

# **Visual Images Policy**

**Policies and Procedures for Photographers, Event Organisers and Participants**



**PONY CLUB**  
WESTERN AUSTRALIA

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## REVIEW HISTORY

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Version	Date Approved	Review Date	Content reviewed/purpose
1.0	24 May 2017	May 2020	approved
2.0	18 November 2020	May 2023	General Revisions
2.1	26 May 2021	May 2023	Remove item 3: Exclusions.  Policy applies to equestrian professional photographers – document amended where relevant.

## **PART A: VISUAL IMAGES POLICY**

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### **1. Purpose**

- a. In conjunction with the Member Protection Policy, the purpose of this policy is to provide a safe environment for children engaged in, or affiliated with, Pony Club WA activities.
- b. This policy establishes the principles that must be followed when taking and displaying visual images of members participating in Pony Club WA activities throughout Western Australia.

### **2. Scope**

- a. This policy applies to Pony Club WA and all Member Clubs.
- b. In Australia, generally speaking there is no law restricting photography or videography of people (including children) in public spaces as long as the images are NOT:
  - i) indecent (such as “up skirt” or “down blouse” photographs taken covertly in change rooms or toilets);
  - ii) being used for voyeurism or made for the purpose of observing and visually recording a person’s genital or anal region;
  - iii) protected by a court order (e.g. child custody or witness protection);
  - iv) defamatory; or
  - v) being for commercial purposes (person’s likeness is used to endorse or entice people to buy a product).

### **3. Policy Principles**

- a. Pony Club WA supports initiatives to protect the rights of children and believe children should be free to participate in sport and recreation without undue exposure to the risk of child abuse.
- b. Inappropriate photographing or videographing of children involved in sport and recreation activities can place children at undue risk, particularly if the images are posted on websites, social media sites or distributed in publications.
- c. All photos or videos that depict members must not be made public without the permission of those involved and any such material will be removed.
- d. Images taken at Pony Club WA events must be relevant to the sport.
- e. All professional equestrian photographers/videographers must apply in writing to be a Pony Club WA Approved Photographer.
- f. All applications are determined by Pony Club WA.

- g. Approved Photographers must comply with this policy and the procedures contained in this document.
- h. Member Clubs have the right to cancel the appointment of an Approved Photographer if they believe the photographer is in breach of this policy and/or any other Pony Club WA policy or the Codes of Conduct.
- i. Any image posted publicly that is deemed sensitive or detrimental to the member will result in the immediate suspension of the offending Approved Photographer's permit and a direct request to remove such images.

## **4. Related Documents**

Member Protection Policy

Approved Photographer Application Form

## **PART B: PROCEDURES**

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The purpose of this policy is to provide a safe environment for children engaged in, or affiliated with, Pony Club WA activities.

It ensures that equestrian professional photographers are screened and that event organisers are aware of who is on their grounds at any given time.

Professional photographers is the term used by Pony Club WA assigned to photographers that are taking photos of more than one rider, or if taking photos of more than one rider, the riders are from the same club and the photographer is a parent within the club.

Professional photographers do not have to sell or charge for taking photos to fall under the Pony Club WA definition.

### **1. Approved Photographers Application**

- 1.1. All professional photographers/videographers wishing to take photos at Pony Club WA events must apply to become an Approved Photographer.
- 1.2. To apply to become an Approved Photographer:
  - 1.2.1. complete the Approved Photographer Application form;
  - 1.2.2. provide a copy of a current Working with Children Card; and
  - 1.2.3. provide a letter of recommendation from a Member Club (optional, although highly recommended).
- 1.3. Upon approval, an Approved Photographer ID Card will be issued within 14 days.
- 1.4. Approval is valid from receipt of the Approved Photographer ID Card until 31 December of the year of application, or until the expiry of the Working with Children Card, whichever occurs first.
- 1.5. Photographers are not covered by Pony Club WA insurance and it is recommended that Approved Photographers have their own liability cover. Pony Club WA and Member Clubs reserve the right to refuse to use Approved Photographers who do not have liability cover.
- 1.6. Approval is not transferable.

