

Media Guidelines

For commercial *and* public image, footage, recording, artwork or likeness capture *and* use.



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1 Overview

To capture, use or create images, footage, recording, artwork or likeness of Uluru-Kata Tjuta National Park for commercial or public purposes you require a media permit or license. This applies to using or capturing images, footage, recording or likeness of Uluru-Kata Tjuta National Park, whether new or existing, true to life or a representation. This also applies to using or capturing images, footage, recording or likeness of Uluru-Kata Tjuta National Park from outside the park boundaries. Images, footage, recordings, artwork or any other likeness will be captured by the wording 'image/s and/or footage' in this document.

Foreword from Anangu

This is Anangu land and we welcome you here to film, write stories and take photos. Look around and learn so that you can know something about Anangu and understand that Anangu culture is strong and really important. We want you to pass this on through your filming, writing and photographs so that visitors learn about our place and listen to us Anangu. However, stay on the right path and don't stray!

Anangu maru tjutaku ngura nyangatja ka palya nyura pitjanya, film, ara munu photo kutjupa tjuta mantjintjaku. Para nyakula, kulinma, Anangu tjutaku nintiringkuntjaku. Anangu tjutaku tjukurpa kuppun munu pulka alatjitu. Ka nyura ngapartji film, ara munu photo tjuta wanungku nintinma, minga tjuta nintiringkula kulinjaku, nganampa ngura munu Tjukurpaku. Palu kulinma, iwara tjukaruru wanantjaku, kutjupa kutjupa wanti!

Board of Management Vision Statement

Uluru-Kata Tjuta National Park is a place where Anangu law and culture is kept strong for future generations.

About this document

This document was produced by True North Strategic Communication as independent consultants on behalf of the Director of National Parks. The final document was produced in February 2018 (updated in 2021) following 18 months of consultation with Anangu and their representatives, Parks Australia, the Uluru-Kata Tjuta National Park Media Office, film makers, photographers, members of the broader media industry and representatives of the tourism industry. This document supersedes any previous versions.

Photo: TourismNT



2 Snapshot of the application process for a media permit or licence

2.1 Types of permits and licences

Permit – existing or third party images or footage	<ul style="list-style-type: none">• Can be used for existing and/or third party images, footage recordings, artwork or likeness• Assessed and administered by the Media Office• Images or footage must be reviewed and approved by the Media Office before use• Image or footage use is valid for 10 years, consistent with approved use and in line with the details in Section 8 ‘Using images, footage, recordings, artwork or likeness’
Permit – new images or footage	<ul style="list-style-type: none">• Best for one-off projects that are simple in nature and involve no unusual requests with minimal disruption to the park• Assessed and administered by the Media Office• No requirement for <i>Ahangu</i> involvement or accompaniment by a Media Officer for photography• May require <i>Ahangu</i> involvement and usually requires accompaniment by a Media Officer• Images or footage must be reviewed and approved by the Media Office before use• Image or footage use is valid for 10 years, consistent with approved use and in line with the details in Section 8 ‘Using images, footage, recordings, artwork or likeness’
Licence	<ul style="list-style-type: none">• Best for more complex projects that involve special requests and potential disruption to the everyday operation of the park• Licences are assessed and awarded by the Media Office, but could be referred to the Media Working Group (MWG)• A requirement for accompaniment by a Media Officer• May require <i>Ahangu</i> involvement• Images or footage must be reviewed and approved by the Media Office prior to use, and could be referred to the MWG
Accredited licence	<ul style="list-style-type: none">• For key stakeholders and professionals who are frequent visitors or locally based• Must participate in formal interview and training session• Assessed by the MWG• No requirement for accompaniment by a Media Officer• Images and footage do not need to be reviewed and approved prior to use• Regular monitoring of compliance with accredited licence conditions conducted by the Media Office

For more information, see Section 5 ‘Permits, licences, accredited licences and approvals’.



2.2 Application process

Step	Permit – existing or third party images or footage	Permit – new images or footage	Licence	Accredited licence
1	Apply online	Apply online	Apply online	Apply online
2	Media Office reviews application	Media Office reviews application	Media Office reviews application	Media Office reviews application
3	If granted, submit images or footage for approval	Arrange payment	Arrange payment	Arrange payment
4	If not granted, seek feedback on applying again	Undertake induction and online or face to face briefing	Undertake induction and online or face to face briefing	Undertake interview finalise application to the MWG
5		Media Office recommends whether to grant permit	Media Office or MWG recommends whether to grant licence	MWG decide whether to endorse accreditation
6		Director of National Park or delegate issues permit	Director of National Park or delegate issues licence	Undertake induction and online or face to face briefing
7		If granted, submit images or footage for approval	If granted, submit images or footage for approval	Director of National Park or delegate issues accreditation
8		If not granted, seek feedback on applying again	If not granted, seek feedback on applying again	If not granted, seek feedback on applying again



3 Introduction

3.1 Why these guidelines are important

Uluru-Kata Tjuta National Park is a site renowned for its exceptional natural environment and the living culture of its Aboriginal traditional owners, known as *Anangu*. The park is inscribed on the World Heritage List under the World Heritage Convention for its outstanding cultural and natural values, and this comes with international obligations for the protection of these values.

These guidelines have been developed to help you carry out your work and promote this significant place, in line with its cultural and natural values. They have been developed in collaboration with *Anangu* and representatives from the tourism, media, film and photographic industries.

The guidelines balance the responsibility of *Anangu* for their land and culture with the needs of the tourism, media, film and photographic industries. They have been agreed to in the spirit of Joint Management of the park and are approved by the park's Board of Management.

Tjukurpa Katutja Ngarantja

"Tjukurpa above all else"

Tjukurpa and caring for the land go hand in hand. You are encouraged to look beyond the stunning beauty and explore the ancient culture that is still strong, rich and alive today. This way, you will go away with an understanding of why this place is so special.

Visiting professionals are encouraged to engage and help empower *Anangu* and *Anangu* enterprise.

Applications that promote and enhance the cultural values of the park are encouraged and will be viewed favourably. This may include projects that feature *Anangu* way of life and Tjukurpa, or engage *Anangu* in production roles, for example talent, or as crew or advisors. For more information on Tjukurpa, see the 'Commercial Image and Media Capture Handbook'.

