



Media Policies

Media must refer to the following policies before applying for accreditation for the 2026 ASICS Gold Coast Marathon for news reporting or media production purposes.

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

Media welcome desk & media centre:

Media approved for accreditation can collect their passes and a media vest from the Elite Athlete media conference at the Crowne Plaza on Friday 3 July from 10.30am – 12.30pm or on race weekend from the Information Booth located at the northern end of the event precinct lawn between 5.00am – 6.00am.

All media with an official media accreditation pass must visit the media centre to check-in and all media must wear a media vest each day of attendance and for access to the finishing area.

Due to an increase in requests for accreditation and to best cater for media covering the event there will be two levels of media accreditation with restricted access to the finish line media zone and general media mix zone.

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

Level 2. Will have access to the general media mix zone only. They will not have access to the start/finish line media zone.

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.

- Only registered participants, event officials and emergency services personnel are permitted access on course during the race.
- 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

- 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 line.
- 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.
- Limited positions will be made available for broadcast rights holders and official media partner photographers to 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

Access into the finish line media zone will be restricted and clearly secured. Only broadcast rights holders and official media partners wearing a wrist band and media vest will be permitted into the zone with no direct access to the finish line by any media personnel.

Post race interviews

The top three finishers in all races will be ushered to the general 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 broadcast rights holders and official media partners followed by official event media and those accredited media wearing vests/wristband.

'No-go' areas for media

- 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.
- Only participants and event officials are permitted into official event vehicles.
- Only elite participants, event officials and emergency personnel are permitted into elite tents.
- Only event officials are permitted into announcing towers.

Commercial photography

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

The event has appointed an official photographers. 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.

Please direct any questions or requests by phone 0400 658 429 or 0402 487 575 or email to: media@goldcoastevents.com.au

