



LEGACY BRISBANE PROCEDURE

Media Consent

Procedure number: FR-PRO 001

Effective date: 08 02 2023

Approving authority: Chief Executive Officer

Sponsor: Head - FRMC

Date for review: 08 02 2025

Version History

Date	Description of Change	Version
08/02/2023	First release	1

Purpose

The purpose of this policy is to provide guidance and direction to Legacy Brisbane Board of Directors, staff, Legatees and relevant volunteers on how we gain media consent to help raise awareness and support to fulfil our mission.

This policy supports the FR-10 POLICY – Media and Communications and seeks to provide further guidance specifically pertaining to consent.

For the purpose of this procedure, media is defined as traditional media (such as TV, radio and print), Online Media (such as online news and blogs), Social media (such as Facebook and LinkedIn) and Owned Media (such as The Torch Magazine and the Bulletin).

As per the FR-10 POLICY – Media and Communication, Legacy Brisbane Media Consent Forms are used to gain written consent where a beneficiary or Legatee's story will be used in the public domain, including traditional media, online media and social media.

Media Consent forms

Legacy Brisbane Media Consent Forms are used to gain written consent where a beneficiary or Legatee's story will be used in the public domain.

The current Media Consent forms are saved in SharePoint under Marketing Communications > Media & PR > Consent Forms

Completed forms are scanned and maintained by the Communications and Marketing Officer in the relevant year folder 'Completed Forms' folder.

Anyone under the age of 18 must have consent from an adult guardian.

It is not typically necessary for all attendees of events and activities where images/footage is captured to sign a consent form. However, attendees should be given the opportunity to opt out of appearing in any images/footage.

For beneficiary events the responsible Legacy staff member or Legatee is to ensure any beneficiary who cannot be in media is not included in any photos passed onto the FRMC team for publication.

Verbal consent

In situations where beneficiaries are being photographed **individually** at events and activities (ie: a widow being presented with flowers for her 100th birthday), it is the responsibility of the photographer to gain verbal consent from the beneficiary to be included in Legacy Brisbane's Owned Media platforms (the Torch Magazine or the Bulletin).

Example of how to ask for consent: Is it okay for a photo of you to be included in the Torch Magazine?

It is the responsibility of the photographer/submitting Legatee/contributor to gain verbal consent from the beneficiary, when photos are sent to the Marketing and Communications Officer for inclusion in the Torch Magazine or the Bulletin.