



# PHOTOGRAPHY & DIGITAL CONTENT GUIDELINES

## THE APRA & ITS ROLE

The APRA oversees professional rodeo in Australia and serves as the governing body managing the committees that run the six regional circuits around Australia.

Presenting the sport, competitors, partners and stock in a way that will uphold the APRA brand, is of utmost importance to the APRA Board. Animal welfare and health is of paramount importance to the APRA.

Every competitor, event committee member, volunteer, as well as photographers, digital content creators and media platforms all have the ability to influence and impact on the sport's public perception.

## AFFILIATED APRA EVENTS

The APRA is the affiliating body and in short looks after competitors, rodeo stock and rodeo paperwork. The Rodeo Committee remains the contact for those wishing to participate in photographing at the rodeo.

## PHOTOGRAPHY AT AFFILIATED APRA EVENTS

The APRA does not allow arena access to any photographers, at any events. Exceptions may be made for presentation photographs or specific purposes that occur outside of competition time. Please liaise with the affiliate rodeo committee to determine the designated areas photographers can shoot from. This is for your safety, as well as that of competitors, stock, volunteers and emergency services personnel.

The APRA does not provide nor offer any insurance to APRA affiliated photographers, media representatives or otherwise. If you choose to photograph at a rodeo event, you do so at your own risk.

## RODEO PHOTOGRAPHY ON SOCIAL MEDIA

Event committees, event attendees and event photographers are encouraged to share the imagery and digital content sourced and created at APRA affiliated events. This can be done via tagging the APRA on social media as well as utilising the hashtag #australianprorodeoassociation. As the governing body for the professional sport of rodeo in Australia, the APRA operates to uphold the positive representation of rodeo.



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The APRA retains the right to communicate directly with any and all photographers who capture the action at APRA affiliated events and will use discretion and judgement if they feel any imagery compromises the positive representation of the professional sport of rodeo and ask it be removed from publication and/or distribution.

### ADDITIONAL IMAGERY OPPORTUNITIES

The APRA is continually seeking opportunities to present the sport as one suited to a variety of participants – in everything from age, to ability. We are also an association who has professional working relationships with an interesting line-up of stakeholders, from a range of industry sectors, not just livestock or sport.

With this in mind, the APRA encourages all photographers to look beyond the action in the arena when capturing a rodeo, or an affiliated event. The moments between a horse and rider, the faces of the crowd, the volunteers on the gate or the local identity making their contribution, is what we love to see, and share! Our audience is spread across the globe, it is highly engaged and it is also seeking a deeper connection to the Australian sport of rodeo – and this is often found in the moments only those attending can see – but as a photographer you can help change that.

### BAD BEHAVIOUR

Should you be asked to remove an image or content from your media or digital platform – it is done with a view to maintaining the integrity of the sport, the affiliating committee and the competitor/s featured.

We would ask at all times any requests be respected and followed. A failure to do so, will result in the APRA requesting the affiliated-event committee your imagery not be utilized to promote the event or the sport. As well as recommending to the said committee that you no longer be given opportunity or permission to capture APRA-affiliated events in the future.



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## PHOTOGRAPHER TIPS

### WHAT TO AVOID IN GENERAL:

- Eyes bulging in any stock
- Roped stock airborne
- Stock slipping over
- Extended tongues in all stock
- Bucking stock with an awkwardly twisted body

### WHAT TO AIM FOR:

#### Roughstock - Broncs

- Profile (side on) view
- Rider's chin down and chest out
- Rider spurring the neck of the horse with toes turned out
- Horse kicking with both its back feet extended out and high.



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## Roughstock - Bulls

- Rider's chin down and chest out
- Rider spurring the middle of the bull with toes turned out
- Bull kicking with both its back feet extended out and high



## Timed Events

Shots to aim for are of horse and rider galloping behind the goal animal with rope loop overhead. In the Steer Wrestling event it is the moment when the competitor has jumped off their horse and just grabbed the animal before taking it to the ground.



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## Barrels

- Horse and rider rounding a barrel with horses' inside front leg reaching around first and back inside leg also forward.
- If the rider has one hand on the horn and the other on the rein the hand holding the rein should be the inside hand closest to the barrel.
- Horse showing willingness and try in the turn.
- Riders' cowboy hat or helmet in place.
- Other suitable photos would include the horse in full stride on the run home toward the finish line, coming in to a turn or from behind leaving the turn.



Photos in document by: Mike Kenyon, Dave Ethell, Keith French, Stephen Mowbray.



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