



Friday, 6 June 2008

Mr. J. Herman
Executive Secretary
Australian Press Council
Suite 10.02,
117 York Street
SYDNEY NSW 2000

Dear Mr. Herman,

Thank you for your letter of April 8, 2008.

It appears from the contents of your letter that you have not been advised that the AFL offered to accredit AAP photographers on identical terms to previous years, including the provision of photos to rural newspapers on a free of charge basis.

However, AAP chose not to accept accreditation on this basis. The AFL would have preferred that AAP continue the existing arrangements and to thereby ensure continuity of the supply of images to rural newspapers. However, the decision ultimately rests with AAP.

As such, it is incorrect to say that the AFL has "decided not to accredit AAP photographers" or that we have "disaccredited AAP". AAP chose not to accept the conditions of accreditation that have applied in previous years and therefore did not seek accreditation in 2009.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Colin McLeod'.

Dr Colin McLeod
GM – Marketing, Communications & Public Affairs

Australian Football League

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