



Associated  
Independent  
Colleges

# AIC PHOTOGRAPHY AND IMAGE USE POLICY

VERSION 1.0

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Reviewed: AIC Management Committee

## AIC PHOTOGRAPHY AND IMAGE USE POLICY

### BACKGROUND

For over a quarter of a century, the Association Independent Colleges (AIC) Sport has helped tens of thousands of students to grow together through respectful competition. AIC is the largest independent school sporting organisation in Queensland, offering 16 sports for its eight member Colleges. Our students grow in spirit, grow in resilience, grow in friendship and grow in stature. AIC Sport is inclusive, offering competition to students of varying skill levels. Students can grow together from Year 5 to 12 in safe conditions receiving high-quality coaching and competing in first-class facilities.

Within the AIC there is a vast amount of participation and achievement to acknowledge and celebrate. An important tool for the allowing this acknowledgement and celebration to occur is through the use of Still Photography, Video and Livestreaming. This policy outlines the processes that the AIC will follow to ensure the appropriate and permitted use of Photographs, Video and Livestreaming of participants and spectators in AIC Competition.

### 1. AIC FIXTURES AND CHAMPIONSHIPS

AIC reserves the right to film, record or photograph during any AIC sanctioned event. This includes AIC fixtures and Championships. During an AIC Fixture and Championships, all member schools, event participants, parents and caregivers, general public, official photographers and recognised media outlets must adhere to the following;

#### 1.1 Association and Member Schools

- 1.1.1 Each Member School is responsible for ensuring that all student-athletes involved in the event, and student spectators at Championships have provided the relevant consent.
- 1.1.2 The AIC and Member School must clearly indicate to visitor and participants at venues if broadcast, streaming, photography or videography is occurring at the venue.
- 1.1.3 The AIC and Member School Representative reserve the right to remove individuals from AIC Fixtures and Championships if they refuse to adhere to this Photography and Image Use Policy.
- 1.1.4 The AIC and Member School Representative reserve the right to request to view any photos or video recordings taken and ask they be deleted if they are in violation of this Policy.
- 1.1.5 When consent for use of images is not provided, the Association will take all reasonable steps to ensure that:
  - i) Images including photos and video are not taken of the individual
  - ii) Any images or video published do not include the individual

#### 1.2 Individual, Family and Spectators

- 1.2.1 AIC acknowledges that family and friends wish to take their own images and recordings whilst at AIC Fixtures and Championships and this is allowed if using a 'Point and Shoot Camera', mobile phone, tablet device or a SLR Camera.
- 1.2.2 All images taken should focus on the individual participant and any personal publication of images recorded at AIC event should not include recognisable images of other participants.
- 1.2.3 Images and/or recordings taken by family and friends during AIC Fixtures and Championships must not be used for any commercial purpose, distribution or sale.

- 1.2.4 With the exception of official photographers appointed by AIC and accredited media outlets, no professional standard digital cameras and/or lenses may be used at AIC Fixtures and Championships. AIC Staff, Member School Staff, Event Officials or Venue Staff and/or Security are authorised to prevent venue access to any person(s) in possession of unauthorised camera equipment and/or request users to cease using this equipment.
- 1.2.5 The streaming or broadcast of AIC Fixtures and Championships must be approved by the AIC Management Committee and the participating School's Principals. Without such approval, no streaming or broadcasting shall occur.

### 1.3 Professional Photography and Media Organisations

- 1.3.1 The AIC and Member Schools must seek agreements with professional photographers/ broadcasters to ensure that the images taken remain the property of the AIC and Member School.
- 1.3.2 The AIC and Member Schools must seek agreements that prevent professional photographers from uploading AIC images, including images from member schools, to their own website or social media for their own commercial purposes.
- 1.3.3 The AIC and Member Schools will provide a clear brief to professional photographers/broadcasters on the appropriate photos and images to be taken.
- 1.3.4 All official photographers and media organisations appointed by AIC will be accredited and easily identified during AIC Fixtures and Championships. Such accreditation may be issued upon application to AIC and will require the photographer to provide proof of a valid 'Working with Children Check' or equivalent. Images and recordings taken at the event are permitted for school editorial purposes only. Commercial sale of images or recordings is not permitted.
- 1.3.5 Official Photographers and Media Organisations must check in with the venue coordinator/AIC Representative on arrivals at venues
- 1.3.6 The usage of drones at AIC Fixtures and Championships events is not permitted without the prior consent of the AIC Management Committee. Drone use must abide by all Government Regulations including those from the Civil Aviation Authority.

