South Australian Amateur Soccer League Inc

Videos and Images Policy

Date Implemented	February 2023
Date Amended	February 2026
Policy to be reviewed	Annually

1. PURPOSE

The increasing use of social media, digital photos and videos has led to questions about when and where it is appropriate to take photos and video in relation to SAASL matches and events.
The South Australian Amateur Soccer League (SAASL) pursues high standards of safety in all aspects of soccer in South Australia. This guideline provides guidance for clubs, players, coaches and managers, and parents and friends, at SAASL matches and events regarding photography and video recording.

SAASL supports the responsible taking and use of photos and videos and encourages clubs and affiliated associations to record and create material in the promotion of the sport. In doing so it is essential that the reputation of SAASL, clubs, and the sport in general are not affected by anyone misusing social media tools, particularly in relation to any content that might be racist, defamatory or damage the reputation of SAASL and the sport.

This policy does not apply to SAASL accredited media personnel, or professional photography or broadcasting matters such as copyright infringement. This policy is not legal advice and must not be relied upon as such.
The purpose of this policy is to outline the taking, use, distribution and dissemination of video and images in relation to SAASL matches, training and any other sanctioned SAASL event.
This policy is designed to be read in conjunction with the SAASL Social Media Policy and Clause 13(c) of the SAASL Constitution.

2. SCOPE

2.1. This policy applies to all Spectators, Members, Coaches, Managers, Employees and Volunteers attending matches and trainings.

2.2. SAASL classifies all photographs, video and audio 'material' posted onto social media and sharing platforms as public comment and accessible to the public. Any material that may be considered derogatory, discriminatory, abusive, bullying, threatening, defamatory or inappropriate towards the SAASL or other persons bound by this policy must not be posted, shared or distributed externally.

2.3. When taking photos or videos of SAASL matches, trainings or events for professional or personal pursuits, all staff and members must respect the brands of SAASL, all League members and Clubs, and anybody else involved in our sport, and must follow the guidelines in place to ensure that SAASL's intellectual property or its relationships with sponsors and stakeholders is not compromised.

3. DEFINITIONS

League Members means those admitted as League Members under the Constitution.

Board means the SAASL Board as defined in the SAASL Constitution.

Camera means any device capable of taking images or video, including smartphones, video cameras, and other recording technology**.**

Soccer Activity means any activity of a soccer nature that takes place on the field of play or playing area, or within the external surrounds of a ground, or any other activity relating, or incidental, to the objects of SAASL.

Soccer Club means an entity formed for the purpose of playing soccer in competitions conducted by SAASL Members**.**

Members includes, but is not limited to:
- League members
- Soccer Clubs
- Participants.

Participants means Players, Coaches, Office Holders, Match Official and Spectators.

Players means a player registered with a Member Club.

SAASL means the South Australian Amateur Soccer League.

Spectator mean a person who attends a soccer activity to watch the sport only.

Photograph means a picture or image recorded on a device.

Video means recording a video or film.

4. GENERAL POSITION

In public spaces

4.1. In Australia there is generally no law restricting photography of people (including children) in public spaces.

4.2. As a general rule, photography and video recording is not restricted in public spaces provided the images are not:

4.2.1. indecent (i.e. taken within change rooms or toilets or invade privacy) or provocative in relation to minors;

4.2.2. being used for voyeurism, or for the purpose of recording a person's private areas;

4.2.3. protected by a court order (i.e. child custody); or

4.2.4. for commercial purposes (i.e. used for endorsement without permission).

4.3. There are some State or local laws (i.e. some beaches have banned taking photos of people), but there is no overall law banning photos (including of children) in public areas or for soccer.

On private property

4.4. Where an event such as a soccer match is held on private property the owners of the private property are able to restrict or ban photography or videoing.

4.5. Private property in this example includes a privately-owned stadium, other privately owned land, a school, or enclosed council-owned facilities (but not, for example, a council park or unenclosed council oval or pitch that the public may freely enter). Where a club leases or licences a council park or pitch, restricting photos or videos will depend upon the provisions of the lease / licence (a licence is unlikely to grant such rights, whereas a lease may be more likely to grant such ability). Clubs should check the specific provisions of their agreement.

4.6. A person may still be able to photograph or record things occurring inside the private property (unless for indecent or improper purposes) from outside the private property.

5. PHOTOS OR VIDEOS AT SAASL MATCHES OR EVENTS

5.1. The general starting point is that photos or videos of people may be taken in a public place.

5.2. At soccer games this is more often than not parents and friends taking photographs of their children, or amateur or professional photographers filming a match.

5.3. Some people; however, may consider photos or videos of themselves or their children to be unwarranted or obtrusive.

5.4. Whilst there is no generally recognised right to privacy in these situations, common sense and courtesy must always apply.

