

MEDIA ACTION PLAN



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C. Details of Proposed Project

This section may be copied and submitted twice or more if more than one visit is required.

Details	Project Details
Date	
Time	
Venue (please circle/highlight)	Kawarau Bridge Bungy; Kawarau Bungy Centre; Nevis Highwire Bungy; Ledge Bungy; Ledge Sky Swing, Auckland Bungy, Auckland Bridge Climb
How many people will be Bungy Jumping/Swinging?	
Who are the people Bungy Jumping/Swinging – What is their role in the production?	
How many times will they be Bungy Jumping/Swinging?	
How many cameras/camera operators?	
How many production crew?	
How many others in your crew?	
How are you arriving at the site?	
Do you require an on-screen quote/statement from an AJ Hackett Bungy representative?	Yes/No

NB **any alterations, interruptions or disruptions to normal business processes may incur additional costs

Do you require a site recce? Yes / No

What date?

Contact Name

Contact Number

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D. Image, Logo and Footage Guidelines

The guidelines below are in place to provide a framework of correct use of our logos, images and footage. We are unable to release the requested items for use without adherence to these guidelines in the form of an authorised signature, indication that our regulations will be adopted by your organisation.

- **AJ Hackett Bungy New Zealand images:** When images are supplied by us please credit these to AJ Hackett Bungy NZ. Upon agreeing with the points outlined in this plan you are permitted to capture and use images for the purposes you state herein.
- **AJ Hackett Bungy New Zealand logos:** only logos supplied by Bungy New Zealand may be used. Images must be used in their entirety and cannot be reconfigured or altered in any way that may jeopardise the integrity of our brand.
- **AJ Hackett Bungy New Zealand footage:** we are able to supply Mini DV footage. Should the tape not be returned to us, suffer any damage or is lost, the recipient/production company to which it was lent, is liable and must pay the replacement cost.
- **AJ Hackett Bungy Interviews:** While it is often acceptable for media to quote AJ Hackett staff within the context of their normal role and work environment, it is our strict company policy that no one except our CEO or Founding Director can make authoritative comments regarding A J Hackett Bungy. Interviews will run to a tight schedule therefore the more notice you can provide the more able we are to arrange these for you.

Publication consent & release

AJ Hackett Bungy New Zealand requests the opportunity to fact check any published items prior to going to print. AJ Hackett Bungy New Zealand makes this request to ensure the company is represented to a correct standard. A glossary of terms is detailed at the back of this document as a reference.

A copy of the publication/published material must be supplied to AJ Hackett Bungy New Zealand following its release. We will require this material within 14 days¹ of the item being released to the public.

What is the expected release date?

Contact Name:

Contact Phone:

Contact Email:

¹ TNZ IMP are except from the 14 days but will provide media results in a timely manner
Updated 16.10.07

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E. Health and Safety

AJ Hackett Bungy New Zealand will act in accordance with the Health and Safety in Employment Act 1992 (Amended 2002).

AJ Hackett Bungy New Zealand has trained Pre-Hospital Emergency Care First Aides at every operational site. All permanent staff have Adventure Tourism First Aid training. Comprehensive first aid kits are available at every site.

An Emergency Response Plan has been established for each site. These plans are controlled documents and may only be viewed on-site.

All guests, contractors, sub-contractors, visitors, clients and staff are obliged to act in a safe manner and follow the instructions of AJ Hackett Bungy New Zealand staff in the unlikely event of an emergency.

F. Consent

By signing below confirm that you have read and understood the term of this contract and herein confirm that your company accepts all terms and conditions outlined by AJ Hackett Bungy New Zealand.

