

## **GUIDELINES**

**The aim of these guidelines is to promote the use of a safe and comfortable environment and agreed conditions for both the client and the photographer to conduct and enjoy the sitting. In order to produce the best photographs those participating in the session should feel comfortable and confident with the process.**

1. Arrange an appointment to discuss the photography session in advance of the photography.
2. When making this appointment invite the client to bring a friend or family member.
3. When booking the sitting be careful to explain the photography session and the styles of photography, settings and clothing offered. Explain that there will be another staff member (of their sex) present. Offer the sitter to invite a friend to attend if they would feel more comfortable during the sitting.
4. Give the client a copy of these Guidelines when you discuss their sitting. Ensure they sign a copy, or declare in your standard contract that the guidelines have been supplied and explained to the client.
5. If you wish to use the photographs for future promotion, display or competition, use a model release to obtain the clients' consent. It is recommended such a release refer to specific individual images for a specified use and is obtained after the client has had the opportunity to see the photographs.
6. At the time of booking a sitting, always check for proof of age if you are in any doubt at all that the client may be a minor. If doubt persists you should decline the job.
7. If booking a session to photograph children or minors, ensure that a parent or guardian is present when discussing the session. Written permission of the parent or guardian must be obtained before the session. If in doubt allow time to check authorisation.
8. Never photograph children or minors without a parent or guardian present.
9. a) For Glamour & Boudoir sessions, never photograph alone. Always have an assistant or staff member of the same gender as the sitter, present in the camera room throughout the session. Offer the client to bring a friend if they would feel more comfortable during the session.
9. b) If you are a sole operator consider using a video camera to record the session. The purpose is to cover your movements in relation to the sitter. The video camera should be directed from the sitter's point of view towards the photographer covering you at all times.
10. You should explain why you are doing this and show the client that it is you who is being covered. The audio should also be recorded. Give to the client in writing that this video will not be shown or used for any other purpose other than for photographer and studio security
11. Note on your running sheet who was present at the session, eg the client & client's friends and their names and those of the photographer, assistant and stylist. Note the start and finish times.
12. Explain to the client that they should tell you if at any time during the session they feel uncomfortable about the process or any request you have made.
13. If the client proposes a situation which you feel may compromise you, or your integrity, or which could be subsequently be misconstrued, politely decline and if necessary end the sitting. Likewise never propose a scenario which is likely to be misinterpreted.
14. Never touch a client. Always ask before you or your assistant approach the client to adjust props clothing etc. Always use correct language to describe body parts (eg breast), and do not use slang, or vernacular. Always ask permission and say what you intend to do before you do it while you are still a couple meters away from the client.
15. Provide a private changing room or screened private area for clients to change in.
16. Encourage the client to bring, and in any case provide, a suitably modest robe for the client to wear at any time during the session should they wish to use it. Pass it to the client for them to use in between lengthy lighting or prop set-ups.
17. Where you supply props and/or clothing, check local state Health Regulations for their requirements regarding the cleanliness of these accessories. Items such as make-up applicators and false eyelashes should also be checked. Tell clients that all items tried on or worn are dry-cleaned after each session.
18. Alcohol - Don't. Offer orange juice, tea, coffee or soft drinks. If your client has chosen to bring their own, or if you chose to supply them an alcoholic beverage like champagne, discourage them from drinking much.
19. Do not consume any alcohol yourself on the job with clients or during the sitting. Note that the consumption of alcohol by you, your staff or clients may jeopardise your public liability insurance, work cover and/or duty of care obligations. Under most state laws it is an offence to advertise or supply alcohol on your premises unless the premises are licensed.
20. Always check at the consultation appointment if your clients have any make-up allergies or sensitivities that they know of. If so, ask them to bring their own make-up.

**Issued in the interest of good business**