



## MSA CODE OF CONDUCT FOR ACCREDITED MEDIA MEMBERS

This Code of Conduct sets out Motorsport South Africa's (MSA's) guidelines and expectations relating to the conduct of its accredited media members. This Code of Conduct is binding on all MSA-accredited media members.

This Code of Conduct applies at all MSA-sanctioned motorsport events, and any other events attended in the capacity of an MSA-accredited media member. It also applies to correspondence and to the use of social media.

### 1. GUIDING PRINCIPLES

MSA has a proud history of non-discrimination and refrains from manifesting racial, political, gender or religious discrimination in the course of its activities. It requires the same of its associates, including accredited media members.

MSA, as a member of SASCOC, accepts this body's Code of Conduct and requires the same of its associates, including accredited media members.

MSA acknowledges that it is bound by the Constitution of the Republic of South Africa and all other applicable national, provincial and local laws and regulations, and expects its associates, including accredited media members, to conduct themselves within this framework.

### 2. OBLIGATIONS OF REPRESENTATIVES

MSA's accredited media members acknowledge that they are required to act in accordance with the following principles:

### 3. PROFESSIONALISM

MSA-accredited media members acknowledge that MSA carries on the business of providing fair, safe and socially responsible motorsport. MSA's business is therefore vulnerable if its public or professional image is tarnished in any way.

**Accredited media members, by signature of this document, agree to:**

1. Act professionally and represent MSA in a professional manner at all times.
2. Respect the rights, dignity and worth of everyone involved in any event.
3. Serve as positive role models for those they come into contact with within the sport.
4. Treat event officials with courtesy and respect, and refrain from interfering with their responsibilities.
5. Co-operate with organisers, team managers and competitors.
6. While being polite and friendly towards competitors, avoid developing relationships with

them that may reasonably be viewed as inappropriate.

7. Ensure they are free of obligations to any other interest, and avoid conflicts of interest that could reasonably be seen to compromise their position as an accredited media member.
8. Refrain from publicly doing or saying, or omitting to do or say, anything which is, or may reasonably be considered to be, detrimental, prejudicial, offensive or unfavourable to MSA, its associates and motorsport in general.

#### **4. PREPAREDNESS**

Accredited media members should be appropriately prepared for their duties in all aspects, including fitness, dress, promptness and being appropriately equipped. This includes adequate knowledge of MSA rules and regulations, where appropriate.

#### **5. GOOD SPORTSMANSHIP**

Accredited media members acknowledge that their activities take place in a highly publicised and visible environment and undertake to behave towards others in the spirit of fairness and in a sportsmanlike manner.

#### **6. ROAD SAFETY**

MSA is committed to promoting road safety. Accredited media members are expected to drive courteously and carefully, mindful of the rights of other road users and in accordance with the law. This should be particularly borne in mind when driving vehicles displaying branding or markings related to MSA, sponsors or the events being attended.

#### **7. VEHICLE USAGE**

Accredited media members frequently have access to vehicles on loan from motor manufacturers, sponsors and other parties, and have a duty to respect and treat such vehicles properly.

Loaned vehicles should always be returned with at least as much fuel as was in the fuel tank when the vehicle was received, and in a clean condition. Any damage to a loan vehicle should immediately and courteously be reported to the provider of the vehicle and, where appropriate, to senior officials of the relevant event.

#### **8. COMPLIANCE WITH THE VENUE RULES**

Accredited media members must observe and perform the terms and conditions of any lease, licence, entry ticket or other agreement in force for any venue used for an event. They must comply with any applicable rules and regulations affecting use of the venue, as well as any instructions or requests made on behalf of the owner, lessee or licensee of the venue.

## **9. CONFIDENTIALITY DURING EVENT REGISTRATION**

When registering at an event, accredited media members may, from time to time, be in a position where private or confidential information is visible at the secretary's desk or within the event administration area.

All such information is confidential and must be treated as such at all times. This information may not be photographed, recorded, shared, published, or used for any purpose.

Accredited media members must respect the privacy of all participants, officials, volunteers, and event staff. No personal contact details may be captured, copied, requested, or stored, unless explicit consent has been given by the individual for a legitimate media-related purpose.

Failure to comply with this requirement may result in disciplinary action, including suspension or revocation of MSA media accreditation.

## **10. ENVIRONMENTAL AWARENESS**

MSA expects its accredited media members to display a high level of environmental awareness and to take steps to ensure that their activities have as little impact on the environment as reasonably possible. Accredited media members should be guided by the provisions of MSA's Environmental Code at all times.

## **11. SUPPORTING EVENT PROMOTION AND REASONABLE IMAGE SHARING**

The purpose of MSA media accreditation is to support, promote, and grow local motorsport. Accredited media members operate within the motorsport environment as partners in promoting the sport, its competitors, its officials, and its organisers.

As part of this responsibility, accredited media members are expected to contribute to the visibility of the sport. This may include, on rare and reasonable request, providing a limited selection of photographs from an event to an organiser for non-commercial promotional use, such as event reporting, club communications, sponsor reporting, or MSA communications. This expectation is not intended to be a commercial rights grab, nor is it intended to undermine a media member's ability to sell their work. Any images provided under this clause remain the intellectual property of the media member, unless agreed otherwise in writing.

