



DONCASTER LITTLE ATHLETICS
CENTRE (DLAC)

POLICY and GUIDELINES ON
AUDIO AND VIDEO PHOTOGRAPHY
AND FILMING

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1. Purpose

The purpose of this policy is to provide a set of rules and guidelines where legitimate photographers, with a genuine interest in recording, filming or photographing children, young people and helpers/officials participating in sport-related activities associated with the Doncaster Little Athletics Centre (DLAC) can use their recording equipment in a controlled environment.

This policy has been prepared:

- To ensure DLAC athletes, parents/carers and the Doncaster Little Athletics Centre have an understanding of how the images and recorded data of children/young people may be used,
- To deter unsuitable people/persons from using DLAC sporting activities and events to obtain images or recordings of DLAC athletes and helpers/officials,
- To restrict images or recording of DLAC athletes and helpers/officials from being recorded or reproduced by unknown person or persons,
- To identify approved photographers at DLAC events to athletes, helpers/officials and parents/guardians,
- To provide identification of approved DLAC photographers who record and photograph DLAC sporting events on a routine basis.
- To define processes for professional and student/amateur photographers to obtain permission to record DLAC sporting events
- To ensure all DLAC 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 photograph, record audio or video images of DLAC athletes, children/young people parents/helpers and DLAC coaches and officials involved in sporting activities associated with the DLAC. These technologies include all forms of film based and digital photography (including video) mobile phone cameras, analogue and digital audio recorders.

This policy does not apply to Region or State championships

3. Restricted Athletes

All photographers must be aware that any athlete identified with a red dot on their chest patch is exempt from any photography and must not be photographed under any circumstances.

4. 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 DLAC covers:

- Professional photographers who wish to record events and/or activities at DLAC for the sole purpose of promoting Little Athletics or the DLAC.
- 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 DLAC clubs or DLAC 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 DLAC.
- Designated and approved DLAC photographer(s) who wish to record a child/children participating in a sporting event to publish on the DLAC Website or maintain as an archival record, or to use for athletic promotional purposes on behalf of DLAC (and associated Clubs), the VLAA or Athletics Australia.
- Designated DLAC 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 a component of the coaching program and care should be taken in the storage and distribution of such recordings.

5. Professional Recording, Filming and Photographing.

Professional photographers, film or video operators are welcome to record DLAC sporting events on the following conditions;

- They obtain approval from the DLAC Executive or a DLAC approved delegate
- They produce their club registration certificate; or

- A letter from their club/company/organisation outlining the motive and reasons for attending the event and recording it
- Produce a current “Working with Children” (WWC) card. This card is to be carried with them at all times while in attendance at the specific DLAC event.
- Complete the ***Photographers Registration Form*** (appendix A) located in the club house on the day of photography is to take place,
- Must be aware of this DLAC policy and agree to act in accordance with these guidelines contained within.
- They acknowledge the direction of DLAC official photographers and other DLAC officials,
- And agree that all photographs and/or recording shall not be used for any commercial purpose, or profit.

6. Student or Amateur Recording, Filming and Photographing.

A student or amateur wishing to record DLAC sporting events is welcome to record DLAC events on the following conditions,

- They obtain approval from the DLAC Executive or a DLAC approved delegate
- They must produce their student ID card, club registration or a letter from their club/company/organisation/school outlining the motive and reasons for attending the event and recording it,
- Complete the ***Photographers Registration Form*** (appendix A). located in the club house on the day of photography is to take place,
- They also either have been or need to be made aware of this DLAC policy and agree to act in accordance with the guidelines.
- They acknowledge the direction of DLAC official photographers and other DLAC officials,
- And agree that all photographs and/or recording shall not be used for any commercial purpose, or profit.

7. Parent or guardian recording, filming and photographing.

A parent and/or guardian is welcome to record their child/children at DLAC events as a personal memento or as a record of competition on the following conditions’

- They restrict their photography and/or recording to their child/children,
- All photography and/or recording are to be undertaken from the outside perimeter of the running track. That is, NO photography is to be taken from within the centre of the competition area (The competition area includes all field and all track areas).
- They acknowledge the direction of DLAC official photographers and other DLAC officials,
- And agree that all photographs and/or recording are for personal use only and not for use in any commercial purpose, or profit.

