

MAJOR EVENTS SPONSORSHIP AND ATTRACTION PROGRAM

PROPOSAL NAME – Great Aussie Road Trip

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>The proposal supports the City's strategic direction by elevating Karratha's visibility across national and international markets. The episode will highlight the City's natural landscapes, community character and regional significance, reinforcing Karratha's positioning as an attractive place to live, work, invest and visit.</p> <p>Alignment is demonstrated across the Council Plan 2025–2035 as follows:</p> <ul style="list-style-type: none"> Goal 6 – A Diverse and Thriving Local Economy: Promotes Karratha's tourism offering to global audiences, supporting destination growth and diversification while providing reusable media assets for ongoing economic development activities. Goal 1 – Respect for Aboriginal Cultural Authority: Offers opportunity to feature and acknowledge local Aboriginal cultural landscapes and stories in a respectful and accurate manner. Goal 2 – Welcoming, Connected, Vibrant, Healthy and Safe Community: Showcases community life, recreation, and lifestyle benefits that contribute to a sense of pride and belonging. Goal 3 – Everyone Is Included: Provides broad and relatable content that reflects the diversity of the community and the accessibility of experiences. Goal 4 – Functional, Attractive Places Reflecting Local Identity: Highlights distinctive natural and built environments, supporting place based identity and promotional storytelling.

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		<ul style="list-style-type: none"> Goal 5 – Respect and Care for the Natural Environment: Visual representation of the region promotes awareness and appreciation of key environmental features.
2.Economic Impact	<p><u>Contribution to the local economy</u></p> <ol style="list-style-type: none"> Outline how the project will contribute to the local economy, both directly and indirectly. Provide estimated length of visit for staff assisting with the project Provide details if there will be any spend with local suppliers within City of Karratha. 	<p>The total project cost is \$62,000 ex GST, delivered as a 50/50 joint venture with the Shire of Ashburton, resulting in a \$31,000 ex GST contribution from the City of Karratha. The Shire has already secured CEO approval for its share. If the Shire is unable to proceed, the City will review the project before making any further commitment, including whether adjustments or delays are required.</p> <p>While the production crew's three to four day stay will generate only modest short-term benefits through accommodation, vehicle hire, hospitality, fuel and local services, the project offers significant long-term economic value. International broadcast exposure can stimulate visitation, support local businesses and strengthen the City's tourism economy.</p> <p>Showcasing Karratha's landscapes, attractions and lifestyle enhances brand visibility, attracts visitors and potential residents, and creates opportunities for future filming—aligning with Council Plan Goal 6 priorities for tourism growth and economic diversification.</p> <p>Access to full rights for all raw footage, including drone and 4K material, further enhances value by providing high-quality promotional assets and reducing future content creation costs.-</p> <p>The proposal represents strong financial value. Industry-standard estimates indicate that independently commissioning a four-day filming project in Karratha to produce imagery of similar quality would cost approximately \$55,000, including travel, accommodation, crew, equipment, postproduction and licensing. In contrast, the Visage partnership delivers a full internationally distributed episode, extensive regional exposure and a complete visual asset library at a significantly lower overall cost.</p> <p>Compared with traditional advertising, the return on investment is substantial. A single 15second advertisement in the Perth market costs around \$3,400 per airing. For the proposed investment, the City secures a professionally produced 23–24minute tourism episode with global distribution</p>

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		<p>and full ownership of all raw footage—providing far greater exposure, asset creation and long-term economic value.</p> <p>Overall, despite modest direct production spending, the project delivers enduring economic benefits through increased visitation, enhanced place branding and a stronger tourism profile for the region.</p>
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. 	<p>Visage Productions is a Western Australian production company with a long-established record of delivering nationally broadcast television program. The City has previously featured in two major projects: the 2021/22 Our Town episode supported by Rio Tinto, DevelopmentWA and Sodexo, and the 2025 Our Town episode funded through the City's Major Events Sponsorship and Attraction Program (MESAP). Both productions delivered high-quality storytelling, strong visual content and positive national exposure for Karratha, with the 2025 episode airing nationally in March and demonstrating Visage's capability to produce professional, place based content aligned to the City's objectives.</p> <p>Visage application is for a dedicated City of Karratha & Shire of Ashburton episode as part of the 2026 Great Aussie Road Trips television series. This proposal builds on Visage's established track record and offers expanded tourism-focused benefits. Great Aussie Road Trips is broadcast nationally and internationally through the Outdoor Channel, reaching viewers in 58 countries and more than 96 million households. The program is also accessed by OTT users, meaning people who watch television "over-the-top" via internet based streaming platforms rather than traditional broadcast or cable services. This combined reach significantly increases the City's profile in key domestic and international tourism markets.</p> <p>The proposed episode forms part of a seven-day road trip itinerary featuring Onslow, the Mackerel Islands, Karratha, Millstream and Karijini. Karratha will receive approximately 11 minutes of dedicated coverage within a 23–24 minute episode, with filming planned for mid-2026. This format positions the City as a major regional hub with strong lifestyle, tourism and economic strengths.</p>

