

## Virgin Australia Melbourne Fashion Festival 2017

### Application to register for Media Accreditation – JOURNALISTS, BLOGGERS, PHOTOGRAPHERS, VIDEOGRAPHERS AND FILM CREWS

Melbourne Fashion Festival Ltd. (MFF), the not-for-profit organisation that owns and delivers the Virgin Australia Melbourne Fashion Festival (VAMFF), nation's largest consumer-focused fashion, beauty and business event invites you to register your interest in covering the 2017 VAMFF.

Due to the number of applications received from working media we are unable to accommodate every registration form. Please be aware that the Festival is a consumer event and tickets may be purchased via [ticketek.com.au](http://ticketek.com.au). Accepted applicants will be required to abide with the Virgin Australia Melbourne Fashion Festival 2017 Media Accreditation Terms and Conditions, a copy of which is included in the ANNEXURE to this registration form.

Please note media registration is required for all journalists, bloggers, photographers, videographers and film crews who wish to attend the 2017 VAMFF, including those creating or recording content for partners, sponsors and other commercially affiliated third parties.

#### Application Terms & Conditions

By submitting an application form for media accreditation for the 2017 VAMFF, you are taken to have read and agreed to abide by the following terms and conditions:

- Applications for media accreditation open 10am 1 February 2017 and close 5pm 10 February 2017. Late applications will only be considered at the sole discretion of MFF and its appointed public relations agency, AMPR.
- Applying for media registration does not guarantee that you will be accepted for media accreditation or that you will be guaranteed entry into the 2017 VAMFF. Media accreditation for the 2017 VAMFF is at the sole discretion of MFF and AMPR.
- Media accreditation is for working media only; being those who intend to attend the 2017 VAMFF for the purpose of producing editorial content. Verification from the relevant media outlet(s) may be requested by MFF or AMPR to certify that the applicant is working for such media outlet.
- Applying for media registration does not guarantee that you will be able to enter and attend any or all events held as part of the 2017 VAMFF. Entry to any and all events held as part of the 2017 VAMFF on the basis of media accreditation is at the sole discretion of MFF and AMPR.

- Should your application for media accreditation to be unsuccessful, you can request to use images and/or video footage of any or all events held as part of the 2017 VAMFF following such events from the official VAMFF photographer Lucas Dawson and official VAMFF Videographer David Finnegan from Sense6 (as applicable). To request use of images and/or video footage you may contact Lucas Dawson at [lucasdawson@iinet.net.au](mailto:lucasdawson@iinet.net.au) and David Finnegan at [david@sense6.com.au](mailto:david@sense6.com.au).
- If your application for media accreditation is successful, you will be required to abide with the Virgin Australia Melbourne Fashion Festival 2017 Media Accreditation Terms and Conditions, a copy of which is included in the ANNEXURE to this registration form. Those Media Accreditation Terms and Conditions include, but are not limited to, the following conditions:
  - o at all events held as part of the 2017 VAMFF which you are attending you must wear your supplied media pass at all times, carry ID and proof of media outlet employment if applicable.
  - o you must not use or permit any third party to use any photographs taken by you or video footage created or captured by you at, or as a result of, your attendance at any event held as part of the 2017 VAMFF, for any purpose other than for editorial coverage of such event or for your folio use.
- Should your application for media accreditation be accepted, you will be notified of the opportunity to cover backstage areas of the 2017 VAMFF. You will be required to submit a backstage pass application form to be considered for this opportunity, which can be requested from AMPR.
- MFF is unable to seat working media that wish to take images from their seats with professional cameras. If you intend to take images from your seat with a professional camera, you must apply for a photography pass in addition to or instead of your application for media accreditation.
- Should your application for media accreditation be accepted, and if do not comply with any of these terms and conditions, AMPR or MFF may revoke your media accreditation without further notice and MFF reserves the right to refuse your attendance at any and all future events held as part of or in association with MFF and VAMFF.

Please note: This accreditation pass permits ONE media representative only and is non transferrable.

