



# MEA APPLICATION – REGIONAL EVENT

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Uluru Climb Closure Celebration Concert – October 2019

Joint application – Agentur Conferences and Events/Parks Australia

 **Agentur**  
Professional Conferences & Events



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**APPLICATION – AGENTUR CONFERENCES & EVENTS/PARKS AUSTRALIA**

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## **AWARD DESCRIPTION**

The award is designed to recognise the combined team effort that is required to successfully plan, organise and manage an event in regional Australia. Regional Australia refers to the non-metropolitan areas that are located beyond the major capital cities and the greater surrounding suburbs of each State and Territory and any major centre that has a population of less than 500,000 people.

For the purpose of this submission a Regional Event can be a public or business event (conference, exhibition, festival or sporting event) held in a regional area of Australia, either a one-off event or held on a regular basis

Projects must have been completed in the qualifying period to be judged for this award.

If the event being submitted for an award has been managed on behalf of an external client or organisation, the event owner is aware of the submission and supports the nomination.

The event must be considered significant through its multifaceted approach, in achieving objectives, through the imaginative use of resources, innovation and creativity.

The award will recognise the name of the regional event not the name of the event owner or organiser.

## **Eligibility**

This Award is open to PCO's, Convention Bureaux, regional tourism offices, exhibition organisers, special event management companies and other suppliers. We encourage joint entries from event or production companies, local councils and other key individuals and organisations involved in the planning and delivery of a regional event.

Regional Australia is defined as destinations located beyond the major capital cities and the greater surrounding suburbs in each state and territory and destinations with a population of less than 500,000 people. This includes destinations outside of Adelaide, Brisbane, Canberra, Darwin, Gold Coast, Hobart, Melbourne, Perth and Sydney.

Should you be a national winner in this award you will be eligible for the Event of the Year platinum award.

## General Guidelines

Ensure that your submission is restricted to the qualifying period 1 January 2019 to 31 December 2019.

- ✓ Answer all of the questions in the space provided. You will note that there is a maximum length for all answers that cannot be exceeded. After completing each question please indicate your word count.
- ✓ The examples column offers suggestions only. They are examples which provide some guidance on what the judges will be seeking. Do not simply answer each of these evidence type examples in order.
- ✓ If your evidence takes the form of charts, videos or graphs (i.e. not text) it should be attached to the submission document and simply uploaded separately at the time of submission. (Videos must not be more than one minute duration).
- ✓ All applications must be submitted in Microsoft Word or pdf format.
- ✓ Judges' feedback will only be provided to applicants on request after May 2019.
- ✓ Judges will look for evidence that you are well organised, that the event was well managed; systems and procedures were appropriate and well maintained.
- ✓ Judges do not want details of financial accounts, but rather are seeking to understand whether the event was a success in all areas.

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### 1. NAME OF THE EVENT

Uluru Climb Closure Celebration Concert.

(Please find logos attached to application)

### 2. ORGANISATION

Agentur Conferences and Events – Event Producer  
Parks Australia – Event Host

### 3. EVENT PROFILE

Between May and October 2019, Agentur was contracted by Parks Australia to develop and coordinate an event to celebrate the Uluru Climb Closure, at the World Heritage listed Uluru-Kata Tjuta National Park (UKTNP) in the Northern Territory. The event was held on Sunday 27 October 2019, at the Talinguru Nyakuntjaku (TN) Sunrise Area of the park and coincided with the 34th anniversary of the Handback to Uluru-Kata Tjuta National Park to Anangu, Traditional Owners.

The spectacular location of the event Talinguru Nyakuntjaku (TN) at Uluru-Kata Tjuta National Park is a remote area 470kms south west of Alice Springs, which looks onto Uluru. The logistics of organising an event at a remote venue such as this were significant and detailed, requiring excellent organisation skills, innovative thinking and considerable experience in problem-solving.

The stakeholders of the event were many and varied, comprising local communities, Traditional Owners, Commonwealth, Territory and Local governments and departments, UKTNP staff, local Indigenous land councils and media – it was crucial that all stakeholders were managed well and appropriately in order for the event to run smoothly and be successful.

The timeline to bring the event together was short (6 months) and required rapid activation by the Agentur team in collaboration with Parks Australia, who took on the challenge eagerly and professionally.

#### 3.1. Event Overview

##### Event Information and Statistics

**Location:** Talinguru Nyakuntja, Sunrise Site, Uluru-Kata Tjuta National Park, Northern Territory, approximately 470kms south-west of Alice Springs. See map below.

**Date of Event:** Sunday 27 October 2019

**Event Type:** Public

**Attendees:** approx. 3,000 (50% local communities)

**Communities attended:** Mutitjulu, Yulara, Amata, Docker River, Ernabella, Fregon, Kalka, Imanpa, Pipalyatjara, Warakurna.

