



# Digital and Social Media Guidelines for Paris 2024

- **Guidance notes and examples**
- **for PA Members and the National Institute Network**

**5 August 2024**

# Introduction

## What are these guidelines?

These guidelines provide guidance and examples on the use of Paralympic properties, athlete images and other content permitted by Paralympics Australia's (PA) for PA Sport Partners to show their support for the Australian Paralympic Team during the pre-Games, Games blackout and post-Games periods while still protecting the rights of PA, PA's sponsors and conforming with the rules of the International Paralympic Committee (IPC).

## Why do we have these guidelines?

PA wants to encourage its Sport Partners to show their support for the 2024 Australian Paralympic Team and for Australian Para-athletes they have supported on their journey to the Paris 2024 Paralympic Games. However, PA must also safeguard the rights of PA Sponsors, whose investment is vital in funding the Australian Paralympic Team's competition in the Paralympic Games, and meet obligation to protect the intellectual property owned by the IPC and PA.

These guidelines and examples are designed to encourage your support for the Australian Paralympic Team while ensuring PA can continue to generate funding to support the Australian Paralympic Team, Paralympic sport development and for social impact programs conducted by PA.

## Who do these guidelines apply to?

These guidelines apply to PA Sport Partners consisting of:

- All Voting Members of Paralympics Australia (PA Members), including any NSO who is the national governing body and responsible for the high-performance program of a Paralympic Sport
- Members of the National Institute Network (NIN) (ie. NSWIS, SASI, QAS etc)

Other nominated organisations directly involved in the journey of Para-athletes to the Paris 2024 Paralympic Games.

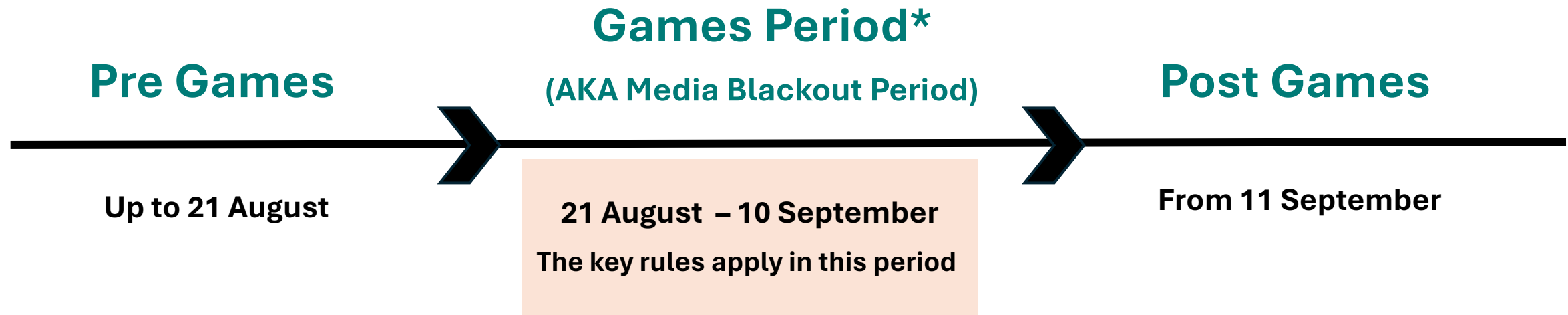
Members or affiliates (e.g. state associations) of PA Members are also bound by any restrictions detailed in these guidelines. PA Members are asked to share these guidelines with their state associations or members so they are fully informed and work with them to ensure compliance.



# Application Timeline

## When do these guidelines apply?

The guidelines apply now and continue to apply beyond the completion of the Paris 2024 Paralympic Games. All PA Sport Partners are asked to pay particular attention to the application of the guidelines during the Media Blackout Period which is a particularly sensitive period due to the participation rules that apply to all Para-athletes participating in the Paralympic Games and their coaches and support staff.



\*As defined in the Athlete Agreement

Paralympic Games dates are 28 August to 08 September

# PA Sponsors

PA Sponsors provide vital funding that supports the participation of the Australian Paralympic Team (APT) in the Paralympic Games and enables PA to invest in the development of Paralympic sport in Australia and social impact initiatives to make Australia more inclusive for all people with a disability.

To protect this vital income PA must safeguard the rights of our sponsors and protect the intellectual property of the Paralympic movement.

These guidelines help to ensure PA can continue to generate income needed to fund the APT, para-sport development and social impact programs conducted by PA.

