

Interplast Australia & New Zealand

Case Study and Photography Policy

Policy Status:
Pending Approval

Initial CEO Endorsement:	February 2025
Board Approval Date:	February 2025
Last Review Date:	February 2025
Future Review Date:	February 2027
Frequency of Review:	2 years
Policy Owner:	Head of Fundraising

Revisions to Policy

Significant Changes	Endorsed by CEO	Approved by Interplast Board
Initially approved	6 December 2012	11 December 2012
Annual policy and schedule revisions from 2013 – 2017 including minor grammatical and wording changes, references checked and updated, staff role updates,	2013 -2017	
Updates to references in the ACFID Code of Conduct and the FIA Code of Conduct. Minor changes to wording and addition of points in 'policy in practice'. Update of the 'Interplast Volunteer Photo Consent Form' Addition of Internal Photo Guidelines to Appendix	21 March 2018	27 March 2018
Fundraising Manager updated to Deputy Chief Executive Officer Removed reference to local partners Minor word changes Added reference to relevant Interplast policies Removed Appendix A – Case Study & Photography Guide to form part of FMC Manual	21 March 2019	26 March 2019
Child protection officer consultation and documentation – section 3 Significant re-write of policy document	01 November 2023	18 February 2025

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Section 1: Purpose

Interplast Australia & New Zealand (Interplast) recognises the importance and value in illustrating the work it does through storytelling, photographs and film. The purpose of the Case Study and Photography Policy is to equip Interplast's personnel with the knowledge to ethically and professionally document the work Interplast does throughout the Asia Pacific region.

The Case Study and Photography Policy also provides guidance to ensure that photos and stories are handled sensitively, and that our processes maximise the dignity, privacy and protection of those who provide their consent for Interplast to use their photo or story in our publications.

This policy is supported by a more detailed and practical Case Study and Photography Procedure, together with the Interplast Fundraising, Marketing and Communications Manual and the Volunteer Team Manual.

This policy is closely associated with Interplast's Child Protection Policy, Prevention of Sexual Exploitation, Abuse and Harassment (PSEAH) Policy and Privacy Policy and should be read in conjunction with these policies.

Section 2: Scope

The Case Study and Photography Policy applies to all Interplast personnel and observers of any Interplast activity, who are accountable for understanding and adhering to this policy at all times.

It also applies to all partner organisations during an Interplast program.

This policy also applies to third-party individuals and organisations who have been granted authority to support Interplast, financially or otherwise. Specific conditions related to the use of Interplast branding, including photos and content depicting children, will be stipulated within relevant contracts or agreements with these stakeholders.

This policy applies to all photos, stories and films collected during any Interplast activity, regardless of location.

Section 3 Policy Statement

Interplast uses photographs, film (videos) and stories to:

- Raise awareness of the importance of the sector in which we are engaged
- Demonstrate the impact of our work and increase support from individuals and organisations including (and not limited to) donors, partner organisations, international and national NGOs and Governments, the Australian public, and Interplast supporters
- Support monitoring, evaluation, learning and/or research
- As a learning tool for students, practitioners, partners and other stakeholders.

Photos and stories may be used through a number of Interplast communication mediums including (and not limited to) our website, social media, publications, reports, supporter newsletters, posters, presentations and training.

Interplast is committed to presenting positive and authentic information about the people and partners we work with through our programs.

Section 4: Policy

4.1: Principles

When developing stories and taking photos and film depicting Interplast's program partners, direct beneficiaries and supporters, all Interplast personnel or observers must ensure that all stories, photos and film published or disseminated by Interplast must:

- Respect human dignity and ensure the rights, safety and wellbeing of the person or people being portrayed
- Be culturally and politically sensitive, and avoid social stigmatisation of individuals
- Protect the identity and privacy of patients and their families or carers by identifying people by first name only
- Be used ethically, which means that they should be accurate in terms of content, captioning and attribution, and used in the correct context.

4.2: Consent

When collecting stories, or taking photos and films that are intended to be used, published or disseminated by Interplast (e.g., through electronic and printed publications/communications, social media and presentations to external groups,) you must first obtain:

- Informed consent from the individual(s) portrayed or their guardian where the individual is under 18 years. Consent must be freely given. This includes patients and their families, and overseas medical personnel and trainees. Informed consent ensures respect for the individual's autonomy and privacy, ensures they understand the implications, purpose and potential use of their story, photo or film, and avoids harming the individual through the inappropriate publication of their story or image. As part of this process Interplast personnel must explain how the photograph or film will be used
- Approval from Interplast's Director of Fundraising and Partnerships, Director of International Programs and/or CEO.

As part of any program participation, all Interplast volunteers consent to the use of their photos, likeness and voice for communications purposes.

