



Communication, Digital Media & Photography Policy

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This policy replaces/combines	Communication Policy, Digital Communication Policy, Photography Policy

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Introduction

Frankston District Netball Association (FDNA) (Including Peninsula Waves) is committed to providing a safe, respectful, inclusive and well-managed environment for everyone who participates in, supports, works within or attends FDNA activities.

Communication, digital media and photography are important parts of modern community sport. They help FDNA share information, celebrate participation, promote programs and engage with members and the wider community. These activities must be managed carefully to protect privacy, child safety, confidentiality and the reputation of FDNA and its members.

This policy brings together FDNA requirements for general communication, digital communication and social media, and photography, video and image use. It is structured so each area can be read separately, while still operating as one consistent policy framework.

Scope

This policy applies to all communication, digital media activity, photography, video recording and image use connected with FDNA activities, programs, venues, competitions, events, and official platforms.

For the purpose of this policy, FDNA activities and venues include FDNA competitions, programs and events, Peninsula Waves programs and activities, FDNA representative and development programs, Jubilee Park Stadium operations, venue hire, community sport activities and any other activity conducted, hosted, managed or supported by FDNA or at an FDNA-managed venue.

This Policy applies to the following, who will for the purposes of the Policy may be defined as "members":

- Board members, employees, volunteers, contractors and officials
- Coaches, team managers, umpires, scorers and program staff
- Clubs, club representatives and affiliated users
- Players, parents, guardians, spectators and visitors
- Photographers, media representatives and commercial service providers
- Any person using FDNA communication channels, attending FDNA venues or participating in FDNA activities
- Peninsula Waves staff, coaches, players, families, committee members, volunteers and supporters,
- Jubilee Park Stadium users including venue hirers, other sporting associations, opposition teams, program providers, contractors and general visitors.

The policy applies whether communication or content is created through FDNA systems, external platforms, personal devices, social media accounts, photography equipment, or any other communication or recording method connected to FDNA activity. It also applies where conduct occurs at Jubilee Park Stadium or in connection with FDNA, Peninsula Waves, venue hire, events, programs, competitions, social media, online platforms or public-facing communications associated with FDNA-managed activities.

Guiding Principles

- **Safety:** communication and content must support a safe environment, particularly for children and young people.
- **Respect:** interactions must be courteous, inclusive, and free from bullying, harassment, discrimination, or intimidation.
- **Privacy:** personal and sensitive information must be handled responsibly and only shared where appropriate.
- **Accountability:** users are responsible for what they say, post, publish, photograph, record or distribute.
- **Clarity:** the policy is structured to make it easy for different user groups to locate the rules that apply to them.
- **Consent:** consent must be informed, freely given, specific to the intended use, and able to be withdrawn for future use. FDNA will consider not only whether permission has been obtained, but also where and how images or recordings will be shared, especially where children and young people are identifiable.
- **Professionalism, Branding and Intellectual Property:** communication and content must be accurate, professional, consistent with FDNA branding and values, and must respect copyright, ownership, intellectual property and authorised use requirements.

Related documents	FDNA Child Safety policies, Member Protection policies, Privacy processes, Photography forms and event notices: https://frankstonnetball.com.au/child-safety/ and https://frankstonnetball.com.au/policies/; Netball Victoria and Netball Australia guidance from Netball Australia's Safeguarding Children and Young People Policy: https://netball.com.au/integrity-policies and https://netball.com.au/sites/netballnation/files/2025-01/INT004%20Safeguarding%20Children%20%26%20Young%20People%20Policy%20Effective%20Date%201%20February%202025_0.pdf; eSafety Commissioner guidance on consent for sharing photos and videos: https://www.esafety.gov.au/young-people/consent-sharing-photos-videos; Sport Integrity Australia Children and Young People Safe Practices Do's and Don'ts: https://www.sportintegrity.gov.au/dos-and-donts; Sport Integrity Australia Photography and Filming of Children and Young People in Sport: https://www.sportintegrity.gov.au/for-you/view-all-resources/photography-and-filming-of-children-and-young-people-sport-guide.
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PART A - Communication Policy

1. Purpose

The purpose of Part A is to set clear expectations for respectful, accurate and appropriate communication by FDNA and by all users covered by this policy when communicating in connection with FDNA activities, venues, programs, services or platforms.

2. Communication Standards

- Communication must be respectful, timely, accurate and relevant to FDNA activity.
- Communication must not include offensive, abusive, discriminatory, threatening or harassing language.
- Confidential information, complaints, investigations and personal details must not be shared without authority.
- Communication should support FDNA values and contribute to a safe and inclusive environment.

