



Acquiring and Displaying Images of Children

Concerns have been raised about the potential risks of child abuse posed directly and indirectly to children and young people through the use of photographs on sports web sites and in publications. Evidence in Australia indicates that information posted on an internet site or published in a magazine or newspaper can be used to target children, to locate them, and then to condition or 'groom' them for abuse or exploitation. There is evidence that certain individuals will visit sporting events to take photographs or video footage of young and/or disabled sports people for inappropriate use. Additionally, images can be used or adapted for inappropriate use. The end result is that, in spite of the best intentions of the sporting organisation, children can end up being victims of abuse.

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

Acquiring images

- If acquiring an image of a child, permission needs to be obtained from the athlete's parent / guardian prior to taking the child's image. Ensure that all concerned are aware of the way in which the image is to be used.
- Where possible, request that all people taking photographic / video images (including spectators, parents, coaches, professional photographers or members of the media) register at an event or facility. Provide members of the media and professional photographers with an identification pass that they wear for the duration of the event.
- Clearly outline to professional photographers that all images taken will remain the property of the sporting organisation and can not be used or sold for any other purpose. Also outline that all negatives / proofs etc need to be destroyed or given to the sporting organisation at the conclusion of the event for which the photographer has been contracted or within a specified timeframe.
- Clearly outline what is considered appropriate behaviour and content (i.e. the image obtained in the photo or by video) to those taking photographic / video images. Publicise this information throughout your organisation so that your members understand what behaviour from photographers your organisation considers appropriate.
- Do not allow photographers (professional photographers, spectators, fans, coaches or members of the media) unsupervised or individual access to athletes/children.
- Do not approve photo/video sessions outside the event venue or at the home of a child unless parent/guardian consent is obtained and they agree to be present at the photo opportunity.
- Provide details of who to contact if concerns or complaints of inappropriate photographic behaviour or content are raised.

Displaying images

- Consider using models or illustrations for promotional / advertising purposes.
- If permission needs to be obtained from the parent / guardian of the athlete/child, obtain it prior to using the image of the athlete/child. Ensure that all concerned are aware of the way in which the image is to be used and for how long the image will be displayed.
- If the athlete/child is named, avoid using their image.
- If an image is used, avoid naming the athlete/child. If this is not possible avoid using both a first name and surname.
- Do not display personal information such as residential address, email address or telephone numbers without gaining consent from the athlete/child, or if applicable, their parent/guardian.
- Do not display information about hobbies, likes / dislikes, school, etc as this information can be used as grooming tools by paedophiles or other persons.
- Only use appropriate images of the athlete/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. The age of child is another factor to consider when deciding if the image is appropriate. The image should focus on the activity and not on a particular child.
- Reduce the ability for the direct copying of pictures from a website to another source (i.e. disable the 'right mouse click' function)
- Provide details of who to contact and what to do if concerns or complaints of inappropriate image use are raised.

For more information

- [HTML Protector](#) is a web tool that helps you protect the content of your web page (including photos and video footage) by preventing others from viewing your source code.
- The UK's Child Protection in Sport Unit has produced guidelines on [Using Photographs of Children on Web Sites](#)