



Melbourne East Netball Association

Registration No: A0011747L

ABN 54 201 268 575

Photography and Filming Policy

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Policy Date: Effective 2 March 2026

Policy Name: Photography & Filming Policy

Committee Responsible: Executive Committee

Purpose

The purpose of the Photography & Filming Policy is to define and document a clear Photography Policy for Melbourne East Netball Association (MENA), covering still photography and video filming of and by Association members. It is also to safeguard the privacy and safety of people participating in events managed or operated by MENA. It aims to clarify MENA's position on photography and videography and provide clarity on the definitive processes for acquiring and displaying photography / videography by any person at MENA-sanctioned events.

MENA is bound by *Netball Australia's Member Protection Policy* and this policy operates closely alongside *Netball Australia's Safeguarding Children & Young People Policy* and *Child Safe Practices*, as well as *Netball Victoria's Cyber Safety Policy* and *Codes of Behaviour*

This policy outlines the conditions under which photography and filming may occur at Melbourne East Netball Association, ensuring the safety, privacy, dignity and respect of all participants while recognising the public nature of the venue.

This policy applies to all members of MENA, including affiliates, staff, Board members, Committee members, volunteers, spectators, parents, players, coaches and officials. It covers all forms of technology that can be used to record images, including all forms of film-based and digital photography, such as video and mobile phone cameras. It also covers all MENA sanctioned events, programs, activities, training related activities and competitions.

Context

It is not the intention of MENA via this policy to prohibit those with a legitimate interest in filming or photographing children, volunteers and officials participating in sport-related activities associated with MENA. Most people taking photos of children at sporting events are doing so for acceptable reasons and are using appropriate methods. It is accepted that photos and videos create great memories for players, their families and the Association and that the use of recorded images can also be a valuable coaching aid.

However, many photos and videos taken in public places will include subjects who have not consented to their image being taken and those who have no knowledge of it being taken at all.

MENA takes the privacy of its members and children very seriously and is committed to maintaining a safe physical and emotional environment for everyone. A vital part of this commitment is ensuring that all necessary steps are taken to protect our members from inappropriate use of their images online, on display or elsewhere.

Photographic and recorded images can be used as a means of identifying young people if personal information is included. They can also be used or adapted for inappropriate use. Young people may feel uncomfortable or vulnerable when their image is being captured and it also exposes them to individuals seeking to identify or even 'groom' them for abuse or exploitation. Whilst cases such as these are rare, the Association, along with all clubs and their members, should be vigilant about the possibility. All of our members are somebody's child, family member, friend or someone under our care and this Policy has been developed as the best practice in trying to ensure the safety of all of them in netball at MENA.

Our aim is to prevent unsuitable images or recorded data from being produced, to deter unsuitable people from misusing netball to obtain images or recorded data and to protect the identity of players, volunteers, officials and parents.

Legalities

Melbourne East Netball Association operates at a public venue. Photography of people (including children) is permitted in public spaces except when images are:

- Indecent
- Taken covertly in change rooms or toilets
- Restricted by a court order
- Used for commercial purposes without consent
- Defamatory

Netball Australia's Child Safeguarding Policy strictly prohibits taking, reproducing, or distributing images of children without consent from the child and their parent/guardian.

7. Photographs of Children

(a) Children are to be photographed or videoed while involved in Netball only if:

- 1. the Child's parent or guardian has provided prior written approval for the photographs to be taken or for the video footage to be captured;*
- 2. the context is directly related to participation in Netball;*
- 3. the Child is appropriately dressed and posed; and*
- 4. the image is taken in the presence of other personnel.*

(b) Relevant Organisations and Relevant Persons must not distribute images or videos (including as an attachment to an email) to anyone outside Netball organisation other than the Child photographed or their parent, without organisational knowledge and approval.

(c) Images (digital or hard copy) are to be stored in a manner that prevents unauthorised access by others and will be destroyed or deleted as soon as they are no longer required.

(d) Images are not to be exhibited online or in publications (annual report) without parental knowledge and approval (through a signed image consent form), or such images must be presented in a manner that de-identifies the Child. Any caption or accompanying text may need to be checked so that it does not identify a Child if such identification is potentially detrimental.

Federal privacy laws protect the personal information of all people and images of individuals in photographs or videos may be treated as personal information where a person's identity is clear or can be reasonably worked out from that image.

General Rules

- No live streaming of any game is allowed at any time under any exceptions
- No photos or videos may be taken in toilets or change room areas
- No photos of score sheets are to be taken at any time
- No photos or videos are to be taken of children with a media exemption
- No photos or videos are to be taken in a training environment unless directed by the coach

Association Photography

MENA may appoint photographers, committee members, or staff to capture images and videos for promotional, training and celebratory purposes

- Images will not be used in a way that is adverse or defamatory
- MENA will not use the images for commercial gain
- All images remain MENA property, with personal details kept confidential

Competition Photography

- It is a condition of entry into the MENA competition that participants may be subject to photography/filming as described in this policy and that consent is provided for this purpose

Parents and Spectators

- Photography for private, personal use is allowed but should focus on an individual's own family members/team members
- If any person has an exemption to media consent, no photography or filming is permitted during that game

Clubs and associations

Clubs wishing to photograph or film games professionally must ensure their photographer

- Reports to the office and advises MENA competition staff of the club they are photographing for
- Wear identification showing "club photographer" as provided by MENA
- Notify coaches, team managers and umpires before filming

Storing Images

Care should be taken when safely storing digital files, negatives and proofs to avoid unauthorised access and inappropriate use

- Hard copy images should be stored in a locked drawer or cabinet
- Electronic images should be stored in a 'password protected' folder
- Secure destruction of all images should be arranged
- Association photos of regular competition may remain on the MENA website for one month
- Special Association event photos may remain on the MENA website for one year

Exemptions

Under special circumstances, an exemption may be granted. A club or parent would need to seek an "Exemption Request Form" from the MENA Admin Team, either in advance via email admin@menanetball.com.au or on competition game day via MENA Competition Staff, and the reason an exemption is being sought must be clearly stated.

Reporting Concerns

If you suspect or become aware of inappropriate use of images:

- Inform a MENA competition member immediately
- Lodge a formal written grievance to admin@menanetball.com.au
- Contact police if the conduct may be unlawful or dangerous

Policy Review Date: March 2026