NATIONAL CUTTING HORSE ASSOCIATION

2026 MEDIA POLICY

Overview:

The National Cutting Horse Association (NCHA) is the national governing body of the sport of cutting in Australia. The purpose of this media policy is to set guidelines for appropriate content gathering and distribution at these premier events.

This policy safeguards the associations partnerships while encouraging attention from the news media, both inside and outside the western performance horse industry.

Events:

1. NCHA Australia 4CYTE NATIONAL FINALS, Scone NSW and attached Aged event/s
   - Event Media Fee $300 plus GST

2. NCHA Australia 4CYTE FUTURITY AELEC, Tamworth, NSW and attached Aged & Special Feature event/s
   - Event Media Fee $500 plus GST

*Applicable Fees for Freelance Photographer / Videographer with a maximum of 5 listed clients. Variations will apply where more than 5 clients are nominated through application to NCHA Australia with additional charges individually agreed for larger entities at the absolute discretion of the NCHA.
**Media Credentials must be applied for at least 14 days prior to the event commencing.
***Late Fees apply.

General Policy:

a) ONLY appropriately authorised persons are permitted to capture images and videos. All authorised persons will be provided with official media accreditation. Passes will be provided that must be always worn whilst on the event venue.

b) All authorised photographers and videographers capturing images are not permitted to sell/transfer or otherwise give away any images taken at NCHA Event, unless approved by the NCHA in writing.

c) All content/media produced at NCHA Australia 4CYTE NATIONAL FINALS, White Park, Scone or NCHA Australia 4CYTE FUTURITY AELEC, is the property of NCHA Australia. It is not to be shared, edited, altered or reproduced unless the written authorisation provided by the General Manager, NCHA Australia or their delegated representative.

d) This policy applies to all areas of the event venue, including but not limited to the competition arena, warm up arenas, stables and cattle facilities.

e) Applications for media accreditation need to be requested by email, addressed to generalmanager@ncha.com.au

f) All accredited media must obey all instructions provided whilst at the event venue, remaining within allocated safety zones and respect Workplace Health and Safety expectations.

e) Safety of accredited media persons and protection of their property at NCHA Australia events is the responsibility of the individual and not of NCHA Australia and it's staff or contractors.

Media Organisations:

Media credentials may be issued, at NCHA Australia's discretion, to journalists/ photographers/ videographers on assignment for recognised magazines, newspapers, websites, television and radio networks, and other approved media outlets. These authorised persons will be provided with a copy of this Media Policy and agree to be bound by all requirements and agree they will not offer images for public sale.

Professional Photography Equipment:

Professional photography equipment, including, but not limited to, cameras with lenses longer than 4 inches, tripods, monopods, or any video camera mounted on a tripod or other stabilising device are not permitted under any circumstances. Media representatives with NCHA Australia approved credentials or photographers who have paid the licensing use fee are the only exception to the "professional photography equipment" clause of this policy.

Visitor Policy:

Visitors, spectators and exhibitors at NCHA Australia premier events are permitted to take photographs and record video for personal use only. Visitors, spectators and exhibitors are strictly prohibited from taking photographs and video for commercial distribution, including printed publications, websites, social networking sites or similar media. This policy applies to the entire show grounds at NCHA Australia events including, but not limited to, competition arenas; warm up arenas; stables/stalls and stable/stall areas; and cattle facilities.

Freelance photographers and videographers:

Photographers/Videographers capturing content for commercial purposes, or any person using professional photography equipment must hold an official media accreditation with NCHA Australia under the following stipulations:

a) Media Credentials applied for at least 14 days prior to the event commencing. A maximum of 5 listed clients must be listed on the application at the time of submission. Additional charges individually agreed for larger entities at the absolute discretion of the NCHA.

b) Media Credentials will be approved or denied in writing.

c) Pay a media licensing fee per premier event. Payment must be made through the NCHA Australia office during business hours before the commencement of the event.

d) The media licensing fee must be paid by each photographer per premier event. Fees are non-refundable.

e) Provide a copy of their business certificate of currency.

f) Credentials are non-transferable to another applicant.

g) Approved applicants may not post any photographs or videos taken of people/riders outside of the provided client list any media application, social network or in printed materials during or after the conclusion of NCHA Australia events.

h) Freelance photographers & videographers have the opportunity to sell or distribute after 30 days from the event to the member, horse owner or horse breeder themselves for either personal or commercial use. However, distribution for external publications will require NCHA Australia approval prior to use.