3. Approved Communication Channels

FDNA may communicate through approved channels including email, Team App, website notices, SMS, telephone, online forms, social media platforms and other FDNA-approved systems.

4. Communication with Children and Young People

- Communication with children and young people must prioritise child safety at all times.
- Wherever possible, communication should occur through a parent/guardian or include another approved adult.
- Communication must be limited to legitimate sporting, program or organisational matters.
- Private or informal communication with children and young people must not be used in a way that could create safety or safeguarding concerns.

5. Privacy and Confidentiality

FDNA users must protect personal information and confidential organisational information. Information must only be collected, used, disclosed or stored for legitimate FDNA purposes and in accordance with applicable privacy and child safety obligations.

PART B - Digital Communication and Social Media

6. Purpose

The purpose of Part B is to guide safe, respectful and appropriate digital communication and social media activity involving FDNA.

7. Official Digital Platforms

- Official FDNA digital platforms may include the FDNA website, Facebook, Instagram, LinkedIn, YouTube, Team App, online registration systems, and other approved platforms.
- Official accounts established for FDNA, Peninsula Waves, FDNA Squad, Jubilee Park Stadium or other FDNA activities remains the property of FDNA. This includes accounts or platforms used to communicate with Peninsula Waves players, families, committees and volunteers, and accounts used for Jubilee Park Stadium user groups, hirers, programs, community sport and venue communications.
- Only authorised people may publish content on official FDNA platforms.
- FDNA may moderate, hide, delete or restrict comments or interactions on official platforms where they are inconsistent with this policy.

8. Social Media Standards

For the purpose of this section, social media activity includes posts, comments, replies, direct messages, tags, shares, reviews, reactions, and any other interaction on FDNA official platforms or platforms connected with FDNA activities.

- Content must be respectful, accurate, and consistent with FDNA values.
- Users must not post bullying, harassing, discriminatory, defamatory, threatening, or offensive material.
- Users must not publish confidential, private, or sensitive information without appropriate authority or consent.
- Users must consider whether personal posts may reasonably be connected with FDNA, particularly where they identify themselves as associated with FDNA.

9. Digital Communication with Children and Young People

- Adults representing FDNA must not use digital communication to establish inappropriate relationships with children or young people.
- Group communication involving children should use approved channels and include parents/guardians or other approved adults where appropriate.
- Staff, volunteers, officials and coaches must comply with FDNA child safety requirements when communicating online.
- Adults in positions of authority must maintain professional boundaries online and must not use personal devices or private digital channels to capture, request, send or share images of children and young people unless authorised by FDNA and consistent with child safe practices.

10. Content Creation and Publishing

This section applies to content created, published, shared, supplied or repurposed by FDNA, FDNA representatives, clubs, contractors, photographers, media, commercial partners or any other person or organisation where the content relates to FDNA activities, venues, programs, participants, official platforms, branding or FDNA-owned material.

- Published content should be accurate, appropriate, respectful and aligned with FDNA values.
- Content must respect copyright, privacy, consent, intellectual property, branding and authorised use requirements. FDNA-owned content, including logos, images, recordings, templates, written material, graphics, designs and official digital assets, must not be copied, altered, republished or used for another purpose without appropriate authority.
- AI-generated content may be used only where it has been reviewed by an authorised FDNA representative before publication.
- Before publishing images or recordings of children and young people, FDNA should confirm the intended audience, platform, purpose and level of identifiability are appropriate and consistent with the consent provided.

11. Play By The Rules and Best Practice Guidance

FDNA acknowledges that Play By The Rules and other sport integrity organisations publish current guidance and practical resources for safe, fair and inclusive sport. Consideration should be given to relevant current guidance when reviewing online communication practices, social media behaviour and digital interactions. This policy should also be read alongside Netball Victoria and Netball Australia guidance, including Appendix 4: Child Safe Practices, and relevant eSafety Commissioner and Sport Integrity Australia resources dealing with consent, image sharing, online safety, child safe practices, photography and filming.

PART C - Photography, Video and Image Use

12. Purpose

The purpose of Part C is to manage photography, video recording and image use at FDNA activities in a way that supports promotion and participation while protecting privacy, child safety and the dignity of all participants.

