



Policy: Class Videos DRAFT

Version	3
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Revision by	Jo McDonald
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Purpose

To ensure clarity and consistency around the filming and sharing of class and showcase videos, including how and where they may be shared, and the responsibilities of teachers, students, Business Services, and Marketing staff.

Scope

This policy applies to teachers/choreographers, dancers (students/clients) Business Services Staff, Marketing Staff.

This policy covers the filming and sharing of:

- **Class videos** (for practice and memory support).
- **Showcase practice videos** (to support performance preparation).

Background and Rationale

Many clients like to have videos from class to be able to practice at home. This policy outlines the permitted use of videos as a supplement to classes, rehearsals, and performances.

When used appropriately, videos can be a valuable tool. They:

- Support dancer learning, memory retention, and showcase preparation.
- Give studio leadership valuable insight into class progress, level appropriateness, and student achievement.
- Allow teachers to see what colleagues are doing, inspiring new ideas, supporting professional growth, and helping ensure consistency in teaching across the studio.
- Strengthen our community by engaging members in the closed Facebook group, which also provides promotional value for the studio.
- Promote specific classes by giving potential students a sense of what to expect, helping to build enrolments and grow classes.

However, there are also risks and challenges that must be managed:

- Teachers should not feel pressured to post videos every week. Recording and uploading videos can be time-consuming, and teachers are not paid for this task. The focus should remain on teaching, not creating content.

- Some teachers may be concerned about the standard of what is filmed and may not wish to share videos that don't reflect the quality of the class or put dancers in the best light.
- Filming during class can reduce valuable teaching time.
- Clients are paying to attend classes, not to receive practice videos.
- Intellectual property risks exist when choreography is filmed and made available online.
- Some clients have come to expect videos, which increases pressure on teachers and creates additional customer service workload when students request them directly.
- Some clients may not wish to be filmed or have their image shared.

Videos should be used sparingly, approximately once a month, with additional exceptions for showcase practice videos.

Definitions and Acronyms

Dancers	Anyone who participates in Dragonfly Dance activities and events.
Contractors	Anyone engaged on a Contract for Service basis (ie an independent contractor) to deliver services to for
Classes	'Classes' is used to refer to classes, workshops, masterclasses, and rehearsals organised by Dragonfly Dance
Business services staff	Employees who are members of the Business Services team
Marketing staff	Employees who have a marketing role
Teacher	Anyone contracted to teach dance activities for Dragonfly Dance.
Choreographer	Anyone contracted to choreograph and rehearse dances for Dragonfly Dance
The studio	Dragonfly Dance studio space
Videos	The term 'video' is used to refer to capturing a still or moving image.

Policy

Purpose of videos

Primary purpose of class videos is to support dancer learning, as well as to help teachers remember and review class content.

Limitations

- Teachers are not required to provide practice videos.
- Any provision of videos is a bonus, not an entitlement.
- Clients are paying for classes, not for video access.

Capturing videos

- Practice videos should feature primarily the teacher, but may include students if they wish.
- Teachers must always advise dancers what they will use the video for and where it will be shared, and gain their consent to be filmed for those purposes
- Frequency guideline:
 - Regular class content videos for clients to practice at home should only be filmed once a month
 - Teachers can film class content as frequently as they like for their own purposes, advising dancers they are not for sharing
 - Showcase videos may be shared more frequently, especially in the couple of months leading up to the performance, so that dancers can remember their own placement, patterning, and choreography.

Consent

- Before filming, a teacher must always check that clients give verbal consent (written consent is already given in the registration form all clients fill out before dancing, but they can verbally withdraw consent at the time of filming)
- Dragonfly Dance recognises the essential right of individuals and is committed to respecting the rights of others regarding their intellectual property and thus does the utmost to comply with Australian copyright law.

Sharing videos

- All class and showcase videos must only be shared in the closed Dragonfly Dance Facebook group.
- Students must not share videos outside the group or redistribute them to others.
- Students must not request videos from Business Services — they must speak to their teacher during class.

Marketing videos

- From time to time, class videos may be used for marketing purposes, in which case teachers will be asked to send the video directly to marketing staff (as they cannot be downloaded from the Facebook group)
- Marketing staff may also attend class to capture videos for marketing, or ask teachers to capture video and forward.
- Marketing staff must respect consent, IP, and use content only within approved channels.

Intellectual property

Clients must respect the intellectual property in the videos, which is owned by either the teacher or Dragonfly Dance, which means not sharing the videos without permission.

Relevant legislation

Dragonfly Dance is bound by the Digital Millennium Copyright Act (**DMCA**) and The Copyright Act 1968 (Cth) (**Copyright Act**)

Responsibilities

Studio owner

- Approve, review, and update this policy annually.
- Ensure the policy is accessible to staff and students, and that it is being followed across all activities.
- Monitor relevant legislation and compliance requirements.
- Adhere to this policy and its guidelines in their own roles.

Teachers and choreographers

- Be familiar with this policy and apply it consistently in classes and rehearsals.
- Adhere to the guidelines when filming, sharing, and using videos.
- Use professional judgment about when to record and share videos.
- Obtain and respect client consent before filming.
- Provide content for marketing as required.

Business Services Staff

- Communicate the policy consistently when responding to student enquiries.
- Adhere to the guidelines when handling client requests or questions about videos.
- Direct any issues or policy concerns to Directors.

Marketing Staff

- Ensure that marketing use of videos complies with this policy and its guidelines.
- Respect copyright and intellectual property requirements.

Students (Dancers)

- Understand and follow this policy.
- Adhere to the guidelines on requesting and sharing videos.
- Respect teacher decisions and the consent of others when it comes to filming.

Guidelines

For Teachers

- Do not feel pressured to provide practice videos every week — they are optional and intended as a supplement, not a requirement.
- As a guideline, share class videos approximately once a month, with additional exceptions for showcase preparation.

- Always seek verbal consent from dancers before filming, even though written consent is included in registration forms.
- Ensure dancers know how a video will be used (eg for the closed Facebook group, for personal professional development, or for marketing).
- Where possible, videos should primarily feature the teacher, but may include dancers if they are comfortable.
- Capture and provide at least one piece of video or photo content per term for marketing purposes.
- If filming for your own professional development (not for student access), make this clear to the class.
- Do not upload or share videos on any platform other than the Dragonfly Dance closed Facebook group.

For Dancers

- Respect a teacher's decision not to have class activities filmed.
- If requesting a video for practice purposes, do so at the start of class so the teacher can allow time.
- Do not ask for something to be filmed at the end of class.
- Do not use your phone to capture photos or videos without the consent of the teacher and other clients who may be included.
- Do not contact Business Services to request practice videos.
- Remember that access to practice videos is a bonus, not an entitlement.

For Marketing staff

- Gain awareness of any participants who do not give consent prior to acquisition of images
- Ensure that no images published online social media channels feature a recognisable image of a client who has advised that they do not wish to have their image published
- Where possible, acknowledge the person who captured the photo or video

For Sharing Videos

- Do not share videos outside of the Dragonfly Dance closed Facebook group.
- If you capture a video on your own device, do not share it with other clients. If someone is not in class, they should not receive access for free. They can request filming in a future class if suitable.
- Sharing videos with classmates outside of class leads to unsupervised and inappropriate distribution of content, which is not permitted.

Review

This policy will be reviewed annually by the Dragonfly Dance Studio Owner and amended as appropriate.