

Sydney Fish Market Operating Procedures – OH&S	<b>MEDIA AT SYDNEY FISH MARKET</b> Version date: 20/07/2009 Print Date: 20/07/2009	Page: 1 of 1 Version:1.2 Status: CURRENT UNCONTROLLED Authorised by: Louise Nock
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## MEDIA AT SYDNEY FISH MARKET

**Sydney Fish Market must approve all media wishing to visit Sydney Fish Market. This includes filming (either video or still photography) that occurs in SFM's restricted areas (ie Auction Floor, Crate Yard & Loading Dock), on SFM's wharves (3 in total) and inside all Tenant premises.**

Media visits are to be organised through the Marketing Department and accompanied by an SFM representative.

**Please contact SFM's Marketing Department immediately when media contact you:**

Louisa Goodall, PR Assistant T: (02) 9004 1146 M: 0421 399 301

Louise Nock, Marketing & Communications Manager T: 02 9004 1110 M: 0403 537 815

**Media will be required to:**

1. Complete a Sydney Fish Market Site Application Form, outlining the details of their visit. (This is available from SFM's Marketing Department or [www.sydneyfishmarket.com.au](http://www.sydneyfishmarket.com.au))
2. Provide SFM with a signed Site Application Form prior to coming onsite and agreeing to the terms and conditions.
3. Provide SFM with a copy of their current public liability statement **at least 24 hours** prior to the visit.
4. **Media must carry a copy of the approved site application form at all times.**

**NB: SFM reserves the right to refuse any media access to Sydney Fish Market.** All visitors will be required to wear safety vests and enclosed shoes in restricted areas, including those on camera.

### ANSWERS TO FREQUENTLY ASKED QUESTIONS:

#### Who do I need to inform?

- Contact Louisa Goodall or Louise Nock (contact details listed above)

#### What can't be filmed?

- Each group will be given specific permission as to what they are allowed to film/photograph.
- **No filming or photography is permitted of the cashier's office or its surrounds.**

#### How many media can I bring onto the auction floor?

- Usually only one media group will be permitted on the auction floor at any one time. A maximum of 10 people will be permitted access per SFM guide.

#### Why do I need a guide?

- SFM's Marketing Department has filming guidelines that need to be adhered to.
- It is an excellent opportunity for SFM to build a positive relationship with media.
- The SFM representative is on hand to answer any questions regarding SFM policies, procedures and company figures etc.

#### What is the process for organising a media visit?

1. **Contact Louisa Goodall at least 48 hours prior to the visit and request a Site Application Form.**
2. Media must fax back to SFM the Site Application Form, including a copy of the visitor's Public Liability Insurance.
3. Confirmation to film / photograph will be sent directly to the media representative by SFM prior to the visit. A copy must be carried at all times as proof of authorisation.
4. Marketing will inform relevant SFM staff and security of the visit and organise safety vests, boots and parking passes, if required.
5. SFM media / information kit will be supplied.

**NOTE: Media who do not have permission to be onsite or are not wearing an SFM safety vest in restricted areas will be reported to SFM Marketing Department and may be escorted from the site by security.**