

# Extract from Uluru-Kata Tjuta National Park Management Plan 2010-2020

## Sections relevant to issuing permits to media

### 6.5 Promoting and marketing the park

#### Our aim

Promotion of the park presents accurate and appropriate messages and images.

#### Measuring how well we are meeting our aim

- Number of promotional and marketing programs effectively developed in collaboration with the park.
- Level of Board satisfaction with the messages in various media about the park.

#### Background

*Anangu tjuṭangu, Anangu munu piranpa kuwari pitjantja tjuṭa nintini Tjukurpatjara. Tjana mantu pulkara wirura uti kulintjaku Ananguku kaltjaku munu tjanalta tjungu Anangu tjuṭawanungku ngura munu Anangu tjuṭa atunymananyi.*

© Sarah Goodwin

Anangu are teaching all the newcomers, Anangu and non-Anangu, about *Tjukurpa* so they can properly and clearly understand Anangu culture and help us to protect our country and people. ©

Appropriate presentation of the park plays an important part in protection of the park. It helps to build people's expectations before they visit and it helps gain public support. It also helps to build a greater appreciation of national parks generally and of the conservation of Australia's unique natural and cultural heritage.

#### Issues

- The use of culturally inappropriate images and other messages and promotion that give inappropriate information or create misleading expectations is of considerable concern to the Board and Anangu. It has the potential to create challenges for park management, and the potential for visitors to be dissatisfied with their visit to the park.
- It is important that Nguraṛitja maintain control of their cultural material, including film, photographs and publications.
- The Uluru climb is often emphasised as the principal attraction for overseas visitors, which does not support promotion and protection of the park's World, National and Commonwealth cultural heritage landscape values.
- It is important that promotion and marketing of the park and use of the media are managed strategically and in collaboration with other stakeholders such as the tourism industry and other Northern Territory and Australian Government agencies.
- The tourism industry needs sufficient time to change information in its promotional materials when there are changes to visitor management in the park that may affect tour operations.

## What we are going to do

### Policies

- 6.5.1 Through cooperative marketing with the tourism industry, Tourism NT and Tourism Australia, the Director and the Board will promote and market the park in accordance with tourism principles (see Section 6.1, Tourism directions and recreational opportunities) and key messages determined by the Board (see Section 6.4, Visitor information, education and interpretation).
- 6.5.2 Parks Australia will continue to work with the Board of Management, Nguraṛitja and the tourism industry to update and manage guidelines on appropriate images and messages for promoting the park. The guidelines will continue to specifically focus on promoting the park's World Heritage values.
- 6.5.3 Tour operators will be required to provide to Parks Australia copies of their brochures and other advertising material as part of their permit conditions. They will be encouraged to develop flexible itineraries that can take account of changing circumstances. Application procedures for specific tourism opportunities in the park will include assessment of whether their promotional material is consistent with park values.
- 6.5.4 The Director will inform the tourism industry as soon as possible when changes are made to visitor management in the park that will affect tourism products and their promotion.

### Actions

- 6.5.5 Develop and implement a cooperative promotion and marketing strategy with the tourism industry and the Northern Territory and Australian Governments to appropriately market the park.
- 6.5.6 Develop joint marketing and interpretation material between the park and other Red Centre National Landscape stakeholders.

## 6.6 Filming, photography and audio recording

### Our aim

Photographers, artists and sound recordists are able to capture unique images and sounds that support maintenance of the park's World Heritage values.

### Measuring how well we are meeting our aim

- Level of satisfaction by photographers, artists and sound recordists with the park guidelines for commercial image capture, use and commercial sound recording.
- Number of image use permits issued.
- Level of Board satisfaction with the management of film, photography and audio recordings to support the maintenance of the park's World, National and Commonwealth heritage values.
- Increase in the extent of Anangu involvement in managing commercial filming, photography and sound recording in the park.

## Background

***Ngura pulka Uluru-nya tjamulu munu kamilu iriti atunyntju kanyintja tjukurpa pulkatjara. Iniwai putukaramilantja wiya. Anangu munu piranpa tjungu ngarama. Nyuntu nyanganyi puli wiru mulapa palu tjukurpa nyuntu putu nyanganyi munu kulini.***

© Rene Kulitja

Uluru is a very significant place with significant law that has been looked after and protected by our grandfathers and grandmothers for a long time. Do not photograph it without regard for the proper way to do this. This applies to both Anangu and non-Anangu alike. You are seeing a really beautiful rock but you might not be seeing and considering its cultural significance. ©

Given the park's high national and international profile, each year many people and organisations from Australia and overseas seek to carry out commercial filming, photography and audio recording in the park. Imagery and sound materials are used for producing documentaries about the park's cultural and natural significance, tourism and travel promotion materials, reference books and other publications. In addition, commercial media use images and sound in news reports about the park. Anangu welcome filmmakers, photographers and artists to the park but would like to ensure that material is obtained and used appropriately.

Under Tjukurpa, certain activities and materials are restricted to people who may properly view them and some stories may be spoken but not written or filmed. The capture and use of images and names of Anangu may be sensitive. How images and recordings are used can also cause some concern. The image of Uluru, for example, receives much exposure through books, postcards, posters, tea towels, ash trays, and a wide range of other items. Anangu consider that some of these uses are inappropriate for cultural reasons. In addition, cultural traditions, including but not exclusive to knowledge and stories, are considered to be subject to Indigenous Cultural and Intellectual Property (ICIP) rights. As such, there is closer management of images and sounds in the park than in many other national parks to protect Tjukurpa.

To help manage these issues, the Board of Management has approved guidelines for commercial image capture and use and for commercial sound recording.

The Board's Film and Photography Consultative Committee provides advice and recommendations on permit applications, improved communication, film and photography issues related to the park, and potential breaches of legislation.

Filming, photography and sound recording also present an opportunity for Anangu to benefit from visitor use of the park. The Central Land Council and other agencies have responsibilities to assist Anangu in developing commercial arrangements with commercial film, photography and sound recording interests. The use of images taken within the park for advertising and promotion may be permitted when done in a way that promotes the park's natural and cultural values. Acceptable image uses are described in the guidelines.

For visitors, images taken on a visit are important reminders of the park. Visitors are welcome to take pictures or create paintings; however there are some culturally sensitive areas where visitors are requested not to take images. These are clearly identified through information provided to park visitors, including onsite signage.

From time to time, the park receives media attention and various media representatives come to the park to cover stories of particular interest. These 'news of the day' media can be numerous on occasion, and their activities may extend to other types of image or sound recording. It has been practice to allow media to operate in the park without a permit to cover news of the day stories. However, such media have been required to liaise with the park's media office before commencing any work and to receive a media briefing.

Images that are captured for commercial purposes and images used commercially require a permit. Sections 354 and 354A of the EPBC Act restrict commercial activities within Commonwealth reserves unless in accordance with a management plan. The EPBC Regulations (rr.12.24 and 12.38) regulate the capture of images and sound recordings and the deriving of commercial gain from images captured.

## Issues

- Ngurariṯja consider that some images and uses of images of Uluru and Kata Tjuta are inappropriate for cultural reasons.
- To assist in maintaining Tjukurpa, some restrictions on image capture and sound recordings are needed.
- In the public and commercial domain photographs and images of Uluru and Kata Tjuta exist which may be offensive or disturbing to Anangu for cultural reasons. Many of which were taken before the park became Aboriginal land and controls existed.
- Anangu receive little commercial benefit from the use of images of the park and of associated cultural traditions.
- Managing the activities of news of the day media crews can be challenging at peak times.
- Significant resources are directed towards managing commercial film crews.

## What we are going to do

### Policies

- 6.6.1 Commercial filming, photography and other image capture including artwork, and audio recording, may be carried on in the park and images of the park may be used for commercial gain:
- (a) in accordance with:
    - guidelines approved by the Board
    - a permit issued by the Director or other authorisation arrangements approved by the Board
    - payment of park fees
  - (b) where the activity is consistent with the protection and/or promotion of the park's World, National and Commonwealth heritage values, including maintenance of Tjukurpa and respecting Anangu Indigenous Cultural and Intellectual Property (ICIP) rights.

- 6.6.2 Consistent with the film and photography guidelines, appropriate consultations will be undertaken before permits are issued for commercial filming, photography or other image capture, or for sound recording.
- 6.6.3 The Director will support and actively encourage Anangu to be involved in managing and benefiting from commercial filming, photography and other image capture, and audio recording in the park. This may include Anangu:
- supervising film, photography and audio recording crews, and artists
  - providing contract commercial filming, photography and audio recording services
  - developing commercial initiatives with commercial film, photography and sound recording crews.
- 6.6.4 Television, newspaper and radio reporting relating to events of the day in the park will not require a permit from the Director. News reporters must be briefed by staff and comply with the film and photography guidelines. The Park Manager may set limits on the number of crews, photographers and sound recordists that are permitted in the park at any one time, depending on available resources.
- 6.6.5 Any person taking images or sound recordings in the park will be required to comply with any restrictions on areas that should not be photographed, types of images that may not be taken, and matters that should not be recorded.
- 6.6.6 The Director may prohibit or place restrictions on non-commercial image capture in the park for cultural reasons.

