



MEDIA ACTION PLAN

Company Name:	_____
Project Name:	_____
Proposed Date:	_____
Contact Person:	_____
Contact Email:	_____
Contact Phone:	_____

Have you been in contact with?

Destination Queenstown (DQ) YES Contact's Name _____

Tourism New Zealand (TNZ) YES Contact's Name _____

Auckland Tourism, Events and Economic Development Limited (ATEED)
YES Contact's Name _____

NO Please contact one of them beforehand, unless it is a commercial filming enquiry in which case please contact:

Queenstown Site Requests

Mike Voyce
Sales & Marketing Manager
Ph: +64 3 450 0570
M: +64 272 451 532
mike@bungy.co.nz

Auckland Site Requests

Graham Trubuhovich (GT)
Auckland General Manager
Ph: +64 9 360 7747
M: +64 276 878 489
gt@bungy.co.nz

Please complete this form and return it to AJ Hackett Bungy New Zealand at the earliest opportunity to assist in securing availability of the site and/or crew required to complete the proposed project.

Do you require a Site Inspection? Yes No Date: ___/___/___

Contact Name (if different from cover sheet) _____
Contact Number _____

1. APPLICANT DETAILS

Applicant (*Company*)

Trading Name (*if different from above*)

Project Name

Postal Address

Website

2. PROJECT INTENTIONS

Please describe in detail the intentions of your project:

Please explain how AJ Hackett Bungy NZ will be incorporated into your project i.e. will our activities be the main feature or part of another story? If so, please detail the other story:

Please detail where and when the coverage will be broadcast/featured and whether there will be an online version?

3. DETAILS OF PROPOSED PROJECT

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

Proposed Date		
Proposed Time		
Please Circle/Tick the Venue(s) you wish to use in your project.	Auckland Bridge Climb	Auckland Bridge Bungy(40m)
	SkyJump (192m)	SkyWalk
	Kawarau Bungy Centre	Kawarau Bridge Bungy (43m)
	Kawarau Zipride	Queenstown Bungy Centre
	Nevis Bungy (134m)	Nevis Swing
	Nevis Catapult (150m)	
	Ledge Bungy (47m)	Ledge Swing
Please specify how many people will physically be doing the activities you circled above? <i>Please refer to Appendix A- Our Operational Guidelines.</i>	Number of Jumpers	
	Number of Swingers	
	Number of Catapulters	
	Number of Zipriders	
	Number of Climbers	
	Number of Walkers	
What are the names of the people participating in our activities? Please list their role in the production too.		
Do you require them to do multiple takes of the activity listed? <i>I.e. Bungy Jump twice</i>		
How many cameras will you have? <i>Please list them.</i>		

How many cameramen do you have?	
How many people are in your production crew?	
Does your production have other crew members? If so please list their full names and what they do. <i>I.e. Hair & Make-up Artist</i>	
How will you be travelling to and from our Site Locations?	

Filming Details- All questions in this category are compulsory to answer.

<p>Do you require your cameramen to have access to our Jump Deck(s) or restricted areas?</p> <p><i>Such as our Raft at the Kawarau Bungy Centre, OR the Swing Pad. Please note if you are by the raft for 30 minutes or more you will be required to wear a hard hat for health and safety reasons.</i></p> <p>Please explain in detail what angles you are hoping to capture and exactly where you are wanting to film.</p>	<p>Yes No</p>
<p>AUCKLAND BRIDGE CLIMB ONLY</p> <p>Do you need to film at the summit of the Auckland Harbour Bridge?</p> <p>Please explain in detail what angles you are hoping to capture.</p>	<p>Yes No</p>
<p>SkyWalk & SkyJump ONLY</p> <p>Is it essential that you have a camera person outside on the SkyWalk?</p> <p>Access to the SkyTower exterior is restricted, Go-Pro footage is available filmed by our guides.</p>	<p>Yes No</p>

<p>Filming outside is possible in limited circumstances.</p>	
--	--

<p>Please describe the type of cameras will you be using to achieve the above shots and how they will be mounted.</p>	
<p>Do you want to film the check-in process?</p>	<p>Yes No</p>
<p>How many takes do you expect to need of each shot?</p>	
<p>Do you hope to capture sound?</p>	<p>Yes No</p>
<p>Will those being filmed be wearing microphones?</p>	<p>Yes No</p>

Interviews- Please complete ONLY if you are seeking to interview an AJ Hackett Bungy NZ Employee.

