



## **2009 AUSTRALIAN INTERNATIONAL 3 DAY EVENT**

### **Media Accreditation Guidelines**

To cover the 2009 Australian International 3 Day Event, representatives of media organisations and/or freelancers must apply for accreditation.

Interested parties are required to complete and return an application form by the required deadline.

Organisers of the 2009 Australian International 3 Day Event are solely responsible for determining which organisations and individuals will receive accreditation.

Applications for media accreditations can be made from September 1, 2009 and close on Friday, October 30, 2009.

All media approved for accreditation at the 2009 event will have access to the Media Centre. Space in the official Media Centre is limited although access to obtain information and results is available for all accredited media, as are nightly press conferences with the leaders. A workspace cannot be guaranteed for all media.

Media do not have access to the stables, however media centre staff can facilitate access to the stables area for interviews as required. Accreditation also provides free access to the course each day.

**Each accredited media operator will be issued with an accreditation pass which must be worn and displayed at all times.**

Media bibs will also be issued to Official TV Crews and Photographers from the media centre during the event. For safety, security and public perception, bibs and accreditation **MUST BE** worn at all times for media to gain access to: the Cross Country track and designated media areas.

Any media in the designated media areas without accreditation and bibs **WILL BE REMOVED** by security.

### **Dressage and Show Jumping**

A designated media area adjacent to the main arena will be set aside for media use during the Dressage and Show Jumping phases.

## **Cross Country Day**

The cross country phase field of play (FOP) is designated by ropes and barriers. Media wearing bibs and credentials may move inside the FOP at no further than arm's distance from the tape or barrier.

Media are not allowed to cross the FOP except at designated cross over points or at jumps (at the permission and instruction of the jump judge.)

Photographers and media personnel must abide by all directions given by competition officials, including jump judges (located at each cross country jump), the technical delegate, cross country course designer or any other identified event official.

Personnel who do not comply with the directions of competition officials may be removed from the event and their accreditation immediately cancelled.

**We seek your cooperation in ensuring the accreditation guidelines are respected.**

The safety of those involved in the event is our prime concern and we are certain all media will be able to do their jobs within the guidelines. A breach of the guidelines or refusal to follow the reasonable direction of the Event Organisers and security will result in the immediate forfeit of accreditation.

## **FREELANCE - This category includes freelance journalists and photographers.**

For a freelance media accreditation pass to be issued the applicant must provide a 'Letter of Assignment' from a recognised media organisation. The organisers will be verifying the nature of all commissions.

### **Media accreditation application forms must be:**

Returned to the 2009 Australian International 3 Day Event office by **Friday October 30, 2009.**

Completed in English.

Completed in pen only and signed by each applicant and their respective editor/producer.

Returned with two identical photographs of each person requiring accreditation.

### **Completing the form:**

Personal Details -The applicant's information should be entered in the relevant spaces.

Media Function / Outlet - Please select the appropriate category and type of media organisation.

General Information - Please provide details of necessary additional information, including any physical limitations that may require special accommodation at the Media Centre.

Terms and Conditions of Accreditation Waiver - All accreditation application forms **MUST** include the signature of the applicant. By signing the application form, the applicant agrees to the terms and conditions outlined in this manual and to the terms and conditions of use of the Media Accreditation Pass during the trials.

Please send completed accreditation application forms to the following address:

**Media Accreditation  
2009 Australian International 3 Day Event,  
Level 3, 100 Pirie St,  
Adelaide, South Australia 5000**

Media organisations requiring accreditation for more than one staff member must fill out individual forms for EACH applicant. For ease of processing, these forms should be sent in together. Each application must include two photographs of the person requiring accreditation.

#### **Photographs:**

To gain media accreditation for the 2009 Australian International 3 Day Event, two identical photographs must accompany each application.

a) The photographs should be an accurate likeness of the applicant b) The photos must be colour originals c) The dimensions of the photographs must be standard Passport photo size. d) The photographs should be a front view of the applicant's head and shoulders e) Hats, hair bands or dark sunglasses may not be worn, unless always worn for religious reasons f) The background must be plain g) The photographs must not have been altered in any way h) The name of the applicant must be printed on the back of both photographs

#### **Confirmation of Media Accreditation Applications:**

Following the application deadline, the 2009 Australian International 3 Day Event will process all received applications. Applicants will be notified if they have been successful in gaining media accreditation. Applicants will also be advised what level of accreditation they have been assigned.

#### **Receiving Media Accreditation Pass:**

Media Accreditation Passes will be available for collection from the Event Management office from Monday November 9, 2009 or from the Media Centre from Thursday November 12, 2009 after 12pm. Passes must be worn at all times and especially to gain access to the event site and media centre. Media are required to register in the Media Centre from 1pm on Thursday 12 November, to collect a media kit, photographer's briefing, photographer's bib, event updates and rider lists.

**Media Centre:**

The Media Centre for the 2009 Australian International 3 Day Event will have a number of facilities that will be available to accredited media at the centre. These include:

Photocopier Telephone and Facsimile \*  
Desktop Computers (with Internet access) and Printers  
Official Results and Event Information  
Daily rider lists  
Help Desk  
coffee / tea facilities  
Media conferences

\* If you require a dedicated phone line or ISDN access (at user's cost) please advise us on your media accreditation form.

The Media Centre will commence operation from 12pm on Thursday 12 November. Hours of operation are yet to be confirmed but it is anticipated the Media Centre will open one to two hours prior to the daily start time and close three hours after the competition finish time. (Closing times may vary based on demand.)

**Accommodation:**

The 2009 Australian International 3 Day Event , through the South Australian Travel Centre, can assist accredited media in organising accommodation in Adelaide to cover the event. For assistance with accommodation and travel arrangements please contact:

The South Australian Travel Centre  
Tel: Local 1300 655 276 / Interstate 1300 366 770 / International + 61 8 8303 2033  
Email: [informationandbookings@southaustralia.com](mailto:informationandbookings@southaustralia.com)

**Media inquiries should be directed to: Jodie van Deventer ([Jodie@deventer.com.au](mailto:Jodie@deventer.com.au)) or Belinda Lindh ([manager@australian3de.com.au](mailto:manager@australian3de.com.au))**

Visit our website at [www.australian3de.com.au](http://www.australian3de.com.au)