13. Photography and Recording at FDNA Activities

- FDNA may conduct photography and recording at FDNA venues, competitions, programs and events at our sole discretion.
- FDNA reserves the right, at its sole discretion, to approve, refuse, limit, suspend or withdraw permission for any person or organisation to photograph, film or record at FDNA venues, competitions, programs or events. No person or organisation has the right to photograph, film or record at an FDNA venue or activity. Compliance with this Policy, FDNA directions, venue conditions and any event-specific requirements is a condition of entry and ongoing attendance at any FDNA venue or activity.
- Any person or organisation required to seek approval must complete FDNA's photography, filming and recording approval process before photographing, filming or recording. This may include submitting the Request Permission to Photograph, Film or Record form at Appendix C and complying with any conditions approved by FDNA.
- All photography and recording must be respectful, appropriate and consistent with a safe sporting environment.
- FDNA may restrict or prohibit photography or recording where there are privacy, child safety, legal, operational or wellbeing concerns.
- Any person photographing, filming or recording without prior permission, or in a way that is inconsistent with this Policy or FDNA directions, may be asked to identify themselves, explain the purpose of the photography or recording, stop photographing, filming or recording, delete or remove content where appropriate, leave the venue, or be refused future permission.
- FDNA requires prior authorisation before a person in a position of authority, professional photographer, media representative, contractor, club, content creator or external organisation photographs, films or records children and young people at FDNA activities. Where approval is required, the person or organisation must follow the approval process and may be required to submit the Request Permission to Photograph, Film or Record form at Appendix C before any photography, filming or recording occurs.

14. Consent and Notices

- Consent for photography and promotional image use may be collected through registration processes, event notices, separate forms or specific permissions.
- If a person has a concern about being photographed or recorded, they should notify FDNA management or the event organiser as early as possible.
- FDNA will consider concerns on a case-by-case basis, particularly where child safety, privacy, family violence, court orders or wellbeing concerns are raised.
- Consent should identify the type of content, the purpose of use, where it may be published or shared, whether the person will be identifiable, and whether names or other identifying details may be used. Consent for one purpose does not automatically permit use for another purpose.

15. Appropriate Image Use

- Images should focus on participation, achievement, teamwork, community engagement and FDNA activities.
- Images must not be used in a misleading, exploitative, humiliating or inappropriate way.
- Children and young people should not be identified by full name in connection with photographs unless there is a legitimate FDNA purpose and appropriate consent.
- Images should not reveal unnecessary personal information, location details or identifying information that may create risk.
- Images of children and young people must not be taken or used in private areas, change rooms, bathrooms, first aid areas or any setting where a person would reasonably expect privacy.

16. Clubs, Parents, Spectators and Everyday Users

FDNA recognises that parents, guardians, clubs and supporters often take photographs or video for personal, team or promotional purposes. This is generally acceptable where the photography is respectful, lawful, appropriate and does not create privacy or child safety concerns.

- Photography of a person's own child is generally less likely to create concern than publishing images that include other children or participants.
- Extra care should be taken when posting images publicly, particularly on accounts that are not private.
- If a photo or video includes other people, users should request consent from those people prior to taking any photo.
- FDNA may request that an image or video be removed from public view if it creates a privacy, child safety or reputational concern.
- If a person asks for an image or recording of themselves or their child to be removed, FDNA expects the request to be acted on promptly where reasonable and safe to do so, particularly for public posts.
- Permission should be sought prior to taking photographs/video using the Consent Form appropriate to the user/purpose.

17. Professional, Commercial and Media Photography

- Professional photographers, media representatives and commercial users require approval from FDNA before photographing or recording.
- Approved photographers must comply with FDNA directions, venue requirements and any event-specific conditions.
- FDNA may withdraw permission if the activity is inappropriate, disruptive or inconsistent with this policy.
- Professional, commercial and media photographers should be briefed on child safe expectations before commencing, including approved areas, permitted subjects, consent limits, storage or transfer of images, and restrictions on publication or tagging of children and young people.

PART D - Reporting, Breaches and Review

18. Reporting Concerns

Concerns about communication, social media, photography, privacy, confidentiality or child safety should be reported to FDNA management as soon as practicable. This includes concerns raised by or about FDNA members, Peninsula Waves participants and families, staff, volunteers, committees, Jubilee Park Stadium users, other sporting groups, venue hirers, contractors, visitors or members of the public attending FDNA-managed activities or venues.

- Urgent child safety or immediate wellbeing concerns should be escalated immediately in accordance with FDNA child safety procedures: [Child Safety – Frankston District Netball Association](#).
- Concerns about public posts, unauthorised images or inappropriate digital conduct should include relevant details such as screenshots, links, dates, times and people involved, where safe and appropriate.
- FDNA will manage reports in a fair, confidential and proportionate manner in accordance with the Complaints Policy found here: [Policies – Frankston District Netball Association](#).