### 1.4 Additional Restrictions

- 1.4.1 Additional restrictions may apply based on venue rules and regulations. Information can be obtained from or at the relevant venue and/or its website.

## 2. STREAMING & BROADCASTING

- 2.1.1 Each Member School is responsible for ensuring that all student-athletes who will participate in live streamed have provided the relevant consent.
- 2.1.2 AIC First Team Matches in the following sports are "Live Streamed" through the AIC TV website [AIC Live Streaming \(aictv.com.au\)](http://aictv.com.au). **Sports** that are livestreamed are : Australian Rules Football, Basketball, Football, Rugby League, Rugby Union and Volleyball.
- 2.1.3 Footage streamed and available through the AIC TV platform remains the property of the AIC. AIC TV Footage cannot be reproduced without the prior permission of the AIC.
- 2.1.4 The use of live streaming apps or live streaming functions on digital platforms (such as Facebook, Instagram, YouTube, Periscope etc.) is prohibited at AIC Fixtures and Championships. Any live streaming apps or live streaming functions require the prior written consent of AIC and the Member Schools.
- 2.1.5 Protocols around Streaming and Broadcasting include:
- 2.1.6 Viewer comments turned off
- 2.1.7 Minimum 1 - minute delay for AIC fixtures
- 2.1.8 No sideline microphones used by referees/ umpires

- 2.1.9 No access to team huddles, before, during or after fixtures
- 2.1.10 No close ups of benches
- 2.1.11 Footage will be stopped and removed from replay in the following circumstances:
  - i) Melee
  - ii) Swearing
  - iii) Serious or Catastrophic injury

### 3. USE OF AIC IMAGES AND VISION

AIC sport participation is highly recognised in the Brisbane sporting landscape. AIC Sport is highly competitive, with images and vision generating interest within member school communities and beyond. How these images and vision are captured and distributed is controlled by AIC and is done so with the best interests of the student athletes, member Colleges and Association in general. AIC recognises that not all individuals can or want to be captured and provides mechanisms to support these requests.

- 3.1.1 The AIC will primarily use images for use on AIC Social Media Channels including Instagram and Facebook. Images may also use images for news posts through the AIC Website.
- 3.1.2 From time-to-time, AIC and Member Schools will photograph and/or film competitions for promotional purposes. By entering a AIC event, students agree to be photographed and/or the subject of a video recording. Each Member School is responsible for ensuring that all student athletes involved in the event have provided the relevant consent.

### 4. USE OF VIDEO FOR PLAYER/TEAM ANALYSIS AND DEVELOPMENT

Footage of fixtures may be used by member schools to assist in player and team development. Video analysis is an excellent tool for the development of both players and coaches within the Association.

- 4.1.1 Schools must have appropriate mechanisms to ensure footage used for this purpose is not used for any other purpose including personal social media use by students.
- 4.1.2 AIC member Colleges will only use commercially tested Video analysis Software and Programs. These may include Hudl and Dartfish.
- 4.1.3 If individual students would like to create personal performance footage for external agencies, written approval from the student's member school must be given prior to the creation of the performance or highlight tape being created using AIC Footage.

