

## **Bronze Bullseye Ultimate Club Photography and Imagery Guidelines**

Most people taking photos of children at sporting events are doing so for acceptable reasons and are using appropriate methods, for example, a parent videoing their child at a sports presentation or photographing their child on the field during play or a professional photographer taking photos for a club.

This greater ease of taking and modifying images has raised concerns about the potential risks of child abuse posed directly and indirectly to children and young people through the inappropriate use of photographs featured on sports web sites and in publications.

The following information and suggested strategies have been provided for sporting clubs and associations to consider when acquiring and displaying images of children and young people on web sites and in other publications. It is not intended to restrict people taking photos for legitimate reasons. Please note that this information is not intended to be, nor should it be relied upon as a substitute for legal or other professional advice. Organisations and individuals should seek legal advice in relation to these issues in your state or territory.

### **The Law**

In Australia there is no law restricting photography of people (including children) in public spaces as long as the images are not:

- Indecent
- Being used for voyeurism
- Protected by a court order
- Defamatory
- Being used for commercial purposes

Photos of a child (including your own child) contravene Criminal Codes and censorship laws if the child is photographed in a provocative or sexual manner.

Where a sporting event is held on a club's private property, privately owned land, a school or council-owned facilities, the owner of private property or venue can restrict, ban, or require the permission of photography anywhere in their venue (e.g., some council-owned facilities will not allow mobile phones or cameras in change rooms or toilets). Where a sporting event is held on private property not owned by the organisers, it is good practice to determine a mutually agreed upon photography policy.

If a person is taking photographs inappropriately (e.g., breaching the restrictions or ban in place for that private property or venue), then venue management can request the person to stop. If the person refuses, the police or security may be called to escort them off the property.

## **Strategies**

### **Acquiring Images**

Bronze Bullseye Ultimate Club is committed to safe and appropriate use of images and content of our members and the community, and will therefore utilize the following guidelines for acquiring images of Club-related activities and content:

- Appropriate image content involves Bronze Bullseye members and other WA Ultimate members participating in Club activities, including but not limited to:
  - Team trainings
  - Tournaments
  - Social Events
- The Club will not allow photographers (professional photographers, spectators, fans, coaches, or members of the media) unsupervised access to minors.
- The Club will ensure that the coach informs any athlete and parents/guardians (where the athlete is a minor) if the coach wants to video the athlete as a tool to analyse and improve performance.
- The Club will obtain the consent of parents/guardians and their agreement to be present before approving photo/video sessions outside the event venue or at the home of a minor. Where possible, have the photo taken at the event venue.
- The Club's Executive Committee should be contacted immediately with any concerns or complaints of inappropriate behaviour in taking images or content.
- The Club will provide members of the media and professional photographers with identification to be worn for the duration of major/large events.

### **Displaying Images**

Bronze Bullseye Ultimate Club will utilize the following guidelines for displaying images of Club-related activities and content. The Club will:

- Consider using models or illustrations for promotional/advertising purposes.
- Obtain permission from the minor's parent/guardian prior to taking the images of a minor. Ensure that all concerned are aware of the way in which the image is to be used and how long the image will be displayed.
- Avoid naming the minor. If this is not possible avoid using both a first name and surname.
- Avoid displaying personal information such as a residential address, email address, or telephone numbers if images are being posted on websites or distributed in publications.
- Not display information about hobbies, likes/dislikes, school, etc. as this information has the potential to be used as grooming tools by paedophiles or other persons.
- Only use appropriate images, relevant to the sport or activity, and ensure that the athlete is suitably clothed. Images of athletes participating in sports or activities that involve minimal clothing (e.g. swimming and gymnastics) or unusual body positions/poses could potentially be misused, and the publication of which will be avoided wherever possible.
- Clearly outline in a written contract to photographers who are contracted or paid to take photos, who will retain the images taken, including arrangements made for negatives, digital file and proofs and outline any restrictions for use and sale.

The Club's Executive Committee should be contacted immediately with any concerns or complaints of inappropriate behaviour in the taking, publication, or usage of images or content.