

Images and message Statement

Purpose

The intention is to maintain a framework for achieving an effective and honoring working relationship for all parties with regards to the use and communication of images and messages. It is not the intention of this policy to curb freedom of speech or to enforce strict rules and regulations.

Scope

This policy relates to Australian Mercy Staff, Volunteers, Donors, Members of the general public and service recipients.

Policy Statement

Images and the messages that accompany them can misrepresent people and communities and cause the general public to think of the situations represented therein in terms which could be untrue, and which could present them in terms of potentially dangerous stereotypes.

Furthermore, situations may exist where the people or communities photographed are trying to avoid political and social repercussions and may not want their image, name or location disclosed in any way. It is also understood that it is the right of a person to request that their image not be published in any way.

Principles

Because we understand the risks and responsibilities with regards to the publication of images and messages the choices of images and messages used in public communications will be made based on the following principles:

- Respect for personal / community security of our client base.
- Respect for the dignity of the people concerned;
- Belief in the equality of all people;
- Acceptance of the need to promote fairness, solidarity and justice.

In all our communications and where practical and reasonable within the need to reflect reality, Australian Mercy will strive to:

- Not publish images or messages that will put individuals or communities at risk.
- Choose images and related messages based on values of sensitivity of security, respect, equality, solidarity and justice.
- Truthfully represent any image or depicted situation both in its immediate and in its wider context so as to improve public understanding of the realities and complexities of development.

- Avoid images and messages that potentially stereotype, sensationalise or discriminate against people situations or places.
- Avoid images of naked or semi naked children and women.
- Use images, messages and case studies with the full understanding, participation and permission of the subjects (or subjects' parents/guardian).
- Ensure those whose situation is being represented have the opportunity to communicate their story themselves.
- Establish and record whether the subjects wish to be named or identifiable and always act accordingly.
- Seek permission from subjects and in the case of children their parents/guardian to photograph them.
- Conform to the highest standards in relation to human rights and protection of the vulnerable.

I affirm my commitment to the guidelines outlined in this document.

First Name:

Middle Name:

Last Name:

Signature:

Date (DMY)