Australian Red Cross
THE POWER OF HUMANITY

Still and moving image release form

Date: _____   **Red Cross Service Area:** _____

Name: _____   **Telephone:** _____

Address: _____

Brief Description of Image: _____

_____   **Title of Photo shoot:** _____

_____   **Name of Photographer** _____

I, the above named / parent or guardian of the above named*, give my unreserved permission for all still and moving images taken or recorded by or on behalf of or made available to Australian Red Cross of me/of _____ ("the Images") to be:

- used in any or all of the promotional and advertising material of Australian Red Cross; and/or
- provided to any third party, including but not limited to media organisations, government bodies, not-for-profit organisations and Australian Red Cross partners, for their use as they see fit.

The Images may be used in various media formats including online media, social media, print, newspaper, video, public displays television and electronic means of communication and in any edited form.

I waive any rights and claims, present and future, to any fees or royalties or other benefits whatsoever for or in connection with the use of the Images.

If I wish to withdraw permission for Images to be used, I must so inform Australian Red Cross in writing. I understand that if I so withdraw permission for the Images to be used, Australian Red Cross will cease any future new publication or use of the Images, but for several years the Images may appear in printed and electronic material which has already been produced or disseminated.

(For Aboriginal and Torres Strait Islander people) I also understand that images of Aboriginal and Torres Strait Islanders may appear in printed and electronic material for several years. If I am an Aboriginal or Torres Strait Islander, Australian Red Cross will take reasonable steps to prevent the Images from appearing on material published after my death. However, I understand and agree that, despite those efforts, the Images may still be published or disseminated.

I understand that Australian Red Cross will make all reasonable efforts to ensure that any use of the Images by Australian Red Cross or third parties complies with the Australian Red Cross Photography Policy. The Photography Policy in summary states that Australian Red Cross will:

- respect and protect those whose images are recorded in Red Cross photography;
- manage and use images owned by Red Cross appropriately; and
- in the use of the Images, comply with the Fundamental Principles of the Red Cross movement and the International Federation of Red Cross and Red Crescent Societies' Code of Conduct for NGOs in Disaster Response Programmes.

I understand that I have is no actionable right against Australian Red Cross for any failure by either Australian Red Cross or by any third party to comply with the Photography Policy or with the terms of this release form.

_____   _____

Signature   Witnessed by

_____   _____

Print Name   Print Name

Last updated – August 2011

* [Delete as applicable]