19. Breaches of this Policy

- FDNA may request removal of content, withdrawal of posts, deletion of images, or cessation of photography or recording.
- Breaches may result in warnings, suspension, loss of access, removal of roles, membership consequences or referral to relevant authorities where required.
- FDNA will consider the seriousness of the conduct, the risk created, whether the conduct involved children or young people, and any repeated or deliberate behavior.
- Where conduct may involve a breach of child safe practices, privacy requirements, image-based abuse, harmful online content or a risk to a child or young person, FDNA should escalate the matter in accordance with relevant safeguarding, integrity, reporting and legal obligations.

20. Roles and Responsibilities

Role	Responsibilities
Board of Management	Approve, review and oversee the policy framework.
Staff and authorised administrators	Apply the policy, publish approved content and respond to concerns.
Coaches, officials and volunteers	Use appropriate communication channels and comply with child safety requirements.
Clubs and representatives	Share relevant policy sections with members and support respectful conduct.
Parents, guardians, spectators and visitors	Use communication, social media, photography and recording responsibly.
Peninsula Waves participants	Follow FDNA communication, digital media, photography and child safety expectations when participating in or representing Peninsula Waves activities.
Jubilee Park Stadium users	Seek approval where required and comply with FDNA directions.
Photographers and media	Seek approval where required and comply with FDNA directions.

Appendix A - Photography, Video and Image Consent Form

Purpose

Use this form where FDNA requires clear consent to capture, publish or use photos, video, audio or digital images for FDNA communication, promotional, reporting or historical purposes.

Recommended use

- This form should be incorporated into registration, enrolment or onboarding processes where practical, including for Peninsula Waves, FDNA Squad, Academy, development programs, representative programs, clinics, camps and other programs where FDNA may capture or use participant images or recordings.
- Promotional campaigns, presentations, annual reports, social media, websites, signage, newsletters and digital advertising.
- Situations where a participant, parent/guardian, club or staff member has requested that consent be recorded separately.
- Any circumstance where the image may be used beyond routine participation coverage.

Participant / subject details

Participant / subject name	
Date of birth (if under 18)	
Program / team / club	
Parent / guardian name	
Contact phone / email	

Consent statement

I give permission for FDNA to photograph, film, record or otherwise capture images or recordings of the participant named above in connection with FDNA activities, programs, competitions, events and promotional purposes.

I understand that approved images or recordings may be used by FDNA for reasonable organisational purposes, including communication with members, promotion of participation, recognition of achievements, event coverage, annual reporting and community engagement.

Permitted uses

Check	Requirement
☐	FDNA website, newsletters, reports and printed publications.
☐	FDNA official social media platforms and approved digital channels.
☐	Event promotion, participation campaigns and community sport promotion.
☐	Internal presentations, grant reporting, Board reporting or council/stakeholder reporting.
☐	Historical records and archives relating to FDNA activities.

Important privacy and child safety conditions

- FDNA will aim to use images respectfully and appropriately.
- FDNA will avoid publishing full names of children with images unless there is a legitimate organisational purpose and appropriate consent.
- FDNA will consider requests to remove or not use an image where privacy, child safety, wellbeing or legal concerns are raised.
- Consent may be withdrawn for future image use by contacting FDNA in writing. Withdrawal may not remove material already published, printed or distributed before FDNA receives the request.

Consent options

Check	Requirement
☐	I consent to FDNA capturing and using images or recordings as described above.
☐	I consent only to internal FDNA use and do not consent to public social media use.
☐	I do not consent to images or recordings being used, except where incidental crowd or game footage cannot reasonably be avoided.
☐	I would like FDNA to contact me before publishing any identifiable image.
☐	I understand consent is specific to the uses selected above and may be withdrawn for future use by contacting FDNA in writing.

Restrictions or notes

Restrictions / safety notes (Describe any relevant privacy, wellbeing, legal or safety considerations)	
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Signature

Signature	
Name	
Date	
FDNA representative	

Appendix B - Event Photography and Recording Notice

Purpose

Use this notice at FDNA events, competitions, programs and venues where photography or recording may occur. It can be used on signs, event pages, registration communications, emails or team notices.

Short notice version

Event notice

Photography and video recording may occur at this FDNA event for participation, communication, promotional and reporting purposes. If you have a concern about being photographed or recorded, please speak with FDNA management or the event organiser as soon as possible.

