



**WORLD PREMIERE SCREENING OF "RED DOG: TRUE BLUE"  
EVENT ACQUITTAL**



# EVENT OVERVIEW

**Event:** World Premiere Screening of *Red Dog: True Blue*

**Date:** Saturday 3 December 2016

**Time:** 7.30-10.30pm

**Venue:** The Quarter, temporary event space

**Seating:** Grassed area and intersection of Sharpe Avenue and Warambie Road (road closure in place to accommodate large audience)

**Attendance:** 2000

The City of Karratha applied for the City Centre Activation funding to provide the additional event elements required to host the World Premiere screening of *Red Dog: True Blue* at The Quarter's temporary event space. This one-off free event garnered enormous local interest and attracted a large audience of 2,000 community members of all ages to the site in the heart of Karratha. The event was promoted as a family friendly community event and was alcohol free. The film was an opportunity for kids and grandkids to watch the highly anticipated Red Dog prequel with their families. The film itself was released weeks later in cinemas on Boxing Day which meant Karratha had the opportunity to watch the film first and allowed the production company to pay homage to the origins of Red Dog.

## VILLIAGE ROADSHOW

The *Red Dog: True Blue* event was owned by the film production company Village Roadshow who managed the film screening, screen contractors and the public relations.

The producer, cast and crew of *Red Dog: True Blue*, including the 'red dog' kelpie named Phoenix from the film, travelled to Karratha and delivered a special welcome speech at the screening. Village Roadshow invited a range of media to attend from a variety of publications including lifestyle, destination, and travel focused publications. Their public relations campaign targeted these media groups to officially launch the film, flying 30 journalists into the City of Karratha to be present at the event. Prior to the screening journalists were taken on a tour of the region, visiting the Red Dog statue in Dampier and enjoying a meal at the longstanding Mermaid Hotel.

## LOCAL ENGAGEMENT

While the event was owned by Village Roadshow, the City Centre Activation funding covered the vital costs of local marketing, event infrastructure (portaloo's, lighting towers etc) and a road closure with traffic management to support the event. This infrastructure ensured a large community audience could safely attend the event. All local contractors were hired to deliver components funded through City Centre funding. A detailed list of contractors is outlined on page 9 of this report within the Financials.

Saving Animals From Euthanasia (SAFE) were invited to have a presence at the event and brought along several dogs they foster and shared information about their service.

Local food vans were invited to cater at the event which resulted in an ice cream and coffee van attending the event.

# MARKETING

A strong marketing campaign was delivered to ensure the wider community were aware and encouraged to attend the Red Dog: True Blue screening. Marketing activities included:

## EVENT POSTER

- Displayed throughout City of Karratha at key locations including local businesses, sporting facilities and City of Karratha venues.
- Emailed to a large database of community associations, schools and community groups.
- Displayed on a Shopalite sign at Karratha City.
- Printed as a full page advertisement in Pilbara News.

