

Dear parent/guardian and children

Outdoor Classroom Day is a global campaign to celebrate and inspire learning and play outside the classroom, led globally by SEMBLE (a UK-based charity that advocates for outdoor play) and supported by Unilever's Dirt is Good brands. On the day, schools across the world will take at least one class outdoors and celebrate playtime. You can find out more about the campaign at: www.outdoorclassroomday.com.au

Nature Play is leading the Outdoor Classroom Day campaign in Australia and is building an image/video library to support communications and promotional activities. Sharing photos and videos is one of the best ways to inspire people to get involved in the campaign and get children everywhere learning and playing outdoors.

If you would like to share your photos and videos with us, we would be grateful if you could sign the attached form to provide us with permission to use these photos/videos.

The photographs/video will be used across our various communications channels. They may also be circulated to the media and used by Nature Play and SEMBLE to promote Outdoor Classroom Day locally, nationally and globally! Please note, they will not be shared with any third parties without prior written consent, or used for anything other than promoting Outdoor Classroom Day.

The photos/videos will be held in Nature Play Australia and SEMBLE's photo/video library for this campaign. If at any time you wish your photo/video to be deleted from the library, please contact the person named below. The photos/video will be passed to SEMBLE to use for the global campaign only after full permissions have been agreed.

The photos/videos may be used on publications, promotional materials, websites and social media platforms, DVDs and other marketing materials providing essential information on our work. They will help us engage with other parents, primary schools, policy makers and politicians to promote the importance of outdoor play and learning.

Any photographs/videos taken will be used **only** to promote Outdoor Classroom Day.

Thank you for your help.

Griffin Longley
CEO, Nature Play Australia

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SEMBLE



Consent form

Name of Child/Young person 1:

Name of Child/Young person 2:

Name of Child/Young person 3:

Name of Child/Young person 4:

I am the legal parent/guardian of the child/children/young person/s above and I give permission for my child/myself to be photographed/videoed for the following uses:

Nature Play Australia and SEMBLE photo/video library

For the photos/video being held in Nature Play Australia and SEMBLE's photo library for use by Nature Play, SEMBLE/Project Dirt to promote the need for children to be outdoors. Use will include:

Print: Books and book covers, training resources, PowerPoint presentations, marketing flyers, resource catalogues, annual reports, briefing papers, newsletters, and other third-party publications and websites that report on our work. They may also be used in in-store promotions of Outdoor Classroom Day.

Electronic formats: films, websites, social media platforms (Instagram, Facebook, Twitter and others around the world) and PDF files.

I confirm that I have read the letter attached to this permission form and understand the proposed uses for the photographs/video. I understand that I can withdraw the photo/video from the photo libraries at any time by contacting the person named on this form. I understand that there will be no payment for my or my child's participation.

Signature of parent/guardian:

Date:

Name of parent/guardian (block capitals):

Phone Number:

Email Address:

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