### **Actions**

- 6.6.7 Provide interpretive material to make visitors and commercial photographers aware of restrictions on image capture in the park, and of their responsibilities in relation to accessing and photographing significant sites.
- 6.6.8 In consultation with Ngururritja and the Central Land Council, investigate establishing an image library for commercial use which provides commercial benefits to Anangu and protects cultural interests.
- 6.6.9 In consultation with the Board, investigate options for cost recovery for management of commercial image capture and sound recording activities and, if feasible, implement a practical cost recovery regime.

**From:** [REDACTED]  
**To:** [Uluru Media](#)  
**Cc:** [REDACTED]  
**Subject:** Channel 9: Uluru film permit application  
**Date:** Monday, 5 August 2019 3:33:41 PM  
**Attachments:** [image001.jpg](#)  
[image002.jpg](#)  
[image003.jpg](#)  
[image004.jpg](#)  
[image005.jpg](#)  
[Channel 9 - August permit application.pdf](#)

---

Hi Uluru Media,

Attached is a Nine Network Australia media permit application to film from the **19<sup>th</sup> August 2019** to the **22<sup>nd</sup> of August 2019**.

We have been invited back to Uluru to interview traditional owner Tjimpuna Yularu and Senator Pauline Hanson. Tjimpuna Yularu ([REDACTED]) has said to put this note for Steve Baldwin to read with our permit application:

'I have already spoken to the Anangu Mayatja council...the whole council approve this permit through [REDACTED] and through senior lawman [REDACTED].'

Please let me know if you need any more information.

Kind regards,

[REDACTED]

[REDACTED]

Producer

ACA



**T** [REDACTED]

**M** [REDACTED]

**A** Level 5, 717 Bourke Street, DOCKLANDS VIC 3008

**E** [REDACTED]



This email and its attachments are for the sole use of the addressee and may contain information which is confidential and/or legally privileged. This email and its attachments are subject to copyright and should not be partly or wholly reproduced without the consent of the copyright owner. Any unauthorised use of disclosure of this email or its attachments is prohibited. If you receive this email in error, please immediately delete it from your system and notify the sender by return email.



# PERMIT APPLICATION FORM COMMERCIAL IMAGE CAPTURE AND USE

**Uluru-Kata Tjuta National Park  
Media Officer**  
☎ 08 8956 1113 Fax: 08 8956 2360  
✉ [uluru.media@environment.gov.au](mailto:uluru.media@environment.gov.au)  
✉ PO Box 119, Yulara NT 0872

If you want to capture an image in the park, please fill out all parts of the application. If you want to use an existing image (without doing any image capture in the park), you do not need to fill out Part 3 of the application.

Before completing this application form, please read and be familiar with the *Uluru-Kata Tjuta National Park Guidelines for Commercial Image Capture, Use and Commercial Sound Recording*. By completing this application you and all proposed permit holders agree that if a permit is issued, the permit holders will act in accordance with the Guidelines and with the permit conditions. Not complying with permit conditions can lead to your permit being suspended or cancelled.

Overseas film-makers, please note that the *Migration Act 1958* requires you to obtain an appropriate visa. For further information visit [www.immi.gov.au](http://www.immi.gov.au) or email [entertainment.visas@immi.gov.au](mailto:entertainment.visas@immi.gov.au) to ascertain which visa is appropriate.

## Privacy

The Director of National Parks ('the Director') is authorised to request personal information from permit applicants under Part 17 of the *Environment Protection and Biodiversity Conservation Regulations 2000* (EPBC Regulations). The personal information that you provide will be used by the Director to assess your permit application and manage activities within the park, including compliance with the *Environment Protection and Biodiversity Conservation Act 1999* (EPBC Act) and EPBC Regulations. If you do not provide the requested information, your permit application cannot be assessed.

### Disclosure

Information provided in this application form may be disclosed to the Board of Management for the park and any Consultative Committees established by the Board for the purpose of assessing your application.

Your personal information may be disclosed to other Commonwealth (and in some circumstances, state and territory) government departments and agencies where it is required or authorised by or under law or where it is reasonably necessary for law enforcement.

### Privacy Policy

The collection, storage, use and disclosure of personal information by the Director is governed by the *Privacy Act 1988* (Cth) and, in particular, by the Australian Privacy Principles. The Director's Privacy Policy is available at [www.environment.gov.au/node/35979](http://www.environment.gov.au/node/35979). The Privacy Policy details how you can access and correct your personal information held by the Director and who to contact if you have a concern about your personal information.

Part 1 – Details of Proposed Permit Holder					
<b>1. Name of proposed permit holder</b> (If more than 1, attach their details on separate sheet)					
<b>2. Contact details of proposed permit holder</b>					
Contact person				Title/Position	
Postal Address					
Physical Address					
Mobile			Telephone	Fax	
Email				Website	
<b>3. What is the proposed permit holder's:</b> (if applicable)					
ABN			ACN		

<b>4. Is the proposed permit holder:</b> <input type="checkbox"/> Individual <input type="checkbox"/> Company <input type="checkbox"/> Other - please specify					
<b>5. Registered business name(s)</b> (If more space is required, attach a separate list.)					
Business Name 1					
Business Name 2					
Business Name 3					
<b>6. Details of person completing this application</b> If same as Question 2, go to Question 7.					
Full Name		[REDACTED]		Title/Position	
Relationship to proposed permit holder					
Postal Address					
Physical Address					
Mobile		[REDACTED]		Telephone [REDACTED] Fax	
Email		[REDACTED]		Website	
<b>Part 2 – Details of Image Use</b> (to be completed by all applicants)					
<b>7. Does the proposed permit holder have an Uluru-Kata Tjuta National Park tour operator permit?</b>					
<input type="checkbox"/> No <input type="checkbox"/> Yes      If yes, what is the permit number _____ and expiry date    /    /					
<b>8. Has the proposed permit holder previously held a permit to capture or use images of Uluru-Kata Tjuta National Park?</b>					
<input type="checkbox"/> No <input type="checkbox"/> Yes      If yes, what was the permit number _____ and expiry date    /    /					
<b>9. Type of images to be used</b>					
<input type="checkbox"/> Film (includes video) <input type="checkbox"/> Still photography <input type="checkbox"/> Artwork <input type="checkbox"/> Sound recording					
<input type="checkbox"/> Other – please specify:					
<b>10. Proposed use of images</b>					
<input type="checkbox"/> Sell on to a third party (eg image library, publisher, broadcaster) Please specify:					
<input type="checkbox"/> Editorial – please specify:					
<input type="checkbox"/> Advertising or promotion of a product or service (eg tours, conference, brochures) Please specify:					
<input type="checkbox"/> Other – please specify:					
<b>11. If you ticked “advertising or promotion” in Question 10, are the images enclosed with this application?</b>					
<input type="checkbox"/> Yes – go to Question 12					
<input type="checkbox"/> No – please indicate how the images will be provided to us (eg digitally etc)					



**12. If you ticked “editorial”, “advertising” or “other” use in Question 10, indicate how the images will be published**

- Print (eg book, magazine, newspaper)  Broadcast (eg film, television, radio)  
 Electronic publication (eg website, CD, DVD)

**13. Size of images to be used** If various sizes, please state the largest and smallest size

Size(s): (eg A5, Billboard)

**14. Do the images include the north-east face of Uluru, rock art or Anangu?** (eg pictures taken from Ayers Rock Resort; sunrise area within the Park etc)

- No – go to Question 16  Yes – go to Question 15  Unsure – go to Question 15

**15. If you have answered “yes” or “unsure” in Question 14, are the images enclosed with this application?**

- Yes – go to Question 16  
 No – please indicate how the images will be provided to us (eg digitally etc)

**Part 3 – Details of Image Capture** (to be completed by those visiting the park)

**16. Proposed image capture activities** If you are not visiting the park, go to Part 4

- |  |  |                                  |  |
|--|--|----------------------------------|--|
| <input type="checkbox"/> Film (includes video)   | <input type="checkbox"/> Still photography | <input type="checkbox"/> Artwork | <input type="checkbox"/> Sound recording |
| <input type="checkbox"/> Other – please specify: |  |                                  |  |

**17. Proposed dates to capture images in Uluru-Kata Tjuṯa National Park**

Filmmakers please note that generally a maximum of two (2) days within the Park are allocated for film crew, see 5.3 of the Guidelines.

