

Policy Name: Filming and Photography Policy

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Authorised By: Adelaide Cemeteries Authority Board

On: May 2022

Responsible Manager: Chief Executive Officer

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Policy Version	Date	Author	Action
2.0	April 2022	Governance Officer	Policy review revising definitions and adjusting expressions
1.8	24/04/2019	Head of Customer Strategy & Communication	Reformatted, minor grammatical amendments.
1.7	12/02/2018	Executive Assistant	Reformatted in line with new conventions
1.6	22/04/2016	Head of Customer Strategy & Communication	Reformatted, minor text changes
1.5	18/03/2014	Head of Customer Strategy & Communication	Policy revised and reissued
1.4		Manager, Marketing & Client Services	Updated to new policy structure
1.3	09/10/2008	Governance & Planning	Policy Reviewed and reissued
1.2	10/01/2007	Manager, Marketing & Client Services	Policy Reviewed and reissued
1.1	15/06/2006	Manager, Marketing & Client Services	Added Revision History

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DEFINITIONS

Act	<i>Adelaide Cemeteries Authority Act 2001</i>
Authority	Adelaide Cemeteries Authority as defined by the Act
Board	Board of Management of the Authority as appointed under the Act
CEO	Chief Executive Officer of the Authority as appointed by the Board
Commercial use	any third-party activity, directly or indirectly intended to make a financial profit
Filming	the practice of taking and producing moving images in cinematic film, video, digital or web-based formats
Photography	the practice of taking and producing still images in print, slide, film, digital or web-based formats

1 POLICY AIM

This policy details the Authority's position regarding image collection in its cemeteries.

This policy applies to the use and collection of images for personal, educational and/or commercial purposes from the Authority's cemeteries and guide the principles to which the Authority should have regard when using images.

2 POLICY STATEMENT

It is the policy of the Authority that image collection in the Authority's cemeteries be undertaken with sensitivity and respect for the deceased, their families and loved ones and with consideration to community standards and expectations.

This commitment is aligned with Section 6 of the *Burial and Cremation Act 2013* (SA) which states:

"It is the intention of Parliament that human remains be treated at all times with dignity and respect."

3 POLICY PRINCIPLES

The following principles must be applied.

3.1 Image collection for Personal Use

It is not possible for the Authority to monitor image collection in its cemeteries. Visitors to our cemeteries take images that are placed in the public domain, most commonly via social media.

Therefore, image collection for private and personal use in the Authority's cemeteries is permitted.

However, if the Authority identifies that images of its cemeteries have been inappropriately used in the public domain, the Authority may seek to have these images removed or amended. Inappropriate use includes but is not limited to:

- images that do not treat the deceased with dignity and respect;
- images that may cause distress to families, loved ones and the broader community;
- images which identify individual memorials and/or inscriptions without the prior permission of the interment right holder;
- the use of images for commercial purposes without the permission of the Authority; and
- other image/s , the use of which breach acceptable community standards.

3.2 Permits

The Authority has a permit system to help manage the approvals for image collection for commercial or educational use.

The permit system helps to:

- Minimise the impact on cemetery visitors and the local environment;
- Ensure proposed image collection is suitable for the location;
- Provide guidelines for image collection practices that respect the deceased, their families and loved ones,
- Schedule the image collection with consideration to the demand for cemetery services;
- Ensure that the organisation or person has appropriate public liability insurance and complies with the Authority's WHS policies.

A completed permit application must be submitted to the Authority no less than 48 hours in advance of filming.

Applicants must provide the following information in their permit application:

- **Equipment:** All equipment must be described in the application. The use of a camera crane requires the submission of a safety analysis of the area where the crane is to be used.
- **Noise pollution:** Sound/noise must not negatively impact on cemetery visitors and the Authority may require a section of the cemetery to be excluded to the public and funeral services for the duration of the image collection.
- A risk management plan may be required to show how the risks associated with the activity have been assessed and managed.
- A traffic management plan must be submitted if the activity will affect pedestrians and cemetery traffic.

Where filming or photography is to take place in areas of cultural significance, permission may also be required from the relevant group or organisation (examples include Indigenous people, or religious communities).

Applicants are required to discuss the content and context of the proposed media project with the Authority as early as possible.

Dates may need to be varied at short notice to accommodate funeral services as funeral activity takes precedence.

The Authority reserves the right to refuse any application.

3.3 Permit Fees and Charges

If a production is considered low impact and is being undertaken as an educational activity, no fee is payable.

All other commercial image production will incur administration and location fees.

Administration and location fees are set out in the Authority's Filming and Photography Application Form.

3.4 Approval Exemptions

Written approval and a permit are not required if the filming is being undertaken by a news or current affairs photographer, filmmaker, or sound-recorder, covering news of the day. These groups must liaise with Authority or its nominated representative before arriving on site and observe the specific guidelines below regarding how to capture and use cemetery images appropriately.

3.5 Image collection guidelines

- Filming, photography and/or sound collection must not take place during a funeral or memorial service without the direct written permission of the family.
- Wherever possible, image collection is to be restricted to general scenes and not directed at individual memorials so as to identify the inscription, unless the written permission of the interment right holder has been provided to the Authority.
- Persons involved in image collection are not permitted to stand on grave sites and must restrict their movements to the designated paths and roadways where provided.
- Persons involved the image collection are not permitted to approach visitors to grave sites or funeral services.
- Images of the Authority's staff are not permitted unless specifically approved by the Chief Executive Officer.
- Images collected must not to be used in promotional materials or to imply the Authority's endorsement of a product.
- No equipment may be affixed to any surface without prior permission.
- All persons involved in the image collection must comply with the directions of the Authority's staff and comply with the Authority's work, health and safety policies.

3.6 Application Form

Permission to undertake filming or photography for commercial use must be sought by completing the *Filming and Photography Permit Application Form* available from the Authority’s Visitors Centre by telephoning 8139 7400 or visiting the Authority’s website www.aca.sa.gov.au

3.7 Copyright and Acknowledgement

The copyright of footage and photographs remains with the owner. However, the use of the footage and images by the Authority for promotional purposes may be requested as part of the approval process.

The Authority must be acknowledged in any published image.

4 LEGISLATIVE REQUIREMENTS

[Burial and Cremation Act 2013](#)

5 RELATED POLICIES

[Risk Management Plan – COR049](#)

Operations Policies and Procedures

Work Health Safety Policies and Procedures

6 RELATED PROCEDURES, GUIDELINES AND FORMS

[Application for Filming and Photography Form](#)

AUTHORISED BY AND EFFECTIVE DATE



Signature: _____ Date: 10 May 2022
(Chief Executive Officer)