



## **LIONS AUSTRALIA PHOTOGRAPHY GRANTS**

### **Summary**

Lions are holding events all over Australia every day but so many good photo opportunities are passing us by. We understand that it is not always possible to capture good photos while in the midst of a busy activity.

We live in a visual age – where online or even printed content without a strong image to accompany it, can easily get lost. We have many good stories to tell, but often lack the appropriate images to really make an impact.

Lions Australia MD201 National Office is therefore allocating budget for photography that can be used on application by Clubs for professional photography at events.

### **Guidelines**

Clubs will need to source a professional photographer in the area to cover the event. In turn, the photographs become property of the Club and the National Office, benefiting our PR efforts and helping us to build a library of high quality images.

It is important to note that due to the large volume of events being held by Lions, it will be impossible to approve grants for every application we receive. These photographs will be used for external promotion and therefore must appeal to anyone outside of our organisation. For this reason, some Lions events may not be suitable for a photography grant.

### **What we are looking for**

Lions engaged in service activities is our principal focus. The photographs should be able to showcase what we do and how we are helping our communities. We are also looking for the most interesting, unique and surprising events – those where we can see Lions involved in unexpected activities with plenty of exciting photo opportunities arising.

Think about what sort of Lions branding will be on display and if members will be wearing their Lions shirts. We want to be able to use these photos for a range of different purposes for many years to come, so please consider this carefully when applying.



### **Application process**

Grants of up to \$500 will be awarded to Clubs at the discretion of the National Office. Clubs will need to complete a detailed application form and grants will be based on the quality and potential impact of the event.

The deciding factors will include:

- Size of event
- Potential media interest
- Evidence of collaboration and where possible, multiple Club, Zone or District participation

### **Hire of photographers**

The contract will be between MD201 National Office and the photographer. Clubs will need to supply the National Office with the contact details of their preferred local photographer. The MD201 National Office will then liaise directly with the photographer with regards to the contract.

Please note that only professional photographers will be hired. Photographers will also be provided with specific guidelines so that we can ensure the photographs we receive are in accordance with our brand.

### **Photographing children and young people:**

There are currently no laws in Australia that prohibit the photography of children in public spaces. That being said, there are circumstances where parents may not be comfortable with their children having their photos taken, and this should always be acknowledged where possible.

### **Publishing photos of children or young people on social media:**

When it comes to publishing the photos online, there are guidelines that need to be followed. Images of children that would enable them to be identified - for example, in a school uniform, outside their house, or showing their name - should not be published online without the consent of both the child (where able) and their parent or guardian.

Therefore, we advise Clubs holding events where children will be present to have a consent form available for parents/guardians to sign. Please see consent form provided by MD201 National Office.

**For more information contact:** Jemma Pascolini [pr@lions.org.au](mailto:pr@lions.org.au) 02 4920 8033





## MD201 Lions Australia Photography Grant Application

Name: \_\_\_\_\_ Club: \_\_\_\_\_

Email address: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact person for photographer (if not the applicant): \_\_\_\_\_

Name of event: \_\_\_\_\_

Date of event: \_\_\_\_\_ Event location: \_\_\_\_\_

Description of event: \_\_\_\_\_

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Why do you think this event deserves to be captured by a professional photographer?

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What unique or service-based photo opportunities will be possible to capture at this event?

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Expected number of attendees: \_\_\_\_\_

Describe any desired photo opportunities:

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How does your Club plan to use the photographs after the event?

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Please list name and contact details of preferred photographer if already known:

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Supporting documents (where applicable): Preferred photographer's quote

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