3.2 Who's responsible

Joint Management is the term used to describe the working partnership between *Anangu* and the Director of National Parks as lessee of the park. Joint Management is based on Aboriginal title to the park and the legal framework laid out in the *Environment Protection and Biodiversity Conservation Act 1999* (EPBC Act). *Anangu* own the park and lease it to the Director of National Parks, who manage it through Parks Australia. The lease requires the Director of National Parks to safeguard *Anangu* traditions. The Board of Management prepares and implements, in conjunction with the Director of National Parks, the Uluru-Kata Tjuta National Park Management Plan, monitors management of the park, and provides advice to the Minister on developments in the park.

All matters relating to image and footage capture of the park are managed by the Parks Australia Media Office and the Media Working Group (MWG), in accordance with the Management Plan in operation for the park and the EPBC Act. The Media Office comprises Parks Australia staff who oversee film, photographic and media activities on the park. The MWG, which meets quarterly, comprises *Anangu* representatives, Parks Australia staff, a Central Land Council representative and experts in relevant fields.

The Board of Management and MWG welcome film, photography and media projects that promote and enhance the cultural values of the park. Applications that do so will be viewed favourably. For more information, see Section 3.3 'Protecting Uluru-Kata Tjuta National Park's cultural and natural values' and Section 5.1 'Do I need a permit or licence?'.

Media Office:

- Parks Australia staff
- Administers permits and licences
- Provides advice
- Assesses images and footage
- Can refer images and footage to MWG (and/or Anangu)
- Contactable during business hours (Monday to Friday)

MWG:

- Anangu and representatives from Parks Australia, Central Land Council and relevant experts
- Provides high level cultural advice and direction
- Meets quarterly

3.3 Protecting Uluru–Kata Tjuta National Park’s cultural and natural values

The park’s cultural significance comes from *Anangu* traditions dating back tens of thousands of years. The foundation of *Anangu* culture is *Tjukurpa*. *Tjukurpa* encompasses the creation period, religion, law and moral systems, the relationships between people and the land, the knowledge of how these relationships came to be, what they mean, and how they must be maintained in daily life and ceremony. A fundamental purpose of these guidelines is to ensure *Tjukurpa* is respected and protected.

Under Joint Management with *Anangu*, Parks Australia combines scientific and traditional knowledge to protect the sensitive ecology of the area. These guidelines help protect the park’s natural values by limiting areas that can be accessed or disturbed to avoid damage to ecologically or culturally sensitive areas. They also help to minimise disruption to the enjoyment of the park by other visitors.

For more information about the park’s cultural and natural values, see the Media Handbook.

For more information on protecting *Anangu* Intellectual & Cultural Property (ICIP) please see the ICIP Principles attached to these Guidelines.

3.4 Who must follow these guidelines?

If you are an organisation, group or individual wanting to film, photograph, paint, draw, record sound or capture any other likeness in or of the park, or use an existing images or footage of the park for commercial purposes, you must follow these guidelines. For more information on what permit or licence you will need and how to apply, see Section 5 ‘Permits, licences, accredited licence and approvals’.

If you are from a news or current affairs organisation wanting to cover news of the day in or of the park, you must follow these guidelines. For specific information, see Section 5.5 ‘News of the day’.

If you are a commercial or public social media or blog account holder wanting to post or re-post images or footage of the park you must follow these guidelines. For specific information, see Section 5.6 ‘Social media’.

If you are an amateur photographer or visitor taking or sharing images or footage in or of the park for personal use and not for commercial purposes or public display, you do not need a media permit, but should follow these guidelines.

Do I need to follow these guidelines?

Example	Yes/no
Amateur photographer taking or sharing images or footage of the park for personal use	Yes You do not need a media permit, but should follow these guidelines to show respect for Anangu culture and comply with the EPBC Act.
Tourist or visitor taking or sharing images or footage of the park for personal use	
Journalist or news photographer covering a news story or news of the day	Yes See Section 5 'Permits, licences, accredited licence and approvals' for more information on what you need and how to apply
Park tour operator wanting to promote your business through use of images or footage of the park	
Professional photographer (including a wedding photographer) or filmmaker taking or using images that feature the park in any way	
Visitor wanting to promote your business or organisation through their visit to the park	
Business or organisation wanting to promote the park or use images of the park	
Amateur photographer or filmmaker wanting to sell or publicly display images or footage of the park	
Not for profit organisation or individual promoting a charity event or fundraiser through a visit to the park	
Photographer wanting to sell or publicly display images of the park captured from outside the park boundaries	
Tourist or visitor who takes images or footage originally for personal use, but later decides to sell or publicly display images or footage	
Social media influencer or blogger wanting to livestream or post images from the park	



3.5 Partner organisations

For the purposes of these guidelines, partner organisations include businesses that operate on the park, Central Land Council, Tourism Central Australia, Tourism Northern Territory, Tourism Australia, Voyages Tourism Australia, Maraku Arts Centre, Muṯiṯjulu Community Aboriginal Corporation (MCAC) and the Muṯiṯjulu community, Anangu Media and associated enterprises and representative bodies including Walkatjara Arts.

See the Media Handbook for contact details for each of these organisations.

Anangu Media is a local media organisation that may be able to assist your project. They can be contacted via:

contact@anangumedia.com
anangumedia.com

4 Protocols for working in the park

4.1 Sacred and sensitive sites

- 4.1.1 Aboriginal sacred sites are recognised and protected as an integral part of the Northern Territory's and Australia's cultural heritage, under the *Aboriginal Land Rights (Northern Territory) Act 1976* and the *Northern Territory Aboriginal Sacred Sites Act 1989*. The park contains a number of sacred sites that are covered by this legislation. See the Aboriginal Areas Protection Authority (aapant.org.au) for more information on sacred sites.
- 4.1.2 Images or footage that explicitly show sacred sites and people who have passed away are offensive to *Anangu* and are not considered appropriate for commercial use.
- 4.1.3 In addition to sacred sites, the park contains many sensitive sites as the landscape is of great spiritual significance to *Anangu*. Under *Tjukurpa*, certain parts of Uluru and Kata Tjuta are so significant that they must not be recorded, filmed or photographed, or should only be recorded, filmed or photographed in a particular way. These sites tell important stories from the creation time and set the moral codes for life and relationships for *Anangu*.
- 4.1.4 Please do not capture detailed or close-up images or footage of the sensitive sites shown on **Map 1 – Uluru** or **Map 2 – Kata Tjuta**. If the image or footage is taken from a distance, any sacred sites must be obscured (for example by shadow, a bush or sand dune) or must not be in clear view. The Media Office can advise you on the best locations and times of day to help you get the shots you need while respecting *Tjukurpa*. See the 'Commercial Image and Media Capture Handbook' for examples.
- 4.1.5 Image or footage capture of the north-east face of Uluru, as indicated on **Map 1 – Uluru**, is generally not allowed. This is the face most prominently seen from Yulara. This is to make sure you do not focus on detail due to the many sensitive sites across this face. You must submit all images and footage showing the north-east face to the Media Office for approval prior to commercial use.

