



Guidelines for reviewing broadcast production funding requests

Purpose	This document identifies the criteria that Tourism Western Australia evaluates to assess the suitability of broadcast production funding requests as part of its marketing programs as noted in the Broadcast Marketing Policy.

1) OVERVIEW

Tourism Western Australia (Tourism WA) utilise set criteria to assess the suitability and return on investment (ROI) of investing in marketing opportunities in existing television broadcast programs to promote the destination.

2) GUIDELINES

Tourism Relevance
<ul style="list-style-type: none"> The date, target audience and destination of the broadcast project must align with the current annual or quarterly marketing strategy that Tourism WA is undertaking; The broadcast content must positively portray modern Western Australia in terms of the people, the place and the experiences; The featured experiences must be unique to Western Australia, and able to be enjoyed by travellers; The script must accurately reference or identify the specific destinations where filming took place.
Tourism WA Involvement
<ul style="list-style-type: none"> Tourism WA must be able provide input and influence the program's content and have oversight of the end product prior to broadcast, with rights to review and edit content that is factually incorrect.
Tourism WA Resources
<ul style="list-style-type: none"> Tourism WA must have the available resources, financial and personnel, to manage the broadcast.
Audience and Distribution
<ul style="list-style-type: none"> Audience data must be independently validated for the specific time slot and channel. The broadcast must air in at least one of Tourism WA's priority markets. Typically, a minimum national domestic audience of 300,000 people is required.
Broadcast Date, Promotion and Budget
<ul style="list-style-type: none"> The confirmed on-air date and time slot of the program must be provided to Tourism WA from the network. The production company must provide Tourism WA with the marketing plan and any other budget that will be used to promote viewership of the program. Tourism WA must have oversight of the full budget of the program including details of other investors.
Talent
<ul style="list-style-type: none"> Typically, the on-screen and/or voice-over talent of the broadcast project should have a significant traditional and/or social media presence, which provides opportunities for the destination to be promoted during production and at launch.
Broadcast Crew and Risk Management
<ul style="list-style-type: none"> A risk management plan for the project must be provided to Tourism WA by the production company. Credentials and experience of the production team must be provided to Tourism WA.