



## PHOTOGRAPH & VIDEO GUIDANCE

### Play, Active Recreation & Sport

Parents often want to celebrate the achievements of their children when taking part in activities by taking photographs or videos. Organisations may also want to promote their activities to encourage increased participation.

Taking photographs is not against the law but it is important that organisations are vigilant to ensure only those who have a justifiable reason for taking the picture/image can do so.

For further information on Sport New Zealand guidelines in relation to photography, please refer to [www.sportnz.org.nz/integrity](http://www.sportnz.org.nz/integrity).

There have been concerns about the risks posed directly and indirectly to children and young people through the use of images (photographs and videos) on websites, social networks, and other publications. Some individuals within these organisations have been convicted of using their positions of trust to take photos of children for their own sexual gratification and sharing the images with others online. Information or images placed on the internet has also been used by estranged parents (e.g. in adoption or family violence circumstances) to identify, trace, and cause significant difficulties for children and young people.

With regard to the actual content, it is difficult to specify exactly what is appropriate given the wide diversity of activities. However, there may be some activities (e.g. gymnastics or swimming) where the risk of potential misuse is much greater than for others. With these activities, the content of the photograph should focus on the activity rather than on a particular child and should avoid full face and body shots. So, for example, shots of children in a pool would be appropriate or, if poolside, waist or shoulder up.

Images can be used as a way of identifying children when associated with personal information, e.g., this is X who lives at Y; X is a member of the Z sports club and supports a certain team. This information can make a child vulnerable to an individual who sees an opportunity to contact and start to “groom” that child for abuse either online (e.g. through websites or social networking) or through direct contact in the off-line, ‘real’ world.

#### Things to remember...

- Permission should be sought from the young person and the parent
- Only use images of children in suitable dress/kit
- Images should positively reflect the activity (e.g. showing smiling participants rather than anxious or unhappy ones) and promote the best aspects of the sport
- Where possible, do not include the name of a child whose image is being used
- If naming a child or group of children in an image, only use their first names - this reduces the risk of inappropriate, unsolicited attention from others
- Avoid including other detailed information about individual children that might help identification.
- Parents photographing/videoing children while participating on the field/court is fine, however in the changing room or a billet bedroom it is not
- Amateur photographers/film/video operators wishing to record an event, game or training session should seek accreditation with the event organiser or leader of session, where possible they should wear a high viz vest identifying them as the designated photographer of the event