

EQUESTRIAN VICTORIA

MEDIA ACCREDITATION POLICY

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Drafted by	Ros Agius	Approved by Board on	November 2022
Responsible person	EV	Scheduled review date	October 2023

INTRODUCTION

Equestrian Victoria recognises the important role played by the media and their photographers (“Media Photographers”) in promoting equestrian sports. EV is also supportive of commercial photographers (“Commercial Photographers”) in supporting participants in equestrian sports.

It is necessary to regulate the accreditation of Media Photographers and the activities of persons engaged in photography and videography for commercial gain (“Commercial Photographers”) at Events conducted by EV to ensure the safety of competitors, their horses and supporters, and the members of the public watching such events.

EV seeks to provide support to Media Photographers at major events assist both Media Photographers and Commercial Photographers by giving them privileged access to vantage positions.

The purpose of this policy is to establish clear procedures and guidelines for all accredited photographers and Commercial photographers at Equestrian Victoria Events.

SCOPE

This Policy applies to those applying for, holding or who have held Equestrian Victoria Media Accreditation.

Equestrian Victoria may, in its sole discretion, delegate any or all of its powers under this policy, including but not limited to the power to adopt, apply, monitor and enforce this, Policy.

EV has the authority to limit the number of media present at any event and may assign exclusivity rights to any one media person or organisation at any point in time.

DEFINITIONS

Capitalised terms used in this Policy have the meanings stated below unless stated otherwise:

- a) EV Media Guidelines means the guidelines stated in schedule 1.
- b) Media Accreditation means an accreditation issued by EV to an individual in accordance with this Policy.
- c) CEO of EV includes a person nominated by him to act as the Media Officer of EV.

d) Commercial Photographer is anyone - other than a person acting as a **Media Photographer** in relation to an EV Event - who is engaged in the business of selling photographs.

e) A Media Photographer is a person who is either employed or retained by a recognised media organisation to take, or cause or permit persons under their direction or control, whether as employees or otherwise, to take photographs for the use of the media organisation and not for private sale.

f) Photographs include photographs, videography and any other form of electronic image howsoever produced, and **Photography** includes the task of producing photographs.

g) A Recognised Media Organisation is any media organisation recognised by EV.

h) EA means 'Equestrian Australia'.

i) FEI means the 'Federation Equestre Internationale'.

j) Policy means this 'EV Media Accreditation Policy' as amended from time to time.

PROCESS

a) To attend an Equestrian Victoria event in a professional or voluntary capacity as a photographer, you must be recognised as an EV accredited media representative.

b) Individuals may apply to obtain EV Media Accreditation at any time.

c) Accreditation must be made/completed through EV website online application and must comply with any requirements stated on that form or otherwise published by EV. Applications may be made via the relevant link: <https://form.jotform.com/210127487901857>.

d) Applications for Media Accreditation will be reviewed and considered by EV prior to approval. The approval process may take up to 14 business days.

e) If you are actively marketing photographs and media services, you must supply a current Liability Insurance certificate, when applying for accreditation

f) Those who are applying for media accreditation must supply a current Police Check for each photographer expected to attend EV and EV Affiliate events every 2 years.

g) They must supply a current scanned copy of a Victorian "Working with Children's Check" for each photographer who is expected to attend EV and EV Affiliate events.

h) Applications are to be made to EV and will be passed to Event directors for consideration for each major event.

i) All Affiliates will be able to utilise EV accredited media.

j) Approval of the attendance of photographers for EV affiliated events, e.g. Horse Trials, is at the discretion of the individual Organising Committee who are advised to adhere to EV guidelines regarding accreditation.

k) Each Event will advertise the selected photographer on social media and the EV website.

l) Photographers must confirm or request attendance for EV and EV Affiliated events prior to the date of competition with the Event Organising Committee. Once approved to attend an event, they will be required to check in at the event office upon arrival and ensure they follow the rules and regulations in relation to each event.

m) Some competitors and/or spectators may advise if they do not wish for their photographs to be taken, either of themselves or their children. Please check with the event secretary prior to the event.

n) If an event has engaged an accredited photographer to be the designated event photographer and another photographer sponsors an athlete at the associated event, the sponsoring photographer must advise the event director of this prior to the event and request approval to photograph the athlete they sponsor. Approval must be sought prior to attendance.