## MAJOR PARTNERS



## OFFICIAL PARTNERS



## OFFICIAL SUPPORTERS



## OFFICIAL SUPPLIERS



## GOVERNMENT PARTNERS



# Athlete Regulations & Guidelines



## Regulations & Guidelines for Athletes

The guidelines for PA Sport Partners have been prepared to reflect Regulations and Guidelines that apply to all accredited persons, including all athletes competing for Australia in the Paris 2024 Paralympic Games.

PA Sport Partners should familiarize themselves with the following Regulations and Guidelines which have been issued by the International Paralympic Committee (IPC) and supplemented by PA:

- Athlete Sponsorship and Advertising Regulations Paris 2024 (“Regulations”)
- Digital Media Guidelines Paris 2024. (“Guidelines”)



**These critical documents can be found on the PA website here: [Click Here](#)**

The Regulations and Guidelines apply to all Accredited Persons at the Paris 2024 Paralympic Games who were accredited through PA. This includes Paralympian athletes, coaches, trainers, officials, team executive, Media Liaison Officers and other accredited persons.

## What is the penalty for breaching Regulations and Guidelines?

If the Guidelines or Regulations are breached by any Accredited Person, the IPC and Paris 2024 is entitled to eject any person from a Paralympic Venue and to suspend or withdraw accreditation privileges without notice.

The IPC also reserves the right to take any other measures it deems fit with respect to infringements of the Guidelines and Regulations, including issuing a Take Down Notice, taking legal action for an injunction, conservatory measure or damages, and imposing other sanctions, including against the National Paralympic Committee (“NPC”) of any Accredited Person where it appears to the IPC that the NPC either permitted or facilitated the breach or took no reasonable steps to control the Digital Media activities of its delegation.

# Key Principles for PA Sport Partners

PA Sport Partners are encouraged to show their support for the 2024 Australian Paralympic Team and for Para-athletes they have supported on their journey to Paris 2024 through content on their digital and social media channels and other approved channels based on the following principles:

## PERMITTED

- ✓ Post or share on their owned social media channels and website
  - content posted by PA or Nine (with appropriate credits)
  - bespoke content supporting Para-athletes and/or the Australian Paralympic Team approved by PA

### Provided the post or content:

- **is not commercialised**, associated with or in the same post as any of your sponsor's names or logo
- is not tagged to any third parties not approved by PA, including any commercial sponsors who are not PA Sponsors
- **does not solicit fundraising or other financial gain** for your own organisation or another NFP
- **does not promote your own programs or activities**
- **includes tags** @ausparalympics and #ImagineWhatWeCanDo
- approvals have been obtained from individual athletes where required

- ✓ Use approved Paralympic Properties (refer Page 8) including Paralympic words and the PA Logo
- ✓ Use images of the Australian Paralympians in their Australian Team uniforms or in plain unbranded sports apparel.

## NOT PERMITTED

- ✗ Use of any Paralympic Properties not approved for use by PA (refer page 9).
- ✗ Use of any Paralympic Properties to promote your own programs, for your own commercial benefit, support your own sponsors or solicit donations/fundraising.
- ✗ Use of photos of Australian Paralympic Team members in a uniform other than the Team uniform or plain unbranded sports wear
  - Refer to page 10 for further information on access to approved images of athletes
- ✗ Use any PA website images, content (including social media) and IP as your own to share and or feature in your Organisation's communication and marketing channels without permission from Paralympics Australia.

# Third Party Commercial Activities

The *Competition and Consumer Act* prohibits misleading claims of sponsorship or approval and you should be sure you do not help facilitate any breach of the Act.

For instance, would the activity make it look like your own partner is a partner of PA, the Australian Paralympic Team, the IPC or the Paralympic Games?

NSOs and Members **shall not authorise or permit any third party** (including partners) to conduct, promote or organise any ceremony, team, event for or related to, in which:

1. Reference is made (either express or implied) to any of the following:
  - Paris 2024, Paris 2024 Paralympic Games, Paralympic Games
  - Paralympics Australia
  - Australian Paralympic Team
  - International Paralympic Committee
2. There is use of any trademark, logo, language, design, image, photograph, footage, reference or representation of a ceremony, event or competition of the Paralympic Games, or any other intellectual property of PA, the Local Organising Committee or IPC unless prior consent has been granted in writing from PA.

