

SUNRISE JOURNEYS

Aṅangu Cultural and Intellectual Property Protocols

Introduction

Voyages Indigenous Tourism Australia Pty Ltd is the owner and operator of Ayers Rock Resort. The Resort lies at the gateway to Uluru-Kata Tjuṯa National Park in the Northern Territory of Australia.

Voyages acknowledges the Aṅangu Custodians of the land on which Sunrise Journeys experience will operate. We recognise that Aṅangu have lived on this land for many thousands of years and are one of the oldest living continuous cultures in the world. Voyages acknowledges Aṅangu continuing connection to land, water, sky, culture and community, pays respect to all Aṅangu and welcomes the opportunity to celebrate Aṅangu culture and art through Sunrise Journeys.

Voyages sees an Australian hospitality and tourism industry which connects guests, visitors and staff to the unique living beauty, knowledge, art, culture and diversity of Australia's Indigenous communities through cultural tourism. We see a place where Indigenous people have their voices and culture elevated, respected and celebrated. Voyages' core purpose is to create opportunities for Aboriginal and Torres Strait Islander peoples through cultural tourism and we have a strong commitment to social, environmental and cultural responsibility and Indigenous economic development. Our core values are Respect, Excellence, Trust and Courage.

The Sunrise Journeys Project has been developed and co-designed with Aṅangu artists Denise Brady (Kaṯṯukatjara Art), Valerie Brumby (Walkatjara Art) and Selina Kulitja (Maṛuku Arts). Aṅangu composer and musician Jeremy Whiskey has created a composition which forms the basis of the show soundtrack. The project has been endorsed by senior Aṅangu from Muṯitjulu and Kaṯṯukatjara through the Wintjiri Wiṛu Working Group as the Project is presented on the site developed in consultation with this group for the Wintjiri Wiṛu light and drone show.

Sunrise Journeys brings together a unique interface between world leading laser light technology and Aṅangu art. Through the use of technology, Sunrise Journeys will share elements of a collaborative artwork produced by the artists titled, *Ngura Nganampa Wiṛu Mulapa* (Our Country is Truly Beautiful). This will be presented to visitors from all over Australia and the world, as a mindful immersive experience at sunrise each morning. Guests will be transported to the Sunrise Journeys site, sit on a uniquely designed platform and view Sunrise Journeys looking out over Uluru before being served with food and beverage offerings inspired by Indigenous flavours.

No traditional Tjukurpa or culturally restricted content is shared through the Sunrise Journeys project.

Purpose and Scope

This Sunrise Journeys Protocol is designed to ensure best practice in recognition and treatment of Anangu and their Indigenous Cultural and Intellectual Property (ICIP) rights in relation to the Project. A guide to (ICIP) rights in relation to the Project is provided below and expanded on in the [Wintjiri Wiru ICIP Protocol](#).

This Protocol is intended to be used through all stages of the Sunrises Journeys development and delivery process including governance of the experience, the naming of the experience, the incorporation of Anangu languages, stories, inma/song and art throughout the Project, the design and technical development, programming of the show, show production, promotion and then the ongoing delivery of the Project.

This Sunrise Journeys Protocol should also guide the development of service delivery, employment, training, skills transfer, education and participation opportunities for Anangu in the Project and the use of ICIP across marketing, digital media and merchandising. This Protocol must be used and complied with by all Project participants (defined as Project Partners below) who engage with or are involved in the Project or interact with Anangu, Anangu Country or Anangu ICIP in relation to the Project.

The implementation of this Protocol should assist those involved in the Project in understanding when and where Anangu need to be engaged and consulted in relation to the Project and when and where Anangu ICIP is being used and how it should be recognised, respected, treated and communicated.

This Protocol is informed by the United Nations Declaration on the Rights of Indigenous Peoples, the United Nations Convention on Biological Diversity, the Nagoya Protocol, Indigenous Data Sovereignty and governance principles and Terri Janke and Company True Tracks® principles.

