

# 2024-25 MEDIA ACCREDITATION POLICY - DRAFT

## Preamble

The purpose of MotorSport New Zealand's media accreditation is primarily to help promote motorsport in New Zealand via the journalists, photographers, videographers/producers and public relations (PR) professionals who cover our sport.

Media Accreditation is considered a working tool and is only to be used by working media personnel. This policy aims to accredit everyone who legitimately works in the media to promote motorsport. This includes all amateur photographers who shoot for any legitimate outlet.

All changes from the previously issued version of this policy will be highlighted as such.

All individuals with MotorSport New Zealand Media Accreditation must comply with MotorSport New Zealand's Media Accreditation Policy and all associated rules at all events to ensure their own safety and the safety of others.

This policy applies to MotorSport New Zealand permitted events only.

**Accreditation Term:** The 2024-25 MotorSport New Zealand Media Accreditation term will run from 1st July 2024 - 30th June 2025.

This term may be altered by MotorSport New Zealand by notifying all accredited media and member clubs. No alteration to the accreditation term shall be made within 14-days of the scheduled end date.

## 1. Tiered system:

### 1.1 Definitions:

- (a) **Outlet:** A club, event, team, website, broadcast platform, social media page, track/venue, series/class or print media.
- (b) **Supervised:** Actively and knowingly supervised by a person as described in the clause
- (c) **Unique views:** The number of unique viewers (people). NOT page views.

**1.2 Social Media channels:** Outlets that are only social media channels/accounts require 2x the listed audience requirements in the tiered system. This is to account for the often large amount of variance/spikes in social media audiences.

**1.2 Bronze:** Required for ClubSport permitted events (including all Drifting/D1NZ events) and is aimed at encouraging new people into media roles within motorsport and ensuring club level media are recognised and trained sufficiently.

**Minimum outlet level:** Small audience (under 1000 unique views per month)

- (a) **Criteria:**
  - (i) Complete online media assessment
  - (ii) Provide proof (signed letter from club/organiser or outlet) that you attend local events in a media capacity
  - (iii) Must be 18 years of age or older at time of application. Applications for individuals aged 16-18 may be considered in exceptional circumstances.
- (b) **Access Level:**
  - (i) Access to small/club level events as accredited media,
  - (ii) Access approved restricted (non-public) areas if supervised by Silver (or higher) accredited media OR approved by Clerk of the Course.
- (c) **Vest Numbers:** B00-B99

**Note:** *Bronze accreditation should not automatically grant anyone access to events where a ClubSport permit has been taken out alongside a rally and/or race permit. Access is at the discretion of the event organisers and access to restricted areas is as per 5.0.*

**1.3 Silver:** Required for National Race/Rally permitted events and is aimed at progressing and recognising media who work above the ClubSport level within the sport.

**Minimum outlet level:** Medium audience (1000+ unique views per month for the past three preceding consecutive months)

- (a) **Criteria:** Must meet Bronze criteria plus;
  - (i) Provide proof (signed letter from the editor or whom you report to) that you represent an outlet above ClubSport level (e.g. local car club series or MotorSport New Zealand accredited series)
  - (ii) Provide proof outlet audience is 1000+ unique views per month for the past three preceding consecutive months (if the outlet is a club, event, class, team or venue MotorSport New Zealand may waive minimum audience requirements at their discretion)

- (iii) Provide proof your work has been published by the outlet (or a previous outlet that qualifies) in the 12 months prior to your application
- (iv) Must be 18 years of age or older at time of application.

**(b) Access Level:**

- (i) Access to regional and medium-sized events as accredited media. (Race/Rally Permitted event)
- (ii) Access to approved restricted (non-public) areas at circuits/permanent venues
- (iii) Access to approved restricted areas at rally/non-permanent venues IF supervised by Gold accredited media OR approved by Clerk of the Course.

**(c) Vest Numbers: S00-S99**

**1.4 Gold:** Aimed at recognising professional media who work at a National/Championship level within the sport. Required for National Championship Race and Rally events (e.g. Super Sprint Championship, NZ Endurance Championship and NZRC).

