

## 1 Purpose

This policy sets out Blazing Swan Inc. approach and commitment to safeguarding the privacy of all participants, crew and volunteers regarding the capture of any form of media at Blazing Swan events, and to preserving and upholding the Principles of Decommodification, Consent and the freedom of all participants to radically self-express.

## 2 Scope

This policy applies to all participants, crew and volunteers (“Attendees”) of Blazing Swan events held by Blazing Swan Inc. This Media & Photography Policy also forms part of the Blazing Swan Ticketing Terms and Conditions. By entering a Blazing Swan Event, all Attendees agree to the following terms, conditions and guidelines for the use and capture of any media obtained at an Event.

## 3 Policy Statement

This policy is applicable to any device that can capture any form of media. For example –

- Mobile phones
- Audio recording equipment
- Camera equipment
- Film/ video equipment
- Drones (Refer to Blazing Swan Inc. Drone Policy for more detail)

For the clarity of definition within this policy, media is defined as any audio recording, photo, video or print media image captured at a Blazing Swan event.

We recognise that photography and videography is an art form in itself, but that the capture of images of people for its art should be balanced with an individual's right to freedom and privacy.

We recognise that individuals should have a choice whether their image is recorded and that this is managed through an acknowledgement between photographer/videographer and the individual(s) to ensure consent.

## 4 Consent

Radical Self-Expression is one of the 11 Principles of Blazing Swan and encourages participants to express their inner self with outrageous costumes, interpretive dance, or removing clothing entirely!

Participants need to feel safe to express themselves at Blazing Swan, without the fear of unwillingly being the subject of a photograph or video. This is where the Blazing Swan Principle “Consent” applies.

The number one issue to be aware of when taking photos or video of people at Blazing Swan events is Consent. Not everyone wants their image captured so it is important to ask for their permission, ideally before, if not directly after capturing a person’s image.

Consent is a clear verbal confirmation of “yes” in response to a request for permission. It is not a “no”, maybe or a shrug of the shoulders.

There may be times when it would be best to capture someone “in the moment”. If this is the case, you must approach the subject you have captured, introduce yourself, show them the image and gain their consent. If they request it to be deleted, do so immediately and respect their decision.

#### **4.1 What is a “Subject”?**

A “subject” is someone that is the focus of the image being captured and can be clearly identified. Clear shots that identify faces need more consideration for consent than a scene of unrecognisable people.

Individual's, who by their own actions, albeit often unknowingly, are captured in the background of an image are not classed as the “subject” of the image and therefore direct consent permission is viewed in a more relaxed manner.

#### **4.2 When to consider Consent**

Consent considerations should be simply based around whether they are clearly recognisable and may be in a compromising/ unsuitable situation for the individual.

If you are asked to stop filming or taking photographs at any time, you are expected to do so immediately. Likewise, if you are requested to delete an image or video of a participant, then you must do so immediately.

Consent and common-sense should be used when capturing an image of anyone at a Blazing Swan event. There are also moments when it would be best to put your camera away and enjoy the Immediacy of the moment instead. Some moments at Blazing Swan events may involve nudity, intoxication or other unsuitable or compromising situations and it should be recognised that these moments are not suitable for photography or video. Just because something like nudity occurs, and is completely accepted at a Blazing Swan event, does not make it suitable for photography or video that would be shown and is acceptable in the outside world.

Plenty of common sense and courtesy will go a long way with the issue of consent. You can capture some amazing images at Blazing Swan events but consider enjoying the moment without recording it as one of our other principles is Immediacy. Be in the moment.

#### **4.3 Have Respectful Conversations**

If you are approaching a photographer or videographer to discuss consent, please do so in a respectful and constructive manner. Your image may not have been captured. Their equipment may cost a lot of money. Be respectful to each other as humans and have a productive conversation. Work together to resolve the situation. If you need an independent party, involve the Rangers.

## **5 Personal vs Commercial use**

### **5.1 Personal**

Participants are welcome to take photos and videos at Blazing Swan events for their own personal use, provided consent is obtained when it includes other participants.

Personal use includes –

- Sharing photos or videos with your friends.
- Posting images or video on your own personal social media account (Facebook, Instagram, YouTube, etc) providing your posts are not used for commercial purposes and your social media accounts are not used for advertising products, services or commodified (monetised) through adverts or other means.

If you do not have written permission from Blazing Swan Inc. then any form of media obtained at a Blazing Swan event may only be used for personal use. Anything outside of the above is considered commercial use.

### **5.2 Commercial use**

Commercial use is considered any media project that is intended for public distribution, usually for the purposes of financial gain.

