

GUIDELINES ON THE USE OF IMAGES OF CHILDREN

Approved For Issue by



State President

Q10
POLICY

Policy Statement

There have been concerns about the risks posed directly and indirectly to children and young people through the use of photographs on sports web sites and other publications. Evidence in Australia indicates that images can be used or adapted for inappropriate use.

Procedure

Acquiring images

- Permission needs to be obtained from the child's parent / guardian prior to taking their image. Ensure that they are aware of the way in which the image may be used.
- Request that professional photographers and/or spectators taking photographic / video images register at an event or facility.
- Clearly outline to professional photographers that all images taken will remain the property of the sporting organisation, and cannot be used or sold for any other purpose. Clearly outline that all negatives / proofs etc need to be destroyed or given to the sporting organisation at the conclusion of the photo opportunity.
- Clearly outline and publicise what is considered appropriate behaviour and content to those taking photographic / video images.
- Do not allow unsupervised or individual access to athletes.
- Do not approve photo / video sessions outside the event venue or at a child's home.
- Provide details of who to contact if concerns or complaints of inappropriate photographic behaviour or content are raised.

Displaying images

- Consider using models or illustrations for promotional / advertising purposes.
- Permission needs to be obtained from the athlete's parent / guardian prior to using their image. Ensure that they are aware of the way in which the image is to be used and how long the image will be displayed when used on a website.
- If the athlete is named, avoid using their image.
- If an image is used, avoid naming the athlete. If this is not possible avoid using both a first name and surname.
- Do not display personal information such as residential address, email address or telephone numbers without gaining consent from a parent / guardian first.
- Do not display information about hobbies, likes / dislikes, school, etc as these can be used as grooming tools by paedophiles or other persons.
- Only use appropriate images of the athlete, relevant to the sport or activity, and suitably clothed. Images of athletes in sports or activities that involve minimal clothing or unusual body positions / poses, which could potentially be misused, should focus on the activity not on a particular child and avoid full face and body shots.
- Reduce the ability for the direct copying of pictures from a website to another source (i.e. disable the 'right mouse click' function)
- Provide details of who to contact if concerns or complaints of inappropriate image use are raised.

Reference

©Australian Sports Commission 2000, Child Family Community Australia
Constitution & By Laws – DrillDance Queensland Incorporated, Constitution & By Laws – DDA

Contact

State Secretary

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