

ATHLETICS



ATHLETICS ESSENDON PHOTOGRAPHY POLICY

OCTOBER 13, 2021

1. Purpose of the Policy:

This policy has been developed to provide members of Athletics Essendon with an understanding of the issues surrounding the taking of, distribution and display of photos and/or video footage of any registered member, whilst participating in club, Athletics Victoria and Athletics Australia competitions, functions and events.

Australian law does not prohibit photography or videography of people, including minors, in public spaces. This only applies if the images are NOT:

- Indecent, defamatory,
- Protected by a court order (e.g. child custody or witness protection), or
- Being for commercial purposes (person's likeness is used to endorse or entice people to buy a product).

2. General Policy:

- 2.1 By agreeing to the Terms and Conditions of registering with Athletics Essendon as an affiliated club of Athletics Victoria, you have given your consent to be photographed and or/videotaped at any club, Athletics Victoria or Athletics Australia competition, event or function by a member, official, staff member or representatives.
- 2.2 Neither the club nor Athletics Victoria are able to prevent the general public from taking photos and/or videos at competitions due to the majority of affiliated venues being located at Local Government Council parks, which are open to the public.
- 2.3 Photographs and video footage taken by Athletics Essendon at competitions and events are for the following reasons:
 - Documentation of key club events (ie. Presentation Day)
 - Promotion and publicity
 - Historical archiving
- 2.4 Photographs and video footage taken by the club may be used for promotional purposes on the club's website, social media and print media (eg. posters, flyers).
- 2.5 The club will only use appropriate images of registered athletes, relevant to athletics and depicting them suitably clothed in a manner that promotes participation in athletics.
- 2.6 The privacy of others is to be respected at all times and the use of camera phones, cameras and videos are strictly prohibited inside changerooms, showers and toilets.
- 2.7 Registered athletes may be mentioned and/or tagged on the club website and social media posts. Access to the club database for the purpose of identifying athletes is limited to a designated member of the club committee.
- 2.8 Any person entering the competition area as a club appointed photographer/videographer at any club or Athletics Victoria sanctioned events, is to wear a high-vis vest at all times and appropriate footwear (eg. closed toe shoes).

3. Policy Guidelines:

To ensure registered members are aware that photography and videography will most likely occur at competitions, events and functions.

3.1 Exceptions to Freedom to Photograph

There are specific instances in law where the taking of any image is banned. Such instances generally relate to child custody matters, wards of the state, restraining orders and witness protection. It is possible that other circumstances may occur that also preclude the taking of any image of an individual. If the above-mentioned orders are in place, please notify the club where appropriate so that we can, to our best extent prevent the taking of photos and videos.

3.2 Photography for Publication or Commercial Use

In accordance with State Government guidelines, any photographer/videographer that has been contracted to or volunteering on behalf of the club, must provide a Working With Children's Check. Where a contractor has been engaged Athletics Essendon has the obligation to advise the contactor of any limitations as prescribed by a court order or law. Club volunteers are able to obtain a free Working with Children's Check.

3.3 Photography for Private Use

There are no restrictions on parents, guardians and/or family members taking photos or video footage of their children participating in athletics provided the images are for personal use and do not encroach on the limitations as described in 3.1.

Equally there are no restrictions on officials (including coaches, referees and administrators) taking images for coaching purposes, athlete development or general publicity provided 3.1 is observed.

3.4 Inappropriate Photography Where an individual is believed to be inappropriately photographing any financial member, Athletics Victoria or the associated Clubs can ask the individual to stop. If the individual refuses, the police may be called to deal with the matter.

4. Opt-out

Members who do not wish to have their photo taken or name disclosed should notify the club via email: secretary@athleticsessendon.org.au.

This Policy was last updated on **October 13 2021**.