



Event Media Policies

Representatives of the media must refer to the following policies prior to applying for accreditation to attend the 2017 Gold Coast Airport Marathon (1 – 2 July) for news reporting or media production purposes.

Media must apply for official event media accreditation through the online form at www.goldcoastmarathon.com.au/media

Media Welcome Desk & Media Centre

1. All media with an official Media Accreditation pass & lanyard should visit the Media Welcome Desk to check-in each day of attendance.
2. The Media Welcome Desk will be the location where approved and accredited media must sign in and out official Event Media vests for restricted access to the Start Line, Finish Line and On Course.
3. Media who wish to file copy and images from the event will be given priority access to a seated powered work station in the Media Centre.

On Course Access

Definition: On Course is the roadway used for registered participants to run or walk the course of their race.

1. Only registered participants, event officials and emergency services personnel are permitted access On Course during the duration of the race.
2. Photographers and media production staff (i.e. camera operators) wearing an official Media Accreditation pass & lanyard may access On Course by foot for brief periods. These personnel must comply to any direction or instruction provided by event officials while On Course.

On Course Vehicle Access

1. A restricted number of media will be granted permission for On Course Vehicle Access for photographic or media production purposes upon approval and at the discretion of the event organisers.
2. The only vehicles media are permitted for On Course Vehicle Access are mopeds and bicycles. Cars, motorcycles and other motorised transportation for media are not permitted on course.



3. Media must submit a request for On Course Vehicle Access in the 'Special Requirements' section of the Media Accreditation online application form. The request must detail:
 - a. The reason for the requirement for On Course Vehicle Access
 - b. Which race (i.e. Marathon or Half Marathon)
 - c. What length of time
 - d. Other specific details (i.e. to film a specific runner, moped or bicycle)
4. On approval of On Course Vehicle Access, the media personnel will be provided the following:
 - a. A vehicle disclaimer must be completed and signed by the vehicle driver and delivered to Marathon Headquarters at the Race Precinct prior to On Course Vehicle Access
 - b. An official Event Media vest for the driver/rider from the Media Welcome Desk at the Race Precinct must be worn at all times while On Course
5. Media with On Course Vehicle Access must comply with all conditions in the vehicle disclaimer including but not limited to:
 - a. Wearing a helmet at all times while in command of the moped or bike
 - b. Wearing the official Event Media vest at all times while On Course
 - c. Having the official Media Accreditation pass available
 - d. Following any direction and instruction provided by the event organiser and event officials while On Course
 - e. Participants have the right of way at all times while On Course
 - f. Adhering to all Queensland road rules
6. Media are not permitted On Course on Hedges Avenue, Mermaid Beach (from Alexandra Avenue – Seashell Avenue) and on Hythe Street, Miami, for participant safety due to width of roadway.
7. Media who are permitted On Course Vehicle Access must not use mopeds in excess of 50cc. There is a facility for the storage of mopeds and bicycles at the Race Precinct by checking in at Marathon Headquarters.

Start Line Access

1. Only the Official Event Photographer, Media Partner Photographer and Host Broadcaster will be permitted access to a cherry picker for an elevated position in front of the race start lines.
2. Other accredited photographers and media production personnel wearing an official Event Media vest may access the roadway in front of the start line prior to the race start on request to the nearest event official. Media must move to the side of the roadway once the race has started or upon direction from an event official.
3. Accredited photographers and media production personnel may access a scissor lift for an elevated position in front of the start lines. This will be located approximately 50m in front of the start line on the eastern side of the roadway and can be identified by a visible Media flag.

Finish Line Access

1. Access into the area past the Finish Line will be restricted and clearly secured. Only a limited number of media will be permitted access into this area to be identified by an official Event Media vest and official Media Accreditation pass & lanyard.
2. Shortly before the winners of the Gold Coast Airport Marathon, ASICS Half Marathon and Southern Cross University 10km Run are about to finish, media wearing an official Event Media vest will be



directed into a zone with a clear view of the finish line. This will be under the direction of finish line officials and event media staff.

Post Race Interviews

1. The top three finishers in all races will be ushered to a media Mixed Zone after they cross the Finish Line. Event media staff will coordinate these interviews plus other interview requests.

'No Go' Areas for Media

1. Only participants, event officials and emergency services personnel (with an Access All Areas pass) are permitted into the Nu-Pure Recovery Area which includes the Medical Centre.
2. Only participants and event officials are permitted into official event vehicles.
3. Only elite participants, event officials and emergency personnel are permitted into elite tents.
4. Only event officials are permitted into announcing towers.

Commercial Photography

1. Images from the event must only be used for editorial and news purposes. Under no circumstances may any image be sold or used for commercial purposes without the prior approval of the event organiser.

Radio Broadcasts

1. The official radio partners are 92.5 Gold FM and hit 90.9 Sea FM. Only these radio stations are permitted to stage an Outside Broadcast from within the Race Precinct.

Vision & Image Requests

1. The event will have a Host Broadcaster and Official Photographer. Requests for specific vision and images may be made to the Event Media Manager by Monday 26 June 2017. The request must detail any specific requirements for vision and images (i.e. which race, location, background and must also include the file format required and date of supply. The event cannot facilitate requests for specific runners due to the size of the race fields.)
2. A television news package will be available for domestic television networks on both Saturday 1 and Sunday 2 July. Details on this television news feed will be made available in the week of the event.

Please direct any questions or requests to Event Media Consultant Stephen Lock on phone +61 7 5668 9811 or email stephen@goldcoastevents.com.au