**Event Team/Crew:** including:

- Event Coordinator (Agentur)
- Production Manager (Agentur)

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- Stage Management (Agentur)
- Artist Liaison (Agentur)
- Community Liaison (Agentur)
- Risk and Emergency Management (Agentur)
- Site Manager (Agentur)
- Media (Parks Australia)
- Event Marketing (Parks Australia)
- Event Management (Parks Australia)
- Emergency Services and Police
- Volunteers

**Artists/Performers:** Total of over 170 performers, including 100 performers as part of the Inma (traditional dance and ceremony performance).

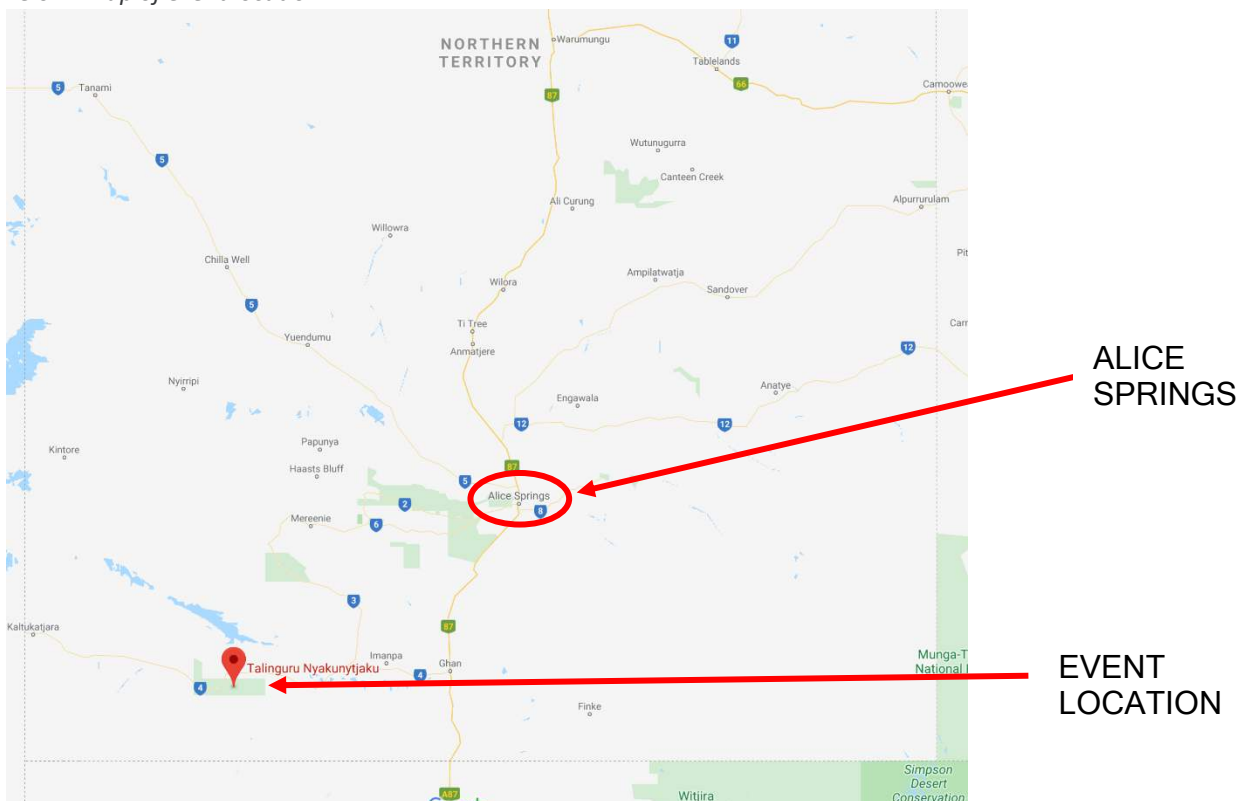
**Stall Holders:** Eight in total, including four local Anangu food vendors. One vendor provided 1,300 complimentary meals to community members.

**Entrance Fee:** Nil. Free event.

**Log of Incidents:** Zero

The event took place from 5:00pm to 9.30pm on Sunday 27 October 2019. Around 1,000 attendees travelled from surrounding local Indigenous communities (APY Lands). Some travelled 1,500kms through remote country to be at the event.