Please be careful when capturing images or footage of Uluru from the sunset viewing area as you may be capturing images of sensitive sites. Refer to **Map 1 – Uluru** on page 10.



4.1.6 Kata Tjuṯa is a particularly sensitive place for *Anḡangu* and its landscape tells many stories, the details of which can only be revealed to certain people. Key areas to be mindful of when working in Kata Tjuṯa are:

- Image or footage capture of the Valley of the Winds walking track at Kata Tjuṯa is not allowed.
- Any images or footage of Kata Tjuṯa from the sunset viewing area must include three complete domes, never focusing on a single dome.
- Any images or footage of Kata Tjuṯa from the dune viewing area must include five complete domes, never focusing on a single dome. This is to make sure you do not focus on sensitive detail.
- Image or footage capture of Waḷpa Gorge is allowed provided both sides of the gorge are in frame at all times to avoid revealing sensitive detail.

These areas are clearly indicated on **Map 2 – Kata Tjuṯa**.

If you are working at Kata Tjuṯa and would like further guidance on how to get the shots you need, please contact the Media Office.

4.1.7 Please do not capture images or footage of rock art unless Parks Australia has given specific approval. Approval will require consultation with *Anḡangu* and, if approval is given, *Anḡangu* representatives must accompany you when you carry out your work.

4.2 The climb

4.2.1 On 1 November 2017 the Board of Management made the decision to permanently close the climb from 26 October 2019. Please do not capture or use existing images or footage of people climbing, the base of the climb, the chain on the climb or views from the climb, including from the top of Uluru.

4.3 Aerial filming and photography, including Remote Piloted Aircraft and drones

4.3.1 Flights over the park for the purpose of commercial image or footage capture must follow the requirements of the 'Fly Neighbourly Agreement'. This sets out flight paths, and minimum flying heights. You can apply for aerial image or footage capture as part of your permit or licence. You may need to be accompanied by a Media Officer during the flight; this will be assessed as part of the application process.

We ask that you show the same respect for the park's values from the air as on the land. Aerial images and footage should be panoramic and should not include:

- sensitive sites as shown on **Map 1 – Uluru** or **Map 2 – Kata Tjuṯa**
- the Muṯitjulu community
- the north-east face of Uluru
- the southern side of Kata Tjuṯa
- Less than 5 complete domes from the North or East sides of Kata Tjuṯa
- Less than 3 complete domes from the West side of Kata Tjuṯa

4.3.2 Private use of drones, Unmanned aircraft systems or any other technology used for aerial image or footage capture is not allowed in the park under the current Management Plan and is prohibited under the EPBC Act. This is because they present a safety and environmental hazard, disrupt other visitors to the park and provide extraordinary access to sensitive detail. Any proposals for media use of drones or Unmanned aircraft systems through a special permit are assessed on a case-by-case basis through a consultation with traditional owners, may incur additional fees and special conditions, and generally require a longer assessment timeframe. Drone footage of the park may be available to commercial users as part of a footage library.

4.4 Cultural Centre

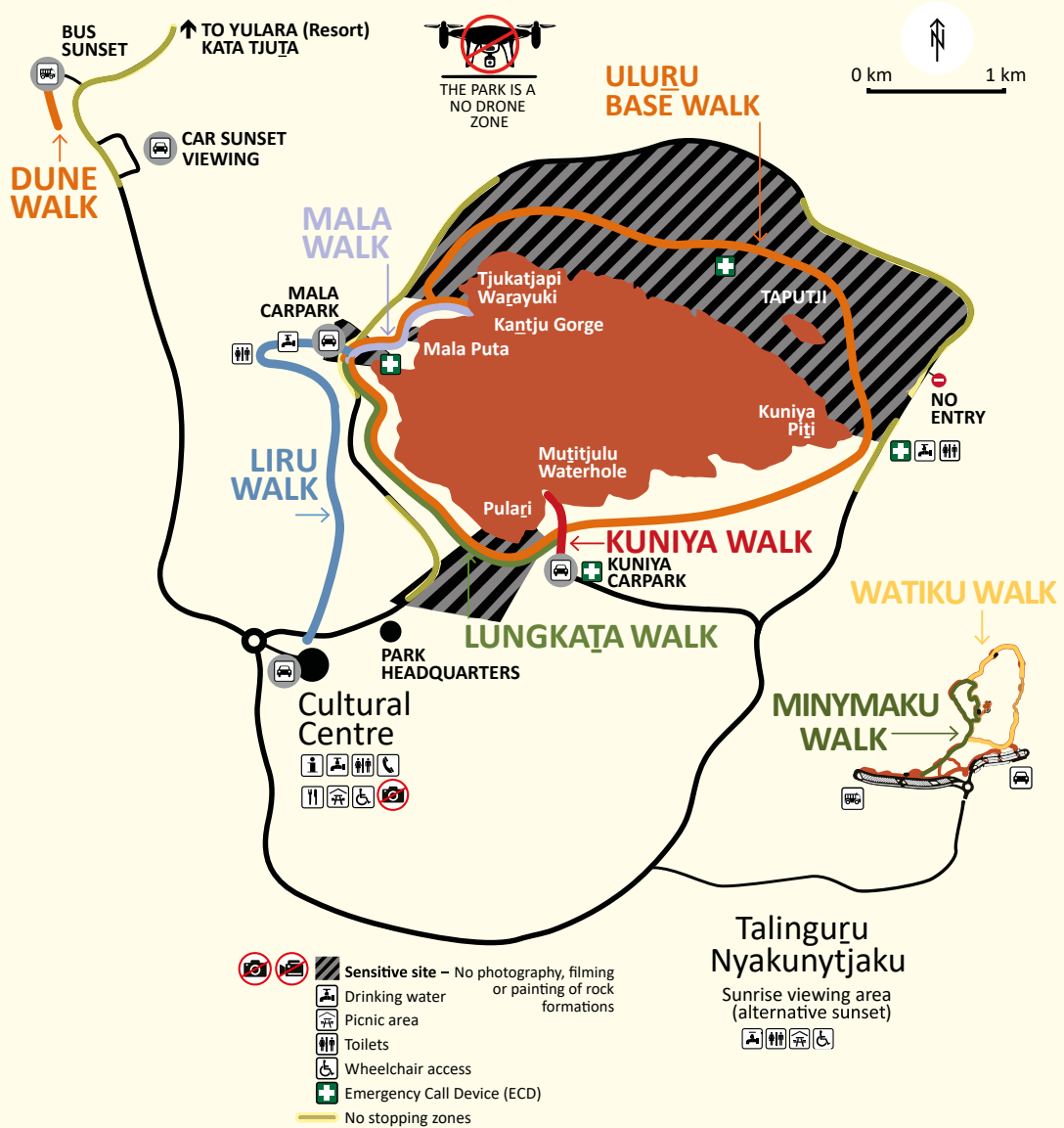
4.4.1 You can film or photograph outside the Cultural Centre but not inside the complex, including the *Tjukurpa* tunnel. This is to respect the privacy of *Anangu* and to protect their cultural and intellectual property rights. *Anangu* prefer visitors to experience the stories told in the Cultural Centre in person.

