

Conditions of an Application for Media Accreditation for Avalon Australian International Airshow (as applicable)

By submitting an application for Media Accreditation to the Avalon 2027 Australian International Airshow at Avalon Airport, the individual named on the application (Applicant) agrees to the Conditions of an Application for Media Accreditation to the Event.

AMDA Foundation Ltd (AMDA) reserves the right to refuse accreditation applications at its sole and absolute discretion. Submission of an accreditation application does not guarantee that an Applicant will receive accreditation.

The following media **WILL NOT** be provided media accreditation;

- i) Uncommissioned freelance journalists, photographers, and camera crews
- ii) Public relations and corporate communications practitioners
- iii) Publication management, marketing and advertising sales staff
- iv) Commercial photographers commissioned by companies exhibiting at Avalon 2027,
- v) Representatives of publications unrelated to mainstream public media or the maritime, space and defence industries
- vi) Authors, publishers or industry analysts
- vii) Commercial photographers, attending to gain images for sales through their own channels or stock agencies

The following media will be considered for media accreditation

- viii) Journalists, photographers and camera crews employed by or on freelance commission to established media outlets, including mainstream media or industry related print and digital publications

Application Requirements

1. Media Accreditation is issued to bona fide news gathering organisations for the purposes of producing original reporting content. Applications are considered with reference to criteria including but not limited to circulation and defence related coverage. Priority is given to those Applicants who are writing/publishing content on a daily basis. In assessing an application, AMDA may request copies of previously published material, which must be submitted on request.
2. Each individual Applicant must submit, together with their accreditation application, a letter from the media organisation that the Applicant proposes to represent at the Event. This letter

must be on original letterhead and signed by the Editor, News Editor or Chief of Staff of the organisation.

3. Each individual Applicant must submit a separate application for accreditation (regardless of whether there is more than one individual from a media organisation).
4. Each individual Applicant will receive an email outlining the status of their accreditation application. If the accreditation application is successful, the confirmation email will contain details of how and when media accreditation passes will be issued or can be collected from the Venue by the Applicant.
5. By submitting an accreditation application, the Applicant warrants to AMDA that the information provided in the accreditation application form is true and correct. The provision of any incorrect information may result in the confiscation of the accreditation pass and withdrawal of accreditation privileges.
6. By submitting an accreditation application, the Applicant consents to the collection, storage, use and disclosure of their personal information in accordance with the events privacy statement and the [events privacy policy](#). Applicants have the ability to opt out of having their personal details shared with third parties for the purpose of seeking media coverage, during the applications process.
7. By submitting an accreditation application, the Applicant acknowledges and agrees that, as a condition to being granted accreditation to the event, they must read and agree to be bound by these Application Conditions and:
 - i) the [Avalon Conditions of Entry](#) and/or other Event Conditions (as applicable)
 - ii) the Avalon Accredited Media Policy
 - iii) any other conditions, policies, notices or documents (including but not limited to any AMDA requirements regarding biosecurity measures, vaccinations and privacy notices),
8. The Applicant releases, indemnifies and holds harmless AMDA against any claim or action threatened or brought, loss, liability, damage, cost or expense whatsoever and howsoever arising (whether direct or indirect) resulting from the Applicant's breach of these Application Conditions, the Applicant's application, accreditation to the Event and entry to the venue, except where and to the extent the relevant claim, loss, damage or expense is caused or contributed to or by the negligent or wilful acts or omissions of AMDA, its employees, subsidiaries, officers, volunteers and agents.
9. If you breach any of the Media Access Policies or other event policies or AMDA reasonably believes it is in the best interests of the safety, security or integrity of the Event/s to do so, AMDA reserves the right, in its absolute discretion, to:
 - i) refuse the Applicant entry to the Event or remove the Applicant from the Venue; and/or
 - ii) withhold, revoke, suspend or terminate an Applicant's Event(s) accreditation.