*Below: Map of event location.*



### 3.2. Objectives and Purpose of Event

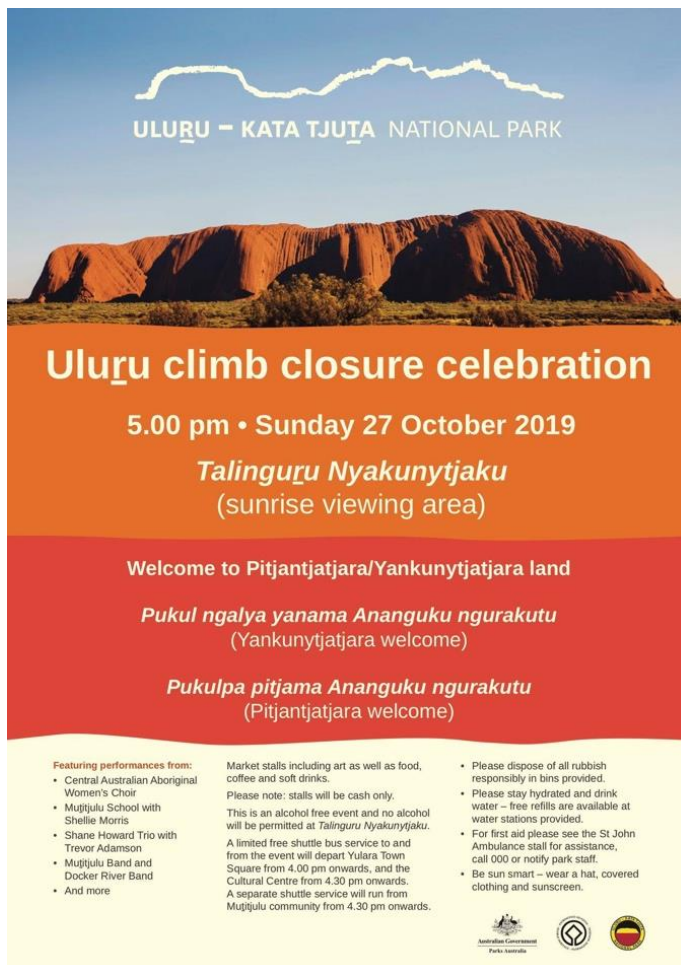
In November 2017, the UKTNP Board of Management announced the Uluru climb will close permanently from 26 October 2019.

The closure of the Uluru climb was seen by the Board and Parks Australia as an opportunity to set a new direction and future for the park that aligns with the Board's goals of providing fulfilling experiences based on culture and nature that also benefit Anangu; and to ensure that UKTNP is a place where Anangu law and culture is kept strong for future generations.

Agentur established a specific detailed project plan for the implementation of this event and provided this plan to Parks Australia for approval, including a timeline, key milestones, key outcomes and reporting requirements.

The key outcome of this project was to produce a community celebration that commemorated this historic moment to recognise the park's joint management between Parks Australia and Anangu, share and celebrate culture, and support the new vision for the park's future.

WORD COUNT: 578 (MAX 600)



ULURU – KATA TJUTA NATIONAL PARK

**Uluru climb closure celebration**

5.00 pm • Sunday 27 October 2019

**Talinguru Nyakunytyaku**  
(sunrise viewing area)

Welcome to Pitjantjatjara/Yankunytjatjara land

**Pukul ngalya yanama Ananguku ngurakutu**  
(Yankunytjatjara welcome)

**Pukulpa pitjama Ananguku ngurakutu**  
(Pitjantjatjara welcome)

Featuring performances from:

- Central Australian Aboriginal Women's Choir
- Mutitjulu School with Shellie Morris
- Shane Howard Trio with Trevor Adamson
- Mutitjulu Band and Docker River Band
- And more

Market stalls including art as well as food, coffee and soft drinks.  
Please note: stalls will be cash only.  
This is an alcohol free event and no alcohol will be permitted at Talinguru Nyakunytyaku.  
A limited free shuttle bus service to and from the event will depart Yulara Town Square from 4.00 pm onwards, and the Cultural Centre from 4.30 pm onwards.  
A separate shuttle service will run from Mutitjulu community from 4.30 pm onwards.

- Please dispose of all rubbish responsibly in bins provided.
- Please stay hydrated and drink water – free refills are available at water stations provided.
- For first aid please see the St John Ambulance stall for assistance, call 000 or notify park staff.
- Be sun smart – wear a hat, covered clothing and sunscreen.

Australia Government  
Parks Australia

## 4. PROJECT PLANNING/RESOURCE MANAGEMENT

### 4.1. How did you go about planning this project?

Agentur worked with a step-by-step process for the project planning and execution of this event and actively worked with Parks Australia on the project plan, including the timeline and milestones for the event.

Internally Agentur work with various project management platforms and processes, which enabled their team to organise and prioritise complex tasks effectively and efficiently.

The Agentur team consisted of all staff:

- Britta Decker: Director
- Marijana Tadic: Director
- Kirby Schwenke: Admin
- Romana Paulson: Artist Liaison and Stage Manager
- Dwayne Preston: Site Manager
- Craig Kearney: Risk Management
- Plus volunteers and casual staff



Agentur's project planning process consist of the steps detailed in the diagram to the left:

**1. The Brief:** the stage where Agentur establish the purpose, vision, and expected outcomes of the event during meetings with the client, including determining key stakeholders and milestones.