Do you require an interview?	Yes No
Can you please briefly explain what you hope to garner from an interview with one of our AJ Hackett Bungy NZ Managers. (FEEL FREE TO LIST YOUR QUESTIONS HERE).	
Do you wish to interview our Sales & Marketing Manager- Mike Voyce, CEO- David Mitchell*, OR our Cofounder- Henry van Asch*? *PLEASE NOTE WE NEVER GUARANTEE INTERVIEWS WITH HENRY OR DAVID.	

NOTE: Alterations, interruptions or disruptions to business operations may incur additional cost.

4 REMOTELY PILOTED AIRCRAFT SYSTEMS

Note that several different terms and acronyms have been used in the past for these aircraft, such as drones, Unmanned Aerial Vehicles (UAV) and Unmanned Aerial Systems (UAS). The current [ICAO](#) name for such aircraft is Remotely Piloted Aircraft Systems (RPAS).

Under the current Civil Aviation Rules, a remotely piloted aircraft under 25 kg is classed as a model aircraft and there are rules about its operation.

The Civil Aviation Rules are grouped into "Parts". Currently, [Part 19](#) defines a pilotless aircraft, and [Part 101](#) deals with Model Aircraft.

Pilotless Aircraft Over 25 kg (Part 19)

To operate any aircraft over this weight, and for operations that cannot comply with Part 101, the operator must be certificated under [Part 102](#).

[Part 102](#) is based on the risk of the operations. Applicants must submit an 'exposition' showing that they have identified hazards and risks of their operation, and ways they will mitigate those risks. Each application will be considered on its merit - this allows for the wide scope of operations made possible by RPAS.

Having determined that you need to be certificated for your type of operation, CAA have provided some documents to help you. As well as the Part 101 compliance matrix mentioned above, there is an additional one for Part 102 - note that you need to complete both to apply for a Part 102 certificate. There's also a sample exposition that you can copy or use as a template for your exposition. See [Forms](#). Also see the [Advisory Circulars](#) for advice on how to comply with the rules.

Pilotless Aircraft Under 25 kg (Part 101)

[Part 101](#) only applies to RPAS of 25 kg and under that can fully comply with the rules in Part 101.

RPAS weighing between 15 and 25 kg must be constructed or inspected, approved and operated under the authority of a person or association approved for this purpose by the Director of Civil Aviation.

There are 12 key things that are required under Part 101 - you must:

1. not operate an aircraft that is 25 kg or larger and always ensure that it is safe to operate
2. at all times take all practicable steps to minimize hazards to persons, property and other aircraft (ie, don't do anything hazardous)
3. fly only in daylight
4. give way to all crewed aircraft
5. be able to see the aircraft with your own eyes (eg, not through binoculars, a monitor, or smartphone) to ensure separation from other aircraft (or use an observer to do this in certain cases)
6. not fly your aircraft higher than 120 metres (400 feet) above ground level (unless certain conditions are met)
7. have knowledge of airspace restrictions that apply in the area you want to operate
8. not fly closer than four kilometres from any aerodrome (unless certain conditions are met)
9. when flying in controlled airspace, obtain an air traffic control clearance issued by Airways
10. not fly in special use airspace without the permission of the controlling authority of the area (eg, military operating areas, low flying zones or restricted areas)

11. have consent from anyone you want to fly above
12. have the consent of the property owner or person in charge of the area you are wanting to fly above.

This list should not substitute for a full reading of Part 101. You should conduct a thorough assessment of your operation and understand the rules that apply to your operation before deciding whether to operate under Part 101 and 102.

Consent

Part 101 requires operators to obtain the consent of property owners and people that they are flying over. It is a two step requirement:

- First, a operator must not use airspace above people unless they have the consent of people below the flight; and
- Second, an operator must not use airspace above an area of property unless prior consent has been obtained from any persons occupying that property or the property owner;

It is important to note that this is only one aspect of the risk mitigation required in Part 101. There is still an overarching obligation to take all practicable steps to avoid any hazards.

