



KNOX LITTLE ATHLETICS CENTRE (KLAC)

POLICY and GUIDELINES ON AUDIO AND VIDEO PHOTOGRAPHY AND FILMING

Version 1.0

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1. Purpose

It is not the intention of KLAC to prohibit those with a legitimate interest in recording, filming or photographing children, young people and helpers/officials participating in sport-related activities associated with the Knox Little Athletics Centre (KLAC).

The purpose of these guidelines is:

- To ensure KLAC athletes, parents/carers and the Knox Little Athletics Centre have control over the images and recorded data of children/young people**
- To deter unsuitable people/persons from misusing sporting activities to obtain images or recorded data of KLAC athletes and helpers/officials.**
- To prevent unsuitable images or recorded data of KLAC athletes and helpers/officials or inappropriate representation of the sport from being produced.**
- To protect the identity of KLAC athletes and helpers/officials who may be made (to feel) vulnerable through the publication of their personal details.**
- To provide identification of KLAC photographers who record and photograph KLAC sporting events on a routine basis.**
- To define processes for professional and student/amateur photographers to obtain permission to record KLAC sporting events**
- To ensure all KLAC athletes, parents/carers, helpers, officials and coaches are aware of these guidelines and accept and agree to abide by the guidelines.**

2. Scope

These guidelines apply to all forms of technology that can be used to record audio or video images of KLAC athletes, children/young people parents/helpers and KLAC coaches & officials involved in sporting activities associated with the Knox Little Athletic Centre.

These technologies include all forms of film-based and digital photography (including video) mobile phone cameras and analogue and digital audio recorders.

3. Legitimate interest in Recording, Filming and Photographing.

“Legitimate interest” in recording, filming and photographing of children, young people and helpers/officials involved in sporting activities associated with KLAC covers:

- Parents/carers, siblings and friends who wish to record a child/children participating in a sporting event as a personal memento or as a record of competition**
- Officials, Committee members or agreed parents/carers of associated KLAC clubs or KLAC who wish to record a child/children participating in a sporting event as a memento or record of competition on behalf of a club or KLAC.**
- Designated and approved KLAC photographer(s) who wish to record a child/children participating in a sporting event to publish on the KLAC Website or maintain as an archival record, or to use for athletic promotional purposes on behalf of KLAC(and associated Clubs), the VLAA or Athletics Australia.**
- Designated KLAC coaches and assistants/helpers who wish to record a child/children as a legitimate coaching aid. Athletes and their parents/carers are to be made aware that this is component of the coaching program and care should be taken in the storage and distribution of such recordings.**

4. Professional Recording, Filming and Photographing.

Professional photographers/filming/video operators wishing to record KLAC sporting events should seek accreditation with the event organisers by producing their club or registration and a letter from their club/company/organisation outlining the motive and reasons for attending the event and recording it.

Professional photographers/filming/video operators who are invited, requested or employed to record KLAC sporting events should be from accredited companies or business and either have been or need to be made aware of this KLAC policy and agree to act in accordance with the guidelines.

5. Student or Amateur Recording, Filming and Photographing.

Student or amateur photographers/filming/video operators wishing to record KLAC sporting events should seek accreditation with the event organisers by producing their club or registration and a letter from their club/company/organisation/school outlining the motive and reasons for attending the event and recording it. They also either have been or need to be made aware of this KLAC policy and agree to act in accordance with the guidelines.

6. Accreditation process

Professional or student/amateur photographers are to register with KLAC prior to the event they wish to record and their identification details and motives for recording the event should be checked and recorded by KLAC.

KLAC reserves the right to refuse permission to photographers who do not supply the required information to validate their accreditation. If accredited, on the day of event, photographers are to be issued with an agreed identification label(s) and any other agreed proof of photographic accreditation which must be worn/displayed when the photographer(s) is recording the event. The identification label is to clearly be visible on the photographer(s) and should be in the form of a lanyard or lapel badge.

7. KLAC Photographers

The KLAC Executive will approve any photographers (including volunteer parents or helpers) who are authorised to photograph and record a child/children participating in a sporting event to publish on the KLAC Website or maintain as an archival record (including approved Photo CD/DVD), or to use for athletic promotional purposes on behalf of KLAC, the VLAA or Athletics Australia.

Accredited KLAC photographers will be required to wear an approved jacket/vest during photographic activities associated with KLAC events. The jacket is to be of a highly visible colour and have the KLAC logo and the word “ Photographer ” printed on it.

Accredited KLAC Photographers are required to obtain a “Working with Children” (WWC) card. This card is to be maintained in a current state and be carried by photographers at all times when photographing and produced when requested. Applications forms for WWC cards are available at Australia Post Offices.