ANNEXURE: VIRGIN AUSTRALIA MELBOURNE FASHION FESTIVAL 2017 – Media Accreditation  
Terms and Conditions

1. Definitions

In these Terms and Conditions:

AMPR means AMPR Public Relations (Melbourne)

Videos mean the aggregate of the visual images embodied in an article or thing so as to be capable by the use of that article or thing:

(a) of being shown as a moving picture; or

(b) of being embodied in another article or thing by the use of which it can be so shown;

and includes the aggregate of the sounds embodied in a sound-track associated with such visual images;

MFF means the Melbourne Fashion Festival Ltd;

Photographs mean images including a product of photography or of a process similar to photography, other than an article or thing in which visual images forming part of a Video have been embodied, and includes a product of xerography;

VAMFF means the Virgin Australia Melbourne Fashion Festival, which is operated by MFF;

Ambush Marketing means advertising conducted by a third party that is not authorised or approved by MFF which suggests a sponsorship, support or affiliation with MFF, VAMFF or any event held as part of the 2017 VAMFF; and

You and Your means in your capacity as an individual selected to receive media accreditation to cover the VAMFF for the purpose of editorial outcomes.

2. Overview

2.1 VAMFF is the nation's largest consumer focused fashion, beauty and business event. MFF is the not-for-profit organisation that operates and delivers VAMFF each year.

2.2 Due to the popularity of the VAMFF, media accreditation is in high demand. As such, and to ensure the integrity of the VAMFF, the number of media accreditations will be limited. Unsuccessful applicants may still attend the VAMFF by purchasing tickets via the website located at [ticketek.com.au](http://ticketek.com.au) or by calling Ticketek Australia on 13 2849 (for calls from within Australia).

### 3. Terms & Conditions

By submitting an application form for, and/or by receiving approval for, media accreditation for the 2017 VAMFF, you are taken to have read and agreed to abide by these Terms and Conditions and MFF's General Terms and Conditions of Sale and Entry, which are attached as Annexure A to these Terms and Conditions.

3.1 MFF collects personal information about you in order to process your media accreditation, to send you VAMFF news and offers, and other purposes set out in our Privacy Policy (available at <http://vamff.com.au/privacy-policy/>)

We may disclose that information to third parties that help us deliver our services (including our public relations suppliers AMPR, information technology, software suppliers and creative agencies or as required by law). If you do not provide this information, we may not be able to provide all of our services to you. We may also disclose your personal information to recipients that are located outside of Australia, including to information technology and software suppliers located in the United States of America.

Our Privacy Policy explains: (i) how we store and use, and how you may access and correct your personal information; (ii) how you can lodge a complaint regarding the handling of your personal information; and (iii) how we will handle any complaint. If you would like any further information about our privacy policies or practices, please contact us at [fashion@mff.com.au](mailto:fashion@mff.com.au) or (03) 9654 5599.

By providing your personal information to us, you consent to the collection, use, storage and disclosure of that information as described in the Privacy Policy and these Terms and Conditions.

3.2 You attend the 2017 VAMFF in your capacity as an accredited media representative of VAMFF and You agree to abide by any terms and conditions stipulated by the venues hosting events as part of the 2017 VAMFF. Such terms and conditions are accessible via [VAMFF.COM.AU](http://VAMFF.COM.AU).

3.3 Your selection to receive media accreditation is at the discretion of MFF, whose authority in this respect may be exercised by MFF's appointed public relations agency, AMPR. The submission of an application for media accreditation is not a guarantee of acceptance of such application.

3.4 You must provide any supporting documentation to MFF at the request of MFF within 2 days of any request being made for the name and details of the media publication, website, social media or other media outlet which you are associated with.

3.5 Media accreditation permits entry for you only to events held as part of the 2017 VAMFF and is non transferable.

3.6 Your media accreditation does not guarantee you automatic acceptance, or entry into any or all events held as part of the 2017 VAMFF. There may be limitations on the events or areas you can access, which, if applicable, will be communicated to you by AMPR at the time your accreditation is communicated to you.