4.5 Muṯitjulu community

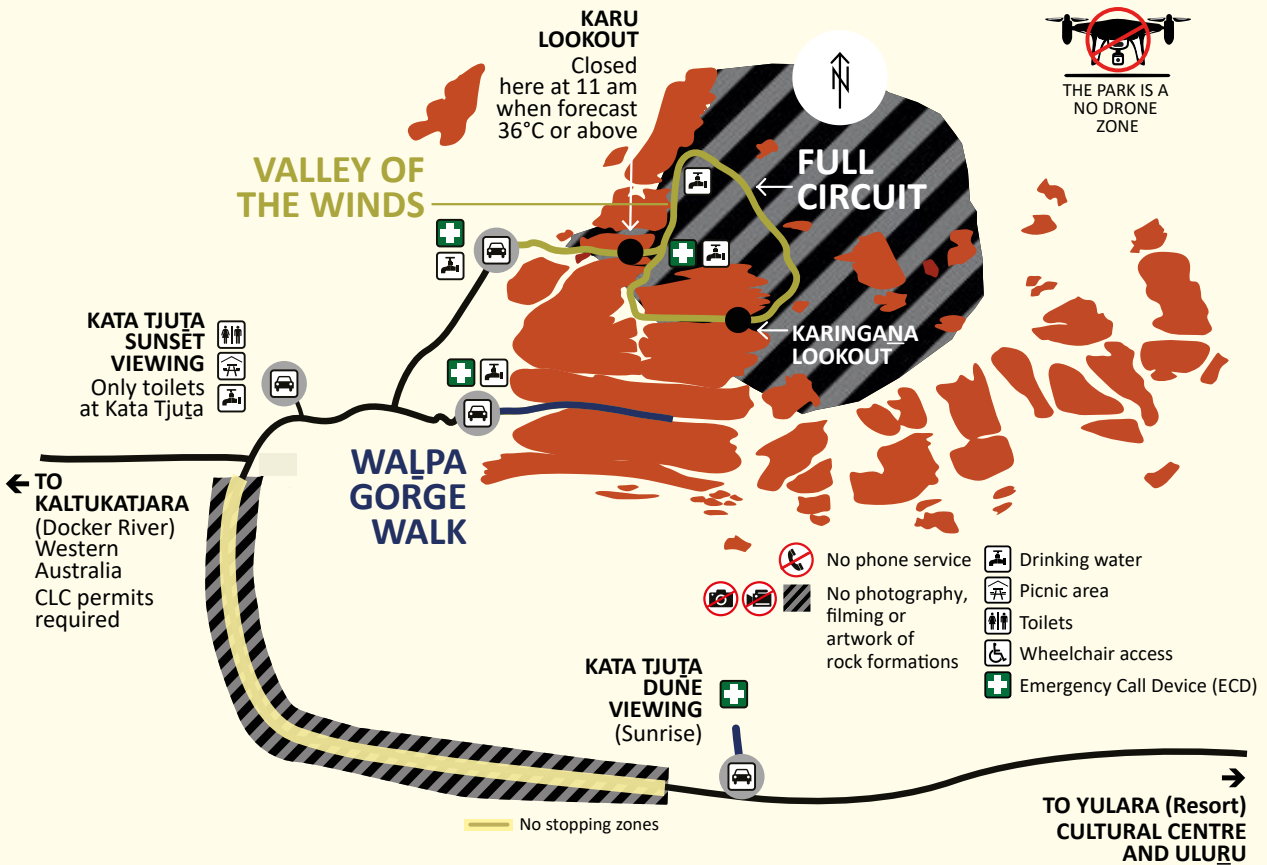
4.5.1 Muṯitjulu community is home to *Anangu* who live within the park. Muṯitjulu is a closed community and you need permission to enter it. Please extend the same courtesy that you would expect if a media organisation were to visit your home. Access to the Muṯitjulu community is by permit only and must be organised in advance through the Muṯitjulu Community Aboriginal Corporation (MCAC).



Map 1 – Uluru



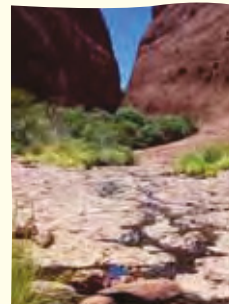
Map 2 – Kata Tjuta



Uluru with sacred site obscured by bush.

