
Perisher Image Usage Agreement

Why Perisher has supplied these images to you:

A selection of approved images has been made available for distribution to media and industry professionals. These high quality media-ready images are purely for the purpose of depicting Perisher in a positive manner. Consequently, these images must be used for this purpose only. Usage that does not directly relate to Perisher or for any other purpose without permission is unacceptable.

Your responsibility in receiving these images:

It is your responsibility to ensure inappropriate use of these images does not occur. Inappropriate use includes but is not limited to:

- Use of images to sell domestic or overseas holiday destinations that are not related to Perisher.
- Use of images to promote competitor accommodation, other products or services.
- Use of these images to advertise commercial interests not related to Perisher Blue.
- Negative depiction of Perisher in any media format.

In receiving these images you are required to agree to the following:

- In relation to supply of images for marketing collateral, use of images is directly related to the sale of Perisher property or product only.
- In relation to supply of images to the media, use of images is limited to use of the photo to supplement a positive written article about Perisher.
- Photo credit as follows: "Images supplied courtesy of Perisher Ski Resort" unless the name of the specific photographer is supplied, must be given.
- Images are for your express usage and not to be passed on to third parties.
- Usage without signing this agreement will be deemed to be illegal and appropriate action will be taken.
- In relation to the use of the images in all marketing collateral, Perisher must approve in writing all documents in which supplied images are placed.

Remuneration:

Where it is found that usage of **Perisher** images has occurred without our consent, outside of this policy or **without** an agreement, an invoice for the appropriate amount will be forwarded to the user, and legal action **may** be taken by Perisher Blue Pty Ltd.

Agreement:

Name: _____ Company: _____ Position: _____

Date: _____

I have read and understand these terms and conditions: Sign Here: _____

I agree to abide by these terms and conditions: Sign Here: _____

FAX BACK TO: Attention PR Manager
Fax No: 02 6457 5647