

1. Introduction

This policy outlines FemiliPNG Australia's expectations about the collection, storage and use of stories, images and videos (media content).

[FemiliPNG Australia](#) works in partnership with local and international organisations to prevent and respond to family and sexual violence (FSV) in Papua New Guinea (PNG). Our key partnership is with [Femili PNG](#), a leading Papua New Guinean non-government organisation (NGO) that provides free, survivor-focused, and empowering case management services, research-based advocacy, outreach and training.

FemiliPNG Australia shares stories, images and videos that highlight the positive impact of our work. We are committed to upholding the dignity of people whose stories, images and videos we are sharing; and to depicting contexts authentically and truthfully.

FemiliPNG Australia adheres to the [Australian Privacy Principles](#), which form part of the [Australian Privacy Act 1988](#). We are a full member of the Australian Council for International Development (ACFID) and a signatory to its [Code of Conduct](#).

The purpose of this policy is to ensure our media content empowers the people we work with, upholds their dignity, ensures their right to privacy, and maintains their safety and wellbeing.

2. Definitions

Media content	Stories, images and videos collected by, or on behalf of FemiliPNG Australia
Personnel	FemiliPNG Australia staff members, contractors or volunteers
Representatives	FemiliPNG Australia Board member

3. Principles

3.1 FemiliPNG Australia will protect stakeholders' privacy, safety and wellbeing:

- Because of the context and nature of Femili PNG's work, the safety, security and well-being of their clients, staff and partners is paramount.
- We will not include photographs or details that can identify people in our media content without their explicit and informed consent.
- We will not include the locations of safe-houses or case management centres.
- We will not use stories, images, and videos that may endanger the people they are portraying.

3.2 FemiliPNG Australia will empower the people and communities we work with:

- We will respect the values, history, religion, language and culture, and maintain the dignity of the people and communities we portray.
- We will use stories, images and videos that showcase the positive impact of our work and our partners.
- We will not portray any person in a negative or dehumanised manner. We will not show images or videos of dead or dying people.

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3.3 FemiliPNG Australia will depict people and contexts authentically and truthfully:

- We believe it is important to honestly portray the complexity of our work to the Australian public.
- Our media content will never omit information that changes the underlying, original meaning of a message; or use misleading stories or imagery.
- We will not exaggerate the reality of a situation or the impact our donors have on our work.
- The diversity of local people and communities will be portrayed accurately.

4. How do we collect and use media content?

FemiliPNG Australia collects media content about our personnel and representatives; supporters; partners, and the communities we work with. We may use this content to:

- Share information about our work and activities with our partners, funders, supporters and community.
- Raise awareness about FSV in PNG, and what Papua New Guinean organisations are doing to respond it.
- Promote our campaigns, events and merchandise.

The media content we collect may be used in FemiliPNG Australia’s website, social media (Facebook, Instagram and LinkedIn), emails, reports and publications.

5. Informed consent

All FemiliPNG Australia personnel and representatives are required to obtain **informed consent** before collecting, storing and sharing media content about a person, or group of people. The Media Consent Form (Appendix A) can be modified and used for this purpose.

5.1 What do we mean by informed consent?

For consent to be informed; the person or people sharing their stories, images or videos must be given all relevant and correct information; must understand the information given, and; must voluntarily give consent.

Correct information	For consent to be informed, a person must be provided with correct information about how their video, story or information will be collected, stored and used. Any potential risks (e.g., the possibility of the person’s identity being revealed) must be discussed with them. The person must have an opportunity to ask questions.
Clear comprehension	For consent to be informed, the person must understand the information we provide them with. To do this, we must: <ul style="list-style-type: none">• Share the information in a way the person understands, such as by using age-appropriate language, or by using an interpreter to communicate with them in a language they are comfortable with.• Give the person enough time to consider the use of their video, story or image before asking for a decision.
Voluntary consent	For consent to be informed, the person needs to voluntarily provide their consent for us to use their story, images or videos. To do this, we must provide the person with an opportunity to say “no”. The person must understand that giving or declining consent will not affect the services they receive; and that they can withdraw their consent at any time. We must ensure they understand how to do this. Remember: <i>The person can withdraw their consent after content is published – and FemiliPNG Australia will ensure the content is removed as soon as practical.</i>

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5.2 People with a disability and consent

Adults or children with disabilities may not be able to communicate with us independently, or understand the information given to them. This creates challenges achieving the “clear comprehension” component of informed consent. In these situations, consent should be sought from the person’s primary caregiver or next of kin. The person should be involved in the consent-giving process as much as they are able to.

5.3 Children and consent

Children and young people under the age of 18 must be involved in the consent-giving process as much as possible. Efforts should be made to provide them with information in a way they can understand, and verbal consent should be sought if appropriate. Written consent must be obtained from their primary caregiver before collecting, storing, or using their media content.

6. Media consent forms

All FemiliPNG Australia personnel should carry the Media Consent Form, and request it be filled out before collecting a person’s story or image, or making a video recording of them. When travelling to another location, the form should be translated into the local language prior to the visit.

There are several situations in which filling out the Media Consent Form may not be possible or appropriate, such as at a large fundraising or awareness raising event. It is acceptable to obtain clear verbal consent in these situations. If in doubt, discuss it with the FemiliPNG Australia CEO or Development Advisor before collecting media content.

In other situations, such as a research project, the standard Media Consent Form may not sufficiently explain the reasons for and use of the person’s stories, images or videos. In these situations, it is appropriate to modify the form to ensure it accurately describes how the content will be collected, stored and used.

7. Storage of media content

FemiliPNG Australia stores all media content on our secure electronic database (Dropbox / OneDrive / SharePoint), which can only be accessed by FemiliPNG Australia staff. These databases are protected by multi-factor authentication and are encrypted in-transit and at-rest.

All stories, images and videos collected on behalf of FemiliPNG Australia should be named according to our *File Naming Tool*. Inappropriate, repetitive or unclear media content should be deleted.

All FemiliPNG Australia personnel are required to delete media content from their personal devices (cameras, computers, smart phones) after they have ceased their work with us.

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8. Presentations, publications and social media

All stories, images and videos collected while working, consulting or volunteering for FemiliPNG Australia remain the property of FemiliPNG Australia.

Written permission must be gained from FemiliPNG Australia to use this content in external presentations and publications of any format. FemiliPNG Australia may ask to review or contribute to any presentation or publication about our work. This helps to ensure our public image reflects our organisation's values and remains compliant with this policy.

FemiliPNG Australia obtains informed consent to use peoples' stories, images and videos on our own social media sites. It is never appropriate for FemiliPNG Australia personnel or representatives to upload this content directly to their personal social media sites. However, informal photographs of our staff, volunteers and contractors may be used on personal social media sites after obtaining the verbal consent of those in the image.

9. Policy amendments

All policies are subject to review and endorsement by the FemiliPNG Australia Board. Suggestions about this policy are welcome and should be directed to the FemiliPNG Australia CEO. Any amendments or changes to the Policy will be submitted to the Board for endorsement.

The CEO is responsible for maintaining this document, including updating confirmed changes, informing staff of the changes, and disseminating the latest version to all personnel.

This policy will be reviewed every five years, or as needed to meet governance obligations and/or changes in legislation.

10. Related documents

Document number	Document name
TOOL-002	Media consent Form
POL-001	Child Protection Policy
-	Communications Guidelines
-	Communications Strategy
-	Ethical Decision-Making Framework for Communications
-	File Naming Tool
POL-013	Privacy Policy
DOC-001	Statement of Organisational Principles
	Australian Privacy Principles
	Australian Council for International Development Code of Conduct

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