



Photography Approval Form

About the Breastfeeding Friendly Workplace program:

The Breastfeeding Friendly Workplace (BFW) program is an initiative of the Australian Breastfeeding Association (ABA). The BFW program works with industry and employers to support breastfeeding women in their return to work whilst continuing to breastfeed. The program also provides information and support to breastfeeding women who are returning to work to assist them with their return and educate them on how to manage this often stressful time.

We are seeking your permission to photograph the breastfeeding/expressing room you have designated for use by your employees. These photographs are to aid in our record keeping of your accreditation.

Occasionally these photographs will be used for other BFW purposes. Please circle **Yes/No** for the boxes of the categories for which you give permission for the photographs to be used.

Categories of Use:

I _____ of _____
holding the position of _____
phone _____ email _____

agree for the visual images of our breastfeeding/expressing room to be used by the Breastfeeding Friendly Workplace:

Yes/No Records in relation to accreditation and reaccreditation site inspections

Yes/No BFW publications, including *Essence*, booklets, posters, brochures and other promotional and/or educational materials

Yes/No BFW online use, including websites, e-Cards, e-Newsletters/magazines, catalogues

Yes/No BFW digital resources, including CD-ROMs, DVDs, online video, PowerPoint presentations

Yes/No Media use, including newspapers, magazines and online, on request and with BFW approval

Yes/No Educational use for the teaching and promotion of the BFW program, including booklets, posters, brochures and other promotional and/or educational materials, websites, e-cards and video

Yes/No Please identify our organisation by name with the photographs

I understand that the photographer/videographer retains full copyright of images they make.

BFW has my license to reproduce and distribute these images in accordance with the above agreement. I understand these images will be stored electronically and shared within the BFW program in a digital form.

Signed _____ Date _____