

Visitor Safety Image Guidelines



*"A picture speaks a
thousand words."*

When selecting images or shooting new images to promote Queensland, where possible demonstrate and reinforce safe visitor behaviour.

These Guidelines identify the essential and desirable elements to be taken into account in choosing images and organising photo shoots.

Developed by the Queensland Visitor Safety Program Working Group.¹

1. Working Group Members:
Tourism Queensland, Queensland Tourism Industry Council, Surf Life Saving Queensland, Department of Emergency Services, Department of Health,
Department of Industrial Relations, Queensland Transport, Queensland Police Service, Queensland Parks and Wildlife Service.



Essential

All images promoting tourism and visitor safety in Queensland must abide by the following conditions:

- **Images do not include person/s committing or about to commit an unlawful act, including:**
 - traffic offence;
 - failure to wear seatbelt, or appropriate child restraint;
 - use of a mobile phone while driving vehicle;
 - traffic obstruction;
 - failure to wear bike helmet;
 - being in an area to which public access is prohibited.
- **Images do not include vehicles which are unregistered and in an unroadworthy condition.**
- **Images that contain a Queensland Police Service (QPS) member have:**
 - permission of the QPS member (police officer or staff member);
 - had the QPS member vetted in accordance with QPS policy;
 - officers wearing Service uniform in accordance with QPS uniform code.
- **Images do not identify the victim of a crime or an offender.**
- **Images promote police/community interaction in a positive environment.**
- **Images are culturally and racially sensitive.**
- **Images have permission provided by all persons identified in accordance with government regulations.**

Highly Desirable

All images promoting tourism and visitor safety in Queensland wherever possible demonstrate the following:

- **Sun protective behaviours, including:**
 - Shade – incorporate shade shelters or umbrellas at the beach, shade over playgrounds.
 - Longer style clothing – long sleeved collared shirts for people walking in rainforests, sitting on boats, fishing etc.
 - Long sleeved lycra swim top for people snorkelling, swimming, diving etc.
 - Longer or full sun protective length swimwear for children, with appropriate water play hats.
 - Sunglasses – wrap around style for both adults and children.
 - Broad brim or deep crown wide brim bucket style hats (Don't use caps, they portray the incorrect image as they don't protect the ears or back of the neck – places that skin cancers are often found).

- Sunscreen – coloured zinc on children, or include a bottle of sunscreen in an image.

■ **Safe behaviour near water, cliffs and natural hazards and wildlife, including:**

- Diving – do not show people diving into natural pools, lakes, rivers or the sea (due to spinal injury risk).
- Cliffs – ensure that people are not shown at the edge of cliffs or waterfalls (due to risk of falls & death).
- Tracks – in national parks and forests, people should be shown on tracks (due to risk of getting lost, damaging natural areas).
- Wildlife – do not show people feeding wildlife.

■ **Water safety, including:**

- Flags – Swimming between red and yellow patrol flags (NB: approval will be required from SLSQ due to trademark licensing).
- Lifesaver/lifeguard – when showing an image of a lifeguard (paid) show a lifeguard wearing red and yellow not other colours*.
- Ensure lifesavers/lifeguards are in full and current uniform including a hat.
- Snorkelling – show people wearing a lycra suit and a floatation device, with a buddy, and if in a group they should be shown to be under supervision.
- Diving – show people wearing a lycra suit or full length wetsuit, full SCUBA equipment including a buoyancy control device and snorkel, with a buddy, and if in a group they should be shown to be under supervision.

For North Queensland show people wearing lycra suits or wet suits; people swimming in stinger resistant nets and lifesavers/lifeguards in uniform that includes the lycra suit.

■ **Safe use of the roads and vehicles:**

- Mobile phones – drivers should not be shown using (talking/texting/dialling) a mobile phone or using hands free mobile phone equipment.
- Alcohol/drugs – drivers should not be shown drinking alcohol or under the influence of alcohol while driving, taking drugs or under the influence of drugs while driving.
- Vehicle restraints – Children and babies must be in the appropriate restraint for their weight and size (if not sure please contact Queensland Transport).
- Seatbelts – all motorists and passengers in vehicles must be shown wearing a seatbelt correctly.