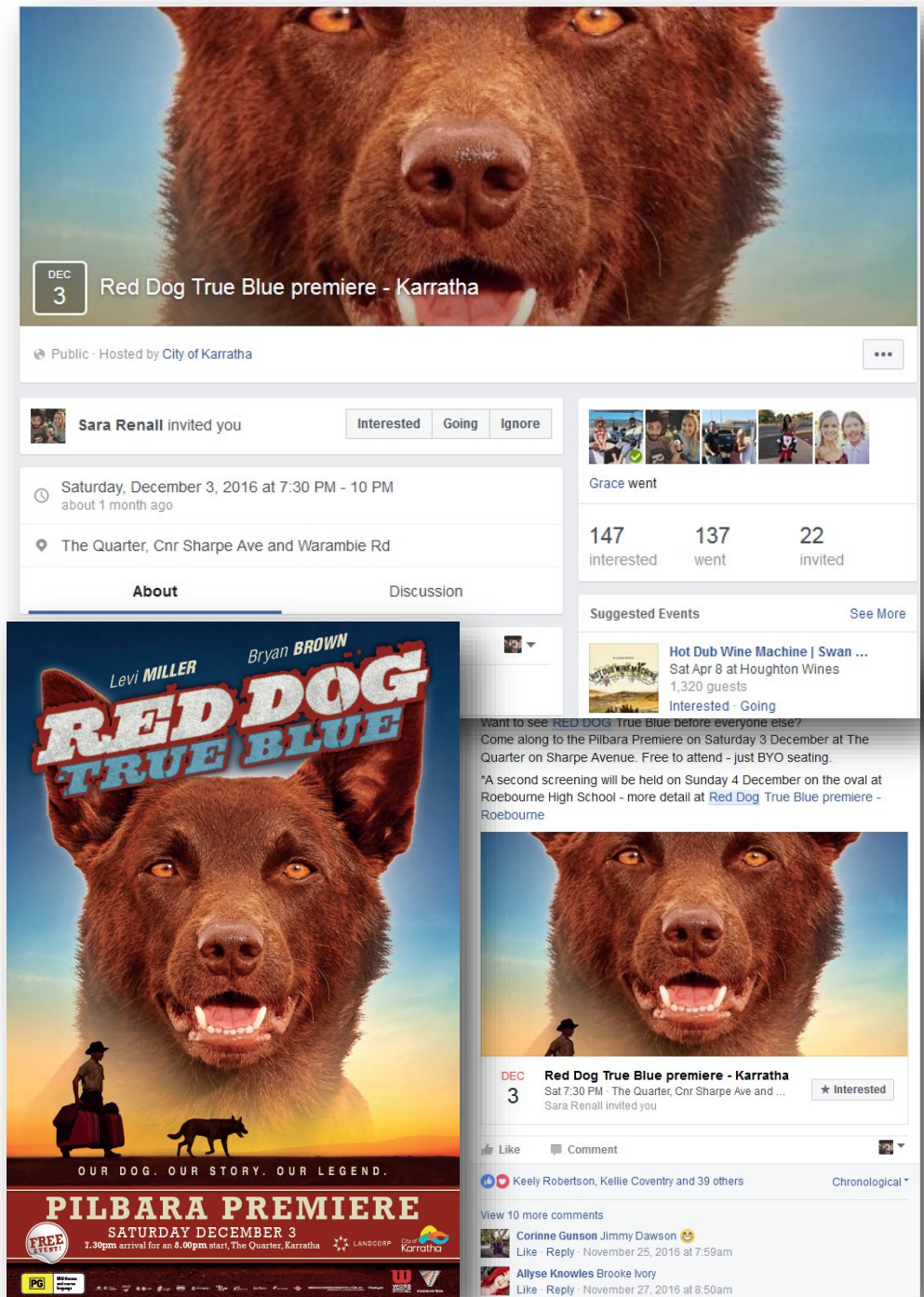
## RADIO

- Comprehensive radio campaign on RedFM and SpiritFM which ran 140 x 30 second commercials.

## ONLINE

- Event listing on City of Karratha website, City of Karratha Facebook page and an event was created on Facebook.

This event culminated in a strong local, state and national media through the production company Village Roadshow who brought 30 journalists into the City of Karratha to attend the event. A snapshot of media is displayed on the following pages.





## True blue upgrade for film

■ Louise Allingham

Before thousands of Karratha residents flocked to the Quarter to see the world premiere of Red Dog: True Blue, the film's producer Nelson Woss announced a full refurbishment of the area around the Red Dog statue in Dampier.

"We'd like to put something back and leave a legacy of both films," he said.

"(Visitors) will be able to sit down and have a picnic and take it all in in a special upgraded place."

Mr Woss said backers would be closely with the Pilbara Commission, Karratha and Community to make the "ground zero Red Dog".

## Red Dog highlight in festive schedule

**MAYOR'S CHAIR**  
■ Peter Long

Well, it's that time of year again — when things are on all weekend, every weekend until Christmas.