6. PERSONAL SAFETY AND MISCONDUCT MATTERS

Unfortunately, soccer is not immune to misconduct occurring at matches or events. Your safety, and the safety of those attending soccer matches, is paramount.
If misconduct occurs and you want to record it, please remember the following guidelines:

6.1. Safety is your first consideration. Only record misconduct if safe to do so.

6.2. Be careful to not inflame the situation. Sometimes a “flare-up” that would ordinarily settle down quickly may be heightened if being recorded.

6.3. Only record the misconduct: do not keep a video trained on an individual “just in case” they might act-up. This is likely to inflame a situation and cause conflict.

6.4. Avoid following someone around recording everything they do or say, or baiting them into action in order to lure a response. This is not viewed favourably by SAASL (and unlikely to be viewed favourably by the Disciplinary Committee).

6.5. Do not post recordings of misconduct on social media (Facebook, YouTube, Twitter, Snapchat, etc). This may create further tensions and may expose you to personal liability.

6.6. Advise SAASL if you have a recording of an incident as soon as practicable. Don’t wait until SAASL approaches you, as the League we may not be aware that you are waiting to hear from them.

6.7. If police are called to a scene of misconduct, advise the League as soon as possible.

6.8. SAASL will assess all photos / videos of misconduct that are submitted for breaches of the SAASL Code of Conduct. You may be required to provide further information to help with the case.

6.9. Recordings of misconduct must not be distributed or disseminated to journalists, media organisations or online publishers without prior authorisation of SAASL.

6.10. Clubs will be held liable for the unauthorised distribution or dissemination of photos or videos to journalists, media organisations or online publishers, and a breach of this policy may result in SAASL implementing sanctions against one or both of the clubs involved in the game from which material is distributed.

6.11. Recordings which may bring the reputation and goodwill of the SAASL into disrepute must not be published. If you have any photos / videos of misconduct you should bring this to the attention of the SAASL as soon as practicable and before any other action is taken.

7. TAKING AND USING IMAGES TO PROMOTE CLUB

7.1. SAASL acknowledges that its Clubs and Teams may seek to promote soccer in magazines, posters, on websites, through social media and so on.

7.2. SAASL encourages the use of promotional material by Clubs to generate positive interest, attendance, engagement and culture in a manner which increases the reputation and standing of the Club and SAASL alike.

7.3. Any photography or footage of games, such as highlights or “action shots” can be used by SAASL Clubs to promote the Club in a positive manner and to maintain an online presence.

7.4. SAASL does not permit Clubs to post full recordings of SAASL games in a public forum, such as on social media or on Club websites without the prior written permission of the SAASL Board.

8. TAKING AND USING IMAGES FOR TRAINING AND EDUCATION PURPOSES

8.1. The emergence of soccer focused technology, such as the “Veo Sports Camera,” has made the recording of games and trainings easier than ever before.

8.2. SAASL permits Clubs to record and document games and trainings and for that material to be used for the purposes of training and education within the internal confines of those affiliated with each Club.

8.3. SAASL does not permit Clubs to share or distribute content or material obtained at games or trainings for training or educational purposes on public forums or between two affiliated SAASL Clubs.

9. BREACH OF POLICY

9.1. SAASL does not actively monitor the social media and wider published content of persons bound by this policy. SAASL does; however, monitor content which could impact on SAASL, its Clubs, its sponsors and the sport in general.

9.2. Social media and televised media postings may be brought to the attention of SAASL by others.

9.3. If a breach of this policy is identified, SAASL may take action in accordance with the SAASL Constitution, the Disciplinary and Appeals Rules, the Codes of Conducts and other relevant policies.

9.4. A breach of this policy may result in the implementation of one or more of the following sanctions:

9.4.1. Reprimand.

9.4.2. A fine.

9.4.3. Placement of the individual on a bond.

9.4.4. Suspension from participating in a match or matches.

9.4.5. Termination of registration.

9.4.6. Ban on taking part in any soccer-related activity, including as a spectator.

9.4.7. Termination of employment or volunteer position.

9.4.8. Such other disciplinary sanction as is appropriate in all circumstances, including as prescribed in the Football Australia Statutes.

9.4.9. In extreme circumstances where conduct poses a risk to another person or property it will be reported to the police, where necessary.

10. CONTACT

Please contact SAASL to discuss any questions or concerns regarding this policy. Clubs should contact their respective Club Coordinator in the first instance, or email admin@saasl.com.au with the heading “Video and Images Policy” in the subject line.

Signed SAASL President

23/2/2026

Date

M. Pearson

Signed SAASL Business Manager

24/02/26

Date