



DIARY NOTE

ANZAC DAY MONDAY 25 APRIL 2011 SYDNEY CBD

SCHEDULE

- 4:00am - 5:00am Dawn Service (arrivals from 4:00am, service begins 4:30am)
The Cenotaph, Martin Place Sydney
Accredited media should arrive for set up by 4:00am
Note: new media area arrangements apply
TV live pool feed via Seven Network
- 8:30am Consular Corps Wreath Laying
The Cenotaph, Martin Place Sydney
- 9:00am Start of ANZAC Day March
Starts Martin Place & Pitt St, past The Cenotaph, along George St,
left into Bathurst St, finish Elizabeth St & Bathurst St at Hyde Park
TV pool feed from ABCTV available via DVOC
Seated veterans watching March at corner King St & George St (west)
Seated Legacy Widows watching March at corner King St & George St (east)
Interviews with March participants on George St at Town Hall only please
- 12:30pm Commemoration Service
ANZAC Memorial
Hyde Park South
- 5:00pm Sunset Service
The Cenotaph, Martin Place Sydney

MEDIA CONTACTS:

Scott Crebbin 0419 751 805 or (02) 9929 7996
Nicole Browne 0414 673 762 or (02) 9954 7677

ALL MEDIA INFORMATION CAN BE DOWNLOADED AS AVAILABLE FROM
WWW.RSLNSW.ORG.AU

MEDIA GUIDELINES
ANZAC DAY – SYDNEY CBD
MONDAY 25 APRIL 2011

Please ensure ALL staff who are working on coverage of the Sydney CBD Anzac Day commemorations read these guidelines.

- **Media accreditation** passes will again be distributed this year – please ensure you have completed accreditation pass request (see contacts below and form attached). Accreditation applies to ALL media, including freelance photographers and defence force photographers for all ANZAC Day events.
- **Media Briefing - Accreditation passes and media kits** with information on events and participants will be available at a media opportunity to be held at:
 - 10.00am, Tuesday 19 April
 - ANZAC Memorial
 - Hyde Park South (entry off College St, Liverpool St or Elizabeth St)
 - SydneyIf you cannot attend, please advise Nicole Browne on 9954 7677 or 0414 673 762 below by 2pm Wednesday 20 April to ensure passes and kits can be distributed to you and media area changes can be explained.
- **Positions for TV link vans and any radio outside broadcasts** must be approved by the Dawn Service Trust, RSL, RTA and City of Sydney. Please call contacts below if you have not already advised your requirements.
- **TV link vans will NOT be permitted at the Cenotaph** to ensure a respectable silence during the Dawn Service and to keep this area free of obstruction for crowds and the March start. Pool feed will again be available via the Seven Network.
- **IMPORTANT: Dawn Service Media Area Changes:** Due to the growing size of the Dawn Service and changes to the staging of this event, alterations to media areas have also had to be made. Media areas are now similar to Remembrance Day arrangements. Limited numbers of daily newspaper and agency photographers only will be permitted near the Cenotaph. TV, print reporters, online video reporters and radio reporter areas are now placed on the southern side of the Cenotaph, looking at the Cenotaph. A live TV pool feed (clean) will be available via the Seven Network for TV to pick up for all key Dawn Service visuals.
- **Dawn Service live vision** will be made available to all networks via the Seven Network – please contact Seven Network News desk in Sydney 02 8777 7777 with any queries.
- **Media will NOT be permitted in the ABC TV broadcast area** during the March (from the Cenotaph in Martin Place to corner of George & King Streets – ie NO media between Martin Place & George/King Sts during March).
- **Interviews with participants during the March** can be conducted ONLY on George Street between Park and Bathurst Street (in front of the Town Hall). Your co-operation and understanding is appreciated as this ensures the March flows freely in the narrower street areas and avoids it stalling and taking longer than the allocated time and delaying elderly veterans.
- **Interviews available** with **seated elderly veterans** on the western side of George Street at the corner of King Street and with seated **Legacy Widows** opposite on the eastern side of George Street at the corner of King Street (note, this is outside the ABC Broadcast area, so media activity here is permitted)
- **ABC TV March vision** will be made available to all TV networks via DVOC.
- **All interview requests with RSL NSW President and Dawn Service Trust representatives** should be directed to Scott Crebbin 0419 751 805.
- **Map of March route** and where participating units are marshalling prior to March area available on request in jpeg format for reproduction.
- **Dawn Service run order, program and participants** available from Tuesday 20 April – call us or download from media section of www.rslnsw.org.au
- **March order** of procession available from Tuesday 19 April - call us or download from media section of www.rslnsw.org.au
- **Road closure information** is available on the RTA website – www.rta.nsw.gov.au
- **Public Transport information** is available on the Transport website – www.131500.com.au

MEDIA CONTACTS:

Scott Crebbin 0419 751 805 or (02) 9929 7996
Nicole Browne 0414 673 762 or (02) 9954 7677



**ANZAC DAY – MONDAY 25 APRIL 2011
SYDNEY CBD COMMEMORATIONS
MEDIA ACCREDITATION**

APPLICANT DETAILS

Please complete a form for each person requiring accreditation

IMPORTANT NOTES:

- PLEASE ENSURE YOU HAVE READ THE MEDIA GUIDELINES PROVIDED OR CALL FOR A COPY.
- CHANGES HAVE BEEN MADE TO THE DAWN SERVICE MEDIA AREAS – PLEASE CALL US TO DISCUSS THESE NEW ARRANGEMENTS IF YOU ARE WORKING AT DAWN SERVICE.
- IF YOU DO NOT KNOW THE NAME OF THE INDIVIDUAL WHO WILL WORK ON ANZAC DAY EVENTS YET, PLEASE FILL IN OTHER INFORMATION AND 'TBC' ON APPLICANT NAME
- DUE TO SPACE RESTRICTIONS, FREELANCE MEDIA DO NOT HAVE ACCESS TO THE MEDIA AREAS AT THE DAWN SERVICE.

MEDIA ORGANISATION:

PEOPLE TO BE ACCREDITED (one pass per person):

NAME <i>(if names not yet known, please enter TBC)</i>	POSITION	MOBILE NUMBER
.....
.....
.....
.....
.....
.....

EMAIL ADDRESS to receive media information:

**CENTRAL CONTACT
NAME AND NUMBER:**

RETURN COMPLETE ACCREDITATION FORM TO:
Nicole Browne fax (02) 9954 7655 or email nicole@mediaapps.com.au by 12noonThursday 14 April 2011

ACCREDITATION & KIT DISTRIBUTION
Accreditation passes and media kits will be distributed at a media opportunity at 10am, Tuesday 19 April at the ANZAC Memorial, Hyde Park South (between College St and Elizabeth St) Sydney.
If you cannot attend this media opportunity please contact Nicole no later than 2pm Wednesday 20 April to advise details for delivery of passes/kits and understand changes to Dawn Service media areas.

CONTACTS:
Nicole Browne (02) 9954 7677 or 0414 673 762
Scott Crebbin (02) 9929 7996 or 0419 751 805

Acceptance of this accreditation implies agreement to abide by the media guidelines and the directions of event crew, event management and event volunteers.