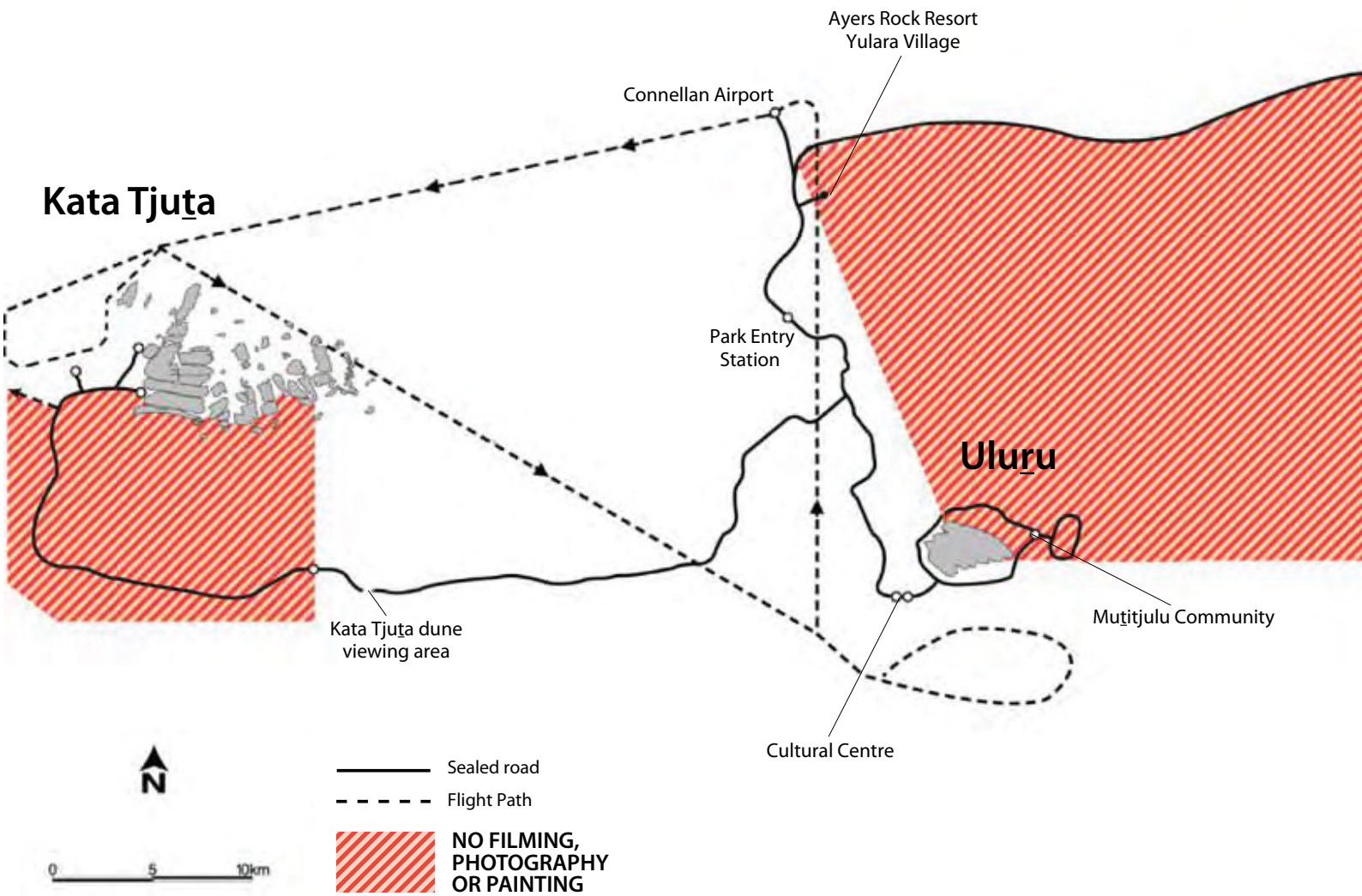


Images of Kata Tjuta from Western side must include three complete domes, never focusing on single domes.



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

Map 3 – Approved aerial flight path



We ask that you show the same respect for the park's values from the air as on the land



5 Permits, licences, accredited licence and approvals

5.1 Do I need a permit or licence?

5.1.1 If you are an organisation, group or individual wanting to film, photograph, paint, draw, record sound or capture any other likeness in or of the park for commercial purposes or public display, or use an existing image or footage of the park for commercial purposes or public display, you must apply for a permit, licence or accredited licence. Commercial projects should always align with and promote the cultural and natural values of the park.

5.2 Permits

- 5.2.1 A permit is suitable for one-off projects that are smaller in scale and typically short in duration. These projects generally present a low risk to the park and its values, for example, a one or two-day photography shoot with a small crew. A permit allows access to the park during normal business hours for any person who is part of the cast or crew entering for the purposes of supporting the production.
- 5.2.2 Permit holders do not require *Ahangu* involvement or accompaniment by a Media Officer for photography, but may require accompaniment for filming. If you are unaccompanied, you must provide the details of your itinerary to the Media Office.
- 5.2.3 You must submit your images or footage for approval. Your permit will explicitly state the purposes for which captured images or footage can be used and you must abide by these guidelines.
- 5.2.4 Your application is subject to an assessment process and induction, and permits are issued by the Director of National Parks or a delegate.
- 5.2.5 You can apply to use existing and/or third party images or footage for commercial purposes under a permit. You do not need to participate in an induction and briefing, but you must submit the images or footage you wish to use for approval.
- 5.2.6 You do not need to apply for another permit to reuse images or footage if it is being used again for the same purpose and if your permit is still current. If you wish to use images or footage for a different purpose, you can apply to add it on to your existing permit.
- 5.2.7 Permits are issued for 10 years, but can be revoked earlier if the permit conditions are breached or images or footage include images of *Ahangu* who have passed away.

- can be used for existing and/or third party images and footage
- for one-off projects
- best for simple projects involving no unusual requests and minimal disruption to the park
- assessed and administered by the Media Office
- no requirement for *Ahangu* involvement or accompaniment by a Media Officer for photography
- may require accompaniment for filming
- additional uses can be added to the existing permit
- images and footage must be checked and approved before use
- image and footage use valid for 10 years

Please extend the same courtesy that you would expect if a media organisation were to visit your home

5.3 Licences

- 5.3.1 A licence is suitable for larger, more complex projects. These projects are still typically one-off, but may be more complex and use more resources. For example, this could include a multi-day film shoot requiring props and talent and with a medium to large crew.
- 5.3.2 Licensed projects may need *Anangu* involvement for cultural supervision purposes and must be accompanied by a Media Officer. The involvement of *Anangu* will generally be for a fee at the proponent's expense, payable directly to the *Anangu* engaged.
- 5.3.3 Under a license you are required to stay in public areas at all times.
- 5.3.4 Licence holders can apply for an 'other activities permit' to gain access to the park after hours to conduct astrophotography. This is assessed on a case by case basis and must be facilitated through an authorised tour operator. Media Officer accompaniment may be required.
- 5.3.5 Licences are assessed and administered by the Media Office, which may refer applications to the MWG.
- 5.3.6 All images and footage captured under a licence must be submitted for approval to the Media Office, which may refer it to the MWG.

- for projects that are more complex in nature with special requests and potential disruption to the everyday operation of the park
- assessed and awarded by the Media Office, but could be referred to the MWG
- must be accompanied by a Media Officer
- likely to require *Anangu* involvement for a fee
- images and footage must be reviewed and approved prior to use
- image and footage use valid for 10 years

5.4 Accredited Licence

- 5.4.1 An accredited licence (or accreditation) is suitable for key stakeholders or professionals who are locally based or frequently work in or use images or footage of the park, and typically have a close relationship with the park. This includes individuals from partner organisations.

