

MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

PROPOSAL NAME – Our Town Television Series Sponsorship

Assessment Criteria	Description	Administration Comments
1.Strategic Alignment	<p><u>Contribution to Council's Vision and Strategic Themes</u></p> <ol style="list-style-type: none"> Describe how the project contributes to the City of Karratha's vision to be Australia's most liveable regional City. 	<p>This proposal aligns with the City's strategies and plans and enhances the liveability of the City. Specifically, sponsoring Our Town Television series aligns with:</p> <ul style="list-style-type: none"> The City's Strategic Community Plan – and Operational Plan (2024-25) Action 2.d.1.1.19.1 to Implement Economic Development Strategy and Action 2.d.3.2.20.1 to Support and activate creative industries as an economic driver <p>Specifically, sponsoring this application aligns with objectives</p> <ul style="list-style-type: none"> Showcases Karratha in a positive light, positioning it as a desirable destination to visit while also attracting new residents, workers, and investors. Elevates Karratha's profile by highlighting its active lifestyle and strong community spirit, reinforcing its appeal as a vibrant city. Supports the growth of new industries by promoting Karratha as an emerging hub for film and television production. Supporting the Buy Out option will give the City, full creative control over the program, with the Marketing and Communities department overseeing the project and integrating it into their strategic

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		objectives. This ensures the City can shape the episodes vision and goals, aligning it with the broader aim of showcasing Karratha as Australia's most liveable regional city.
2.Economic Impact	<p><u>Contribution to the local economy</u></p> <ol style="list-style-type: none"> 1. Outline how the project will contribute to the local economy, both directly and indirectly. 2. Provide estimated length of visit for staff assisting with the project 3. Provide details if there will be any spend with local suppliers within City of Karratha. 	<p>The presence of a small production and filming crew over six days will contribute to the local economy through accommodation, car hire, dining, fuel purchases, and logistical expenses. These expenditures support local businesses and reinforce Karratha's capacity to host visiting professionals, potentially attracting future productions.</p> <p>Beyond direct spending, the true value of the episode lies in its ability to enhance Karratha's visibility. Showcasing the region's landscapes, industries, and lifestyle can boost tourism, attract future film projects, and position Karratha as a desirable place to live, work, and invest. Increased awareness can drive long-term economic growth by encouraging visitors, new businesses, workforce attraction, and development opportunities.</p> <p>Additionally, the "Buy Out" option, which includes all raw footage (drone, GoPro, gimbal, and 4K content), provides a valuable marketing asset for Karratha. This footage can be repurposed for tourism campaigns, economic development promotions, and community engagement initiatives, extending the project's impact well beyond its initial production.</p> <p>While the direct financial return may be modest, the long-term promotional and economic benefits make this project a strategic investment in Karratha's growth and visibility as a thriving regional hub. Investing \$45,000 in a 22-minute tailor-made television episode provides significant value. In comparison, the cost of broadcasting a 15-second commercial in Perth is \$3,400 per airing, amounting to \$299,200 for a total of 22 minutes of advertising (88 airings at \$3,400 each). While the impact of a customised television episode and repeated commercial airings cannot be directly equated, the cost to the City for an equivalent duration of exposure on</p>

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		television would be 6.65 times higher.
3.Community/Social Impact	<p><u>Alignment with the Council's Values and associated benefit/impact to the Community</u></p> <ul style="list-style-type: none"> • Provide a detailed description of the projects and the associated activities and experiences to occur. Include any imagery or video footage to support application. • Demonstrate how the project appeals to the broad community and suits a range of audiences. • Provide demonstrated community appetite for the project and any consultation that has been conducted. • Demonstrate how the project has synergy with current programming within the City of Karratha or represents a gap in the market. 	<p>Visage Productions, a Western Australian-owned and operated video production company, has been producing the nationally broadcast <i>Our Town</i> television series since 2010, spanning eight seasons. They are seeking sponsorship for a dedicated Karratha episode in the upcoming season, providing a national platform to showcase the City's opportunities, lifestyle, and appeal.</p> <p>This will be the second time Karratha has been featured on the program. The 2021/22 episode was developed with support from Rio Tinto, DevelopmentWA, and Sodexo. The <i>Our Town</i> series focuses on positive storytelling, and a stand-alone Karratha episode would allow the City to highlight its unique identity to a broad and diverse audience. The episode will showcase Karratha and the surrounding region as a vibrant place to visit, live, work, and invest, reinforcing its appeal to potential residents, businesses, and tourists.</p> <p>By opting for a buy-out of the episode, the City gains full creative control, allowing it to shape the overall vision, develop the script, and provide key messaging that aligns with its growth and attraction strategy. This ensures that the episode effectively highlights Karratha's unique lifestyle, economic opportunities, and investment potential while reinforcing its reputation as a vibrant and liveable regional city. Additionally, this level of control allows the City to feature priority sectors, showcase local success stories, and tailor the narrative to appeal to target audiences, maximising the long-term promotional benefits.</p> <p>The episode will reach an estimated 50,000 viewers nationally, with additional exposure through social media, on-demand play, and streaming via the Seven Network's 7+ catch-up service, significantly extending its reach.</p>

