EXECUTIVE SUMMARY

Alice Springs Town Council has been approached by the Henley on Todd Marketing Coordinator (Dale McIver - Alice Event Management and Consultancy) to provide financial support to the Bondi Rescue NT Adventure proposal.

RECOMMENDATIONS

That it be a recommendation to Council:

That Council consider if it wishes to financially support the Henley on Todd Bondi Rescue NT Adventure.

DISCUSSION

The Henley on Todd Marketing Coordinator (Dale McIver - Alice Event Management and Consultancy) approached Council seeking financial support to the Bondi Rescue NT Adventure proposal which has an estimated $70,000 budget.

Dale McIver approached RJ Media, the production company behind TV program “Bondi Rescue”, to explore linking Bondi Beach, Alice Springs and the Northern Territory using the Henley on Todd as the connecting factor. RJ Media produced a one hour Bondi Rescue special with its stars attending the Julia Creek Dirt @ Dust festival. RJ Media love the idea of attending the Henley on Todd and getting involved, as they did with Julia Creek, and film their experience, the event and Alice Springs as an amazing destination. The enthusiasm and fun nature of the Bondi Rescue lifeguards is one that is a perfect fit for the uniqueness of the Henley on Todd Regatta event and the laid back easiness of Alice Springs.

POLICY IMPACTS

This initiative is consistent with Objective 1.2.3 - Support ongoing tourism development and prosperity and Objective 2 - A great place to live of the Alice Springs Town Council’s Strategic Plan 2018-2021.

FINANCIAL IMPACTS

Financial assistance is available in the Tourism budget (#858).

SOCIAL IMPACTS

RJ Media will produce a 1 hour international TV special on the event and the destination with three of the Bondi Rescue stars attending the Henley on Todd Regatta. The program will be tailored to meet the needs of the Henley on Todd, NT Major Events and Tourism NT. The TV special will promote the Henley on Todd as well as the NT to over 120 million
households across 55 countries. The program will be broadcast on Chanel 10 domestically and National Geographic Chanel internationally.

5. ENVIRONMENTAL IMPACTS

Nil

6. PUBLIC RELATIONS

Alice Springs Town Council generates positive public relations through its financial support of the Henley on Todd Bondi Rescue NT Adventure proposal.

7. ATTACHMENTS

Attachment A - Email Dale Mclver regarding Major TV opportunity with Rotary Henley on Todd 12 May 2018
Attachment B - Bondi Rescue NT Adventure letter 3 April 2018

Jason van Riel
GRANTS OFFICER

Biggi Gosling
ACTING DIRECTOR CORPORATE AND COMMUNITY SERVICES
Hi Rex,

Tourism NT are keen and are looking at assisting with Funds, amount unknown at this stage. NT Major events is very supportive but are unable to provide any financial assistance.

Please let me know if you need any further information.

Many Thanks

Dale McIver
Marketing Coordinator

www.henleyontodd.com.au
I have been working with a company called RJ Media, they are the production company behind the very successful TV program “Bondi Rescue”, they have also produced a number of one-hour specials off the back of the success of the show. This has included the stars of the show attending the Julia Creek Dirt & Dust festival see below to view the program.

**Bondi Rescue Outback Adventure – Julia Creek Dirt & Dust festival**
https://vimeo.com/109195401
password: rjmedia

I approached the team as I believe there is a fabulous opportunity to link Bondi Beach and Alice Springs and the Northern Territory using the Rotary Henley on Todd as the connecting factor. I have had some good conversations with one of the stars of the show “Andrew “Reidy” Reid and producer Richard Scott. They love the idea of attending the event and getting involved (as they did with Julia Creek) and film their experience, the event and Alice Springs as an amazing destination.

The enthusiasm and fun nature of the Bondi Rescue lifeguards is one that is a perfect fit for the uniqueness of the Henley on Todd Regatta event and the laid back easiness of the Alice Springs.

Attached is a proposal from Richard Scott of RJ Media to attend the 2018 Rotary Henley on Todd Regatta to ultimately produce a 1 hour international TV special on the event and the destination. There would be 3 of the stars of the TV program attend the Regatta and the program will be tailored to meet the needs of the Henley on Todd and NT Major events and Tourism NT, promoting our event and the NT to over 120 million households across 55 countries! The program will be broadcast on Chanel 10 domestically and National Geographic Chanel internationally.

As you will read in the attached proposal, it’s more than just the TV show as the content is designed to compliment digital platforms including social media, online marketing etc... They will also shoot and provide a series of brand specific clips for use online marketing, drive social media etc...

They will also give IP rights to Henley on Todd and Tourism NT which provides cinema quality footage we can use for the future.

I am keen to discuss this concept with the Alice Springs Town Council to see if there is some financial support available. I am looking at also partnering with Tourism NT and NT Major events all to support financially, as I believe it’s a major marketing opportunity and can be a wonderful marketing and promotional opportunity to help drive destination awareness of Alice Springs and the Henley on Todd Regatta.

Time is of the essence as we need to lock this opportunity as soon as possible to secure the production team and stars of the TV show. I look forward to hearing from you and the appetite of the Alice Springs Town Council to support this very exciting opportunity. I was unsure if I should be applying through the Evens promotions Committee, but thought I would touch base with you both first.