Application

This Sunrise Journeys ICIP Protocol applies to all people and organisations involved in the Project activities including:

- Voyages directors, executives, employees, agents, contractors and volunteers.
- Artists, designers, technicians, programmers and creators commissioned by Voyages to create project designs, works, programs, show elements, displays or anything similar or related.
- Partners, contractors, collaborators and affiliates of Voyages engaged in any way in the Sunrise Journeys Project and delivery, including in the design and delivery of food and beverage offerings and the experience.
- Consultants, builders, sub-contractors and suppliers engaged in designing and constructing the show and related infrastructure and providing, operating and maintaining the technology used to deliver the Project.
- Employees, consultants, service providers and partners capturing images, recordings, language, stories, songs or art of Anangu or their Country and sharing, marketing, selling and promoting Sunrise Journeys being collectively the **Project Partners**.

All Project Partners and their personnel, agents and contractors are expected to comply with the Protocols set out in this document at all times. Any questions in relation to the application of this Protocol should be directed to the contacts provided at the end of this document.

ICIP Rights

Please refer to the [Wintjiri Wiru ICIP Protocol](#) for an overview of the nature of, and protections for, ICIP.

Rights to Country and Tjukurpa

Uluru, Kata Tjuta and surrounding Country are deeply sacred for Anangu. They have been central to Tjukurpa for many thousands of years. This Country is a significant place of knowledge and learning with each marking, formation, cave, rock, waterhole, plant, animal and each view of Uluru and Kata Tjuta having its own significance and meaning.

Tjukurpa has many aspects and is a philosophy that links Anangu to the environment and ancestors. Tjukurpa stories talk about the beginning of time when ancestral beings first created the world. These stories contain important lessons about the land and how to survive in the desert as well as rules for appropriate behaviour. Tjukurpa stories are also used like maps. They tell Anangu where important places are, how to travel from one place to another, and where and when to find water and food. These stories are not simple. They represent complex explanations of the origins and structure of the universe and the place and behaviour of all elements in it. Tjukurpa is not written down. It is memorised and passed on to the right people like an inheritance.¹ Anangu have rights to Country and obligations to keep Tjukurpa strong. This ICIP Protocol recognises and supports these rights and the importance of Tjukurpa and Country to Anangu.

No traditional Tjukurpa or culturally restricted content is shared through the Sunrise Journeys project.

PRINCIPLES FOR RECOGNITION

Anangu ICIP Rights and Rights of Country

In recognising Anangu rights, the following 10 principles will guide Voyages and the Project Partners in their engagement with Anangu and their cultural heritage at Ayers Rock Resort and in relation to the Sunrise Journeys Project. These principles for recognition are based on the True Tracks® Ten Principles for Cultural Engagement developed by Terri Janke and Company.

1. RESPECT

Voyages acknowledges the Traditional Anangu Custodians of the land on which the Sunrise Journeys Project will be designed and operate and pays its respect to Anangu elders past, present and emerging.

We recognise that Sunrise Journeys will involve the sharing of Anangu culture, story, languages, art and knowledge through laser and light technology. We thank Anangu artists and Traditional Owners for the support and guidance that has been provided in doing this the 'right way'.

We further recognise and respect that Anangu have the right to self-determination and to practice their cultural traditions and customs, to maintain, protect and develop the past, present and future manifestations of their culture, to teach their spiritual and religious traditions, customs and ceremonies and to use, develop and transmit to future generations their histories, languages and oral traditions.

Protocol

When developing, designing and delivering Sunrise Journeys, the following will be implemented by Voyages and all Project Partners:

¹ <https://parksaustralia.gov.au/uluru/discover/culture/tjukurpa/> 30 November 2022

1. Acknowledgement of Anangu and Country to be made at all key Project meetings and events.
2. Culturally appropriate introductions, inductions and welcomes to be requested and provided by Anangu nominated community members at the Sunrise Journeys show launch and all show related special events (as determined by Anangu artists).
3. Project participation and on-site tours to be offered and facilitated for Anangu involved.
4. Invitations to pre-show launch dress rehearsals, launch shows and special events to be provided to all Anangu artists and key Anangu community members as determined by the artists and Voyages.