Accreditation holders can take and use images and footage of the park to fit their needs. They can access the park without accompaniment for the duration of their licence, but must provide their planned itineraries to the Media Office at least 24 hours in advance.
- 5.4.2 Accreditation holders do not need to submit images or footage for review and approval.
- 5.4.3 Accreditation holder are required to stay in public areas at all times.
- 5.4.4 Accreditation holders can apply for an 'other activities permit' to gain access to the park after hours to conduct astrophotography. This is assessed on a case by case basis and must be facilitated through an authorised tour operator. Media Officer accompaniment may be required.
- 5.4.5 To be granted an accredited licence, applicants must go through a rigorous approvals process. This includes meeting specific criteria and participating in an interview and a training process. The MWG assesses applications, and recommend accreditation on a case-by-case basis.
- 5.4.6 Accredited licences are awarded to individuals, not organisations.

5.4.7 Accredited licences are valid for five years and can be withdrawn at any time if the individual does not abide by the terms and conditions of the licence. Accreditation holders may be subject to random compliance checks. The Media Office may provide names of accreditation holders to third parties seeking to buy commercial images, with the permission of the accreditation holder.

- for professionals who are frequent visitors
- must participate in formal interview and training session
- assessed and awarded by the FPCC
- does not need accompaniment, except in non-public areas and at night
- must inform the Media Office of planned activities on the park
- images or footage do not need to be reviewed and approved prior to use
- valid for five years but accreditation can be withdrawn if conditions are not met

5.5 News of the day

5.5.1 News of the day is declared by the Director of National Parks or a nominated representative. Journalists and news photographers, camera operators or recordists do not need to apply for a permit or licence to cover news of the day.

News of the day generally means unanticipated events that happen in the park. It does not include general items about the park itself or a planned event.

5.5.2 Journalists and news photographers, camera operators or recordists should inform the Media Office of planned activities in the park and observe the specific advice covered in these guidelines about how to work in the park and how to capture and use images and footage appropriately.

5.5.3 Media organisations should submit news file footage and images to the Media Office for review prior to keeping on file for stock images and are asked to be mindful of reusing images and footage of *Ahangu* who may have passed away.

5.5.4 News organisations can re-share amateur content from viewers or readers featuring the park if the content is consistent with the advice covered in these guidelines about appropriate use of images and footage.

5.5.5 For coverage of events that are not classified as news of the day, media organisations need to apply for a permit, licence or accreditation.

- journalists and news photographers and camera operators or recordists do not need a permit or licence to cover news of the day
- inform the Media Office on planned activities on the park
- submit any images and footage that you plan to keep on file for ongoing use for review

5.6 Social media

- 5.6.1 Commercial *and* public social media account holders wanting to post images or footage of the park need to apply for a permit, licence or accreditation.
- 5.6.2 In this instance commercial means fee for service or a social media account that is owned and run by an organisation (private, government or not-for-profit) and includes professional content influencers and generators.
- 5.6.3 In this instance, public social media means a social media account that is owned by an individual or group that is displayed or shared publicly or in open view. This includes but is not limited to influencers, content creators and bloggers.
- 5.6.4 Livestreaming and real time posting are classified as filming on park and requires Media Officer accompaniment to provide on the spot guidance and approval.
- 5.6.5 Social media account holders should observe the specific advice covered in these guidelines about how to work in the park and how to capture and use images and footage appropriately.
- 5.6.6 Social media account holders should not share or re-share content featuring the park for commercial purposes if it isn't covered by their permit or licence. You should not allow images or footage taken under your permit, licence or accreditation to be used by another person or organisation for a commercial purpose or public display except as stated by your permit, licence or accreditation. That person or organisation will be required to apply for their own permit, licence or accreditation.
- 5.6.7 Partner organisations can share and re-share content featuring the park to commercial social media platforms if the content is consistent with the advice covered in these guidelines about appropriate use of images.

- Social media influencers, content creators and bloggers need to apply for a permit, licence or accreditation to capture and post images or footage of the park for commercial or public purposes
- Organisations need to apply for a permit or licence while on park and posting about the park for commercial reasons
- This includes:
 - if you are on the park to promote a commercial activity
 - if you receive a commercial benefit for posting to social media
 - if you receive a commercial benefit for advertising products or services on social media
 - if your images and or footage is intended for public view

5.7 Application process

- 5.7.1 All permit, licence and accreditation applicants must apply online to start the process. The application form can be found on the online application portal at www.environment.gov.au/resource/media-and-artists. The process then changes according to the complexity of the request, but will generally follow the steps outlined in Section 2.2 'Application process'.
- 5.7.2 Individuals working on the park need to take part in an online induction and view the briefing video online or organise a face to face briefing with a Media Officer before being granted a permit or licence. The face to face briefing will provide tailored information but is subject to availability of Media Officers. The online briefing and induction can be found at www.environment.gov.au/resource/media-and-artists.
- 5.7.3 All approvals are subject to the current Plan of Management, the EPBC Act, and meeting the requirements set out in these guidelines.

- 5.7.4 Overseas filmmakers and photographers carrying out activities for commercial purposes while in Australia must hold an appropriate visa with the entitlement to work in Australia. You may be required to provide proof of documentation as part of your application. This applies to each individual member of a crew. For more information on these visas and how to apply visit www.immi.gov.au.
- 5.7.5 Please allow sufficient time for your application to be processed. The assessment timeframes depend on the complexity of the request and the availability of staff. The maximum timeframes are up to 14 days for permit, up to 28 days for a license and subject to the MWG schedule for an accredited license. Applications are assessed in the order they are received. The Media Office only has the capacity to accompany a limited number of crews each month and requested dates aren't guaranteed.
- 5.7.6 In limited and specific circumstances, such as posting to social media platforms, you may be able to request a fast-tracked assessment, however this is not guaranteed.

5.8 Access

To protect the park's fragile ecosystem and its natural values, access is restricted to public roads, car parks, viewing platforms and pathways. In some instances licence holders may be granted supervised access to limited non-public use areas and outside regular park hours in specific circumstances. Special access is limited to specific areas that are already disturbed and this is approved on a case-by-case basis.

5.9 Astrophotography

All media must exit the park outside of park opening hours. There are several ideal locations for astrophotography located outside of the park boundaries. Permit, Licence and accreditation holders can apply for an 'other activities permit' to gain access to the park after hours to conduct astrophotography. This is assessed on a case by case basis and must be facilitated through an authorised tour operator. Media Officer accompaniment may be required.