Name:	
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Signature	
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Date:	
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On behalf of AJ Hackett Bungy New Zealand:

Name:	
-------	--

Signature:	
------------	--

Date:	
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G. General Information

Kawarau Bungy Centre

Worlds first Bungy Site. Operating since 1988

Minimum age of **10yrs** old

If **15yrs** or under, counter signature from parent/guardian must appear on both waver and jump ticket (boarding pass)

Minimum weight **35kgs**

Maximum weight limit **235kgs (scales turn off at 150kg)**

Water touch available

Only site in Queenstown to offer Tandem jumps

Foot tie jumps only unless unable because of a medical condition

The Ledge Bungy and Sky Swing

Minimum age **10yrs**

If **15yrs** or under, counter signature from parent/guardian must appear on both waver and jump ticket (boarding pass)

Minimum weight **35kgs**

Maximum weight **127kgs (130kg on site with harness)**

Maximum weight for swing **110kgs**

Harness jumps only

Nevis Highwire

Australasia's highest, most extreme Bungy

Minimum age **13yrs**

If **15yrs** or under, counter signature from parent/guardian must appear on both waver and jump ticket (boarding pass)

Minimum weight **45kgs**

Maximum weight **127kgs (130kg on site with harness)**

Minimum height **1.20m**

Covered footwear essential

Foot cuff jump only

Alternate recovery

Auckland Bungy & Bridge Climb

Minimum age Bungy 10yrs

Minimum age Bridge Climb **7yrs**

If **15yrs** or under, counter signature from parent/guardian must appear on both waver and jump ticket (boarding pass).

Minimum weight **35kgs**

Maximum weight **150kgs**

Foot tie or Harness Bungy Jumps option

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Information & Guidelines

There is a significant amount of information, images and logos available to media via the [media section](#) of our website www.bungy.co.nz. If you have any questions please contact.

Renee Lee
Communications Manager
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We ask that you please note our following image guidelines;

1. Upon agreeing with the points outlined in the Media Action Plan you are permitted to capture and use images for the purposes you state herein.
2. Please refrain from referring to our Bungy product or participation as “bungee” or “bungying”. Instead we ask that you use the following framework **Bungy / Bungy Jump / Bungy Jumping** as this relates specifically to the AJ Hackett Bungy original. Note the correct spelling is ending Y with the first letter of both words capitalised.
3. When referring to our products and locations they are;
 - Kawarau Bridge Bungy and Kawarau Bungy Centre
 - Secrets of Bungy Tour
 - Ledge Bungy and Ledge Sky Swing
 - Nevis Hirewire Bungy
 - Auckland Bungy
 - Auckland Bridge Climb
4. When images are supplied by us please credit these to AJ Hackett Bungy NZ.
5. Only logos supplied by Bungy New Zealand may be used. Images must be used in their entirety and cannot be reconfigured or altered in any way that may jeopardise the integrity of our brand.
6. We are able to supply Mini DV footage. Should the tape not be returned to us, suffer any damage or is lost, the recipient/production company to which it was lent, is liable and must pay the replacement cost.
7. While it is often acceptable for media to quote AJ Hackett staff within the context of their normal role and work environment, it is our strict company policy that no one except our CEO or Founding Director can make authoritative comments regarding A J Hackett Bungy. Interviews will run to a tight schedule therefore the more notice you can provide the more able we are to arrange these for you.
8. Where possible, AJ Hackett Bungy New Zealand requests the opportunity to fact check any published items prior to going to print. AJ Hackett Bungy New Zealand makes this request to ensure the company is represented to a correct standard.

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H. Glossary of Products

Kawarau Bridge Bungy

If you've heard of Bungy, then you've heard of the Kawarau Bridge – home to the original 43-metre Bungy Jump. You can jump your way with a number of options; tandem, foot-tie, or harness. The Kawarau Bridge is also the only Bungy in Queenstown where you can choose to bob above the water, touch it, or have a full splash down!

- World's First Bungy
- 43 metres (134 feet)
- Water touch
- Genuine jumper only T-shirt
- Free transport from Queenstown

Nevis Highwire Bungy

Time to get tough – If you want to do the biggest, here it is – 134m (440 feet) above the rugged Nevis River. With 8.5 seconds of falling, the ground rush is like no other. Getting there is an adventure in itself with a 35 minute ride, including 4-wheel-driving through a high country sheep station. The whole experience is made complete by climbing aboard a cable car for a breath-taking trip out to the Bungy Pod. It's here you'll face your greatest personal challenge yet.

