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Introduction

Photography is used extensively within the club across multiple mediums including but not limited to Facebook, Instagram, Club Website, promotional material such as flyers/programs, media releases, etc.

The club has adopted an opt-out process where permission to use images is obtained as part of the Terms and Conditions when joining the club. If you do not wish your child's image to be used you must notify the committee.

Purpose

This policy provides guidelines around the selection and use of images of our members across all platforms. It is designed as a guide for best practice, but where any doubt exists an image should either not be used, or specific permission obtained by the parent or guardian before use.

Taking Images of Children

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.

The small size of many cameras and the advent of mobile phone cameras make it easier to take photos and harder to monitor. Digital photo publication can now be printed at home and photos can be taken, altered, and transmitted quickly to a vast audience by posting on the internet or 'on sending' the photo to mobile phone users.

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 Law

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

- indecent (such as 'up skirt' or 'downblouse' photographs taken covertly)
- being used for voyeurism or made for the purpose of observing and visually recording a person's private areas
- protected by a court order (e.g. child custody or witness protection)
- defamatory
- being for commercial purposes (person's likeness is used to endorse or entice people to buy a product).

Photos of a child (including your own child) also 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 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 photographing 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.

Image Selection

All images intended for publication must be vetted before publishing. Some guidelines around image selection are as follows:

- If a parent or guardian has requested for images of their child not to be used, then all images including that child either in the foreground or background must be excluded.
- Where a team photo has been taken with the clear intent to publish the photo in any medium, then permission to use the image is assumed to be granted by all parents/guardians of children in the photo. This permission applies to this photo only and does not negate any request not to use imagery for any other photos.
- Children who are not members of our club must be cropped out of the image where possible.
- Only use images relevant to the sport or activity being photographed.
- Ensure that the athlete/child 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.
 - Images with club shirts and shorts are preferred, for example when being presented with medals at competitions.
 - Avoid the use of images of children in minimal clothing, for example images of swimmers competing in full racing bathers are preferred over images of swimmers warming up in 2-piece bathers.
 - Ensure the modesty of everyone in the image is protected.
 - All images are to be scrutinised for appropriateness of both foreground and background people.
- All images must be scrutinised by a second person before publishing.

Facebook

Facebook is commonly used to promote club activities both to members, prospective members, and the general public. Photographs will be taken at events of various kinds, both competitive (e.g. Swim Meet), and social (e.g. Presentation Night). Images will be used based on the guidelines above, and are aimed at show-casing not just the competitive side of the club, but also the social side. For example, photos from a competitive meet will include photos of our swimmers competing, as well as potentially team photos, getting coaching advice, socialising with other members/clubs/siblings, etc.

To ensure the protection of our members, we will not 'tag' members in any photos, or use their full name in any post. When listing medal winners for example, we will use first names only.

Website

Use of images on the website is limited as we use Facebook for publishing most images. We do have a small slide-show on the home page, and may from time to time include other images. All images on our website follow the same image selection guidelines, and will tend to be of a lower quality than what we post on Facebook.

Instagram

Our Instagram account is managed by our Head Coach and is designed to provide a window in to the training methods used within the club. It may also include images from outside of training, such as key events like Nationals, or when travelling as a team such as interstate meets or training camps. Due to the nature of Instagram, most images/videos are posted direct from a mobile device and not scrutinised by a second person. For this reason, our Head Coach is the only person with access to the account and is responsible for ensuring all images are appropriate.

Hard-print Format

The club will on occasion produce marketing/promotional material which may include images of swimmers. This may include flyers for distributing to schools and learn to swim programs, promotional material for club events such as our annual junior meet or Golden Egg-Stravagansa, or any other promotional material as decided by the committee. We may also use imagery in other hard-print formats such as meet programs, or in media publications (e.g. local paper).

Before using any imagery in hard-print format we will endeavour to obtain the explicit permission from a parent/guardian before using the image.

Complaints

If you are not happy with ANY image that has been posted by the club to any medium please inform a committee member as soon as possible. We will remove the image immediately without any question where possible. We may seek clarification for the removal after it is removed only to ensure our guidelines can be adjusted if required to ensure only suitable images are published in the future.

Where permission has been sought to use the image prior to using, then the image will only be removed where practical to do so. For example, if permission was given to use an image on a flyer, then after the flyer has been produced a request not to use the image is received, then we cannot practically remove the image. This applies predominantly to hard-print formats.