At the heart of this event concept was the local story; The Uluru Climb Closure event was a true celebration of the community spirit and it nurtured and amplified the unique strong Anangu culture while showcasing a strong local community, including local business, coming together to celebrate.

**2. Engage:** Stakeholder engagement is viewed by the Agentur team as a vital part of the event project plan and crucial to the success of an event. Close and careful management of the key stakeholders of the Uluru Climb Closure Celebrations was very important and the majority of meetings were face-to-face or via phone. There was a great emphasis placed on consulting with Traditional Owners and many meetings were held in communities in the local dialect.

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The Event Organising Committee consisted of following individuals:

### *Parks Australia*

Kate Edwards – Overall Project Lead, Marketing and Communications  
Jane Quick – Event Coordinator  
Tanya Davies – Communications Manager  
Michael Misso – Park Manager UKTNP  
Steven Baldwin – Manager Park Operations and Visitor Services UKTNP  
Christine Aughey – Business Manager  
Karl Dyason – Assistant Secretary  
David Lornie - Media  
Melissa Hargraves - Media  
Zoe Gavan – Assistant  
Katharyn Heagney - Social Media Manager  
Alice Ryder - Tourism and Visitor Experience Officer

### *Central Land Council*

Camilla Osborn White - Joint Management Officer  
Elke Wiesmann - Media Manager

### *Agentur*

Britta Decker - Event Coordinator  
Marijana Tadic - Event Coordinator

**3. Action Steps:** Determining the most efficient and effective way forward and developing a strategic plan that will deliver an event beyond expectations. Because the timeline for this event was so short (6 months) it was paramount that Agentur were able to establish the milestones and critical path immediately. This was achieved by prioritising site visits and consultation with stakeholders. Agentur's experience working in the region was also a great advantage here as there was some knowledge of suppliers available and logistical solutions.

**4. Delivery of Service:** Execution of the plan including monitoring progress of the plan and adapting to change where necessary.  
There were a number of unknowns in the lead-up to this event, e.g. due to the unpredictable nature of life in the remote NT, it was impossible to know how many people would attend the event (the predictions ranged from 1,000 to 5,000). This made planning difficult and it was important for Agentur to have multiple contingency plans in place.

**5. Feedback:** This step consists of de-briefs with the client, all staff and crew, contractors, and key stakeholders involved in the event to gain feedback and ensure that the client is satisfied with the outcome. This step is also very important for learning and discussing what worked and what didn't during the planning and/or execution of the event. Agentur is dedicated to continuous improvement in order to progress and excel.

WORD COUNT: 597 (MAX 600)

## 5. FINANCIAL PERFORMANCE

### 5.1. How did the event perform?

The celebration concert was a free public event hosted by Parks Australia. There was no requirement to seek sponsorship within the scope of this project and was delivered on time and within budget.

## 6. CHALLENGES AND RESPONSES

### 6.1. Demonstrate your use of creativity, originality and innovation in managing challenges.

The Uluru Climb Closure Celebration Concert came with a number of unique challenges and considerations:

1. Remote location
2. Lack of available resources
3. Culture and traditional requirements and considerations

The following challenges were encountered by Agentur during planning and/or execution stages:

#### Audience Attendance

This event was not ticketed, which means that Agentur could only estimate the expected attendance, this created its own set of challenges which required more planning and contingencies than would have been necessary otherwise.

Mutitjulu Community	400
7 Other Communities	400
CLC	100
VIP	60
Yulura Community	100
Yulura Tourist on Shuttle	300
Yulura Tourist Self Drive	50
Artists	60
Crew and suppliers/contractors	57
Media	40
<b>Total</b>	<b>1,567</b>

The above figure of 1,567 was used as the minimum expected number with an expectation that anywhere between 3,000 and 5,000 could be the maximum. In addition to this, all attendees from local Indigenous communities were to be provided with food vouchers to allow them to eat at the event.

This meant careful planning around seating, catering, traffic management, travel plans and backstage management.

Agentur achieved this with careful planning and contingencies and by liaising with Parks Australia staff on the ground who were connected with the communities and better able to gauge likely numbers. Agentur remained in constant contact with these staff and with food and beverage suppliers in the weeks and days leading up to the event.

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The combined experience of all parties involved in the event organisation meant that contingency plans were solid and attendance was managed successfully.

**Risk Mitigation/Emergency management**

(please refer to attached risk management plan)

This particular event was considered a very high risk due to the significance of the event, remote location, climate and the unknown number of attendees.

Agentur conducted regular visits to the event site and undertook regular meetings with local Northern Territory Police. NT Police brought in extra staff for the event to mitigate any risk of situations arising.

The event was a dry event (no alcohol), which reduced part of the risk considerably. It was important for a detailed risk-management plan to be developed in cooperation with stakeholders, including local emergency services and police officers. Agentur worked with a local risk management consultant who developed a comprehensive plan. The consultant acted as Chief Warden and was the incident controller for an all-hazards approach to incidents. NTPOL (Northern Territory Police) were requested to liaise with the Chief Warden to disseminate information using a chain of command approach.

