

# Third party media guidelines

media@neura.edu.au



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## Protocol for external parties requesting permission to film or conduct media activities at NeuRA

The NeuRA Communications team exists to provide services to NeuRA researchers and staff. That is their priority.

On occasion, it may be permissible for an external party to lodge a request to film or conduct media activities on NeuRA premises. Such a request requires formal approval by the NeuRA Communications & PR Manager and the Research Governance & Compliance Manager. It is not sufficient for a NeuRA research colleague to accede to your request.

To ensure a smooth and productive collaboration, please adhere to the following protocol to request permission to film or conduct media activities on-site. Please be conscious of the fact that facilitating your activity on NeuRA premises draws on NeuRA resources.

### Prior approval and scheduling

- All external party media activities, including filming for TV, photography and interviews for radio, print or online with or without a journalist on-site at NeuRA must be approved in advance by the NeuRA Communications team *and* Research Governance & Compliance Manager a minimum of 48 hours prior to the intended date of media activity.
- To initiate the approval process, please contact the Communications team via email: [media@neura.edu.au](mailto:media@neura.edu.au) or if the matter is urgent, please call the team on 0452 140 477.

### Privacy and research

- We request that you prioritise the privacy and confidentiality of our researchers, staff, and clinical trial participants. Without explicit consent, you cannot film a participant or disclose their personal information.
- Do not capture or share sensitive or proprietary research information that has not yet been publicly disclosed.

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#### Contacts

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## Media guidelines

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### Safety and security

- Adhere to all safety protocols and guidelines set out in the Tour Brief Form, which has to be completed by NeuRA Communications and submitted on your behalf to NeuRA's Research Governance & Compliance Manager ahead of time.
- Follow designated routes and areas as set out in the Tour Brief Form, avoiding restricted zones or laboratories without prior authorisation.

### Escort and supervision

- All third-party individuals, including crew members and journalists, must be accompanied by an authorised NeuRA staff member at all times during the visit.
- The escort will help facilitate access to appropriate areas and ensure compliance with institute policies.

### Equipment and noise control

- Use of filming and recording equipment should not disrupt ongoing research or other activities at NeuRA or disturb staff, trial participants or other visitors.

### Interviews and interactions

- If required, coordinate with NeuRA Communications to schedule interviews with NeuRA researchers and staff ahead of time.
- Be respectful of staff time and commitments, ensuring that interviews do not interfere with their work responsibilities.

### Content review, crediting and attribution

- Share drafts of media content, including any existing press releases, background documents and media messaging, with NeuRA Communications beforehand. This is to ensure accuracy and alignment with NeuRA's brand and messaging.
- Where relevant, NeuRA Communications will brief the journalist/news network on the correct credit/title of NeuRA representatives featured in the media piece.
- Approval to film at NeuRA does not imply any endorsement of your work and should not be used to give this impression.

If you have any questions, contact [media@neura.edu.au](mailto:media@neura.edu.au).

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