

SHEPPARTON BADMINTON ASSOCIATION INC

PHOTOGRAPHY, FILM AND MEDIA POLICY

POLICY NAME	Photography, Film and Media Policy
DATE OF ISSUE	July 1 2023
POLICY COVERAGE	This policy covers all SBA members and visiting players.
DATE OF REVIEW	Annually at the January General Meeting
CONTROLLING BODY	Shepparton Badminton Association Inc.

PURPOSE

To ensure that all members and associates of the club understand the club rules on the appropriate use of its social media, photography and film and the consequences of inappropriate use.

POLICY

The Shepparton Badminton Association is committed to keeping everyone involved with the association informed about club matters and to provide up-to-date details of forthcoming events, competitions, schedule changes etc. To achieve this Shepparton Badminton Association has developed a restricted website, Facebook, and Instagram pages. This page is to be used for the above purpose only and is strictly controlled by administrators. No public persons are able to post content on any of our social media platforms. Photography and film may be taken by official club representatives and used for public advertising, including online and hard copy, for the purpose of promoting the association or our sport.

POLICY STATEMENTS

- The Club will attempt to keep its social media current and informative as a service to members.
- The Club will from time to time, use its social media to present members with sponsor information and special deals. This will not be offered to sponsors related to the sale of alcohol, tobacco, drugs, or gambling.
- The Club will nominate a responsible person, named the media coordinator, to manage the page who will not enter into any private discussion using the club page. Any private discussions or postings are to be conducted outside of the club page.
- The nominated person will be required to report any inappropriate use of the social media page to the Committee.

- The nominated administrator will have the right to deny access to any person who is not associated with the club.
- The nominated administrator will also have the right to block access to any person who misuses the page.
- All members must inform the committee in writing, addressed to the club secretary, if there is any reason that a person does not wish to be photographed, or cannot be for legal reasons.
- Do not allow photographers (professional photographers, spectators, fans, coaches, or members of the media) unsupervised access to children.
- Ensure an appropriate committee member informs any athlete and parent(s) if the any memeber wants to video the athlete, as a tool to analyse and improve performance.
- Obtain the consent of parent /guardian and their agreement to be present before approving photo/video sessions outside the event venue or at the home of a child. Where possible, have the photo taken at the event venue.
- Permission will automatically be granted any persons, or parent/guardian in the event of a minor, when registering to become a member of the association. Members will be responsible to ensure that any spectators, or guests that they invite are aware of this policy.
- If an image is used of a minor, avoid naming the child. If this is not possible avoid using both a first name and surname.
- Do not displaying personal information such as residential address, email address or telephone numbers if images are being posted on websites or distributed in publications.
- Do not display information about hobbies, likes/dislikes, school, etc as this information has the potential to be used as grooming tools by offenders or other persons.
- Only use appropriate images of the child, relevant to the sport or activity, and ensure that the athlete/child is suitably clothed. Images of athletes participating in sports or activities that involve minimal clothing (e.g., swimming and gymnastics) or unusual body positions/poses could potentially be misused.
- If a person is taking photographs inappropriately, the committee should request the person to stop. If the person refuses, the police or security may be called to escort them off the property. If anyone has reasonable concerns that a person (adult or child) is taking photographs that are indecent, or in areas like toilets/changerooms, should contact the police.

DETAILS OF INAPPROPRIATE USE OF TECHNOLOGIES

- Public persons posting inappropriate comments or images on the club page – this is an information dissemination site only and any inclusions must be submitted to the nominated administrator.
- Creating or exchanging messages that are offensive, harassing, obscene or threatening – any misuse of this nature will result in an instant block from the

page and club disciplinary measures. Any breach of this nature is considered serious.

- Exchange of any confidential or sensitive information held by the club relating to individuals, other clubs, other community stakeholders.
- Exchanging information in violation of copyright laws including the uploading or downloading of commercial software, games, music, or movies.
- Images must not be:
 - indecent (such as 'up skirt' or 'down blouse')
 - being used for voyeurism or made for the purpose of observing and visually recording a person's genital or anal region.
 - protected by a court order (e.g., child custody or witness protection)
 - defamatory
 - being for commercial purposes (person's likeness is used to endorse or entice people to buy a product).
 - Mobile phones, cameras or any recording devices must not be taken into change rooms, showers, or toilets.

COMPLAINTS PROCEDURE

- Any person identified to be using the club social media inappropriately or for purposes other than those it was established for will be blocked from the site, reported to the Committee and dependent on the severity of the offence, will receive disciplinary action. Note that there is zero tolerance for any comments, images etc which are deemed to be offensive, threatening, obscene, or discriminatory.
- Any person who has a concern about the contents of the club page is required to email the President at president@shepbadminton.com.au.
- The Club Committee reserves the right to close down the social media page without notice if members do not adhere to the rules of use.
- The Club Committee reserves the right to dismiss the nominated administrator if it is considered that this person is not acting in accordance with the rule of use.
- Should a person wish to make any inquiries in relation to this Policy, or to report any violation, please contact The Shepparton Badminton Association Inc. President Lachlan Melton – M: 0409 331 001 or president@shepadminon.com.au. All reports will be handled with confidence and strict confidentiality.