



**WELCOME TO  
AYERS ROCK RESORT, ULURU**

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**LEARN MORE  
ABOUT OUR PARTNERSHIP  
WITH ANANGU**

## YOUR VISIT HELPS PROTECT AND CELEBRATE ANANGU CULTURE

At Ayers Rock Resort, we are proud to partner with Anangu, the Traditional Owners of the lands on which we operate. By spending time here, you support programs that strengthen culture, create opportunity and ensure tourism delivers real benefit for Anangu communities.

## OUR PARTNERSHIP WITH ANANGU

Our relationship with Anangu is central to how we operate. Formal partnership structures, including the Anangu Advisory Group and the Wintjiri Wiru Working Group, ensure cultural authority, integrity and community priorities inform our decisions.

The name Ayers Rock Resort remains at Anangu request, as “Uluru” is a deeply meaningful family name.



## EXPERIENCES THAT HONOUR CULTURE

Our cultural experiences are developed in close partnership with Anangu to ensure stories are shared with respect, accuracy and appropriate recognition and remuneration.

Wintjiri Wiru sets a national benchmark for Indigenous Cultural Intellectual Property, with long-term financial return flowing back to community through an Anangu-led working group.

Sunrise Journeys shares a female-led story of connection to Country, guided by the same strong ICIP protocols and cultural governance.

As custodians of the land, Anangu hold the Mala story from Kalukutjara to Uluru. To share their story, RAMUS designed and produced an artistic platform using drones, light and sound to create an immersive storytelling experience.

## EMPLOYMENT AND TRAINING PATHWAYS

Around a quarter of our team identifies as Aboriginal or Torres Strait Islander, making us one of the tourism industry's leading employers of Indigenous Australians. Importantly, more than 25 percent of those team members are in supervisor or management roles.

As at January 2026, 24 Anangu team members work across many departments in roles aligned with their skills and interests – including trades like landscaping and refrigeration mechanics; food and beverage, the Indigenous Engagement team and Guest Activities team.

More than 770 Aboriginal and Torres Strait Islander trainees have graduated from our National Indigenous Training Academy (NITA) with nationally recognised qualifications. Many develop their practical skills at Kulata Academy Café and outlets across the resort.

NITA also works directly in communities across the region. At local events, Anangu trainees put their training into practice and show younger community members what is possible, helping to make future pathways feel within reach.

## EDUCATION PATHWAYS

Our Education Pathways Program partners with schools across the tri-state Ngaanyatjarra Pitjantjatjara Yankunytjatjara (NPY) region, which spans the central desert region of South Australia, Western Australia, and the Northern Territory, to support work readiness, work exposure and transition-to-employment opportunities for Anangu students.

Each year, we host around 20 school groups at Ayers Rock Resort, welcoming students from upper primary through to senior secondary. These visits allow young people to see tourism careers in action, meet Anangu team members working across the Resort, and explore pathways that align with their interests and strengths.

The program also works directly in communities. Our teams travel to remote schools to co-design work readiness activities with educators, deliver sessions in classrooms and on Country, and engage families in conversations about future education and employment options.

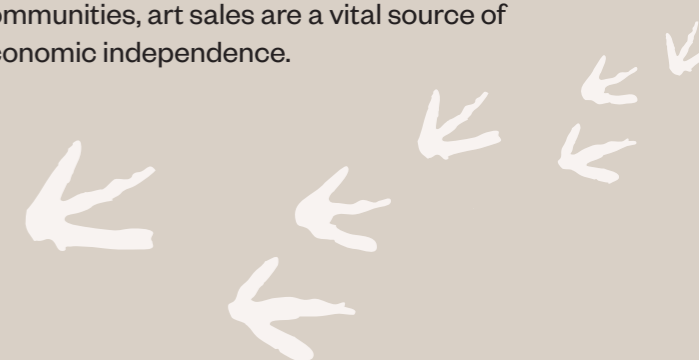
For older students, the program provides structured work exposure, work experience and intensive placements that can lead directly into traineeships or employment through the National Indigenous Training Academy (NITA),



## SUPPORTING ART CENTRES ACROSS THE WESTERN DESERT

At the Gallery of Central Australia (GoCA), artworks from 25 Indigenous Art Centres offer guests the chance to support remote communities through ethical art purchases. More than 500 consignments have been sold to date.

As community-run, non-profit organisations, Art Centres return income directly to artists and their families. In many remote communities, art sales are a vital source of economic independence.





## GIVING BACK TO COMMUNITY

Through the Anangu Communities Foundation, more than AUD \$3 million has been invested in community-led projects across health, education and wellbeing.

Voyages covers all operational costs and matches guest donations dollar for dollar up to AUD \$200,000 each year, ensuring contributions deliver the greatest impact.

Recent projects include clean drinking water and ice facilities in Mutitjulu, located at the base of Uluru, and the installation of a new x-ray machine at the Resort. The service supports communities across the NPY Lands, and removes the need for a five-hour journey to the nearest hospital for diagnosis.

## LEAVE A LASTING IMPACT

By visiting Uluru and staying at Ayers Rock Resort, you are supporting Anangu culture, employment, education pathways and community-led initiatives, while helping to protect stories, language and knowledge for future generations.

**Scan the QR code below** to support the Anangu Communities Foundation and contribute directly to future community-led projects:



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ANANGU  
COMMUNITIES  
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RESORT