If you cannot obtain consent, or obtaining consent is impractical, it may be a signal that your operation is too hazardous to be conducted under Part 101. You can apply to the CAA to be certificated under Part 102. Part 102 allows the Director of Civil Aviation to work through different options with an operator and/or to relax or remove one or both of the consent requirements altogether.

4.1 FILMING REQUIREMENTS FROM AJ HACKETT BUNGY NZ, REGARDING REMOTELY PILOTED AIRCRAFT SYSTEMS

The following restrictions apply to all remotely piloted aircraft systems (RPAS) filming at any AJ Hackett Bungy New Zealand Site Nationally.

4.1.1 QUEENSTOWN

Permission to operate

Queenstown Airport Control Tower must be notified on launch and landing of any remotely piloted aircraft system. It is the sole responsibility of the aforementioned Production Company (listed on the cover page of this MAP) to do this. **Please call +64 3 442 2092.**

Height Restrictions

- Kawarau Bridge Bungy/Kawarau Zipride/Ledge Bungy/Ledge Swing- 250 metres
- Nevis Bungy/Nevis Swing/Nevis Catapult - 450 metres

Jump Zone Restrictions- RPAS MUST remain outside our Jump Safety Zones as shown below.

- Jump Deck/Pod/Platform (Front) 10 metres
- Jump Deck/Pod/Platform (Sides) 6 metres
- Jump Deck/Pod/Platform (Rear) 10 metres

4.1.2 AUCKLAND BRIDGE

Location Restrictions- Remotely Piloted Aircraft Systems are not allowed to operate above the height of the Bungy Platform and must remain out of sight from all vehicles on the Auckland Harbour Bridge. Filming above the Harbour Bridge is strictly prohibited.

Jump Zone Restrictions- RPAS MUST remain outside our Jump Safety Zones as shown below.

- Jump Deck/Pod/Platform (Front) 10 metres
- Jump Deck/Pod/Platform (Sides) 6 metres
- Jump Deck/Pod/Platform (Rear) 10 metres

4.1.3 SKYTOWER

Remotely Piloted Aircraft Systems are forbidden over the Auckland CBD unless authorised by CAA.

5 CONSENT

AJ Hackett Bungy New Zealand requests a logo placement in the footage and/or named in the credits. Please advise an email address that we can send our logo to:

Email: _____

AJ Hackett Bungy New Zealand also requests that we receive a copy of all footage/publication. Please advise what date we can expect to receive this by as well as by what means:

Date: _____

Please circle, we will email and/or post AJ Hackett Bungy New Zealand a copy of all footage/publication regarding this Media Action Plan.

Do you permit AJ Hackett Bungy to utilise the captured images and footage for promotional purposes, including social media?

Yes No

By signing below you confirm that you have read and understood the terms and conditions of this contract and the attached appendixes and confirm that you accept all terms and conditions outlined and will adhere to all brand and safety guidelines:

Company:	
Name:	
Signature:	
Date:	

On behalf of AJ Hackett Bungy New Zealand

Name:	
Signature:	
Date:	

Media Action Plan Appendices

- A. Operational Guidelines
- B. On Site
- C. Health and Safety
- D. Image, Logo and Footage Guidelines
- E. Glossary of Activities
- F. Civil Aviation Authority Guidelines for Remotely Piloted Aircraft Systems

A. Operational Guidelines

Site	Operational Hours	Weight Restrictions	Age Restrictions	Activity Information	Access
Kawarau Bridge Bungy	9am – 5pm	Min: 35kg Max: 235kg	10+	43m Bungy Jump	Self-drive or by Bungy Bus from our Queenstown Bungy Centre
Kawarau Zipride	9am – 5pm	Min: must fit harness correctly Max: 150kg	8+	130m Zipline	
The Ledge Bungy	11am – 4pm	Min: 35kg Max: 127kg	10+	47m Bungy Jump	Via Skyline Gondola (Gondola ticket not included)
The Ledge Swing	11am – 4pm	Min: 35kg Max: 107kg	10+	400m above Queenstown	
Nevis Bungy	8am – 3:20pm	Min: 45kg Max: 127kg	13+	134m Bungy Jump	Bungy Bus only from our Queenstown Bungy Centre.
Nevis Swing	8am – 3:20pm	Min: 35kg Max: 220kg	10+	300m Arc/70m Drop	
Nevis Catapult	8am – 3.20pm	Min: 45kg Max: 127kg	13+	Propelled 150m	
Auckland Bridge Bungy	9am – 5pm	Min: 35kg Max: 150kg (Height: Min 120cm)	10+	40m Bungy Jump	Self-drive or by Bungy Van from the Maritime Museum
Auckland Bridge Climb	9am – 5pm	Max: 150kg (Height: Min 120cm)	7+	2.5hr Tour	
SkyWalk	10am-6pm	Min: 30kg* Max: 127kg *(Min during high winds is 45kg) (Height: Min 130cm)	10+	75min Tour	Sky Tower, Corner of Victoria and Federal Street, down the main Escalator, next to the Information Centre
SkyJump	10am-6pm	Min: Must fit harness correctly Max: 122kg	10+	192m Base Jump	

