

DE-04 ECONOMIC DEVELOPMENT GRANT SCHEME 2022/23 APPLICATION FORM



Please read the DE-04 Economic Development Grant Scheme Policy & Guideline documents before completing this application. It is recommended that you contact the City Growth Team on 9186 8555 to discuss your initiative prior to its submission.

SECTION 1 - APPLICANT DETAILS

Business Name: VISAGE Productions

Type of Organisation e.g. Sole Trader, Company: Sole Trader

Title of Initiative/Project: OUR TOWN Television Series (Karratha episode) National Broadcast (Seven Network)

Contact Person for Project: Lee Loraine

Position Held: Producer/Director/MD

Postal Address: 22 O'Mara Bvde Iluka WA 6028

Office Hours Telephone: 0419967806

Mobile: 0419967806

Email Address: leeloraine@outlook.com

Website Address: www.visageproductions.com.au

Australian Business Number: 45548643980

Total Project Budget: \$45,000 ex GST

Amount requested (Up to 50% of total project budget): \$45,000 ex GST (City outright buy-out)

SECTION 2 - ABOUT YOUR ORGANISATION

Please describe your organisation structure, and primary business objectives:

VISAGE Productions is a WA owned and operated video production company, producing the nationally broadcast television series since 2010, over eight series. The series is built on the visit, live, work, play and invest model. We are storytellers and work with global companies to give them an opportunity to tell their own story to a large and diverse audience.

SECTION 3 - PROJECT/ACTIVITY/DETAILS

3.1 Please describe the project you are planning to undertake and outline your objectives:

The OUR TOWN television series is all about metro and regional Australian destinations and the communities that make up these regions, producing positive storylines to showcase each region's growth. This is a model and brand that has been successful over 14 years to-date. Further information via a document is attached.

3.2 Please provide a clear plan for delivery of your project including key dates/timelines. If you have a project timeline, calendar or GANTT Chart to attach please do so.

January 2025 – Initialize discussions with marketing (Monica Buczynski) and economic development team (George Wilkinson) to present a proposal towards a stand-alone Karratha episode.

April/May 2025 – Lock in all 10 episodes for the series.

May 2025 – VISAGE team to design scripts and storylines in partnership with marketing team.

July 2025 – (onwards) Filming to take place.

Last quarter 2025 – editing of episode and final Council approvals ready for broadcast

February 2026 – National broadcast and encore of episode and series. All collateral to be made available to the City.

3.3 Please demonstrate the need and demand for the activity/project (Provide any economic impact data to support your case)

The OUR TOWN series is all about positive storylines, with a stand-alone Karratha episode giving the Council an opportunity to profile their story to a large and diverse audience base. Discussed storylines include the re-launch of the 'Karratha is Calling' advertising campaign, with an opportunity to leverage all marketing alongside the series. The episode would profile Karratha and the region in a positive way, promoting the communities as a desirable place to visit, and in-turn, also attract new people to live, work, play and invest. Participation via a buy-out of the episode gives the City full approval from start to finish and the ability to tell their growth and attraction story to a national, and beyond, audience.

3.4 How does this align to the City of Karratha's strategies (please be specific)?

From a marketing POV, the series is an opportunity to run alongside product and marketing launches as the 'Karratha is Calling' (second stage) branding, plus promote the live, work, play and invest branding alongside current marketing initiatives and strategies. This in turn is all about the attraction to the region and how this story is projected.

3.5 What is the potential economic impact of this activity / project and how will the success be measured?

The series will reach a projected 50,000 projected audience nationally, plus thousands more in social and on-play capability. Audience numbers and total reach can be provided after broadcast, plus the series, and episode will be readily available on the Seven Network's catch-up service 7+. VISAGE will provide all marketing numbers and responses to the City once complete.

3.6 Please demonstrate how this activity / project represents good value for money for the City of Karratha?

Via a contribution of \$45,000 ex GST the City has the opportunity to demonstrate and project its positive growth and attraction story to a large audience. In collaborating with the City's marketing and ED team this is an opportunity to leverage on other marketing campaigns, and provide another opportunity to profile Karratha, and the region, as the attractive destination it is.

SECTION 4 – ACKNOWLEDGEMENT OF FUNDING

If your application is successful, please outline all methods you would use to acknowledge the support you have received from the City. Please also outline how will you collaborate with the City for joint promotion and marketing material?

Branded as a 'Karratha' episode the City would have total control of the storyline throughout, and we work closely alongside the marketing team to make sure all messages are consistent and the synergies are aligned across all marketing messages. Further social media advertising would enhance the City's contribution to the episode.

SECTION 5 – BUDGET DETAILS

List all the expenditure and income details relating specifically to your activity/project including any supporting quotes and support of other funding partners. If this information exists in another format please attach a comprehensive budget document.

Please note: The City of Karratha does not provide grant funding for business operating costs (e.g. staff wages, rent, utilities and consumables)

Expenditure		Income	
Items	Total	Items	Total
Full complete production and delivery of a Karratha episode/full production included to produce the stand-alone episode.	\$45,000 ex GST		
Total Expenditure	\$45,000 ex GST	Total Income	

Total amount requested from Council for this initiative (keep in mind relevant categories and funding caps in the Guidelines and Council's support of up to 50%): \$ 45,000 ex GST

SECTION 6 – OTHER INFORMATION

We welcome further information or attachments that may assist us in the processing of your application.

Associated attachments/synopsis included.

SECTION 7 – DECLARATION

I hereby certify that I am the authorised person of:

Business Name: VISAGE Productions

And that:

- I have read and understood the Policy & Guidelines;
- The business has all the required insurances, permits and licences to operate;
- We would be able to proceed with the project if we were not successful in the funding application

The information contained herein, is to the best of my knowledge, true and correct.

Applicant Name: Lee Loraine

Signature: 

Date: 22/01/2025

SECTION 8 – FINAL CHECKLIST

Before submitting the application please ensure that the following has been completed. Please note that this checklist is included that you provide all the required information for assessment of your application.

Please tick of each step once complete:

- Provided your ABN and if you are registered for GST clearly defined the purpose of the grant: ☒
- Clearly defined the purpose of the grant ☒
- Shown other fundraising sources ☒
- Included quotes for any requested expenditure items N/A
- Provided other documents that support the application ☒
- Had the application signed off by the authorised person of the business ☐

Applications can be submitted to:

City Growth Team
City of Karratha
PO Box 219
KARRATHA WA 6714

OR

Hand delivered to
City Growth Team
City of Karratha Administration Office
Welcome Road
Karratha WA 6714

OR

Via email
enquiries@karratha.wa.gov.au