

---

# Albury Wodonga Junior Football League

## Filming & Photography Policy

### APRIL 2026

#### **Our Priority**

Children's safety and enjoyment always come first. This policy applies to all players, parents & guardians, coaches, volunteers, spectators, and league & club officials. Thank you for helping create a positive and respectful junior football environment.

The AWJFL and member clubs are committed to:

- Providing a safe and inclusive environment for children
- Respecting the rights and privacy of all participants
- Preventing misuse of images or footage
- Ensuring all filming and photography is conducted appropriately and lawfully
- Media consent collected at point of club registration
- Safe storage of media content (photos and videos)

In addition to this policy, the following resources offer useful information and guidelines.

[AFL National Community Football Policy Handbook](#)

[Sport Integrity Australia – Safeguarding in Sport](#)

#### **Events conducted in Public Areas**

Where the event or activity is conducted in a public area, there are no laws restricting photography of people (including children and young people), as long as the images themselves are not illegal. This means that members of the public can take photos or videos as long as they are not:

- Indecent (such as 'up skirt' or 'down-blouse' photos or videos)
- Taken covertly in change rooms or toilets
- Taken or used for sexual pleasure
- For the purpose of observing a person's genital or anal region
- Protected by a court order (such as child custody or witness protection)
- Defamatory
- Being taken or used for commercial purposes (to endorse or sell a product) without the person's consent

---

### **Club Guidelines**

This policy outlines the rules and expectations regarding the filming, photography, and recording of Junior AFL matches and training sessions to:

- Support player development and coaching
- Protect the safety, privacy, and wellbeing of children
- Ensure compliance with AFL safeguarding and member protection frameworks
- Promote respectful and appropriate use of images and video
- The club may restrict filming and photography if it breaches safety, privacy, or behaviour standards

### **Umpire Report and Incident Referral**

Under PART E – DISCIPLINARY (page 65 of AFL NCFPH), video footage from matches may be utilised to review incidents where an umpire makes a report or a club refers an incident to the league from a match. The league may request a copy of the match footage for review purposes. Member clubs must provide the full and unedited footage to the league upon such requests.

### **Social Media**

All members must:

- Refrain from posting content that is abusive, defamatory, or critical of players, umpires, coaches, or officials
- Avoid tagging minors by full name without consent
- Ensure content aligns with the club's Code of Conduct
- Remove content if requested due to child safety concerns
- No abusive or critical commentary about players, umpires, coaches or other participants
- No footage or images to be used to publicly criticise officiating
- No posting that breaches child safety or bullying policies

The AWJFL endorses the [AFL National Community Football Policy](#) in full. Section 12, Social Media, can be found on pages 50 and 51 of the policy.

---

## Parent Guidelines

### ✔ You May:

- Film or photograph your own child during matches and training
- Take general team photos (where no child has opted out)
- Share positive moments with family and friends

### ⊘ You Must Not:

- Enter the field of play to film
- Use drones or elevated platforms without approval
- Film for the purpose of criticising players, umpires, coaches or other participants
- Post footage or images online that embarrasses or targets a child
- Identify children by full name online without parent consent
- Live stream games without club approval



### Social Media Expectations

- Keep comments respectful and positive
- Do not criticise players, umpires, coaches or other participants
- Remove any content if requested due to safety or privacy concerns
- Remember: these are children's games



### Privacy & Consent

- Some families may choose not to have their child photographed or filmed
- Please respect this choice and comply if advised that a player is not to be photographed or filmed

### ⚠ If There Are Concerns

- Speak politely to a club official on the day, or contact the Club Child Safety Officer