## **2. Taking Visual Images at Pony Club WA Events**

- 2.1. All professional photographers/videographers working at a Pony Club WA event must:
  - 2.1.1. be an Approved Photographer; and
  - 2.1.2. be appointed by the Event Organising Committee.
- 2.2. If a photography team is being used, each team member must be an Approved Photographer.
- 2.3. The Event Organising Committee will appoint official event photographer/s in writing, no later than 48 hours prior to the event. If a team of photographers is appointed, the appointment will include the names of all team members.
- 2.4. Photographers must report to the Event Coordinator the morning of the event for briefing and attend any other event briefings at the request of the Event Organiser.
- 2.5. Photographers must abide by all directions given by the Event Coordinator.
- 2.6. Approved Photographers must carry their Approved Photographer ID Card at all times.
- 2.7. High Vis vest must be worn at all times whilst on duty.
- 2.8. Photographers must be respectful of Members wishes in regard to the recording of images.
- 2.9. Images or videos must be taken in accordance with the Pony Club WA Visual Images Policy.
- 2.10. Event photos must be made available for participant viewing.
- 2.11. Photographers/Videographers must be informed by the Event Coordinator of any members who have requested not to be photographed.

### **3. Event Organisers Engaging Photographers/Videographers**

- 3.1. All professional photographers/videographers working at a Pony Club WA event must:
  - 3.1.1. be an Approved Photographer; and
  - 3.1.2. be appointed by the Event Organising Committee.
- 3.2. If a photography team is being used, each team member must be an Approved Photographer.
- 3.3. The Event Organising Committee will appoint official event photographer/s in writing, no later than 48 hours prior to the event. If a team of photographers is appointed, the appointment will include the names of all team members.
- 3.4. Photographers must report to the Event Coordinator the morning of the event for briefing and attend any other event briefings at the request of the Event Organiser.
- 3.5. Photographers must abide by all directions given by the Event Coordinator.
- 3.6. Personalised approval cards must be carried at all times.
- 3.7. High Vis vest must be worn at all times whilst on duty.
- 3.8. Photographers must be respectful of Members wishes in regard to the recording of images.
- 3.9. Member Clubs and Event Organisers may cancel the appointment of an Approved Photographer if they believe the photographer is in breach of the Visual Images Policy or other policies or the Codes of Conduct.
- 3.10. Approved Photographers are not covered by Pony Club WA insurance. Pony Club WA recommends to its Approved Photographers that they have their own liability cover. Pony Club WA and Member Clubs may refuse to use Approved Photographers who do not have liability cover.
- 3.11. A list of current Approved Photographers is published on the Pony Club WA website. In addition to asking photographers for their current Appointed Photographer ID Card, Event Organisers must check the validity of a photographer's approval on the Pony Club WA website prior to each and every appointment.
- 3.12. Pony Club WA permits parents, relatives, friends and Club representatives to take photos and videos of their child(ren) under the following conditions:
  - 3.12.1 images comply with the Visual Images Policy;
  - 3.12.2 images are not to be used for financial gain;
  - 3.12.3 images are only to be published on Social Media sites with the parent's permission; and
  - 3.12.4 the person taking photos or videos must not compromise the safety or performance of other members or competitors.

#### **4. Visual Images Information for Members**

- 4.1. All official photographers at Pony Club WA events must be Approved Photographers.
- 4.2. Approved Photographers abide by the Visual Images Policy, in conjunction with the Member Protection Policy, the purpose of which is to provide a safe environment for children engaged in or affiliated with Pony Club WA events.
- 4.3. It is the member's responsibility to inform Event Organisers in writing if they DO NOT wish to be photographed by the official event photographers at least 48 hours prior to the event.
- 4.4. Members may notify the Organising Committee if they believe an event photographer is in breach of the Visual Images Policy or other policies or the Codes of Conduct.
- 4.5. Pony Club WA permits parents, relatives, friends and Club representatives to take photos and videos of their child(ren) under the following conditions:
  - 3.12.1 images comply with the Visual Images Policy;
  - 3.12.2 images are not to be used for financial gain;
  - 3.12.3 images are only to be published on Social Media sites with the parent's permission; and
  - 3.12.4 the person taking photos or videos must not compromise the safety or performance of other members or competitors.