

PHOTOGRAPHIC/IMAGE GUIDELINES

INTRODUCTION

Ballarat Associated Schools Inc. (hereinafter referred to as 'BAS') acknowledges that at times during sporting activities and events photos and videos may be taken for promotional purposes. These images and videos may appear on the BAS website, social media or provided to Member Schools for their promotional use.

The purpose of these guidelines is to ensure there is a consistent approach and mutual understanding between BAS, Member Schools and participants regarding the taking and using images at BAS activities and events.

SCOPE

1. These guidelines apply to all activities and events organised or scheduled by BAS.
2. These guidelines apply to all photos and videos taken by BAS.
3. BAS acknowledges that these guidelines are unable to effectively apply to photos taken by the broader community in public spaces which may surround BAS activities and events. However, BAS and Member Schools encourage a proactive community based approach in these situations.

DETAIL

Part 1- Responsibilities

1. It is the responsibility of the Committee to ensure these guidelines are enacted and implemented for all activities organised or scheduled by BAS.
2. It is the responsibility of the Head of each Member School to ensure the sport co-ordinator is able and willing to implement this policy.
3. It is the responsibility of Member Schools to effectively communicate this policy to their school community.
4. It is the responsibility of Member Schools to ensure they have photo permissions of all participants attending BAS events, and if not notify and work collaboratively with BAS to ensure that appropriate risk mitigation strategies are in place.

Part 2- BAS Procedures

1. All photos or videos used by BAS for promotional use which contain clearly identifiable images of students will be provided to the relevant Member School for their permission prior to use.
2. Photos and/or videos which contain individuals on mass may be used by BAS without being provided to member schools prior to use.
3. BAS will only publish a participants first name, last name and School. Any further personal information use will not be published without permission.
4. BAS will ensure individuals are appropriately dressed, including any individuals in the background of the photo or video prior to use.
5. BAS may use photos of BAS activities already in the public domain which have been published by Member Schools (i.e from a Member School's Facebook page)
6. To protect individuals' privacy and reduce the risk of inappropriate use, BAS prohibits the use of phones, cameras and recording devices in BAS provided toilet and changeroom areas.

Part 3- Expectations of Member Schools

1. All Member Schools are required to have a policy in place regarding the taking of photos of their students for extracurricular activities.
2. All Member Schools are required to have robust procedures in place for identifying students who do not have photo permissions and risk mitigation strategies which staff attending BAS events involving the student are aware of.
3. All Member Schools who choose to take photos at BAS events are required to ensure the member of staff is clearly identified as a staff member of the School.
4. Member Schools must ensure that photos are removed from the electronic device (including mobile phones) within 30 days of the event.
5. Member Schools are required to ensure individuals are appropriately dressed, including any individuals in the background of the photo or video prior to use.
6. Photo permissions of any photos provided to BAS by Member Schools should be checked by the School prior to being provided.

Part 4- Implementation

1. This Policy is implemented through a combination of the following strategies:
 - 1.1 Member training, education and information.
 - 1.2 Encouraging a collaborative, communicative and proactive approach.
 - 1.3 Promoting a positive reporting cultural.
 - 1.4 Initiating corrective action where appropriate.

Part 5- Audit & Review

1. BAS is committed to continuous review and improvement of all of its operations, including this policy.
2. It is the responsibility of the Committee to regularly monitor and annually review the effectiveness of the policy in practice.
3. It is the responsibility of the Member School to take a proactive and collaborative approach at all events and review their own policies and effectiveness of their procedures on an ongoing basis.

Part 6- Breach

1. Any breach of this policy will be taken seriously and immediately followed up by BAS.
2. Any breach of this policy may lead to action being taken, for serious breaches, this may include but is not limited to termination of membership.

<i>Photographic/ Image Guidelines</i>	<i>Person Responsible: BAS Committee</i>	<i>Approved by: BAS Committee</i>
<i>Date of Approval: 6 August 2025</i>	<i>Last Review: 29 October 2025</i>	<i>Next Review: Term 3 2026</i>