



Photograph Policy

Our Service is committed to creating and maintaining a child safe environment where children feel safe and their voices are heard. Children have the right to be protected from the misuse of photographic and video images whilst at our Service. To ensure the privacy of children and families is respected, Birra-Li will only use photographs of children when a parent or legal guardian has given authority to do so.

National Quality Standard (NQS):

Quality Area 2: Children's health and safety		
2.2	Safety	Each child is protected.
2.2.1	Supervision	At all times, reasonable precautions and adequate supervision ensure children are protected from harm and hazard.
Quality Area 5: Relationships with children		
5.1.2	Dignity and rights of the child	The dignity and rights of every child are maintained.
Quality Area 6: Collaborative partnerships with families and communities		
6.1.2	Parent views are respected	The expertise, culture, values and beliefs of families are respected, and families share in decision-making about their child's learning and wellbeing.

Education and Care Services National Regulations	
160	Child enrolment records to be kept by approved provider and family day care educator
181	Confidentiality of records kept by approved provider
183	Storage of records and other documents
184	Storage of records after service approval transferred

Purpose:

We aim to ensure the collection and use of photographs or videos of children complies with privacy laws and legislation. We are committed to creating and maintaining a child safe environment by adhering to the Child Safe Standards.

Implementation:

The displaying of photos provides children and families with a sense of belonging. Photographs allow children to see themselves at play, are a topic of conversation for children and parents, allow families to see their child at play, and convey the message to children that what they are doing is important. However, it is fundamental to respect the rights of all children and families to privacy and ensure child safety is embedded in our policies and procedures. At Birra-Li we follow the **National Model Code and Guidelines** for taking images or videos of children.

The Nominated Supervisor will ensure:

- That obligations under the Education and Care Services National Law and National Regulations are met.
- That children's safety and rights to privacy is respected at all times.
- **The National Model Code and Guidelines** are understood and adopted within the Service including:
 - Only service-issued/approved devices are to be used when taking images or videos of children.
 - Personal electronic devices that can take images or videos (such as tablets, phones, digital cameras, smart watches) and personal storage and file transfer media (such as SD cards, USB drives, hard drives and cloud storage) will not be used by any person while caring and working directly with children.
 - Providing authorisation for a staff member or educator to use a personal electronic device for essential purposes only (personal health requirement, disability, family necessity, local emergency event, technology failure) while working directly with children.
 - Implementing strict protocols for appropriate storage and retention of images and videos of children.

- Ensuring students and other visitors do not have access to a personal electronic device whilst the Service is providing education and care without authorisation by management.
- Embedding the National Principles for Child Safe Organisations and creating a child safe culture.
- Ensuring photos or videos of children are appropriate in nature.
- Families provide written permission/consent for photographing or recording videos of their child during the enrolment process.
- Families are informed of the intended use for images including Newsletters.
- Processes are in place to ensure families who speak languages other than English understand the requirements within this policy and the enrolment form.
- Personal information about the child's surname, age or any other information that reveals their identity is not published.
- That photographs taken by educators support the children's learning and record children's individual progress.
- That a record of all children who are NOT to be photographed will be developed, maintained and shared with educators and staff. This record will remain private and confidential to staff only.
- Parents/carers have the choice to withdraw consent for their child to be photographed in certain circumstances.
- Photographs, video or other recordings of children are securely stored and disposed of when the child is no longer enrolled at the Service.

Families will:

- Complete the enrolment form at time of enrolment and provide written notification (Yes/No) to the Nominated Supervisor if they do NOT want their child to be photographed or their photo published in any form. The Nominated Supervisor will keep a record of children who are not to be photographed and notify relevant educators/staff.
- Be requested to provide written permission/consent for educators, students or volunteers to take photos of their child/ren for assignments as part of their children services/university course.

- Be aware they have the choice to withdraw consent for their child to be photographed or filmed at any time.
- Inform the Nominated Supervisor if parents/families do NOT want their child included in photography opportunities which may include:
 - Photographs taken to be used in each child's portfolios.
 - When children are invited to take photographs either with digital cameras or tablets with story-making apps to support language and literacy development. Hard copies of these may be printed and made into a book produced by children. These will remain within the Service but may be viewed by families and visitors.
- Be aware they are not to use images obtained via Birra-Li's Earlyworks platform or photos taken during special events by the centre for publishing on any social media or for sharing with others in any form.

Breach of policy:

Staff members or educators who fail to adhere to this policy may be in breach of their terms of employment. Staff members who engage in unauthorised disclosure of confidential or sensitive personal information including sharing of photographs or videos may face disciplinary action. Visitors, students or volunteers who fail to comply with this policy may face termination of their engagement or be asked to leave the premises.

Sources:

Australian Children's Education & Care Quality Authority. (2024). [Guide to the National Quality Framework](#)

Australian Children's Education & Care Quality Authority. (2024). [Taking Images or Videos of Children While Providing Early Childhood Education and Care. Guidelines for the National Model Code.](#)

Byrnes, J., & Wasik, B. (2009). Picture this: Using photography as a learning tool in early childhood classrooms.

Education and Care Services National Regulations. (Amended 2023).

Privacy Act 1988

[Western Australian Legislation Education and Care Services National Law \(WA\) Act 2012](#)

[Western Australian Legislation Education and Care Services National Regulations \(WA\) Act 2012](#)

Continuous improvement:

The Photograph Policy will be reviewed every 18 months in consultation with families, staff and management.

Review:

Policy Reviewed	Modifications	Next Review Date
March 2019	New Policy Created Using Child Care Centre Desktop Policies.	September 2020
November 2020	Re-write of policy to ensure inclusion of Child Safe standards/written consent for photography and video of children. Management/educator responsibility section added. Family (parent/carers) section added detailing requirements to notify service if they do not want their child photographed.	May 2022
October 2022	Link to Western Australian Education and Care Services National Regulations added in 'Sources'. Minor formatting edits.	April 2024
September 2023	No major edits/changes to Policy. Regular policy maintenance.	March 2025
July 2024	Restructure and formatting of policy. Sources Updated.	January 2026
October 2024	Addition of National Model Code and Guidelines. Added information regarding families not sharing images on social media obtained via service apps (Early works) or at events.	March 2026