<p>Consent is informed</p>	<p>When giving consent, the person must understand the full extent to which their photo or story may be used. This includes providing:</p> <p>A clear explanation (in a language understood by the person) about how and where their photo or story may be used, and where possible, showing examples of these (such as past newsletters)</p> <p>An opportunity for the person to ask questions or discuss with peers / family</p> <p>Reassurance that giving or declining consent will in no way affect the level or type of service they receive and/or interaction with Interplast programs</p> <p>Additional permissions to use a person's image or story in a manner different to the original consent, may be sought retrospectively.</p>
<p>Consent is voluntary</p>	<p>Interplast personnel and/or representatives must ensure that the person giving consent understands that participation is voluntary, and they have the right to withdraw their consent at any time.</p>
<p>Consent is understood</p>	<p>The person giving consent must be able to communicate with Interplast personnel independently or through an interpreter or a family member.</p> <p>For a child or adult who cannot communicate due to their illness or disability, the consent of their primary caregiver or next of kin is appropriate.</p>
<p>Children's voices are heard</p>	<p>For children (under the age of 18), consent must be sought from both the child and their parent or primary caregiver and ensure that the child is comfortable with having their photo taken.</p>
<p>Consent is documented</p>	<p>Consent must be documented using Interplast's Consent for Media Usage Form. Where it is not possible to obtain signed permission, verbal permission is acceptable where this is clearly documented.</p>
<p>Consent can be withdrawn at any time</p>	<p>Where an individual contacts Interplast and withdraws content, Interplast personnel will remove any images available in digital format from circulation and take appropriate measures to withdraw printed materials from public use.</p>

Stories, photos and films that are collected by Interplast personnel in the course of any Interplast activity can only be used in personal communications (including social media or other public presentations) when consent has been obtained and documented, and materials comply with appropriate Interplast standards and policies.

4.3: Stories, photos and films of children

Interplast recognises our responsibility to keep children safe when using their photos or personal information for marketing and communication purposes. Accordingly, Interplast will, at all times, portray children in a respectful, dignified, appropriate and consensual way.

Any individual who is taking or using photos or stories of children related to an Interplast initiative, must also read Interplast's Child Protection Policy in conjunction with this Policy, unless the photos or stories have been pre-approved and provided by Interplast personnel.

Prior to photographing or filming a child for work-related purposes, you must:

- Assess and endeavour to comply with local traditions or restrictions for reproducing personal photos
- Obtain and note consent from an adult (18 years old and over) or a parent or guardian of a child (if they are younger than 18 years old). As part of this they must explain how the photograph or film will be used. Interplast will aim to receive written consent, however verbal consent will be accepted in line with the case study and photography policy. Assent is discussed and secured in age-appropriate ways.
- Ensure photographs, films, videos and audio files present children in a dignified and respectful manner
- Ensure children should be appropriately clothed and not in poses that could be seen as sexually suggestive
- Adhere to all other Interplast requirements relating to the publication of photos.

Information that would enable a child's identity and exact location to be readily accessed will not be used in publications and/or file names, and no identifying data or information will be used with photos or attached to image files, including geolocation data, name and address of the child. When naming a child in a caption or story, name will be first name only, or pseudonym if required.

Photos will be an honest representation of the context and facts. Interplast will not adapt illustrations to represent a different context or fact.

Photos will only be used for the purpose stated at the time when informed consent and assent was obtained.

Photos will not be sold, emailed or given to any other external individual or organisation without the prior consent of the child and parent/guardian concerned. This consent will be included in relevant documentation completed by program beneficiaries and participants.

Consultation with the Safeguarding Focal Point and CEO should be sought and documented if there is any doubt in the appropriateness or compliance of any image, film or story containing a child. The final decision sits with the CEO, however, this should be documented where there is a difference of opinion.

4.4: Accessibility

Interplast will make every effort to ensure a selection of our photos are accessible for people with vision impairment, including routinely including photos descriptions on photographs.

4.5: Presentations and publications

All Interplast presentations and/or publications that include photos or stories must adhere to this Policy.

Occasionally employees, consultants, volunteers and/or students may wish to present and/or report on the work they have completed with Interplast after their engagement with us. In this instance, permission must be sought from Interplast in advance. Interplast may request to review the presentation and/or report in order to support and ensure compliance with this Policy.

4.6: Use of Interplast's photos and stories by third parties

Interplast will agree to the use of our photos and stories by third parties where each of the following conditions can be met:

- Informed consent for use of the photo/s or story by a third party has either been given; or can be reasonably sought from the person / people depicted
- All use of the requested image/s or story will comply with this Policy
- Content in which the image or story is placed aligns with Interplast's values and principles
- The third party ensures Interplast is credited.

Interplast will request the immediate removal of any photos that are deemed inappropriate in accordance with this policy and related procedures, when representing Interplast and its work. Refusal to follow this request will see Interplast revoke any authority previously granted to represent or support Interplast.

