

**Estimates Committee 2011**  
**Questions Taken On Notice**

( 14/06/2011 to 23/06/2011 )

Date: 16/06/2011

Output:

Sub Output:

Subject: 'Oprah Winfrey' Campaign-Breakdown of Cost

**From:**Mr Willem Westra van Holthe to Hon Malarndirri McCarthy  
Tourism NT

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**5-29**

**Question:** Can you please break down how the money (\$508,000) was spent on the Oprah Winfrey campaign?

**Answer:**

Answered On: 03/08/2011

**ESTIMATES COMMITTEE JUNE 2011  
QUESTIONS ON NOTICE**

**Question 5-29**

**Q: Can you please break down how the \$508 000 was spent on the Oprah Winfrey campaign**

**A:**

| <b>INVESTMENT</b>                          | <b>EXPENDITURE</b> | <b>DETAIL (Approximate)</b>  |
|--|--------------------|--|
| <b>OPERATIONAL (Australia)</b>             |                    |  |
| Tourism NT investment                      | \$90,000           | Qantas – \$26,000<br>Permits - \$1,000<br>Royalty fees - \$5,000<br>Transfers – \$2,800<br>Meals – \$11,300<br>Accommodation – \$2,700<br>Helicopter - \$25,000<br>Charter to Uluru - \$5,000<br>Helicopter support - \$2,000<br>Hire cars for crew - \$2,000<br>Transfers for crew - \$800<br>Staff flights - \$3,000<br>Insect repellent - \$200<br>Photographer travel - \$1,500<br>Audience Members gift - \$1,200<br>Welcome function - \$500 |
| Industry in-kind/contra                    | \$107,000          | Voyages accommodation and discounts on meals<br>Entry into RFDS<br>Entry into Mbantua and meeting with artists<br>Anangu Waai charter costs<br>PHS scenic helicopters  |
| Filming delegation                         | \$35,000           | Flights – \$23,000<br>Accommodation - \$12,000   |
| Jawoyn Sponsorship                         | \$200,000          | This support enabled <ul style="list-style-type: none"> <li>- Access to exclusive site</li> <li>- Hire of five helicopters to transport guests and camera crew</li> <li>- Steve Sunk chef and catering at the Garbanmung Cave in Arnhem Land:</li> </ul>   |
| <b>Sub-total (Estimated)</b>               | <b>\$432,000</b>   |  |
| <b>LEVERAGING (Australia)</b>              |                    |  |
| “Thanks O” media activation and leveraging | \$60,000           | Paid to PR agency Mango to cover: agency fees, venue hire, transport, catering, uniform, aerial photographer, helicopter, videographer, cherry picker, content seeding   |
| US media                                   | \$10,000           | Travel costs for King TV’s familiarisation - US broadcaster  |
| Territory Discoveries                      | \$6,000            | Development of “Travel Like a Celebrity” website and Oprah-inspired travel packages. Promotion through Search Engine Optimisation, Twitter, FaceBook and via an e-newsletter.  |
| <b>Sub-total (Estimated)</b>               | <b>\$76,000</b>    |  |
| <b>TOTAL</b>                               | <b>\$508,000</b>   |  |