**PA Sport Partners must take all reasonable steps to ensure none of its Sponsors or associated affiliates or members use this intellectual property.**



# Paralympic Properties

PA Sport Partners are encouraged to use the Paralympics Australia logo, campaign hashtags and other approved Paralympic Properties on their website and communications with approval by the PA Marketing team. However, please remember these cannot be used to promote your own organisation and/or sport programs, athletes, events, sponsors or fundraising (including donations).

## Approved for Use by PA Sport Partners

- Paralympic / Paralympics / Paralympian – words
- Paralympics Australia – words and logo
- #Paris 2024 / Paralympic Games – words and hashtag
- Australian Paralympic Team - words
- AUS Squad - words or logos
- #ImagineWhatWeCanDo – words and hashtag
- @ausparalympics
- Images and footage produced and owned by Paralympics Australia
- Images of Australian Paralympic Team members in team uniform
- Lizzie – the Australian Paralympic Team mascot

Requests for approval of Paralympic properties should be sent to: [Partnerships@paralympic.org.au](mailto:Partnerships@paralympic.org.au)

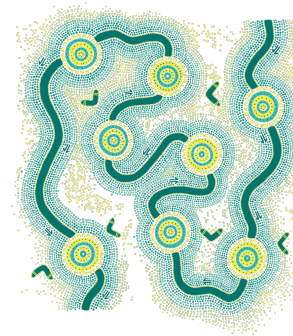
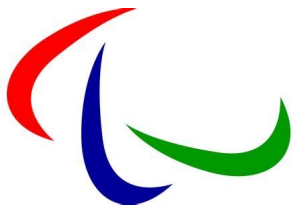




# Paralympic Properties

## Not Approved for Use by PA Sport Partners

- International Paralympic Committee logo and Agitos
- Paris 2024 – logos and mascot
- Paralympic Australia indigenous artwork including 'The Journey' and 'Celebration' mark



# Approved Team Images

Approved images of the Australian Paralympic Team may be accessed via the PA Digital Asset Manager (DAM) or purchased through an accredited news agency. Images provided by PA will be uploaded daily and are provided free of charge to PA Sport Partners.

When using images provided by PA the PA watermark must not be obscured, cut-off, removed or covered by another watermark. A written credit must also be given immediately next to, and clearly identifiable with, the post – Image: Paralympics Australia.

To facilitate access to these images, each PA Sport partner will be provided with one (1) approved log-in linked to the email address provided to PA by the PA Sport Partner. Most or all of our PA members and NIN members should already have access to the DAM.

**If you do not already have access to the DAM, please contact:** [Partnerships@paralympic.org.au](mailto:Partnerships@paralympic.org.au)



# Approvals to use PA Brand

The PA brand is well known, highly respected and a cornerstone of the PA commercial program. All applications of the PA logo, and/or any other logos or graphics provided within these guidelines must be submitted for approval prior to release or application.

All applications will be reviewed on a case-by-case basis and PA reserves the right to deny approval or not include their logo on items that do not meet the guidelines or reflect the overall style, design standards and message of the brand. We will try to provide feedback as quickly as possible, please allow at least 2-3 business days for a response.

PA recommends that all social templates and messaging for use during the Games Period are submitted at least one (1) week prior to the start of the Games Period (21 August- 10 September).

**Requests for approval of Paralympic properties should be sent to:** [Partnerships@paralympic.org.au](mailto:Partnerships@paralympic.org.au)

