



Athletics Victoria
Athletics House, Level 1, 31 Aughtie Drive
Albert Park, VIC, 3206

Athletics Victoria Photography Policy (2015)

1. Purpose of the Policy:

This policy is designed to provide an understanding of issues surrounding the acquisition and display of images and/or video of registered members participating in athletics activities throughout Victoria. It also serves as an administrative reference in relation to the management of photography and videography by any person at Athletics Victoria and affiliated functions, events and competitions.

In Australia there is no law restricting photography or videography of people including children in public spaces as long as the images are NOT:

- Indecent (such as 'upskirt' or 'downblouse' photographs taken covertly in change rooms or toilets),
- Being used for voyeurism or made for the purpose of observing and visually recording a person's genital region,
- Protected by a court order (e.g. child custody or witness protection), Defamatory, or
- Being for commercial purposes (person's likeness is used to endorse or entice people to buy a product).

2. General Policy:

2.1 The majority of Athletics Victoria affiliated venues are located on Local Government Council parks open to the public. Neither Athletics Victoria nor any Clubs associated can stop anyone taking photographs or video images at these venues.

2.2 Athletics Victoria requires the privacy of others to be respected and prohibits the use of camera phones, videos and cameras inside changing areas, showers and toilets.

2.3 Athletics Victoria and associated Clubs will only use appropriate images of registered athletes, relevant to athletics and depicting them suitably clothed in a manner that promotes participation in athletics.

2.4 When using a photo of any registered athlete Athletics Victoria and its affiliated Clubs will not name or identify the athlete or display personal information such as residential address, email address or telephone numbers without gaining consent.

2.5 Photography and video footage is usually only required at Athletics Victoria and associated sanctioned events and functions for three purposes:

- Athlete training and development
- Athletics Victoria and associated Club promotion and publicity
- Participants and family use

2.6 Venues such as sport centres like Lakeside Stadium may already have particular photography/video restrictions or guidelines in place which Athletics Victoria, associated Clubs, as a user of the centre, is required to follow.

2.7 It is expected that any person entering the field of play and knowingly taking photos or video of Athletics Victoria sanctioned events is identified and wearing suitable clothing to acknowledge their role on the day.

3. Policy Guidelines:

So that financial members are aware that photography and videography will in all probability occur at events including events and competition; it is recommended that members sign an acknowledgement on their membership application attesting to the fact that they are aware that images are likely to be taken and that such images may be used for Athletics Victoria and associated Club purposes.

Except for situations described in 3.1 where competitions are held on public land (Local Government Council grounds) individuals are able to photograph or video competition and individuals whether participating or not.

3.1 Exceptions to Freedom to Photograph

There are specific instances in law where the taking of any image is banned. Such instances generally relate to child custody matters, wards of the state, restraining orders and witness protection. It is also possible that from time to time other circumstances may also preclude the taking of any image of an individual.

Where such orders are in place it is the responsibility of the parent or guardian or individual to notify Athletics Victoria or the relevant associated Club including where appropriate the provision of a confidential copy of the order. In such cases Athletics Victoria or the relevant associated Club will use its best endeavours to prevent the taking of such images.

3.2 Photography for Publication or Commercial Use

Where a photographer / videographer has been contracted by Athletics Victoria or a associated Club or event to acquire images of individuals or teams for the purpose of marketing and sales, the contractor is required to be suitably identified and provide the appropriate certificates. For example a Working With Children's Check.

Where a contractor has been engaged Athletics Victoria or the relevant associated Club has the obligation to advise the contractor of any limitations as prescribed by a court order or law.

3.3 Photography for Private Use

There are no restrictions on parents, guardians and/or family members taking photos or video footage of their children participating in athletics provided the images are for personal use and do not encroach on the limitations as described in 3.1.

Equally there are no restrictions on officials (including coaches, referees and administrators) taking images for coaching purposes, athlete development or general publicity provided 3.1 is observed.

3.4 Inappropriate Photography

Where an individual is believed to be inappropriately photographing any financial member, Athletics Victoria or the associated Clubs can ask the individual to stop. If the individual refuses, the police may be called to deal with the matter.

The information in this publication (Photography Policy) is of a general nature only and it is neither intended to be relied upon as, nor to be a substitute for, specific professional advice. No responsibility can be accepted where an individual or group or by any person acting on behalf of any individual or group does not comply with the general policy or intent of the policy

Document created 08.01.2015



Athletics House, Level 1, 31 Aughtie Drive, Albert Park, 3206 | 03 8646 4500 | www.athsvic.org.au