2. SELF-DETERMINATION

Anangu have the right to self-determination and to make and lead decisions about activities and actions that affect and take place on their Country and in relation to their ICIP. All Voyages team members and the Project Partners will ensure that they understand, express and implement this when working with Anangu and Anangu community members and Elders in relation to the Project.

Protocol

Voyages makes an on-going commitment to:

1. Leading and participating in an ongoing consultation process which supports the self-determination of Anangu artists in the development, launch and ongoing production of Sunrise Journeys.
2. Working closely with Anangu artists and their respective art centres through the consultation.
3. Working through an Anangu designed and guided consultation process, collaborating closely with Anangu artists, meeting regularly so guidance can be provided by the artists on all cultural aspects show, the use of Anangu ICIP and related opportunities and processes.
4. Engaging with and taking guidance from the Anangu artists, respecting the rights of Anangu to partake in processes and decisions which involve the proposed use of their ICIP.
5. Provide regular updates to the Wintjiri Wiru Working Group (as Traditional Owner representatives from Mutitjulu and Kaltukatjara) for endorsement of the direction and content of the Project in relation to Anangu ICIP.

The Project Partners must be aware of these protocols and engage with the Anangu artists on all relevant decisions and be guided by Voyages.

3. CONSULTATION and FREE, PRIOR AND INFORMED CONSENT (FPIC) PLAN

Culturally appropriate engagement with Traditional Owners requires consultation and consent. For a fuller understanding of the concepts of Consultation and free and prior informed consent (FPIC) used in this document, please refer to the [Wintjiri Wiru ICIP Protocol](#).

Voyages and the Project Partners acknowledge the rights of Anangu to be consulted about access to and use of their ICIP and to give their FPIC for such access and use.

Protocol

1. Voyages has consulted, and will continue to consult, with the Anangu artists and their representative art centres to seek FPIC for the access to and use of Anangu ICIP and to ensure a strong partnership is and remains in place with Anangu and benefits are flowing to the Anangu community from Sunrise Journeys.

2. Project Partners must ensure they comply with consultation obligations as advised by Voyages and the Anangu artists.
3. Voyages will provide updates to a range of stakeholders including the Uluru-Kata Tjuta National Park Muṯitjulu Community Aboriginal Corporation, Walkatjara Art, Kalṯukatjara Art and Maṛuku Arts.

The Anangu artists have provided guidance and decisions on the naming of the Project as 'Sunrise Journeys' and the naming of their collaborative artwork as 'Ngura Nganampa Wiru Mulapa' (Our Country Is Truly Beautiful), and continues to provide guidance on all aspects of what cultural information will and won't (and can and can't) be shared and the appropriate use of Anangu song, music, inma, language, art and knowledge through Sunrise Journeys. The Anangu artists are invited to testing of all technology on-site, such as laser lights and projections, and provide feedback on the use and development of the experience. The Anangu artists will continue to identify and determine the appropriate use of ICIP through the life of the Project.

If Voyages staff or any Project Partners need guidance on the access to Anangu Country and communities or use of Anangu ICIP, the Anangu Artists and other Traditional Owners will need to be consulted (contact details are provided at the end of this document).

Consultation Protocols

Consultation is guided by Anangu artists and their representative art centres and involves:

- Regular face-to-face meetings with the Anangu artists which are supported and guided by an appropriately experienced facilitator, engaging an interpreter where required or requested
- Hybrid meetings (a combination of face-to-face and on-line meetings), phone calls and face-time and video conference calls are also arranged when the Anangu artists have difficulty travelling, have conflicting commitments or prefer to dial in from other locations.
- Meeting notices are provided at least one week prior to all meetings being held so there is an opportunity provided for participation and planning, with transport and accommodation arrangements offered and supported where requested.
- Email communication is regular between meetings with facilitators and representatives so updates and planning is shared.
- All meetings, interactions, and updates are supported by Pitjantjatjara interpreters and sitting fees are paid for all workshops and consultation meetings attended by Anangu artists.

