



NATIONAL RODEO ASSOCIATION

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Media Accreditation Policy

Version 2.1, 2025.

Purpose:

The National Rodeo Association (NRA) is a non-profit organisation committed to supporting affiliated rodeo committees, and other entities in promoting competitive and professional rodeo events. This Media Accreditation Policy aims to ensure that all photography and videography at affiliated rodeos are conducted in a safe, professional, and respectful manner. The Policy outlines the process, guidelines and responsibilities for capturing and using photographic or video content to ensure the safety, privacy, and enjoyment of all individuals, while maintaining the integrity and promotion of the sport of rodeo.

Definitions:

- a. Accredited media – Refers to media personnel who hold valid NRA Media Accreditation.
- b. Affiliated rodeo – Refers to all events and rodeos that are affiliated with the NRA.

Process:

- a. Individuals may apply for NRA Media Accreditation at any time.
- b. Applicants must review and agree to this Media Accreditation Policy, complete at minimum an associate-level membership application, and provide a copy of their current certificate of currency. New applicants must also provide a link to their portfolio.
- c. The NRA will review applications and may request additional information or supporting materials as necessary.
- d. Once all required information has been received, applicants will be notified of the outcome within 7 days.
- e. The NRA retains sole discretion to approve, modify, or reject any application, in whole or in part.
 - Factors considered may include, but are not limited to:
 - i. The applicant's suitability and integrity.
 - ii. Previous compliance with NRA rules, policies, and regulations.
 - iii. The applicant's qualifications, work experience and content quality.
 - iv. Any actual or perceived conflicts of interest.

Term:

- a. Upon approval by the NRA, Media Accreditation will remain valid for the remainder of the calendar year in which the application is received. For example, if an application is submitted and approved on November 15, the accreditation will remain valid until December 31 of that year only.
- b. Accredited Media will receive an NRA identification card that details their accreditation and validity period.
- c. Media Accreditation is strictly non-transferable. The individual with Media Accreditation is responsible for ensuring their accreditation is not used by others. Misuse of accreditation may lead to its immediate revocation.

Enforcement:

The NRA retains sole discretion to delegate any or all powers under this Policy, including but not limited to, amending, implementing, monitoring, and enforcing its provisions.

- a. The NRA may limit or revoke an individual's Media Accreditation at any time for violating this Policy or any other policy, regulation or rule issued by the NRA.
- b. Individuals may be removed from affiliated rodeos for breaching this Policy.
- c. Any breach may result in disciplinary action and the revocation of future privileges.

Other - General Public:

General attendees who are not Accredited Media may be allowed to capture content at affiliated rodeos, at the discretion of the rodeo committee. If permitted, they must remain within designated public areas only, comply with all event guidelines and respect the rights and privacy of all individuals. Content will be reviewed.

Policy Statement:

This Policy and the following principles apply to all media personnel at affiliated rodeos, including applicants, current holders, and past holders of NRA Media Accreditation.

1. General Guidelines:

- 1.1. Photography and videography are permitted at affiliated rodeos, provided they do not interfere with the rodeo, the safety of participants, or the enjoyment of other attendees.
- 1.2. Accredited Media must hold a financial Membership with the NRA.
- 1.3. Accredited Media must attend a minimum of ten affiliated rodeos within the corresponding rodeo season to be considered for consecutive NRA Media Accreditation.
- 1.4. Media Accreditation does not guarantee entry. All media personnel must obtain prior approval from the NRA Office to photograph or film at affiliated rodeos. Requests must be submitted via email at least 14 days before the rodeo date or once the rodeo is listed on the NRA website. If approved, complimentary entry for one individual will be granted to selected Accredited Media personnel who submit their interest to attend. Please note this can be subject to approval by the rodeo committee or promoter.
- 1.5. All media personnel must respect the rights and privacy of all individuals.
- 1.6. The use of lighting or flash photography during performances or competitions is strictly prohibited, as it may distract participants or animals and pose safety risks.

2. Accredited Media:

- 2.1. Accredited Media must cover the majority of rodeo events included in the rodeo program.
- 2.2. Accredited Media may be required to attend the NRA Presentation Night at the end of the year, with no cost incurred by the NRA.
- 2.3. The NRA reserves the right to request the deletion of any images or video footage that violate privacy or safety standards.

