**Media Policies**

Media must refer to the following policies before applying for accreditation for the 2025 ASICS Gold Coast Marathon for news reporting or media production purposes. Please read the following media policies and complete the media accreditation form by 5pm Monday 16 2025. A confirmation email will be issued to the applicant in the week commencing Monday 24 June advising pass collection details and other key event media service information. Please direct any media accreditation questions on phone +61 400 658 429 or email: media@goldcoastevents.com.au.

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

**Media welcome desk & media centre:**

1. Media approved for accreditation can collect their passes from the Elite Athletes media conference at the Crowne Plaza on Friday 4 July or the Media Centre, L.1 Gold Coast Aquatic Centre, Broadwater Parklands from 5.00am Saturday 5 July.

2. All media with an official media accreditation pass must visit the media centre to check-in each day of attendance.

3. Due to an increase in requests for accreditation there will be two levels of media accreditation and restricted access to the start/finish line in 2025.

Level 1. Will be broadcast rights holders and official media partners/sponsors who will have access to the start/finish line and the elite media mix zone. These media will be identified with a wrist band and media vest.

Level 2. Will have access to the second media mix zone. They will not have access to the start/finish lines. These media will be identified with a media vest.

3. Media who wish to file copy and images from the event will be given priority access to a seated powered workstation 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 race.

2. Photographers and media production staff (i.e. camera operators) wearing an official media accreditation pass and media vest may access the course on foot for brief periods. These personnel must comply to any direction or instruction provided by event officials while on course.

**Start line access**

**1**. **Only the official photographer and official media partner photographer** 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 media vest and media accreditation pass may access the roadway in front of the start line prior to the race starts. Media must move to the side of the roadway once races have 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 and can be identified by a media flag.

**Finish line access**

1. Access into the area past the finish line will be restricted and clearly secured. Only broadcast rights holders and official media partners/sponsors wearing a red wrist band and media vest will be permitted on the finish line.

2. Shortly before the winners of the ASICS Gold Coast Marathon, China Airlines Half Marathon and Southern Cross University 10km Run are about to finish, accredited media wearing an official media vest/wristband 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 media operations staff.

**Post race interviews**

1.The top three finishers in all races will be ushered to a media mix zone after they cross the finish line for interviews. Media operations staff will coordinate these interviews with access in the first instance to official event media and those accredited wearing vests/wristband.

2. Athletes will be ushered to the second mix zone for further interviews also coordinated by the GCM Media operations team.

**‘No-go’ areas for media**

1. Only participants, event officials and emergency services personnel (with an access all areas pass) are permitted into the 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.

**Vision and image requests**

1. The event has appointed an official photographer. Requests for specific images can be made via media@goldcoastevents.com.au. The request must detail any specific requirements for images i.e. which race, location, background and must also include the file format required and date of supply.

2.Please direct any questions or requests by phone 0400 658 429 or 0407 028 917 or email to: [media@goldcoastevents.com.au](mailto:media@goldcoastevents.com.au)

Ends