8. Accreditation process

All professional or student/amateur photographers are to register with DLAC in order to obtain accreditation prior to the event they wish to photograph or record. The accreditation process consists of the following;

- Recording of identification details and purpose for photographing recording the event,
- Validation of their identity will be confirmed and recorded by DLAC,
- DLAC Executive or a DLAC approved delegate reserves the right to refuse permission to photographers who do not supply the required information to validate their identification,
- Where applicable, record of “currency” of the Working With Children card
- If accredited, on the day of the event, photographers will to be issued with an identification label(s) in the form of a lanyard and photographs vest, which must be worn/displayed when the photographer(s) is recording the event.
- DLAC Executive or a DLAC approved delegate reserve the right to refuse permission to any photographer

9. DLAC Photographers and Chief Media Official

DLAC may approve one official photographer for each affiliated club. The DLAC Executive will approve photographers as official centre photographers, and record their details on the DLAC ***Photographers Registration Form*** (appendix A). Once approved by the executive and accredited DLAC Photographers accreditation automatically renews each week between the accreditation period noted on the registration form.

All DLAC photographers must comply with the following

- Only DLAC or accredited Photographers are allowed on the inside of the (running track) competition arena during competition events (The competition area includes all field and all track areas).
- They be accredited by the DLAC Executive or a DLAC approved delegate
- Are required to obtain to 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
- They must wear their DLAC photographer’s identification, lanyard and vest which must be worn/displayed at all times when the photographer(s) is recording the event. The officials vest is highly visible and has the DLAC logo and the word “ Photographer ” printed on it

During DLAC competition events (including Open Days and Championships days) one accredited DLAC Photographer is appointed to act as Chief Official – Media. The Chief Official - Media’s role will be to organise available DLAC photographers to ensure coverage of DLAC events and age, 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.

10. Use of photographs and recorded material

The DLAC Executive reserves the right to edit, modify or delete photography that is deemed inappropriate or portrays athletics or DLAC in an adverse or incorrect manner.

DLAC will use randomly selected photos and recorded material to promote Little Athletics and the DLAC athletics centre. This may mean that photos and recorded material may be used and published in any one or all of the following media;

- The DLAC Web site
- Annual calendars
- Local, state and international media
- DLAC, VLAA, Little Athletic Victoria or Athletics Australia Publications and brochures
- Other promotional purposes as required

Little Athletics association is a non profit organisation, as such all photos and recorded material cannot be copied for profit.

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

At all times DLAC will endeavour to maintain the privacy of athletes and officials when publishing photos and/or recorded material. Photos may include the person's name and age group if deemed relevant to the article or event. Under no circumstances will personal details (including address or contact details) 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.

In the event that an athlete(s) or official(s) identity is inadvertently displayed, and this is brought to the attention of the executive, the image will be removed immediately.

11. Retention of photographs and recorded material

The DLAC Centre reserves the right to retain images for historical purposes.

12. Public information on this policy

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

The existence of this policy should also be noted and published on the DLAC website

All athletes, officials and parents/carers shall be made aware of this policy and the following clause is to be part of all DLAC registration forms, from the 2009/10 season, and signed by parents/carers.

All parents/carers are to be made aware of the following paragraph on VLAA's registration form (noted below) that gives their consent for media or otherwise advise in writing of their request for no media:

- I/we consent, unless I/we otherwise advise in writing to VLAA, to the use of my/our child/children's details including name, and also image and likeness, before, during or after the season for promotional, broadcasting or reporting purposes in any media.

13. Additional information:

Working With Children:

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

Complaints on the day

If anyone has concerns or issues about any photography or recording during a DLAC event they are to contact the Chief Official-Media or the Event Co-ordinator. The Chief Officer Media or Event Co-ordinator reserves the right to question any person using any media format as to the purpose of their usage as per part 3 of this document. If it is determined by the Event Co-ordinator that inappropriate photography or recording has or is being conducted at a DLAC event, the Event Co-ordinator reserves the right to ask the person or persons concerned to leave the event immediately.

Correspondence

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

**The DLAC Executive
PO Box 1376
Doncaster East
VIC, 3109**

14. Appendix A - Photographers Registration Form



Photographers Registration Application Form

Date:

Name:

Address:
.....

Contact Ph.

Organisation:

Purpose of Photography:
.....

Accreditation Period: Start Date:.....End Date:.....

Working With Children (WWC) Card Sighted:

Card No:Expiry Date:

(Ensure a photocopy of this card is also attached to this application)

Form of Identification:

Type.....No.....Sighted.....

I have read and understood the DLAC Photography Policy and agree to act in accordance with these guidelines.

Signature:

Approved by DLAC Executive Officer or Approved Delegate:

Name:Date:

Signature:.....