**Media Management**

There was significant international media interest in this event, with many domestic and international broadcasters visiting UKTNP to cover the event. Parks Australian managed the media program and hosted approximately 35 media crews at the event which included a number of live outside broadcasts, coordinating press conferences and interviews.

Around 35 news crews were there to capture the significant events over a four-day period including NITV, ABC, Seven, Nine, Ten, Sky News, AAP, Agence France-Presse (AFP), NHK (Japan's national broadcaster), BBC, ARD German Television, Thomson Reuters and New Zealand Television. An analysis of domestic and international media coverage during the month of October relating to the Uluru climb closure found over 6,100 media items with an Advertising Space Rate (ASR) equivalent of over AU \$97.7M.

**Remote Site**

The logistics involved in this event were considerable, when the remote location of the event is taken into account. Bump-in began on the 21 October 2019 at a bare site that had no infrastructure or power. Most of the staging and production infrastructure was trucked in from Adelaide with exhibitor equipment coming from Alice Springs. Three generators were on site to enable sufficient power for the concert (AV and lighting), as well as caterers and lighting to ensure the safety and enjoyment of attendees.

The remote nature of the event also meant that Agentur's planning and preparation had to be exceptional in order to allow for the fact that the closest city was nearly 500kms away.

Because the event site was within the boundaries of the Uluru-Kata Tjuta National Park, the entry and exit to the park had to be managed extremely carefully to ensure that no risks were posed to the parks' flora and fauna. Camping is also prohibited within the national park, which added an additional element of oversight to the event.

The experience and professionalism of Agentur's staff was vital in this situation and absolutely ensured the success of the event.

**APPLICATION – AGENTUR CONFERENCES & EVENTS/PARKS AUSTRALIA****Stakeholder Engagement**

Agentur were required to work with multiple high-level stakeholders and were able to successfully develop and maintain good relationships to enable the execution of a safe and successful event that was culturally appropriate and respectful.

The event also incorporated formal speeches by Commonwealth and Territory Government representatives which added an additional element of protocol and logistics to the organisation of the event.

Having worked previously in the region, Agentur had already formed networks based on trust and respect, this was a considerable advantage and assisted when developing specific stakeholder relationships during this project. They were able to create an inclusive event that the whole community bought into and actively participated in and engaged with.

The strong stakeholder relationships held by both Agentur and Parks Australia enabled them to source many site requirements locally and to resolve any supply issues with the use of local resources, for example event fencing and marquees provided by local suppliers who service Voyagers Resort.

**Cultural Sensitivities**

One of the key outcomes was to produce an event that was respectful and culturally appropriate and enabled local Anangu Indigenous communities and groups to celebrate the historic and meaningful closure of the Uluru Climb. By all accounts, the event achieved this outcome, with the majority of attendees coming from local Indigenous communities, and Traditional Owners of the region engaging and participating in the event.

Having worked in similar environments, Agentur were extremely aware of how important it was to take time to listen to the wishes of the Traditional Owners and discuss solutions with them. This involved regular community meetings. These meetings usually took place in the middle of the Mutitjulu community and were conducted in the local Indigenous language.

Romana Paulson, a Bundjalung and Mununjali woman from New South Wales who has lived in the Darwin community for the majority of her life has been an integral part of the Agentur team during 2019 and was an asset during this event also. Romana undertook many roles during this project, but was also the Stage Manager on the evening. She was integral in the smooth management of the concert and was also a friendly, trustworthy and welcoming face for all performers.

**Climate**

The remote nature of the event also meant that Agentur's planning and preparation had to be exceptional in order to allow for the fact that the closest city was nearly 500kms away. The climate in that area of Australia at that time of year is extreme with temperatures reaching 36 degrees Celsius during the day and plummeting to 16 degrees Celsius in the evenings. The sufficient provision of water for attendees and crew was a critical factor in the risk and safety plan of the event.

Agentur worked with Parks Australia to arrange a water tanker (truck) to deliver enough water to supply the event and to fill all available water tanks.

**Communications**

In this environment appropriate communication with Traditional Owners was crucial. With cultural and language differences to consider, it was important to remain sensitive and clear throughout the project. This

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involved entering all communications with an open heart and mind and to listen to the TO's requests with respect and empathy.

### **Catering**

The project brief advised that Agentur work exclusively with Anangu businesses and the event provided various food options including a great range of healthy food and drinks.

Local Indigenous community members were to be provided with food vouchers to allow them to eat for free at the event and a free sausage sizzle was also provided for all attendees and managed by the Mutitjulu Community Foundation.

### **Accommodation**

Voyagers Resort is the only accommodation provider in the region and they have a range of properties available.

