

 FOOTBALL SOUTH AUSTRALIA	FOOTBALL SOUTH AUSTRALIA Procedures and Policies		
Subject:	Acquiring and Displaying Images of Children and Young People Policy	Date Implemented	2 June 2015
Review:	Biennially	Date Reviewed / Amended	January 2026

This Policy forms part of Football South Australia's Member Protection Framework and aligns with Football Australia's Safeguarding Children and Young People Policy

1. Rationale

Football South Australia follows and implements the principles and strategies outlined in the Sports Integrity Australia "Photography and Filming of Children and Young People in Sport". This policy is to be implemented by all clubs and associations that are affiliated to Football South Australia. This Policy is to be read in conjunction with the Football Australia Member Protection Framework, Safeguarding Policy, and National Complaints Procedure.

2. Definitions

- 2.1. *Child / Young Person*: under 18 years of age
- 2.2. *Parent/Carer, Club, Official, Image* (photo/video)

3. Scope

This policy applies to the acquisition, use and display of images of all participants involved in Football South Australia activities. While the safeguarding of children and young people under 18 remains the primary focus, the policy also outlines expected standards when capturing or using images of adults, including players, coaches, referees, volunteers and spectators. These standards apply to photography, videography, livestreaming and AI-enabled camera systems used for performance, promotional or operational purposes. All individuals have the right to privacy, dignity and responsible handling of their image, and clubs are expected to manage consent, storage and distribution accordingly.

4. Taking Images of Children

- 4.1. Most people taking photos of children at sporting events do so for acceptable reasons and are using appropriate methods, for example, a parent videoing their child at a sports presentation or photographing their child on the field during play or a professional photographer taking photos for a club.
- 4.2. Many photographs taken in public places will include subjects who have not consented to their photo being taken, and people, including children, are frequently photographed by security cameras without their knowledge or permission.
- 4.3. The small size of many cameras and the advent of mobile phone cameras make it easier to take photos and harder to monitor. Digital photo publication can now be

printed at home and photos can be taken, altered, and transmitted quickly to a vast audience by posting on the internet or 'on sending' the photo to mobile phone users.

- 4.4. There are potential risks of child abuse posed directly and indirectly to children and young people through the inappropriate use of photographs on sports web sites and in publications. Evidence in Australia and internationally, indicates that information posted on an internet site or published in a magazine or newspaper has the potential to be used to target children, to locate them, and then to condition or "groom" them for abuse or exploitation.
- 4.5. The following information and suggested strategies have been provided for sporting clubs and associations to consider when acquiring and displaying images of children and young people on web sites and in other publications. It is not intended to restrict people from taking photos for legitimate reasons.
- 4.6. This information is not intended to be, nor should it be relied upon as a substitute for legal or other professional advice. Organisations and individuals may seek legal advice in relation to these issues

5. The Law

- 5.1. In Australia, generally speaking, there is no legal restriction on photographing people (including children) in public spaces as long as the images are not:
 - 5.1.1. indecent (such as 'up skirt' or 'down blouse' photographs taken covertly in change rooms or toilets).
 - 5.1.2. being used for voyeurism or made for the purpose of observing and visually recording a person's genital or anal region.
 - 5.1.3. protected by a court order (e.g., child custody or witness protection).
 - 5.1.4. defamatory.
 - 5.1.5. being for commercial purposes (person's likeness is used to endorse or entice people to buy a product).
- 5.2. 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.
- 5.3. Where a sporting event is held on a club's private property, privately owned land, a school or council owned facilities, the owner of private property or venue is able to restrict, ban or require permission of photography anywhere in their venue (e.g., some council owned facilities will not allow mobile phones or cameras in change rooms or toilets). Where a sporting event is held on private property not owned by the organizers, it is good practice to determine a mutually agreed photographing policy.
- 5.4. If a person is taking photographs inappropriately (e.g., breaching the restrictions or ban in place for that private property or venue), then venue management can request the person to stop. If the person refuses, the police or security may be called to escort them off the property.

6. AI Sports Cameras

- 6.1. The use of AI-enabled sports cameras has grown rapidly across community and elite football, providing teams with accessible tools for performance review and player development. As this technology becomes increasingly common, clear guidelines are required to ensure it is used consistently, responsibly, and for its

intended purpose.

- 6.2. Video Cameras, including AI-enabled systems such as Veo or Hudl are permitted for use at all Football SA sanctioned venues without the need to obtain prior approval.
- 6.3. All equipment must be operated safely and positioned in accordance with venue requirements and match day operational guidelines.
- 6.4. Footage captured through Video Cameras, including AI-enabled systems is strictly to be used for coaching and player development purposes only.
- 6.5. Footage must not be streamed live online or broadcast publicly through any platform.
- 6.6. Footage must not be published online, including but not limited to websites, social media, or video-sharing platforms.
- 6.7. Footage must not be edited into highlights packages or used for any form of public promotion, marketing, or commercial purpose.
- 6.8. Clubs must provide a copy of the relevant footage to the opposing team upon request for their coaching and development purposes.
- 6.9. Clubs must provide footage to Football SA upon request for governance, integrity, or operational requirements.

