



WILLIAMS LANDING FOOTBALL CLUB

PHOTOGRAPHY & VIDEO POLICY

Updated: January 2026

1. Introduction

Williams Landing Football Club (WLFC) recognises that photography and video recording are important for celebrating our football community, sharing achievements, and promoting our club. This policy provides clear guidance for players, coaches, officials, parents, and supporters regarding appropriate photography and video recording at WLFC events and activities.

WLFC pursues high standards of safety in all aspects of football participation. This policy reflects current Victorian legislation, child safety requirements, and modern digital practices.

2. Legal Framework

2.1 In Public Spaces

In Australia, photography of people (including children) in public spaces is generally permitted, provided images are not:

- Indecent (taken in change rooms, toilets, or other private areas)
- Voyeuristic or inappropriate in relation to minors
- Protected by court orders (e.g. custody arrangements)
- Defamatory or used for commercial purposes without permission

2.2 On Private Property

- WLFC venues may restrict or prohibit photography and video recording at the discretion of venue management
 - This includes privately owned facilities, schools, or enclosed council facilities where we train or play
 - Check specific venue requirements before photographing or filming
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3. Club Events and Matches

3.1 General Principles

- Courtesy and respect are paramount
- Child safety is our priority
- Privacy wishes must be respected
- Common sense applies in all situations

3.2 Handling Requests and Concerns

If you do not wish to be photographed or filmed

Politely approach the photographer and request no photos or video be taken of you or your child. Note: you cannot confiscate cameras or phones, and neither can club officials or coaches.

If asked to stop but you refuse

The matter should be reported to WLFC committee members or officials. Confrontation may escalate situations – always act with respect and courtesy.

If you suspect inappropriate image-taking

Immediately notify WLFC officials and, if necessary, venue security or police. Note the person's appearance, clothing, and vehicle registration if possible.

4. Child Safety Requirements

4.1 For Club Promotional Use

When using images of children under 18 for club promotion, WLFC will:

1. Obtain written parental consent clearly outlining how images will be used, where they will be displayed, duration of use, and whether images may be shared with Football Victoria
2. Avoid identifying information such as full names with photographs, personal addresses or contact details, and school names or other identifying details
3. Use group shots where possible to reduce individual identification
4. Ensure any professional photographer has a current Working with Children Check, cannot be alone with children, and that all images remain WLFC property with unused images deleted or destroyed



4.2 Special Circumstances

- Court orders and custody arrangements: parents must inform WLFC if their child cannot appear in club materials
 - Cultural and religious considerations: respect families who prefer not to be photographed
 - Consent withdrawal: parents may withdraw consent at any time
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5. Social Media and Digital Sharing

5.1 Best Practices

5. Tag responsibly: ask before tagging individuals
6. Check backgrounds: ensure no inappropriate content is visible
7. Respect “no photo” requests: some families prefer privacy
8. Group photos: safer than individual shots for social media
9. Live streaming: obtain permission before streaming matches or events

For comprehensive guidance on social media conduct, refer to the WLFC Social Media Policy.

6. Recording Misconduct

6.1 If Recording is Appropriate

- Only record if it is safe to do so
- Focus on the specific incident, not individuals
- Record actual misconduct only – not potential future behaviour

6.2 After Recording

10. Do not post on social media – this may escalate tensions
 11. Report immediately to WLFC officials
 12. Provide footage to Football Victoria if requested
 13. Cooperate with any investigations and do not edit or manipulate footage
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7. Privacy and Data Protection

7.1 Digital Storage

- Images and videos stored securely by WLFC
- Regular deletion of unused materials
- Backup systems password-protected

7.2 Data Breaches

If personal images are inappropriately shared or accessed:

14. Immediately notify the WLFC committee
15. Club will assess and report as required under the Privacy Act
16. Affected families will be notified
17. Steps will be taken to prevent further breaches

7.3 Rights and Access

Parents and guardians may:

- Request copies of images of their children
- Ask for images to be deleted
- Withdraw consent for future use
- Complain about inappropriate use

8. Cultural Considerations

WLFC respects that some cultures and communities have specific beliefs about photography and recording. We ask all community members to:

- Seek permission before photographing players from Indigenous or minority cultural backgrounds
- Respect religious or cultural practices that may restrict image-taking
- Stop immediately if asked, regardless of general photography permissions
- Consider cultural sensitivities around images of children



9. Official WLFC Events

9.1 Club Photographer

- WLFC may appoint official photographers for major events
- Official photographers will have appropriate clearances including a current Working with Children Check
- Clear identification will be provided

9.2 Media Accreditation

- External media must seek permission before photographing WLFC events
 - Commercial use requires written agreements
 - Copyright of official images remains with WLFC or authorised photographers
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10. Complaints and Violations

10.1 Making a Complaint

Contact the WLFC committee via secretary@williamslandingfc.com or in person with any committee member at club events.

10.2 Potential Consequences

Violations may result in:

- Requests to delete inappropriate images
 - Exclusion from club events
 - Referral to Football Victoria
 - Legal action if warranted
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11. Technology Updates

This policy acknowledges rapidly changing technology including drone photography (which requires separate permissions), 360-degree cameras, augmented reality features, AI-enhanced editing, and new social media platforms. The club will update this policy as technology evolves.



12. Contact Information

WLFC Committee: secretary@williamslandingfc.com

Child Safety Officer: Elizabeth Vidos – secretary@williamslandingfc.com

Football Victoria: discipline@ffv.org.au

Emergency contacts: Victoria Police 000 · Child Protection 13 12 78

This policy should be read alongside the WLFC Social Media Policy, Privacy Policy, and Child Safety Policy. All policies are available at www.williamslandingfc.com

Document Control

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