- 134 metres (440 feet)
- 8.5 seconds falling
- Serious ground rush
- Breath-taking cable car ride
- Genuine jumper only T-shirt

Ledge Bungy – Queenstown's Bungy

This unique AJ Hackett Bungy site located in the heart of Queenstown will take your breath away. Ride the gondola 400 metres above Queenstown to Skyline for panoramic views of Lake Wakatipu. The purpose built jump pod is designed to provide the maximum rush combined with more Bungy choices than ever before. It's also the only place you can Bungy at night. A round trip of less than one hour makes this the ultimate 'town' Bungy experience.

- More Bungy options than ever before
- 400m above Queenstown
- Located in Queenstown
- Skyline gondola ride included
- Only night Bungy in New Zealand
- Genuine jumper only t-shirt

Ledge Sky Swing

And now for something completely different...The only Sky Swing in Queenstown, 'swingers' are harnessed in and suspended over the town below – then they pull a release cord and send themselves swooping down and out. This unique thrill includes a scenic gondola ride to the purpose-built Sky Swing deck set 400 metres over Queenstown. For those who enjoy the city's nightlife, there's also the option to try this one at night, for a different, darker thrill...

- Only Sky Swing in town
- Skyline gondola ride included
- 400 metres above Queenstown
- Only night Swing in New Zealand

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Auckland Bungy

Auckland's Harbour Bridge spanning the mighty Waitemata Harbour is home to the world's first harbour bridge Bungy Jump. Nestled under the frenetically-paced activity of the Auckland Harbour Bridge, the jump pod, which was installed in 2003, utilises the latest in engineering technology. The retro-style jump pod provides a platform to leap out over the Waitemata Harbour. Once airborne enjoy spectacular views – that is if your eyes stay open! Auckland Bungy has a uniquely Auckland flavour and is something that should definitely not be missed!

- World's first harbour Bungy
- Only AJ Hackett Bungy in the North Island
- 40m jump
- Classic optional water touch available
- Transportation from CBD included
- Includes t-shirt and exclusive bridge walk

Auckland Bridge Climb

Auckland Bridge Climb is an unforgettable adventure that takes climbers under, around, up and over the historic Auckland Harbour Bridge. Custom engineered walkways provide a safe, enjoyable and easy-going experience while showcasing the incredible sights, sounds and activity of our harbour and city. This is the only Bridge Climb in New Zealand complete with tour guide, full commentary and great photo opportunities at the summit.

- Duration 1.5 hours
- Only Bridge Climb in New Zealand
- 10 minutes from Downtown Auckland
- Transportation included
- Fully Guided Tour
- Spectacular views from the bridge summit
- Great for all ages
- See Bungy Jumping up close

Auckland Highlights Climb

The Highlights Climb is a swifter yet still action-packed guided bridge climbing experience. It lasts just under one hour and features the same full access as the longer climb along with the amazing views of the city and the sea. The Highlights Climb can be customised for individual groups, and also features a photographic opportunity at the bridge 'summit.'

- Duration 50 minutes
- Summit Climb
- Condensed Commentary
- 10 minutes from Downtown Auckland
- Transportation included
- Amazing views

The Secrets of Bungy Tour

This is the only place in the world that visitors can get a real insight into the phenomenon that is Bungy. The Secrets of Bungy Tour is a great way for those who don't want their feet to leave the ground to interact with this iconic New Zealand activity.

- Located at the World Home of Bungy at the gateway to Queenstown
- The Bungy Theatre – Discover the history and evolution of Bungy
- Interactive Zone – learn first hand the secrets behind Bungy
- Access exclusive viewing decks, stand alongside the Jump Crew and get up close and personal to the thrill experienced by Bungy Jumpers

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Ultimate Bungy Spectator

For a full 35 minutes, visitors get closer to Bungy than at any other location in New Zealand, as they witness jumps taking place from the comfort of the award winning retro style pod. An experienced tour guide will share stories of Bungy and the Auckland Bridge site, as well as point out the key Auckland landmarks visible from this enviable vantage-point.

- Duration 35 minutes
- Exclusive bridge access over the Waitemata Harbour
- The look without the leap
- Essential North Island Bungy experience

Website

www.bungy.co.nz provides a media section on the website containing logos, images and further information on all of our products. For further information please contact:

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