or so the audience has a sense of looking over the subject from a superior position.</td>
</tr>
<tr>
<td>Rule 1</td>
<td>When videotaping people, the most important rule is to always compose your shot so the subject is cut off in-between joints. Don’t cut your subject at the knee, neck, elbow or waist.</td>
</tr>
<tr>
<td>Rule 2</td>
<td>Avoid “jump cuts”. A jump cut occurs when a long scene is edited with the middle removed, leaving the beginning and the end. To avoid this, always shoot one scene from one angle and then move the camera or change the angle for the next shot.</td>
</tr>
<tr>
<td>Rule 3</td>
<td>Give the subject “directional” room. If the subject is moving from right to left, give the subject lead room to the left of the frame so the viewer can anticipate the action. The camera should provide lead room so the viewer can see where the subject is headed.</td>
</tr>
</tbody>
</table>

**NOTE:** It is important that you do not confuse camera angles and camera shots. Camera shots are used to demonstrate different aspects of setting, themes and characters.
What do I need?

**Production & Post-Production**

**Equipment**

**Smartphones & Tablets**

Following these suggestions, shooting good video with your smartphone or tablet will be easy and the footage will look fantastic!

Due to privacy and legal matters, once the recording is completed, you need to download all files to a folder on your computer and delete the original footage from your device e.g. phone, tablet.

**WARNING:** Images or footage that are kept on phones or tablets and are not deleted have the danger of being uploaded to the Cloud, can be used by apps on your device that have access to your camera, photos and video files on your device can be used without your knowledge.

**Set up:** Stop shooting vertical video! When recording, hold your smartphone or tablet in Horizontal position, so your video will play back and look fine on other screens (TVs, Monitors, and Projectors).

Make sure your device is charged and that you have enough storage space (available memory) to store the footage – high definition (HD) video files can get large and will drain a battery quickly.

Most devices also offer “touch focusing.” Try to set the focus on the most important aspect of the video.

**Light:** The automatic exposure control will have an easier time making small adjustments if lighting conditions begin to change. Proper lighting has a huge impact on smartphone and tablet cameras because they have smaller image sensors and lenses. Try as much as possible to shoot your video in brightly lit areas.

**Use a tripod:** If you don’t want your video footage to come out distorted, blurred, or shaky, use a tripod. No tripod? Lean against a wall. That’ll help keep the shakiness to a minimum, use both hands to hold your device as close as possible to your body as you record the video, or you can rest your phone or tablet on other physical supports like tables, chairs, desks, shelves, etc.

**Audio:** While you want your video to look good, the quality of your audio is more important than the video. If you’re careful, you can record usable audio using your device’s microphone: Try to record somewhere quiet with minimal background noise, preferably indoors and get as close to your subject(s) as possible.

For great quality videos with superb audio, you should get an external recording device or at least a directional microphone that will work with your smartphone or tablet.

**Subject or Scene:** Staying physically closer to your subject or scenes, this ensures better image quality, less digital noise and better focus in your videos, since most devices use a digital zoom rather than optical zoom. Stay away from using the Zoom.
Camcorder & DSLR

Set up: DSLR: For best results, use the highest resolution possible. On most DSLRs, it’s 1920×1080. Some cameras may only have a 1280×720 option, which is still a decent quality level. Along with resolution choice, you have options for frame rate, use 25 FPS.

Keep plenty of memory cards or tapes on hand. Have a fully charged battery and a spare one too. Overuse of zoom can result in video that looks amateurish, if you need to zoom in and out, take it slow and steady, and don’t zoom out again too soon.

Use a tripod: By mounting your camcorder on a tripod, you’ll get rock-steady footage. At the same time, you’ll free yourself to perform pans and zooms, or even to get in front of the lens. DON’T rely on your camera’s digital image-stabilization feature.

Again, no tripod? Lean against a wall or rest on other physical supports like tables, chairs, desks, shelves, etc.

Light: If you’re indoors with lots of light streaming in the windows and bright fluorescents overhead, then either turn off the fluorescents and balance for the daylight, or pull down the window shades and adjust for the overhead lighting.

If you are filming an interview in a room and there is plenty of sunlight coming through the window, sit with your back facing the window and sit your interviewee facing the light source so that the sunshine will light their face.

Note: If you have a subject with their back to the window shooting into the light source, the camcorder will take its reading from the brightest image in the frame. This will result in your interviewee becoming silhouetted in the picture.

Audio: The microphones built into most camcorders are fairly basic, recording audio from any direction. If you’re trying to film someone talking in a noisy environment like ED or a kitchen, it may drown out the person’s voice. Your best bet is to get your subject(s) as close to the microphone as possible (without sabotaging the shot, of course).

Ideally, your camcorder should have a jack for plugging in an external microphone. Hopefully, any camcorder outfitted with a microphone jack will also have one for headphones, which is essential for monitoring audio levels as you record.

Subject or Scene: Get in the habit of shooting from different angles and positions. If you shoot every shot from the same position or angle, your viewers will easily get bored.