4.7: Storage

Electronic storage of photos and stories must comply with Interplast's electronic storage procedure and Interplast's Privacy Policy. Together these require that Interplast store all personal information, including photos, stories and consent documentation securely, accessible only by authorised Interplast's personnel.

All photographs, videos and stories collected during engagement with Interplast remain the property of Interplast. All photographs, videos and stories must be deleted from the personal devices of all personnel once their engagement with Interplast has been completed, unless written permission has been sought and given by Interplast. Evidence of this may be requested if deemed necessary.

4.8: File naming protocol

All photos and videos should be named (as per the Interplast's file naming protocol; and without the use of any personal data) and filed on SharePoint as per the Case Study & Photography Procedures. Repetitive, out of focus or inappropriate photographs should be deleted prior to uploading them, in addition to any photos for which there is no informed consent.

Section 5: Monitoring and Review of this Policy

This policy will be monitored and reviewed at intervals as indicated in this policy and following the process outlined in Interplast's Policy Framework.

The Chief Executive Officer is ultimately accountable to the Board for managing and maintaining this policy and is responsible for the implementation of this policy. The Board is responsible for adopting this policy.

The Director – Fundraising and Partnerships is accountable to the Chief Executive Officer for ensuring the currency of this policy and all supporting procedures and relevant manuals and has responsibility for operationalising the policy.

Where compliance issues are identified, they will be addressed promptly. The Chief Executive Officer is responsible for taking any recommended amendments to this policy to the Interplast Board for its approval.

Section 6: Related Documents and Legislation

In considering our use of photos, videos and stories, Interplast will adhere to the Australian Council for International Development (ACFID) Code of Conduct (2017); and in particular:

- Commitment 6.2.1: Members' communications are accurate, respectful, and protect privacy and dignity
- Commitment 6.2.2: Members have organisational requirements for the collection of information, photos and stories; consistent with ensuring photos and messages portray people (including children) in a manner that respects their dignity, values, history, religion, language and protects their safety and rights.

As an organisational member of the Fundraising Institute of Australia (FIA), Interplast is bound by the FIA Code of Conduct and accompanying FIA Ethical Principles of Fundraising.

As an accredited organisation with the Department of Foreign Affairs and Trade (DFAT), Interplast adheres to the principles and practices outlined in the DFAT Child Protection Policy 2017 and the related guidance note for the use of photos for social media.

Interplast personnel also comply with Interplast’s Child Protection Policy and the specific commitments in that policy relating to the portrayal of children (Section 4.7: Communications and marketing)

Name of document/legislation	Location/hyperlink
FIA Code of Conduct	
Child Protection Policy	
Codes of Conduct for all personnel, including employees, program activity participants, consultants and office volunteers	
Privacy Policy	
PSEAH Policy	
ACFID Code of Conduct (clause 6.1 & 6.2)	https://acfid.asn.au/code-of-conduct/
DFAT Child Protection Policy	https://www.dfat.gov.au/about-us/publications/pages/child-protection-policy

Section 7: Definitions

Word / Phrase	Definition
Personnel	<p>Personnel includes all employees, consultants, volunteers, Board Directors, Committee members, Working Group members and Ambassadors that are engaged by Interplast to perform the work of Interplast.</p> <p>Volunteers include both professional (e.g. administrative roles) and medical volunteers (e.g. surgeons, anaesthetists, nurses or allied therapists), students, interns, or any other person who has entered into a volunteer arrangement or agreement with Interplast.</p>
Observer	<p>Observers are individuals accompanying an Interplast program, delivered by volunteers in a partner country (e.g. representing a donor organisation or students on an observational placement). Observers do not have a clinical role but may assist the clinical team by completing tasks related to program delivery.</p>

Partner	Partner includes organisations that work with Interplast to implement a joint project with mutually agreed outcomes, and/or with whom Interplast has a signed partnership agreement and/or memorandum of understanding. Partner organisations may or may not be recipients of funds through Interplast.
Beneficiary	Beneficiary 1) a patient receiving treatment through an Interplast activity (this may include a consult only, surgery, allied health treatment or other clinical care, and could be provided by an Interplast volunteer, or a local partner clinician during an Interplast activity), or 2) local partner personnel participating in training delivered by Interplast.
Stakeholder	Stakeholders include all personnel, observers, partners, beneficiaries and supporters, community members in the country where we work, funders, international development peers and organisations, or any other individuals or organisations that connect with Interplast.
Case Study	Case Study: a qualitative, descriptive story that looks at individuals, a small group of participants, or a group as a whole and is grounded in data collected about participants using participant and direct observations, interviews and other techniques.
Stories	Include stories shared with us by any individual involved in our program activities, including children and adults who either need or have accessed services established through our work with partners. Stories may include narrative, direct quotes, facts and personal details obtained during an interview

Section 8: Appendices

Appendix A

Consent for media usage

Confirmation of verbal consent