**Minimum outlet level:** Large audience (3000+ unique views per month for the past three preceding consecutive months)

**(a) Criteria:** must meet Silver criteria, plus;

- (i) Provide proof (signed letter from editor or whom you report to) that you an outlet at a national level (e.g. National Championship or nationwide competition)
- (ii) Provide proof outlet audience is 3000+ unique views per month for the past three preceding consecutive months (if the outlet is a club, event, class, team or venue MotorSport New Zealand may waive minimum audience requirements at their discretion)
- (iii) Provide proof your work has been published by the outlet or a previous outlet that qualifies) in the 12 months prior to your application
- (iv) Must be 18 years of age or older at time of application.
- (v) If upgrading your accreditation, you must have a competency form with three previous events you have worked as accredited media in the past 12 months endorsed by a Gold accredited media who has been **'Gold'** for min. of 2 terms, a Silver/Gold Clerk of the Course or Steward. **NOTE:** *At least one Race and one Rally or ClubSport Advanced event should be endorsed. This is note required for PR/Journalists.*

**(b) Access Level:**

- (i) Access to national and championship level events as accredited media
- (ii) Access to approved restricted (non-public) areas at all venues
- (iii) Access to pitlane during an active refuelling session.

**(c) Vest Numbers: G00-G99**

**1.5** If MotorSport New Zealand do not believe an applicant meets the requirements to be granted the tier they have applied for, they will be granted the tier they meet the requirements for.

- (a) MotorSport New Zealand will consider firstly the requirements of the applicant needed to fulfil their job and secondly the applicants experience and prior history when granting all media accreditation.
- (b) MotorSport New Zealand may utilise their Media Accreditation Review Panel to assist them in granting accreditation.

Failure to provide sufficient and correct information will result in your application being placed at the end of the queue and will likely be unprocessed. Please double check your application before submitting.

If an applicant is applying for MotorSport New Zealand having recently relocated or returned to New Zealand, their previous experience and accreditation from another FIA ASN may be recognised as part of their application. This must be uploaded as part of their application.

**Please Note:** *Experience alone (within or outside of NZ) will NOT automatically grant you accreditation, you MUST demonstrate why you need accreditation by providing proof you regularly contribute work to a qualifying outlet for the promotion of MotorSport New Zealand permitted activities.*

Event organisers should allow accredited media who may not have the appropriate level of accreditation if they are working for a client which is not usually present at that level of event, provided they meet all safety requirements. e.g. Accredited Series competing at a Premier Race Championship event.

## 2. Hard Card:

- (a) All accredited media will be issued with a hard card with their name, photo, accreditation level, primary outlet and vest number.
- (b) This must be presented upon entry to an event and at event sign-on. Hard cards must also **be visible at all times** during an event.
- (c) Remember, your media accreditation hard card is not an 'access all areas' pass, you must follow the restricted access rules and guidelines and the event access protocols.

## 3. Numbered vests:

3.1 All accredited media who will likely access restricted areas (Photographer/Videographer) will be issued with a numbered vest which will be assigned to their name. These vests must be returned at your cost if you do not renew your accreditation the following year.

- (a) You must wear your vest when working in restricted areas. **Either the front or rear printed number must be visible at all times.**
- (b) Vests are not interchangeable with other people, accredited or not. Accreditation may be revoked for incorrect use.
- (c) If a replacement vest is needed due to damage or loss of property, please contact MotorSport New Zealand as soon as possible. There will be a cost involved.
- (d) Where production companies have additional crew members (e.g. TV Camera Operators) working at events as part of their operation it may not be practical for all crew to have MotorSport New Zealand Media Accreditation. These additional crew members can be covered under a "Additional Crew Accreditation". This must be arranged directly with the Media Accreditation Manager. Temporary vests will be issued to these organisations numbered T01-99
- (e) In any other instances where additional/temporary vests are needed, please contact MotorSport New Zealand to make arrangements.