Expanded notice version

Photography, video recording and digital content may be captured at this FDNA activity or venue. Images or recordings may be used by FDNA for reasonable organisational purposes, including event coverage, member communications, social media, website updates, reports, presentations and promotion of community sport.

By attending or participating, you acknowledge that photography or recording may occur. If you or your child should not be photographed or recorded due to privacy, child safety, wellbeing, legal or other concerns, please notify FDNA management or the event organiser as early as possible so reasonable steps can be considered.

Behaviour expectations for attendees

- Photography and recording must be respectful, lawful and appropriate.
- Do not take or publish images that are embarrassing, intrusive, exploitative or unsafe.
- Take extra care when publishing images that include children or people other than your own child.
- Consider whether your account is public and whether others in the image have consented to being publicly identifiable.
- FDNA may ask a person to stop photographing or recording, identify themselves, explain the purpose of recording or remove content where concerns arise.
- If someone asks you to remove an image or recording of them or their child, remove it promptly where reasonable and safe, and contact FDNA if you are unsure what to do.

Suggested sign layout

Heading	PHOTOGRAPHY AND VIDEO NOTICE
Main message	Photography and video recording may occur at this FDNA event.
Concern pathway	If you have a concern, please speak to FDNA management or the event organiser.
Policy reference	See Part C - Photography, Video and Image Use in the FDNA Communication, Digital Media and Photography Policy.

Event organiser checklist

Check	Requirement
☐	Notice included in event information or registration material where possible.
☐	Signage displayed at venue entry or key event areas where practical.
☐	Staff or volunteers know who to contact if a photography concern is raised.
☐	Any known non-consent, privacy or safety concerns are managed discreetly.
☐	Photographers or media representatives are briefed on FDNA expectations.
☐	Known consent restrictions and image-use limitations have been checked before images or recordings are published or shared.

Appendix C - Request Permission to Photograph, Film or Record

Purpose

Use this form where FDNA approval is required before a person or organisation photographs, films or records at FDNA venues, competitions, programs or events. This includes commercial photographers, media representatives, clubs, external organisations, contractors, researchers, sponsors, content creators or any person seeking permission to photograph, film or record beyond ordinary parent, guardian or spectator use.

When this form should be used:

- Professional, commercial, media or promotional photography or filming.
- Photography or recording for a third party, sponsor, external organisation or public campaign.
- Content creation intended for public distribution beyond ordinary family or club sharing.
- Any photography, filming or recording where FDNA determines additional controls are required.
- Any request involving children or young people, identifiable participants, FDNA branding, FDNA-owned content, official platforms or public distribution of images or recordings.

Applicant details

Applicant name	
Organisation / business	
Role / purpose	
Phone / email	
Working with Children Check	
Public liability / insurance	

Evidence of Working with Children Check, public liability insurance or other suitability information may be requested by FDNA before approval is granted.

Event / activity details

Event / program	
Date and time	
Venue / court area	
People / teams to be captured (including opposition teams)	
Intended use of content	
Where content will be published	
Storage, access and retention	

Applicant declaration

Check	Requirement
☐	I will comply with the FDNA Communication, Digital Media and Photography Policy, including Part C - Photography, Video and Image Use.
☐	I will photograph, film or record only for the purpose approved by FDNA.
☐	I will follow all FDNA directions, venue requirements and event conditions.
☐	I will not publish images or recordings that are inappropriate, unsafe, misleading, humiliating or exploitative.
☐	I will take particular care when capturing or publishing images of children and young people.
☐	I will stop photographing, filming or recording if directed by FDNA.
☐	I understand FDNA may withdraw permission or require content removal if concerns arise.
☐	I will not store, transfer, publish or repurpose images or recordings beyond the approval granted by FDNA, and I will delete or return content if directed by FDNA due to consent, privacy, safety or child safeguarding concerns.
☐	I have obtained permission from the opposition.

FDNA approval

Approved / Not approved	
Approved areas / limits	
Conditions of approval	
FDNA approver name	
Signature	
Date	

Practical conditions that may be applied

- Photography or recording only from approved areas.
- No photography in change rooms, bathrooms, first aid areas or other private locations.
- No publication of full names of children without approval and consent.
- Images to be supplied to FDNA for review before publication, if required.
- Media or photographer identification to be worn while onsite.
- Immediate deletion or removal of images if required by FDNA due to privacy, safety or wellbeing concerns.
- Written confirmation may be required that images or recordings will not be used for artificial intelligence training, facial recognition, unrelated commercial purposes or any purpose not approved by FDNA.