We even have West Australian Ballet in town on Sunday to host a number of dance workshops at the Karratha Leisureplex, thanks to Woodside.

But this year, there is also something very special — the premiere of the second Red Dog movie, Red Dog: True Blue, will be showing outside The Quarter on December 3. The film will

not be officially released until December 26, so we are very privileged.

The movie plot revolves around Mick Miller, an 11-year-old boy who is sent to work on his grandfather's cattle station, the real-life Karratha Station.

On the station, Mick befriends our favourite kelpie, who makes his life more exciting and full of adventure than he ever thought it could be.

I was lucky to be able to watch some of the filming for the movie last year, behind Miaree Pool. We received a lot of rain

just at the time the film crew came up, so the countryside looked lovely and green — in fact, rain held up the filming and cost them a lot of money.

Of course, the highlight of the film set was the super-friendly and very likeable Red Dog — goodness knows how they ever got him to stay still long enough for the movie.

The premiere arrival time is 7.30pm for an 8pm start.

Get there early because this will be very popular.

■ Peter Long is the City of Karratha mayor.

## ARTICLE SOURCE

Pilbara News strong coverage of the Red Dog True Blue film screening

## True Blue a tribute to region

■ Louise Allingham

Karratha residents will be treated

"We are actually going to make a Red Dog museum somewhere around the city. We haven't decided on the place but it will be a permanent exhibit of the Red Dog statue."

Long

Karratha Veterinary Hospital and Red Dog's vet Rick said the museum would be a tribute to a Pilbara legend. He suggested the museum be in the town of Cockleberran, where he died in 1960 and is buried at Cockleberran. "We need more recognition," said Mr Vergeau said the statue should be in Dampier, where Red Dog was born and where he was found. "We need to take advantage of the statue and make it a tribute to the region."





# Red Dog: True Blue. The World Premiere Review.

## IN THE MEDIA

ARTICLE SOURCE: Gibson, J (04 December 2016) **Proving Sunshine**  
<<http://www.provingsunshine.com/2016/12/04/red-dog-true-blue-the-world-premiere-review>> Accessed 19 January 2017

### Alternative title: 'That Red Dust Doesn't Wash Out'.

I've just been to my first ever 'world movie premiere'. That is, the first time a film has been shown to the public. It was an experience, but not the one you would expect. There was no big party, no hordes of photographers and cameras, no A-list celebrities (though the ones who were there are an A in my book), and no red carpet. Just a red dog, a blow up screen and a thousand foldable chairs. Plastic seats for the VIPs. Just to my left and about thirty or forty metres from the screen sat a truck with the guts of the production — a projector and sound system — coming out the back of it. One of the film's producers, Nelson Woss, stood out the front and gave a rousing speech: "and if the screen blows down we'll project it on the back of a truck!"

It really was something else and as Woss listed the places the film could have been premiered ("Perth! Berlin!") it became hard to understand why they had chosen here instead — "the armpit of the northwest" as *Red Dog* describes it. Why return with your film and cast and crew to Karratha? Why not Sydney? Or even Perth?

I think it's because there's something genuine about the filmmakers, as there is the film that they've made. That film was *Red Dog: True Blue*, the prequel to the highly successful *Red Dog* of five years previous. The reason for it being a prequel is that it's quite difficult to make a sequel to a film in which both of your main characters die (i.e. Red Dog and his 'master' John Grant). Well, two out of the *three* main characters — the other 'main character' in *Red Dog* is the land itself; the Pilbara.

Phoenix and the Pilbara are great performers for Stenders and they are joined by a fairly new kid on the block, Levi Miller (who you may know as Peter Pan from *Pan*). Miller is exceptional as eleven year old Mick, especially alongside classic Australian actor Bryan Brown. Like the original, this film has an ensemble cast with different quirks and personalities, and they all interact well. One of my main criticisms of *Red Dog* has also been corrected here, with a number of Indigenous Australians being part of the cast. Not only that, but Indigenous places are present and important to the narrative (not to give anything away).

