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Omeo District Football Netball League

SOCIAL MEDIA AND CYBERSAFETY POLICY

Rationale

The WorkSafe AFL Vic Country has an obligation to maintain a safe physical and emotional environment for league officials, staff, registered players, umpires, coaches, club members, parents, spectators and sponsors. This responsibility is increasingly being linked to the use of the Internet and Information & Communication Technologies (ICT) and has seen the emergence of a number of related Cybersafety issues. The Internet and ICT devices/equipment bring great benefits to all users and to the effective operation of the WorkSafe AFL Vic Country, individual Leagues and clubs.

The WorkSafe AFL Vic Country places a high priority on the acceptable use of ICT devices/equipment which will benefit members however; it recognises that the presence in the sporting arena of these technologies can also facilitate anti-social, inappropriate, and even illegal behaviour and activities. The WorkSafe AFL Vic Country aims, therefore, to maximise the benefits of these technologies, while at the same time to minimise the dangers and manage the risks.

UNDERLYING PRINCIPLES

The policy is written in light of the Mission Statement of the WorkSafe AFL Vic Country whereby the WorkSafe AFL Vic Country aims:

To Develop, Foster, Co-ordinate and Sustain Australian Football at the Club and League level throughout Country Victoria

Policy

The WorkSafe AFL Vic Country and its member clubs will develop and maintain rigorous and effective Cybersafety practices which aim to maximise the benefits of the Internet and ICT and allow for the effective operation of the WorkSafe AFL Vic Country and member leagues and clubs, whilst minimising and managing any risks. These Cybersafety practices will aim to not only maintain a cyber safe sporting environment but also to address the needs of the league officials and club members to receive education about the safe and responsible use of present and developing information and communication technologies.

Associated issues the League will address include the need for relevant education about Cybersafety for the WorkSafe AFL Vic Country and its leagues & clubs, the need for ongoing funding for Cybersafety practices through inclusion in the annual budget, implications for the design and delivery of the cybersafety program, the professional development and training, disciplinary responses to breaches of the cybersafety policy and the availability of appropriate professional support.

The WorkSafe AFL Vic Country takes seriously its responsibility in providing robust policy, guidelines and education for its members in relation to what is deemed acceptable and appropriate online behaviours. The League and/or club name, motto, crest, logo and/or uniform must not be used in any way which would result in a negative impact for the league or club and its members. Members of the WorkSafe AFL Vic Country and its clubs have a responsibility to ensure that all online communications are in keeping with the leagues expectations in relation to appropriate and respectful interactions with officials, coaches, umpires, players, parents, spectators and sponsors. Players will not post inappropriate comments about individual WorkSafe AFL Vic Country or club members which if said in person during the playing of a game would result in disciplinary action being taken.

“Cyberbullying is a way of delivering covert psychological bullying. It uses information and communication technologies to support deliberate, repeated and hostile behaviour, by an individual or group that is intended to harm others.”

(Belsey 2007)

Cyberbullying includes, but is not limited to, the following misuses of technology: harassing, teasing, intimidating, racially vilifying or threatening another person by sending or posting inappropriate and hurtful e-mail messages, instant messages, text messages, phone messages, digital pictures or images, or Web site postings (including social network sites eg Facebook or blogs) and the sending, receiving and/or possession of naked or sexually explicit images of a person. Club members must also be aware that postings from their individual accounts, whether done by themselves or another person will remain the responsibility of the account owner. All members of the WorkSafe AFL Vic Country and individual clubs must be aware that in certain circumstances where a crime has been committed, they may also be subjected to a criminal investigation by Police over which the league and/or club will have no control. This particularly applies to ‘sexting’ where the image is of a person under the age of 18 years whereby Police will be informed immediately a club becomes aware of the situation.

Procedure

WorkSafe AFL Vic Country and/or club officials or members who feel that they have been the victims of such misuses of technology should save and store the offending material on their computer, mobile phone or other device. They should then print a copy of the material and immediately report the incident to the relevant club/league representative.

All reports of cyberbullying and other technology misuses will be investigated fully in accordance with WorkSafe AFL Vic Country Rule 5.0 and may result in a notification to Police where the WorkSafe AFL Vic Country, league or club is legally obliged to do so.

If the WorkSafe AFL Vic Country and/or individual League’s executive receives a complaint about an online issue, the allegations will be forwarded to the relevant League Investigation Officer.

If there is evidence, charges will be laid and the complaint will proceed to the League’s Independent Tribunal, exactly the same as if the investigation relates to physical violence or other reportable offences.

Penalties

Any proven charges will automatically lead to a minimum of a two (2) match suspension for a registered player. In deciding the final penalty, consideration will be given to the seriousness of the act, the impact on the victim, the impact on the club/league/ WorkSafe AFL Vic Country and the prior good history or otherwise of the player. Players charged with these types of offences for a second or subsequent time and where a suspension has been previously imposed will face deregistration. Any player presented before the tribunal for the first or subsequent time on a cyberbullying offence must be aware that the penalties available to the tribunal members will cover the complete range including deregistration.

In the case of a non-playing club member being proved to have engaged in harassment or bullying, the club employing, engaging or otherwise associated with the person at the time of the conduct shall be deemed to be vicariously liable for the conduct of the person and shall pay to the League a penalty to be determined by the League.

Important terms used in this document:

- (a) The abbreviation 'ICT' in this document refers to the term 'Information, Communication and Technologies.*
- (b) 'Cybersafety' refers to the safe and responsible use of the Internet and ICT equipment/devices, including mobile phones*
- (c) The term 'ICT equipment/devices' used in this document, includes but is not limited to, computers (such as desktops, laptops, PDAs), storage devices (such as USB and flash memory devices, CDs, DVDs, floppy disks, iPods, MP3 players), cameras (such as video, digital, webcams), all types of mobile phones, video and audio players/receivers (such as portable CD and DVD players), Gaming Consoles, and any other, similar, technologies as they come into use.*