7. **Strategies for Acquiring Images**

- 7.1. Clearly outline and publicise what is considered appropriate behaviour in obtaining images and what is considered appropriate image content.
- 7.2. Do not allow photographers (professional photographers, spectators, fans, coaches, or members of the media) unsupervised access to children.
- 7.3. Ensure the coach informs any athlete and parent(s) if the coach wants to video the athlete as a tool to analyse and improve performance.
- 7.4. Obtain the consent of parent (carer) 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.
- 7.5. Provide details of who to contact within the club or organisation if concerns or complaints of inappropriate behaviour in taking images or content are raised. Ensure that the contact person understands the application of relevant legislation and policies.
- 7.6. Provide members of the media and professional photographers with an identification pass (bib) to be worn for the duration of major/large events.
- 7.7. To further assist clubs in acquiring images, whether this is through photography or videoing, Football South Australia provides the following additional information:

- 7.7.1. Obtain permission for photographs or video to be taken of the child while participating in sport at the time of registration with the club. Written or digital consent must be obtained from the parent/carer at registration or before any image is taken, and consent should be specific to the purpose (e.g. promotional, educational, live streaming)."
- 7.7.2. If a club is videoing at their home ground, it is appropriate to notify the visiting club to ensure that there are no concerns. If the visiting club does have exceptions, for example a child custody issue, then the club must address this and edit or avoid images being taken of that child. The club should also be made aware that the content is only for coaching purposes.
- 7.7.3. The filming of a game by a club should be for coaching purposes only and used within the club. Where livestreaming or social media broadcast occurs, the club must ensure it is compliant with this Policy and that no unnecessary focus is placed on individual children. Clubs must act immediately to remove any inappropriate or unauthorised content.
- 7.7.4. Where a club may film a game as a keeps' sake for the player, for example a cup final, each individual parent (carer) must request a copy and must be provided with the rules of use and on receipt sign agreeing to use the video according to the rules of use.
- 7.7.5. Prior to providing the footage, the club must ensure that no children appear in the video that parents had requested not to appear and any embarrassing incidents, particularly if they may be deemed offensive, where a child or spectator may be embarrassed are edited out. This will minimise the risk of this material being used to the detriment of any person.
- 7.7.6. When visiting another club, a club may make a request to video the game, however it must be acknowledged that the club is able to deny this request at their own venue and this is to be respected.
- 7.7.7. Parents, carers and young people (where appropriate) may withdraw consent at any time by written or digital notice to the club or Football South Australia. Upon withdrawal, the relevant images must be removed from websites, publications or social media within a reasonable timeframe.
- 7.7.8. Parents may take video/photos of their own children and must follow this policy.

7.8. All digital photographs and recordings must be stored securely in password-protected systems or restricted folders. Access must be limited to authorised officials. Images must be deleted once they are no longer required for the stated purpose or when a child leaves the club.

8. Strategies for Displaying Images

- 8.1. Consider using models or illustrations for promotional / advertising purposes.

- 8.2. Obtain permission from the child's parent/guardian prior to taking the images of a child or young person. Ensure that all concerned are aware of the way in which the image is to be used and how long the image will be displayed.

- 8.3. If an image is used avoid naming the child. If this is not possible avoid using both a first name and surname.
- 8.4. Avoid displaying personal information such as residential address, email address or telephone numbers if images are being posted on websites or distributed in publications.
- 8.5. Do not display information about hobbies, likes/dislikes, school, etc. as this information has the potential to be used as grooming tools by pedophiles or other persons.
- 8.6. 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. Images should reflect the diversity and inclusivity of Football South Australia's participants. Avoid stereotypes or selective representation that may exclude or marginalise any group.
- 8.7. Reduce the ability for direct copying of pictures from a website to another source (by disabling the 'right mouse clicks' function).
- 8.8. Clearly outline in a written contract to photographers who are contracted or paid to take photos, who will retain the images taken, include arrangements made for negatives, digital file and proofs and outline any restrictions for use and sale.
- 8.9. Any concern about the inappropriate taking, use or distribution of images must be reported in accordance with the Football Australia National Complaints Procedure or Safeguarding Policy. Clubs must ensure their members know how and to whom such concerns can be reported locally and to Football South Australia.

9. Additional Information

- 9.1. When a participant registers with Football South Australia or affiliated association, permission is given through the registration process for Football South Australia to use an image in any form or media format for the purpose of marketing and promotional activities. These purposes may include but are not limited to Football South Australia websites and social network sites, media covering Football South Australia competitions and events and Football South Australia publications.
- 9.2. Football South Australia provides accreditation to photographers to attend competitions and events. Accredited photographers are issued with a media bib that identifies them as an accredited photographer, which is to be always worn.
- 9.3. Football South Australia is committed to following the principles and strategies outlined in the Sports Integrity Australia "[Photography and Filming of Children and Young People in Sport](#)" if a participant is not willing to be photographed or filmed this must be communicated to their club, who in turn will notify Football South Australia. Football South Australia will respect the individual request and will work with the club and accredited photographers to prevent any images from being taken.
- 9.4. If a person has any concerns regarding the conduct of anyone taking or displaying of images, this information should be relayed to the club or Football South Australia immediately.

9.5. For further information visit [Keeping Children Safe](#), SIA [Safeguarding](#)

9.6. Football South Australia acknowledges and implements the principles of Football Australia's Safeguarding Children and Young People Policy.

Any breach of this policy may be managed under the Football South Australia Member Protection Framework or the National Complaints Procedure.

Signatures:

Signed: 

Football South Australia President

Signed: 

Football South Australia CEO

Next policy review date is:

January 2029