



ADT MEMBER AGREEMENT - ATTACHMENT F

MEDIA POLICY

DATE OF RELEASE: August 2004

DATE APPROVED BY DSA BOARD: August 2004

As a member of the Australian Deaflympic Team ("ADT"), you must meet the following requirements in regard to your conduct toward the media during any activity held or sanctioned by the ADT, including the duration of the ADT Agreement and the Games. Throughout this policy, the ADT will be interchangeable with "Deaf Sports Australia" ("DSA"), "International Deaflympic Committee" ("IDC") and "Melbourne 2005 Deaflympic Games Ltd" ("M2005").

1. REASONABLE REQUESTS - You will comply with these media guidelines, and any directive, issued from time to time, by the Australian Deaflympic Team Coordinator ("ADTC") and/or ADT Media Officer. You acknowledge that these guidelines may be amended or varied in the future by the ADTC.
2. SPOKESPEOPLE
 - 2.1 The President and CEO of DSA are the spokespeople for the DSA.
 - 2.2 The ADTC and the Media Officer are the spokespeople for the ADT. During the Games, the ADTC may authorise other officials of the ADT to be spokespeople at ADT media conferences and on other occasions on matters within their particular ADT responsibilities (e.g. Medical Officer to speak about injuries).
 - 2.3 Should you, being a previously unauthorised person to represent the ADT to the media, be requested by a media representative to speak on behalf of the ADT, the ADTC and/or the Media Officer must be contacted immediately, unless requested while in the "Mixed Zone" at the completion of competition, when clauses 3 and 4 must be adhered.
3. COMMENTS THAT CAN BE MADE - You agree to comply with clause 1 in the ADT Public Comments Policy.
4. COMMENTS THAT CANNOT BE MADE - You agree to comply with clause 2 in the ADT Public Comments Policy.
5. ADT MEMBER ACTING AS MEDIA - Under no circumstances, throughout the duration of the Games, may any athlete, coach, official, or any ADT member participate or act as a journalist or in any other media capacity.
6. APPEARANCE - In giving any interview with any media; i.e. print or television media, ADT members must wear the items of the ADT uniform

as determined and advised by the ADTC and be cleanly and appropriately groomed.

7. MEDIA RIGHTS - Only media identified by M2005 as the "Rights Holders" may broadcast unrestricted sound and/or images of Deaflympic events, including sporting action, Opening and Closing and medal ceremonies or other activities that occur on Deaflympic Venues. The ADTC will supply M2005 with additional authorisation should access to ADT venues, such as the Team Village, before allowing an extension of this access.

8. AVAILABILITY

8.1 Each ADT member is at liberty to accept or decline to be interviewed by the media.

8.2 It is the personal responsibility of each ADT member to attend media conferences or interviews approved by the ADTC as coordinated through the Media Officer. ADT staff and DSA are not responsible for ensuring the availability or attendance of the ADT member.

8.3 Before the Games, the ADTC, or his assigned representative, will issue individual acceptance to ADT members being interviewed by media. An application must be made if not directly requested to perform an interview by the ADTC, or his assigned representative. You agree that you will not interact with the media before the ADTC, or his assigned representative, provides approval. Refer to clause 2 of this policy.

8.4 During the Games, other than for the official ADT media conferences in a location to be named, and in the Mixed Zones following each event at each M2005 Competition Venue, ADT members are not to provide interviews to any media. Refer to clause 2 of this policy.

Warning

The above guidelines and Deaflympic Regulations requirements apply not only to television, radio and the press but also apply to mobile telephones, cameras and other devices that transmit pictures and/or sound and also to Internet activities. Mobile telephones and cameras should be used within Deaflympic venues only for private purposes.