
Crawford Fund Limited Case Study and Photography Policy

Approved by Board: 5 March 2020

Next review date: March 2021

Managed on behalf of the CEO and Board by: Chief Executive Officer

1. Purpose of this Policy

Crawford Fund, registered by the **Australian Charities and Not For Profit Commission** recognises the importance and value in illustrating the work it does through storytelling, photographs and film. The purpose of this policy is to equip Crawford Fund's personnel with the knowledge to ethically and professionally document the work Crawford Fund does on promoting the benefits that accrue to developing countries and to Australia from research and development throughout the World but especially in the Asia Pacific region. It also serves as a guideline to ensure the rights and dignity of people whose images are used in Crawford Fund's publications are protected.

This policy is supported by a more detailed and practical Case Study and Photography Guide, together with the Crawford Fund Prevention from Sexual Exploitation, Abuse and Harassment (PSEAH) Policy.

This policy is closely associated with Crawford Fund's Child Protection Policy and Privacy Policy and should be read in conjunction with these policies.

2. Scope of the Policy

This policy applies to the following:

- Crawford Fund staff members, contractors and consultants;
- Crawford Fund volunteers¹;
- Crawford Fund Board of Directors;
- Partner organisations¹ during a Crawford Fund program; and
- Observers/visitors accompanying a Crawford Fund activity.

These people are collectively referred to as Crawford Fund personnel for the purposes of this policy.

3. Definitions

Crawford Fund defines the key terms in this policy as follows:

¹Volunteers include mentors undertaking an activity overseas or participating in professional development in their own country or overseas and volunteers, such as those in administrative, promotional or fundraising roles.

Case Study: a qualitative, descriptive story that looks at individuals, a small group of participants, or a group as a whole and is grounded in data collected about participants using participant and direct observations, interviews and other techniques.

4. **Legislative Framework and Standards**

While everyone involved in a charity has a role to play in protecting people, the ultimate responsibility for a charity sits with its Responsible Persons.

Crawford Fund is committed to meeting the quality principles and commitments that relates to the portrayal of people in partner countries (*Principle 1: understand the risks and understand the obligations: Prevent harm and mitigate risks with clear and comprehensive policies, procedures and systems. 2, Participation, Empowerment and Local Ownership and Culture;*). Crawford Fund will commit to respect each other's views, and to be honest in all appraisals and understand the persons we are working with.

Crawford Fund commits the charity's staff, volunteers, third parties and visitors to protecting vulnerable individuals. Make the safety of vulnerable people an important criterion when selecting third parties.

Crawford Fund personnel also comply with the Crawford Fund Child Protection Policy and the specific commitments in that policy relating to the portrayal of children.

5. **Related Policies and Other Documents:**

Crawford Fund's Case Study and Photography Policy forms part of Crawford Fund's broader suite of safeguarding policies and other documents. In particular, this includes:

- Crawford Fund Child Protection Policy
- Crawford Fund Privacy Policy
- Case Study and Photography Guidelines
- Codes of Conduct for all personnel, including staff, program activity participants, consultants and office volunteers.

6. **Policy Statement**

When developing stories and taking images and film depicting Crawford Fund's program partners and direct beneficiaries, all Crawford Fund personnel defined in this policy are guided by the following principles:

a) all stories, photos and film published or disseminated by Crawford Fund must:

- respect human dignity and ensure the rights, safety and wellbeing of the person or people being portrayed;
- be culturally and politically sensitive, and avoid social stigmatisation of individuals;
- protect the identity and privacy of patients and their families or carers by identifying people by first name only;
- be used ethically, which means that they should be accurate in terms of content, captioning and attribution, and used in the correct context;

- b) for all stories, photos and films that are intended to be used, published or disseminated by Crawford Fund (e.g. through electronic and printed publications/communications, social media and presentations to external groups,) Crawford Fund personnel must first obtain:
- informed consent from the individual(s) portrayed. Informed consent ensures
 - respect for the individual's autonomy and privacy, ensures they understand the implications, purpose and potential use of their story, photo or film, and avoids harming the individual through the inappropriate publication of their story or image. As part of this process Crawford Fund personnel must explain how the photograph or film will be used, where possible, showing examples of these (such as past newsletters);
 - as part of program participation, Crawford Fund volunteers agree to photo use; and
 - approval from Crawford Fund's Director of Outreach and/or CEO
- c) stories, photos and films that are collected by Crawford Fund personnel in the course of any Crawford Fund activity can only be used for personal communications (including social media or other public presentations) when consent has been obtained and materials comply with appropriate Crawford Fund standards.
- d) stories, photos and film specifically relating to children must adhere to standards in the Crawford Fund Child Protection Policy to ensure children are portrayed in a respectful, appropriate and consensual manner at all times. This means that Crawford Fund personnel prior to photographing or filming a child for work-related purposes must:
- assess and endeavour to comply with local traditions or restrictions for reproducing personal images;
 - obtain and note consent from the child (where they are 16 years and older) or a parent or guardian of the child (if they are younger than 16 years old). As part of this they must explain how the photograph or film will be used;
 - ensure photographs, films, videos and audio files present children in a dignified and respectful manner and not in a vulnerable or submissive manner. Children should be adequately clothed and not in poses that could be seen as sexually suggestive;
 - adhere to all other Crawford Fund requirements relating to the publication of images.

7. Policy in Practice

This policy will be embedded within Crawford Fund's organisational culture and practices in the following ways:

- all Crawford Fund personnel will be briefed on the Case Study and Photography Policy together with a detailed Case Study and Photography Guide, and the Crawford Fund Child Protection Policy, given their central importance in the work of Crawford Fund and their close relationship to each other; and
- the Crawford Fund Case Study and Photography Policy and Guide and the Crawford Fund Child Protection Policy will be included in the briefing of volunteers, Crawford Fund personnel and other observers/visitors participating in program visits;
- All Crawford Fund staff utilising or distributing stories/images must ensure that relevant donors are appropriately recognised. Requirements will vary between donors. All Australian Government supported programs) must be recognised in accordance with Crawford Fund's code of conduct.

- The Crawford Fund's Director of Outreach and/or CEO will confirm with the relevant Program Activities Coordinator that documented informed consent has been obtained prior to approving the use of any materials.
- All Crawford Fund staff utilising or distributing stories/images will ensure that this use/distribution is in alignment with the *Internal Photo Use Guidelines*.
- The Crawford Fund's Director of Outreach and/or CEO will work in collaboration with the relevant Programs staff members in the drafting of stories to ensure that they are factually accurate, and the messaging is in line with Crawford Fund's objectives and compliance requirements and reflect specific local nuances.

8. Monitoring and Review of Policy

- This policy will be monitored and reviewed in line with the process outlined in the Policy Framework. The Chief Executive Officer is accountable to the Board for managing and maintaining this policy.
- Where compliance issues are surfaced, the Chief Executive Officer and Director of Outreach will work with staff and other relevant stakeholders to address these issues promptly. All staff members are accountable for understanding and adhering to this policy in their day-to-day work.
- Any updates and revisions to this policy must be endorsed by the Chief Executive Officer before being submitted to the Crawford Fund Board for its approval.