



### **2024 NCHA Australia Media Policy**

This 2024 NCHA Australia Photography and Videography Policy (the “Media Policy”) applies to the following National Cutting Horse Association Australia Events (“NCHA Australia Event” or “NCHA Australia Events”):

1. NCHA Australia 4CYTE NATIONAL FINALS & BENGALLA DERBY

NCHA Australia National Finals Events, White Park, Scone NSW

NCHA Australia Bengalla Derby Events, White Park, Scone NSW

#### **Event Media Fee \$300 plus GST**

2. NCHA Australia 4CYTE FUTURITY

NCHA Australia Futurity Events, AELEC, Tamworth, NSW

NCHA Australia Pinnacle Events, AELEC, Tamworth, NSW

NCHA Australia Champion of Champions Cup, AELEC, Tamworth, NSW

#### **Event Media Fee \$500 plus GST**

**Overview:** The National Cutting Horse Association (NCHA) is the national governing body of the sport of cutting in Australia. Media coverage of NCHA Australia events, include “The NCHA Australia National Finals” & “The NCHA Australia Futurity”. The purpose of this media policy is to set guidelines for appropriate content gathering and distribution at these premier events.

This policy safeguards the associations partnerships while encourages attention from the news media, both inside and outside the western performance horse industry. Media coverage of NCHA Australia events are central to the Association’s continuing efforts to promote and grow the sport of cutting.

**General Policy:** NCHA Australia secures official photographers and official videographers for NCHA Australia events. NCHA Australia retains the rights to the photos and videos from those NCHA Australia events. Photographers or videographers capturing images are not permitted to sell/transfer or otherwise give away any images taken at NCHA Events. The NCHA Official Photographer and the NCHA Official Videographer are the only authorised outlets for competition photos or videos & are distributed at the discretion of NCHA Australia.

**Official Photographers:** An official position authorised to use the show arena and front floor position in the supply of professional competition photographs of an NCHA Australia premier event for media publication & member use meeting the following criteria:

- Have a signed ‘Media Code of Ethics’ on file with NCHA Australia.
- Provide a copy of their business certificate of currency.
- Commit to at least 4 (four) working or competition shots of each competitor in each class available for the NCHA member to view at the option to purchase.
- At least 1 (one) presentation shot taken in mind of the member, horse owner & horse breeder.
- At least 1 (one) presentation shot taken in mind of the class sponsor.
- The supply of any shot taken be available for media publication within a timely manner & must not exceed a 12 hour period of the shot being taken.

- All shots taken remain the property of NCHA Australia & can only be sold or distributed to the member, horse owner or horse breeder themselves for use, only after NCHA Australia have had access to deny use.
- Hi-res photos to be submitted for the Chatta Magazine within 7 days of the events completion.
- No working or competition shots taken from the show arena and front floor position be public or published on any platform without expressed written permission & the consent of NCHA Australia in writing within 45 days of the events completion date.
- All Media Policy guidelines must be followed.

**Official Videographers:** An official position authorised to use the show arena and front floor position in the supply of professional competition videos of an NCHA Australia premier events for media publication & for member use meeting the following criteria:

- Have a signed 'Media Code of Ethics' on file with NCHA Australia.
- Provide a copy of their business certificate of currency.
- Commit to recording each competitor in each class for purpose of public livestream with approved NCHA Australia Graphics/Logo & approved sponsors logo & be available for the NCHA Australia member to purchase.
- Presentation video recorded for purpose of public livestream with approved NCHA Logo & approved sponsors Logo.
- The supply of any video recorded be available for media publication within a timely manner & must not exceed a 12 hour period of the being recorded.
- All video/footage recorded remains the property of NCHA Australia & can only be sold or distributed to the member, horse owner or horse breeder themselves for use, only after NCHA Australia have had access to deny use.
- No working or competition video recorded from the show arena and front floor position be public or published without expressed written permission & the consent of NCHA Australia in writing within 45 days of the events completion date.
- All Media Policy guidelines must be followed.

