



## Guidelines on the use of animal images by Charles Sturt University

These guidelines set out the recommendations for the use of images involving animals in promotional materials but should also be followed where possible for scientific purposes and teaching material.

The guidelines aim to ensure that ethical standards are maintained and the risk of unwanted publication of images of people, animals and confidential information is minimised. Professional judgement should be used when selecting photos to be displayed.

Where appropriate, images of animals should be accompanied by text stating that the animal was used under AEC authority and required licences/permits. If humans are featured in photographs, it is important that their consent is gained for the use of the photograph. Consent should also be obtained by the guardians of companion animals if these are to be used. It is important to ensure that people are wearing appropriate personal protective equipment for the situation in which they are photographed.

We acknowledge that some domestic breeds are susceptible to additional health issues and that as our scientific knowledge increases, our acceptable practices need to change. This list is therefore not designed to be exhaustive and should be reviewed regularly.

**Note** - there are times when images described in these guidelines may be acceptable if for the purpose of education and research. This may be to raise awareness about a particular condition, equipment, handling approach or body condition scores. When using these images, a text description should be included providing context for the image and statement that the university does not promote whatever is featured in the image. Alternatively, a statement to that effect could be included in the acknowledgements section of your publication.

### Phenotypical issues that result in poor animal welfare

#### Brachycephaly

We should not promote images of animals with a short muzzle or flattened face often resulting in obstructed breathing and dental deformities e.g.

- Canine – Pug, Bulldog (various), Boxer, Pekingese
- Feline – British Shorthair, Persian, Himalayan
- Rabbit – Lop eared (various), Netherland Dwarf

#### Osteochondrodysplasia

We should not promote images of animals where the growth and development of bone, cartilage, and/or connective tissue is impaired e.g., Scottish Fold cat.

## Chondrodystrophy

We should not promote images of animals with short legs and long bodies often resulting in intervertebral disc disease and other joint disorders e.g.

- Canine – Dachshund, Basset Hound, Corgi, English Bulldog
- Feline – Munchkin, Skookum

## Animal behaviour

We should not promote images of animals:

- Risking either injury or ingestion of foreign body e.g., chewing sticks, chewing bones
- Demonstrating inappropriate interactions with people (especially children) that risk injury
- Demonstrating anthropomorphism e.g., animals in clothing, facial expressions that could be mislabelled in humanistic terms such as smiling.
- Demonstrating undesirable behaviours that may be indicative of current or previous poor welfare e.g., self-mutilation and stereotypies.

## Banned procedures

We should not use images of animals with a physical deformity created for aesthetic purposes e.g., ear cropping, tail docking, declawing.

## Equipment

We should not promote images of equipment (on or off the animal) that cause physical pain, discomfort and/or undue anxiety or acceptable equipment held in an inappropriate way e.g.

- Canine - shock collars, prong collars, choke chains, slip leads, citronella collars and sprays, leads wrapped around hands.
- Feline - claw caps
- Horse – gadgets and auxiliary equipment, lead ropes held too close to the horse's chin or wrapped around hands, multiple rugs.

## Undesirable physical characteristics

We should not promote images depicting these characteristics as normal or desirable:

- Companion animals that are entire i.e., with visible testicles
- Obesity or emaciation

## Unwanted organisms

We should be careful how we use images of:

- Species unavailable in Australia e.g., Savannah cats, hamsters
- Species that are invasive in Australia e.g., rabbits, foxes, cane toads



## Wildlife

It is important to remember that wildlife photographs can send mixed messages to the public about the nature of wildlife research, the acceptable use of wild animals, and the potential threat they pose. We should not promote images of wildlife being held by people unless there is scientific reason to use the images and there is clear acknowledgement that the activity was carried out under permit and an AEC authority.

If wildlife photos are to be used it is important to ensure the following:

- That non-latex, powder free, gloved hands are used for amphibians.
- That fish are in, or close to water and not held in a 'trophy photograph' pose.
- That animals are not 'posed' for photos.
- That a 'wildlife selfie' is avoided.

## Do you want to help the University collect images for use

The Brand and Performance Marketing team would be very grateful for any images that meet these criteria that could be added to their image library. You can find out more information about submitting images [here](#).