*Miller is exceptional as Mick, especially alongside classic Australian actor Bryan Brown.*

So, while I'm sure the constant reminder that Mick needs an education was a reference to Peeto in *Red Dog* wanting to give everyone an 'ed-u-ca-tion' (AKA a fist fight), *True Blue* isn't simply a repeat of the original. There are similarities of course: a stranger shows up in the Pilbara at the start, there's an 'oz-rock' soundtrack, and the story is narrated by a character who was part of the events.

On that last point, I have to say I love how the film ties itself in with the first *Red Dog* picture. It's very meta and just avoids being too corny. What do I mean? You'll understand when you see the film, and you should see it, not just because it's enjoyable but because of the message contained within.

Recently, I wrote an essay on *Red Dog* and how it gives an impression of the Australian identity. During my investigation, one question I had was, how would it be if the film was made now, after the collapse of the mining boom? You see, the first film really glorified the mines and what they had done for Australia's economic wealth; it was a "love letter" to the mining companies as much as it was to the Pilbara region.

But things aren't so easy anymore and the city in which this film was premiered in (Karratha) is suffering the effects of an exodus as people are being laid off in droves. You think it's bad in Perth, you should read the papers up here.

In *Red Dog*, the characters keep on reminding us that they're in the Pilbara for the money, but in *True Blue* that isn't the case. Instead, the characters of *True Blue* come to the Pilbara because it is home. Home. Not a get rich quick scheme. While some of the characters stay for good, others are forced to leave, but if they do, there's one thing for certain: they'll always have a bit of the Pilbara in them. That red dust doesn't wash out.

*That red dust doesn't wash out.*

I only have a few more weeks until my parent's boxes are packed and trucked off down south, and it's only been two years since they moved up here but, just as much as any other place — and maybe more so — Karratha feels like it could be home— JR

## The new Red Dog, a kelpie named Phoenix, begins a long walk to launch the film

The start of Red Dog's story when he's discovered on the road to Dampier, and his ultimate rise to Australian legend.

The canine star of the new *Red Dog* film, a three-year-old kelpie named Phoenix, has started weeks of travelling around the country attending screenings to launch the film. And once Australia is done, it's off to the Sundance Film Festival in the US then possibly the Berlin Film Festival.

Phoenix from *Red Dog: True Blue* travels from Perth to Karratha for the world premiere last weekend.

Phoenix's journey started with the world premiere of the prequel *Red Dog: True Blue* at Karratha, the remote West Australian town where the film was shot, on the weekend. Producer Nelson Woss, who is one of the red cloud kelpie's chaperones on his travels, estimates there were 4000 people at a free outdoor screening.

Without a yelp of protest, Phoenix has since appeared at screenings in Perth and Sydney before heading to Melbourne, Brisbane then regional areas.

It's a strategy that helped turned *Red Dog*, the warm-hearted drama about a wandering kelpie who united a mining community in the 1970s, into a hit five years ago.

Then Woss criss-crossed the country with Koko, the charismatic kelpie who became his family dog before dying of congestive heart disease in 2012.

The new film tells the story of how a city boy (Levi Miller) bonds with a scrappy young dog after being sent to live with his grandfather (Bryan Brown) on a Pilbara cattle station in 1968.

Directed again by Kriv Stenders, the cast includes Jason Isaacs, Justine Clarke and Steve Le Marquand.

Woss said it was surprisingly difficult finding a new dog for the film, which opens on Boxing Day. "It was silly," he said. "We did a nationwide search but we ended up going back to the original breeder who found Koko for us." Woss said the two dogs, who are cousins, have very different personalities.

"They're both stars," he said. "They're similar in the sense that like actors, they walk into a room and change the temperature.

"But Koko was more Hollywood with more starlike behaviour. Phoenix is more of a pro. He's incredibly well trained by Zelig Bullen."