Examples of this are –

- Publishing captured images in printed or online books, magazines or newspapers.
- Using captured media on websites and social media platforms to promote goods, services or businesses.
- Images for a gallery show
- Video for a documentary, movie or tv show.
- To distribute to any third party for publication.
- On personal/ third party websites or blogs.

If you wish to use any media from a Blazing Swan event for commercial reasons, you must register prior to the event with Blazing Swan Inc.

If publishing photos or videos of any artworks, you must ensure the artist is credited, not just the person who took the image.

## **6 Decommodification**

We encourage decommodification in our community so that what we collectively own, we can collectively share. Everything at Blazing Swan is gifted and fund-raised by the participants, for all to enjoy.

The principle of decommodification also applies to photography, video or audio of a Blazing Swan event. You may publish this media as part of your portfolio; however, it may not be sold commercially.

## **7 Photographers**

We encourage all Photographers and Videographers to register prior to Blazing Swan.

Photographers who wish to publish their photographs of a Blazing Swan event either in print or online, must register with Blazing Swan Communications prior to the event.

Registration ensures photographers are approved by Blazing Swan Inc. to publish their work and have access to current guidelines for shooting. This will also allow participants or artists to contact a photographer about their work if they wish. All registered photographers must wear identification that is provided by Blazing Swan Inc.

Registering as a photographer does not give you special permission to take photographs of anyone or anything at a Blazing Swan event. Consent is required by any photographer when photographing anyone at Blazing Swan.

Many participants want to enjoy the experience without being documented, particularly in their moment of radical expression.

Conversely, many people also love the opportunity to get photographed. Just ask for consent or confirm directly after if capturing a moment with the individual(s).

## **8 Filmmakers and Videographers**

Like photographers, filmmakers and videographers are also required to register before an event to ensure shooting guidelines and restrictions are adhered too. A description of the piece you want to film may be requested to ensure it is representing Blazing Swan in a good light. Blazing Swan Communications can also assist you with information on how to best film your piece.

All registered filmmakers and videographers must wear identification that will be provided by Blazing Swan Inc.

The same respect for consent applies to shooting video at Blazing Swan. Ask people before you shoot, or afterwards if you captured them on camera. Clear shots that identify faces need more permission than a scene of unrecognisable people.

Filmmakers must provide a draft to Blazing Swan Inc. before publishing for final approval.

For all inquiries regarding photography and film at Blazing Swan, please email [comms@blazingswan.com.au](mailto:comms@blazingswan.com.au).

## **9 Drones**

In recent years drones (UAV's – Unmanned Vehicle Systems and multi-copters) have become more accessible and popular, Blazing Swan is not unique in the challenges it faces with regards to balancing the community's concerns on safety and privacy as well as providing a space for people to express themselves through a form of art.

Blazing Swan Inc. regulates all drone usage at its events and requires that they be operated responsibly, are subject to restricted flying and other rules of operation and legislation.

Our goal is to ensure the safety of those attending as well as helping to ensure we are considerate of our 11th principle; - Consent.

The following controls are specific to Blazing Swan and are applied on top of the current legislative controls.

- Mandatory requirement to have an ARN (Aviation Reference Number)
- Mandatory requirement to register to fly at Blazing Swan by completing the Photographers Registration process
  - Noting that requesting permission to fly nor having an ARN instantly grants permission to fly at Blazing Swan. Drone operators still need to be approved by Blazing Swan Inc.
- Should they be approved – Drone operators are to have their photographers' identification visible whilst flying and
- High-visibility vest, or similar, is not mandatory, but is encouraged to be worn whilst flying

For full information on Drones, please refer to the Blazing Swan Drone Policy found on Blazing Swan's website.

## **10 “No media” zones**

During the course of the Blazing Swan event, you may come across areas or Theme Camps displaying signage requesting no photos or video be captured in this area. All participants and registered photographers/ videographers must adhere to this request and not capture any images.

## **11 Credit**

At Blazing Swan, there are many Artists and Performers bringing their craft to the event. This is one of the many things that makes our event so special.

Images or video depicting these Artists or Performers should always credit the Artist or Performer, and in the same vein if they share your image or video of them, they should credit the photographer or videographer too.

## **12 Photo and Film Submissions**

Blazing Swan Communications team are always on the lookout for amazing image and films of our event for use on the Blazing Swan website and within official documentation. Do you have some amazing photos of Blazing Swan you would like to share?

If you have consent from the people in the photos to share with a wider audience, please email [comms@blazingswan.com.au](mailto:comms@blazingswan.com.au).

## **13 References**

- Blazing Swan Drone Policy
- Further information can be found on the website; [www.blazingswan.com.au](http://www.blazingswan.com.au)