At six months out and leading up the Climb Closure the Resort was already very close to capacity, Agentur were able to secure a room block which was managed very carefully whilst the program and the accommodation requirements were developed.

### **Entertainment procurement**

One of the key outcomes was the programming of a public event that showcased the strong Anangu culture and featured a significant Inma (traditional dance and ceremony) by Anangu.

Agentur developed and executed an artistic cultural event concept that was guided by Parks Australia and Anangu, that supported the new vision for the parks' future, post-climb-closure that UKTNP is a place where Anangu law and culture is kept strong for future generations. The concert featured performances by the Central Australian Indigenous Women's Choir, local Anangu artists including Trevor Adamson and the Mala Band.

In addition to the Anangu Performers Agentur, through their music industry networks, were able to include a guerrilla-style performance (unannounced) by Peter Garrett and Martin Rotsey from Midnight Oil. In order to remain true to the vision of the event to provide a special, spiritual and meaningful experience for local Indigenous residents it was decided to keep the performance by Peter Garrett and Martin Rotsey secret.

Below is a list of all performers:

- Mutitjulu School with Shellie Morris
- Central Australian Aboriginal Women's Choir
- Trevor Adamson & Band
- Shane Howard (Goanna)
- Peter Garrett and Martin Rotsey from Midnight Oil
- Mala Band
- Mutitjulu Band
- Docker River Band
- 100 performers as part of the Inma (traditional dance and ceremony performance).

### **Scheduling and stage management**

Please find attached the run sheet for the event. It was important to develop the program with a focus on Anangu performances and to give every artist the same stage time. Many of the artists were amateur performers and the groups of performers were large, they were also very excited about performing at such an

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important event! This posed some initial challenges in terms of keeping to schedule, however these issues were solved with appropriate communications and rehearsals, Romana, Agentur's Stage Manager was also instrumental here in ensuring that all performers felt safe and comfortable.

WORD COUNT: 1,707 (max 2700)

## **7. EVENT SIGNIFICANCE**

### **7.1. *Detail the significance of the event and its impact.***

The spiritual and cultural significance of Uluru to Anangu, the park's Traditional Owners and Indigenous people cannot be overstated.

The closure of the Uluru climb is seen by the Board and Parks Australia as an opportunity to set a new direction and future for the park that aligns with the Board's goals of providing fulfilling experiences based on culture and nature that benefit Anangu; and to ensure that Uluru-Kata Tjuta National Park is a place where Anangu law and culture is kept strong for future generations.

Agentur were honoured to be a part of this historical moment and were exceedingly proud to coordinate an event that meant so much to so many.

The Uluru Climb Closure Celebration Concert was a true celebration of the community spirit and it nurtured and amplified the unique strong Anangu culture and showcased a passionate local community, including local artists, performers and businesses, coming together to celebrate.

Agentur found that there was great demand from performers and suppliers to be a part of this event, to the point that some had to be turned away. Many of those involved in the execution of this event were deeply affected by the strong sense of spiritualism and community that this significant moment inspired and will not ever forget the experience of being a part of this meaningful moment in Australian and Indigenous history.

The event was significant for the events industry because it demonstrated the incredible uniqueness of the Northern Territory as an events destination and that, despite the challenges that come with coordinating an event in a remote location, the outcome can still be extraordinary and memorable.

WORD COUNT: 271 (max 1200)

## **8. OUTCOME AND EVIDENCE**

### **8.1. *Was the event successful?***

This event was considered a resounding success by all parties involved.

The client, Parks Australia, acknowledge the success of the event in a letter and praised Agentur for their key role in the outcome.

Attendee numbers exceeded the original expectations of organisers, with some people travelling over 1,500kms to be there.

In terms of planning and execution Agentur succeeded by producing an event that was safe (with no incidents logged) and was enjoyed by attendees, performers and crew alike. Agentur's experienced staff and crew were

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able to plan and prepare for numerous outcomes and challenges due to their vast experience working remotely and with local stakeholders. Agentur's experience and expertise in this area is immense and is something that has been cultivated and learned over many years of coordinating events in the remote regions of the Northern Territory. Their knowledge and experience of Indigenous culture and protocol was essential for this event to run smoothly and to ensure that traditions and culture were respected and acknowledged appropriately.

Parks Australia went to great lengths to ensure that as many people from the surrounding communities as possible could attend by arranging transport from local Indigenous communities and the Yulara township; it was important that this event was as inclusive and accessible as possible.