TERM

a) Where an application is accepted by EV, the applicant will obtain media accreditation from EV for the period of their insurance liability and from the date of acceptance by EV. Reaccreditation must be done upon the expiry of one's liability.

b) media accreditation (and associated items issued with that media accreditation) is not transferrable or able to be sold. Individuals issued with media accreditation must ensure that their accreditation is not used by other individuals. EV has the authority to revoke the media accreditation of photographers who provide their accreditation details to non-accredited photographers and media representatives.

MEDIA ACCREDITATION

An individual holding Media Accreditation is not entitled to any certain access or rights at an Event solely on the basis of Accreditation. Rights and access at an Event remain at the discretion of the Event organiser. Holding EV Media Accreditation does not ensure access to all EV Events, EV reserves the right to grant exclusivity to a Media Organisation.

Media should not communicate directly with children in taking photographs and their sale but use a website or communicate through parents/guardians.

Media accreditation does not guarantee entry to an event. individuals with media accreditation may be granted access and other rights and privileges to make a recording at an event which are not normally available to spectators at that event.

The organiser of an event has the sole right to determine what access and other rights and privileges may be granted to individuals with media accreditation.

Holding an EV media accreditation does not ensure access to all EV events, EV reserves the right to grant exclusivity to a media organisation.

EV may, in its sole discretion, remove or vary an individual's Media Accreditation at any time for a breach of this Policy or any other policy, regulation or rule issued or published by EV, EA or FEI (including Social Media Policies).

DISPLAY OF MEDIA ACCREDITATION

When at an Event, individuals with Media Accreditation who are making recordings must wear a valid and current lanyard issued by EV at each Event and not wear that lanyard (new lanyards will be issued annually):

a) in a year in which it is not valid; or

b) where the individuals Media Accreditation has been removed by EV or not renewed.

LICENCE TO EV

Individuals with Media Accreditation give EV a licence to use, reproduce and modify any recordings they have made at an Event (including any publications or reproductions of those recordings) (Event Media) for the purposes of EV operations. EV will not seek to commercialise any Event Media for profit unless otherwise agreed.

In relation to any Event Media, individuals with Media Accreditation will within a reasonable period of time of receiving a request by EV:

- a) deliver that Event Media to EV within a reasonable period of time; and
- b) cover the reasonable costs of complying with EV's request.

RELEASE AND INDEMNITY

In both applying for and in using any Media Accreditation, all individuals agree:

- a) that equestrian sport is an inherently dangerous activity; and
- b) to assume all risk of loss or damage in attending an Event.

CONSENT

(a) it is the responsibility of individuals at an event to ensure at all times that they have necessary consent as required at law from all individuals (and potentially guardians where an individual is under the age of 18) in a recording before using that recording.

(b) individuals at an event should pay particular regard to recordings which may be used for commercial purposes, where the subject is under the age of 18 or where the subject may consider that a recording is potentially or actually:

- (i) unwarranted or intrusive;
- (ii) indecent; or
- (iii) defamatory.

CONSEQUENCES OF BREACHES OF POLICY

Breaches of this policy will be subject to appropriate disciplinary action.

EV has the sole discretion to accept, vary or reject any application for Media Accreditation in part or in full. Matters which EV may take into consideration in considering an application include but are not limited to the following:

- (i) whether an applicant is a fit and proper person;
- (ii) past history of compliance with EV rules, policies and regulations;
- (iii) whether an applicant has an actual or perceived conflicts of interest; and
- (iv) the individual's qualifications and previous work.

END