# Examples of social media activity for PA Sport Partners



# Posts and Re-Posts



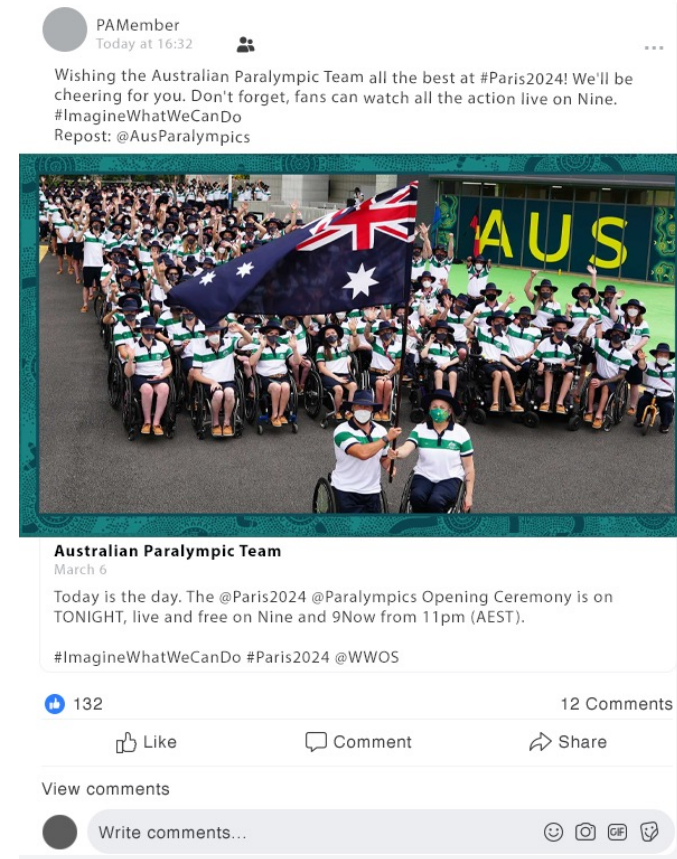
Liked by **username** and others

Wishing the Australian Paralympic Team all the best at #Paris2024! We'll be cheering for you. Don't forget, fans can watch all the action live on @9Now. #ImagineWhatWeCanDo  
Repost: @AusParalympics

[View all comments](#)



- Repost of PA posted content
- No reference to any non-PA Sponsors
- Use of approved Paralympic Properties in comments



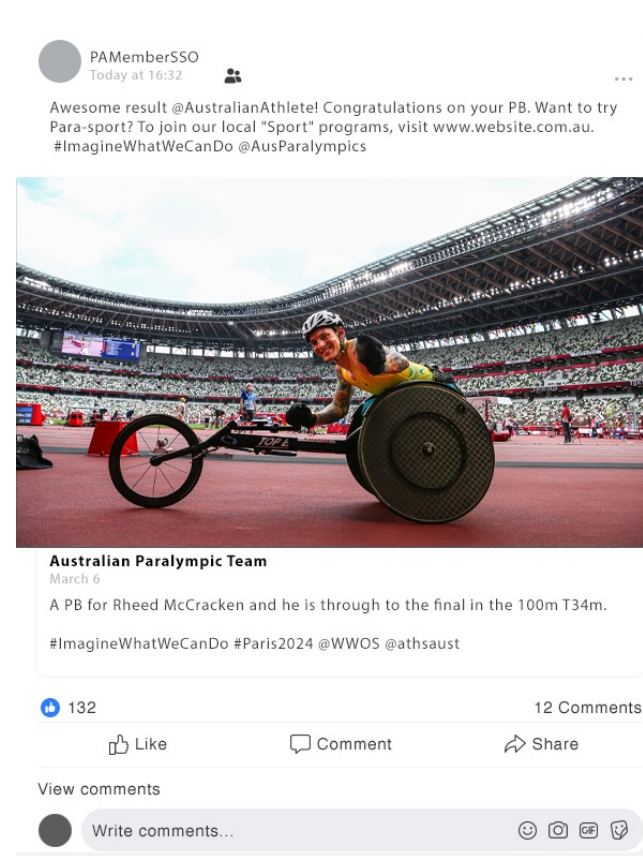
- Shared content
- No reference to any non-PA Sponsors
- Use of approved Paralympic Properties in comments



# Posts and Re-Posts

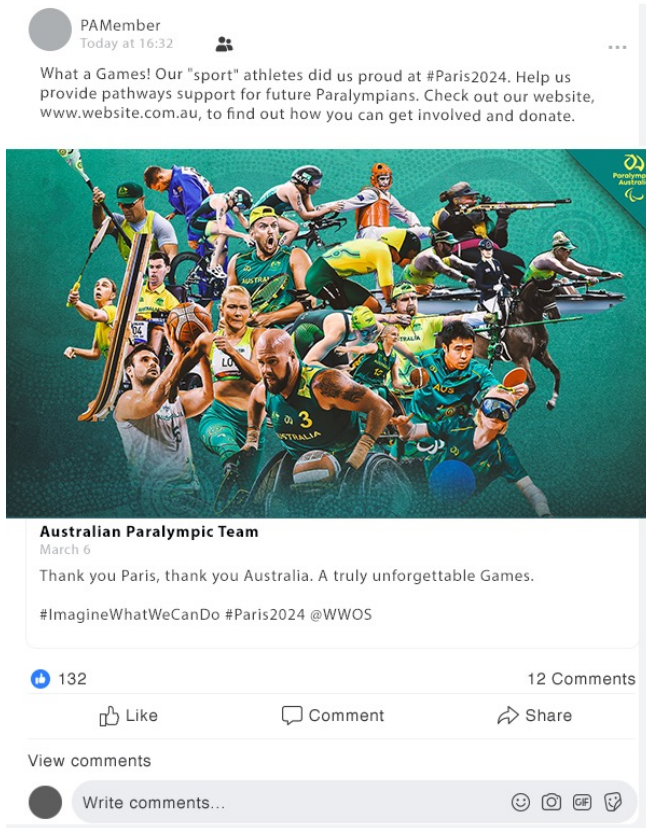


- Repost of PA content by PA Member SSO
- No reference to any non-PA Sponsors
- Use of approved Paralympic Properties in comments

