

## PUBLICITY RELEASE FORM

The Shepherd Centre regularly carries out public relations, communication and marketing activities to generate support and maintain a strong profile in the community, and raise awareness about hearing impairment.

This is normally done with images, recordings, video footage and interview materials through promotional materials and the media. It would be helpful to The Shepherd Centre if you allow us to use such visual images and materials of your child and family in our endeavours.

Please complete the form overleaf if you feel comfortable with visual images and footage of your child/family being used for publicity and promotional purposes. We will only use visual images and materials for which we have signed permission. These will be stored on the **secure server** at The Shepherd Centre and will be accessible only by authorised staff.

Please note that:

- The Shepherd Centre will **at all times** work within the Australian Institute of Family Studies' Child Protection Protocols to ensure the appropriate use of images of children.
- Parents/guardians reserve the right to withdraw permission at any time by contacting The Shepherd Centre.

**If you have any questions, or require further information, please contact Lia Shaw, Senior Communications Manager, on 02 9370 4400.**

**PLEASE RETURN YOUR COMPLETED AND SIGNED FORM TO YOUR LOCAL CENTRE REPRESENTATIVE. Alternatively, you may post or email your completed form directly to:**

Lia Shaw  
Senior Communications Manager  
**The Shepherd Centre**  
PO Box 871 Strawberry Hills, NSW 2012

P: 02 9370 4400      F: 02 9370 4499  
E: [lia.shaw@shepherdcentre.org.au](mailto:lia.shaw@shepherdcentre.org.au)

**Please fill out and sign the general right of publicity form overleaf.**

## GENERAL RIGHT OF PUBLICITY

I/We give permission for The Shepherd Centre to take and use appropriate visual materials (photographs, audio recordings and/or video footage) of my child/family for use in publications and promotional materials. Use includes, but is not limited to, The Shepherd Centre website, social media, marketing brochures and flyers, Annual Report, Donor Appeal letters/emails, at presentations made by The Shepherd Centre staff, submissions for funding and external publications related to, but not produced by, The Shepherd Centre.

I/We understand that visual materials of my child/children may be widely distributed throughout the community and the media (TV, print and radio). I/We give consent to media outlets (national, state and local) to take their own photographs of my child/children for publicity and promotional purposes.

I/We understand that my child/children's name(s) may be identified and general details relating to their connection to The Shepherd Centre disclosed.

Please indicate any exceptions to the above: \_\_\_\_\_

Parent/Guardian name(s): \_\_\_\_\_

Child/Children's name(s): \_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

Suburb: \_\_\_\_\_

State: \_\_\_\_\_ Post code: \_\_\_\_\_

Contact numbers: Home/Work: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_