

SCHEDULE 5



AUSTRALIAN OLYMPIC COMMITTEE INC
ABN 33 052 258 241
Registered Number A0004778J

MEDIA GUIDELINES **2014 Australian Olympic Winter Team**

IMPORTANT: These Guidelines must be read in their entirety.

GENERAL INFORMATION

What this means for you:

- These Guidelines form part of the Team Membership Agreement and a failure to comply with these guidelines may result in disciplinary action being taken.
- In giving interviews or engaging in social media, use common sense and show respect at all times for other Team members, the AOC and other athletes and officials. Do not disparage or criticise others, nor make offensive or inappropriate comments.
- You are responsible for the comments you make and any views expressed are your own personal views.

1. Each Team member, whether an athlete or official, is reminded that they have agreed, as a condition of their participation in the Olympic Games, to be filmed, televised, photographed and otherwise recorded during the 2014 Olympic Winter Games (Olympic Games) under the conditions and for the purposes authorised by the IOC in relation to the promotion of the Olympic Games and the Olympic movement. Further, each Team member has agreed to observe the Olympic Charter and, in particular, Rule 50 and the Bye-Laws to Rules 40, 48 and 50 which are set out in Schedule 3 of the Team Membership Agreement and are available on the IOC website, www.olympic.org.
2. Team members and AOC's servants or agents (as defined in the Team Membership Agreement) may express their opinions provided they follow the Australian Team's A.S.P.I.R.E. values set out in clause 4.6 of the Team Membership Agreement (and available on the AOC website, www.olympics.com.au) and are inspired by full compliance with the Olympic Charter. They must also follow any guidelines adopted as supplemental to these Guidelines.
3. The AOC relies on the common sense of all Team members and AOC servants or agents in showing respect in interviews and in social media activities for the dignity of all fellow Team members, AOC servants or agents, and all athletes competing in the Games including those of the host country.
4. In giving any interviews or engaging in social media activities, Team members and AOC servants or agents must not disparage or criticise other Team members, AOC servants or

agents, or in the case of athletes or coaches, their sports performances or coaching, or disclose any confidential information of the AOC or any Team member or AOC servant or agent.

5. The AOC assumes no legal liability for any comments made in public (including in interviews or posted on a social media site) by any Team member or AOC servant or agent other than the Chef de Mission or his designated spokesperson, or by any third party.
6. These Media Guidelines and Olympic Charter requirements apply not only to television, radio, internet and the press but also apply to mobile telephones, cameras and other devices that transmit pictures, sound or data including all Internet based activities including all forms of social media. Cameras should only be used within Olympic venues for private purposes.
7. These are guidelines only and may be supplemented or amended or varied by the AOC or the Chef de Mission at any time in their absolute discretion.
8. Any breach or suspected breach of these Guidelines should be reported to the Chef de Mission or senior Team official as it become known.
9. A breach of these Media Guidelines (including, for the avoidance of doubt, the IOC's Social Media, Blogging and Internet Guidelines) will be a breach of the applicable Team Membership Agreement. In addition to any disciplinary procedures set out in the applicable Team Membership Agreement, the AOC reserves the right to take any measure(s) it sees fit with respect to such breach, including issuing, or requiring the Team member or AOC servant or agent to issue, a corrective or other statement relating to the matter.

MEDIA AND INTERVIEWS

What this means for you:

- As a Team member, you may be requested to undertake interviews with members of the media, however you have the right to decline.
- If undertaking an interview, use common sense in showing respect for your fellow Team members and host country, and reflecting the A.S.P.I.R.E values.

10. The Chef de Mission is the spokesman for the Team and, as appropriate, the AOC. The Chef de Mission will be responsible for all official public Statements in the media including social media. During the Games he may authorise other officials of the Team to be spokespersons at Team media conferences, to post statements and on other occasions on matters within their particular Team responsibilities.
11. Each Team member and AOC servant or agent is at liberty to accept or decline to be interviewed by the media.
12. It is the personal responsibility of each Team member and AOC servant or agent to attend media conferences or interviews approved by the Chef de Mission as co-ordinated through the Team Media Director. Team staff and the AOC are not responsible for ensuring the availability or attendance of the Team member or AOC servant or agent.
13. It is anticipated most Team media conferences will be held in the Gorki Media Centre (GMC) involving the Chef de Mission, or a spokesperson designated by the Chef de Mission, and athletes from the Australian Team. The Team Media Director will advise accredited media of the time and location of all Team media conferences.
14. In giving any interview which includes a visual element, Team members and AOC servants or agents must wear the items of Team Uniform as determined and advised by the Chef de Mission.

