



2011 Melbourne Cup Carnival Media Accreditation Rules

In applying for, and receiving (either on-site or virtual) media accreditation you have accepted the Media Rules, which will be enforced on ALL on-site (attending) and virtual (non-attending) media during the 2011 Melbourne Cup Carnival.

Please note that administration of Media Accreditation this year is being managed by Wrights PR.

All people attending Flemington Racecourse during the 2011 Melbourne Cup Carnival are bound by the Flemington Conditions of Entry available at www.melbournecup.com/conditions

Failure to abide by these rules will result in the removal of all privileges

GENERAL

- Accreditation is personalised, and therefore, is non-transferable.
- Media access passes and lanyards are colour coded to indicate areas of access granted. Lanyards should be worn around the neck and not placed in pockets or handbags. Entrance to the site shall only be permitted upon presentation of a media access pass.
- Please observe pre-booked workstations and telephone lines in the Press Rooms.
- Access to Reserved Members' Areas is at the Victoria Racing Club's discretion.
- Access into the Mounting Yard is strictly limited and will only be granted to media wearing the appropriate media lanyard, pass and/or Mounting Yard Photographer's Vest.
- Accreditation does not provide access to Corporate Marquee areas. These are invitation-only areas.
- Accreditation is given for the purpose of undertaking work resulting in media coverage and is not to be used as a 'ticket' into the event.
- A Media Outlet must not cause or permit any Works (or any part thereof) to be broadcast, published or used other than in a program or publication which is an approved medium for the Accredited Party who created the Works.

TELEVISION

- Seven Network, as the Victoria Racing Club's exclusive free-to-air telecaster for the Melbourne Cup Carnival, has the exclusive right to broadcast the Carnival on free-to-air television in Australia, which includes the right of first access to the winning connections of all races.

No other local TV network may film or broadcast any horse racing of the Carnival on any of the four race days at Flemington Racecourse (including filming inside the Mounting Yard), except as permitted by the guidelines set out below or as otherwise authorised by Victoria Racing Club as a pay television, internet or mobile rights-holder.

- Australian television networks are not permitted to telecast live from Flemington Racecourse (including live crosses) during the total Emirates Melbourne Cup Carnival, being the period from 12.01am (AEDT) on Saturday, 29 October 2011 until the completion of Seven Network's live telecast on Saturday, 5 November 2011, which is expected to be 7.00pm (AEDT). This includes non-

racedays.

- The use of radio microphones and any equipment, which would enable a live telecast to be made of the Carnival must be pre-approved by the Victoria Racing Club. The Victoria Racing Club has the right to confiscate any equipment that has not been given prior approval and to eject any persons possessing such equipment.
- Only one nominated Sports/News Reporter/Journalist per local free-to-air TV network and non-rightsholder pay TV network will be granted access to the Mounting Yard. All other members of the TV crew, including film crews, and cameras must remain outside the Mounting Yard until Seven Network ceases its live telecast (which is expected to be approximately 7.00pm AEDT). Please note that Thoroughbred Racing Productions (TRP) has priority over other networks (other than Seven Network).
- To pre-record an interview/s or stand-up interview/s during the day with trainers and jockeys, please contact Marcus Williams, VRC PR Coordinator Racing, direct on +61 (0)3 8378 0729 / +61 (0)401 000 987. Every effort will be made to meet your request for an interview outside the Mounting Yard, subject to the first priority of Seven Network and TRP, and the availability of trainers and jockeys.
- All Australian free-to-air and pay TV networks and channels will need to access ALL RACING COVERAGE from the Seven Network 'off-air' (and should make their own arrangements). "RACING COVERAGE" means sounds or images of horse racing during the Melbourne Cup Carnival and footage taken from within the mounting yard.
- RACING COVERAGE may only be used for news reporting purposes in regularly scheduled News Programs and must clearly display the Seven Network watermark, which must not be distorted or altered in any fashion. A "News Program" means a regularly scheduled daily news program of which the actual news element constitutes the main feature and which, for the avoidance of doubt, does not include news updates. News programs cannot be positioned or promoted as Melbourne Cup Carnival programs.
- Subject to the exception for all-news networks set out below, RACING COVERAGE may appear in no more than three News Programs per day.
- The duration of RACING COVERAGE used in any one News Program shall not exceed a total of three minutes.
- No advertising or other message may appear at the same time (be it superimposed or on a split screen or otherwise) as RACING COVERAGE.
- RACING COVERAGE and NON-RACING COVERAGE may not be broadcast, transmitted or communicated over the internet, mobile or 3G (or via any other interactive media or electronic medium) without the express prior written approval of VRC.
- "NON-RACING COVERAGE" means all sounds or images and footage taken at Flemington Racecourse during the Melbourne Cup Carnival other than RACING COVERAGE (including, for example, 'Fashions on the Field').
- NON-RACING COVERAGE may only be used for news reporting purposes in regularly scheduled News Programs or Public Affairs Programs, or for the purpose of promoting the Melbourne Cup Carnival. A "Public Affairs Program" means a regularly scheduled public affairs, 'news-talk' or 'news infotainment' program of which the actual news element constitutes one of the main features and which, for the avoidance of doubt, does not include news updates but includes the programs currently known as 'Today', 'Mornings with Kerri-Anne', 'The Circle', '7:30', and 'A Current Affair'. News Programs and Current Affairs Programs cannot be positioned or promoted as Melbourne Cup Carnival programs.
- Local TV Network's link vans **will not be permitted** inside Flemington Racecourse at any time during the total Melbourne Cup Carnival period from 12.01am (AEDT) on Saturday, 29 October 2011 to 6.00pm (AEDT) on Saturday, 5 November 2011 (with the exception of the Seven Network).
- Parking of TV link vans **will not be permitted** along Epsom Road, Smithfield Road, Fisher Parade or Leonard Crescent. Victoria Police will enforce these parking restrictions.