5.10 Virtual reality and 360 degree photography

Virtual reality and 360 degree photography is generally not allowed due to extraordinary access to sensitive detail that it provides. Applications will be assessed on a case-by-case basis by the MWG or Board of Management, depending on the complexity of the application. All proposals to capture images or footage using this technology may attract extra conditions and are limited to pre-approved locations. Contact the Media Office for further information.

5.11 New technology

Technology is changing rapidly and new ways of capturing images and footage are constantly being developed. All proposals to capture images or footage with a technology not covered by these guidelines will be assessed on a case-by-case basis by the MWG or Board of Management, depending on the complexity of the application.

5.12 Commercial image library

An image and footage library of accredited and approved park images is being developed for commercial use but is not yet available. Contact the Media Office for further information.

There is also a local media company, Anangu Media who may be able to assist.

contact@anangumedia.com
anangumedia.com

6 Working with Anangu people

6.1 Anangu involvement

- 6.1.1 Projects conducted under a licence may require Anangu involvement for cultural supervision purposes, which must be organised in advance. Arranging for Anangu to be involved as guides or talent must also be organised in advance. Anangu will negotiate a separate fee for their time and you may also be required to pay for any translation services. Any sourcing of Anangu as talent must be negotiated in advance.
- 6.1.2 Please don't take photos or footage of Anangu people working unless you have been given specific pre-approval via a talent release form.
- 6.1.3 Consistent with other conditions of these guidelines, proposals that involve Anangu (including young Anangu) will be positively considered.
- 6.1.4 Anangu Indigenous Cultural & Intellectual Property (ICIP) needs to be protected by following the ICIP Principles attached to these guidelines

For more information on working with Indigenous communities, see *Pathways & Protocols: a film makers guide to working with Indigenous people, culture and concepts* (2009) by Terri Janke or the Northern Territory Governments *Remote Engagement and Coordination Online Toolkit* at bushready.nt.gov.au.



Any sourcing of Anangu as talent must be negotiated in advance

7 Fees and conditions

7.1 Fees

7.1.1 The following non-refundable administration fees are required in advance for permits:

- Filming - \$250 per day
- Still photography, artwork and sound recording - \$20 per day.

7.1.2 Fees for licences and accreditation are negotiable on a case-by-case basis.

7.1.3 Fees for *Anangu* involvement are negotiable on a case-by-case basis, and are payable directly to the *Anangu* engaged.

7.1.4 Exemption to fees may be considered under extraordinary circumstances.

7.2 Conditions

7.2.1 Your permit, licence and accreditation to capture or use images or footage will be subject to conditions. Your permit, licence or accreditation will require you to:

- Comply with these guidelines
- Agree that you will use the images and/or footage only for the purpose stated in your permit, licence or accreditation
- Carry your permit, licence or accreditation and conditions with you while you are in the park and produce them if asked by a Parks Australia staff member.

A breach of conditions may lead to Parks Australia taking compliance action including the possible cancellation of your permit, licence or accreditation.

7.2.2 You should not allow an image or footage taken under your permit, licence or accreditation to be used by another person or organisation for a commercial purpose except as stated by your permit, licence or accreditation. That person or organisation will be required to apply for their own permit, licence or accreditation.



Photo: Tourism Australia

8 Using images, footage, recording or likeness

8.1 Promoting correct place names

8.1.1 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. In some cases the use of the name Uluru must be discussed and approved as a courtesy to the Uluru family. The Media Office can advise on this.

8.1.2 The following captions are suggested:

- 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

8.2 Modifications

8.2.1 Images and footage of any part of the park must be true to life. Please consult the Media Office before modifying or manipulating an image or footage for commercial use, as you may then be focusing on a sensitive site.

8.3 Advertising and promotion

8.3.1 To protect the park’s World Heritage values, the use of images or footage for advertising and promotion is generally not permitted unless used in a way that promotes the natural and cultural values of the park and people’s awareness, understanding and enjoyment of them. This means advertising and promotion must:

- Be consistent with the park’s World Heritage, cultural and environmental values
- Relate directly to the specific scenery, environment and culture of the park in its regional context
- Facilitate visitor enjoyment and appreciation of the park, scenery and environment, and appropriate elements of *Anangu* culture. This includes promotion of a service or business that operates to, from or within the park.

8.3.2 No permits or licences will be issued for advertising and promotion of commercial products, activities, services and industries that are not consistent with 8.3.1 (including motor vehicles, fashion, food, drink, banking and investment, insurance, cleaning products, sporting goods/activities, medical/health products, camping equipment, rural and urban industries, extreme sports, motor racing and other similar products, activities, groups and services).

8.3.3 No permits or licences will be issued for advertising and promotion of religious, protest, political and similar events, activities or groups.

8.3.4 All other advertising and promotion proposals will be considered on a case-by-case basis and will need to provide socio-economic benefits for *Anangu* and must not negatively impact on the park’s natural and cultural values.

9 Contact

For further information:

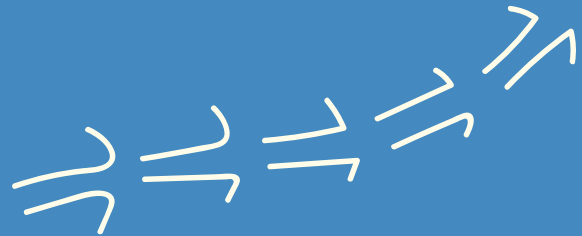
Visit: parksaustralia.gov.au/uluru/media-enquiries