Editing: The process is not as difficult as you think, but it does require extra time. With a movie editor, you can get rid of poor shots, tighten the editing, add smooth transitions, background music, and titles to make your production worth watching.

We have designed a series of Redcliffe Hospital Introductions and Ending Templates for you to add onto your project. Styles have been set up in the templates to ensure consistency and compliance with the Redcliffe Corporate Identity. All AV templates should be accessed via RedH Local AV Library at the Skills Development Service. Staff should access the templates from the Library to ensure they’re accessing the latest versions.
What editing software do I need?

Use free editing software to do the editing, e.g. iMovie for (Mac) or Windows Movie Maker for (PC)

Music Copyrights & Royalty

The majority of the music you have or is leased on the radio has copyrights, and that is why you should not add this music to your AV project. A copyright is a legal right that gives the creator of musical, or other creative work the sole right to publish and sell that work. Copyright owners have the right to control the reproduction of their work, including the right to receive payment for that reproduction. Violation of a copyright is an infringement.

Free music for my project: There are a variety of different creative common licenses, but they all have one thing in common: they’re free. Some licenses might require you to credit the artist. Be aware of where you’ll be posting your video, who will be watching, and in what way it will be viewed.

YouTube’s Audio Library: This library provides an extensive selection of free music, ad-supported music, and sound effects. Music can be sorted by genre, mood, instrument, or duration. The popularity of a track is also shown, which can help you determine if it has been “overused” before you download it. In the ad-supported music tab, you can review the usage restrictions of popular songs; however, you can’t download any of them. YouTube makes sure to note that the copyright owners, the artists, are allowed to “change their policies or take action on your video” if it differs from those restrictions. The sound effects library, which can be found in a separate tab in the same library, provides a variety of audio clips that can be downloaded for your videos (even your monetized videos). YouTube only asks that you don’t distribute these files independently or use them in any illegal content.

Royalty-free & Standard Licenses: Just as there are a variety of creative common licenses, there is also quite a variety of royalty-free or standard licenses. Despite the misleading name, under a royalty-free license, the user must pay money (how much depends on the artist or company).

Vimeo’s Music Store: Vimeo also provides both standard and creative common licensed work. However, their standard licensing differs between their two paid providers, AudioSocket and SmartSound. While each license has a different name, their differences are slight but important. You can find a complete breakdown here: https://vimeo.com/help/faq/enhancing-your-videos/vimeo-music-store
Hosting Options

Store your finalised project in the Video Library (Local storage in Skills Development Service). The Libguides video library will keep record of all AVs that have been produced at the Hospital and they can be accessed by all staff.

If your project has successfully reached the visual identity standard, you have the possibility of publishing your AV project on Vimeo or Youtube. contact us at RHSDC-Bookings@health.qld.gov.au to upload your production.

Rules

Metro North HHS has 2 official video sharing channels – Vimeo and YouTube.

Videos that are branded Metro North HHS, an associated facility (eg: a hospital) or service, or carry a Queensland Government logo must not be hosted on private accounts on YouTube, Vimeo or other video sharing sites.

Vimeo (preferred)  
Use for:
- Public video
- Internal only/private video sharing
- Vimeo hosted video can be restricted to specific audiences (eg: internal to staff) and embedded on intranet (QHEPS) pages.

YouTube  
Use for:
- News/promotional type video (has greater audience reach than Vimeo).

Consider the following before requesting video hosting on YouTube:
- All video is public.
- We have no control over what appears in the advertising or as the ‘next’ video. As a result, inappropriate content may be included.
- YouTube is often blocked by companies during work hours.
Standardised Area Modules

The purpose of this manual is to provide a guide with all the tools you will require for producing Hospital Audio Visual Material.

If your project has successfully reached the standard, you could upload it onto the Libguides Video Library by contacting us.

RHSDC-Bookings@health.qld.gov.au
**Quick Idea Description & Why**

We believe there is a need to create a video demonstrating the use of most common software used by the GPs when creating a referral. This video will inform the GPs on how to produce a more detailed referral to reduce unnecessary time spent by consultants, CNs, and AOs when processing external referrals due to receiving incomplete information required for referral categorisation, which is impacting on patient waiting time.

**Quick Idea Outcome**

A referral video which will educate GPs to understand the Medical Director fields requiring detailed information which are used by the Health Facility to ensure patients are seen in an appropriate time.