#### 4. Event Access:

- (1) Whilst MotorSport New Zealand media accreditation verifies your credentials, it does NOT grant you automatic access to events.
- (2) All accredited media **MUST** still contact event organisers in advance to request media access to the event and arrange any ticketing requirements. Don't surprise event organisers!
- (3) You should only expect media access to events when you are working as legitimate media for a qualifying outlet which is publishing your work from that event.

#### 5. Restricted Area Access:

Individuals with the required Accreditation or supervision are allowed to access restricted areas. Journalists & PR Representatives are not permitted access to restricted areas.

All accredited media must also be familiar with Schedule H (Event Safety). This includes NO open-toe footwear.

##### 5.1 Circuits:

- (a) For permanent circuits, these areas are clearly defined in the track maps provided by MotorSport New Zealand, developed to meet the requirements in Schedule H (Event Safety).
- (b) Any location an individual wishes to access which is not detailed in the track map must first gain approval from MotorSport New Zealand prior to the event or the MotorSport New Zealand appointed Steward or most senior official at the event.
- (c) When moving between locations you must seek permission from the nearest Marshal or Race Control if you cannot move between the two locations without having no line of protection (wall/barrier). This must only be done after the completion of one session and before the commencement of another.
- (d) If the individual does not have the correct level of accreditation to access restricted areas on their own, they may seek permission to do so from the Clerk of the Course.
- (e) **Truck Racing:** When truck racing is taking place, all media must vacate restricted areas and retreat to publicly accessible areas only. This is in line with rules that all officials and volunteers must also follow.

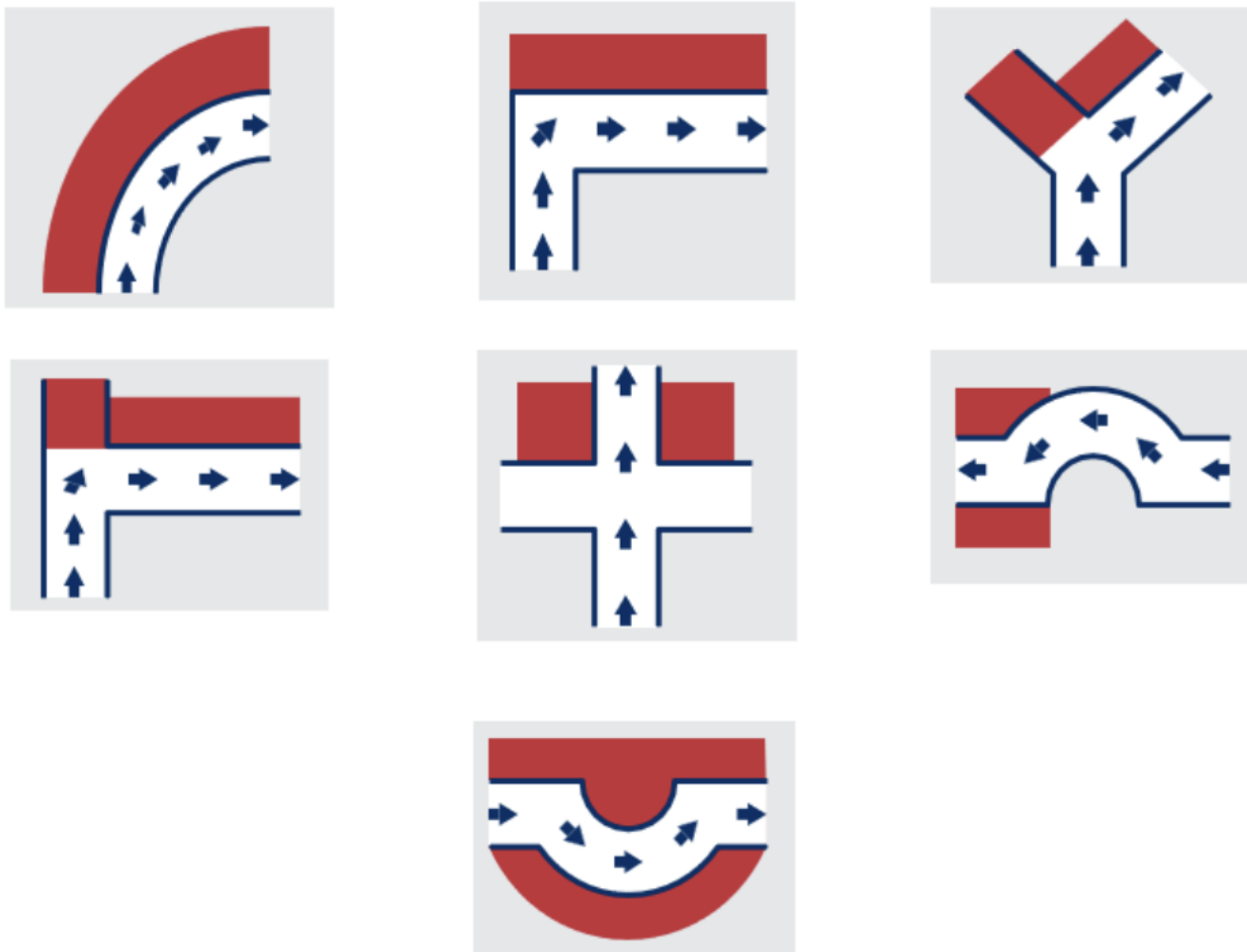
##### 5.2 Non-permanent venues:

For non-permanent venues (rallies, hill climbs, etc.) event organisers should define safe areas outside public spectator areas (if any) which media will be entitled to stand directly in front of the tape/barrier denoting the spectator zone.

If media choose to shoot from alternative locations, they should follow these safety guidelines. **Media are still required to comply with all marshal instructions as per 5.3 of this policy.**

Determining a safe standing location for non-permanent venues should be treated as a circumstantial risk assessment for each and every different location you stand. The safety guidelines below are not to be considered absolute and all locations should be carefully and individually assessed each time you consider standing there.

Below are some guidelines for no-go zones for non-permanent venues. It is expected these guidelines are followed unless there is a clear, risk mitigating circumstance that allows you to operate within these no-go zones.



Below is a table outlines safe standing distances from the edge of the road for non-permanent venue events relative to your elevation above the road. These guidelines should be used to help determine a safety standing distance from the road based on the risk of the location.

Height Above Road	Inside of corner	Outside of corner
2m	1m	1m
1m	2m	5m
0m	5m	10m

Things to consider when choosing your standing distance from the edge of the road:

- (i) If you are standing on a step bank (>70°) above the road that a car is unlikely climb, or will deflect off if it leaves the road, you may be able to stand closer than outlined on the table above.
- (ii) Gradual elevation, something that would not stop a car if it left the road, should be considered level with or 0m above the road.

**Under no circumstances should anyone, including media, stand within 3m of the edge of the road when level with or below the height of the road.**

You must never stand:

- directly on the exit of a corner
- within 10m of the side of the road for 100m after the crest of a jump
- on the apex of a corner
- right next to the road
- on the road
- down an escape road/path.

When choosing a location to stand THINK:

- If a car runs wide on the exit of this corner, am I in its trajectory?
- How fast is the car going to be going at this location? Higher speeds mean you should stand further from the edge of the road.
- Is there a hazard such as rocks, ruts in the road or a ford that could suddenly alter the car's path?
- Are there large, loose rocks on or near the road that could be flung up by a car?
- If the car has a mechanical failure, such as a brake, steering or suspension failure, am I in danger?
- Do I have a clear and easy escape route?

If you answer YES to any of the above, you must rethink you position and relocate elsewhere.

**If in doubt, get out** of your current position and move to a safer position. No shot is worth your life.

**DO NOT THINK YOU WILL HAVE TIME TO MOVE OUT OF THE WAY OF A VEHICLE – YOU WON'T!** Drivers make mistakes and make split second decisions on how to recover from a mistake like running wide, they do not take into consideration people standing in the way, often, they don't even see them! Make sure you're protected and keep out of their way.

