

## Submit your cover photos for *Pharma*

### Terms and conditions

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#### 1.0 Overview

- 1.1 *Pharma* was launched in 2008 by Optometry Australia to support the emergence of therapeutics in optometry. It is distributed free-of-charge to all Optometry Australia members and members of the New Zealand Association of Optometrists (NZAO).
- 1.2 *Pharma* is published quarterly (March, June, September and December) and offers six accredited clinical CPD points per issue.
- 1.3 *Pharma* features quality editorial with a strong emphasis on stories that promote cutting-edge therapeutic developments and research as well as clinical case studies. It is an objective of *Pharma* to provide information that optometrists can use immediately in their day-to-day patient care or that will assist them to improve their knowledge across a range of eye health issues.
- 1.4 Optometry Australia is seeking cover photos to illustrate the themes of the 2020 issues. The cover images can abstractly embody the theme of each issue, or portray manifestations of conditions discussed in the issues. The issue themes are:
  - March 2020: Collaborative care
  - June 2020: Barriers to optometric care
  - September 2020: The member Q&A issue
  - December 2020: Contact lenses and anterior oddities
- 1.5 The style of the selected images will be fine art, portrait or scientific photography. The images that best reflect or illustrate the issue's themes – either clinically or abstractly – will be selected.
- 1.6 To be considered, photographs must be submitted by the following deadlines:
  1. March 2020: January 15 2020
  2. June 2020: April 15 2020
  3. September 2020: July 15 2020
  4. December 2020: October 15 2020

#### 2.0 Photography contributions

- 2.1 To be considered to contribute a potential cover photo, you need to:
    - (1) Be a current member of Optometry Australia (including student members) or the New Zealand Association of Optometrists.
    - (2) Submit a brief caption for the image.
    - (3) Ensure that you include your full name, practice or employer name, contact details and membership number on your submission.
    - (4) Ensure that the images are 300 dpi and no smaller than 20 cm x 25 cm.
    - (5) Send your submission to: [pharma@optometry.org.au](mailto:pharma@optometry.org.au)
  - 2.2 *Pharma's* Editorial Committee will review all photography submissions and they will select one photograph per cover. Their decision will be final. In the event that the Committee determines that there are no submitted photographs suitable for the cover of *Pharma*, they reserve the right to select an alternative photograph from an alternative source. .
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- 2.3 In the event that your submission is successful, you will be notified one month ahead of publication by the Editor.
- 2.4 You will not receive a fee, or any form of compensation, for your photography contribution.
- 2.5 Your photo may be manipulated by the editor or graphics designer; adjustments in light or darkness, or cropping of the image may occur.
- 2.6 You have the right to withdraw your photograph from being published within 10 working days of the date that you submitted it to Optometry Australia.
- 2.7 Work that is considered not original will be rejected.
- 2.8 All efforts should be taken to ensure that patient information is not identifiable. Optometry Australia will only accept images including identifiable patients if provided with the permission of said patient.
- 2.9 All unused photos will be kept on file until 31 December 2020 after which they will be deleted from Optometry Australia's digital storage platform.
- 2.10 All unused photos will not be used for any other purposes by Optometry Australia without the consent of the submitting photographer.

### **3.0 Intellectual property**

- 3.1 If your photo is selected, you will be credited as the photographer of the cover photo within the issue in which your photograph appears.
  - 3.2 Once your original photograph has been accepted for publication by Optometry Australia, ownership of the copyright will transfer to Optometry Australia.
    - (1) Optometry Australia will consider applications from photographers who wish to submit their image to other publications. Copyright laws require such applications to be made in writing. Applications will not be considered when:
      - Optometry Australia has accepted and approved a photograph but that photograph has not yet been published in *Pharma*.
      - The photograph has been published in *Pharma* in the past 12 months.
  - 3.3 When you submit your photograph for publication:
    - (1) You grant Optometry Australia a perpetual global rights license to publish the photograph in all *Pharma* distribution channels owned by Optometry Australia and NZAO.
  - 3.4 Where these IP conditions cannot be met, Optometry Australia will be unable to publish your photograph.
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