



DSD AC – Child (u18) Filming and Photography Policy & Guidelines (March 2025)

Introduction

The Filming and Photography policy is not about preventing parents/guardians and supporters from taking pictures, but rather to ensure that only those who have a right to take photographs do so. Taking photographic and filming/video footage at Events (see definition below) of children (under 18) is a normal activity for a sporting organisation. This policy proposes safeguards to minimise the inappropriate use of images.

Throughout this policy the use of the word ‘image’ refers to all photographic and film/video footage captured or recorded except for the use of authorised photo finish and competition equipment required in the normal course of the event.

The term ‘event’ may include competition, training session, social function or any activity organised at any level of the sporting body.

1. Permission

Permission is sought by DSD AC at the time of registration with the Club from parents or guardians of Children/Juveniles and also senior members to allow photos/videos to be taken of members for official club use and/or promotional purposes (of the Club, sport and Governing Body)

2. Types of appropriate images

Only use appropriate images of children (u18):

- Posed images e.g. medal ceremonies, presentations and team shots should be of appropriately dressed children (wearing tracksuits, singlet or t-shirt and shorts)
- Action shots of children may be used where the focus is on the participation in the sport/activity and not the child
- Images of children should not be taken where the pose is inappropriate e.g. open legs; from behind bending over (excluding action shots during long jump, triple jump, pole vault or high jump)

Flash photography is prohibited for any activities where it affects the performance or may have the potential to cause harm to the participant or a member of the audience.

3. Use of images

Images may be taken for a variety of purposes; these can include administration or personal use, publicising the sport or enhancing skill development within the sport. Persons taking images are reminded that some action poses may be inappropriate and not suitable for use/publication.

- a) Personal images – these are images taken by parents/guardians or other family members during an event as a celebration of a child’s (u18) attendance or achievement. This could include a professional photographer with permission to take images for the personal use of those attending. Other people may be included in an image and we expect parents/guardians and other family members to respect this by not distributing images publicly.
- b) Training images – these are images or footage taken during a training session or during an event specifically to aid the development of a skill or technique for the child (u18). We expect these images to be taken by a qualified coach or a person specifically appointed by the child’s coach. These images may be used as examples of technique or mastery of a skill for teaching/coaching purposes. These types of images should not be distributed outside teaching/coaching purposes. Where such recordings are to be distributed to parents, the Club Children’s Officer should be notified in advance.
- c) Media images – these are images taken by an individual from the media, i.e. TV, newspaper or professional photographer where the images are to be used for publicity or promotion of the event or future events.
- d) Administration images – these are images taken for general administration purposes; including images used for membership cards, competition entries and may also include images that form part of an archive.

Use of images on social media

Where images of children (u18) are used on DSD AC Official social media platforms, the person responsible for posting an image must be aware of the potential for an image to be used inappropriately and safeguards must be in place to protect children (u18):

- i) Personal details of Children (u18) should not be given
- ii) Any caption should be in keeping with the sport represented
- iii) The purpose of the posting should not breach the Use of Images as outlined in 3 above
- iv) The type of image should not breach any requirement stated within this policy

Note: DSD AC Club photos should not be reshared on non-DSD AC official platforms. A parent can and should only share their own child’s image.

4. Storage of Images

Storage includes any image stored as a hard copy or electronically including social media, photographic archives or individual personal databases e.g. personal cameras, phones, etc.

Storage of personal images is a matter for the parent/guardian and the child.

All other images should only be stored for defined and intended purposes e.g. membership, promotion, and/or archiving.

- If storage of images is required the images must only be stored for the length of time for which they are needed
- If possible, avoid using the names of children, or any other identifying feature

Once images are no longer required ensure that they are properly destroyed. Digital images stored on computer systems need to be fully deleted, including deletion from the cache memory/temporary files.

5. Reporting of Inappropriate Images

Taking inappropriate images

If there is any concern about the nature of images being taken this should be reported to the Club Children's Officer (details available on DSD AC Website).

Non-authorised taking of images

If you are concerned about individual/s taking images at an event you should verbally report your concerns to the relevant responsible person on the day. A responsible person may be the children's officer, head coach, event manager, event controller or facility manager.

Parents and spectators taking photos/video recordings at events should be prepared to identify themselves if requested by a club official. If Club Officials are unhappy about any matter relating to photo/video taking, the person may be asked to cease.

Inappropriate use of images

Where there is a concern about the use of images this should be reported to the responsible person (Club Children's Officer) who will take appropriate action. This may include reporting the alleged use to:

- The parent/guardian of any child involved
- The person responsible for posting the image
- The media platform i.e. twitter, Facebook, WhatsApp, Instagram, print media etc.
- The statutory authorities