

2023 Melbourne Royal Show Press Accreditation Terms and Conditions

Melbourne Royal welcomes press to the 2023 Melbourne Royal Show, held over 11 days from Thursday, 21 September to Sunday, 1 October 2022 at Melbourne Showgrounds.

It is a condition of entry that all working press outlets and individuals at the 2023 Melbourne Royal Show are accredited through the Melbourne Royal's press accreditation process, which is managed by AMPR.

All accredited press outlets and each representative working at the 2023 Melbourne Royal Show are bound by the Press Accreditation Rules outlined in this document.

It is each accredited press outlet's responsibility to brief each person representing the outlet on Press Accreditation Rules in advance of working at the 2023 Melbourne Royal Show.

The Melbourne Royal Show Press Centre is located on Level 1 of the Gourmet Pantry + Cellar Pavilion (Building 8) at Melbourne Showgrounds (access via external stairs adjacent to the Spotlight Makers Pavilion) and is complete with hot desks, Wi-Fi and refreshments. The Press Centre is open from 9.00am to 6.00pm for the duration of the Melbourne Royal Show. If after-hours access is required, please contact your AMPR representative in advance.

Press accreditation applications for the 2023 Melbourne Royal Show must be submitted by 5:00pm, Friday 8 September. Applications received after this date may not be processed.

Accredited press will receive a press accreditation pass and lanyard from Melbourne Royal which is to be worn at all times whilst on site at the Melbourne Showgrounds.

All accredited press must adhere to the following rules:

- Upon arrival at the Melbourne Showgrounds, press must make themselves known to AMPR via mobile phone call, or in-person in the media centre.
- Press accreditation passes are non-transferable
- Press accreditation passes must be worn visibly with lanyard at all times
- High visibility vests must be worn by working press representatives operating photography and videography equipment in some areas of Melbourne Showgrounds. High visibility vests can be collected from the Press Centre.
- Accredited press must be accompanied by an AMPR or Melbourne Royal representative unless otherwise agreed in writing.
- Accredited press must respect Show patrons at all times and be considerate when gaining photographic / filming position and when seeking commentary, interviews or

sound grabs.

- Any press outlet or press representative not adhering to the Press Accreditation Rules may have their access to Melbourne Showgrounds revoked for the remainder of the event.

All accredited press please note:

- Press accreditation is for working press only; and will be issued to those wishing to attend for the purpose of producing editorial material. Verification from relevant press outlets may be requested.
- Priority accreditation and access will be granted to high-circulating press and press filing frequently.
- Application for registration does not guarantee acceptance or entry into the Show.
- Successfully accredited press must display their supplied press pass and carry ID at all times.
- Press applicants may be asked to show editorial support from previous Melbourne Royal Shows or similar events before being accredited.
- Press accreditation does not grant access to all areas.
- Press accreditation does not provide car parking for working press or guarantee storage for any equipment.
- Late applications may only be considered in unique circumstances.

All press outlets capturing, publishing or selling photography or videography MUST NOT:

- Take or make any film, video recording, video broadcast, still picture, photograph or any other image in, or of, Melbourne Showgrounds or of the Melbourne Royal Show (Works) during the event period, except where such Works are created for the purpose of publication, broadcast or for editorial use, as follows:
 - In a program or publication that is an approved medium for that accredited party;
 - By any press outlet that is a print, broadcast or online subscriber to an approved newswire service provider;
 - A newswire service provider must use all reasonable endeavors to ensure that its subscribers only use the Works for editorial purposes in a publication (print or online) or television program created, published or broadcast by that subscriber's press outlets;
 - For the purpose of the Melbourne Royal press accreditation program, 'Approved Medium' means, in relation to an Accredited Party, a publication (print or online) or television program created, published or broadcast by that Accredited Party's corresponding Press Outlet (as specified on the Accredited

Party's application form provided as part of the application for press accreditation at the 2023 Melbourne Royal Show).

If you intend to produce photography that may be used for commercial purposes, you will be required to sign an agreement to provide the images to Melbourne Royal. For more information, refer to <https://royalshow.com.au/media/photography/>.

Pre-event press access:

From Monday 11 September to Wednesday 20 September, all press requests for access to Melbourne Showgrounds should be directed to AMPR. Press requests will require individual sign off before access can be granted. Whilst the Melbourne Royal will endeavor to facilitate pre-event press access, requests made in advance are more likely to be accommodated. Please note, not all areas of Melbourne Showgrounds are always accessible during the bump-in period

-ENDS-

For Melbourne Royal Show accreditation requests, please contact:

Katie Scanlan | AMPR – Communications Manager
katie@ampr.com.au | 0413 512 050

Ashleigh Bonica | AMPR – Communications Director
ashleigh@ampr.com.au | 0407 866 822