Uluru–Kata Tjuta National Park
Media Office
PO Box 119, Yulara NT 0872

Phone: +61 08 8956 1114 or +61 08 8956 1115

Email: uluru.media@environment.gov.au

Images and footage of any part
of the park must be true to life



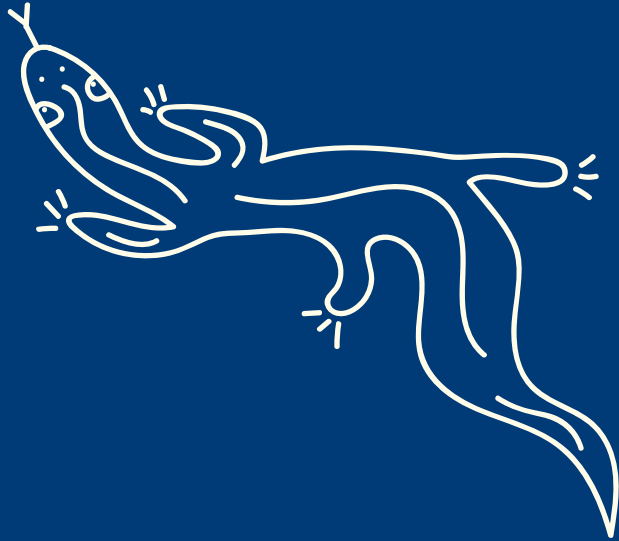
10 Glossary and index

Term	Definition	Page Number
Access	Access within the park boundaries is restricted to public roads, car parks, viewing platforms and pathways. It does not include Yulara or Ayers Rock Resort.	5, 12, 13, 14, 17
Advertising	To promote a business or product.	16, 20
<i>Anangu</i>	Word meaning 'people' used by <i>Pitjantjatjara/Yankunytatjara</i> speakers to identify themselves and their people.	2, 4, 5, 7, 10, 12, 13, 14, 15, 17, 18, 19, 20
Aerial filming and photography	Any type of image capture from the air.	10
Astrophotography	Photography of stars and other celestial objects.	14, 17
Board of Management	The Board for Uluru-Kata Tjuta National Park established under the <i>National Parks and Wildlife Conservation Act 1975 (NPWC)</i> and continued under the <i>EPBC Act</i> . Oversees the management of the Park.	1, 4, 12, 17
Central Land Council	Or CLC, established under the <i>Aboriginal Land Rights (Northern Territory) Act 1976</i> .	4, 6
Commercial purposes	Carrying out an activity with intent of a reward such as 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).	1, 5, 6, 13, 14, 16, 18
Conditions	Obligation/s of a permit, licence or accreditation.	2, 12, 13, 15, 17, 18, 19
Cultural values	<i>Anangu</i> cultural values are diverse and complex and not easily understood by Western systems of classification. For <i>Anangu</i> , 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 <i>Tjukurpa</i> . 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.	4, 5, 13, 20
Fees	Monetary payment for a service, including permit and licence application fees.	12, 17, 19
Media Working Group (MWG)	Or MWG, comprises <i>Anangu</i> representatives, Parks Australia staff, a Central Land Council representative and experts in relevant fields to oversee issues and proposals and provide guidance relating to film, photography, recording and image and likeness capture on park.	2, 3, 4, 14, 15, 16

Term	Definition	Page Number
Fly Neighbourly Agreement	The Uluru-Kata Tjuta National Park Fly Neighbourly 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 under Special Procedures (not associated with an aerodrome) in the En Route Supplement Australia (ERSA) issued periodically by Airservices Australia. The Special Procedure describes recommended routes, altitudes and sensitive areas for flights over the park. Commercial flights over the park below 3000 metres (other than flights on approved flight paths to or from an airport) require approval from park management. Indigenous Cultural & Intellectual Property (ICIP) ICIP can cover many different forms of traditional culture and expression. Some of these are: writing eg a book, poetry; music eg a song; performances eg dance, ceremonies; artistic work eg painting; languages; tangible cultural property eg sacred sites, burial grounds; intangible cultural property eg stories passed on orally; documentation of Indigenous peoples' heritage in all forms of media eg reports, films, sound recordings.	10
Image capture	Recording an image or likeness by artistic representation, or on film, videotape, or electronic medium.	All
Image use	Use of any image or likeness in a way that it is accessed or viewed by other people.	
Joint Management	The term used to describe the working partnership between <i>Anangu</i> and the Director of National Parks as lessee of the park. Joint Management is based on Aboriginal title to the park and the legal framework laid out in the <i>Environment Protection and Biodiversity Conservation Act 1999</i> (EPBC Act).	4, 5
Likeness	Any type of design, artistic or otherwise, that incorporates any feature found within the park.	1, 2, 5, 7, 10, 13, 14, 15, 17, 20
Livestreaming	Transmitting or posting real-time or live footage or images over the Internet and other technologies. Media which is simultaneously recorded and broadcast or shared in real-time.	
Media Office	The Media Office comprises Parks Australia staff who oversee film, photographic and media activities on the park.	1, 2, 3, 4, 7, 10, 13, 14, 15, 16, 17, 20
Mutitjulu community	<i>Anangu</i> who live within the park reside at the Mutitjulu community, a kilometre or so from Uluru. Access to the Mutitjulu community is by permit only and must be organised in advance through the Mutitjulu Community Aboriginal Corporation (MCAC).	6, 10, 11, 12
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 ongoing geological, biological and ecological processes and an example of exceptional natural beauty and combination of natural and cultural elements.	4, 5, 13, 17, 20

Term	Definition	Page Number
New technology	Technology that alters the ways something is produced or performed, or a new or new application of equipment, substances or processes; a tool or machine that did not exist at the time of publication of these guidelines.	17, 23
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.	5, 6, 15
Partner organisations	For the purposes of these guidelines, partner organisations include businesses that operate on the park, Central Land Council, Tourism Central Australia, Tourism Northern Territory, Tourism Australia, Parks Australia, Voyages Indigenous Tourism Australia, Maraku Arts Centre, Muṯitjulu Aboriginal Corporation (MCAC), Aṅangu Media and the Muṯitjulu community and associated enterprises and representative bodies including Walkatjara Arts.	6, 14, 16
Promotion	<i>See Advertising</i>	20, 22
Public	Done, perceived or existing in open view of people in general or a community of people. In this instance, public refers to media that is displayed or shared publicly or in open view. This includes but is not limited to influencers, content creators and bloggers.	
Sensitive Sites	Any site that is of significance to Aṅangu according to Aṅangu tradition. Aboriginal sacred sites that are recognised and protected as an integral part of the Northern Territory's and Australia's cultural heritage, under the <i>Aboriginal Land Rights (Northern Territory) Act 1976</i> and the <i>Northern Territory Aboriginal Sacred Sites Act 1989</i> .	5, 7, 10
Rock art	Artwork by Aṅangu ancestors found on geographical features within the park.	10, 20
Recording	The recording of sounds, including human voices, music, animal calls, birdsong and any other sounds whether naturally occurring or contrived.	1, 2, 14, 15, 19, 20
Social media	Platforms, website and applications that enable users to create and share content or to participate in social networking. This also includes influential media, blogs and media channels.	5, 6, 15, 16
Tjukurpa	Aṅangu law encompassing knowledge, religion, morals and history.	5, 7, 10, 12
World Heritage Site	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).	4, 20
World Heritage values	The outstanding universal cultural and/or natural values of a World Heritage site, and in relation to Uluru-Kata Tjuṯa National Park refers to its values: <ul style="list-style-type: none"> • 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 • as an example of exceptional natural beauty and combination of natural and cultural elements. 	4, 20





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unesco

World Heritage site