**TIP:** Use a remote camera on a tri-pod to get closer to the action. A camera can be replaced, you cannot!

If an individual wishes to cross a stage or move location on non-permanent this should be done immediately after one car has passed and only if you can safely relocate in less than 30-seconds.

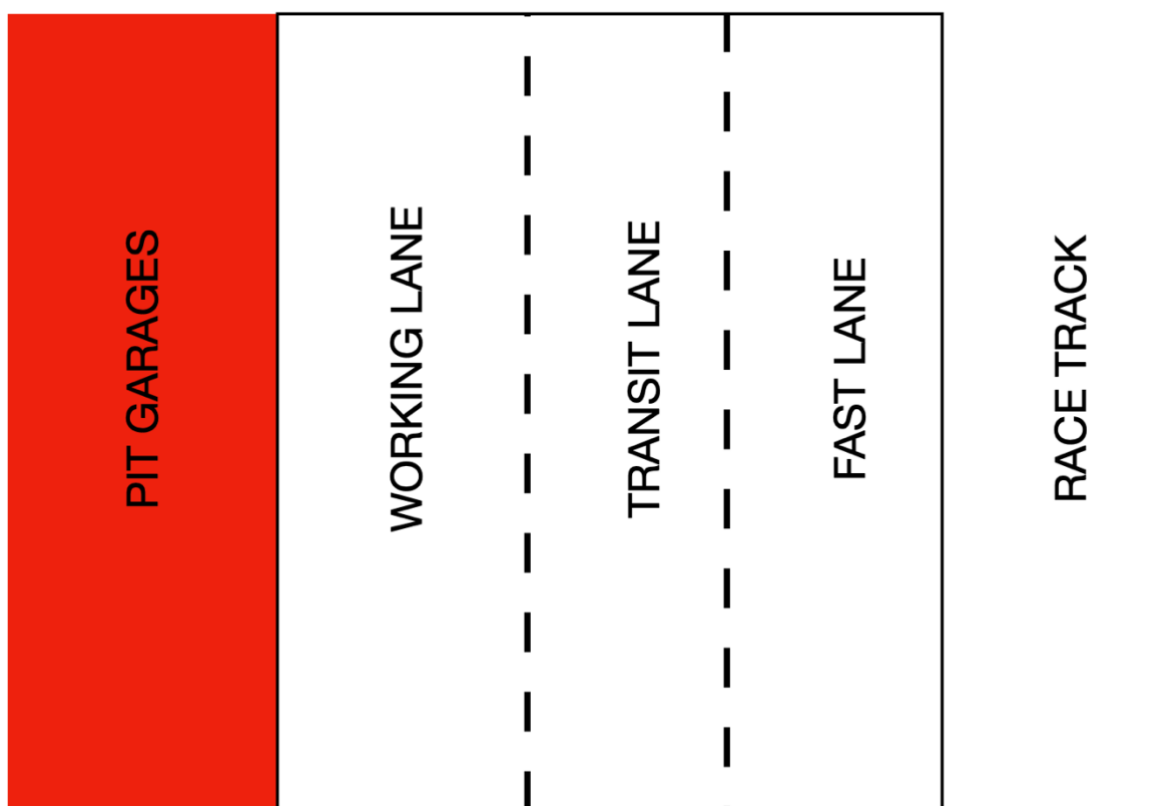
### **5.3 Marshal Law:**

If event officials, marshals or any other volunteer believe someone with media accreditation is in an area they should not have access to they should seek clarification from the Clerk of the Course immediately before confronting the individual, unless there is an immediate threat of injury or incident. If the Clerk of the Course is unable to immediately determine if the individual is allowed in that area, the individual should be asked to return to a safe area and clarify their eligibility to be in that area. Any disputes that may arise from this must be dealt with as outlined further in this policy.