The Consultation is conducted ensuring:

- Project information is thorough and transparent and identifies all material information including show design content, timelines, location of the show, the technology being used, the guest offering being provided, benefits and risks to Anangu artists and other Anangu community members, future iterations and opportunities for the project, maps, pictures and the specific proposed use of elements of *Ngura Nganampa Wiru Mulapa* through light technology.
- Planning is in place to sustain engagement and consultation throughout the life of Project.
- Opportunities for Anangu service provision, employment, training, skills transfer, procurement, business development and participation are always on the agenda and being advanced as part of approval processes.
- Appropriate attribution of Anangu artists and ICIP knowledge holders is made and wording is brought to the Anangu artists for review and approval.

- Care is taken when identifying ownership, confidentiality and protection of data collected about Anangu communities, ICIP and stakeholders and how such information will be handled and dealt with by the Project – including placing appropriate contractual obligations on all Project Partners dealing with such information through project agreements and communication of Protocols.
- Materials are presented clearly and in plain English in accessible format and translated into Anangu languages wherever possible and interpreters are used where required (including at face-to-face meetings).
- Materials are regularly updated throughout the life of project and updates communicated to the Anangu Artists.
- Legal advice, representatives or consultants are recommended, where required (and Voyages assists community in understanding their rights in relation to the Project). This includes engagement with the Copyright Agency on the licensing of copyright in artworks and the Arts Law Centre of Australia in relation to sound, language and music recordings.
- The Project bears the cost of all consultations including meals, accommodation and travel and payment to community members for their involvement.
- Establishment of a complaints handling procedure and process that follows culturally appropriate systems for managing disputes and is supported by an Anangu facilitator and the Voyages Indigenous Engagement Team.

Voyages is committed to maintaining its relationship with the Anangu artists and community members to ensure that consent is ongoing throughout the life of the Project. Voyages acknowledges that any new uses of ICIP, including language, stories, song, artworks and imagery, will be subject to additional consultations and consents.

4. INTERPRETATION

Aboriginal and Torres Strait Islander people are the primary guardians and interpreters of their culture and must be respected and recognised as such in any use of their ICIP.

Protocol

Voyages and Project Partners will:

1. empower Anangu artists and community members to interpret their culture, in connection with how it's incorporated, displayed, shared and captured in the Project.
2. consult with the appropriate Anangu community members, Elders or organisations, including Traditional Owners and peak bodies as required and follow proper governance and cultural protocols.
3. ensure authenticity of interpretation particularly around Country, language, stories, art, design, Inma, song, dance and Tjukurpa incorporated in any stage of the Project.
4. ensuring all use or representation of Anangu or their Country, communities or ICIP is with FPIC and is culturally appropriate, accurate and empowering.
5. During the development of the Sunrise Journeys, provide regular updates to the Wintjiri Wiḡu Working Group (as Traditional Owner representatives from Muṯitjulu and Kaṯukatjara) for endorsement of the direction and content of the Project.

Voyages acknowledges (amongst others) the assistance of the Anangu artists, Walkatjara Art, Kaṯukatjara Art and Maṛuku Arts for its guidance and advice on consultation and interpretation matters.

5. CULTURAL INTEGRITY

The cultural integrity of ICIP must be maintained in order to strengthen and maintain Aboriginal and Torres Strait Islander knowledge and communities.

Protocol

Voyages and Project Partners:

1. Will ensure they maintain the cultural integrity of the Country they are working on and the ICIP they are using and have been given permission to use in accordance with the conditions of permission and all cultural protocols instructed by the Anangu community and Elders.
2. Acknowledge that it is important that the Project Partners are committed to avoiding harm and maintaining cultural integrity, not only in relation to interpretation of cultural knowledge, language and stories, but also the site and the surrounding lands, now and in the future.