From: [Click here to enter a date.](#)

To: [Click here to enter a date.](#)

**18. Pre-activity briefing**

Has the permittee and permittee’s staff made arrangements for a media briefing prior to commencing activities in the park? (see 3.16 and 3.17 of the Guidelines)

- Yes – go to Question 19  
 No – please state preferred date and time for pre-activity briefing

Date: [Click here to enter a date.](#)

Time:

**19. Proposed image subjects and locations**

**Proposed Subjects**

- |  |  |
|--|--|
| <input type="checkbox"/> Landscapes                  | <input type="checkbox"/> Flora                         |
| <input type="checkbox"/> Fauna (birds, reptiles etc) | <input type="checkbox"/> Aboriginal rock art/paintings |
| <input type="checkbox"/> Aboriginal people           | <input type="checkbox"/> Other – please specify        |

**Proposed location(s) within Uluru-Kata Tjuṯa National Park**

**Uluru (Ayers Rock)**

- |                                    |                                    |
|------------------------------------|------------------------------------|
| <input type="checkbox"/> Liru Walk | <input type="checkbox"/> Mala Walk |
|------------------------------------|------------------------------------|

<input type="checkbox"/> Uluru Base Walk	<input type="checkbox"/> Mutitjulu Waterhole Walk
<input type="checkbox"/> Uluru Ring Road	<input type="checkbox"/> Uluru Bus Sunset Viewing Area
<input type="checkbox"/> Uluru Car Sunset Viewing Area	<input type="checkbox"/> Cultural Centre car park
<b>Kata Tjuta (the Olgas)</b>	
<input type="checkbox"/> Wałpa (Olga) Gorge Walk	<input type="checkbox"/> Valley of the Winds car park
<input type="checkbox"/> Kata Tjuta Dune Viewing Area	<input type="checkbox"/> Kata Tjuta Sunset Viewing Area
<b>Other</b> – please specify	
<b>21. Proposed aerial image capture over Uluru-Kata Tjuta National Park?</b>	
<input type="checkbox"/> None <input type="checkbox"/> Uluru <input type="checkbox"/> Kata Tjuta	
<b>22. Is assistance required from Uluru-Kata Tjuta National Park staff?</b>	
Please note all film crews will be accompanied whilst in the park.	
<input type="checkbox"/> No – go to Question 23 <input type="checkbox"/> Yes – please specify:	
<b>23. Is assistance required from Anangu (traditional owners)?</b>	
Please note all film crews will be accompanied whilst in the park.	
<input type="checkbox"/> No – go to Question 24 <input type="checkbox"/> Yes – please specify:	
<b>24. Impacts on the environment</b>	
Will the activity result in the death or injury of native plants or animals?	<input type="checkbox"/> yes <input type="checkbox"/> no
Will the activity involve taking, trading, keeping or moving a native plant or animal?	<input type="checkbox"/> yes <input type="checkbox"/> no
Will the activity cause any damage to or destruction of nests or dwelling places?	<input type="checkbox"/> yes <input type="checkbox"/> no
Is any off-track walking, off-road driving or roadside stopping proposed?	<input type="checkbox"/> yes <input type="checkbox"/> no
<b>25. Vehicles to be used in Uluru-Kata Tjuta National Park</b>	
Please indicate which of the following type of vehicle will be used, and details (if known).	
<input type="checkbox"/> Tour vehicle (name of operator and vehicle details)	
<input type="checkbox"/> Hire vehicle (name of hirer and vehicle details)	
<input type="checkbox"/> Own vehicle (make, model and registration number)	
<b>26. Film crew details</b> Film makers (including videographers) please specify:	
Number of persons in film crew:	Number of cameras to be used:

**COMMERCIAL IMAGE CAPTURE AND/OR USE  
(FILM, PHOTOGRAPHS, ARTWORK, OR SOUND RECORDING)**

**Interpretation**

In these conditions, unless the contrary intention appears:

**Act** means the *Environment Protection and Biodiversity Conservation Act 1999* and includes any Act that amends or replaces it.

**agreement** means the agreement signed by or on behalf of the permittee as part of the permittee's permit application.

**authorised participants** means all persons, other than the permittee or the permittee's staff, who take part in the permitted activity.

**Director** means the Director of National Parks, and includes any statutory successor to the Director and the Director's delegates.

**Guidelines** mean the Uluru-Kata Tjuta National Park Guidelines for Commercial Image Capture, Use and Commercial Sound Recording.

**management plan** means the management plan in operation from time to time for the park under the Act.

**park** means the named Commonwealth reserve for which the permit is issued.

**park staff** means persons employed by the Director and performing duties in relation to the park.

**permitted activity** means the activity or activities for which this permit is issued.

**permittee** means the person (individual, company or other incorporated body) or group to whom this permit is issued and includes, where the context permits, the permittee's staff.

**permittee's staff** means the permittee's employers, contractors and other agents who take part in the permitted activity.

**Regulations** means the *Environment Protection and Biodiversity Conservation Regulations 2000* and includes any regulations that amend or replace them.

*The singular includes the plural and vice versa.*

*Where a word or phrase is defined, other grammatical forms of that word or phrase have a corresponding meaning.*

*Where one of the words 'include', 'including' or 'includes' is used, the words 'without limitation' are taken to immediately follow.*

*Where the word 'must' imposes an obligation on a person to do or not to do something, the obligation is taken to mean that the person must take all reasonable steps to do or not to do the thing.*

**General Conditions for all Permittees**

1. The permittee must comply with the guidelines and the agreement.
2. The permittee cannot transfer this permit to another person or group, except in accordance with regulation 17.11 of the regulations.
3. The permittee must not conduct the permitted activity before the date of commencement or after the expiry date shown on the permit.
4. The permittee must comply with the Act, the Regulations, the management plan, these permit conditions, and any other notices, information, guidelines, codes of conduct or protocols issued by, or under the authority of, the Director relating to the park.
5. The permittee must hold all licences and authorities required by law for the conduct of the permitted activity, and comply with all Commonwealth, State and Territory laws relating to activities that are subject of, or ancillary

to, this permit.

6. If the permittee is a company or other incorporated body, the permittee must not have as a director or office holder a person who has been convicted of an offence against the Act or Regulations within the previous five years.
7. The permittee's staff must not include any person who has been convicted of an offence against the Act or Regulations within the previous five years.
8. The permittee must take all reasonable steps to ensure that the permittee's staffs are fully informed of, and understand, these permit conditions before they commence taking part in the permitted activity.

**Commercial Activity Conditions**

9. If required by the Director, the permittee must not conduct the permitted activity unless the permittee holds a policy of public liability insurance sufficient to cover any liability the permittee may have to third parties, or to the Director and in any case for an amount of not less than \$20 million in respect of any single event, with an insurer that is licensed by the Australian Prudential Regulation Authority or approved by the Director.

*Note: The Director does not generally require public liability insurance to be held by individual photographers or small film crews.*

10. If public liability insurance is required under condition 9, the permittee must provide a certificate of currency for the policy of insurance evidencing that the policy covers all the permittee's activities in the park by the permittee and the permittee's staff, contractors and other agents:
  - a) before the permittee commences to conduct the permitted activity;
  - b) on each occasion when the policy is renewed or when a new policy is taken out; and
  - c) at any other time as requested by the Director.

**Specific Conditions for Image Use**

11. The permittee must not use images of Aboriginal people without the written consent of the individuals concerned.
12. Where images are to be used for advertising or promotion, or include images of the north-east face of Uluru, rock art, or Anangu, the permittee must only use images that have been provided to and approved by the Director.

**Specific Conditions for Image Capture**

13. The permittee must carry this permit and these conditions, or a copy of them, while conducting the permitted activity.
14. The permittee and the permittee's staff must undertake the park's media briefing prior to commencing the permitted activity.
15. The permittee must only capture images at or of the locations and sites within Uluru-Kata Tjuta National Park as specified in the permittee's application, or as otherwise approved by the Director.
16. The permittee must not capture images of Aboriginal people without written consent of the individuals concerned.

*Note: Permit conditions may be varied, revoked or new conditions imposed in accordance with r17.09 of the Regulations. The Director may decide to vary or revoke the conditions or impose new conditions, but must do so where it is necessary to make sure that the matters or circumstances the Director is required to be satisfied about when issuing the permit continue to apply.*

## Park Specific Conditions

17. The permittee must not:
  - a) pick fruits, flowers or branches, or otherwise damage any native plants;
  - b) interfere with, feed, handle or disturb any native animal, or damage or disturb a nest or dwelling place of a native animal.
18. The permittee will make good, or meet the Director's reasonable costs of making good, any damage to the park, to the extent that the damage was caused or contributed to by:
  - a) the conduct of the permitted activity or;
  - b) a breach of the permit conditions by the permittee.
19. The permittee must take all reasonable steps to avoid risks to the health and safety of the permittee's staff, authorised participants and other persons in the park.
20. If the permittee or any of the permittee's staff or authorised participants is killed, seriously injured, becomes seriously ill or goes missing while in the park, a member of park staff must be notified as soon as possible and the permittee, and the permittee's staff must comply with any requests or directions from park staff in relation to the safety of that person or any other person.
21. The permittee must carry out the permitted activity in such a manner as to cause the least possible environmental impact on the park.
22. The permittee must use only the public areas in the park unless specifically authorised by this or another permit.
23. The permittee, the permittee's staff and authorised participants must drive, ride or tow a vehicle only on public access roads and not on any road or track, nor enter an area by any means, that is permanently, temporarily or seasonally closed or restricted by gates or signs unless specifically authorised by this or another permit.

## Part 5 – Agreement

THIS DEED made the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

WITNESS as follows:

In consideration of the permit issued to the permittee, the permittee agrees to:

- a) release the Director of National Parks, the Commonwealth of Australia, and their servants and agents ('the released parties') from all and any claims which the permittee might at any time hereafter have or have had against the released parties in respect of any injury, loss or damage which may be suffered by the permittee in the course of the permitted activity, except to the extent that any act or omission involving fault on the part of the released parties contributed to the relevant injury, loss or damage; and
- b) indemnify and keep indemnified the Director of National Parks, the Commonwealth of Australia, and their servants and agents ('the indemnified parties') against all actions, proceedings, claims or demands brought against the indemnified parties in respect of any injury, loss or damage arising out of:
  - (i) a breach of the permit conditions by the permittee or the permittee's staff; or
  - (ii) an act or omission involving fault on the part of the permittee or the permittee's staff in carrying on the permitted activity,except to the extent that any act or omission involving fault on the part of the indemnified parties contributed to the relevant liability, loss or damage; and
- c) take all reasonable steps to ensure that the permittee, the permittee's staff and the permittee's clients comply with the Guidelines and the conditions subject to which the permit is issued; and
- d) if the permitted activity includes the capture and/or use of images of Aboriginal people the permittee(s) will not capture or use those images without the written consent of the individuals concerned;
- e) provide information about the permitted activity as reasonably requested by the Director.

