



# DLRA MEDIA ACCREDITATION POLICY

**Dry Lakes Racers Australia Inc**  
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## 1. Purpose

(a) The DLRA is the organisation for Land Speed Racing in Australia.

(b) The DLRA recognises that recording of media at Events is an important part of motor sport in Australia and that to record those events, special access is often required at Events.

(c) The purpose of this Policy is to:

- (i) Provide a process for issuing individuals with Media Accreditation.
- (ii) Outline DLRA requirements for all individuals with Media Accreditation.
- (iii) Give guidance to individuals who attend Events.

## 2. Interpretation and Definitions

### 2.1 Interpretation

The rules for interpretation stated in section 6 of the National Competition Rules (NCR's) will apply to this Policy unless stated otherwise.

### 2.2 Definitions

Capitalised terms used in this Policy have the meanings stated below and in the National Competition Rules (NCR's) unless stated otherwise:

- (a) **Accreditation Level** has the meaning given to that term in clause 4.2.
- (b) **DLRA Media Guidelines** means the guidelines stated in schedule 1.
- (c) **Media Accreditation** means an accreditation issued by DLRA to an individual in accordance with this Policy.
- (d) **NCR** means the 'National Competition Rules' as published by DLRA and as may be amended from time to time.
- (e) **Policy** means this 'DLRA Media Accreditation Policy' as amended from time to time.

## 3. Application

### 3.1 Application of Policy

- (a) This Policy applies to those applying for, holding or who have held Media Accreditation. It may be amended from time to time by DLRA.
- (b) DLRA 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.

## 4. Accreditation

### 4.1 Process

- (a) Individuals may apply to obtain Media Accreditation at any time. Applications are to be made to the media manager at DLRA.
- (b) Applications must be made on the DLRA Media Accreditation application form and must comply with any requirements stated on that form or otherwise published by DLRA.
- (c) DLRA may from time to time set a fee for issuing Media Accreditation to an individual. Where a fee is set by DLRA, an application for Media Accreditation will not be processed, valid or accepted by DLRA until that fee is received by DLRA. The fee, once paid, will only be for the calendar year (ie. 1 January to 31 December) in which the Media Accreditation is issued.
- (d) Applications for Media Accreditation will be considered by DLRA. DLRA may ask applicants to submit further information or materials to that which is included in an application.
- (e) DLRA has the sole discretion to accept, vary or reject any application for Media Accreditation in part or in full. Matters which DLRA 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 DLRA 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.

#### 4.2 Term

(a) Where an application is accepted by DLRA, the applicant will obtain Media Accreditation from DLRA for the remainder of the calendar year in which the application is received by DLRA. For example, if an application is received on 15 November in a given year, the accreditation given will continue until 31 December in that year.

(b) Media Accreditation (and associated tabards or other 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.

#### 4.3 Media Accreditation Levels

(a) Media Accreditation issued by DLRA will be given on three different levels and represent DLRA's opinion of the quality of an individual holding Media Accreditation and their industry standing.

(i) **Bronze** Media Accreditation is the entry-level category. Bronze level accreditation is unlikely to provide access to top level motor sport events. It is intended for use at a club and state level as a means to gain experience in the industry.

(ii) **Silver** Media Accreditation indicates that the individual is competent, experienced and that their work is currently being published. Individuals may need to show venue operators, Event organisers or promoters at interstate Events that they have an assignment which requires their presence or are striving to gain further experience in order to achieve Gold Media Accreditation.

(iii) **Gold** Media Accreditation indicates a higher degree of professionalism in a commercial sense and that the individual's work is being published in national motoring and motor sport publications on a regular basis. Attendance at a number of national motor sport Events throughout the season is likely to be required.

(collectively, **Accreditation Levels**).

(b) An individual holding Media Accreditation is not entitled to any certain access or rights at an Event solely on the basis of an Accreditation Level. Rights and access at an Event remain at the discretion of the Event organiser. However, individuals holding Media Accreditation at a higher Accreditation Level can generally expect to be permitted access to a greater range of events than those with a Bronze Accreditation level.

#### 4.4 Removal of Accreditation

The DLRA may, in its sole discretion, remove or vary an individual's Media Accreditation at any time for any of the following reasons:

- (a) a breach of this Policy or any other policy, regulation or rule issued or published by DLRA; or
- (b) the occurrence of any other matter listed in regulation 183 of the National Competition Rules (NCR's).