Voyages and the Project Partners are committed to ensuring:

3. Sustainable practices on Country and in relation to ICIP used, and that the Project is designed and conducted to meet present and future needs of the community.
4. Traditional Owners have control over how their Country and ICIP is interpreted and how the integrity of their culture is maintained.
5. The Project is environmentally, culturally, socially and economically sustainable, in particular because of its ongoing support of Anangu.
6. That information and data collected as part the Project remains the property of Anangu and is used in accordance with community practices and protocols, and is available for current and future generations.
7. There is a complaints handling procedure and process in place that addresses issue raised by community in relation to cultural integrity of the Project.

Where Voyages or Project Partners have any concerns relating to cultural integrity of the Project, Voyages will consult with Anangu on how to proceed. Voyages will work through all feedback received from the Anangu artists and their respective art centres on issues of cultural integrity.

6. SECRECY AND PRIVACY

Voyages respects the right of Aboriginal and Torres Strait Islander people to keep their ICIP private and secret, or withhold cultural knowledge for the benefit of Community and culture. It also respects any cultural protocols which apply to the access to Country and communities or use of ICIP, such as gender restrictions. Voyages commit to keeping personal information about Aboriginal and Torres Strait Islander people private and confidential in line with Indigenous Data Sovereignty principles.

For further information on Indigenous Data Sovereignty please see the [Wintjiri Wiru ICIP Protocol](#).

Protocol

1. Voyages and Project Partners will not seek access to or use any secret or restricted ICIP. If Voyages is advised that it is has been using such material, it will take immediate action to remove the material where possible.
2. During development of Sunrise Journeys, regular updates to the Wintjiri Wiru Working Group (as Traditional Owner representatives from Mutitjulu and Kalukatjara) for endorsement of the direction and content of the Project in relation to Anangu ICIP, to ensure that no traditional Tjukurpa or culturally restricted content is shared.

3. Information or data collected about Anangu (including personal information) as part of the Project will not be disclosed or otherwise used without the appropriate permission and be stored securely, with guidance being provided by the Anangu artists and their respective art centres as to how Project information is stored and how individuals can access this information and request copies.
4. Where there is unauthorised access or misuse of secret information or private or confidential information, Voyages and the Project Partners will notify individuals of the misuse as soon as possible, and do all things reasonably possible to stop, reduce or mitigate the impact of that misuse at their own expense.
5. Voyages acknowledges that cultural mourning protocols may apply when Anangu involved in the Project pass away. Where possible, Voyages and Project Partners will respect any restrictions on the use of a deceased person's name or likeness where it is made aware of the passing of anyone involved.

7. ATTRIBUTION

Anangu communities and Elders have the right to be attributed as the owners or custodians of their Country and ICIP.

Protocol

Voyages and all Project Partners acknowledge and agree that:

1. Anangu artists and ICIP rights holders must be appropriately acknowledged and attributed for their Country and involvement in the Project and for use of their ICIP. This includes in relation to marketing and promotion of the Project.
2. The Anangu artists will be consulted on the wording and placement of all key attributions and acknowledgements to ensure they are appropriate and supported.
3. IP owners and creators will be acknowledged in any use of their IP.

8. BENEFIT SHARING

Anangu have the right to share in the benefits for engagement with their communities and from the use of their ICIP and Country through the Project.

Protocol

Voyages and Project Partners will:

1. Ensure that monetary and non-monetary benefits flow directly and indirectly back to Anangu from the Project.
2. Work closely with Anangu artists and their respective art centres to determine the most appropriate and effective way to deliver fair and equitable benefit sharing to community stakeholders.

The following table includes examples of both monetary and non-monetary benefits for ongoing incorporation into the Project and discussion with the Anangu artists and their respective art centres.

