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MELBOURNE MAGIC FESTIVAL USE OF LIVE ANIMALS POLICY

ANIMALS IN ENTERTAINMENT

BACKGROUND

Magic has a rich heritage of including animals in magical performances. From the classic artistry of Channing Pollock's signature dove act, to our own Anthony DeMasi's iconic rabbits in hats. We delight in the ability to involve our audience in appreciating the beauty and mystery of animals, while taking appropriate steps to ensure the animals' protection and proper treatment. Therefore, AIM/MMF is establishing its Use of Live Animals in Entertainment Policy.

POLICY

The presentation of live animals in live magic performances, television or film productions, photo shoots, media broadcasts, or special events shall be conducted according to the following core principles:

- Intended animal use must be mindful of the safety of the animal, audience members, performers, and employees and approved through safety and risk management.
- The intended animal use is respectful of the animal.
- Educational and meaningful animal welfare or conservation components should be integrated into the presentation of animals wherever practicable.
- AIM/MMF Guidelines must be followed during production.
- AIM/MMF in general, does not use exotic live animals (rabbits being an exception) outside of their zoo/sanctuary habitat or natural environment in live magic performances, television or film productions, photo shoots, media broadcasts, or special events. Occasionally, exceptions are made.
- In all cases, the proposed use of live animals in entertainment for any AIM/MMF production, including the proposed vendor for the animals, must be reviewed for compliance with AIM/MMF Guidelines.
- This policy applies to the use of live animals in all media (e.g., film, television, live shows etc) that AIM/MMF produces, as well as when live animals are used as models (e.g., for photography, marketing materials).