



PUBLICATIONS POLICY

Policy Name:	Publications
Date of implementation:	
Date for review:	2025
Classification:	Policy C
Approved by:	Principal/ CEO
Approved on:	
Responsible:	Executive

Publications Policy

1. Purpose

- 1.1 The purpose of this policy is to clearly articulate Bayside Christian College's position with respect to the publication of student's names and that of their image. To be clear, the word image is to cover photographs and other digital media.

2. Principles

- 2.1 Underpinning this policy, is the understanding that our College is a Christian school, and that our highest priority is the care and wellbeing of our students.
- 2.2 At Bayside Christian College, we accept and acknowledge that:
 - 2.2.1 Parents may indeed wish to restrict the publishing of their child's name and image for a variety of reasons;
 - 2.2.2 The College will strive at all times to honour the wishes and expectations of parents in this regard;
- 2.3 In undertaking to fulfill the obligations of this policy, Bayside Christian College must utilise reasonable standards, processes and procedures to minimise the risk of accidentally not fulfilling a parent's request.
- 2.4 The College seeks to promote and develop a digital record of student achievements through various media forms for the purposes of celebrating student achievement, sharing student achievement within both our local and broader community, the development of its historical narrative, and for marketing and promotions.
- 2.5 The College seeks a process in which photos or recordings taken at any one specific event can be used for a variety of forums, medium and purposes.
- 2.6 The policy sets a reasonable process that enables the College to have a robust process that supports the wishes of parents, and is manageable.
- 2.7 This policy applies to all students.

3. Policy

Bayside Christian College is dedicated to the safety and wellbeing of its students, and as such provides all parents and guardians the opportunity to decide whether or not their child's name and photo may be published in accordance with this policy.

The College, unless directed otherwise by a parent/ guardian, will be at liberty to publish the name of a student and their image, for the purposes of celebrating student achievement, sharing student achievement within both our local and broader communities, providing appropriate graphics or images to accompany its many publications, whether they be in hard copy or digital format, or for the purposes of marketing collateral and promotions. To be clear, this approval extends to the College's website and social media platforms.

Marketing collateral may include internally or externally developed documents or media including, but not limited to College prospectus, enrolment packages, newsletters, internal subject selection guides etc.

Importantly, the College will not use or release the image or name of a child for an externally-based marketing promotion such as Newspaper or magazine advertisements or editorials, 3rd party promotions, or public billboards – whether stationary or moving, without the explicit and direct written permission of parents/ guardians.

Parents may inform the College, that they do not wish their child's name or image to be reproduced on any collateral at anytime by contacting the Head of Enrolments on enrolments@bayside.qld.edu.au. Such a decision would however, prevent a child from being in any College photograph or collateral.

Student's who are not allowed to have their names and images published will not be able to be in any photos used to celebrate or recognise the achievement of the group or cohort of students, as the sole purpose of the photograph/ narrative is for the recognition, celebration, and promotion of the achievement. This would also preclude them from having their photo or name in the College Yearbook.