Information on the WWC Check and requesting an application form can be obtained from the Victorian Department of Justice Home Page at www.justice.vic.gov.au/wps/wcm/connect/Working+With+Children

During KLAC competition events (including Open Days and Championships days) one of the accredited KLAC Photographers will act as Chief Official – Media.

The Chief Official - Media's role will be to organise available KLAC photographers to ensure coverage of KLAC events and age groups (including specific photographic requirements of the event), act as a liaison point with event organisers in terms of event photography, ensure this policy is being observed by those attending the event and adjudicating the policy if and as required.

Permission must be sought from the KLAC Executive for KLAC Photographers to photograph or record athletes, children or parents/officials associated with non-KLAC clubs or centres on a regular basis. This does not include Region or State championships.

8. Publishing of audio and video photography recorded at KLAC events.

Photography taken by the KLAC photographers will be collated, edited and stored by a nominated KLAC official (under Sect 3. of this policy). The KLAC Executive reserves the right to edit, modify or delete photography that is deemed inappropriate or portrays athletics or KLAC in an adverse or incorrect manner.

All hi-resolution still photography will be stored in a hi-res format for future reference purposes and interested persons can apply for hi-res copies as approved under Sect 3 of this policy.

A selection of low-res/reduced size copies of still photographs will be published on the KLAC Website (under Sect 3 of this policy) to provide a memento of appropriate events. The location of these photos on the KLAC website will be at the discretion of the KLAC Webmaster and may be included as part of an event photo gallery, KLAC headlines or to advertise activities associated with KLAC.

Photos on the KLAC Website from normal events will be kept for one month.

Photos from special events/championships will be kept for 12 months under "Photos" Gallery

Photos may include the persons name and age group if deemed relevant to the article or event.

Under no circumstances will personal details (including address or contact details) will be published with photographs unless specific permission in written form or by email has been obtained from the athlete concerned and their parent/carer and the details published are relevant to the particular photograph/event.

Any photographs copied, transferred, downloaded from the KLAC Webpage must be in accordance with Sect 3 of this policy and must be of an adhoc nature.

Clubs associated with KLAC may copy and publish a photo(s) copied from the KLAC Webpage as long as the photograph(s) pertain to athletes/events associated with the particular Club and are also of an adhoc nature under Sect 3 of this policy .

Other Little Athletic Centre and Clubs may publish a photo(s) copied from the KLAC Webpage as long as the photograph(s) pertain to athletes/events associated with the particular Club/Centre and are also of an adhoc nature under Sect 3 of this policy. Photos published in this manner (including on the internet, blogs, or in printed publications) are required to acknowledge KLAC as the supplier of the photos (e.g “with thanks to the Knox Centre for (some/the) photos below”.) KLAC, in return, will acknowledge other Centres with a similar note, when publishing photos copied from their website or sent to KLAC.

On an annual basis, and as agreed, the KLAC Executive (on behalf of KLAC) and Clubs associated with KLAC may publish a Photo CD/DVD which will include audio and video/still photography of KLAC events (including the preceding Cross country and T&F seasons) under Sect 3 of this policy.

**Copies of the KLAC Photo CD/DVD will be advertised and available for sale as determined by the KLAC Executive.
Details of the Club Photo CD/DVDs are available from the individual club committees.**

9. Public information on this policy

The details of the existence of this policy and its application during KLAC events is to be, where possible, published in all relevant events programs and announced over the public address system at KLAC events.

The existence of this policy should also be noted in the annual KLAC Handbook.

All athletes and parents/carers are to be made aware of this policy and the following clause is to be part of all KLAC registration forms and signed by parents/carers.

“ This Club and the Knox Little Athletics Centre may take and use images of athletes in its promotional materials, including KLAC Website Newsletters and Annual reports in accordance with the “KLAC POLICY and GUIDELINES ON AUDIO AND VIDEO PHOTOGRAPHY AND FILMING” All care is taken that those images are appropriate for the purpose. If you have any objections to your child's image being used please contact a Club Committee Member or the KLAC Executive.”

If anyone has concerns or issues about any photography or recording during a KLAC event they are to contact the Chief Official-Media or the Event Co-ordinator. If it is determined by the Event Co-ordinator that inappropriate photography or recording has or is being conducted at a KLAC event, the Event Co-ordinator reserves the right to ask the person or persons concerned to leave the event immediately.

If anyone has concerns or issues regarding this policy please contact:

The KLAC Executive
P.O. Box 4444
Knox City Centre,
Wantirna South 3152