

BALMORAL LITTLE ATHLETICS CLUB

Photography and Media Policy

Draft for Management Committee approval

Policy owner	BLAC Management Committee
Applies to	Athletes, parents and carers, volunteers, officials, coaches, committee members, photographers, contractors and visitors
Related documents	LAQ Child Safeguarding and Young People Policy; BLAC Photography and Media Consent; BLAC Codes of Conduct
Approval date	To be completed
Version	Draft 1.0
Review	Annually, or following a relevant change to legislation or LAQ policy

Policy approach

This policy explains how BLAC applies photography and media requirements locally. It is intended to operate alongside, not replace, the Little Athletics Queensland Child Safeguarding and Young People Policy.

1. Purpose

Balmoral Little Athletics Club (BLAC) recognises that photographs and video are an important way to celebrate athlete participation, recognise achievements and promote the Club.

BLAC is committed to ensuring photography and filming involving children and young people is undertaken appropriately, respectfully and in accordance with child safeguarding requirements.

This policy sets out how photographs and video are taken, used, published, stored and managed at BLAC activities.

2. Scope

This policy applies to photography and video taken:

- on behalf of BLAC at training, competition nights, carnivals, presentations and other BLAC activities
- for use in BLAC communications, including the Club website, social media, newsletters, emails and promotional material
- by BLAC committee members, volunteers, officials, coaches, designated photographers and contractors acting on behalf of the Club
- by parents, carers, spectators and athletes.

Photography undertaken by LAQ or another organisation is subject to that organisation's own consent and photography arrangements.

3. Photography and media consent

LAQ collects photography permission through the Sport80 registration process.

BLAC will use the photography permission recorded through Sport80 unless a parent or guardian provides BLAC with a different written preference for BLAC-controlled photography and media through the BLAC Photography and Media Consent process.

A BLAC-specific preference:

- applies only to photography, video and publication controlled by BLAC
- does not alter the consent provided separately to LAQ or another organisation
- may be changed or withdrawn by the parent or guardian at any time by notifying BLAC in writing.

BLAC will maintain a current record of photography and media preferences and make the information required to manage those preferences available to the designated photographer and other authorised persons.

Where appropriate, the wishes of the athlete will also be respected. An athlete should not be required to participate in a photograph if they do not wish to do so, even where parental consent has been provided.

4. Official BLAC photography

BLAC may appoint one or more designated photographers for Club activities.

A designated photographer must:

- hold a current Blue Card/Working with Children Check where required under the LAQ Child Safeguarding and Young People Policy
- be authorised by BLAC
- be familiar with this policy and the relevant athlete photography preferences
- be clearly identifiable while undertaking official BLAC photography, for example by wearing a designated photographer vest
- remain appropriately supervised while photographing children and young people
- take photographs only in connection with legitimate BLAC activities
- take only appropriate photos/videos as laid out in the following section.

5. Taking photographs and video

Official BLAC photographs and video must:

- relate directly to Little Athletics or another authorised BLAC activity
- show athletes appropriately dressed for the activity
- be appropriate, respectful and consistent with the purpose for which consent was obtained
- not focus unnecessarily on an athlete's body or be taken from an inappropriate angle
- not be taken in toilets, changing areas or other areas where privacy would reasonably be expected
- not involve an unsupervised one-to-one photography session with an athlete.

Where an athlete does not have permission to be photographed or has restrictions on publication, BLAC will use an appropriate and discreet process to enable the designated photographer to identify and respect that preference.

BLAC will take reasonable steps to ensure that athletes with photography restrictions are not unnecessarily excluded from Club activities.

6. Club and personal devices

Official BLAC photography should be undertaken using a Club-owned or Club-controlled device.

A personal phone, camera or other personal device must not be used for official BLAC photography by a person in a position of authority unless BLAC has authorised its use.

Where use of a personal device has been authorised:

- images must be transferred to the approved BLAC storage location as soon as practicable
- images must not be retained in the individual's personal photo library, cloud account or other personal storage once transferred
- images must not be shared through personal social media accounts or messaging services unless expressly authorised for Club purposes.

7. Parents, carers, spectators, and athletes

Parents, carers and other approved persons may photograph or film their own child participating in Little Athletics, consistent with applicable LAQ safeguarding requirements and venue rules.

BLAC asks parents, carers and spectators to:

- focus photography on their own child
- obtain permission before deliberately photographing or filming another person's child
- respect requests from another family or BLAC not to photograph a particular athlete
- not photograph or film in toilets, changing areas or other private areas
- not take photographs or video that are inappropriate, intrusive or likely to cause embarrassment or distress
- consider the privacy of other children before posting images publicly or on social media.

BLAC cannot guarantee that an athlete will never appear incidentally in photographs taken by other people, particularly where an activity occurs in an area accessible to the public.

Athletes should not take photos of other people without permission, and additional consent should be sought before publishing photos online. Athletes given consent to photograph others should only take appropriate photos as outlined under the guidelines above.

8. Publication and use of images

BLAC will only publish or distribute photographs or video in accordance with the consent held for that athlete.

Images may be used for legitimate BLAC purposes including:

- celebrating participation and achievement
- Club news and event reporting
- the BLAC website and official social media channels
- newsletters and member communications
- promotion of BLAC activities.

Before publication, images should be reviewed to ensure they are appropriate and consistent with this policy.

BLAC will only identify an athlete by name or other information where the relevant consent permits it. Where identification is permitted, BLAC should generally limit identifying information to what is reasonably necessary for the purpose.

9. Storage and access

Official BLAC photographs and video must be stored securely and protected from unauthorised access.

Access will be limited to committee members or other authorised persons who require access for their Club role.

Images must not be stored indefinitely. BLAC will delete images when they are no longer reasonably required for the purpose for which they were collected.

10. Professional or external photographers

Where BLAC engages a professional or external photographer, BLAC will ensure that:

- the photographer is appropriately authorised and meets applicable Blue Card/Working with Children Check requirements
- the photographer is briefed on this policy and athlete consent arrangements
- photography is limited to the authorised BLAC activity
- arrangements for access, use, transfer, retention and deletion of images are agreed before the activity
- images are not used by the photographer for any other purpose without appropriate consent.

11. Concerns or inappropriate photography

Anyone who has concerns about photography or filming at a BLAC activity should raise the matter as soon as possible with a member of the BLAC Management Committee or contact info@blac.org.au.

BLAC may ask a person to stop photographing or filming while a concern is assessed and may take other reasonable action to protect the safety and wellbeing of athletes.

Concerns involving a potential breach of the LAQ Child Safeguarding and Young People Policy will be managed in accordance with the applicable LAQ complaint and safeguarding processes. Suspected unlawful conduct may be referred to the appropriate authorities.

12. Responsibility

The BLAC Management Committee is responsible for:

- overseeing implementation of this policy
- maintaining appropriate photography consent records
- ensuring designated photographers are appropriately authorised and briefed and given appropriate identification to wear
- providing appropriate systems for storing and accessing official images
- responding to concerns or reported breaches
- reviewing this policy periodically.

13. References

Little Athletics Queensland: Child Safeguarding and Young People Policy (2024)

<https://laq.org.au/wp-content/uploads/2024/08/LAQ-Child-Safeguarding-and-Young-People-Policy-2024-FINAL.pdf>

Sport Integrity Australia: Photography and Filming of Children and Young People in Sport

<https://www.sportintegrity.gov.au/sites/default/files/SIA282-0224-SG%20Photography%20Filming%20Children%20Young%20People-A-5%20%5BDIGITAL%5D.pdf>