

Racing Queensland Limited

MEDIA ACCREDITATION POLICY

DATE POLICY WAS MADE

This policy was made on 1 July 2010.

COMMENCEMENT DATE

This policy comes into effect on 1 July 2010.

PURPOSE

To define the framework and guidelines for the issuance of media accreditation by Racing Queensland Limited (Racing Queensland).

Racing Queensland issues media accreditation that allows varying degrees of access to licensed clubs and licensed venues. This accreditation is renewed yearly and expires on 30 June.

Media representatives have a requirement to access restricted areas of licensed clubs and licensed venues in order to perform their duties and this is desirable to Racing Queensland in order to promote the Queensland racing industry.

Racing Queensland has a responsibility and duty of care to protect the safety and integrity of licensed clubs and licensed venues of race goers and of racing participants.

POLICY STATEMENT

Racing Queensland has a responsibility to ensure control of individuals in restricted areas of licensed clubs and licensed venues to protect the safety and integrity of the club, venue, race goers, participants and the product and intellectual property of the racing industry by:

- Establishing an appropriate media accreditation process;
- Adhering to all legal and legislative requirements.

This policy addresses this responsibility and is based on the following principles:

Safety	Ensuring that racing participants and race goers are kept safe from harm;
Integrity	Safeguarding the value, quality, completeness and image of the racing product; and
Protection	Ensuring that the Queensland racing industry's intellectual property and assets are protected in order to achieve the best possible return.

The Queensland racing industry will protect its right to ownership of product and intellectual property and such product and property including but not limited to images, video and audio recordings may not be used by third parties for commercial gain without express permission.

Media accreditation is a privilege and media should respect their privileged status and access.

Racing Queensland recognises the role of the media in society and the value of its unfettered free speech.

APPLICATION

This policy applies to all persons applying for media accreditation by Racing Queensland.

DEFINITIONS

'Media' means any representative of an accepted media organisation or channel, or other individuals that significantly contribute to the promotion of the racing industry in Queensland.

'Racing animal' means thoroughbred and harness racing horses and greyhound dogs.

'SEQ' means South East Queensland.

PROCEDURES

MEDIA ACCREDITATION CONDITIONS

General

- Accreditation is non-transferable.
- Media accreditation passes must be displayed prominently at all times.
- The accredited individual is responsible for complying with the Workplace, Health & Safety rules.
- The accredited individual must not endanger themselves or others by engaging in reckless or prohibited behaviour.
- Photography and filming is prohibited at all times on the course proper.
- The accredited individual must reserve pre-booked workstations and telephone lines in the Press Room.
- Racing Queensland will have regard for the Australian Press Council Statement of Principles applicable to media (<http://www.presscouncil.org.au/pcsite/complaints/sop.html>) and Media should govern themselves accordingly.
- Accredited individuals must obey directions given to them by Racing Queensland officials, race club officials and security staff.

Betting Ring Areas

- Filming or photographing in the betting ring is limited to general atmosphere shooting only. No filming of individuals transacting wagers is allowed unless their expressed permission is obtained.

Photographers and camera operators

- Must be respectful of Members in Reserved Enclosures and seek permission to take photographs.
- Must be considerate of all racegoers when gaining the best photographic position.
- Must not obstruct the view of on course photographer or cameraman.
- Must not attempt to sell photographs in any form to the connections (owners, trainers, jockeys, drivers, strappers etc.) of any racing animal from Queensland race meetings.
- Must direct any enquiries from connections to the contracted course photographer at the particular race course.

Saddling Enclosure

- The Saddling Enclosure is an area designed specifically for trainers, horses, jockeys and connections, prior to and after races, and course officials. Media are privileged to have access to this area and should abide by the rules accordingly. For safety reasons numbers in the Saddling Enclosure are strictly limited and access may be restricted at times regardless of accreditation.
- Mobile telephones may not be turned on or used in the Saddling Enclosure or in Scales Area without the permission of the Chief Steward.

