

5th – 8th June 2009

Werribee Park National Equestrian Centre



MEDIA ACCREDITATION GUIDELINES

The 2009 Melbourne Three Day Event is held at Werribee Park National Equestrian Centre - 170 K Road Werribee South from 5-8 June 2009.

Media are required to complete and return an application form by the required deadline. The deadline for media accreditation applications is **Wednesday 3 June 2009**.

All media approved for accreditation at the 2009 Melbourne Three Day Event will receive:

- Free entry to the event each day
- Complimentary Event Program
- Access to the Media Centre, located in the secretary's office from 9am-4pm each day - facilities include photocopier, official results and event information and daily rider lists
- Coffee / tea facilities (located in the volunteers/vendors room near the trade village)

Media do not have access to the stable area however media centre staff can facilitate interviews with riders in the media office as required.

ACCREDITATION PROCESS

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

Dressage & Show Jumping

There is designated media seating in the indoor arenas for dressage and show jumping.

Cross Country Day

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

Photographers / crews will be placed into position by media centre staff.

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. We seek your cooperation in ensuring the accreditation guidelines are followed as the safety of those involved in the event is our prime concern.

Please email completed accreditation application forms to mikkih@netstra.com.au or fax to 03 9509 0309

Should any changes or cancellations occur after applications have been lodged, please notify Michaela Hall 0419 113 633 or mikkih@netstra.com.au

Media organisations requiring accreditation for more than one staff member please fill out individual forms for each applicant.

Freelance

Freelance journalists and photographers must provide a 'Letter of Assignment' from a recognised media organisation. The organisers will verify the nature of all commissions.

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Public Liability

By completing the media accreditation form, media personnel acknowledge that public liability insurance is covered by them (or their employer) and acknowledging M3DE is not responsible for their public liability insurance.

Confirmation of Media Accreditation Applications

Confirmation of accreditation will be notified within 2 working days after accreditation form has been submitted.

Receiving Media Accreditation Pass

Media Accreditation Passes will be posted to applicants prior to the event or will be available for collection at the Media Centre from Friday 5 June after 9am. Please wear passes at all times.

At the Event

Media are requested to register at the Media Centre from 9am on Friday 5 June to collect a media kit, event program, event updates and rider lists.

Media Contacts

Media inquiries should be directed to: Michaela Hall - 0419 113 633 or via email mikkih@netstra.com.au. The official event website is www.m3de.com.au

Provisional Timetable

Friday 5th June

9:00am Dressage Phase (CCI** and * - indoors)

Saturday 6th June

9:00am Dressage Phase (CCI*** - indoors)

Sunday 7th June

8:00am Cross Country (all classes)

Monday 8th June

10:00am Jumping (all classes - indoors)

4:30pm Prize Giving (all classes - indoors)

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APPLICATION FOR MEDIA ACCREDITATION

Name: _____

Media outlet: _____

E-mail: _____

Address: _____

Daytime telephone no: _____ Mobile: _____

Please circle as appropriate:

Journalist/Photographer/Other (please specify) _____

TV/Radio/Online/Print/Other (please specify) _____

Are you a freelance operator? Yes/No

Freelance Accreditation is encouraged but a signed letter of commission from a media outlet is required.

Expected Media Coverage - *please outline both pre and post event coverage*

Send completed forms by Wednesday 3 June 2009 to mikkih@netstra.com.au or fax to (03) 9509 0309

Note:

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Signed: _____