

FACTSHEET

Onsite Photography

The Australian War Memorial is a unique institution – a world-class museum and research archive, it also the nation’s main site of commemoration for the more than 102,000 servicemen and women who have died during war. The Memorial uses the latest museum technologies to help visitors understand the Australian experience of conflict. As such, it represents a unique location for photography.

This factsheet outlines which photography requires advance permission, the process for requesting permission (if required) and provides general information about onsite expectations for photographers, talent release and privacy, and copyright.

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Photography inside the Australian War Memorial

Non-commercial personal photography

Personal photography with a commemorative or tourism nature that uses a handheld camera is permitted by visitors, both inside and outside the building without permission. This photography should be general in nature, have no commercial element, and should not be used to represent the Memorial and/or its views.

Objects and artworks captured in this way may be protected by copyright in the event that the film is reproduced or published.

For the safety of visitors and the collection, tripods, self-standing lights, ladders, electrical equipment, lighting blacks and any other equipment of a similar nature are not permitted without advance permission and an escort (see ‘professional photography’ below).

Professional photography

Photography that is commercial or professional in nature, or requires tripods, lights and other equipment must be approved in advance.

Please email a request to onlocation@awm.gov.au at least four weeks before you wish to visit. You should provide the following information:

- Briefly outline your photography and its purpose
- Indicate whether a pre-photography ‘reccie’ visit is required, or has already been undertaken
- Specify which area(s) of the Memorial you need access to
- Nominate the dates and times you would like to photograph at the Memorial
- Attach a copy of your Certificate of Currency for public/general liability insurance to the value of \$10 million or greater.

The Memorial is a place of commemoration, therefore only photography of a commemorative, military or tourism nature will be approved inside the Memorial.

The Memorial endeavours to fulfil as many requests as possible, however due to staffing requirements not all requests for photography will be approved. A fee may apply to recover costs for staff supervision, security and electricity.

Whilst filming onsite, the directions of the supervising officer must be obeyed at all times. The safety of visitors and the security of the collection will always be the priority above artistic concerns.

Photography outside the Australian War Memorial (Memorial grounds)

Non-commercial personal photography

Personal photography with a commemorative or tourism nature that uses a handheld camera is permitted by visitors, both inside and outside the building without permission. This photography should be general in nature, have no commercial element, and should not be used to represent the Memorial and/or its views.

For the safety of visitors and the collection, tripods, self-standing lights, ladders, electrical equipment, lighting blacks and any other equipment of a similar nature are not permitted without advance permission (see 'professional photography' below).

Professional photography - General

Photography that is commercial or professional in nature, including wedding photography (see 'Professional photography – wedding' below); or requires tripods, lights and other equipment must be approved in advance.

Please email a request to onlocation@awm.gov.au at least four weeks before you wish to visit. You should provide the following information:

- Briefly outline your photography and its purpose
- Indicate whether a pre-photography 'reccie' visit is required, or has already been undertaken
- Specify which area(s) of the Memorial you need access to
- Nominate the dates and times you would like to photograph at the Memorial.

The Memorial endeavours to fulfil as many requests as possible, however not all requests for photography will be approved.

Professional photography - Wedding

In addition to the requirements for outdoor professional photography (see 'professional photography – General' above), wedding photography is generally restricted to the sculpture garden. In certain situations, such as military weddings, photographs may be permitted on the front steps outside of opening hours, subject to the Memorial's operating commitments.

Requests for wedding photography must be approved in advance (see 'professional photography – General' above), as the Memorial sometimes holds commemorative events in the sculpture garden, both during and outside of opening hours.



The Australian War Memorial remains a place of commemoration, not celebration, and photographers must be respectful of this purpose at all times.

General Photography Guidelines

Onsite at the Memorial

Whilst photographing onsite, the directions of the Supervising Officer and/or Security Officers must be obeyed at all times. The safety of visitors and the security of the collection will always be the priority above artistic concerns.

The Memorial is a place of commemoration for all Australians, and as such, visitors should not be inconvenienced by photography arrangements. In addition, vehicles must remain on public roads and carparks at all times. Props are not permitted (for example, confetti, rice, flowers, etc).

Please note, that ANZAC Parade is the responsibility of the National Capital Authority, and the Australian War Memorial cannot provide permission for this location.

Talent Release and Privacy

The Australian War Memorial is not responsible for providing a talent release service for visitors appearing on camera. The Memorial does not permit the photography of persons under the age of 18 without parental consent.

Photographers retain responsibility for arranging all talent, and abiding by current privacy legislation if photographing visitors. This advice is general in nature and photographers should seek their own legal advice.

Copyright

It is important to note that objects and artworks from the National Collection are usually protected by copyright, and that in many instances the Memorial is not the proprietor of copyright or other intellectual rights existing within the works. In these instances, permission needs to be sought from the copyright owner.

For photographs that clearly reproduce collection items, in particular artworks, other images, or sound and light shows, producers should seek legal advice as to whether filming breaches copyright law.

Where the Australian War Memorial holds copyright to collection items, permission to film those items may be granted.

This advice is general in nature and publishers should seek legal advice.



Australian War Memorial

Australian Tourism Awards
Major Tourist Attraction
HALL OF FAME

You can seek more information and advice about this from www.copyright.org.au .

Contact the Media Officer for further information:

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