Note: The Director will only request such information for park management and planning purposes, and agrees not disclose to any other person any information so provided without the express permission of the permittee unless legally required to do so.

Proposed permit holder's name

*A copy of this agreement is to be signed by each proposed permit holder, or if the proposed permit holder is a company or other commercial entity, by its duly authorised officer.*

Signed

(Insert digital signature or type your name)

Name (please print)

Position

*This agreement is signed in the presence of a witness aged 18 years or older:*

In the presence of (witness' name)

Signed

(Insert digital signature or type your name)

Date

## Part 6 – Declaration

I, , the applicant for this permit, DECLARE as follows-

1. that the information in this application is correct to the best of my knowledge AND that none of the proposed permit holders have been convicted<sup>1</sup> of, or is presently subject to proceedings for, an offence under:
  - a) the EPBC Act or Regulations; or
  - b) another law of the Commonwealth or a State or Territory about the protection, conservation or management of native species or ecological communities; or
  - c) section 6<sup>2</sup> of the *Crimes Act 1914* or sections 11.1, 11.4 or 11.5<sup>3</sup> of the Criminal Code' in relation to an offence under a law mentioned in a) or b) above; or
  - d) a provision of a law of a State or Territory that is equivalent to a provision mentioned in c) above.
2. that each proposed permit holder has read and understood the *Uluru-Kata Tjuta National Park Guidelines For Commercial Image Capture, Use and Commercial Sound Recording*, and the Permit Conditions in this application;
3. that the media briefing has been or will be attended by the permit holder(s) prior to commencing activity in the park;
4. I am authorised to complete this application on behalf of all proposed permit holders.

If you can not make this declaration because a proposed permit holder has been convicted of, or is subject to proceedings for a relevant type of offence please contact the Media Officer, Uluru-Kata Tjuta National Park, for further advice. These matters do not exclude a permit being issued but can be taken into account.

Signed

(Insert digital signature or type your name)

Date

Name (please print)

Position

This declaration is made before a witness aged 18 years or older:

In the presence of (witness' name)

Signed

(Insert digital signature or type your name)

Date

<sup>1</sup> Part VIIC of the *Crimes Act 1914* includes provisions that, in certain circumstances, relieve persons from the requirement to disclose spent convictions and require persons aware of such convictions to disregard them.

The applicant is taken to have been convicted of an offence if, within five years before the application is made, the applicant:

- a) has been charged with, and found guilty of, the offence but discharged without conviction; or
- b) has not been found guilty of the offence, but a court has taken the offence into account in passing sentence on the applicant for another offence.

<sup>2</sup> Section 6 of the *Crimes Act 1914* deals with being an accessory after the fact.

<sup>3</sup> Sections 11.1, 11.4 and 11.5 of the *Criminal Code* deal with attempts to commit offences, inciting to or urging the commission of offences by other people and conspiracy to commit offences.

## Part 7 – Payment Details

### 27. Name of person paying application fee

Full Name [REDACTED] ABN (if applicable)

### Application (Administration) Fee (non-refundable)

Filming (incl video)\* days @ \$250.00 per permit, per day or part thereof Subtotal: \$

*\*Note: a maximum allocation of two (2) days filming within the Park is generally permitted*

Photography days @ \$20.00 per day or part thereof Subtotal: \$

**Total fees payable: \$**

### Payment Method

Payment by [REDACTED] Bank Cheque / Money Order

Cheque/Money order to "ANP Fund"

Card holder's name [REDACTED] Credit Card number [REDACTED]

Expiry Date [REDACTED] Payment amount AUD \$

Today's Date Card holder's signature [REDACTED]

If this application is approved, please indicate whether you prefer to receive:

- original permit approval via post; or
- notification of approval via email and collect original permit from the park on arrival; or
- notification of approval via fax and collect original permit from the park on arrival.

Submit applications to:

**Uluru-Kata Tjuta National Park**  
Media Officer  
PO Box 119, Yulara NT 0872  
**Phone:** +61 8 8956 1113  
**Fax:** +61 8 8956 2360  
**E-mail:** [uluru.media@environment.gov.au](mailto:uluru.media@environment.gov.au)

*Please allow a minimum of 14 days for photography and at least 28 days for filming permits to be processed.*

To assist us in developing more efficient permit administration, please provide an estimate of the time taken to complete this form, including the time spent by the applicant and any other persons in reading the application form, collecting the information and answering the questions: hours and minutes

**By clicking Submit you acknowledge that you have signed and agree to be bound by the Agreement in Part 5 and the Declaration in Part 6**

**From:** [Uluru Media](#)  
**To:** [REDACTED]  
**Cc:** [REDACTED] [Uluru Media](#)  
**Subject:** Notice of Issue of Successful Film Permit [SEC=OFFICIAL]  
**Date:** Thursday, 8 August 2019 12:49:07 PM  
**Attachments:** [image006.jpg](#)  
[image007.jpg](#)  
[image008.jpg](#)  
[image009.jpg](#)  
[image010.jpg](#)  
[image011.jpg](#)  
[image012.jpg](#)  
[image013.jpg](#)  
[image014.jpg](#)  
[image015.jpg](#)  
[image016.jpg](#)  
[image017.jpg](#)  
[image018.jpg](#)  
[image019.jpg](#)  
[Image Capture - Uluru from Ayers Rock Resort - reviewed 2018.pdf](#)  
[Media Guidelines.pdf](#)  
[channel908permit\\_12\\_13\\_37-08\\_08\\_2019.pdf](#)  
[channel908receipt\\_12\\_13\\_35-08\\_08\\_2019.pdf](#)

---

Hi [REDACTED],

I'm pleased to advise that your application for permission to film in Uluru-Kata Tjuta National Park for **A Current Affair** has been approved.

Your permit for this activity is valid for the period on the park. It also enables you to use those images for the purposes described for a period of five years, subject to image assessment by the media team. A condition of your permit is that all images must be returned to our office for approval prior to publication.

We require that all film crews entering the Park attend a media briefing before your shoot. The media briefing will provide you with valuable information such as advising the best locations and times of day to shoot, and the best ways to shoot culturally appropriate images that do not show any of the area's sacred sites. Once your schedule has been finalised, contact us to organise a time for your media briefing.

You will receive your park entrance pass shortly via email and/or your mobile provided. This will be for the period you have specified in your application.

**Please read the following information, as it is important.**

The [media briefing videos](#) can be accessed online. Please take the time to watch them before you visit the Park as they contain important information that you will need to know.

The [media handbook](#) is available here.

We will provide you with your permit package when you arrive. You should carry your permit with you at all times whilst working in the Park. Please make sure you and your crew take the time to read the included *Media Guidelines*, as you will need to adhere to these as your guide to capturing images in the Park.

Film crews must act in accordance with the *Guidelines for Commercial Image Capture, Use and Commercial Sound Recording* contained in the Application Package provided with your permit application form. Breach of permit conditions is an offence under the *Environment Protection and Biodiversity Conservation (EPBC) Act 1999* and *EPBC Regulations 2000*.

Certain locations are listed in the *Guidelines* as being prohibited from commercial filming, including the climb, art sites, sacred sites and other sites of cultural significance. In particular, please note *Guideline 3.3* in relation to capturing the north-east face of Uluru from Ayers Rock Resort and the Sounds of Silence sites. We recommend you capture any footage of the north-east face of Uluru about an hour or less before sunset on a bright sunny day, so that long shadows obscure sacred sites on this side of Uluru and sacred details are not "in clear view" (*Guideline 3.3*). You'll find a visual guide that explains this, also attached.

**Please be aware that a filming permit does not cover drones. Drone permits are rarely granted by Anangu and, if they are, it takes a minimum of 12 weeks for consultation.**



Anangu appreciate the use of correct names for features of the park: Uluru, not Ayers Rock, and Kata Tjuta, not the Olgas, and that your work promotes the park in a way that is consistent with Anangu Cultural Values. The park's key interpretive messages are that Anangu are proud and happy to share the Park with visitors and would like them to learn more about their culture while respecting their land and behaving appropriately; that the basic philosophy of Joint Management in the Park is Traditional Owners working together with Parks Australia; and in respect Anangu wishes visitors are not encouraged to climb Uluru.

If you'd like to do some preliminary research on some of the historical and cultural aspects of this area, I suggest you read our Commercial Image and Media Capture Handbook. This will provide useful information including tips for media crews shooting within the park; a guide that has been consulted on and approved by Traditional Owners.

I hope you have a great time here during your stay and I'm looking forward to meeting you at the briefing. If you have any queries, please feel free to contact me.

[Redacted] | Media Officer

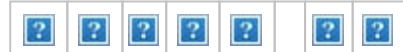
Uluru-Kata Tjuta National Park | Parks Australia

p. [Redacted]

e. [Redacted]@environment.gov.au

<http://www.parksaustralia.gov.au>

See Parks Australia on social media via the links below



**From:** [Redacted] [mailto:[Redacted]]

**Sent:** Monday, 5 August 2019 3:02 PM

**To:** Uluru Media

**Cc:** [Redacted]

**Subject:** Channel 9: Uluru film permit application

Hi Uluru Media,

Attached is a Nine Network Australia media permit application to film from the **19<sup>th</sup> August 2019** to the **22<sup>nd</sup> of August 2019**.

