



IMPORTANT

2009 MELBOURNE CUP CARNIVAL POLICY GOVERNING COMMERCIAL/NON EDITORIAL USE OF PHOTOGRAPHY

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

The Victoria Racing Club has a policy relating to photography which applies in 2009. 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 Cup Carnival (**Works**) during the 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.

Freelance photographers and photo agencies will need to provide details regarding which media outlets they are servicing and where they anticipate their work to be published.

By agreeing to the online terms and conditions set out when applying for media accreditation each applicant and his or her corresponding media outlet signify their acceptance of the terms of this policy as set out above.

Photographers wishing to use images taken during the Melbourne Cup Carnival for any other purposes other than their accredited purpose will need to discuss their intentions with the Media Accreditation team from Wrights PR, Cara Norden cnorden@wrights.com.au or Leah Grant lgrant@wrights.com.au or call 03 9694 1190 who will pass your request onto the relevant contact at the Victoria Racing Club. Prior to any such approval being given, photographers or their media outlets will be required to enter into a separate commercial agreement with the Victoria Racing Club.