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		<p>Footage from this project will be integrated into the review of the Karratha is Calling campaign, maximising the value of existing content and reducing the need for additional production. This approach not only ensures consistency in branding and messaging but also optimises resources by saving time and costs associated with filming new footage.</p>
4.Environmental Impact	<p><u><i>The level of impact on the environment and associated natural and built resources</i></u></p> <ol style="list-style-type: none"> 1. Does the project show any impacts (positive or negative) on the environment? 2. What are the proposed noise impacts? 	<p>No significant environmental impacts are anticipated, as any filming on City reserves will follow the City's standard film approval process to assess and mitigate any potential risks.</p> <p>Additionally, the production team will work closely with the Council, Traditional Owners, and all relevant stakeholders to ensure filming is conducted respectfully and responsibly, as is standard practice.</p>

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5. Media/Promotion Impact	<p><u>Direct and Indirect value of marketing and promotional activities</u></p> <ol style="list-style-type: none"> 1. Describe all marketing activities that will be undertaken to promote the project. 2. Describe how sponsors of the project will be formally recognised. 3. Provide information on all media coverage proposed for the project, including but not limited to, television (news and dedicated programs), radio, print and electronic media. Please detail whether the media is reaching local, state, interstate or international markets. 4. How do you intend to measure the success of the project? 	<p>The 2021 episode reached approximately 46,000 viewers across Australia and remains readily available on 7+. Since airing, the episode has continued to gain traction through social media, Vimeo channels, and 7+, resulting in thousands of additional views that are still ongoing. As audience numbers have consistently increased with each episode since the series began in 2010, we anticipate another rise in viewership this season.</p> <p>Each featured destination receives promotion across Our Towns social media platforms before, during, and after filming, as well as in the lead-up to the broadcast. Additionally, there is the opportunity to conduct radio interviews with our Presenter during filming and collaborate with local newspapers to further boost visibility.</p> <p>The production will capture images showcasing the natural beauty of the Pilbara region, which will be provided to the City for future marketing purposes. The City will also receive stills and footage from the production to support efforts in promoting Karratha</p> <p>A comprehensive acquittal report will be required as a condition of the Funding Agreement. The acquittal report includes mandatory questions regarding the project's purpose, deliverables, and economic impact, which must be addressed in detail.</p> <p>Investing \$45,000 in a tailor-made television episode provides significant value. In comparison, a 15-second commercial broadcasted in Perth costs \$3,400 per airing. This sponsorship is priced similarly to thirteen 15-second adverts in Perth. We consider this professionally produced episode of 'Our Town' significantly more valuable, delivering extended exposure and a significantly higher return on investment.</p>

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6.Risk Profile	<p><u>Extent of risk mitigation, ability and capacity to deliver, financial stability/sustainability of project</u></p> <ol style="list-style-type: none"> 1. Provide experience of previous project delivery. 2. Provide details of any corporate/private sector investment/sponsorship. 3. Provide a copy of insurance certificates of currency or policies secured for the project e.g. public liability, personal accident for volunteers. 4. Provide a detailed budget including projections of income and expenditure. Please use template provided. 	<p>The production team has extensive experience in delivering the Our Town series, now in its eighth season. Over the years, they have developed a strong track record in producing high-quality, engaging content that resonates with a wide audience. Their deep knowledge of the production process ensures that each episode is meticulously crafted to showcase the featured location in the best possible light.</p> <p>Additionally, the team has seen great success with the previous episode filmed in Karratha, which further demonstrates their ability to highlight the region's unique appeal. The positive reception of that episode underscores the team's expertise in capturing the essence of a location and creating compelling stories that have a lasting impact on viewers. This experience positions the team well to deliver another successful episode that will benefit the City of Karratha and its ongoing promotional efforts.</p> <p>The final edit will undergo a thorough review to ensure accuracy, alignment with key messages, and overall quality. Before it is broadcast, final approval from the will occur to confirm that all content meets expectations and adheres to any necessary guidelines.</p> <p>Film permissions will require evidence of appropriate Public Liability insurance prior to commencement of filming.</p>