We have been invited back to Uluru to interview traditional owner Tjimpuna Yularu and Senator Pauline Hanson. Tjimpuna Yularu ([Redacted]) has said to put this note for Steve Baldwin to read with our permit application:

'I have already spoken to the Anangu Mayatja council...the whole council approve this permit through [Redacted] and through senior lawman [Redacted]

Please let me know if you need any more information.

Kind regards,

[Redacted signature block]

Producer



**T** [Redacted] **M** [Redacted]

**A** Level 5, 717 Bourke Street, DOCKLANDS VIC 3008

**E** [Redacted]



This email and its attachments are for the sole use of the addressee and may contain information which is confidential and/or legally privileged. This email and its attachments are subject to copyright and should not be partly or wholly reproduced without the consent of the copyright owner. Any unauthorised use or disclosure of this email or its attachments is prohibited. If you receive this email in error, please immediately delete it from your system and notify the sender by return email.



Australian Government

Director of National Parks

*Environment Protection and Biodiversity Conservation Regulations 2000*

**PERMIT FOR AN ACTIVITY - COMMONWEALTH RESERVE**

<i>Reserve for which Permit is issued</i>	<b>Uluru-Kata Tjuta National Park</b>
---	---------------------------------------

<i>Date of issue</i>	August 19, 2019	<i>Date of expiry</i>	August 22, 2019
----------------------	-----------------	-----------------------	-----------------

<i>Name / address of each person/group to whom permit issued</i>	<b>Nine Network Australia</b>  Level 5, 717 Bourke Street Docklands VIC 3008 Australia   @nine.com.au
--	---

<i>Provisions of the Regulations for which permit issued</i>	r.12.09(1) for s.354(1) of the <i>Environment Protection and Biodiversity Conservation Act 1999</i> and r.12.06(2) for r.12.24 and r.12.38.
--	---

<i>Activity permitted</i>	Image capture in Uluru-Kata Tjuta National Park conducted from August 19, 2019 to August 22, 2019  Commercial use of images of Uluru-Kata Tjuta National Park for the purposes of: <b>Broadcast Electronic Media</b>  <p style="text-align: center;"><b>A Current Affair</b></p>
---------------------------	--

Failure to adhere to the attached conditions is an offence punishable on conviction by a fine not exceeding \$5500 and may also result in suspension or cancellation of this permit.

  
Delegate of the Director of National Parks

**OFFICIAL USE ONLY**

Permit No: 5259

Amount Received \$1000

Date Paid August 8, 2019

# Uluru–Kata Tjuta National Park

## Guidelines for commercial image capture, use and commercial sound recording

Uluru–Kata Tjuta National Park is a World Heritage Area renowned for its exceptional natural environment and the living culture of its traditional Aboriginal owners, known as *Anangu*. *Anangu* and Parks Australia welcome filmmakers, photographers and painters to the Park. We ask you to work with us to help respect *Anangu* culture and protect this unique living cultural landscape and the fragile desert ecosystems for future generations.

*Anangu* own the Park and lease it to the Director of National Parks, who manages it through Parks Australia. The lease requires Parks Australia to take steps to safeguard *Anangu* traditions.

These guidelines have been developed to help you carry out your work. They have been drawn up in collaboration with traditional owners and representatives from the tourism, film and photographic industries. The guidelines are a compromise between protection of *Anangu* culture and the requirements of visitors. They have been agreed to in the spirit of joint management and are approved by the Park's Board of Management

The guidelines will help you have a better understanding of the Park's World Heritage values.

The Park's Media Office is available to answer any questions you may have. You will find useful information at the Parks website (<http://www.environment.gov.au/parks/uluru/index.html>) and at Attachment A, which includes an explanation of many of the terms we use.



Australian Government  
Director of National Parks



## DO YOU NEED A PERMIT?

### Yes

- 1.1 If you are a company, institution, group or individual wanting to film, photograph, paint, draw or record sound in the Park for commercial purposes (for example, as part of a trade or a business).
- 1.2 If you want to capture aerial images of the Park for commercial purposes from aircraft flying over the Park.
- 1.3 If you want to use a Park image for a commercial purpose (for example you may be a picture editor, a commercial film library or tour operator).
- 1.4 If you had a permit to use an image and you now want to use it in a different way (for example you may want to use a published news photograph for advertising purposes).

### No

- 1.5 If you are an amateur photographer or tourist taking film or video for personal interest, so long as the images you capture are not used for commercial purposes.
- 1.6 If you are a news or current affairs photographer, filmmaker, or sound-recordist, covering news of the day. However, in this instance, you must liaise with the Park's Media Office before you start work, undertake a media briefing and observe the specific guidelines below about how to capture and use images appropriately.

## WHY ARE PERMITS NEEDED?

### Protecting Cultural Values

- 2.1 Uluru–Kata Tjuta National Park's cultural significance comes from *Anangu* traditions dating back tens of thousands of years. The foundation of *Anangu* culture is *Tjukurpa*, which is the source of stories, ceremonies, landscapes, plants and animals, art and rules for living (<http://www.environment.gov.au/parks/uluru/culture-history/index.html>). The international significance of this living culture was recognised in 1994 when the Park became one of the first World Heritage 'cultural landscapes'.

Permits help us to protect *Anangu* culture. Under *Tjukurpa*, certain sites, ritual objects, designs and ceremonies are restricted to people who may 'properly' view them. Some stories and sites are restricted to initiated men, others to women. Some stories may be spoken, but not written or filmed. *Anangu* believe that their culture is degraded if images of sacred sites are captured or displayed, or if the Park is used to advertise products and services that do not promote the natural and cultural values of the Park, and people's awareness, understanding and enjoyment of them.

- 2.2 The capture and use of pictures and names of *Anangu* is also sensitive. Like most people, *Anangu* do not like being filmed or photographed unless they have given their permission. Also, under *Tjukurpa*, *Anangu* honour their dead by not speaking their names or looking at their pictures for some considerable time. For this reason we ask that you seek permission each time you wish to publish pictures of *Anangu*.

## Protecting Natural Values


2.3 Uluru–Kata Tjuta National Park contains outstanding examples of rare desert fauna and flora, whose fragile habitats are protected. The natural values of the Park were recognised in 1987 when the Park was first listed as a World Heritage area. Under Joint Management with the traditional owners, Parks Australia combines scientific and traditional knowledge to protect the sensitive ecology of the area, which is home to eight rare or threatened plant species of particular scientific interest and three rare or threatened animal species.

Permits help us protect the Park's natural values by avoiding damage to ecologically sensitive areas. Permits also help to minimise interference with the use and enjoyment of the Park by other visitors.

- 2.4 For large-scale projects (for example those involving heavy equipment) you may be asked to prepare an environmental impact assessment.
- 2.5 Permit conditions provide filmmakers, photographers and image users with a clear framework that helps ensure that your activities are culturally appropriate and that you abide by the Environment Protection and Biodiversity Conservation Act 1999 (the EPBC Act) and Environment Protection and Biodiversity Conservation Regulations 2000.

## WORKING IN THE PARK

Uluru has great spiritual significance to *Anangu*. There are many sensitive sites associated with Uluru itself. We ask that you respect these places and their significance to *Anangu* by following these guidelines. **Map 1 – Uluru** shows the parts of Uluru and specific sites that should not be filmed, photographed or painted, and locations from which images should not be captured. Most sites are clearly signposted, although some are not as they cannot be specifically identified or publicly discussed. If you are unsure whether you have inadvertently captured an image of a sensitive site, you can ask us to look at any images you are planning to use.

- 3.1 Please do not capture images of sensitive sites as indicated by  on **Map 1 – Uluru**.
- 3.2 Please be careful when capturing images from the sunset viewing area as you may be capturing images of sensitive sites.
- 3.3 Please advise the Park Media Office if you want to capture images of the north-east face of Uluru as it is not generally allowed. This is because there are many sacred sites across this face, some of which we cannot show on Map 1 for cultural reasons. Where approval is given, sacred sites must be obscured (for example by shadow, a bush or sand dune) or not in clear view. We will advise you on locations and times of day to help you get the shots you need whilst respecting *Anangu* culture. All images of the north-east face must be submitted for approval prior to use (see 4.3–4.9).
- 3.4 *Anangu* prefer that people don't climb Uluru and do not want pictures promoting the climb. Please do not capture images which focus on the climb such as people

climbing, the base of the climb, the chain on the climb or views from the climb, including images from the top of Uluru.

- 3.5 Please do not capture images of rock art unless given specific approval by Parks Australia. Approval will require consultation with *Anangu* and accompaniment by *Anangu* representatives when carrying out your work.

**Kata Tjuta** is a sacred area. Under *Anangu* law details of the stories cannot be revealed and access to some areas is restricted. We ask that you respect these sacred places by following these guidelines. **Map 2 – Kata Tjuta** shows the parts of Kata Tjuta that may not be filmed, photographed or painted.

- 3.6 For cultural reasons, no filming, photography or artwork is allowed along the Valley of the Winds walking track.
- 3.7 You may carry out panoramic filming, photography or artwork, in other publicly accessible areas in and around Kata Tjuta but images must include three complete domes, never focusing on single domes. This is to make sure you do not focus on sacred detail (see photographic insert example in Map 2).
- 3.8 You may film, paint, draw or photograph within Walpa Gorge provided both sides of the Gorge are in frame to avoid revealing sacred places (see photographic insert example in Map 2).

