Ruapuna Speedway – Media Policy

Ruapuna Speedway welcomes media coverage and content creation that helps promote our events, competitors, sponsors, and the wider speedway community. This policy outlines the expectations, requirements, and conditions for all media representatives, photographers, videographers, and content creators operating at Ruapuna Speedway.

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1. Purpose

The purpose of this policy is to:

- Ensure the safety of all participants, officials, media personnel, and spectators
- Protect the integrity of Speedway New Zealand (SNZ) regulations and Ruapuna Speedway operations
- Provide clear guidelines for professional and fair media access
- Ensure accurate, respectful, and appropriate representation of Ruapuna Speedway

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2. Definition of Media

For the purposes of this policy, *media* includes but is not limited to:

- Accredited journalists and reporters
- Photographers and videographers
- Broadcasters and livestream operators
- Social media content creators and influencers
- Club-appointed or contracted media personnel

Anyone capturing content beyond general spectator use, or operating in restricted areas, is considered media and must comply with this policy.

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3. Media Accreditation

3.1 Requirement

All media personnel wishing to access restricted areas (including the infield, pits, officials' areas, or trackside zones) must:

- Apply for and receive media accreditation from Ruapuna Speedway
- Display the issued media pass or identification at all times

Ruapuna Speedway reserves the right to approve or decline accreditation at its discretion.

3.2 Application

Media accreditation requests should be submitted prior to the event and include:

- Full name and contact details
- Organisation or platform represented
- Type of content being produced (photography, video, written, social media, etc.)
- Intended use of the content

Late or on-the-day requests may not be approved.

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4. Conduct and Behaviour

All accredited media must:

- Follow instructions from Ruapuna Speedway officials, marshals, and SNZ-appointed personnel
- Act in a professional, respectful, and cooperative manner at all times
- Not interfere with racing, event operations, competitors, or officials
- Avoid behaviour that could bring Ruapuna Speedway, competitors, sponsors, or Speedway New Zealand into disrepute

Any breach of conduct may result in immediate removal from the venue and/or revocation of accreditation.

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5. Safety Requirements

Safety is paramount at Ruapuna Speedway.

Media personnel must:

- Attend any required safety briefing
- Wear appropriate high-visibility clothing when in restricted areas
- Remain alert to race conditions at all times
- Stand only in approved locations
- Never turn their back on the racing surface

Failure to comply with safety instructions may result in immediate removal.

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6. Restricted Areas

Access to restricted areas is a privilege, not a right.

Media must:

- Enter only the areas authorised by their accreditation
- Respect pit access rules and competitor privacy
- Obtain permission before entering team spaces or garages

Ruapuna Speedway may limit access to certain areas at any time due to operational or safety requirements.

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7. Use of Images, Video, and Content

7.1 Editorial Use

Accredited media may use content captured at Ruapuna Speedway for:

- News reporting
- Editorial coverage
- Event promotion

All content should be accurate, fair, and not misleading.

7.2 Commercial Use

Any commercial use of images or footage (including advertising, paid promotions, merchandise, or sponsorship campaigns) must receive prior written approval from Ruapuna Speedway and, where applicable, Speedway New Zealand.

7.3 Livestreaming and Video

- Livestreaming or long-form race footage is not permitted without prior approval
- Highlights, reels, and short-form clips may be shared unless otherwise advised
- Drone usage is strictly prohibited without written authorisation

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8. Social Media

Ruapuna Speedway supports responsible social media use.

Media and content creators must:

- Clearly identify opinion-based content as such
- Avoid publishing inflammatory, defamatory, or misleading material
- Respect officials' decisions and competitor welfare

Ruapuna Speedway reserves the right to request removal of content that breaches this policy.

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9. Intellectual Property

- Ruapuna Speedway, Speedway New Zealand, competitors, and sponsors retain all applicable intellectual property rights
- Media accreditation does not grant ownership of branding, logos, or trademarks

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10. Breaches of Policy

Ruapuna Speedway may take action for breaches of this policy, including:

- Verbal or written warnings
- Revocation of media accreditation
- Removal from the venue
- Restriction of future access

Serious breaches may be referred to Speedway New Zealand.

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11. Acceptance of Policy

By applying for or using media accreditation at Ruapuna Speedway, all media personnel acknowledge that they have read, understood, and agree to comply with this Media Policy.

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12. Contact

For media enquiries or accreditation requests, please contact:

Ruapuna Speedway

Email: promotions@ruapunaspeedway.co.nz

Website: www.ruapunaspeedway.co.nz

This policy may be updated at any time without notice.