Monetary Benefits	Non-Monetary Benefits
<ul style="list-style-type: none"> • Fees for Anangu participants, advisors, interpreters and consultants • Fees for Anangu consultation with Anangu artists • Procurement of services from Anangu and Anangu businesses and organisations • Up-front payments Licence fees for use of ICIP (including language, art, designs, images, recordings, music and dance) 	<ul style="list-style-type: none"> • Promotion and profiling of Anangu art and art centres where art can be purchased, including the Gallery of Central Australia, Walkatjara Art, Kal̩ukatjara Art and Maruku Arts. • Cultural competency and safety training • Revitalisation, sharing and valuing of ICIP, strengthening language and cultural practice and capturing and preserving ICIP • Strengthening capacities for technology and skills transfer • Resourcing (opportunities for intergenerational knowledge transmission, language sharing) • Community and business capacity-building • Transportation and travel

9. MAINTAINING INDIGENOUS CULTURE

Voyages and Project Partners support the strengthening and maintenance of Indigenous cultures both for Anangu and across Australia now and for future generations.

Protocol

1. Voyages and Project Partners acknowledge that culture is dynamic and evolves over time.
2. Voyages and Project Partners will ensure that its relationships with Anangu remains strong so that Voyages' use of Country and ICIP remains culturally sensitive and appropriate. Voyages and the Project Partners recognise that this is important for both Anangu today, but also for future generations who are entitled to access and use of their Country, culture and ICIP.
3. Voyages and Project Partners will support the building of Anangu capacity and capability by providing employment opportunities, skills and knowledge transfer, and support of local businesses and industry on Country. This includes resourcing and empowering Anangu throughout the process.
4. The Project will include appropriate procedures for honest and transparent reporting on the outcomes of the stages of the Project and the future activities of the Project. This will include progress reports to the Anangu artists between now and launch of the Show, and then on a regular basis (every 12 months).
5. Any new commercialisation opportunities in relation to the Project must ensure appropriate engagement, consultation and consent processes with Anangu (including appropriate attribution, benefit sharing, opportunities) are undertaken prior to further development.
6. Voyages and Project Partners do not and will never seek to own any ICIP that they are permitted to use.
7. Voyages and Project Partners acknowledge that the use of Country and ICIP is only permitted by the receipt of FPIC from Traditional Owners and that this permission does not transfer any rights or entitlements (including in the ICIP) to Voyages or Project Partners.
8. Voyages and Project Partners acknowledge that FPIC is an ongoing process, and any alternative uses of ICIP that are contemplated will require updated consent for the proposed use.

10. RECOGNITION AND PROTECTION

Voyages and Project Partners recognise the rights of Indigenous peoples to maintain, control, protect and develop their cultural heritage and supports the rights contained in the United Nations Declaration on the Rights of Indigenous People, the Convention on Biological Diversity (**CBD**) and the Nagoya Protocol.

Protocol

Voyages and Project Partners will:

1. Ensure that they comply with the rights and the spirit of the Declaration, CBD and Nagoya Protocol in the development, delivery and ongoing maintenance of Sunrise Journeys, through ongoing consultation with and consent of Anangu.
 2. Encourage all other Project Partners, delivery partners, contractors and organisations participating in the Project in accordance with the spirit and purpose of the Declaration, CBD and Nagoya Protocol through the communication of and compliance with this Protocol.
 3. Continue to evolve and implement the Project FPIC Plan.
 4. Not access or use Indigenous data, information or ICIP accessed, gathered or used as part of the Project for any purpose other than permitted without the FPIC of the relevant Traditional Owners and ensure personnel, contractors, suppliers and agents also comply.
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Feedback and notifications

Please send any feedback, queries or concerns in relation to Voyages or Project Partners use of Country or ICIP or this ICIP Protocol to: Kristin Howden Kristin.Howden@voyages.com.au or notices@voyages.com.au or Phill Pallas phill.pallas@voyages.com.au

Revisions

All revisions of this Sunrise Journeys Protocol will be considered and approved by the Anangu artists and Voyages in partnership.

Revisions will be made when required if aspects change or become out-of-date, and otherwise on an annual basis.

Date First Approved	June 2024
Date for Review	June 2025