

BENDIGO TENNIS ASSOCIATION PHOTOGRAPHY AND FILMING (MEDIA USE) POLICY

INTRODUCTION

The Bendigo Tennis Association (BTA) is conscious of the impact of media use on the welfare and reputation of all BTA players, spectators and visitors to the Bendigo Regional Tennis Centre.

In particular, the BTA is mindful of the need to protect the welfare and safety of its junior players and visiting children in regard to media use.

“Media use” includes the capturing of photographic images or audio visual footage, whether or not the captured image or footage is subsequently posted or streamed.

This policy also provides guidelines for determining the ownership of the captured media and the intellectual property rights involved in its distribution.

PURPOSE

This policy is intended to ensure that filming, streaming and photography is undertaken with prior approval of the BTA and can only be used for the purpose for which it is collected.

Specifically, it is designed to prevent any unauthorised filming and photography that may be used by anyone for purposes not in accordance with the BTA values.

PRINCIPLES OF MEDIA USE

The BTA reserves the right to determine the use of media and at its facilities, competitions and activities and to limit or control the distribution of the media use.

All media and information collated must be treated with respect and only used in accordance with the rules under which it was obtained.

Any media and information obtained with the approval of the BTA cannot be used in any public forum or for the gain of others.

This policy respects the rights, dignity and culture of others.

This policy promotes human rights and equality, and the safety of children.

RESPONSIBILITIES

It is the responsibility of the Committee of Management of Bendigo Tennis Association to protect individuals and the association from inappropriate or unauthorised use of media material.

Any unauthorised use of media material for ulterior uses will not be tolerated and immediate action will be taken to address the unauthorised use.

RULES

Publicity, Promotions and Use of Image

1. In consideration of accepting your entry into all competitions operated at BTA facilities, you grant and assign to BTA, the Event Host and any applicable third party (at the reasonable discretion of the BTA) the right in perpetuity throughout the world to make, use, show and reproduce moving pictures, still pictures and live, taped or filmed television, sound recordings and any other reproductions of any description of you during or in connection with the tournament. Individuals must agree that their name, voice, likeness, image and biographical material may also be used and reproduced in any way for the purpose of providing information and news in relation to the events at BTA facilities, audio visual coverage, distribution and broadcast of the events, archival purposes, and publicising, promoting and advertising BTA and the competition/event. Individuals acknowledge and agree that any usage, including for commercial purposes, is without compensation or notice to you, heirs, executors, administrators or assigns.
2. BTA or the Event Host may appoint third parties to attend selected competitions/events and produce recordings of on-court action (Authorised Filming). Third parties appointed to conduct Authorised Filming may make and reproduce still and motion pictures of participants for the purposes of selling footage back to BTA, Tennis Victoria, Tennis Australia, broadcasters or participants. Individuals must give verbal or written notice to any person conducting Authorised Filming prior to the match starting if you do not wish to be filmed. It is the participant's responsibility to seek out the person conducting Authorised Filming if you do not wish to be filmed. BTA and the Event Host will take reasonable steps to comply with individual's wishes regarding filming, subject to any agreements regarding broadcast of tournament matches.
3. No images or video footage of BTA operated facilities are to be used for other promotions without the written consent of the BTA. Any such consent would expressly detail what images or video footage are to be used, for what purpose and how this will be displayed and or distributed.

Filming and Photography

4. Participants acknowledge that, other than for private domestic purposes only, players and coaches, trainers and other guests are strictly prohibited from taking any photographs, still images, sound recordings, visual footage, audio-visual footage and any other reproductions in connection with any event at BTA operated facilities by any means (Recordings) for commercial purposes. If you do take any Recordings without BTA's consent you will, on request from BTA:

- a. assign all copyright and all other intellectual property rights in the Recordings to BTA, and
 - b. consent to BTA's use, dealing and exhibition of the Recordings for any purpose in any media in perpetuity world-wide and without payment to you.
5. Filming or photography of players on court for private domestic purposes is only permitted where:
- a. all players provide their express consent both to the filming/photography and to the purpose for which it is being taken (or, where a player is under 18, their parent or guardian provides express written consent),
 - b. the Event Host or venue operator provides its express consent to the proposed filming/photography on its premises, and
 - c. a flash is not to be used during play.
6. At all times, the facility delegate has discretion in relation to filming and photography. Any person acting inappropriately in the opinion of the facility delegate may be directed to cease taking photographs/film, may have his/her recording device confiscated while onsite at the event or may be asked to leave the venue.
7. BTA may arrange for officials to wear cameras to record matches at the tournaments and events including their interactions with players and other attendees at the event. By participating in a BTA operated competition or event, you consent to your voice, name, image, and/or likeness being recorded and used for monitoring, training and education purposes.
8. Restricted Areas: Filming and photography is strictly prohibited in restricted areas of BTA operated facilities including change rooms and toilets.

You can see the full regulations for tournaments here if it helps -

https://www.tennis.com.au/wp-content/uploads/2020/12/2021_Australian_Tournament_Regulations_FINAL.pdf