NOTE: If you wish to access our sites outside these hours please express so in detail what time frames you are considering.

Please note:

- Operational hours may vary depending on the season.
- Jumpers/swingers less than 14 years and younger must have signed parental/guardian permission to participate. The Parent or Guardian must be present for check-in, with Photo ID- Passport or an International Driver’s Licence is acceptable.
- Music is played throughout our sites, including on the jump decks.
- Access to the jump deck is limited, and cannot always be guaranteed.
- Priority goes to our paying customers.
- Cameras cannot be taken on the Auckland Harbour Bridge unless pre-approved by NZTA. Please allow 5 working days for this to be approved.

Media Action Plan Appendices



- Filming cannot be carried out on SKYCITY property without prior approval from their Communications Team. We will send a request through on your behalf.

B. On Site

Please report to the Site Supervisor, prior to starting work. The Site Supervisor holds the following documentation:

- Sign-In Log
- Hazard Register
- Safety Action Plans
- Job Sheet
- Emergency Response Plan

This documentation must be read/completed/discussed to the Site Supervisor's satisfaction before work can commence.

It is a requirement to comply with all relevant Health and Safety legislation, including the Health and Safety Act 1992 and all subsequent Amendments.

Please be aware you may be liable if you cause any damage to property whilst on-site.

C. 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 Pre-Hospital Emergency Care First Aid trained staff at every operational site. Permanent staff are trained in Adventure Tourism First Aid. Comprehensive first aid kits are available at every site.

An Emergency Response Plan is in place for each site and as a controlled document may be viewed on-site only.

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.

D. Image, Logo and Footage Guidelines

The following guidelines provide a framework for correct use of AJ Hackett Bungy New Zealand images, logos, and footage.

On receipt of a signed Consent (Section G) the items requested will be released. Your signed consent confirms a commitment to adhere to the guidelines outlined below:

- **AJ Hackett Bungy New Zealand images:** Images supplied are to be accredited to AJ Hackett Bungy New Zealand. Signed consent provides permission to capture and use images for the purpose intended and described in Section B.
- **AJ Hackett Bungy New Zealand logos:** Only logos supplied by the Sales & Marketing Team at AJ Hackett Bungy New Zealand may be used. All logos must be used in their entirety and not reconfigured or altered in any way that may jeopardise the integrity of the brand.
- **AJ Hackett Bungy New Zealand footage:** A DVD/digital copy of promotional footage can be supplied on request.
- **AJ Hackett Bungy NZ interviews:** While it may be acceptable for media to quote staff within the context of their normal work environment, it is strict AJ Hackett Bungy New Zealand policy, that only the CEO or Founding Director may speak on behalf of AJ Hackett Bungy New Zealand.

The more notice provided for interview requests, the more opportunity there is for an interview to be arranged.

Please also note the following:

- The correct AJ Hackett Bungy New Zealand spelling of Bungy ends with **y** and the **first letter** of Bungy and Jump should be **capitalised**.
- AJ Hackett Bungy New Zealand product or participation should be referred to as Bungy / Bungy Jump / Bungy Jumping in line with the original AJ Hackett Bungy product.
- Please refrain from using the terms 'bungee' or 'bungying'.

A significant volume of information, images and logos are available to media via the [media section](#) of the website www.bungy.co.nz.

