



LAKES SWIMMING CLUB

MEDIA POLICY

Purpose

The Lakes Swimming Club (LSC) is committed to promoting our club, celebrating our members' achievements, and ensuring a safe and respectful environment. This Media Policy outlines guidelines for the use of photographs, videos, and other media involving club members, events, and activities.

Scope

This policy applies to all LSC members, coaches, volunteers, parents/guardians, and any individuals or entities acting on behalf of the club, including when media is shared on social media, websites, newsletters, or other platforms.

1. Consent for Media Use

- **Parental/Guardian Consent:** For members under 18, written consent from a parent or legal guardian must be obtained before any media (photos, videos, etc.) featuring the member is used or published. Consent forms will be provided during registration or upon request.
- **Adult Member Consent:** Members aged 18 and over must provide written consent for their media to be used.
- **Opt-Out Option:** Members or their guardians may opt out of media use at any time by notifying the club in writing. The club will respect these preferences and ensure no media is used without consent.

2. Media Collection Guidelines

- **Authorised Personnel:** Only designated club photographers, videographers, or authorised volunteers may capture media during club events, training sessions, or competitions.
- **Respecting Privacy:** Media collection will focus on swimming-related activities and avoid capturing individuals in private or sensitive situations.
- **Event Announcements:** The club will notify members and families in advance when media will be collected at events, allowing time to opt out if desired.

3. Media Use and Sharing

- **Approved Platforms:** Media may be used on official LSC platforms, including the club website, social media accounts (e.g., Facebook, Instagram), newsletters, and promotional materials.
- **Purpose of Use:** Media will be used to promote the club, highlight achievements, or document events. Examples include sharing race highlights, team photos, or award ceremonies.
- **No Personal Information:** Media will not include personal details (e.g., full names, addresses, or contact information) unless explicit consent is provided. For minors, only first names may be used in captions or descriptions, if approved.
- **Third-Party Sharing:** Media will not be shared with third parties (e.g., external media outlets, sponsors) without prior consent from the individuals or their guardians.



4. Social Media Guidelines

- **Club Accounts:** Only authorised administrators may post media on official LSC social media accounts. Posts will align with the club's values of respect, inclusivity, and positivity.
- **Member and Family Posting:** Members and families are encouraged to share positive content about LSC but must respect the privacy of others. Do not post media featuring other members without their (or their guardian's) consent.
- **Content Reflecting on the Club:** Members who post content on personal social media accounts that brings the club into disrepute or questions its reputation will be required to remove the post immediately. The member will be contacted by the LSC Committee for a discussion regarding the incident, which may lead to further disciplinary action. Failure to remove or gross violation will be considered injurious or prejudicial and will be means for termination of a member's membership.
- **Tagging and Identification:** Avoid tagging or identifying individuals in media unless consent has been granted.

5. Safety and Safeguarding

- **Protecting Minors:** Media will be reviewed to ensure it is appropriate and does not compromise the safety or dignity of members, especially minors.
- **Reporting Concerns:** Any concerns about inappropriate media use or unauthorised sharing should be reported immediately to the LSC Committee.
- **Compliance with Laws:** All media activities will comply with applicable Australian laws, including child protection regulations and privacy laws (e.g., Privacy Act 1988).

6. Storage and Retention

- **Secure Storage:** Media will be stored securely on club-managed devices or cloud services with access restricted to authorised personnel.
- **Retention Period:** Media will be retained for a maximum of 5 years unless used for historical or promotional purposes, in which case consent will be reconfirmed.
- **Deletion Requests:** Members or guardians may request the deletion of specific media featuring them or their child by contacting the club in writing.

7. Policy Violations

- Unauthorised use of media, failure to obtain consent, or inappropriate sharing may result in disciplinary action, including suspension or termination of membership, as determined by the LSC Committee.
- The club reserves the right to remove any media from its platforms that violates this policy.

8. Review and Updates

This policy will be reviewed annually or as needed to ensure it remains relevant and effective. Members will be notified of any updates and can access the latest version on the LSC website or by request.

Contact Information

For questions, consent forms, or concerns regarding this Media Policy, please contact:

Lakes Swimming Club

Email: lakeswimming@ymail.com

Website: www.lakesorcas.com.au

Address: Corner of Boundary Road and Waterford Road, Wacol



MEDIA CONSENT & RELEASE FORM

Participant Information

Full Name of Swimmer: _____

Age: _____

Parent/Guardian Name (if under 18): _____

Contact Number: _____

Email: _____

I give permission for photographs and video footage to be taken of the above-named participant during Lakes Swimming Club events. I understand these materials may be used for promotional purposes, including but not limited to:

- Club website
- Social media (e.g., Facebook, Instagram)
- Flyers and brochures
- Newsletters
- Grant applications and reports

I acknowledge that these images and videos may be used without further notice and that no compensation is payable.

Consent to Use Participant's Name (Please tick one):

☐ Full Name

☐ First Initial

☐ No Name

Consent Agreement

By signing this form, I confirm that:

- I am the participant or a parent/legal guardian of the participant listed above.
- I have read and understood this Media Consent & Release Form.
- I voluntarily give permission for the use of media as outlined.

Signature: _____

Name (printed): _____

Date: _____

Office Use Only

Received By: _____

Date Received: _____