Woss was buzzing about the film being selected, unlike the original *Red Dog*, for Sundance in January.

"That's amazing for a film like this because we're not an edgy, tough Sundance film," he said. "But they just loved the story and thought it was such a throwback to those old family films that they've given it a special slot.

"So *Red Dog: True Blue* is going to roam like Red Dog."

## IN THE MEDIA

Article source: Maddox, G (07 December 2016) **Sydney Morning Herald** <<http://www.smh.com.au/entertainment/movies/the-new-red-dog-a-kelpie-named-phoenix-begins-a-long-walk-to-launch-the-film-20161206-gt4y9b.html>> Accessed 19 January 2017

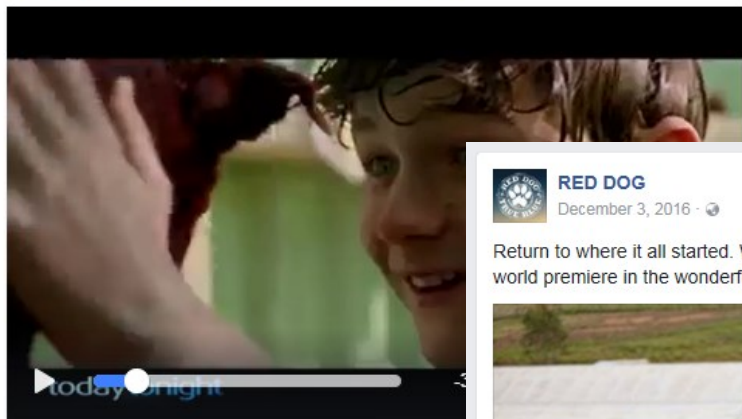


**RED DOG** shared Today Tonight's video.

December 7, 2016 · 🌐

Today Tonight climbed on board RED DOG's private jet for an exclusive behind the scenes look at his Australian tour.

RED DOG even had special permission from the [Civil Aviation Safety Authority - CASA](#) to ride in the cabin of the plane.



137,017 Views

**Today Tonight**

December 6, 2016 · Perth · 🌐

The return of Red Dog, we travel to Karratha with Aus

Like Comment Share

337

View 39 more comments



**Lee Moran Cormack Sean Smith**

Like · Reply · 1 · December 9, 2016 at 2:29am



**Sarah Devonport Emma Schaaf**

Like · Reply · December 22, 2016 at 4:07pm



Write a comment...

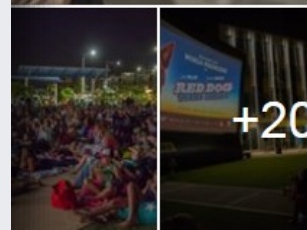
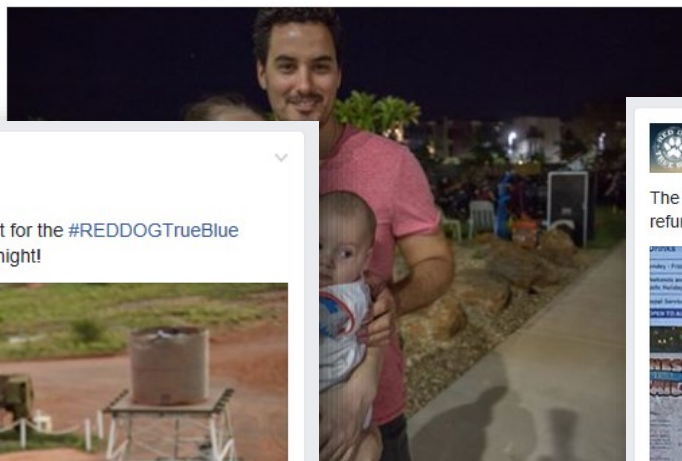


**RED DOG** added 23 new photos to the album: RED DOG: True Blue - Pilbara, World Premiere.

December 5, 2016 · 🌐

We went back to the Pilbara where it all began for the world premiere of RED DOG: True Blue on Saturday night. Thanks to the thousands of fans who joined us to make it such a special night.