Media coverage for this event was significant with representatives from all major domestic national news outlets present, as well as numerous international journalists. There were approximately 35 media passes granted for this event. See below for a selection of the coverage:

Media links:

<https://7news.com.au/lifestyle/ulurus-owners-mark-moment-with-rock-stars-c-526353>

<https://www.theguardian.com/australia-news/2019/oct/27/anangu-express-deep-joy-at-uluru-climb-closure-we-are-going-to-be-dancing-for-the-children>

<https://www.abc.net.au/radio/alicesprings/programs/saturday-mornings/uluru-concert/11646414>

<https://www.youtube.com/watch?v=7QcpJrwX4Ns>

<https://www.bellingencourier.com.au/story/6459986/hitmakers-song-marks-end-of-uluru-climb/>

<https://www.smh.com.au/national/the-end-of-uluru-s-long-quiet-conflict-which-baffled-both-sides-20191030-p535r2.html>

<https://hope1032.com.au/stories/life/news/2019/tears-of-joy-and-sorrow-as-uluru-climb-is-closed-a-chat-with-brooke-prentis/>

**8.2. Provide evidence of your client / customer satisfaction**

Parks Australia has offered the following feedback to Agentur for this event:

*The closure of the Uluru Climb was a significant moment for Anangu, the Traditional Owners of Uluru-Kata Tjuta National Park and an Indigenous Affairs. Agentur was chosen to work with Parks Australia to deliver a celebration concert to mark this important occasion, due to their extensive experience working with Indigenous communities and delivering remote events in the Northern Territory.*

*Agentur worked closely with Parks Australia to deliver an event that aligned with Anangu and the UKTNP Board of Management's vision for the celebration. Agentur successfully delivered the event, working with multiple stakeholders and meeting the challenges of working in a remote location.*

Novatech were the audio visual suppliers and producers at the event. Novatech are based in Adelaide, but travel to the NT regularly for local events. After being approached by Agentur to quote for this event, they expressed a strong desire to be involved in such a monumental and historical occasion, despite the long distances they were required to travel, and the challenges that come with providing high quality AV at a remote location such as this. Novatech saw this as an opportunity to be involved in something memorable for their crew and their company.

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Informal feedback from local communities, Traditional Owners and the local Land Councils was all very positive; the Traditional Owners of the region were especially pleased with the consultation by Agentur and Parks Australia during the project and expressed their approval with the way the event was conducted.

WORD COUNT: 525 (max 1200)

### 9. ADDITIONAL INFORMATION

#### **9.1. *This is your opportunity to tell us briefly why the event should be the winner of this award.***

This event should win this award because:

- As a significant moment in the history of Uluru-Kata Tjuta National Park and Indigenous Affairs, the event to commemorate the closure of the Uluru climb will leave a lasting legacy in Australia's history.
- The event achieved its purpose of enabling local Anangu Indigenous communities, the national park and industry stakeholders to celebrate this meaningful milestone in a way that respected and acknowledged Anangu culture, tradition and history.
- Please refer to event video <https://vimeo.com/369215794/28b142ac8f>
- Outcomes were achieved within an exceedingly short time frame for an event of this size, capacity and location, demonstrated by the lack of incidents and the successful execution of the event, and the fact that all milestones were achieved.
- The event brought together many different communities and stakeholders to celebrate a momentous occasion in a way that was culturally sensitive and appropriate to all involved.
- The event was executed on a site that provided many challenges, including vast distance and climate. Agentur and Parks Australia were not disconcerted by this, in fact they relished the challenge and executed a high-quality event despite these challenges.
- The event was executed professionally and successfully with minimum stress and with excellent support for all crew, demonstrated by feedback received from the Parks Australia and others involved.
- Excellent planning that included contingency plans and allowed for event day problem-solving as demonstrated by the good stakeholder management and continued and clear communication with stakeholders on the ground at the event site.
- The event achieved its goals of sustainability; all vendors used recyclable and re-usable containers.
- The remote site was returned to its original state after the event with no evidence that the event had taken place.
- The event provided Romana Paulson – Agentur staff member and Bundjalung and Mununjali woman – with additional professional experience as a stage manager and artist liaison. Romana made important professional and cultural connections at this event which Agentur hope will enable her to gain further skills and progress in her career.
- The event provided all involved with an unforgettable experience that has allowed them to be a part of significant event in the history of Australia.

WORD COUNT: 366 (max 600)

## 10. SUSTAINABILITY

### ***10.1. MEA promotes sustainable practices within the events industry. Please outline your sustainability policy and processes that you implement with your events and team.***

Both Agentur Directors live with their young families in Darwin, are active members of the community, are conscious of the impact their actions have on the environment and local community, and are keen to influence change.

Agentur's policy is to prioritise sustainability and encourage clients to do the same (wherever possible). They liaise with event venues and other suppliers to ensure environmentally friendly and socially just practices are embedded throughout their events (e.g. fair-trade catering, environmentally friendly packaging, recycling, clean energy).

Agentur try to avoid novelty items and merchandise that feature at many events but often make their way into landfill and they prefer to work with local producers including Indigenous operators to provide items that are useful and will be re-used. Agentur collaborate with local and indigenous operators as much as possible.