#### 4.5 Display of Media Accreditation

When at an Event, individuals with Media Accreditation who are making recordings must wear a valid and current tabard issued by DLRA at each Event and not wear that tabard:

- (a) in a year in which it is not valid; or
- (b) where the individual's Media Accreditation has been removed by DLRA or not renewed.

#### 4.6 Licence to DLRA

(a) Individuals with Media Accreditation give DLRA 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 DLRA operations. DLRA will not seek to commercialise any Event Media for profit unless otherwise agreed.

(b) In relation to any Event Media, individuals with Media Accreditation will within a reasonable period of time of receiving a request by DLRA

(i) deliver that Event Media to DLRA within a reasonable period of time; and

(ii) cover the reasonable costs of complying with DLRA' request.

#### 4.7 Release and Indemnity

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

(a) that motor sport is an inherently dangerous activity;

(b) to assume all risk of loss or damage in attending an Event; and

(c) to the terms and conditions of DLRA' disclaimer which is available on the DLRA website ([www.dlra.org.au](http://www.dlra.org.au))

#### 5. Media Rights

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.

#### 6. Recording Obligations

Individuals at an Event must:

(a) comply with DLRA Media Guidelines;

(b) take all necessary steps to ensure their own safety and the safety of those around them; and

(c) comply with all:

(i) policies, procedures, rules and regulations of DLRA, track owners and the Event manager (including but not limited to the National Competition Rules (NCR's);

(ii) directions issued by officials; and

(iii) laws.

#### 7. 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.

This policy was issued on 9 November 2018.

# Schedule 1 – DLRA Media Guidelines

## 1. Introduction

The DLRA recognises the value of recordings which are made of Events and has created DLRA Media Accreditation Policy (Policy). These DLRA Media Guidelines form part of that Policy and is intended to set out some basic guidelines for individuals attending Events.

## 2. Guidelines

Individuals at Events must at all times:

(a) follow the rules and regulations in relation to an Event and:

(i) contact the Event operator well in advance of the Event to discuss their attendance and attend any relevant briefings organised at an Event;

(ii) only be positioned where permitted by the Event and not in any prohibited areas;

(iii) comply with all policies, rules and regulations of DLRA, track operators and Event operators and directions given by officials; and

(iv) comply with all signage, barriers and other markers noting where individuals should or should not be;

(b) be aware that vehicles competing in an Event may:

(i) create or release projectiles and debris;

(ii) not follow the marked or usual course; and

(iii) dislodge safety barriers or other objects around them;

(c) be aware of their own safety and:

(i) remain on their feet and not lie or sit down;

(ii) stand where they can easily move in the event of an incident and avoid standing in front of embankments, culverts, walls, etc;

(iii) carry and use correctly all necessary personal protective equipment (PPE);

(iv) at tracks, remain behind first lines of protection. If not at a track and there is no first line of protection, stay behind an object which is reasonably able to stop a car;

(v) never step onto a track or other place where vehicles will be moving at speed;

(vi) not stand in areas where vehicles may or are likely to run off their usual course in the event of an incident (ie braking areas, etc);

(vii) not create a hazard or risk to others; and

(viii) not obstruct signs and other items which have been put in place for the safety of the Event;

(d) know that their awareness of their surroundings may be affected when using a camera or other media device and ensure that they:

(i) stay alert;

(ii) are aware of their environment and their restricted peripheral vision and hearing when using some devices; and

(iii) ensure that they have a clear line of sight of vehicles and other hazards;

(e) be courteous and:

(i) be respectful of those around them and in the recordings that they make;

(ii) not intentionally make recordings which are:

(A) unwarranted or intrusive;

(B) illegal;

(C) indecent (such as “up skirt” or “downblouse” photographs taken covertly in change rooms, toilets or other invasions of privacy);

(D) being used for voyeurism or made for the purpose of observing and visually recording the other person’s genital or anal region;

(E) of a critical incident (unless directed to do so by an official);

(F) protected by a court order (e.g. child custody or witness protection); or

(G) defamatory;

(iii) cooperate with other media; and

(iv) not bring DLRA or the sport of motor racing into disrepute; and

(f) be careful in recording and using images of children at Events and comply with the guidelines issued in relation to images of children by the Australian Sports Commission ([http://www.ausport.gov.au/supporting/clubs/resource\\_library/managing\\_risks/child\\_protection/guidelines\\_use\\_children\\_images/images\\_of\\_children](http://www.ausport.gov.au/supporting/clubs/resource_library/managing_risks/child_protection/guidelines_use_children_images/images_of_children)).