

Expression of Interest for People Who Want to Participate in the headspace Photo shoot

Dear Centre Managers/Community Awareness Workers,

Thank you to everyone who provided feedback regarding filling gaps in our photo library. Your feedback is really appreciated and important for helping us ensure we capture the right topics, themes and people in the next photo shoot.

The photos from this library are for use in **headspace** materials from brochures to pamphlets, social media to website, traditional media (newspapers and magazines) and other various marketing needs. A number of different topics have been identified through this feedback, including:

- Photos showing the diversity of young people and families. Including people from Aboriginal and Torres Strait Islander decent and people from culturally and linguistically diverse backgrounds
- Photos showing clinical, group work, family sessions and more in centres
- Photos showing diverse types of families
- General photos showing more expressions of joy and fun
- Photos showing young people in different work and study environments
- Photos of staff interacting at a centre, with each other and with young people
- Photos showing presentations and activities held external to the centre (i.e. school presentations)
- More photos of LGBTQIA+ young people
- Young people with disability.

Now that we are clear about the photos we need, our next step is to identify the people (talent) who are keen to be a part of the photo shoot.



Who are we looking for?

We are looking for:

- Young people aged between 12 and 25. In particular, Aboriginal and Torres Strait Islander young people and young people from culturally and linguistically diverse backgrounds are encouraged to take part
- Families with young people in the 12 to 25 age range, in particular families from diverse backgrounds. Particularly in the context of using **headspace** services (approaching reception, taking part in single session family consultation, group sessions etc.)
- Centre staff, including clinical staff.

We would like to have approximately two to four hours of their time, shooting at either a local centre or in studio in North Melbourne. If your centre is happy to host a day of shooting please let us know.



How will the photos be used?

The photos will be used in **headspace** marketing materials promoting **headspace** services or initiatives at a national and centre level. This may include, but is not limited to, brochures, social media (both national and centre based) and website (both national and centre based), posters, advertising and other avenues. **headspace** services cover four key topics including: Mental Health and Wellbeing; Physical Health and Sexual Health; Drug and Alcohol; and Work and Study.

It's important for young people taking part in the photo shoot to understand that their photos could be used alongside materials detailing things like depression, anxiety and other mental health issues. They may also be used as topics of interest to young people such as, drug and alcohol use, sexuality and gender diverse (LGBTQIA+) issues and other relevant topics. It is crucial they are aware of this and comfortable before we proceed with the photo shoot.

Consent requirements

Anyone taking part will be required to sign a media consent form prior to the shoot. Young people under 18 will require a parent, guardian or carer to sign this form as well.

How do young people/their families apply?

If young people connected with your centre are interested in this opportunity, they can apply via the [smartsheet here](#). *If you're happy for us to shoot in your centre please let me know directly and we can work out times and dates.*

People are encouraged to apply by **21 April 2017**.

Compensation

People being photographed will be compensated for their time with a \$40 Coles Myer gift voucher, which will be mailed out after the shoot.

When will this happen?

We plan to photograph in May and June. Dates and times will be locked in soon.

Questions?

If you have any questions about this shoot please do not hesitate to get in touch with Richard Hunt – rhunt@headspace.org.au.