### **Aerial Filming and Photography**

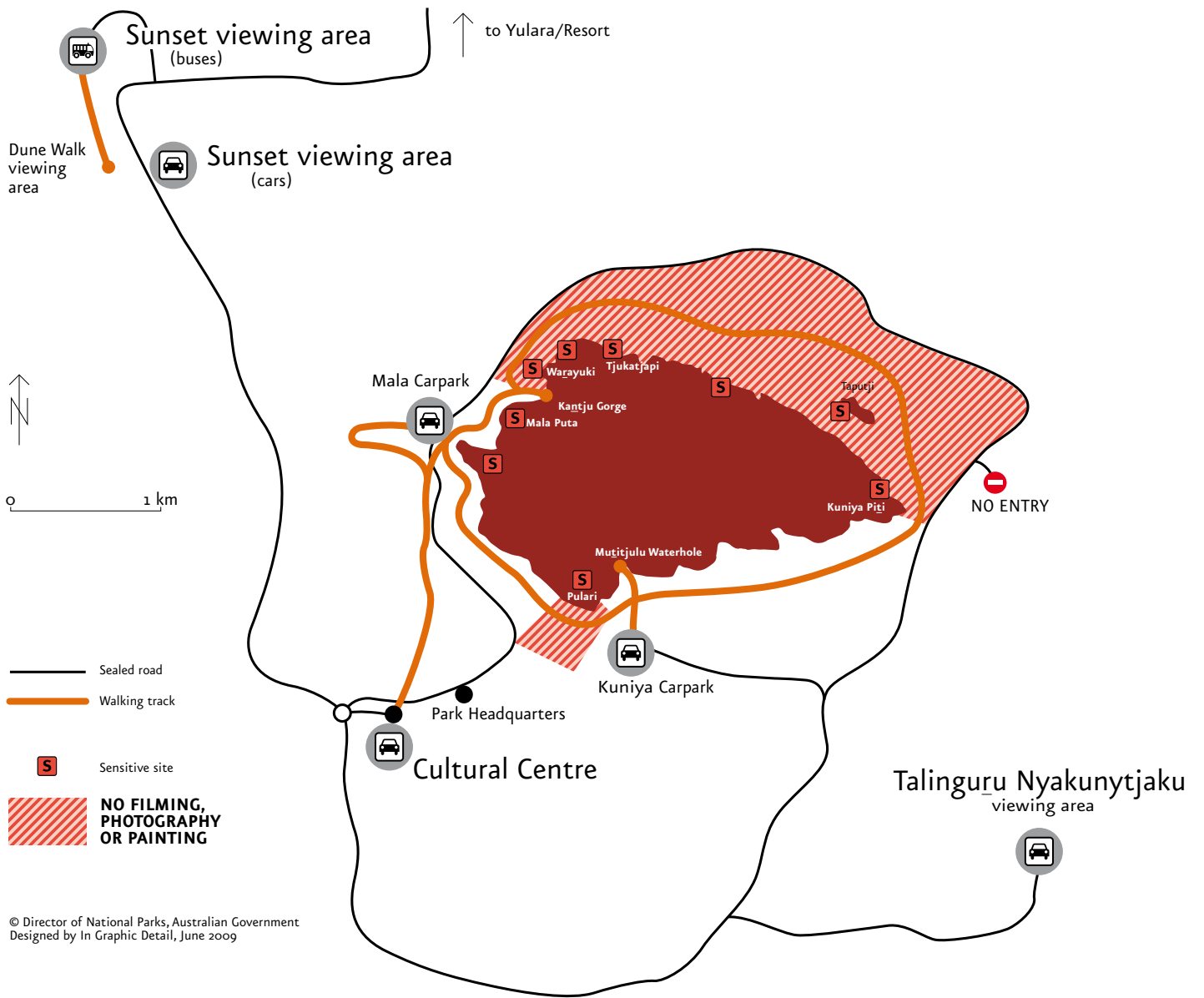
**Map 3 – Aerial Flight Path** shows flight paths for commercial image capture.

- 3.9 We ask that you show the same respect for the Park's values as we have described on land, but please note in particular that only panoramic images should be captured and should not include:
- Sensitive sites shown on Map 1
  - The Muṯitjulu Community
  - The north-east face of Uluru
  - The southern side of Kata Tjuta.
- 3.10 A Park Media Officer must be present during all aerial filming operations.
- 3.11 Commercial flights over the Park for sightseeing tours and image capture must follow the requirements of the 'Fly Friendly Agreement'. This sets out flight paths, and minimum flying heights of 4,000 feet above sea level for fixed wing aircraft and 3,500 feet above sea level for helicopters.

### **Cultural Centre**

- 3.12 You may film, photograph or paint outside the Park Cultural Centre, but not inside the complex. This is to respect *Anangu* working at the Centre and to protect their Cultural and Intellectual Property Rights.

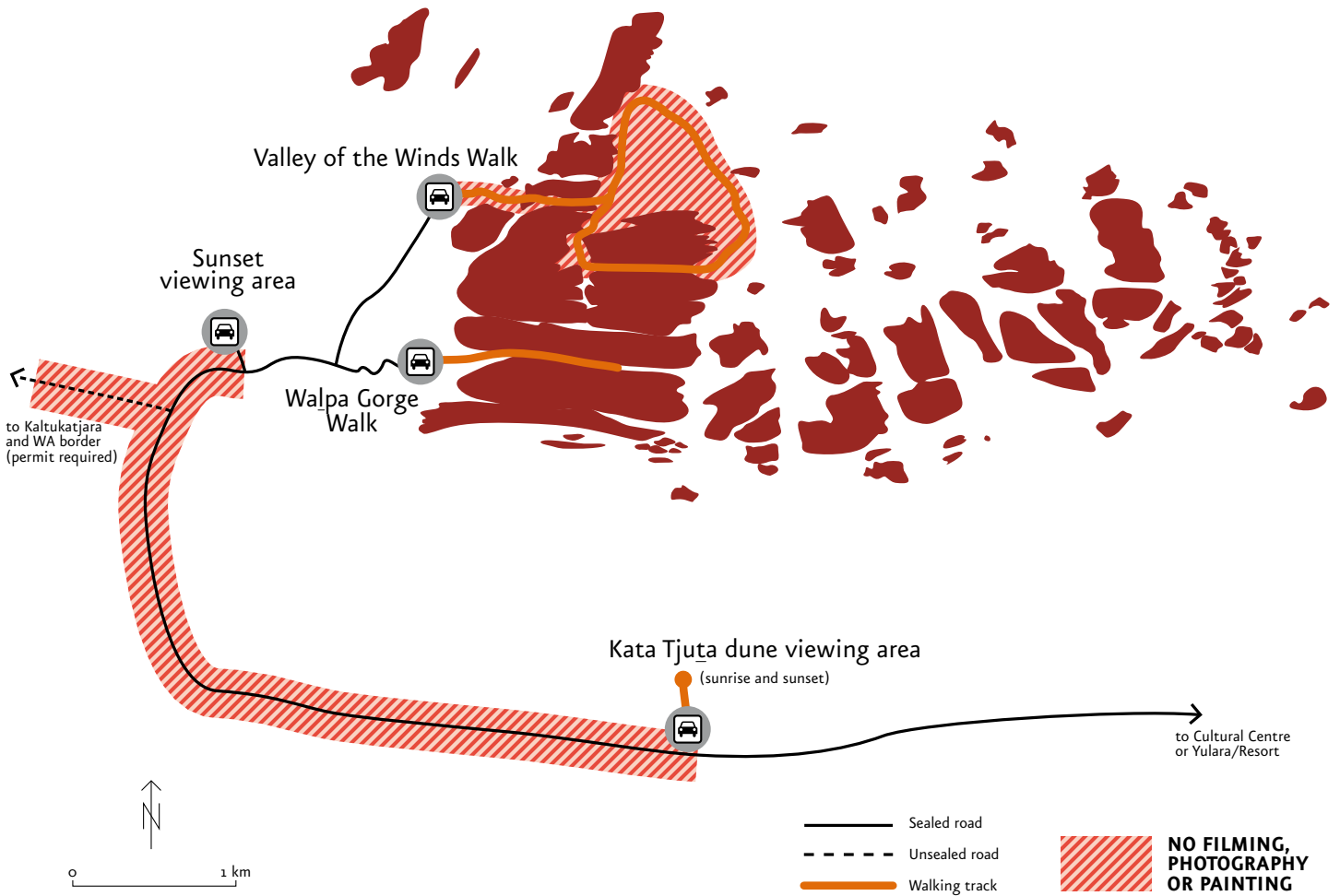
# MAP 1 – ULURU



© Director of National Parks, Australian Government  
 Designed by In Graphic Detail, June 2009



