



Update

Media & Communications

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Sports news reporting code of practice

The Minister for Broadband, Communications and the Digital Economy Stephen Conroy recently announced the establishment of the Code of Practice for Sports News Reporting (**the Code**), a voluntary code of practice between media agencies and sporting organisations.

The Code sets out the rights and obligations of both media and sporting organisations for the reporting and coverage of sports news.

The Code addresses the growing issues between some sporting and media organisations regarding access to major sporting events for the purpose of reporting the news.

Restrictions on news organisations as a condition for media accreditation, such as limitations on the number of web updates and on the number of photographs publishable on a website, and bans on publishing cricket reports to mobile platforms, will no longer exist under the Code.

Media organisations that are signatories to the Code include News Limited, Fairfax Media, Australian Associated Press, Getty Images and Agence France-Presse. Sporting body signatories include Cricket Australia, the AFL, National Rugby League, Australian Rugby Union and Tennis Australia.

The Code will be administered by a Code Administration Committee, comprising representatives from the signatory media and sports organisations. Kevan Gosper, former Vice President of the International Olympic Committee, has been nominated as Chair of the inaugural Committee.

The Code commenced on 30 March 2010.

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