## 6. Refuelling and Active Pitlanes

- (1) If a pitlane is 'active' (a session when the pitlane is in frequent use e.g. endurance races or any race/session with scheduled pit stops) all media must either remain in working lane, at least one-metre away from crew members, cars and equipment OR remain on the pit wall where permitted. Media **MUST NOT** operate in the transit and/or fast lane at any time during an active session.
- (2) When accessing a pitlane where refuelling is taking place during a session (such as an endurance race) the working lane is restricted to '**Gold**' tier media ONLY.
  - (a) Either a Double-layer fireproof suit OR single-layer fireproof suit AND fireproof underwear **MUST** be worn when in the *working-lane* of the pitlane.
  - (b) All media (photographers, camera operators and crew) must also wear a MotorSport New Zealand fire retardant media-vest available from event sign-on.
  - (c) Media are not required to wear a fireproof suit if operating on the pit wall exclusively.



There is absolutely no exception to this rule. Fireproof suits **MUST** be worn when refuelling is taking place. MotorSport New Zealand has instructed Clerks of the Course to immediately remove anyone from the pitlane who fails to comply with this rule and remove them from the venue for repeat offence.

## 7. Special Circumstances:

- (1) **One-off Accreditation:** In some cases, media may be in attendance at events on a one-off basis e.g. mainstream media such as TV News.
  - (a) It is required that the media manager, event organiser or Clerk of the Course briefs them of the required safety measures pertaining to the activities they wish



to carry out. For non-permanent venues they must stick to spectator locations unless directly supervised by a someone with Gold Accredited Media or a senior official.

- (b) They are also required to sign a 'Single Use Indemnity' form before beginning work.
- (c) The decision to grant entry and one-off accreditation is at the discretion of the event organiser or media manager. However, MotorSport New Zealand recommends that only representatives of legitimate, mainstream and reputable outlets are accredited under this circumstance.
- (d) Event organisers may wish to request to have generic MotorSport New Zealand media vests in anticipation for larger events. Where this is not an option or all MotorSport New Zealand media vests are in use, other hi-vis vests are permitted but should be a different colour to those of volunteers and officials.

**Presenting to a Camera:** If someone is presenting to a camera in a restricted area, they are not required to visually display a hard card around their neck or numbered vest provided the following conditions are met:

- The crew filming are accredited media or report to accredited media, and;
- You allowed are to be filming in the specific location, and;
- The crew are wearing their numbered vest and it is visible, and;
- No one involved is put at any additional risk, and;
- Their hard card must be available to present upon request

**Additional crews:** Any additional crews, such as camera crews, do not require their own media accreditation if they are unlikely to regularly attend events. Instead, their organisation's senior personnel to which the crew reports must be accredited and carry out safety briefings inline with MotorSport New Zealand's Media Accreditation Policy at the start of each event. All members of these crews must complete an 'Additional Media Crew Indemnity' form which is valid for the remaining duration of the term it is completed in.

## 8. At an event:

When attending an event you must:

- (a) Follow all the rules and guidelines outlined in this policy.
- (b) Sign in at either the documentation room or media room using the MotorSport New Zealand media sign-on sheet. Organisers may wish to use an online version of this sign-on sheet which is available upon request from MotorSport New Zealand.
- (c) Seek a safety briefing from the media manager or senior official if it is your first time attending a certain type (e.g. Rally, Drift, Hillclimb) of event.

## 9. Drone Policy:

- (1) All 'drone' (UAV, RPAS or any unmanned aircraft) operations at MotorSport New Zealand permitted events must be conducted in accordance with CAA Part 101 rules as required by law. This INCLUDES 'FPV' drones.