For information on usage please contact:

Mike Voyce - Sales & Marketing Manager

DD: +64 3 450 0570,

M: +64 272 451 532

mike@bungy.co.nz

E. Glossary of Activities

QUEENSTOWN ACTIVITIES

Ledge 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. Unlike any other Bungy site in Queenstown, the special harness allows you to vary your jump style, choose to twist, flip, spin, run or jump! 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, as it is a Freestyle Bungy Jump
- 400 metres above Queenstown
- Located in the heart of Queenstown
- Only night Bungy in New Zealand (winter-time only)
- Genuine jumper only t-shirt

Ledge Swing

And now for something completely different...the only Swing in Queenstown, 'swingers' are harnessed in and suspended over the town below – they then pull a release cord and send themselves swooping down and out. This unique thrill includes a scenic gondola ride to the purpose-built 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 Swing in the heart of Queenstown
- 400 metres above Queenstown
- Only night Swing in New Zealand (winter-time only)

Nevis 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 as it is a 40 minute 4-wheel-drive out of Queenstown on private property. The whole experience is made complete by climbing aboard a cable car for a breath-taking trip out to the suspended Bungy Pod. It is here that 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 and transport included in the price

Nevis Swing

New Zealand's Biggest Swing! (and 2nd in the World behind the newly opened AJ Hackett International Sochi Swing in Russia) - located next to the Nevis Bungy. Forwards, backwards, alone or with a friend, you'll be suspended high above the valley floor and released! Experience a massive rush of adrenalin as you find yourself accelerating through the valley at mind blowing speeds in a 300m Arc!

- New Zealand's Biggest Swing
- Suspension Bridge just to reach the launch pad
- Tandem product
- Multitude of Swing options (forwards, backwards, alone or with a friend)
- 300m Arc / 70m Drop
- Nevis Swing Cap & transport is included in the price

Nevis Catapult

Get ready for an insane ride of the world's biggest and most extreme catapult! You'll be propelled 150m up and out across the Nevis Valley, experience up to 3Gs of force as you accelerate up to 100kms an hour in 1.5 seconds flat. A gut wrenching drop and bounce will have your blood pumping – there's a reason our crew dub it the Thiller!

- Biggest and most extreme catapult in the world!
- Propelled 150m across the Nevis Valley
- 100kph speed in just 1.5 seconds, up to 3G forces
- Catapult t-shirt & transport included in the price

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

Kawarau Zipride

Perfect for families, friends, tour groups, and conferences & incentive groups. The Kawarau Zipride comprised of three zip lines, allowing for singles or tandems, up to six people can ride at once! At speeds of up to 60kph, riders will cruise 130m alongside the Kawarau River taking in the scenic views, see if you can spot a Bungy Jumper! At the end they will be rotated 180 degrees and returned to the launch point. All you need to do is choose your Zip Style, easy as that!

- 3 x 130m zip lines
- Ride solo or tandem, forwards, backwards, and upside down or even Superman-style!
- Up to 6 people can ride simultaneously
- Scenic views as you speed alongside the Kawarau River
- Speeds of up to 60kpm
- Free transport from Queenstown

AUCKLAND ACTIVITIES

Auckland Bridge 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 NZ on 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
- See Bungy Jumping up close

SkyWalk

Take in the amazing views that Auckland has to offer with a walk around the 1.2 metre-wide ring of Auckland's famous Sky Tower – 192 metres above the ground, no handrails and nothing but air either side of you. SkyWalk is one of New Zealand's most exhilarating and unique tourist attractions.

- Allow 75minutes for the whole tour
- Includes admission to the Sky Tower after the activity

SkyJump

Leap 192m off Auckland's Sky Tower, and experience the thrill of a base jump by wire. Falling for 11 seconds straight down at approximately 85km/h, SkyJump is a totally different experience as it is a controlled descent, rather than a traditional Bungy Jump. It's an adrenaline rush you won't forget.

- Allow 30mins for the whole experience
- 192m Base Jump by Wire
- Includes admission to the Sky Tower after the activity
- 11 seconds of falling, at up to 86kph

F. Civil Aviation Authority Guidelines for Remotely Piloted Aircraft Systems

For more information regarding the Rules and Regulations for usage of Remotely Piloted Aircraft Systems (RPAS), please refer to the Civil Aviation Authority of New Zealand website link below.

https://www.caa.govt.nz/rules/Rule_Consolidations/Part_101_Consolidation.pdf