



SA Public (Primary) Schools Music Society Ltd.
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In our increasingly digital and online landscape, the role of media consent has evolved. With the proliferation of social media platforms and the ease of sharing content online, we must adapt our media consent practices to protect both ourselves and the individuals involved.

Online platforms present unique challenges and considerations when it comes to media consent. The PSMF works to ensure that the media consent forms cover the use of digital platforms and clearly outline how the media may be shared online.

The primary purpose of a media release consent form is to ensure that the individual understands how their media will be used and gives their explicit permission for this use. This helps to prevent any potential legal issues related to privacy or copyright infringement.

To take part in the Primary Schools Music Festival we must have FULL CONSENT on the Department for Education's **Consent to use media and creative work procedure** form.

The FULL CONSENT option on the form states:

FULL CONSENT - Internal, external and promotional use.

- Internally including secure intranets and platforms, newsletters, year books, internal publications etc
- Externally including public websites, social media, print publications, recognised traditional media (broadcast, online, print) etc
- Promotionally including advertising and marketing materials etc

Photos

The PSMF may use individual and group photos and vision (taken by PSMF staff before, during or after concerts, and at rehearsals/workshops) on our website, on promotional pages for outside agencies (e.g., Australian Cultural Fund, Ding Productions etc), and on our socials (Facebook and Instagram).

During rehearsals, workshops etc. PSMF staff are taking photos of students.

The official photographer has all the photos from the concert series on their website, this includes individual student photos; group photos; photos taken before, during and after the concerts.

People that purchase these photos include – teachers, schools, and families of performers and Guest Artists.

Vision

Concert downloads

An official videographer films the concerts series. Concert downloads are password protected.

Affiliated schools distribute the concert download to choir students at their school. Students use a password to access the concert download.

Guest Artists have the capability of downloading the concert after entering their password.



Rehearsals, workshops etc.

PSMF staff are filming rehearsals, workshops, auditions, etc. This vision is used by the PSMF for promotional materials that are used during the concert series, on the Festival of Music website and on socials produced by the PSMF. The vision may also be used as a learning tool for students and teachers. For example, vision of what happens during an audition.

ALL photo and digital content we produce may be used internally, externally and promotionally.