- (2) Drones can only be operated by operators who have completed and passed a CAA recognised Part 101 competency course within the last five years. Evidence of this must be submitted at part of your application.
- (3) Drones can only be operated if approved by the event organiser or the Clerk of the Course. If you intend on operating a drone at an event, you must disclose this on the media sign-on form and seek permission from the event organiser. The Clerk of the Course must be aware that you intend to operate a drone.
- (4) Priority air space is given exclusively to any official broadcast rights holder of an event. It is prohibited to operate a drone within the entirety of the air space above a permanent venue (Race) or within 3km of a broadcast position at a temporary venue (ClubSport / Rally).
- (5) Any parties with a CAA Part 102 Certification must disclose this and provide the certification to MotorSport New Zealand on their media accreditation application or 5 days prior to use at an event.
- (6) Drone operators should be able to present a flight plan upon request which clearly shows where their Landing Zone(s) (LZ) are and the areas of the venue they intend to operate in. The plan should indicate secondary/emergency Landing Zones in case they are unable to land at their primary LZ. Venue maps can be downloaded at: [www.motorsport.org.nz/media/accreditation/](http://www.motorsport.org.nz/media/accreditation/)
- (7) All drones must have an identifier (operator's/company's name) clearly written on the drone along with the operator's mobile phone number in case of emergency.
- (8) As well as following all applicable New Zealand laws and regulations, by applying for media accreditation you agree to follow MotorSport New Zealand's drone policy:
  - (a) You **MUST** log a flight with *AirShare* prior to commencing any drone operation
  - (b) Alert the Event Director or Clerk of the Course that you plan to fly a drone at the event in line with CAA and the MotorSport New Zealand policy.
  - (c) Register your intentions to operate a drone on the Media Sign-on form, including the operator's mobile phone number
  - (d) All drone operators **MUST** have an observer. The observer **MUST**, at all times, have unaided sight of the drone and remain in constant verbal communication with the drone operator. **This is a LEGAL REQUIREMENT under NZ Law.**
  - (e) Minimum flying altitude:
    - (i) Above track/driving surface - 25ft AGL
    - (ii) All other areas (e.g. pitlane, spectator areas, pit paddock) - 15ft AGL
  - (f) Minimum flying altitude and following distances where spectators, officials and/or other persons are not within 25m of the edge of the track/driving surface:
    - (i) Altitude above track/driving surface for single-car\* competition:
      - a. rearwards – no min.
      - b. forwards – 15ft AGL
    - (ii) Altitude above track/driving surface for multi-car\*\* competition:
      - a. 25ft AGL

- (iii) Following distance for single-car competition:
  - a. rearwards - 1m
  - b. forwards - 5m
- (iv) Following distance for multi-car competition – no min following distance as altitude must be min. 25ft AGL.

*\*Single-car = Where one car is competing at once AND drifting*

*\*\*Multi-car = Where more than one car is competing at once (Race)*

- (g) Drones, at all times, must remain outside of any competitors line of sight
  - (h) Remain 15m from any recovery, fire, rescue or official vehicle, flag/recovery point or person/people at ALL times and must not present any distraction or danger to volunteer officials.
  - (i) Ensure the drone is set to 'Return to Home' in the case of a loss of signal or low battery.
  - (j) Drones must never fly over top of spectator areas or present any risk to any persons
  - (k) Ensure launch/landing and 'Return to Home' location will not impede any recovery, fire, rescue or official vehicles or operations at ALL times.  
Recommended 'Return to Home' altitude: 120ft AGL
  - (l) Ensure launch/landing and 'Return to Home' location will not impede any aspect of the event.
  - (m) Cease all drone operations immediately after a major incident in which aerial assistance (rescue aircraft or firefighting aircraft) may be required.
  - (n) Footage of any incident, whether intentionally or unintentionally, recorded must be made available to MotorSport New Zealand, appointed event Clerk of the Course or Steward or the New Zealand Police upon request.
- (8) Part 102 Certification **does not** excuse drone operators from following MotorSport New Zealand's drone guidelines.

## 10. Live Streaming:

- (1) The accredited media must:
  - (a) Ensure you have the permission of the Event Organiser / Promoter to 'live stream' the event and that you hold all appropriate consents, permissions and broadcasting rights.
  - (b) Ensure you have established steps to ensure that - in the event of an accident or incident - you can immediately (within a maximum of one minute) ensure that any distressing / inappropriate / offensive material is not streamed live.
  - (c) Agree to provide MotorSport New Zealand with any live-streamed footage/content upon request to assist in investigations.
  - (d) Agree to provide MotorSport New Zealand and the New Zealand Police copies of any footage taken, or data held by you upon request.

