



ABHA NATIONAL FINALS – CLOSED MEDIA POLICY

Entry to the ABHA National Finals for media purposes constitutes acceptance of this policy.

1. Overview

The ABHA National Finals is a **closed media event**.

This policy establishes the rules, expectations, and operating framework for all freelance photographers and videographers attending the event for the purpose of capturing, distributing, or selling media content.

The intent of this policy is to:

- Protect the commercial rights of official event media partners
- Maintain professional standards across all media captured
- Ensure fair and controlled distribution of event content
- Provide clear guidelines for approved freelance media contributors

This policy applies to **all freelance photographers and videographers**, regardless of whether they are operating on a **commercial or volunteer basis**.

2. Official Media Partners

The ABHA has appointed **Official Photographer(s)** and **Official Videographer(s)** for the National Finals.

These partners:

- Hold **exclusive arena floor access**
- Are the **primary commercial media providers** for the event
- Are responsible for delivering official event coverage

All freelance media must operate within the restrictions of this policy and must not interfere with official media operations.

3. Media Approval Requirements

All freelance media must:

- Be **approved by the ABHA prior to the event**
- Submit an application for a **Media Pass**
- Meet ABHA standards for **professionalism and conduct**
- **Pay the media pass in full prior to the commencement of the event**
- Provide the event office with a **signed copy of this policy prior to advertising or accepting pre-purchased work**

No approval = No access.

ABHA reserves the right to:

- Approve or deny any application at its discretion
- Revoke approval at any time for breaches of this policy

4. Media Pass Requirements

- A valid **ABHA Media Pass is mandatory**
- Cost: **\$200 + GST per day**

Media passes must be:

- **Clearly displayed at all times** while shooting
- **Produced upon request** by ABHA officials

Failure to comply may result in:

- **Immediate removal from the venue (no refund)**
- Revocation of media privileges

5. Access Restrictions

This is a **strictly enforced closed media event.**

Freelance media:

- **DO NOT have arena floor access**
- May only capture content from:
 - Spectator areas
 - Designated public viewing zones

Under no circumstances are freelance media permitted:

- Inside the competition arena
- In restricted competitor or official areas
- In any position that interferes with event operations

6. Content Capture & Conduct

All media must:

- Operate in a **professional and respectful manner**
- Not obstruct:
 - Competitors
 - Officials
 - Spectators
- Not use equipment that poses a **safety risk**

Media must also:

- **Adhere to animal welfare standards at all times**

ABHA reserves the right to remove any media personnel deemed:

- Disruptive
- Unsafe
- Unprofessional

7. Content Usage & Distribution

7.1 Posting Restrictions (7-Day Rule)

Freelance media must adhere to a **7 day or 30 day delay** on all public content distribution.

- No posting of event video (reel/s) content (including social media) within **7 days of capture**
- This includes:
 - Facebook
 - Instagram
 - TikTok
 - Websites
 - Any digital platform

Exception:

- Competitors may post **purchased images/videos immediately**, including:
 - Personal candid
 - Competition photos or reels

However:

- **Any brand, business, or promotional content** (where the brand/business is not an official event partner) must not be posted by:
 - The freelancer
 - The brand or business
for a period of **30 days**

7.2 Photo Sales Restrictions (30-Day Rule)

- Photos must **not be advertised or made available for sale within 30 days of the event**

Media providers must:

- Not advertise or sell photos within this 30-day period
- Maintain **professional delivery standards**
- Ensure all content aligns with **animal welfare standards**

8. Rights & Ownership

The ABHA retains overarching rights to:

- Event imagery
- Event footage
- Event representation

By accepting a media pass, you agree that:

- ABHA may request access to content for:
 - Marketing
 - Promotion

Freelance media may:

- Sell their own captured content (within policy restrictions)

However:

- Content must not be used in a way that conflicts with ABHA or its official partners

9. Commercial Activity

Freelance media:

- May operate commercially **only if approved**

Must not:

- Undercut official partners
- Misrepresent themselves as official event media

All commercial activity must align with:

- ABHA branding
- Event integrity
- Professional standards

10. Breaches of Policy

Any breach of this policy may result in:

- Immediate removal from the venue
- Revocation of media pass (**no refund**)
- Ban from future ABHA events
- **Formal request for removal of any content not distributed in accordance with this policy**

11. Acceptance of Terms

By applying for and accepting a media pass, all freelance photographers and videographers:

- Acknowledge this policy
- Agree to comply fully with all conditions
- Understand that failure to comply will result in enforcement action

The ABHA reserves the right to:

- **Request the removal or deletion of any media content (including social media content) that breaches this policy**

12. Exclusivity & Media Limitations

The ABHA reserves the right to **limit the number of approved freelance photographers and videographers** at the National Finals.

This is to:

- Maintain high-quality media standards
- Protect the integrity of the event
- Ensure a controlled and professional media environment
- Support the delivery of official event coverage

Approval is not guaranteed.

ABHA may:

- Approve a **restricted number of media personnel**
- Decline applications once capacity is reached
- Prioritise applicants based on experience, professionalism, and alignment with event standards

Exclusivity decisions are final and not subject to review.

13. Acknowledgement & Agreement

Date Approved: _____

Media Pass Provided (Yes/No): _____

Name: _____

Signature: _____

Date: _____