

1st January, 2026

Kirsty Fagan
Economic Development Project Officer
City of Karratha
Karratha WA 6714

Dear Kirsty

Please find following a quotation for participation, and partnering in the *GREAT AUSSIE ROAD TRIPS* television series, via a dedicated *City of Karratha & Shire of Ashburton* episode.

I look forward to developing this project further and working with yourself and your team in bringing together what I suggest would be a valuable marketing tool for the region.

Thank you for the opportunity to present the accompanied quotation.

Kind regards



Lee Loraine
Producer/Director



0419 967 806
22 O'Mara Boulevard
ILUKA Western Australia 6028





THE ROAD TRIP

Based on conversation to-date.

- The conversation and discussion is around a road-trip that takes in Onslow, the Mackerel Islands, Karratha, and Karijini, plus options in between.
- May I suggest the journey commences in Onslow and ends in Karijini, with Karratha an obvious stop in between. I think from a dedicated route option this would work best from a filming perspective, however, I am open to further advice and discussion.
- Options to name the episode based around a 'reef to ranges' theme, for further discussion and fine-tuning. I suggest we may need to include 'WA's Pilbara' as an option.
- The episode, which is approximately 23-24 minutes in total, would allow each LGA to have approx 11 minutes content each, vis a 50/50 share, after episode links and titles.
- An animated map will detail the journey.
- Presenter Lee Carseldine will host and drive the episode, and interact with relevant talent in each region.
- A suggested road trip itinerary is as follows:
 - (Fly into) Onslow
 - Day 1 (Perth/Onslow FILM Onslow)
 - Day 2 (Mackerels/to Karratha PM)
 - Day 3 (FILM Karratha)
 - Day 4 (FILM Karratha)
 - Day 5 (Karratha/Millstream/Karijini)
 - Day 6 (Karijini)
 - Day 7 (Karijini/Paraburdoo/Perth)
 - (Fly out ex Paraburdoo)
- The road trip would take seven days from start to finish.
- Filming to take place mid-2026, around July August.
- VISAGE team will work closely with each partner in developing the story outline, concept, and script, with full editorial control given to each partner, inclusive of final approval prior to broadcast.





THE PARTNER PACKAGE

Partner participation in the series, is inclusive of the following benefits:

- International & Australia-wide coverage of product and destinations, via the OUTDOOR CHANNEL (*internationally*) and on FOXTEL (*Australia*), with multiple encore plays.
- International broadcast to 58 countries, with a potential 96+ million television, HH (*households*) & OTT (*over-the-top, meaning a digital distribution service of video and audio delivered directly to viewers via the internet*).
- Access to the filmed high-definition raw video files as part of package, inclusive of drone footage, which can be further promoted through other promotional mediums such as television commercials, websites, and social media (*some conditions apply*).
- Every episode to be made available via the series Facebook page at <https://www.facebook.com/greataussieroadtrips/> once aired on the commercial network. This has resulted in tens of thousands of additional shares and plays.
- All participating partners will have *total control of editorial content* and have *final approval of episode prior to broadcast*.
- *Pre-broadcast exposure* via social media platforms and on-location hashtag relevant links, plus on-location social media coverage during filming.
- Opportunities to cross-promote with other marketing mediums in designated regions, being both newspaper and radio, as an examples.
- *Unlimited access to the final edited story and full episode*, which can be forwarded in various sizes and formats, across multiple mediums.

To produce a dedicated stand-alone **City of Karratha & Shire of Ashburton** episode for the 2027 **GREAT AUSSIE ROAD TRIPS** series the cost would be **\$62,000 ex GST, all inclusive, no additional costs**.

This would involve a **\$31,000 ex GST** spend each LGA, with potential to streamline costs around the likes of accommodation and hire car, as an example.

On previous occasions we have had State-based tourism organisations, such as Tourism SA, offer flights, accommodation, and car hire as part of their partnering in an episode, to assist overall costs. This could potentially be an option with Tourism WA, to reduce costs.