- These restrictions and guidelines apply to operators of digital channels including digital multi-channels as well as operators of "News Active" or "Sports Active" services on pay TV (i.e. where viewers may access moving images at any time on demand), so that such operators are prohibited from showing RACING COVERAGE on such services.
- All accredited TV/Film cameras on-course will be required to display an official VRC sticker to ensure easy identification. The sticker will form part of the approved accreditation.
- All accredited radio microphones will be required to display an official VRC tag to ensure easy identification. The tag will form part of the approved accreditation.
- Camera equipment must not be left on the ground – it will be removed and taken to the Raceday & Ticketing Office for collection.
- TV Camera Operators must wear a blue vest at all times throughout the racecourse to ensure easy identification (excluding Seven Network and TRP).
- Although we understand that TV crews have equipment to carry, the Victoria Racing Club is not in a position to provide car parking as part of media accreditation.
- TV crews and Camera personnel must adhere to the dress codes set out by the Victoria Racing Club, refer to below 'Dress Code' section.
- TV/film crews may only film general atmosphere shots of the betting ring. Filming of individuals transacting wagers is **not** allowed.
- Access to Reserved Members' Areas is at the Victoria Racing Club's discretion.
- Filming is only permitted on the Members' Lawn (no filming or photography is permitted elsewhere within the Members' Stands or betting ring).

PHOTOGRAPHERS - GENERAL

- It is a condition of media accreditation that all photographers at Flemington Racecourse wear the appropriately coloured photographer's vest relevant to their level of accreditation
- Photographers may only film general atmosphere shots of the betting ring. Photography of individuals transacting wagers is **not** allowed.
- Photographic equipment must not be left on the ground – it will be removed and taken to the Media Centre for collection.
- Photography is only permitted on the Members' Lawn (no photography is permitted elsewhere within the Members' Stands or betting ring).
- Photographers must be respectful of Members in Reserved Enclosures and seek permission to take photographs.
- Photographers must be considerate of all race goers when gaining the best photographic position.
- Photographers must not obstruct the view of mobile and fixed Seven Network and TRP TV cameras.
- Photographers must only take images for editorial purposes unless authorised by the Victoria Racing Club.

PHOTOGRAPHERS - Commercial/Non Editorial Use of Photography

An applicant who receives accreditation (**Accredited Party**) must not:

- Take or make any film, video recording, video broadcast, still picture or photograph or any other image in or of the Flemington Racecourse (including surrounding public and members' car parks) or of the Melbourne Cup Carnival (**Works**) during the Melbourne Cup Carnival, except where such Works are created for the sole purpose of publication, broadcast or use in a program or publication that is an Approved Medium for that Accredited Party; or

Cause or permit any Works (or any part thereof) to be broadcast, published, or used other than in a program or publication which is an Approved Medium for that Accredited Party and the Accredited Party's Media Outlet.