### 5. PROCEDURE FOR REPORTING THE TAKING OF, AND USE OF, INAPPROPRIATE IMAGES

- 5.1.1 Parents and spectators are permitted to take photographs from the spectator area at AIC Fixtures and Championships, provided all shots are 'appropriate' as defined by this Policy.
- 5.1.2 The Competition Manager, Venue Manager, Member School Representative and/or Venue Security should be alerted to anyone taking inappropriate images or in any way acting suspiciously.
- 5.1.3 The appropriate AIC or Member School Representative staff member and/or Venue Security will approach people suspected of taking inappropriate photographs and/or video and ask for the following information:
  - i) Whether the individual is a parent or family friend of a student-athlete, and who that participant is;
  - ii) Which school (if applicable) the participant is representing
  - iii) Name, which can be verified by inspecting their driver's license or similar photo identity;

- 5.1.4 The AIC or Member Representative staff member's decision is final. The Competition Manager, Venue Manager, and/ or Member School Representative will complete an incident report to document any reports of inappropriate photography and/or videography, whether acted upon by them or not. The report will be provided to the Executive Officer and Member School Principal as soon as practicable following the AIC Fixtures and Championships.

## 6. PROCEDURE FOR REPORTING THE INAPPROPRIATE USE OF AIC IMAGES

- 6.1.1 If a member of the community identifies the inappropriate use of an image from an AIC Fixture of Championships they should immediately notify the College that member of the community is affiliated with.
- 6.1.2 If a member of the community does not have an affiliation with a member College, they are to inform the AIC of their concerns through the AIC contact page on the AIC website.

## 7. CONCLUSION

The use of photography, filming and streaming will continue to form part of the AIC landscape. For the safety of children and young people, it is important that the protocols are followed by all member schools and that individual Colleges are responsible for the successful implementation of the protocols.

## 8. DEFINITIONS

*Official Accreditation:* Event accreditation provided by AIC to media representatives from recognised media outlets and Member Schools. Media accreditation provides restricted venue. Media accreditation is identified by an official Media Lanyard and identifiable vest.

*Inappropriate Images:* Images that are considered not to be appropriate include but it not limited to:

- Indecent photographs or vision captured covertly, in change rooms, toilets or other invasions of privacy; or made for the purpose of observing and visually recording the other person's genitals
- Protected by a court order (e.g. child custody or witness protection)
- Defamatory
- Being for commercial purposes (person's likeness is used to entice people to buy or it appears they are endorsing a product). This may require a Model Release/Consent Form to be signed.
- Consensual photos of a child (including your own child) also contravene Criminal Codes and censorship laws if the child is photographed in a provocative or sexual manner
- Photographs or vision captured and displayed on a public forum

*Codes of Conduct:* AIC Codes of Conduct can be found online at [www.aicsport.com.au](http://www.aicsport.com.au). The Code outline the standards of behaviour expected by all persons involved in our Association and our sport and activities. This includes conduct during any activity held or sanctioned by AIC or a Member School. Individual member schools will also have their own Code of Conducts/Behaviour that members of that school community must also follow.

*Commercial Purpose:* The potential use of images or vision for promotional, marketing or related commercial activities in line with AIC policies and requirements.

*DSLR Digital single-lens reflex camera :* a digital single-lens reflex camera is a digital camera that combines the optics and the mechanisms of a single-lens reflex camera with a digital imaging sensor, as opposed to photographic film.

*AIC Management Committee-* The Associated Independent College is the governing body of the eight (8) member schools for 16 Sports.

*General Public:* Any spectator or attendee, paying or otherwise, attending an AIC or Member School event, function or program who is not a AIC Member. Members Student Athletes, officials, coaches, teachers who are members of a AIC-affiliated schools and are bound by all AIC and/or state and territory association policies and regulations.

*Official Photographers:* Professional photographers appointed by AIC and Member Schools to capture images at related events, functions or programs.

*Point and Shoot Camera:* Small, non-DSLR cameras with non-detachable lenses, usually similar in size to a smartphone.

*Recognised Media Outlets:* Organisations providing media services, including photography, to the broader professional media industry. Examples include The Courier Mail and Television Stations.

*Recording Device:* Any device capable of capturing images or video, including, but not limited to, cameras, smartphones, tablets and video cameras.

*Streaming:* Streaming media involves access to audio/video content via the internet.

## 9. FURTHER INFORMATION

Sport Integrity Australia – Photography and Filming of Children and Young People in Sport.