



TAMA FILMS PTY LTD

RED ROCK RUN CORPORATE SPONSORSHIP

PROPOSAL NAME: Red Rock Run Corporate Sponsorship

Assessment Criteria	Description	Administration Comments
1.Strategic Alignment	<u>Contribution to Council's Vision and Strategic Themes</u>	This proposal aligns with the City's strategies and plans and enhances the liveability of the City. Specifically, sponsoring Red Rock Run aligns with: <ul style="list-style-type: none">• The City's Strategic Community Plan – and Operational Plan (2023-24) 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.
2.Economic Impact	<u>Contribution to the local economy</u>	The proposal indicates a total production budget of \$13.5 million, with \$3.6 million to be spent through local suppliers in accommodation, hospitality, transport, and procurement for construction of sets and props. REMPLAN modelling suggests a direct input of \$3.6 million will increase to \$5.2 million when all direct, supply chain, and consumption effects of this spend are taken into account.

		<p>The production will span four months with pre-production commencing mid-April 2024 and filming occurring over seven weeks commencing June 2024. It is reasonable to assume that cast and crew will provide additional local spend in addition to the expenses covered by Tama Films.</p> <p>Pre and post production will have only a small number of crew, however during filming approximately 70 non-resident cast and crew will be accommodated in Karratha.</p> <p>The producers expect to employ approximately 30 Karratha residents as part of their crew during filming, with opportunity for up to an additional 200 residents to be involved as an extra during filming.</p>
3.Community/Social Impact	<u>Alignment with the Council's Values and associated benefit/impact to the Community</u>	<p>The film will target the multi-generational family market. Tama Films have provided a Pitch Deck which provides a summary of characters, plot, and values which are expected to be conveyed in the final production. The film has potential to promote the region in a manner similar to the successful Red Dog feature films.</p> <p>The event directly supports local hospitality, accommodation, and transport business through direct spend.</p>

4.Environmental Impact	<u>The level of impact on the environment and associated natural and built resources</u>	The film will be largely filmed on land which has already been developed (roads and buildings). It is not expected to realise any significant environmental impacts, noting that any filming on City reserves will be managed through the City's normal film approval process to assess any risk.
5.Media/Promotion Impact	<u>Direct and Indirect value of marketing and promotional activities</u>	<p>The proposal provides a clear list of corporate sponsor benefits including:</p> <ol style="list-style-type: none"> 1. Acknowledge City of Karratha's support by providing a static single frame credit in the closing credits or credit screen of the completed film stating 'Produced with the assistance of the City of Karratha' displayed with the City's Logo. 2. Acknowledgement of funding through film marketing materials. 3. A film premiere of Red Rock Run in Karratha, co-ordinated around the time of the film's release. Recognition of the sponsorship will be provided via the use of the City's branding on any invitations, press release, and marketing for the event screening. The Mayor will be provided the opportunity to speak and open the event. 4. The production will generate publicity for the region pre-release. Production will invite local, national, and international media to set as a means to market the film prior, during and as part of the release of the film. 5. The Production will undertake aerial image capture in the region including non-cast, non-film location specific rushes that highlight the natural beauty of the Pilbara region and will be provided to the City for its own use in future marketing. 6. The City will be provided with stills and footage from the production to assist in promoting the City as a location for future film productions.

		<p>7. Indigenous engagement through procurement of a Welcome to Country and a local mentorship/production attachment with a first nations women in the camera department.</p>
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6.Risk Profile	<u>Extent of risk mitigation, ability and capacity to deliver, financial stability/sustainability of event</u>	<p>The Production team have significant experience in delivering films such as Blueback, Paper Planes, Cloudstreet, and Priscilla Queen of the Desert, along with appropriate qualifications and industry recognition for past works.</p> <p>Tama Films have secured \$12.7 million of the required \$13.5 million production budget. The City's contribution, if approved will represent 0.7% of the production budget. The production appears to have sound financial backing.</p> <p>Tama films have engaged Tyson Mowarin as a local indigenous consultant to ensure consultation with traditional owners occurs prior to production.</p> <p>Film permissions will require evidence of appropriate Public Liability insurance prior to commencement of filming.</p>
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