



Knox Little Athletics Centre

Policy Document

Knox LAC Audio and Photography Policy

Document Approval:

Knox LAC Executive

Document Owner:

Matt Davies, Knox LAC Pres.

Draft

TABLE OF CONTENTS

1. PURPOSE.....	3
2. SCOPE.....	3
3. GOVERNANCE.....	4
4. STAKEHOLDERS.....	4
5. LEGITIMATE INTEREST IN RECORDING, FILMING AND PHOTOGRAPHING.....	5
6. PROFESSIONAL RECORDING, FILMING AND PHOTOGRAPHING.....	5
7. STUDENT OR AMATEUR RECORDING, FILMING AND PHOTOGRAPHING.....	6
8. ACCREDITATION PROCESS.....	6
9. KNOX LAC PHOTOGRAPHERS.....	6
10. PUBLISHING OF AUDIO AND PHOTOGRAPHIC MATERIAL.....	7
11. PUBLIC INFORMATION ON THIS POLICY.....	9
12. DOCUMENT CONTROL SHEET.....	10

1. PURPOSE

The purpose of this document is to define and document an Audio and Photography Policy for the Knox Little Athletics Centre covering audio recordings as well as still and video photography and filming

It is not the intention of Knox LAC via this policy 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 (Knox LAC).

The purpose of this policy is:

- To ensure Knox LAC 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 Knox LAC athletes, parents and helpers/officials.
- To prevent unsuitable images or recorded data of Knox LAC athletes and parents, helpers/officials or inappropriate representation of the sport from being produced.
- To protect the identity of Knox LAC athletes and helpers/officials who may be made (to feel) vulnerable or compromised through the publication of their photos or personal details.
- To provide identification of Knox LAC photographers who record and photograph Knox LAC sporting events on a routine basis.
- To define processes for professional and student/amateur photographers to obtain permission to record Knox LAC sporting events
- To ensure all Knox LAC athletes, parents/carers, helpers, officials (including Knox LAC Executive and Centre & Club Committees) and coaches are aware of these guidelines and accept and agree to abide by the guidelines.

2. SCOPE

The scope of this policy covers all forms of technology that can be used to record audio or video images of Knox LAC athletes, children/young people parents/helpers and Knox LAC 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. GOVERNANCE

The Knox LAC Executive will provide overall governance for this policy. Governance activities include:

- Approval and release of this document and subsequent versions
- Ensure a co-ordinated and documented approach to all aspects of this policy including ownership, accountability and responsibility of all components of the policy
- Provide the final decision in any complain/dispute either with the policy or as a result of the application of the policy including whether or not a complaint/dispute is escalated beyond the Knox LAC.
- Provide a focal point for process discussions and communications.

4. STAKEHOLDERS

Stakeholders Name	Stakeholders Title/Position
Matt Davies	President, Knox Little Athletics Centre
David Murrhy	Representative, Knox Park Board of Management
Phil Matthews	Multimedia Co-ordinator, Knox LAC

5. 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 Knox LAC 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 Knox LAC or associated Knox clubs who wish to record a child/children participating in a sporting event as a memento or record of competition on behalf of Knox LAC or an associated club.
- Designated and approved Knox LAC photographer(s) who wish to record a child/children participating in a sporting event to publish on the Knox LAC or associated club websites or maintain as an archival record, or to use for athletic promotional purposes on behalf of Knox LAC(and/or associated Clubs), the VLAA or Athletics Australia.
- Designated Knox LAC coaches and assistants/helpers who wish to record 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.

6. PROFESSIONAL RECORDING, FILMING AND PHOTOGRAPHING

Professional photographers/filming/video operators wishing to record Knox LAC 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 Knox LAC sporting events should be from accredited companies or business and either have been or need to be made aware of this Knox LAC policy and agree to act in accordance with the guidelines.

7. STUDENT OR AMATEUR RECORDING, FILMING AND PHOTOGRAPHING

Student or amateur photographers/filming/video operators wishing to record Knox LAC 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 Knox LAC policy and agree to act in accordance with the guidelines.

8. ACCREDITATION PROCESS

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

Knox LAC 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 visible on the photographer(s) and should be in the form of a lanyard or lapel badge.

9. KNOX LAC PHOTOGRAPHERS

The Knox LAC 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 Knox LAC Website or maintain as an archival record (including approved Photo CD/DVD), or to use for athletic promotional purposes on behalf of Knox LAC and associated clubs, the VLAA or Athletics Australia.

Accredited Knox LAC photographers will be required to wear an approved jacket/vest during photographic activities associated with Knox LAC events. The jacket is to be of a highly visible colour and have the Knox LAC 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.

Details on photographer WWC cards are to be made available to the Knox LAC Executive who will maintain this information as part of Knox LAC WWC information and documentation.

