



Baseball Victoria

TAKING IMAGES OF CHILDREN

The following guidelines have been developed to assist sporting clubs and associations when acquiring and displaying images of children and young people on web sites and in other publications.

1 BACKGROUND

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 information posted on an internet site or published in a magazine or newspaper is used to target children, to locate them, and then to condition or groom them. Additionally, images can be used or adapted for inappropriate use. The result is that in spite of the best intentions on the part of the publisher, children can end up being the victims of abuse. Sporting organisations need to be aware of these potential risks and take appropriate steps to address them.

2 ACQUIRING IMAGES

- Permission needs to be obtained from the athlete'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 an athlete's home.
- Provide details of who to contact if concerns or complaints of inappropriate photographic behaviour or content are raised.

3 DISPLAYING IMAGES

- Consider using models, illustrations for promotional/advertising purposes.
- 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.
- If an image is used avoid naming the child. If this is not possible avoid using both a first name and surname.
- Avoid 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 pedophiles 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.
- Reduce the ability for direct copying of pictures from a website to another source (ie. disable the 'right mouse click' function).
- 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.

If you have concerns or complaints of inappropriate images being used, contact Baseball Victoria on: 03 9645 800 or complete the Incident Report Form [HERE](#).