

Version	2.1
Short description	A policy to ensure the rights of photographers and photographic subjects are preserved in compliance with copyright law.
Relevant to	All employees
Authority	Executive Committee
Policy owner	Public Relations Officer
Responsible office	Advancement
Date approved	21 August 2014
Date effective	21 August 2014
Review due	August 2017
Related Avondale documents	Model Release Form Photographer Release Form
Related legislation	Copyright Act 1968
Key words	Copyright, photographic rights

1. PURPOSE

1.1 Avondale University (Avondale) is committed to ensuring that the rights of photographers and the subjects of photographs are preserved. Avondale is also committed to compliance with the Australian Copyright Act 1968 in relation to photographs.

2. SCOPE

2.1 This policy applies to:

- a) persons taking photographs on behalf of Avondale;
- b) persons taking photographs on any of the Avondale campuses for their own commercial purposes;
- c) persons accepting photographs for use by Avondale

3. REFERENCES

3.1 This policy should be read in conjunction with:

- Copyright Policy

4. PROCEDURE

4.1 A photograph is automatically protected by copyright from the moment it is taken.

4.2 The photographer is the owner of the copyright, unless the photographer received payment, in which case the owner of the copyright is, subject to an agreement to the contrary, the entity that paid the photographer.

4.3 Avondale may make an agreement with a photographer concerning the ownership of copyright before photographs are taken. If an agreement is made about existing photographs, this agreement should be signed by both parties and be available in writing.

5. APPENDICES or RELATED DOCUMENTS

- Model Release Form
- Photographer Release Form

Table of amendments

Version Number	2.1	Replaces Version	2.0
Implementation Date	21 August 2014	Scheduled Review Date	August 2017
Approving Body	Executive Committee	Approval Date	21 August 2014
Policy Owner	Public Relations Officer	Date first introduced	6 November 2007
Short description of amendment	<i>April 2023: updated branding, nomenclature and position titles, as relevant.</i> V2.0 Updated wording and format		