3. Drone Usage:

- 3.1. The use of drones or other remote piloted aircraft (RPA) is strictly prohibited at any affiliated rodeo, unless prior written approval is obtained from the NRA Office.
- 3.2. If written approval is granted, the Accredited Media drone operator must comply with all applicable aviation laws and regulations.
- 3.3. Any Accredited Media operating a drone or RPA at an affiliated rodeo without proper authorization will have their NRA Media Accreditation immediately revoked.

4. Commercial Use:

- 4.1. Accredited media approved to cover an affiliated rodeo may capture footage and are permitted to advertise and sell this content directly to rodeo attendees or committees.
- 4.2. Any additional commercial use of content—including but not limited to, advertising or publishing in commercial online or printed applications—must be submitted to the NRA Office for prior approval before proceeding.
- 4.3. Requests for additional commercial use must include detailed information about the intended purpose and distribution method.

5. Usage Rights and Recognition:

- 5.1. Individuals with NRA Media Accreditation grant the NRA a license to use, reproduce, and modify any content captured at affiliated rodeos for NRA operations, including but not limited to promotional, archival, and educational purposes. Modifications are limited to minor adjustments including resizing, aspect ratio changes, or transparency for use in NRA marketing materials.
- 5.2. The NRA will not distribute any content to third-party organisations, including affiliating rodeo committees or publishing agencies, unless prior written consent is obtained from the Accredited Media.
- 5.3. All content published by the NRA will include proper ownership credit by featuring the Accredited Media's business name or logo. Accredited Media must provide a copy of their logo to the NRA Office.
- 5.4. Accredited Media will be listed on a dedicated webpage on the NRA website with their contact details and links to their online platforms.

6. Image Quality and Submission:

- 6.1. Accredited Media must ensure that all images and video footage are of high quality and present participants and animals in a professional manner. If there is any uncertainty regarding suitability, the content should be submitted to the NRA Office for approval.
- 6.2. Accredited Media must provide all images and video footage captured at affiliated rodeos to the NRA Office within 14 days of the rodeo date.

7. Professional Conduct:

- 7.1. Accredited media must wear western attire in accordance with the NRA dress code and display their NRA identification card at all times during the affiliated rodeo.
- 7.2. Accredited Media must avoid from entering any safety, private or VIP designated areas as directed by the rodeo committee or promoter. Note: Accredited Media are permitted beyond the bunting area at their own risk but are strictly prohibited from entering the arena during the rodeo.
- 7.3. Accredited Media must not obstruct walkways, entrances or exits while capturing content.
- 7.4. Accredited Media must not make comments or publish content detrimental to the NRA, its Board of Directors, Committees, Members, Officials, or Contractors. Any actions that bring the sport of rodeo into disrepute may result in disciplinary action.
- 7.5. Accredited Media must comply with this Policy and all other NRA policies, regulations and rules.

8. Consent:

- 8.1. Accredited Media are responsible for obtaining all legally required consent before using any footage. This includes consent from individuals featured in the footage and, where applicable, from the guardians of individuals under 18 years of age.
- 8.2. Accredited Media are encouraged, but not required, to hold a valid Working with Children Check relevant to their state.
- 8.3. Special consideration should be given to footage involving individuals under the age of 18 or any content that could be perceived as:
 - i. Unwarranted or intrusive
 - ii. Indecent
 - iii. Defamatory

9. Insurance and Indemnity:

- 9.1. Accredited Media must maintain valid Public Liability Insurance and provide a current Certificate of Currency to the NRA Office.
- 9.2. Accredited Media assume all risks and accept full responsibility for any loss or damage incurred while attending affiliated rodeos.
- 9.3. By applying for and using NRA Media Accreditation, individuals acknowledge that rodeo is an inherently dangerous sport and accept all associated risks.

Implementation:

All media personnel intending to conduct photography or videography at an affiliated rodeo must adhere to this Media Accreditation Policy and sign below to confirm their agreement to comply as Accredited Media of the NRA.

Signature: _____ Date: _____

Full Name: _____

Business Trading Name: _____