## MAP 2 – KATA TJUTA



Karen Schwens

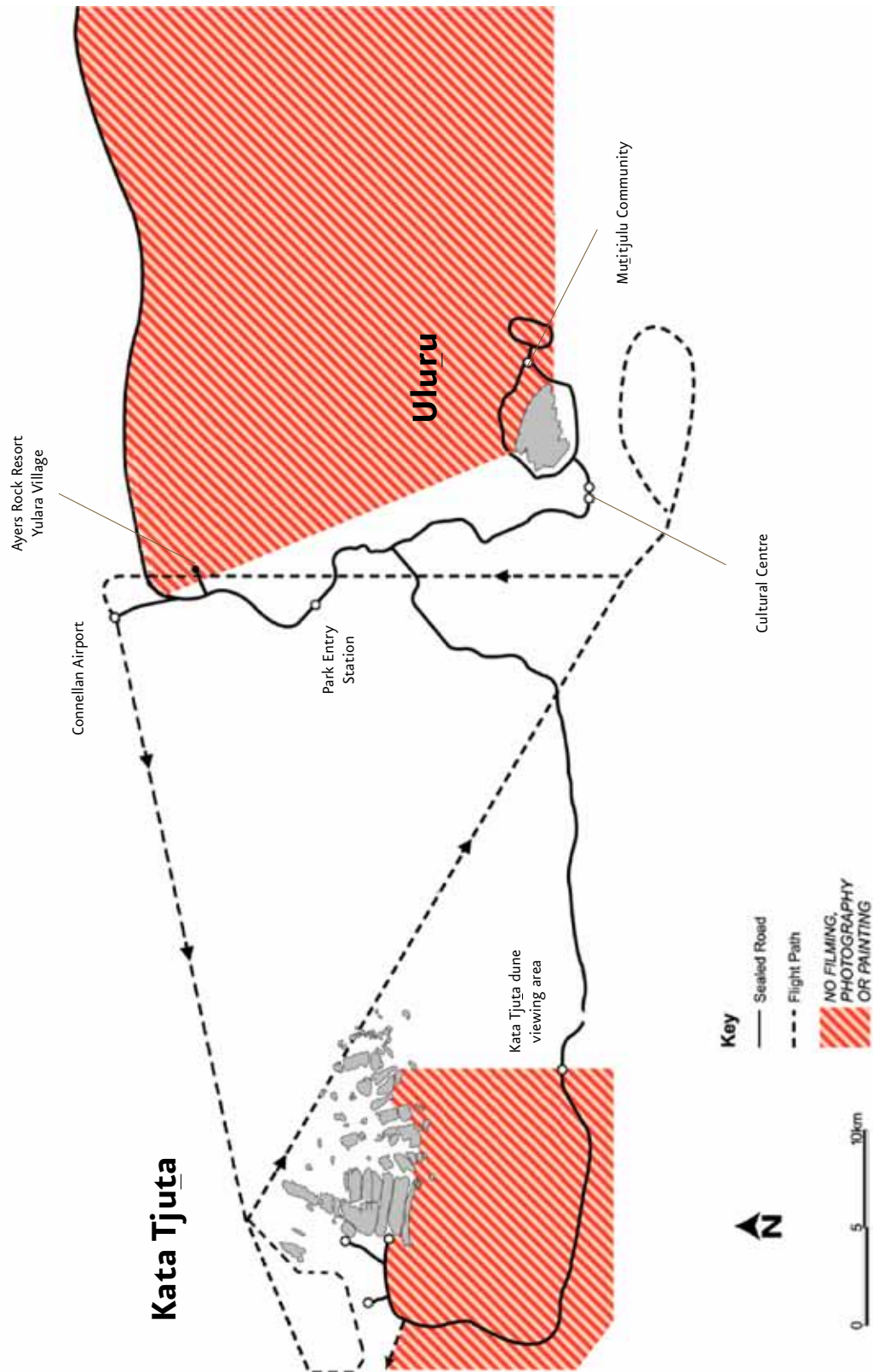
**Images of Kata Tjuta must include three complete domes, never focusing on single domes.**



© Andrew Langhorne

**Both sides of Walpa Gorge must be in frame to avoid revealing sacred places.**

# MAP 3 – AERIAL FLIGHT PATH



## **Other Park Regulations**

- 3.13 Filming, photography and artwork must be carried out in accordance with other requirements of the EPBC Regulations that govern activities in the Park. For example you must stay on public roads and designated walking tracks unless authorised by a permit to help ensure protection of the Park's fragile environment.

## **Mutitjulu Community and Anangu Involvement**

- 3.14 *Anangu* live within the Park in the Mutitjulu Community. In order to respect their privacy, you need a Community permit to enter Mutitjulu.
- 3.15 Should you wish to have *Anangu* involvement in your project, please call the Park Media Office.

## **Media Briefings, Assistance and Accompaniment**

- 3.16 Film crews, photographers, artists and sound recordists working in the Park need to view the Media Briefing DVD before commencing any commercial activity in the Park. Applicants will be responsible for arranging for film crews/photographers/sound recordists/artists to view the Media Briefing DVD prior to, or on arrival at the Park. Viewing the DVD at the Park is ordinarily within normal office hours, 9 am to 4 pm Monday to Friday, and will be negotiated prior to arrival at the Park.
- 3.17 Applicants may also request a copy of the DVD from Parks Media staff to view at their leisure prior to commencing their activity. Alternatively, the Media Briefing DVD is available from the Northern Territory Tourist Commission, Tourism Australia or from the Public Relations Office at Voyages Resort, Yulara.
- 3.18 The Park Media Officer is ordinarily available 9 am to 4 pm Monday – Friday, to help you organise your locations, to be negotiated prior to arrival at the Park. This will help protect the Park's sensitive ecology, and to ensure that you do not enter areas where access is restricted for cultural reasons.
- 3.19 A Park Media Officer must accompany film crews whilst working in the Park.
- 3.20 Please consult the Park's Media Office for help in arranging *Anangu* involvement. In certain circumstances Aboriginal custodians may be required to oversee filming, photography or sound recording. *Anangu* will negotiate a separate fee for their time.

## **USING IMAGES AND FOOTAGE**

### **Promoting Correct Place Names**

- 4.1 It is important for *Anangu* that you use the right names – for example 'Uluru' rather than Ayers Rock, and 'Kata Tjuta' rather than the Olgas.
- 4.2 For captions we suggest:
- Uluru–Kata Tjuta National Park - A World Heritage Living Cultural Landscape
  - Uluru- Kata Tjuta National Park – A World Heritage Area
  - Uluru–Kata Tjuta National Park – A Living Cultural Landscape

### **Making Sure the Images You Use are Appropriate**

- 4.3 All pictures of the northeast face of Uluru, of Anangu, and of rock art must be submitted for approval prior to publication and use in any context, whether it is for advertising, promotion or other purposes such as educational use in books or magazines. No associated text needs to be supplied.
- 4.4 Images that show sensitive sites and people who have passed away are offensive to Anangu and are not considered appropriate for commercial use. Permission should be sought each time pictures of Anangu are to be published.
- 4.5 If you are unsure, you can ask us to look at any images you are planning to use.

### **Modifying Images**

- 4.6 Images must not be digitally manipulated to insert extraneous objects to conceal a sensitive site. For example, cutting and pasting an Aboriginal person not from here onto an image is not acceptable.
- 4.7 Please consult us before resizing or cropping images you would like to use commercially, as you may then be focusing on a sensitive site.
- 4.8 Features of Uluru–Kata Tjuta National Park should not be changed or retouched to blur or remove sensitive sites; they must be represented true to life.
- 4.9 Enhancement of natural colours is acceptable.

### **Advertising and Promotion**

- 4.10 To protect the Park's World Heritage values, the use of images for advertising and promotion is generally permitted when used in a way that promotes the natural and cultural values of the Park, and people's awareness, understanding and enjoyment of them.
- 4.11 No permits will be issued for advertising and promotion of motor vehicles, fashion, food, drink, banking and investment, insurance, cleaning products, sporting goods/activities, medical/health products, religion and religious events, camping equipment, rural and urban industries, extreme sports, racing and other similar products or services
- 4.12 Examples of acceptable image uses are
  - The promotion of commercial tour operations conducted within the Park, of hire vehicles which are regularly used by visitors in the Park and of conferences at the Ayers Rock Resort because they bring visitors to the Park.
  - Commercial use of real life images of the Park captured for their natural beauty and for such purposes as public display, post-cards, calendars etc.
  - Editorial use (newspaper and travel articles, magazines, books) about or with a connection to the Park.

### **Review of Images and Footage by the Park Media Office Prior to Use**

- 4.13 All images that are being used for advertising and promotional purposes must be submitted to the Park for consideration prior to their publication and use. No associated text or other material needs to be submitted.

- 4.14 All images of the northeast face of Uluru, of *Anangu*, and of rock art must be submitted for approval prior to publication and use.
- 4.15 No other images need to be submitted before publication and use.

### **Image Use for Approved Purposes**

- 4.16 Your permit will state the purposes for which captured images can be used. You do not need to apply for another permit to use approved images if they are being used again for the same purpose if your permit is still current. For example, if your image has been approved for use on a brochure about your tour company, you will not need to reapply for a permit when you next print the brochure, unless your permit has expired.
- 4.17 Image Use Permits are issued for three years.
- 4.18 You should not allow an image or footage to be used by another person for a commercial purpose different from what is authorised by your permit. That person will be required to apply for his or her own permit.