Photo Shoots

- Vehicles – any images of modified vehicles should show only vehicles with legal modifications; no vehicle should be shown with in-vehicle driver distractions (such as DVD players/videos etc); vehicles towing loads should be shown doing so safely and without projecting loads or loads too large for the design specifications of the vehicle; all vehicles should be shown travelling within the speed limit; vehicles number plates should be clearly visible (QT can provide generic QLD number plates for use in images if required).
- Pedestrians – pedestrians should always be shown crossing roads at designated pedestrian crossings.
- Car surfing – people should not be shown performing any kind of car surfing or driving with part of their body out of the vehicle.
- Motorists – should be shown obeying the road rules at all times; young drivers under 20 years should not be shown driving high performance vehicles and must display L or P plates on their vehicle. (See the following website for further details: www.transport.qld.gov.au/home/licensing/learn_to_drive/young_drivers/)

■ Safety around campfires:

- Campfire site – the area is cleared and there are no overhanging branches and minimal grass and scrub and the campfire is safety contained.
- Extinguishing – the campfire is extinguished with water.

■ Fire Safety at tourist establishments:

- Exits – signs clearly visible, pathways clear.
- Fire extinguishers – available and accessible.
- Smoke alarms – signs advising sensitivity of equipment to activation.

■ Trip planning and preparation:

e.g. tourists talking to SES person, tourists with hire car and child car seat/baby capsule.

■ Planning and preparedness for and during natural disasters:

e.g. tourist reading signs and warnings.

Key Considerations

It is also important to protect the photographers, assistants, and talent at an outdoor location by:

- Avoiding shots outside in peak ultraviolet radiation times, where possible.
- Take inside shots in peak ultraviolet radiation times.
- Provide shade for in between shots and for meal breaks.
- Encourage photographers and assistants to wear longer length clothing, broad brim hats and sunscreen.
- Encourage talent to wear sunscreen.
- Include a sun protective wardrobe for talent, and props e.g. sunscreen hats and shade.

Example of a Sun Safe Shoot at a Beach Location

- Photographers and assistants apply sunscreen before going to the location, and reapply during meal breaks. Photographers and assistants wear long sleeved cotton shirts with collars, and broad brim hats to protect themselves.
- Talent should be encouraged to apply sunscreen.
- A shade tent or umbrella is set up at the side of the beach to accommodate photographers' and talents' gear, a place to sit between shots and for meal breaks.
- A beach shade tent is set up and appears in the background of shots.
- Talent are wearing a sun protective wardrobe. Children dressed in long sleeve swim tops and board shorts, with broad brim hats, zinc and sunglasses. Adults are dressed in long sleeved swim tops and board shorts for water shots, or long sleeved flowing shirts for females with a sarong, and long sleeved shirt and board shorts for males if walking along the beach or sitting under a shade tent. Adults should also be wearing broad brim hats and sunglasses. Or incorporate at least one element of sun protection into each shot. If talent wear bikinis, have a broad brim hat and sunscreen in the shot also.

* Some local government services wear different colours however it is promoted to tourists that they should look for "red and yellow" whether it be with the flags or with uniforms. Approval will be required from SLSQ due to trademark licensing.

How to access visitor safety images



Image Library Access

Tourism Queensland's image library includes a number of images that specifically portray safe visitor practice.

The Queensland Visitor Safety Program Working Group encourages broad use of these images in promotional materials (subject to the requirements below).

To access images, follow these simple steps:

- Login to www.tq.com.au/imagelibrary ■ Type in email: image.library@tq.com.au
 - Type in password: **safety** ■ Search for keyword: **safety**
- To download image, simply click on the Download image link and follow the prompts to download the high res image

Use of Images

Prior to the use of any of the safety images by members of the Working Group (such as the QPS), the agency will be contacted regarding approval.

Note: For use of any images provided by the QPS and for any image containing a QPS member prior approval will need to be sought through the QPS Crime Prevention Unit and QPS Media and Public Affairs Branch.