## 11. Media Rights:

- (1) Event organisers/promoters may seek to assign exclusive media rights for an event. If exclusive media rights are granted for an event, it is the responsibility of the event promoters/organisers to alert all media of this.

- (2) MotorSport New Zealand recommends (but does not require) that only on-track/competition broadcasts be made exclusive with off-track/non-competition content free for all media to share content on.
- (3) All disputes or breaches of any exclusive media rights that take place at an event should be reported to the event's Media Manager or promoter/organiser for resolution.

## 12. Licence to MotorSport New Zealand

- (1) Individuals with MotorSport New Zealand Media Accreditation unconditionally provide MotorSport New Zealand with a licence to use, reproduce and modify any recordings they made at an Event (including any publications or reproductions of those recordings) (Event Media) for the purposes of MotorSport New Zealand operations. MotorSport New Zealand will only use this Event Media for internal use such as documentation and investigations and will not use it for editorial or commercial purposes unless otherwise agreed.

Appropriate credit will be given to the creator when used internally and normal remuneration rates will apply for use outside of this, such as editorial and commercial use.

- (2) In relation to any Event Media, individuals with MotorSport New Zealand Media Accreditation will, within a reasonable period of time of receiving a request by MotorSport New Zealand:
  - (a) deliver that Event Media to MotorSport New Zealand; and
  - (b) cover the reasonable costs of complying with MotorSport New Zealand's request.

## 13. Indemnity and Liability:

- (1) All accredited media are required to agree to MotorSport New Zealand's indemnity waiver when applying for media accreditation. This agreement indemnifies MotorSport Sport New Zealand and the individual.
- (2) MotorSport New Zealand are not responsible for any financial costs/liability resulting from any incident an individual with media accreditation is involved in. MotorSport New Zealand's public liability insurance does not cover accredited media activities or loss/damages as a result or incurred by accredited media.
- (3) Event organisers may wish to extend their public liability insurance to cover accredited media, this will generally require accredited media signing an additional indemnity form at the request of event organisers upon event sign on.
- (4) MotorSport New Zealand recommends that drone operators have a public liability insurance policy in place for their operations.

## 14. Disputes:

All disputes between media and any other party should first be attempted to be resolved by the event's Media Manager (if applicable) then the Clerk of the Course. If this is not possible, then the Media Manager or Clerk of the Course (or most senior official)'s ruling is final and any further dispute must be directed to MotorSport New Zealand's Media Accreditation Manager.

## 15. Removal of Accreditation

- (1) MotorSport New Zealand may, in its sole discretion, remove or vary an individual's MotorSport New Zealand Media Accreditation at any time for any, but not limited to, the following reasons:
  - (a) a breach of this Policy, or;
  - (b) any other policy, regulation or rule issued or published by MotorSport New Zealand.

## 16. Code of Conduct

By applying for Motorsport New Zealand Media Accreditation, applicants must agree to uphold the following Code of Conduct before their application will be considered:

- (1) I recognise that safety must be the overriding concern for everyone in the sport
- (2) I will look out for others, as well as myself
- (3) I will not abuse the privileges granted by Motorsport New Zealand Media Accreditation
- (4) I will always sign-on with the event organiser before making use of Motorsport New Zealand accreditation
- (5) I will follow the MotorSport New Zealand Media Accreditation Policy
- (6) I understand that my actions may impact upon others in the sport
- (7) I will follow instructions from event marshals and officials
- (8) I will act in the best interests of the sport.

### Review of this policy:

This policy will be reviewed yearly with the accreditation terms.

### Upcoming changes:

The following changes may be introduced to this policy in the future

- Introduction of an application fee for all accredited media to cover costs associated with media accreditation (2024-2025 Term)

## For all questions and inquiries:

### Media Accreditation Manager:

**Jordie Peters**

**Development & Marketing Executive**

MotorSport New Zealand

E: [jordie@motorsport.org.nz](mailto:jordie@motorsport.org.nz)

P: +64 27 479 1510

For more information and resources: <https://motorsport.org.nz/media/accreditation/>