15. The IOC has granted exclusive Australian television rights to Network Ten. Australian radio broadcast rights may also be granted to an Australian Broadcaster and its sub-licensees. These organizations are known as 'rights holders'.
16. Only rights holders may broadcast unrestricted sound and/or images of Olympic events, including sporting action, Opening and Closing and medal ceremonies or other activities which occur on Olympic Venues, including the Games Accommodation.
17. On the recommendation of the AOC, made subject to various conditions, the IOC has given restricted media rights to a limited number of representatives of other Australian media through its ENR accreditation. The organisations they represent are known as non-rights holders.
18. Subject to 8 above:-
 - (a) Non-Rights holders will have access, with equipment, to the Main Press Centre (MPC) and GMC and can film and record all official press conferences held in the MPC and GMC;
 - (b) the ENR accredited representatives of non-rights holders may interview Team members and AOC servants or agents:-
 - (i) in mixed zones and other Olympic venue media areas on condition that they cannot use cameras, high frequency micro transmitters or any other form of recording or transmission of images or sound (broadcasting equipment) in those interviews. Audio recorders can be used for copy purposes only and such material must not be broadcast via television, radio or through any social media; and
 - (ii) at official Team media conferences in the GMC and the MPC without restriction on the broadcasting equipment used.
19. The Chef de Mission will determine what access will be provided to representatives of the media to Games Accommodation that is located outside the Olympic Village.
20. It is anticipated that, as in the past, the non-rights holders will only be able to broadcast limited Olympic material as part of their regularly scheduled daily news programmes under the News Access Rules issued by the IOC. It is also anticipated that bona fide news organisations will only be able broadcast Olympic material on the Internet within Australia only, in accordance with the Supplementary News Access Rules issued by the IOC. Any breach of the News Access Rules or the Supplementary News Access Rules will result in the ENR accreditation being withdrawn by the IOC for the non-rights holder concerned.
21. Should any non-rights holder encourage or assist any Team member and AOC servant or agent to breach these Media Guidelines, the AOC may withdraw access by its representatives to the Team and Team members.

USE OF SOCIAL MEDIA

What this means for you:

- You are encouraged to use social media, but use it responsibly.
- Comments should reflect and enhance Olympic values, particularly fair play and respect for others. They must not be offensive, inappropriate, defamatory, misleading, deceptive or otherwise illegal.
- Do not use social media during training or competition as it can detract from optimal performance and impact on others. As such, the use of personal phones, tablets or other such devices in training or competition venues during the pre-competition and competition periods is not permitted, unless approved by the Team's Performance Director.

- You are strongly encouraged to have a plan on managing your access to personal phones, tablets or other such devices during the Games, and to implement the same plan at competitions in the lead up to the Games.
- Follow best practice guidelines when using social media:
 - Avoid the temptation to respond to criticism;
 - Be wary of responding to controversy or matters you feel are being represented incorrectly, especially late at night during leisure activities and where alcohol may be involved;
 - A simple joke can quickly turn into a PR crisis for you and the Team. Once something is posted it must be treated as “being in the public domain” – so behave accordingly; and
 - If required, apologies should be delivered swiftly before the matter escalates.
- For the duration of the Games Period, you are not permitted to be involved in any commercial activity which identifies you and identifies a company, without a Rule 40(3) waiver from the AOC.

22. Team members and AOC servants or agents must, without limitation, comply with the IOC’s Social Media, Blogging and Internet Guidelines which are adopted as a supplement to these Guidelines and are attached below. Any amendments to the IOC’s Social Media, Blogging and Internet Guidelines will be adopted at the discretion of the AOC and posted on the AOC website.
23. During pre-competition and competition periods, athletes are not permitted to use personal phones, tablets or other such devices in training or competition venues. Limited exceptions for use may be granted on prior application to the Team’s Performance Director for performance analysis or event preparation purposes. Applications must be endorsed by the relevant coach and lodged with the relevant Performance Manager.
24. No athlete or coach will access social media sites while in training or competition venues during pre-competition and competition periods.
25. Team members are strongly encouraged to have a plan on managing their access to personal phones, tablets or other such devices during the Games, and to implement the same plan at competitions in the lead up to the Games.
26. Comments made in social media activities should be a factual account of the Team member’s or AOC servant’s or agent’s own, personal experience. They must not be offensive, inappropriate, defamatory, misleading, deceptive or otherwise illegal.
27. Team members or AOC servants or agents who permit comments by the public to be made on any post, blog or website controlled by them, agree to take reasonable steps including working with the AOC, to ensure that such comments are courteous, respectful and not abusive, offensive, inappropriate, defamatory, misleading, deceptive or otherwise illegal.
28. Team members and AOC servants or agents must not, either directly or indirectly, display or identify any third party brand, product or service in connection with their person, name, picture or sports performances, on any post, blog, tweet, website, or otherwise on any social media platform during the Games Period. This includes but is not limited to Facebook, Twitter and Instagram, and includes activities such as ‘likes’, re-posts, re-tweets, ‘check-ins’ and using ‘hashtags’. For the avoidance of doubt, Team members are required to block or remove any such content from their personal website.
29. Team members and AOC servants or agents must ensure that their personal sponsors do not use or refer to their person, name, picture or sports performances during the Games Period.

This includes 'good luck' and congratulatory messages, as well as re-posting, linking or 'liking' online news articles relating to the Team Member.

30. Team members and AOC servants or agents are not permitted to use any intellectual property of the AOC on any post, blog, tweet, website or otherwise on any social media platform, without the express prior written approval of the AOC. For the avoidance of doubt, Team members and AOC servants or agents are not permitted to use any marks, indicia or logos of the AOC on any post, blog, tweet or website.
31. Any Team member or AOC servant or agent wishing to link their personal blog to the AOC website must do so pursuant to the *Guidelines for Linking to the AOC Website* which are available on the AOC website.
32. The use of any third party content on any post, blog, tweet, website or otherwise in any social media platform, must not infringe the rights of any third party.
33. The AOC reserves the right to issue a 'take down notice' requiring a Team member or AOC servant or agent to take down a post, blog, tweet or comment on any social media platform, in whole or part, within a specified time. A failure to comply with a 'take down notice' is a breach of the applicable Team Membership Agreement.

If you have any queries concerning these Guidelines, please contact the Director Media Services, Mike Tancred.

JOHN D COATES
President

ADOPTED 23 August 2013
EFFECTIVE immediately