Dress Code

- The accredited individual must adhere to the dress codes for the Saddling Enclosure and Members' Enclosure, set out by the race club.

LEVELS OF MEDIA ACCREDITATION

The access privileges associated with the level of media accreditation provided by Racing Queensland are as follows:

Level 1:

Access is granted to the following areas of the venue with a Level 1 pass:

General admission including:

- Saddling enclosure
- Steward's room, at the Steward's discretion and/or invitation
- Scales area

Level 2:

Access is granted to the following areas of the venue with a Level 2 pass:

General admission only (Access to: Saddling enclosure, Steward's room, at the Steward's discretion and invitation, and Scales area prohibited)

Visiting media:

Access is granted to the following areas of the venue for the duration of a specified carnival/meeting:

General admission including

- Saddling enclosure
- Steward's room, at the Steward's discretion and invitation
- Scales area

Media are not permitted in the Jockey's room unless permission from the Chief Steward is obtained.

Media accreditation levels will be set at the sole discretion of Racing Queensland.

BREACH OF MEDIA ACCREDITATION

Failure to abide by the accreditation conditions may result in cancellation of accreditation.

TERMINATION OF MEDIA ACCREDITATION

Racing Queensland may terminate accreditation at any time at its sole discretion.

Racing Queensland may, at its sole discretion, deny access to accredited individuals to the course or parts thereof.

MANDATORY MINIMUM STANDARD FOR MEDIA ACCREDITATION

Applicants for media accreditation must meet the following mandatory minimum standards:

- They are employed by, subcontracted by, or a contributor to, a recognised media outlet or communications channel. Acceptable outlets / channels include but are not limited to:
 - Print media
 - Television
 - Radio
 - Websites
 - Media distributors
- They suitably contribute to the promotion of the Queensland racing industry, its product or its venues by virtue of the activities undertaken with their media accreditation.
- For applications by new individuals, companies, websites or channels, they provide a suitable business plan detailing their intentions.

ACCREDITATION PROCESS

The following process ensures adherence to this policy:

1. A media accreditation form must be completed and submitted to Racing Queensland using the printed or electronic form available on Racing Queensland's website.
2. Request for accreditation must be accompanied by a passport style photograph and a signed copy of the accreditation rules and regulations.
3. Racing Queensland staff review the application for suitability according to the minimum standards.
4. Applications where legitimacy can not be established will require the applicant to complete and submit the Media Accreditation Reference form. The Senior Communications Officer in conjunction with the Information and Communication Manager will review the submission and decide on its suitability.
5. New applications by individuals associated with new businesses, companies, websites or channels asked to submit a suitable business plan detailing their intentions. The Senior Communications Officer in conjunction with the Information and Communication Manager will review the submission and decide on its suitability.
6. Successful applicants receive a media pass with access level according to their position and duties.
7. Unsuccessful applicants are notified and no further correspondence is entered into.

GROUNDS FOR DENIAL OF MEDIA ACCREDITATION

Media accreditation may be denied to individuals where:

- They have previously breached the accreditation conditions;
- Their references are not satisfactory or can not be verified;
- They do not meet the mandatory minimum standard for accreditation;
- They are in competition with another entity that has an exclusive or non-exclusive contractual arrangement with Racing Queensland or a licensed club or licensed venue;
- They have used, or intend to use, racing product or intellectual property for commercial gain without express permission, or;
- They are deemed to be a person of unsuitable character by Racing Queensland.

Racing Queensland reserves the right to accept or reject any application for media accreditation at its absolute discretion.

ENFORCEMENT

Race clubs will take responsibility for venue security to enforce both accreditation conditions and to prevent unauthorised individuals, or those with expired media accreditation, from entering restricted areas or those areas that they are not accredited to access.

RULES OF RACING

Racing Queensland may make Rules in respect of any matter contained or referred to in this policy.

REVIEW

The review date will be July 2012.

REVISION HISTORY

Version	Date	Description
1.01	July 2010	Board adopted under exceptional circumstances
1.02	September 2010	Board confirmed this policy continued to have effect