The aim is for a plastic-free event wherever this is possible and they assist clients and the whole events team to work towards a common goal to eliminate plastic and reduce overall waste. This creates a ripple effect that they hope will ultimately lead to the development of more sustainable practice for other conferences and events.

Agentur provide their clients with the chance to reduce their carbon footprint, whilst presenting a forward-thinking digital approach to the new era of event management. And importantly, they deliver these solutions without increasing the budget or impacting the bottom line. The hope is that with this approach they can change behaviour of others in the events supply chain.

Working within a World Heritage listed national park, sustainability and minimising waste was also particularly important to Parks Australia. At the Uluru Closure event Agentur achieved their goal of incorporating sustainable practices, with all food vendors using bio-degradable products. Agentur were also instrumental in bringing Power and Water Darwin on board to support the event by providing 1,200 free re-usable water bottles for the event guests. Water was provided in containers to avoid plastic bottle wastage

WORD COUNT: 323 (max 600)

## 11. APPENDIX 1 – REFERENCE LETTER



Australian Government  
Director of National Parks

Agentur  
51A Smith Street  
Darwin NT 0800

Dear Britta,

On behalf of Parks Australia, I would like to pass on our thanks to you and the Agentur team for your contribution to the Uluru Climb Closure event.

The planning, coordination and dedication put in to the event ensured it was a success, and your team's tireless efforts leading up to and on the day resulted in a fantastic and joyous celebration which will be remembered for years to come.

You should all feel proud of the role you played in such a momentous occasion, and we look forward to working with you again in the future.

Kind regards,



Karl Dyason  
Assistant Secretary  
Uluru and Island Parks Branch

18/11/19

## 12. APPENDIX 2 – RUN SHEET

4.00 pm		Shuttle service to Talinguru Nyakunytjaku (TN), sunrise viewing area, from Yulara (Town Square) and Mutitjulu commence	50 pax per bus	
4.00 pm		General public - gates open VIP access - open, must pass through check point (at round about) to collect lanyards		TN
		Event commences (expected 1000 pax plus) – stalls open/food available		TN
5.00 pm	5 min	Speech – Sidney James Chair UKTNP Board of Management - Welcome to Country and opening speech  Translation – Pete Wilson  <b>ONE MINUTE SILENCE</b>	SPEECH	Stage
5.05 pm	5 min	Event Introduction and housekeeping, by Leroy Lester (MC)  Groups from xxxx communities are entering the site now and please welcome them warmly, these groups are now getting prepared for the INMA, that will start at 6.15pm.  and introduction to Mutitjulu school and Shellie Morris performance	MC	Stage
5.10 pm	20 min	Mutitjulu school and Shellie Morris performance	PERFORM	Stage
5.30 pm	5 min	Change Over MC Introduces Central Australian Aboriginal Women's Choir	MC	Stage
5.35 pm	20 min	Central Australian Aboriginal Women's Choir	PERFORM	Stage
		MC Introduces Chair and CEO, Central Land Council	MC	Stage
5.55 pm	3 min	Speech - Sammy Wilson – Chair, Central Land Council  Translation - Patrick ???	SPEECH	Stage
6.00pm	3 min	Speech - Joe Martin-Jard, CEO, Central Land Council	SPEECH	Stage

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		Translation – Kathy Tozer		
		MC Introduces Minister for the Environment Translation – Kathy Tozer	MC	Stage
6.05pm	3 min	Speech – The Hon Sussan Ley MP, Minister for the Environment Translation – Kathy Tozer	SPEECH	Stage
		MC Introduces NT Chief Minister Translation – Kathy Tozer	MC	Stage
6.10 pm	3 min	Speech – The Hon Michael Gunner MLA, Chief Minister of the Northern Territory Translation – Kathy Tozer	SPEECH	Stage
		Introduction of Inma by Sammy Wilson – Chair, Central Land Council Translation – Kathy Tozer	MC	Stage
6.15 pm	60 min	Inma	PERFORM	Inma ground
7.00 pm (approx.)		Sunset		
		Introduction to Mala Band	MC	Stage
7.15 pm	20 min	Mala Band		
	5 min	Changeover Introduction to Mutitjulu Band	MC	Stage
7.40 pm	20 min	Mutitjulu Band	PERFORM	Stage
	5 min	Changeover Introduction to Shane Howard Trio & Trevor Adamson	MC	Stage
8.05 pm	20 min	Shane Howard Trio & Trevor Adamson	PERFORM	Stage
	5min	Changeover Introduction of additional performer (TBC)	MC	Stage
8.30 pm	20 min	Additional performer (TBC)	PERFORM	Stage

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	5min	Changeover Introduction to Docker River Band	MC	Stage
8.55 pm	20 min	Docker River Band	PERFORM	Stage
9:15 pm		Event concludes – MC to thank everyone for attending	MC	Stage
10.00 pm		Last Shuttle services leave TN back to Yulara (Town Square) and Mutitjulu	50 pax per bus	