## **TIMEFRAMES, FEES AND PERMIT CONDITIONS**

### **Timeframes**

- 5.1 Please allow sufficient time for your application to be processed: 14 days for photography and at least 28 days for filming. We try and turn around straightforward photography and image use applications within 14 days, but for more complex applications involving *Anangu* cultural information and/or participation, we may need up to 56 days or even longer (in exceptional circumstances).
- 5.2 It is in your interest to apply as far in advance as possible, particularly if you are a filmmaker as you will need to be accompanied by Park Media Officer or *Anangu*. We will make every effort to accommodate you, but the earlier you consult with us the better.
- 5.3 The number of film crews allowed to film in the Park will generally be limited to three per month with one to two days allocation per film crew.
- 5.4 Overseas film-makers carrying out filming activities for commercial purposes while in Australia are required to under the *Migration Act 1958* to obtain the appropriate Temporary Residence Visa: a Media & Film Staff (subclass 423) or an Entertainment Visa (subclass 420). For further information on these visas and how to apply visit [www.immi.gov.au](http://www.immi.gov.au) (or contact the Sydney Entertainment Processing Centre to ascertain which visa is appropriate – [entertainment.visas@immi.gov.au](mailto:entertainment.visas@immi.gov.au)).

### **Fees**

- 5.5 Filming – \$250 per day or part thereof is payable to ANP Fund. This administration fee is required in advance with the application and is non-refundable.
- 5.6 Still photography, artwork and sound recording - \$20 per day or part thereof is payable to ANP Fund. This administration fee is required in advance with the application and is non-refundable.

- 5.7 In certain circumstances Aboriginal custodians may be required to oversee filming, photography or sound recording. *Anangu* will negotiate a separate fee for their time.

### **Permit Conditions**

- 5.8 Your permit to capture or use images will be subject to conditions.
- 5.10 Your permit will require you to comply with these guidelines.
- 5.11 You may use the images only for the purpose stated in your permit.
- 5.12 You will need to carry your permit and permit conditions with you while you are in the Park and you may be asked to produce them by the Park Manager or a Park Ranger.
- 5.13 A breach of a permit condition will lead to compliance action by Parks Australia.

### **For further information:**

<http://www.environment.gov.au/parks/permits/uluru-media.html>

Uluru–Kata Tjuta National Park  
Media Office  
PO Box 119 Yulara NT 0872  
Phone (08) 8956 1113  
Fax (08) 8956 2360  
Email [uluru.media@environment.gov.au](mailto:uluru.media@environment.gov.au)

## **ATTACHMENT A**

**Advertising:** to promote a business or product.

**Anangu:** word meaning ‘people’ used by *Pitjantjatjara/Yankunytjatjara* speakers to identify themselves and their people.

**Artwork:** any type of artistic design, which incorporates any features of the Park.

**Capture:** for an image, means recording the image by artistic representation, or on film, videotape or electronic medium.

**Commercial purposes:** carrying out an activity with intent of a reward, i.e. money, merchandise, or services, or the possibility of future reward (if done for financial reward or commercial gain, under contract or consignment for another person, and/or with a view to being sold or hired out, or for promotion/advertising of a product or service).

**Cultural values:** *Anangu* cultural values are diverse and complex and not easily understood by Western systems of classification. For *Anangu*, the Park is part of a living landscape. Features like Uluru, vegetation, soils and animals are all vested with cultural meaning in ways that transcend Western separation of ‘nature’ and ‘culture’, people and landscapes and notions of past, present and future. Cultural meaning and values are expressed through language, song, story, art and an array of cultural beliefs and practices that are governed by *Tjukurpa*. The Park was World Heritage listed in 1994 as an outstanding example of traditional human land use and being directly associated with living traditions and beliefs of outstanding universal significance.

**Editorial:** newspaper, radio, television, travel writing and general information, but not advertorials, advertising or promotion of other goods and services.

**Educational:** includes for the purposes of research.

**Environmental Impact Assessment:** A process for evaluating the likely impacts on the environment of a proposed activity.

**Filming:** includes any type of cine and video recording (video, digital).

**‘Fly Friendly Agreement’:** The Uluru–Kata Tjuta National Park Fly Friendly Agreement was implemented in early 1997, following agreement between Parks Australia, the Mutitjulu Community, the Ayers Rock Resort Company, Connellan (Ayers Rock) Airport management and local scenic flight operators. The agreement is detailed in the *En Route Supplement Australia 2005 MAR 2005* (ERSA) and includes provisions about flight paths, heights and avoiding particular areas. These provisions are to make sure visitors on the ground are not unduly disturbed by aircraft noise and to keep aircraft away from living areas and sensitive sites. Under the Fly Friendly Agreement, aircraft are not permitted to fly within 4 km of the Mutitjulu Community, 2 km from Uluru, 1 km from places of high tourist visitation such as picnic and viewing areas, over Kata Tjuta (the Olgas) or within 1 km of the picnic area west of Kata Tjuta. The Fly Friendly Agreement was incorporated (clause 9.12) into the Ayers Rock Resort Operator Agreement which all tour operators, including scenic flight operators who operate out of the Connellan Airport, hold with Ayers Rock Resort Management.

**Kata Tjuta:** previously known as ‘the Olgas’.

**Mutitjulu Community:** *Anangu* who live within the Park reside at the Mutitjulu Community, a kilometre or so from Uluru. Access to the Mutitjulu Community is by CLC permit only. Permits are assessed and issued by the Mutitjulu Council.

**Natural values:** tangible values including the physical landscape of the Park encompassing biodiversity, geomorphology and ecosystems, and their cycles. The Park was World Heritage listed in 1987 as an example of on going geological, biological and ecological processes and an example of exceptional natural beauty and combination of natural and cultural elements.

**News of the day:** the reporting by newspaper, television or radio of unanticipated events of the day that happen in the Park from time to time, such as fires and rescue events. It does not include general items about the Park itself or planned events.

**Painting:** includes any type of artistic design that incorporates any feature found within the Park.

**Photography:** includes any type of still photography.

**Promote:** to contribute to the progress, growth or development of; to encourage.

**Sacred sites:** a site that is sacred to *Anangu* or is otherwise of significance to *Anangu* according to *Anangu* tradition. *Anangu* law may restrict detailed knowledge of sacred sites to particular people who are responsible for particular sites. Knowledge of sacred sites may not be public knowledge.

**Sensitive sites:** the sites shown on Map 1 and other sacred sites that can’t be shown or are not publicly known for cultural reasons.

**Sound recording:** the recording of sounds, including human voices, music, animal calls, birdsong and any other sounds whether naturally occurring or contrived.

**Tjukurpa:** *Anangu* law encompassing knowledge, religion, morals and history.

**Uluru:** between 1958 and 1985 known as ‘Ayers Rock’.

**World Heritage:** refers to those sites of ‘outstanding universal value’ that are inscribed on the World Heritage List under the Convention Concerning the Protection of the World Cultural and Natural Heritage (the World Heritage Convention).

**World Heritage values:** means the outstanding universal cultural and/or natural values of a World Heritage site, and in relation to Uluru–Kata Tjuta National Park refers to its values:

- as an outstanding example of traditional human land use;
- being directly associated with living traditions and beliefs of outstanding universal significance.
- as an example of on-going geological processes; and
- as an example of exceptional natural beauty and combination of natural and cultural elements.

# Image Capture - Uluru from Ayers Rock Resort - Sacred sites

The two images below are of the north-east face of Uluru and contain many culturally sensitive details that may not be filmed or photographed. Please take care when filming or photographing these areas and **ensure they are naturally obscured (for example by shadow, a bush, sand dune, a person(s) or camels) or not in clear view (Guideline 3.3)**. (Note, digital modification of images to blur or remove a sensitive site is not permitted; images must be represented true to life (Guideline 4.6 ' 4.9).)



This image shows the north-east face obscured by trees. Please note that the detail on the left-hand side of Uluru is not visible.



This image shows the north-east face obscured by shadow. Images taken within the hour prior to sunset are generally approved as this shadow obscures sensitive detail.

## **IMAGES HIGHLIGHTING THE CULTURALLY SENSITIVE AREAS OF THE NORTH-EAST FACE OF ULURU THAT MUST NOT BE DISPLAYED "IN CLEAR VIEW"**

Guideline 3.3 states, *"Please advise the Park Media Office if you want to capture images of the north-east face of Uluru as it is not generally allowed. This is because there is many sacred sites across this face, some of which we cannot show on Map 1 for cultural reasons. Where approval is given, sacred sites must be obscured (for example by shadow, a bush or sand dune) or not in clear view. We will advise you on locations and times of day to help you get the shots you need whilst respecting Anangu culture. All images of the north-east face must be submitted for approval prior to use (see 4.3-4.9)".*

'Guideline' refers to the *Guidelines for commercial image capture, use and commercial sound recording*, at <http://www.environment.gov.au/parks/publications/uluru/image-capture.html>

*This view of Uluru is visible from locations such as, the Camel Farm, Sounds of Silence, Field of Lights, Tali Wiru, Longitude 131, the Resort, and any other dune viewing location within the resort.*





Uluru Kata Tjuta  
National Park  
P.O. Box 119  
Yulara NT 0872  
Tel: 08 8956 2299  
fax: 08 8956 2064

ABN 13 051 694 963

## MONEY AND RECEIPT DETAILS FOR CULTURAL CENTRE

Date: August 08, 2019  
Permit No: **5259** Activity: **Filming**

Company Name: Nine Network Australia  
[REDACTED] [REDACTED]  
Level 5, 717 Bourke Street  
Docklands  
VIC 3008  
Australia

4 days @ \$ 250.00 per day

Total amount \$ 1000.00

Paid by:

Taken by:

---



ANZ CUSTOMER COPY  
ULURU KATA TJUTA NAT  
ULURU KATA TJUTA  
YULARA NT 0872

THANKYOU FOR YOUR  
VALUED CUSTOM  
PLEASE RETRAIN FOR YOUR RECORD