Accredited Media Policy: Avalon Australian International Airshow (Avalon 2027)

Purpose

This policy outlines the expectations, responsibilities, and conditions for accredited media representatives attending Avalon 2027. It ensures fair, safe, and professional coverage of the event while protecting the interests of exhibitors, delegates, organisers, and stakeholders.

Accreditation

- All media representatives must be formally accredited by the Avalon 2027 organisers (AMDA Foundation) prior to the event.
- Accreditation is granted at the discretion of the organisers and may be revoked if policy conditions are breached. Media accreditation is a privilege and not a right.
- Media badges must be worn and visible at all times within the event precinct.

Access and Conduct

- Accredited media may access the designated Media Centre, public areas of the exhibition and any invited media activities including press conferences or doorstops
- Access to exhibitor stands, private meetings, or restricted zones requires prior permission from the relevant party. Permission may be revoked at any time.
- Media may access conference and presentation sessions at the discretion of the individual session convenor. Permission may be revoked at any time.
- Media must conduct themselves professionally and respectfully at all times. Harassment, disruption, or unauthorised recording will result in removal from the venue.

Professional Standards and Conduct

Accredited media representatives are expected to uphold the highest standards of journalistic integrity and professionalism while attending Avalon 2027. All conduct must align with the principles outlined in the [Australian Press Council Statements of Principles](#), including fairness, accuracy, respect for privacy, and avoidance of harm.

Any behaviour that contravenes these principles, or that disrupts the safe and respectful environment of the event, may result in the revocation of media accreditation and removal from the venue.

Filming and Photography

- Filming and photography are permitted in public areas unless otherwise indicated.
- Media must obtain explicit permission from exhibitors, speakers, or delegates before capturing content at their stands or during private sessions.
- Drones or aerial equipment are strictly prohibited within the venue.

Interview Requests

- Please direct all requests for comment or interviews to the organisers at the Avalon 2027 Media Centre.
- Organisers can assist in communicating requests for interviews with stakeholders, exhibitors and sponsors however any response is at the sole discretion of the stakeholder.
- Media must respect the availability and preferences of interview subjects.

Use of Content

- All content captured at Avalon 2027 must be used for legitimate editorial purposes.
- Commercial use of footage, images, or interviews requires written approval from the organisers.
- Avalon 2027 branding and logos may not be used without permission.

Branding

- Media must only use the official Event logos (being the logos notified by AMDA) for the purpose of reporting the news and in accordance with AMDA's Brand Guidelines, and other directions or requirements notified by AMDA to Accredited Media from time to time;
- Media must not imply that the Accredited Media's news reporting is officially endorsed by or associated with AMDA, or the Event;
- Media must use the official title of the Event (e.g. "Avalon 2027 Australian International Airshow" in the first instance and "Avalon 2027" thereafter) in all media coverage.

Security and Compliance

- Media must comply with all venue security protocols and directions from event staff.
- Any breach of this policy may result in revocation of accreditation and removal from the event.
- Media are responsible for their own equipment and personal belongings.

Media Centre Services

- Accredited media will have access to the Media Centre (if available), which includes workstations, Wi-Fi, press materials, and support staff.
- Daily briefings and press releases will be distributed through the Media Centre.

Consequences of Breach of Media Policy

- a) Without prejudice to any other applicable right or remedy available to AMDA, Accredited Media who breach or otherwise infringe any of the obligations set out in this Media Policy may be subject without limitation to any of the following consequences which may be exercised and administered by AMDA as it determines is appropriate in the circumstances in its absolute discretion:
 - i) cancellation, revocation or suspension of Event accreditation and associated passes and access; and
 - ii) removal from the Event venue.
- b) In addition, breach of this Media Policy may impose liability on Accredited Media for any loss suffered by AMDA or official event sponsors.

Contact

For all media-related enquiries, please contact:
AMDA Foundation Media Team
media@amda.com.au