

## **Nutrien Equine Masters Media Policy**

### **1.1 Background**

The Nutrien Masters Sale & Graduate Campdraft is a public event, annually hosted in Tamworth by Nutrien Ag Solutions, trading as Nutrien Equine.

Nutrien Ag Solutions welcome local, regional and national media as well as supporting organisations to attend the event, use event media content and promote the event, based upon the following terms and conditions.

### **1.2 Terms and Conditions**

- i. All outlets must have Nutrien Equine approved media accreditation before entering the Nutrien Classic for media purposes.
- ii. Accreditation applications must be made directly to the Nutrien Equine media team as detailed in Media Team Contacts below.
- iii. Media accreditation passes will be supplied to successful media applicants and must always be clearly displayed on the person whilst at the Nutrien Masters event.
- iv. All accredited media must obey all instructions provided whilst on site and remain within allocated safety zones.
- v. Safety of accredited media persons and protection of their property at the Nutrien Classic event is the responsibility of the individual and not of Nutrien Ag Solutions.
- vi. Unless by express written authorisation of The Branch Manager Nutrien Ag Solutions Tamworth, there is to be no production of media content by any organisation other than Wild Colt Productions and Australian Equine Network.
- vii. All content and media assets produced and shared by Nutrien Equine is the property of Nutrien Ag Solutions. It is not to be shared, edited, altered or reproduced unless written authorisation is provided by The Branch Manager, Nutrien Ag Solutions Tamworth.
- viii. Any media content supplied by Nutrien Equine, including but not limited to the Nutrien Live website, livestream, social media platforms or directly sent to any organisation by request, remains the property of Nutrien Ag Solutions. Whereby Nutrien Ag Solutions allow you access to use this content, it is not, under any circumstances, to be edited, altered or reproduced in any way.

- ix. There is to be no replacement of logos or unauthorised inclusion of an organisations own branding on any content belonging to Nutrien Ag Solutions. This includes but is not limited to video footage provided on any of the Nutrien Ag Solutions and or Nutrien Equine electronic platforms or content sent by request to an organisation.
- x. Authorised use of any content or assets belonging to Nutrien Ag Solutions must be credited using the following credit line: Content produced and supplied by Nutrien Equine.

Failure to comply with the outlined terms and conditions will result with the removal of media accreditation access, removal from the venue for the Nutrien Equine Masters Event and may incur prosecution for breaches of this policy and copyright where appropriate.

### 1.3 Definitions

In these terms and conditions

- i. **Accreditation Application** means the lodgement online by an Applicant of an Application, which may take the form of an email.
- ii. **Accreditation Passes** means the supply of an identification tag from Nutrien Ag Solutions, authorising persons access to the event for media purposes only.
- iii. **Altered** means to change the composition of material.
- iv. **Copyright** includes all copyright existing under the Copyright Act 1968 (Cth) (including future copyright in copyright material not yet in existence) and similar or related rights, whether subsisting now or in the future anywhere in the world, including database rights.
- v. **Edited** means to correct or modify material.

### Media Team Contacts:

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