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

Only accredited Knox LAC photographers fulfilling the above requirements will be permitted to photograph Knox LAC activities on the infield/centre track. They will remain subject to direction

from officials and event organisations and are bound by normal competition rules in terms of ensuring competition is not impeded by their photographic activities. Non-accredited photographers will not be permitted on the infield/centre track and must remain behind track fences/perimeter boundaries.

During Knox LAC competitions (including Open Days and Championships days) one of the accredited Knox LAC Photographers will act as Chief Official – Media.

The Chief Official - Media's role will be to organise available Knox LAC photographers to ensure the most effective photographic coverage of the competition (including a mix of age groups, genders, events and specific photographic requirements of the competition), 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.

During a normal competition, the Chief Official-Media will allocate the maximum amount of photos for each photographer to be sent in for the Knox website based on the maximum of 300 photos (or 30Mb of storage space, whichever occurs first) to be published. (See Sect 8 for further details on publishing of audio and video photography recorded at Knox LAC events.)

Additional photos taken are to be sent to a nominated official for Knox LAC archiving including agreed Photo CD / DVDs (See Sect. 8).

Normal Competition photos will remain on the website for one month. Special event photos will remain on the website for one year.

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

10. PUBLISHING OF AUDIO AND PHOTOGRAPHIC MATERIAL

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

Hi-resolution still photography taken by Knox LAC photographers under this policy 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 Knox LAC Website (under Sect 3 of this policy) to provide a memento of appropriate events. The location of these photos on the Knox LAC website will be at the discretion of the Knox LAC Webmaster and may be included as part of an event photo gallery, Knox LAC headlines or to advertise activities associated with Knox LAC.

Photos taken at normal Knox LAC competitions will be kept on the Knox LAC Website for one month.

If there are multiple events/competitions during that week that require photos to be published on the Knox LAC Website and/or there are performance issues with the Website (storage space reaching allocated headroom, bandwidth issues due to the amount of photos and related hits to the Website), the Knox LAC Webmaster and the relevant Chief Official-Media will determine what photos will be published on the Website to ensure appropriate events have photographic coverage and there is no immediate/short-term impact on the performance of the Website. All photos submitted for publication on the Website that are not published under these circumstances will be archived and added to the agreed Photo CD / DVDs.

There is no maximum amount of photos that can be published for special event days such as Open and Championship Days.

Normal Competition photos will remain on the website for one month.
Photos from special events/championships will be kept for 12 months under "Photos" Gallery

Photos may include the persons name and/or age group if deemed relevant to the article or event. The Knox LAC Executive in conjunction with the Knox LAC Webmaster will make the final decision as to publication of a persons name and/or age group.

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 Knox LAC Webpage must be in accordance with Sect 3 of this policy and must be of an adhoc nature.

Clubs associated with Knox LAC may copy and publish a photo(s) copied from the Knox LAC 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 Knox LAC 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 Knox LAC as the supplier of the photos (e.g. "with thanks to the Knox LAC for (some/the) photos below".)

Knox LAC, in return, will acknowledge other Centres with a similar note, when publishing photos copied from their website or sent to Knox LAC.

On an annual basis, and as agreed, the Knox LAC Executive (on behalf of Knox LAC) and Clubs associated with Knox LAC may publish a Photo CD / DVD which will include all stored audio and video/still photography of Knox LAC events (including the preceding Cross country and T&F seasons) under Sect 3 of this policy. A copy of each Photo CD / DVDs will be retained by the Knox LAC as part of its archive process.

Copies of the Knox LAC Photo CD / DVD will be advertised and available for sale and distribution as determined by the Knox LAC Executive.

Details of the Club Photo CD / DVDs are available from the individual club committees.

11. PUBLIC INFORMATION ON THIS POLICY

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

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

All athletes and parents/carers are to be made aware of this policy and the following clause is to be part of all Knox LAC 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 Knox LAC Website Newsletters and Annual reports in accordance with the “Knox LAC 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 Knox LAC Executive.”

If anyone has concerns or issues about any photography or recording during a Knox LAC 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 Knox LAC event, the Event Co-ordinator reserves the right to ask the person or persons concerned to leave the event immediately.

This policy is owned and authorised by The Knox LAC Executive and is not to be copied wholly or in part without permission. Permission is to be sought and obtained from Knox LAC Executive by other LA Centres or organisations who wish to use all or part of this policy document as the basis for their own policy.

Any questions, concerns or issues regarding this policy can be directed to:

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

12. DOCUMENT CONTROL SHEET

Contact for Enquiries and Proposed Changes

If you have any questions regarding this document contact:

Name: Phil Matthews
 Position: Multimedia Co-ordinator, Knox LAC
 Phone: (03) 9759 6421
 Mob: 0418 521 439

Record of Issues

Issue No	Issue Date	Nature of Amendment
1	September 2007	Initial document
2	September 2008	Annual review and update
3	December 2008	Re-templated