



MDASA Publicity Policy

This policy statement has been prepared as a guide for swimmers, parents and clubs within the district.

It outlines the districts approach to publicity, clarifies roles & responsibilities (including those of the MDASA Publicity Officer) and points out useful resources for swimmers and parents. Any queries regarding this policy should be raised in writing to the MDASA Publicity Officer. Photos, Videos & Results Publication

PLEASE NOTE MDASA PUBLICITY OFFICER: Ballarat Aquatic Centre has a **NO PHOTO** policy, however if it is for a publicity photo you must first consult with the Centre Director or Marketing/Comms Director or both.

Publication of Personal Information

For the purposes of promoting the achievements of swimmers within the district and the sport of swimming generally, MDASA may take photos and video footage of swimmers during the season. These items, together with results and swimmer achievements, may be publicized in public forums including websites, newsletters and in newspaper articles. Photos and videos may be taken by local media, members of the committee (not least the MDASA Publicity Officer) or their assigned delegates. Individuals not wanting their photos, videos or other information publicized should provide written notification to the MDASA Publicity Officer. This notification should clearly identify the swimmers – their name and their club, any restrictions to be applied and contact details for any questions arising.

Post to the MDASA Publicity Officer via the district's mail box: MDASA Inc.,
PO Box 1153, Ballarat Mail Centre 3354

MDASA Events

Publicity associated with events run or organized by MDASA, including swim meets and the MDASA AGM & Awards Presentation Night, is the responsibility of the MDASA Publicity Officer. Individuals not wanting their personal information from these events publicized should ensure they have provided prior written notification to the MDASA Publicity Officer as per Publication of Personal Information above. That failing, individuals not wanting their personal information publicized should :-

- a) Provide written notification to the MDASA Publicity Officer at the event; OR
- b) At swimming meets, provide written notification to the attendants at the meet recording table.

Events Run by Clubs within the District

Publicity associated with meets organized by clubs within the district is the responsibility of the clubs themselves. The MDASA Publicity Officer may, at their discretion, provide assistance to clubs with their publicity. All assistance will be on a best efforts basis only.

Events Run by Other Organisations

Publicity associated with events run by Swimming Victoria and Swimming Australia is the responsibility of the MDASA Publicity Officer. The Publicity Officer will work with the secretaries of each club to gather information and organize photographs for publication.



Publicity for events run by districts and clubs outside Midlands District does not fall within the responsibilities of the MDASA Publicity Officer. That said, for meets where more than one club within the district is in attendance, the MDASA Publicity Officer may, at their discretion and with support from local clubs, elect to publicize the achievements of swimmers within the district in local Ballarat media. For meets where only one club within the district is in attendance, that club may elect, without involvement from MDASA, to publicize their achievements in local Ballarat media.

Individuals not wanting their personal information from any of these events publicized should ensure they have provided prior written notification to the MDASA Publicity Officer as per Publication of Personal Information above.

Relay Events at Meets Covered by the MDASA Publicity Officer

Often individual swimmers in relay events are not listed in meet programs or meet results. Where swimmer details are missing or erroneous, the MDASA Publicity Officer requests the completion of a Relay Team Sheet by the club or school so that individual contributions to relay outcomes can be recognized. This sheet can be provided to the MDASA Publicity Officer before or at the meet or within 24 hours of the completion of the meet.

Special Achievements

The MDASA Publicity Officer also encourages clubs and individuals to share the special achievements of swimmers. These achievements should relate to swimming in some form – in the receipt of awards, in records broken, success at events (pool or open water), state team selection (for national competitions), etc. Achievements should be provided in writing to the MDASA Publicity Officer, and may, at the discretion of the district, be recognized in MDASA newsletters and on the MDASA website.

MDASA Website

The district maintains a website for the benefits of swimmers, parents and clubs within the district. Amongst the items maintained on this website are news items, committee member details, a calendar of events, meet results, award details and records. The MDASA committee trusts that everyone finds this website to be a valuable resource. Feedback is always welcome.

The Courier

Midlands District would like to promote the following features by The Courier to swimmers and parents within the District.