

AFL NSW/ACT STATEMENT ON ELECTRONIC COMMUNICATION



Electronic Communication

AFL NSW/ACT recognizes the growing reliance on information technology and the internet for communication within the Australian football community.

Electronic communication such as email, instant messaging, text message, phone messages, digital images, social (including Facebook, Twitter, Flickr, YouTube, MySpace and blogs) are now all vital parts of the communications mix for community football leagues clubs and their constituents.

When used appropriately, these modes of communication offer effective and efficient ways to share information easily, often in fun and novel ways, which helps save time and effort for volunteers and administrators.

AFL NSW/ACT encourages the grass roots football community to optimize technology and use electronic forms of communication. AFL NSW/ACT itself uses many of these modes for daily communication and marketing to all stakeholders.

Inappropriate Use of Electronic Communication

Due to a number of factors, electronic communication can sometimes lead to anti-social, inappropriate, and illegal behaviour and activity. When such negative behavior or activity occurs within the context of a football community, the outcome can be devastating to a football league, club or individuals.

Inappropriate use of electronic communication within the football environment includes, but is not limited to, making or posting inappropriate comments against players, clubs, club officials, match officials or leagues which is hurtful, discriminatory or offensive in nature.

AFL NSW/ACT is concerned about the increasing number of incidents relating to the inappropriate use of electronic communication.

The AFL NSW/ACT Regulations and By-Laws and Codes of Conduct (for Players, Coaches, Administrators, Officials, and Parents & Supporters), stipulate that inappropriate use of electronic communication will not be tolerated and can be subject to disciplinary action by a League or Independent Tribunal.

Guidelines

Leagues, clubs or individuals who feel that they have been the victims of inappropriate electronic communication may report the matter in writing to their respective League Official/Administrator, along with any evidence (such as printouts) of the offending material.

The league shall then investigate the matter and, upon investigation, has the power to either deal with the matter itself or refer the matter to an Independent Tribunal or Conduct Committee.

Matters which are perceived to be more serious may be reported to police.