**Visitor Policy:** Visitors, spectators and exhibitors at NCHA Australia premier events are permitted to take photographs and record video for personal use only. Visitors, spectators and exhibitors are strictly prohibited from taking photographs and video for commercial distribution, including printed publications, websites, social networking sites or similar media. This policy applies to the entire show grounds at NCHA Australia events including, but not limited to, competition arenas; warm up arenas; stables/stalls and stable/stall areas; and cattle facilities.

Professional photography equipment, including, but not limited to, cameras with lenses longer than 4 inches, tripods, monopods, or any video camera mounted on a tripod or other stabilising device are not permitted under any circumstances. Media representatives with NCHA Australia approved credentials or photographers who have paid the licensing use fee are the only exception to the "professional photography equipment" clause of this policy.

**Photographer/Videographer Fee:** Photographers/Videographers working the event for commercial use, supplying images to a customer base, or anyone using professional photography equipment must met the following criteria to capture content at NCHA Australia premier events:

- Have a signed 'Media Code of Ethics' on file with NCHA Australia.
- Pay a media licensing fee per premier event.
- Payment must be made through the NCHA Australia office during business hours before the commencement of the event.
- The media licensing fee must be paid by each photographer per premier event.
- Fees are non-refundable.
- Provide a copy of their business certificate of currency.
- All Media Policy guidelines must be followed.

### Media Policy

Media credentials may be issued, at NCHA Australia's discretion, to journalists/photographers/videographers on assignment for recognised magazines, newspapers, websites, television and radio networks, and other approved media outlets.

Anyone seeking media credentials is required to complete the Event Media Credential Form and email it to: [generalmanager@ncha.com.au](mailto:generalmanager@ncha.com.au)

- Applicants must apply per show.
- Media Credentials must be applied for at least 21 days prior to the event commencing. All clients must be listed on the application at the time of submission.
- Any applications received after the deadline will be charged \$50 late fee.
- Media Credentials will be approved or denied in writing.
- Once credentials are issued a \$50 late fee will apply per client.
- Once show has commenced, no clients can be added to Event Media Credential Form.
- Approved applicants must check in at the office upon arrival at the show.
- Approved applicants may not post any photographs or videos taken of people/riders outside of the provided client list on social media or in printed materials during or after the conclusion of NCHA Australia events.
- The media fee must be paid by each photographer per premier event.
- Fees are non-refundable.
- Credentials are non-transferable to another applicant.

**Marketing/Commercial Policy:** NCHA Australia supports its valuable partners and sponsors and recognises that their business related and revenue-generating endeavours are connected to NCHA Australia premier events. Photos and videos for marketing, advertising, and commercial purposes are available for purchase from the NCHA Australia Official Photographer, and the NCHA Australia Official Videographer. This purchased content may be used for print advertising, promotion, marketing and other revenue-generating purposes for a product, service, business, stallion, etc.

NOTE: Photos used for marketing and advertisement cannot misrepresent the image in such a way to alter the sponsor representation or event sponsorship. Adding logos that do not mimic the sponsor logo placement or removing backgrounds completely is a permissible change to the image for promotion.

**Freelance photographers and videographers** on specific marketing/promotion assignments from NCHA Australia sponsors are permitted at NCHA events. Sponsor freelancers will be required to submit a Media Credential Request Form and adhere to NCHA Australia Media Policy guidelines as well as pay the media licensing fee at each event. Sponsor freelancers are prohibited from gathering content (including, but not limited to, photographs, video and interviews) that is not directly relevant to their sponsor freelance assignment.

**Official Logo:** Using the NCHA Australia Logo is restricted to only those with an active, contracted sponsor or partner agreement on file with the NCHA Australia. Do not lift the logo from the website and place on photographs, advertisements, or social media posts without either 1) expressed written permission from the NCHA or 2) a valid, active Sponsor Partner agreement with NCHA Australia.