### **Where images are requested and supplied:**

1. images may not be used in a manner that misrepresents the event, the competitors, the organisers, or MSA.
2. images may not be sold, sublicensed, or supplied to third parties without the media member's prior written consent; and
3. the organiser must credit the accredited media member wherever the images are used,

- where practicable;
4. the request will be handled professionally and reasonably;
  5. If an accredited media member refuses, without reasonable cause, to acknowledge this shared responsibility to support motorsport promotion, it may raise concerns regarding their suitability for accreditation and may be considered in accreditation review decisions.

## **12. RESPECT FOR INTELLECTUAL PROPERTY**

Without limiting their obligations, accredited media members must not do, omit to do, or be involved in anything by which intellectual property rights owned by MSA may be lost or detrimentally affected. In addition, accredited media members shall not release documents or other information acquired during their duties without the authorisation of MSA.

## **13. APPROPRIATE APPEARANCE**

Accredited media members must exhibit an appropriate standard of dress, cleanliness and appearance and, when required, wear and maintain in a clean and presentable condition the apparel or uniform issued by MSA or its sponsors, in its entirety and without modification.

## **14. EXERCISE COMMON SENSE**

Accredited media members must recognise that motorsport events are hazardous by nature and must therefore exercise common sense at all times with regard to their own safety and the safety of others.

## **15. ALCOHOL AND DRUGS**

Accredited media members must refrain from the use of alcohol and recreational drugs at MSA-sanctioned events, to avoid compromising their position, MSA, or motorsport in general.

## **16. SOCIAL MEDIA**

It is strictly forbidden to post any images or video footage of any accident where there is injury, or where there is a reasonable possibility of injury to any person involved in the incident.

Never post photos, video or comments about a motorsport incident or accident without considering the potential consequences, including legal, reputational or emotional consequences.

**The following are broad guidelines for the use of social media by accredited media members:**

1. Think before you post. Put yourself in the other person's shoes. If someone were posting a picture or comment about you, how would you feel? Once it is out there, it is out there. Never assume something you post online is private. Comments, photos and status updates can be copied, shared, screenshot, saved and forwarded. Always assume that the person you are posting about will see your post.

2. If in doubt, leave it out. If you have to stop and think about whether something is appropriate, it probably means you should not post it. Your online presence forms part of your personal brand. What you say and do online affects how people perceive you.
3. Use the correct channels for complaints. Social media must not be used to make disparaging or negative remarks about competitors, officials, volunteers, event organisers, promoters or MSA. There can be serious consequences for misuse of social media. If you have an issue that needs resolving, use the appropriate channels. Start by contacting MSA Head Office.
4. Promote the sport. Use social media as a tool to promote and encourage the development of motorsport. When used correctly and responsibly, social media is a powerful platform. Use it to promote events, club activities and membership, and keep the message positive.

## **BINDING AGREEMENT**

I hereby agree to familiarise myself with the provisions of this Code of Conduct and to adhere to it at all times. I further acknowledge that any failure on my part to do so may negatively affect my media accreditation through MSA.

NAME AND SURNAME	
DATE	
SIGNATURE	



## DISCIPLINARY PROCESS FOR COMPLAINTS REGARDING MSA ACCREDITED MEDIA MEMBERS

Motorsport South Africa (MSA) has established the following process for addressing complaints related to breaches of the Media Code of Conduct by accredited media members.

### STEP 1: SUBMISSION OF COMPLAINT

- Complaints must be submitted in writing to the MSA Head Office via email at [jaco@motorsport.co.za](mailto:jaco@motorsport.co.za)
- Please ensure you include the following details in the complaint:
  - Complainant's full name and contact information.
  - A detailed description of the incident, including the date, time, and location.
  - Supporting evidence, such as witness statements, photographs, or screenshots, if applicable.

### STEP 2: ACKNOWLEDGMENT OF COMPLAINT

- MSA will acknowledge receipt of the complaint within **five working days**.
- The complainant may be contacted for further clarification or to provide additional information as necessary.

### STEP 3: PRELIMINARY REVIEW

- MSA will conduct an initial review to determine if the complaint falls within the scope of the Media Code of Conduct.
- If the complaint is outside this scope, the complainant will be informed, and no further action will be taken.

### STEP 4: INVESTIGATION

- For valid complaints, MSA will initiate a formal investigation. This process may include:
  - Reviewing the evidence provided.
  - Interviewing the complainant, the media member involved, and/or any witnesses.

### STEP 5: OUTCOME AND RESOLUTION

- Once the investigation is concluded, the MSA Media Panel will:
  - Determine if a breach of the Code of Conduct occurred.

- Notify all parties in writing of the findings and any disciplinary action to be taken.

#### STEP 6: DISCIPLINARY ACTIONS

Possible actions include, but are not limited to:

- Issuing a formal warning.
- Suspension or revocation of media accreditation.
- Requiring additional training or corrective actions.

#### STEP 7: APPEAL PROCESS

- The media member involved may appeal the decision in writing within **10 working days** of receiving the outcome.
- Appeals will be reviewed by an independent panel appointed at the sole discretion of MSA.

#### CONFIDENTIALITY

- All complaints and investigations will be treated with strict confidentiality to protect the rights of all the parties involved.

For enquiries or assistance, contact MSA at [msa@motorsport.co.za](mailto:msa@motorsport.co.za) or call **+27 011 675 2220**.