Photo credit: Marg Bertling



+20



**RED DOG**

December 3, 2016 · 🌐

Return to where it all started. We can't wait for the #REDDOGTrueBlue world premiere in the wonderful Pilbara tonight!



Like Comment Share

Nancy Milligan and 431 others

Chronological

26 shares

View 12 more comments



**Kahlie Shaw** I'm here at it waiting for it to start 😊

Like · Reply · 1 · December 3, 2016 at 6:53pm



**Heather Mccue** Have a goodnight everyone.

Like · Reply · 1 · December 4, 2016 at 7:21pm



Write a comment...



## IN THE MEDIA

Several posts promoting the event were shared on the films Facebook page which has 60,000+ fans.



**RED DOG**

December 3, 2016 · 🌐

The star of Red Dog: True Blue visited Dampier today to announce a full refurbishment of the Red Dog Statue Bay in celebration of our new film.



Like Comment Share

Emma Green, Nancy Milligan and 735 others

Chronological

43 shares

View 11 more comments



**Josie Ketteringham Shay Fuller**

Like · Reply · 1 · December 6, 2016 at 5:56pm

1 Reply



**Athena Chihuahua** Shannon Farrelly it's true storey xxx

Like · Reply · December 11, 2016 at 8:54am



Write a comment...







## SPONSORSHIP RECOGNITION

### PRE EVENT

City of Karratha, Landcorp and The Quarter branding featured across the marketing collateral used in local advertising which included a large 'shopalite' sign on display at Karratha City, a full page advertisement in Pilbara News and throughout online and poster distribution.



LANDCORP



THE QUARTER  
KARRATHA'S DESTINATION PRECINCT

### AT THE EVENT

Red Dog: True Blue producer Nelson Woss made special thanks to City of Karratha, Landcorp and The Quarter during his welcoming introductory speech prior to the screening with 2000 patrons in attendance. Prior to the film, the holding slide featured sponsorship logos.







## STRENGTHS

- Production company Village Roadshow generated substantial publicity for the City of Karratha and Landcorp as a result of their extensive public relations campaign.
- The Red Dog: True Blue film screening had broad community appeal and offered a unique one-off event for the community.
- The film attracted a large audience 2,000 community members of all-ages into the city centre.

## WEAKNESSES

- Village Roadshow screen contractors expressed concerns that their inflatable screen was at risk of not withstanding the wind conditions the night prior to the screening. A contingency plan was in place, although was not required as the screen worked effectively.

## RECOMMENDATIONS

- Future film screenings to be held on solid screen infrastructure to prevent risk of inflatable screens not withstanding wind conditions.
- Consider further opportunities for family-friendly film screenings at The Quarter temporary event space.





# FINANCIALS



ITEM	ACTUAL	EX	GST
<b>INCOME</b>			
City Centre Activation funding	-\$	30,000.00	
<b>EXPENDITURE</b>			
<b>CONTRACTORS &amp; CONSULTANTS</b>			
Production (Signature Music)	\$	360.00	
Traffic Management (Pilbara Traffic Management)	\$	6,350.00	
Security (Taniwha Security)	\$	960.00	
Electrical compliance (Westelec)	\$	240.00	
Waste (City of Karratha)	\$	496.00	
First Aid (Karratha St John)	\$	400.00	
Event Cleaners (Pure Star Clean)	\$	700.00	
<b>MATERIALS &amp; SERVICES</b>			
Equipment- Portaloos, generator, lighting towers (Onsite)	\$	3,590	
<b>ADVERTISING</b>			
Radio advertising (RedWave Media)	\$	3,660.00	
Shopalite sign (Media Tonic)	\$	308.00	
Facebook advertising	\$	432.00	
Print advertising (Pilbara News)	\$	1,500.00	
<b>TOTAL EXPENSES</b>	<b>\$</b>	<b>18,996</b>	