3.7 AMPR has been vested with full authority by MFF to ensure and determine compliance with these Terms and Conditions. You agree to abide by any direction or order issued by AMPR during, before or after the 2017 VAMFF arising in relation to your media accreditation or these Terms and Conditions.

3.8 You may also apply to attend any event that is held as part of the 2017 VAMFF Arts Program separately to your application for media accreditation of VAMFF. Any applications for attendance at an event held as part of the 2017 VAMFF Arts Program should be sent by email to Victoria Bernovski via [victoria@ampr.com.au](mailto:victoria@ampr.com.au). The provision of access to the 2017 VAMFF Arts Program is entirely at the discretion of MFF or AMPR.

3.9 You must wear any supplied media pass or carry the appropriate tickets provided to you, carry photographic ID and proof of connection to Your media business at all times when attending any event held as part of 2017 VAMFF as an accredited media representative.

3.10 You may only take Photographs or footage for Videos at events held as part of the 2017 VAMFF from designated areas. Designated areas will be allocated by MFF or AMPR, and may change at late notice, at their discretion.

3.11 You may not take Photographs or Videos from the areas at events held as part of the 2017 VAMFF that are allocated for seated guests. If you wish to take Photographs or

Videos from these areas, You must apply in writing for a pass by no later than 24 February 2017. Such applications can be made by email to Alexandra Gormly via [alexandra@ampr.com.au](mailto:alexandra@ampr.com.au).

3.12 You grant MFF an irrevocable, royalty free and perpetual license to use and publish any Photographs taken and Videos created or captured by You at any events held as part of the 2017 VAMFF for the purpose of advertising, marketing and promoting VAMFF and associated events in print or online media. Photographs and Videos in either raw or edited format (or both) must be provided to MFF in the format specified in any request from MFF or AMPR within 48 hours of a request being made for this purpose.

3.13 You must use your best endeavours to minimise the incidence of Ambush Marketing. You must ensure that you do not engage in any conduct or activity that is likely to harm, directly or indirectly, the goodwill, reputation or image of MFF, VAMFF or any sponsors or other business partners of VAMFF.

3.14 You agree not to use or permit any third party to use any Photographs taken by you or Videos created or captured by You at, or as a result of, Your attendance as a media accredited representative at any event held as part of the 2017 VAMFF, for any purpose other than for editorial coverage of such event or for Your folio use. Without limitation, you must not use or permit any third party to use such Photographs or Videos by way of advertising, swing tags, posters, show cards, pack shots, billboards, non-approved websites or bus-sides.

3.15 You may seek prior written consent of MFF to use or permit any third party to use any Photographs taken by You or Videos created or captured by You at, or as a result of, Your attendance at any event held as part of the 2017 VAMFF for any purpose other than for editorial coverage of the 2017 VAMFF or Your folio use. MFF reserves its right to withhold such consent, particularly in circumstances where such consent would be contrary to MFF's contractual obligations with third parties. MFF reserves its right to charge a commission for its consent to any further use of the Photographs or Videos.

3.16 If you are unable to attend all events held as part of the 2017 VAMFF, you must notify AMPR in writing to Alexandra Gormly via [alexandra@ampr.com.au](mailto:alexandra@ampr.com.au) by at least 24 February 2017 so that media accreditation may be re-allocated.

3.17 You may also be selected to cover backstage areas of events held as part of the 2017 VAMFF. You will be notified if you have been selected to have backstage access. In order to be considered for backstage access, you must submit a request in writing to

Alexandra Gormly via [alexandra@ampr.com.au](mailto:alexandra@ampr.com.au) by at least 10 February 2017. The issue of backstage passes at any events held as part of VAMFF is entirely at the discretion of MFF or AMPR, whose authority may be exercised by AMPR.

3.18 You acknowledge that if You do not comply with any of the Terms and Conditions, AMPR or MFF may revoke Your media accreditation without further notice and that MFF reserves the right to refuse your attendance at any and all future events held as part of or in association with VAMFF.