Official Photographers:

An official contracted position authorised to use the show arena and front floor position to capture and provide professional images of an NCHA Australia premier event for NCHA Australia publication media & member purchase meeting the following criteria:

a) All Media Policy guidelines must be followed with a current signed contract agreement with NCHA Australia.

b) Provide a copy of their business certificate of currency.

c) Commit to at least 3 (three) working or competition shots of each competitor in each class available for the NCHA member to view with the option to purchase.

d) At least 1 (one) presentation shot taken in mind of the member, horse owner & horse breeder.

e) At least 1 (one) presentation shot taken in mind of the class sponsor.

f) Capture 15 "atmosphere" images of the event per day

g) The supply of any shot taken be available for NCHA Australia media publication within a timely manner & must not exceed a 12 hour period of the shot being taken.

h) Hi-res photos of the place getters, with descriptions to be submitted for the Chatta Magazine within 10 days of the event completion.

j) All shots taken remain the property of NCHA Australia & can only be sold or distributed to the member, horse owner or horse breeder themselves for use.

k) No working or competition shots taken from the show arena and front floor position be public or published on any platform without expressed written permission & the consent of NCHA Australia.

l) All winner & presentation photos must be downloaded onto the NCHA-supplied hard drive upon event completion.

Official Videographers:

An official position authorised to use the show arena and front floor position in the supply of professional competition videos of an NCHA Australia premier events for media publication & for member use meeting the following criteria:

a) All Media Policy guidelines must be followed with a current signed contract agreement with NCHA Australia.

b) Provide a copy of their business certificate of currency.

c) Commit to recording each competitor in each class for the purpose of public livestream with approved NCHA Australia Graphics/Logo & approved sponsors logo & be available for the NCHA Australia member to purchase.

d) Presentation video recorded for the purpose of public livestream with approved NCHA Logo & approved sponsors Logo.

e) The supply of any video recorded be available for media publication within a timely manner & must not exceed a 12 hour period of being recorded.

d) All video/footage recorded remains the property of NCHA Australia & can only be sold or distributed to the member, horse owner or horse breeder themselves for use, only after NCHA Australia have had access to deny use.

e) No working or competition video recorded from the show arena and front floor position be made public or published without expressed written permission & the consent of NCHA Australia.
f) All footage must be downloaded onto the NCHA-supplied hard drive upon event completion.

Marketing/Commercial Policy:

Photos and videos for marketing, advertising, and commercial purposes are available for purchase from the NCHA Australia Official Photographer, and the NCHA Australia Official Videographer. This purchased content may be used for print advertising, promotion, marketing and other revenue-generating purposes for a product, service, business, stallion, etc.

NOTE: Photos used for marketing and advertising cannot misrepresent the image in such a way to alter the sponsor representation or event sponsorship. Adding logos that mimic the sponsor logo placement or removing backgrounds completely is a permissible change to the image for promotion.

Sponsor freelancers are prohibited from gathering content (including, but not limited to, photographs, video and interviews) without expressed written permission & the consent of NCHA Australia.

Media Credential Request Form submitted and adhere to NCHA Australia Media Policy guidelines as well as pay the media licensing fee at each event *(unless negotiated in their formal NCHA Australia sponsorship agreement)*.

Official Logo:

Using the NCHA Australia Logo is restricted to only those with an active, contracted sponsor or partner agreement on file with the NCHA Australia. Do not lift the logo from the website and place it on photographs, advertisements, or social media posts without either 1) expressed written permission from the NCHA or 2) a valid, active Sponsor Partner agreement with NCHA Australia.

Respect for Australian Copyright Laws:

Anyone capturing and or sharing images of the NCHA Australia 4CYTE NATIONAL FINALS, White Park, Scone or NCHA Australia 4CYTE FUTURITY AELEC, Tamworth must always respect copyright laws and ensure that they have the necessary permissions to use and distribute their work. This includes all copyright existing under the Copyright Act 1968 (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.

Reporting:

If you have any questions or concerns about this Code or believe that someone may be violating it, you can make a report in writing to generalmanager@ncha.com.au.

Policy Breach:

Failure to comply with the outlined terms and conditions may result with the removal of media accreditation access, removal from the venue NCHA Australia 4CYTE NATIONAL FINALS, White Park, Scone or NCHA Australia 4CYTE FUTURITY AELEC, Tamworth and/or incur prosecution for policy breaches and/or copyright where appropriate, at the absolute discretion of NCHA Australia.