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	<ul style="list-style-type: none"> Demonstrate how the project has synergy with current programming within the City of Karratha or represents a gap in the market. 	<p>A key element of the proposal is the full buyout of all footage, providing the City with long-term ownership of a substantial, high-quality visual asset library. These assets can be used across multiple portfolios, including:</p> <ul style="list-style-type: none"> Tourism and destination marketing Investment attraction and economic development campaigns Community engagement and corporate communications Digital and social media platforms Future events and marketing collateral <p>This comprehensive buyout significantly reduces the need for future commissioned filming.</p> <p>This content will directly support the upcoming review and refresh of the Karratha is Calling campaign. Integrating this footage will elevate campaign quality, reduce the need for additional filming and ensure consistent branding and messaging. Leveraging this footage across multiple programs maximises the City's return on investment and strengthens its regional positioning as a desirable place to live, work, invest and visit.</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"> Does the project show any impacts (positive or negative) on the environment? 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 Great Aussie Road Trips series delivers substantially broader reach than previous domestic productions, with international and national distribution through the Outdoor Channel, significantly amplifying destination visibility across key global tourism markets.</p> <p>Each featured destination receives promotional coverage across the program's social media channels before, during and after filming, as well as in the lead-up to the broadcast. Additional promotional opportunities may include radio interviews with the presenter, local newspaper features and on-location social media content captured throughout the filming period. This multi-platform approach ensures sustained exposure and extends the reach of the episode well beyond its initial air date.</p> <p>The production will capture high-quality footage highlighting the natural landscapes, attractions and key tourism experiences across the Pilbara, with approximately 11 minutes of dedicated content focused on the City of Karratha within the 23–24-minute episode.</p> <p>As with all MESAP-supported initiatives, a comprehensive acquittal report will be required at project completion. This report will address the project's outcomes, deliverables, qualitative and quantitative impacts, and alignment with the City's strategic objectives, providing accountability and measurable evaluation against sponsorship criteria.</p> <p>The Our Town episode funded through the current MESAP allocation is still in progress and has not yet reached the acquittal stage; however, the final cut has been viewed and approved by the City, with national broadcast scheduled for March. Despite the acquittal not yet being due, all dealings with Visage Productions over the past 12 months have been consistently professional, timely and responsive. Visage has fully adhered to City instructions and has met all contractual and operational requirements to date. Their demonstrated reliability and high standard of delivery provide confidence in their capacity to successfully produce the Great Aussie Road Trips episode to the City's expectations and required quality.</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>Visage Productions has experience producing nationally and internationally broadcast content, including recent work on the Great Aussie Road Trips series and the 2025 Our Town episode commissioned by the City. Their involvement in travel and regional storytelling formats has resulted in a range of professionally produced episodes that highlight regional locations for broadcast audiences.</p> <p>The delivery of the City of Karratha Our Town episode demonstrates the company's familiarity with local subject matter and their ability to translate supplied information into broadcast ready content. This provides a practical reference point for the City when considering Visage's capacity to produce an episode for the Great Aussie Road Trips series.</p> <p>The proposed project will follow the same production processes applied in previous engagements, with content developed in consultation with City of Karratha staff to ensure accurate representation of key landscapes, tourism experiences, and community attributes. Both the draft script and final edit will be subject to internal review to confirm factual accuracy, alignment with City messaging and compliance with broadcast and branding requirements. Final approval will be issued by the City prior to release.</p> <p>All filming activity will require provision of suitable Public Liability Insurance, consistent with the City's standard permissions and risk management processes.</p> <p>The City notes that the current MESA funded Our Town project has not yet been acquitted, as it remains underway; however, all interactions with Visage over the past 12 months have been conducted professionally and in line with agreed processes</p>