**Mention all key areas/unit to be involved**


**Input & Feedback by key Areas**

Garry xxxx (PA), Jordi xxxx (SDS), Dr James xxxx (GPLO), Karen xxxx (NUM SOPD), Cathryn xxxx CN, Claire xxxx CN, Debbie xxxx CN Surgical Coordinator, Karen xxxx GYNA Coordinator, Lou xxxx Uro CN, Pat xxxx Ortho Coordinator, Salliann xxxx Uro/ENT Coordinator, Theresa xxxx, Paeds Coordinator, Chrissie xxxx (BPIO), Chloe xxxx (AO SOPD Admin Coordinator), France xxxx (MO) & Donna xxxx (PHN)

**Relevant Documentation**

- Medical Director - Must common software used by GPs
### PROJECT PLAN & GOALS

**Project Name:**

<table>
<thead>
<tr>
<th>Quick Idea Description &amp; Why</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Quick Idea Outcome</td>
<td></td>
</tr>
<tr>
<td>Key areas to be involved</td>
<td></td>
</tr>
<tr>
<td>Input and Feedback by Key Areas</td>
<td></td>
</tr>
<tr>
<td>Relevant Documentation</td>
<td></td>
</tr>
</tbody>
</table>

**Select Project Type:**
- Training
- Instructions
- Educational
- Awareness

You could use the completed toolkit templates provided in VIC manual as a project plan to help you explain and present your idea to your Head Department.
We suggest scripting every last word. Trust us - doing this will keep you organized during filming and save you loads of time later.

<table>
<thead>
<tr>
<th>Scene ID &amp; Location</th>
<th>Action</th>
<th>Shot Type</th>
<th>Camera Move</th>
<th>Narrative</th>
<th>On Screen</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>A- 1</td>
<td>Generic Video introduction on Redcliffe Hospital (Template: 01C-Intro-RH-20)</td>
<td>(Template: 01C-Intro-RH-20)</td>
<td>Background Music (Template: 01C-Intro-RH-20)</td>
<td>Redcliffe Hospital has produced this video to help ensure that your patients are seen in an appropriate time. The video highlights in red the most common areas which will affect the urgency of the patient criteria. It stresses the importance to provide a very detailed Patient History and the primary reason for referral</td>
<td>Template: 01C-Intro-RH-20</td>
<td>6 sec</td>
</tr>
<tr>
<td>A- 2</td>
<td>Text and image</td>
<td>Computer Screen</td>
<td>Still Shot</td>
<td>Text appearing and moving up, with an IMG of Redcliffe Hospital Background Music</td>
<td>Text appearing and moving up, with an IMG of Redcliffe Hospital Case Study</td>
<td>15 sec</td>
</tr>
<tr>
<td>A- 3</td>
<td>Text</td>
<td>Computer Screen</td>
<td>Still Shot</td>
<td>Ensuring that your patients are seen in an appropriate time Voice reading the text on screen Background Music</td>
<td>Text appearing Voice reading the text on screen Background Music</td>
<td>7 sec</td>
</tr>
</tbody>
</table>
We suggest scripting every last word. Trust us - doing this will keep you organized during filming and save you loads of time later.
Draw each scene of the video using the script as a reference.
Film/Photo Consent Form

Activity/location/context/purpose: _________________________________________________________________
_______________________________________________ (insert description) Date: ______________ (insert date)
I, _______________________________________________________________________________ (insert name),
of _____________________________________________________________________________ (insert address):

For parents/legal guardians of children (if applicable)

1. declare that I am the parent/legal guardian of the following child or children

(collectively, “the Children”)

2. agree to the State of Queensland, its employees, officers, agents and contractors (“the State”)
   (a) making images or recordings, whether sound, digital or otherwise, of me and the Children (“Images and Recordings”);
   (b) using, publishing or reproducing the Images and Recordings in any form (in whole or in part) and by any medium, including but not limited to newspapers, magazines, brochures, television advertisements, promotional videos, websites, CD-ROM or other multi-media, for public relations, promotions, commercial and advertising purposes (“Promotional Materials”); and
   (c) retaining or storing the Images and Recordings (including those incorporated into Promotional Materials), in hard copy or digitally, including but not limited to, deposit of the Images and Recordings into a Queensland Government Image Library;

3. agree that the rights granted to the State under clause 2 of this Photo Consent Form are perpetual and that I will not receive any payment, royalty or other consideration (whether monetary or otherwise) from the State in connection with the making, use or storage of the Images and Recordings;

4. agree to the State collecting, storing, handling, accessing, managing, transferring, using and disclosing personal information about me and the Children, including but not limited to our name, details and image, in connection with the Images and Recordings or the Promotional Materials;

5. acknowledge and agree that any Promotional Materials which refer to me and the Children, expressly or by implication, are, at the date of publication, made in good faith and are not intended to defame or offend me or the Children or bring me or the Children into disrepute and, to the best of the State’s knowledge, are true and correct;

6. agree that the State is the owner of the copyright in the Images and Recordings and the physical Images and Recordings; and

7. acknowledge that a representative of the State has explained the contents of this Photo Consent Form to me and I am signing this Photo Consent Form of my own free will, on the full understanding and comprehension of the terms of this Photo Consent Form.

Signed by: ___________________________________________________________  Witnessed by: ___________________________________________________________
Print name ___________________________  Print name of witness ___________________________
Signature ___________________________  Signature ___________________________
Date ___________________________  Date ___________________________

Contact Officer: ___________________________  Department/Agency: ___________________________
Phone: ___________________________  Photographer/Credit ___________________________

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