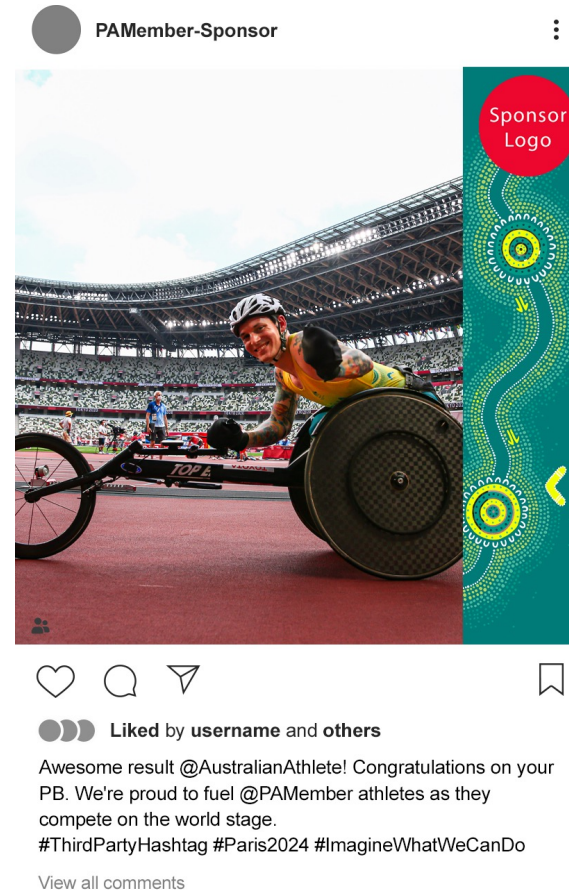


- References PA Member SSO activities
- Generic reference to athlete PB is acceptable

# Posts and Re-Posts



- Unapproved references to activities of the PA member
- Request for donation



- PA Member Sponsor is NOT authorised to use image featuring an Australian paralympic Team member
- Non-approved use of Paralympic Properties – indigenous artwork ‘The Journey’
- Links product to athletic performance

# Official Digital Channels

**PA Sport Partners are encouraged to link to these websites and follow the following digital platforms:**

- [www.paralympic.org.au](http://www.paralympic.org.au) – the official website of PA
- [www.facebook.com/AUSParalympics/](https://www.facebook.com/AUSParalympics/) - the official Facebook page of PA
- [www.instagram.com/ausparalympics](https://www.instagram.com/ausparalympics) - the official Instagram account of PA
- [www.tiktok.com/@ausparalympics](https://www.tiktok.com/@ausparalympics) - the official TikTok account of PA
- [www.x.com/AUSParalympics](https://www.x.com/AUSParalympics) – the official X handle (formally Twitter) of PA
- [www.linkedin.com/company/ausparalympics](https://www.linkedin.com/company/ausparalympics) - the official LinkedIn account of PA
- [www.youtube.com/user/ausparateam](https://www.youtube.com/user/ausparateam) - the official YouTube channel of PA

**IPC official channels:**

- [www.paralympic.org](http://www.paralympic.org) – the official website of the IPC
- [www.paris2024.org](http://www.paris2024.org) – the official website of Paris 2024
- [www.facebook.com/Paralympics](https://www.facebook.com/Paralympics) - the IPC's official Facebook page
- [www.x.com/Paralympics](https://www.x.com/Paralympics) - the IPC's official X account (formerly Twitter)
- [www.instagram.com/Paralympics](https://www.instagram.com/Paralympics) – the IPC's official Instagram account
- [www.youtube.com/Paralympics](https://www.youtube.com/Paralympics) – the IPC's official YouTube channel
- [www.tiktok.com/@paralympics](https://www.tiktok.com/@paralympics) – the IPC's official TikTok account



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**Thank You**