Many thanks

**Dale McIver**
Marketing Coordinator

phone: 0417 864 085

www.henleyontodd.com.au
Hi Dale I’m just coming back to you with a media proposal based on a Bondi Rescue Rotary Henley on Todd Regatta television special.

RE Bondi Rescue NT Adventure – 1 hour international television special

- As discussed I run a media company called RJMedia and I am also the former head of IMG Media Asia Pacific. Over the years I’ve been fortunate to manage & produce many of the largest media projects across the Asia-Pacific region. We also have over 1500 hours of broadcast experience with programming sold to markets all over the world.

- If you’re looking to put your event on the national & international stage then we can certainly help. We love the look of the regatta & it certainly has all the right ingredients for a highly entertaining television special.

- As you know we also produce a series of Bondi Rescue Specials which have been highly successful. The programs generate strong domestic & international media exposure & they are a highly effective way to market & promote events/ locations to a global audience.

- Using 3 of the stars from the Bondi Rescue series we are in position to produce a 1-hour television special based around the Todd Regatta and to broadcast it on national free to air and internationally into over 55 countries.

- The program will be tailored to meet the marketing objectives of the Rotary Henley on Todd Regatta & broadcast into over 120 million households.

- The project is far more than just a television program. The content is designed to complement every digital platform; including webcasting, online marketing, social media and inflight markets etc.

- All of the content produced will be tailored to meet the marketing objectives of Rotary Henley on Todd Regatta and Tourism NT.
See some recent Bondi Rescue television specials below:

**Bondi Rescue Hawaii Adventure**
https://vimeo.com/248434600
password : rjmedia

**Bondi Rescue Cairns to Cape**
https://vimeo.com/143832457
password : rjmedia

**Bondi Rescue Outback Adventure**
https://vimeo.com/109195401
password : rjmedia

- The 1-hour TV special will be shot & produced to the highest commercial broadcast standard. To maximise quality it will be shot cinema-style using high-end 4k RED cameras.

- The one hour special will be broadcast domestically on national free to air on TEN.

- Internationally it will be viewed in over 120-million households in over 55 countries on National Geographic Channel, one of the world’s most prestigious media organisations.

- The subject matter, program style and format will be produced in full consultation with the stakeholder.

- The program will be highly personality-driven with the characters themselves telling their stories with the story linked by narration.

- Beyond the television program itself, we will also shoot and produce a series of brand specific clips during the production for online marketing & to drive social media.

- It’s important to note that broadcasting your project also increases your events value & it allows you to better leverage stakeholder investment.

- Beyond global television exposure you also receive IP rights to all the rich content shot during the course of production. This content is highly valued by clients because it’s cinema quality & can be used for any number of future digital marketing purposes.

  "Offering the best of both worlds. It’s an opportunity to not only secure global media exposure but also rich 4k content for a variety of online marketing and social media requirements."

6 Ralston Rd Palm Beach NSW Australia 2018 Ph +61 (0) 4 11 114799
Social Media

- In an effort to build an online community and to leverage off the television exposure a fully integrated social media campaign will run in conjunction with the project.

- The ‘Bondi Rescue’ crew have high profiles and are very media savvy with a media following of over half a million.

- Using rich digital content shot during the course of production a series of powerful clips will be produced to drive social media.

- The one hour program will also be broken into smaller clip versions for online viewing.

About RJMedia

- We are a boutique media agency producing and distributing digital content for markets all over the world. Our clients include corporate brands, advertising agencies, government, event promoters and television networks.

- With over 1500 hours of television programming experience sold into over 150 countries, RJMEDIA is one of Asia Pacific’s most successful entertainment groups.

- Run by former head of IMG Media, RJMedia has managed and produced many of the largest media projects across Asia.

- With a strong background in branded content & digital marketing, RJMedia has been working with tourism bodies producing and distributing travel related programming for over 20 years.

- Apart from quality production RJMedia also distributes programming to markets around the world.
Media Benefits Summary

In return for a production budget of $70k we can offer the following Media Benefits:

- 1-hour television special shot & produced to the highest international commercial broadcast standard and a show designed to market Rotary Henley on Todd Regatta to a global audience.

- The production budget includes all production personnel, talent, travel expenses, production equipment & media distribution. (Retail value $200k+)

- Includes 3 of the stars of the Bondi Rescue TV series.

- Guaranteed distribution which includes national free to air television coverage on TEN

- International coverage in over 55 countries and 120-million households on National Geographic Channel - one of the world’s premier media organisations.

- Airline in-flight broadcast on QANTAS

- All content shot to the highest production standard in 4k ultra hi-definition.

- All content tailored to meet the marketing objectives of Rotary Henley on Todd Regatta and Tourism NT.

- Content designed for every digital platform including television, web and airline inflight markets.

- Stakeholders to have editorial control of the production & final sign-off rights.

- Stakeholders to have full IP rights to all the digital content shot from the project.

- A fully coordinated social media campaign to run in conjunction with the production.

- In-program branding strategy made in consultation with stakeholders. Options include everything from logo on hats, NT postcards, VIP representative interviews etc.

- Opportunity (while on location) to shoot extra event/tourism specific content for use beyond TV broadcast eg. for online marketing.
I look forward to talking further.

Thanks kindly,

Richard Scotts
Executive Producer

Level 1 / 18-20 Carlotta St
Artarmon  NSW 2064

M: +61 (0)411 114 799
www.rimedia.com.au