



Dear Media Representative,

The Victoria Racing Club Limited (ACN 119 214 078) wishes to advise TV networks (with the exception of the Seven Network and TRP) of the restrictions and guidelines, which will govern their TV crews during the upcoming 2011 Melbourne Cup Carnival at Flemington Racecourse and use of domestic rights holder coverage on air.

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 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. A Communications Form must be completed and returned to the VRC by the due date, Friday, 30 September 2011.
- 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 the Seven Network).
- To pre-record an interview or "stand-up" during the day with trainers and jockeys, please contact the VRC PR Coordinator, Marcus Williams, on +61 (0)401 000 987 or m.williams@vrc.net.au. 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 7.00pm (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.

Please note that these restrictions are necessary to honour the Victoria Racing Club's contract with Seven Network, to limit the number of people in the Mounting Yard, for Occupational Health & Safety reasons on the four days of the Melbourne Cup Carnival and for the comfort and respect of racing officials and owners with runners.

It is the responsibility of each broadcaster planning to telecast highlights granted under these restrictions and guidelines to ensure that any of the broadcaster's related entities, affiliates and sublicensees become fully conversant with these restrictions and guidelines. A breach by such entities will be considered as a breach by the originating broadcaster.

Victoria Racing Club reserves the right to withdraw the accreditation of any person without notice, at the discretion of the Victoria Racing Club.

These restrictions and guidelines come into effect from the date when a Melbourne Cup Carnival 2011 media accreditation pass is issued to obtain access into Flemington Racecourse and shall continue until 6.00pm (AEDT) on Saturday, 5 November 2011.

In addition:

- 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 sticker to ensure easy identification. The sticker will form part of the approved accreditation.
- Camera equipment must not be left on the ground – it will be removed and taken to the Media Centre 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). Vests must be collected from the Media Accreditation office at the time of collecting media access passes.
- 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.
- TV crews and camera and network personnel must comply with the Victoria Racing Club's conditions of entry to Flemington which are available for view on www.vrc.net.au

To assist us, please ensure your News, Sports, Features Editors and Program Producers are aware of these arrangements.

Any questions regarding accreditation can be forwarded directly to the Media Accreditation Unit +61 (0)3 8378 0770 or to Georgina Murphy +61 (0)411 718 817 or Lauren Zammit +61 (0)414 655 142.

Thank you for your assistance in these matters. We look forward to welcoming your staff to Flemington Racecourse during the 2011 Melbourne Cup Carnival.

Yours sincerely,



FLEUR SALISBURY
Executive General Manager – Brand, Sponsorship & Marketing