

## EXHIBITION OF LIVE ANIMALS

### SCOPE

#### POLICY

- Affiliates using live animals in events or promotions connected to TA
- Use of Live Animals in TA advertising activities
- Administration and compliance

#### RELATED POLICIES

### SCOPE

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This Policy applies to all staff globally. (Note: Relevant guidelines and procedures are incorporated within or attached as appendices)

### POLICY

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Tourism Australia (TA) takes seriously the use of animals in its promotions both in Australia and overseas. As such, TA will not directly employ the use of live animals in its events or promotions, and will endeavour to the best of its ability to ensure that its affiliates who do, do so humanely and in line with the provisions within. TA, may however, continue to use live animals for advertising activities (i.e. the capture of moving footage and still photography) but also according to the provisions within.

TA is opposed to the use of live animals where the primary purpose of the use is for entertainment and has little or no educational value. Accordingly, affiliates who intend to use live animals in connection to TA events or promotions must declare this intention well in advance so that TA can consider the nature of the proposed use and so the presence of animals can be planned for.

TA also reserves the right to refuse to allow participation in its events or promotions where it is determined by the Managing Director or an Executive General Manager that the risk to either animal or human welfare outweighs the benefits to the public. If at any time during a TA event or promotion to which an affiliate has brought a live animal, the TA staff member onsite considers that the animal is not receiving satisfactory care, TA reserves the right to issue a warning and, if considered necessary, contact animal welfare authorities.

#### Affiliates Using Live Animals in Events or Promotions Connected to TA

Where an affiliate declares their plans to use a live animal in an event or promotion connected to TA, staff members who process applications for these activities must ensure that the applicant provides written guarantee to comply with the following:

- The use of live animals is material to the affiliate's business;
- The primary purpose for use of the animal is to educate the public on the native species of Australia, and will offer valuable and meaningful insight;
- Affiliates are aware that the animal's caretakers must be certified/accredited; and,
- Affiliates are aware that the use of live animals must meet and comply with applicable animal welfare standards in the local country, as well as applicable Australian standards.

Employees must exercise good judgment when advised of an affiliate's plans to use live animals for purposes connected to TA events or promotions. In addition to the points above, this involves taking into account the risks associated with the welfare of both the animal and the public based on information readily available, and notifying management of any concerns.

## Use of Live Animals in TA Advertising Activities

Australia's fauna is a major draw for certain tourist segments. As the national body responsible for marketing Australia as a tourist destination, it is important that we educate this segment on our native species and their habitats. However, great care must be taken to ensure that these elements are portrayed in a manner that encourages respect for the Australian environment and its offerings.

To ensure this, the following provisions must be observed:

- Preference will be given to filming animals in the wild rather than in controlled settings;
- Staff members and caretakers who will be working with the animals are appropriately trained/certified/accredited; and,
- The Managing Director or an Executive General Manager has given approval in writing to conduct filming or photography of live animals.

## Administration and Compliance

Regional General Managers are responsible for putting in place the necessary processes to ensure compliance with this Policy in-region. Overseas offices wishing to use live animals in local advertising must first seek written approval from an Executive General Manager.

## RELATED POLICIES

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Code of conduct