- A Media Outlet must not cause or permit any Works (or any part thereof) to be broadcast, published or used other than in a program or publication which is an Approved Medium for the Accredited Party who created the Works. For the purposes of this policy, **Approved Medium** means, in relation to an Accredited Party, a publication (print or online) or television program created, published or broadcast by that Accredited Party's corresponding Media Outlet (as specified on the Accredited Party's application form), and which publication or program is specified in the letter of authority from that Media Outlet, which accompanied the Accredited Party's application form.

MOUNTING YARD

The Mounting Yard at Flemington Racecourse is an area designed specifically for horses, trainers, jockeys, connections and Victoria Racing Club Officials. Media are privileged to have access to this area and should abide by the rules accordingly. For the safety and security of all concerned, the number of people in the Mounting Yard is strictly limited.

- Seven Network, as the Victoria Racing Club's exclusive free-to-air telecaster for the Melbourne Cup Carnival has **first access** to the winning connections.
- Only one nominated Sports/News Reporter/Journalist per local free-to-air TV network and non-rightsholder pay TV network will be granted access to the Mounting Yard. All other members of the TV crew, including film crews, and cameras must remain outside the mounting yard until Seven Network ceases its live telecast (which is expected to be approximately 7.00pm AEDT). Please note that TRP has priority over other networks (other than Seven Network).
- Approved photographers **must** wear a gold vest and TV personnel (other than Seven Network, ie. TRP and FTV crew) **must** wear an orange vest at all times in the Mounting Yard. The vests can only be collected from the Media Centre on race days and must be returned at the end of each day.
- Photographer's equipment **must** not be left on the ground otherwise it will be removed. Photographers granted access to the Mounting Yard should use the shelving provided (adjacent to Winners' Bar) to store their equipment when not in use.
- All media **must** remain behind the designated barriers, pre and post-races, and follow the directions of Victoria Racing Club Officials and Security Guards.
- Mounting Yard access is only issued to approved **working** journalists and photographers. Proof of working status on any particular day may be required.
- Except with the permission of the Stewards, mobile telephones may not be turned on or used in the Mounting Yard or in the scales area.
- Media granted access to the Mounting Yard must dress neatly. Open shoes are not allowed.

DRESS CODE

Media must adhere to the dress codes for the Mounting Yard and Members' Enclosures, set out by the Victoria Racing Club. Clothing will not be provided to meet these requirements.

Media must not wear branded clothing that may conflict with a 2011 Melbourne Cup Carnival sponsors.

Members' Dress Regulations

Gentlemen

Gentlemen are required to wear a suit, sports coat or blazer, tie and dress shoes.

Not Acceptable - Gentlemen

*Any form of sports shoe such as joggers, track shoes, runners, sandals, thongs, dilapidated footwear, scuffs or slippers. Any shoes without socks. Jeans, jodhpurs, shorts or non-tailored slacks. Open-neck shirts or shirts without a collar. Parkas, windbreakers, tracksuit tops, golf and yachting weatherproofs, waist length jackets including bomber jackets, denim jackets, leather jackets, anoraks and driza bones. Safari suits, tracksuits, peaked caps and beanies. Pullovers or cardigans (without a jacket), rugby tops and football guernseys, even if wearing a tie.

Ladies

Ladies are expected to maintain a suitable standard in keeping with the dignity of the Members' Enclosure.

Not Acceptable - Ladies

Any form of sports shoes such as joggers, track shoes and runners. Thongs, dilapidated footwear, scuffs or slippers. Jeans, jodhpurs or non-tailored slacks. Slacks tucked into socks and footwear. Leggings, shorts or tracksuits. Parkas, duffle coats, windbreakers, tracksuit tops, golf and yachting weatherproofs, denim jackets, leather jackets, anoraks and driza bones. Dress regulations must be adhered to whilst in the Members' Enclosure. The Club reserves the right to refuse admission to any person not appropriately attired.

STRICTLY NO SHORTS OR DENIM.

BREACH OF MEDIA ACCREDITATION RULES

All accredited media must obey directions given to them by the Victoria Racing Club Officials and Security staff. A breach of the Media Accreditation Rules will result in the removal of all privileges for the duration of the 2011 Melbourne Cup Carnival.

