Dear parent/guardian and children

Outdoor Classroom Day is a global campaign to celebrate and inspire learning and play outside the classroom, supported globally by Unilever’s Dirt is Good brands and led by Project Dirt. 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](http://www.outdoorclassroomday.com)

Nature Play is leading the 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. We have organised a photoshoot at [LOCATION NAME] working with [SCHOOL/NURSERY/ORGANISATION NAME]. We would be grateful if you could sign the attached photo consent form and return it to the person named below as we cannot publish images of children unless the form has been signed by a parent or guardian.

**The photographs/videos will be used across our various communications channels. They may also be circulated to the media and will be used by our campaign partners to promote Outdoor Classroom Day locally, nationally and globally!**

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

**The photo/videos will be taken on [DATE]**

The photos/video will be held in Nature Play Australia and Project Dirt’s photo/video library for this campaign. If at any time you wish your photo to be deleted from the library, please contact the person named below. The photos/videos will be passed to Project Dirt to use for the global campaign only after full permission’s have been agreed. The photos/videos may be used for publications, promotional materials, websites and social media platforms, DVDs and other marketing materials providing essential information on the campaign.

Thank you for your help.

Yours faithfully,

Griffin Longley

CEO Nature Play Australia

or

Thank you for sharing your photos/videos on Twitter/Facebook/Instagram. We would really like to use them to help promote the Outdoor Classroom Day campaign. If you are happy to share them, we would be grateful if you could sign the attached form.

**The photographs/video will be used across our various communications channels. They may also be circulated to the media and be used by our campaign partners to promote Outdoor Classroom Day locally, nationally and globally!**

The photos/videos will be held Nature Play Australia and Project Dirt’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 Project Dirt to use for the global campaign only after full permission’s 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

# 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 Project Dirt photo/video library

For the photos/video being held in Nature Play Australia and Project Dirt’s photo library for use by Nature Play Australia, Project Dirt and their campaign partners 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.

**Electronic formats**: films, websites, social media platforms (Instagram, Flickr, 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):

Signature of child:

Address:

Or

I am the person responsible for releasing photos/video from the school and have full permission from parents of these children to do so for the purposes above. I also attach our school’s photography policy for your information.

Name of School

Address of school:

Signature of responsible person: Date:

Name of responsible person:

Email address: