



# Future

## TASMANIA

**MERCURY** | *We're for you*

*News Corp* Tasmania

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# FUTURE TASMANIA

ENHANCING & CONNECTING  
OUR STATE FOR GROWTH

A key part of News Corp's role in the community is to champion for change that will make a difference and push the boundaries to inform, educate, and advocate for a better Australia.

And here at the Mercury we are committed to championing the issues that matter most to Tasmanian's.

Following the success our Tassie 2022 campaign in January 2018, the Mercury is pleased to announce our next campaign - Future Tasmania - which will run from 27th October - 11th November 2019.

Future Tasmania will examine the opportunities and threats ahead as a state, and will use insights gleaned from esteemed trends forecaster, Bernard Salt. We have commissioned Bernard Salt to compile an exclusive research report, using demographic, economic and social data.

Over the 16 day period, the Mercury will publish across our print and digital platforms, a special editorial campaign which will focus on long term thinking for our state.

# CAMPAIGN OVERVIEW

FUTURE TASMANIA

Our team of Journalists will deliver a deep dive into every facet critical for our state and present tangible and achievable objectives for a better Tasmania.

The areas to be covered will include the development versus conservation debate, how we can best share the wealth across our state, and how we can best fire up business and employment.

We will examine the cost-of-living pressures facing Tasmanians, how technology is helping grow agribusiness in this state and how best we can meet the needs of population growth.

Along the way we will look at arts and culture, law and order, education, health and aged care, tourism and sport, and consider how we can protect our lifestyle. Then on Monday 11th November 2019, the Mercury will reveal the ultimate action plan for our state – a road map to prosperity.



## CHRIS JONES

EDITOR, THE MERCURY & SUNDAY TASMANIAN

“ **THERE IS NO DOUBT ABOUT IT:  
TASMANIA IS IN A SWEET SPOT.**

Every other day there is a survey or data set released suggesting our lift in economic performance and confidence measures is leading the nation.

But where to from here? What are the industries, infrastructure projects and big ideas that will shape our future and ensure these years of growth are the foundation of a Tasmania that never goes back to being the nation's laggard.

We also need to confront the big questions of how should we best go about tackling the social challenges that do, sadly, remain a key part of Tasmania's story no matter how good things might feel in Salamanca.

There is no reason we can't have success, however. And there is also no reason why these positive economic times need to end.

What we have in Tasmania is what the world is searching for. In a world of increasing sameness, we stand apart. Our challenge then is to protect this uniqueness but also take full advantage of it.

How to do this will be a key focus of this special series I am today inviting you to partner with us on.

The Mercury has a proud history over its 165 years of leading the debates on this island, for standing up for Tasmania, and for campaigning for the right kind of change. We are - as we proudly say on our front page every day - The Voice of Tasmania.

Future Tasmania is a continuation of our commitment to this community that we have served since 1854.

**I INVITE YOU TO JOIN  
US ON THIS JOURNEY.**



# CONTENT PLAN

FUTURE  
TASMANIA

## RESEARCH PARTNERSHIPS

We have commissioned leading demographer and social researcher Bernard Salt to unpack the data and deliver – exclusively – his vision for the future of Tasmania.

This vision will be based on extensive population, infrastructure and liveability research conducted by Mr Salt and his team at KPMG.

The Mercury will also overlay that exclusive research with the work conducted by the University of Tasmania's Institute for the Study of Social Change to provide a blueprint for the future of Tasmania.

## POLLS

The future of Tasmania is about people – and what Tasmanians want improved and protected.

The Mercury will conduct an extensive poll of more than 1000 of our readers as a deep-dive into their beliefs, concerns and aspirations for the future.

## PRINT

There are 80,000\* Tasmanians who read the print edition of the Mercury on any given day. The Mercury remains the single largest newspaper in the state. And it will be dominated by the Future Tasmania series from Sunday October 27 – Monday November 11, 2019 .

## DIGITAL

All stories relating to this campaign will be housed in a central location on [themercury.com.au](http://themercury.com.au). This will be a central hub of content we will promote across our editorial channels. It will include all stories/articles, relevant videos, polling results, and an opportunity for readers to comment and engage in the discussion. We will also promote this content through our social channels.

## ACTION PLAN

The aim of the Future Tasmania series is to stimulate genuine change and improvement. It will therefore conclude with the publication of an Action Plan of real ideas and practical measures which can be implemented to take our state forward.

\*Source: Enhanced Media Metrics Australia, by IPSOS, People 14+, June 2018 - May 2019 - average print issue readership of The Mercury (M-F).



## **BERNARD SALT**

FUTURE TASMANIA

**BERNARD SALT AM IS ONE OF AUSTRALIA'S LEADING SOCIAL COMMENTATORS AND BUSINESS ANALYSTS.**

He draws upon vast datasets to interpret the overall trajectory of social change in the past and into the future.

Bernard is a columnist, a speaker, a business advisor and a media commentator who is perhaps best known to the wider community for identifying and tagging new tribes and social behaviours such as the “Seachange Shift”, the “Man Drought”, “PUMCINS” (pronounced “pumkins”) and the “Goats Cheese Curtain”. He was also responsible for popularising smashed avocados... globally.

His body of work is encapsulated in six popular best-selling books. Bernard writes two weekly columns for The Australian newspaper and appears regularly as a guest on various radio and television programs and now hosts a business chat show called “The Next Five Years” broadcast on SkyNews Business Channel 602.

He is an adjunct professor at Curtin University Business School and he holds a Master of Arts degree from Monash University. Bernard was awarded the Member of the Order of Australia (AM) in the 2017 Australia Day honours, and recently made the top 25 ‘LinkedIn Top Voices Australia 2018’.

Bernard is one of the most in-demand speakers on the Australian corporate speaking circuit.

# BUSINESS LUNCHEON

FUTURE TASMANIA

A key part of Future Tasmania will be the Future Tasmania Event to be held on Thursday 31st October 2019. This unique business luncheon will bring state leaders and businesses together to discuss Tasmania's challenges and opportunities.

Hosted by the Mercury Editor, Chris Jones and featuring Bernard Salt as keynote speaker, the Future Tasmania luncheon will take guests through the research and evidence and provide a "blue sky" view of the present and future for our region.



For any Tasmanian business owner or leader, this is an event not to be missed.

**Date:** Thursday 31st October 2019  
**Time:** 12 noon  
**Location:** Wrest Point  
**Ticket Price:** \$140 pp

# PARTNERSHIPS

FUTURE TASMANIA

A fundamental part for us to deliver this bold and comprehensive campaign will be a strong commercial partnership with leading Tasmanian businesses and institutions.

By joining our Future Tasmania campaign your business will:

- **engage** with government, business and the community
- **influence** debate and opinion on the future of our state
- **be positioned as experts** in your field
- **play a vital part** in the future of Tasmania
- **associate** with the Mercury & other leading businesses
- **achieve** mass reach of the Tasmanian population
- **benefit** from the exceptional value the partnerships represent

We invite you, as one of the state's key businesses, to partner with us in this important venture.

# PRESENTING PARTNER

FUTURE TASMANIA

## PRESENTING PARTNER WITH THE MERCURY

- Category exclusivity.
- Logo integration in the Future Tasmania dinkus.
- Logo inclusion on all print and digital Future Tasmania collateral.
- First right of refusal for subsequent Future Tasmania campaigns.

## FUTURE TASMANIA EVENT LUNCHEON

- 20 x tickets to the Future Tasmania business luncheon.
- CEO/Ambassador included on event panel at luncheon.
- Signage at Future Tasmania luncheon.

## EDITORIAL ALIGNMENT

- Integration of your expert/spokesperson across the campaign.
- Minimum 6 x editorial mentions within relevant Future articles.

## ADVERTISING

- **2 x Front Page Small Strips**  
(Monday 28th October & Monday 11th November 2019)
- **2 x Double Page Spreads Pages 2 & 3**  
(Monday 28th October & Monday 11th November 2019)
- **2 x Homepage Buyouts across mobile & desktop**  
(Monday 28th October & Monday 11th November 2019)
- **8 x Full Page advertisements**  
(Placed at your discretion over the period October 2019 - June 2020)
- **2 x Native content articles on our website**  
(Placed at your discretion over the period October 2019 - June 2020)
- **NewsXtend Digital Marketing Campaign - 12 month Premium Brand Awareness Package**  
(October 2019 - September 2020)

INVESTMENT  
**\$80,000**  
ex GST  
TOTAL VALUE IN  
EXCESS OF  
\$200k

# GOLD PARTNER

FUTURE TASMANIA

## MAJOR PARTNER RECOGNITION

- Category exclusivity.
- Co-branded Logo inclusion on all print and digital Future Tasmania collateral.

## FUTURE TASMANIA EVENT LUNCHEON

- 15 x tickets to the Future Tasmania business luncheon.
- CEO/Ambassador included on event panel at luncheon.

## EDITORIAL ALIGNMENT

- Integration of your expert/spokesperson across the campaign.
- Minimum 4 x editorial mentions within relevant Future articles.

## ADVERTISING

- **4 x Full Page advertisements**  
(Placed at your discretion over the period October - December 2019)
- **1 x Native content article on our website**  
(Placed at your discretion over the period October - December 2019)
- **NewsXtend Digital Marketing Campaign -**  
12 month Starter Brand Awareness Package  
(October 2019 - September 2020)



## SILVER PARTNER

FUTURE TASMANIA



### SUPPORTING PARTNER RECOGNITION

- Co-branded logo inclusion on all print and digital Future Tasmania collateral.

### FUTURE TASMANIA EVENT LUNCHEON

- 10 x tickets to the Future Tasmania business luncheon.

### EDITORIAL ALIGNMENT

- Minimum 3 x editorial mentions within relevant Future article.

### ADVERTISING

- **3 x Full Page advertisements**  
(Placed at your discretion over the period October - December 2019)
- **NewsXtend Lite Digital Marketing Campaign - 12 month NX Lite Package**  
(October 2019 - September 2020)

## BRONZE PARTNER

FUTURE TASMANIA



### SUPPORTING PARTNER RECOGNITION

- Co-branded logo inclusion on all print and digital Future Tasmania collateral.

### FUTURE TASMANIA EVENT LUNCHEON

- 5 x tickets to the Future Tasmania business luncheon.

### EDITORIAL ALIGNMENT

- Minimum 1 x editorial mentions within relevant Future article.

### ADVERTISING

- **2 x Half Page advertisements**  
during the period of the campaign  
(27th October - 11th November 2019)
- **1 x Homepage Buyout across mobile & desktop**  
(During October & November 2019)

# PARTNERSHIP CONFIRMATION

FUTURE TASMANIA

- PRESENTING PARTNER - \$80K EX GST (1 X ONLY)**
- GOLD PARTNER - \$40K EX GST**
- SILVER PARTNER - \$20K EX GST**
- BRONZE PARTNER - \$10K EX GST**

Business Name: \_\_\_\_\_

Business Representative Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Deadline for confirmation of partnership: Friday 4th October 2019

# KEY CONTACTS

FUTURE TASMANIA



**DAMON WISE**  
General Manager  
Damon.Wise@news.com.au  
Ph: 03 6230 0651



**CHRIS JONES**  
Editor  
Chris.Jones@news.com.au  
Ph: 03 6230 0726



**DEBRA MURRAY**  
General Manager, Sales  
Debra.Murray@news.com.au  
Ph: 03 6230 0529

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

---

**From:** [REDACTED]

**Sent:** Monday, 9 September 2019 10:29 AM

**To:** [REDACTED]

**Subject:** FW: "FUTURE TASMANIA"

**From:** [REDACTED]

**Sent:** Tuesday, 3 September 2019 1:33 PM

**To:** [REDACTED]

[REDACTED]

**Subject:** "FUTURE TASMANIA"

Hi [REDACTED] in the sunshine and [REDACTED] the slacker in Sydney!

What I have is something that was embargoed until 12 midday today!

It is called FUTURE TASMANIA - an editorial driven special feature.

It is a short campaign running from 27 October until 11 November and for the 16 days the Mercury will publish across our print and digital platforms focusing on long term thinking for Tasmania - in short the concept is examining the opportunities ahead as a State, and is also driven by insights from trends forecaster, Bernard Salt who compiles exclusive research data using demographic, economical and social info.

I have attached the media kit FYI (I am not mean to email but I know your time is precious) but the reason I am keen for you to have a look at it is on page 10 - for UTAS to be our **Presenting Partner**. The investment isn't small - \$80k! but the advertising space is in excess of \$200k

ordinarily and there is so much of it - 8 full pages, 2 front page strips, 2 double page spreads, 2 home page buyouts on the Mercury website, 2 native content articles, 12 months digital marketing campaign ..... and then logo integration in the Future Tasmania dinkus ; logo inclusion on all print and digital collateral ; 20 tickets (and logo inclusion) to the associated Future Tasmania business luncheon in October - etc! 6 editorial mentions - the list goes on!

(I can work it thought that you don't need to use the 8 full pages during these days - I can extend that out to the first half of 2020 if that helps)?

Have a look at see what you think ?

It would be great to have UTAS on board for this with us - it is a lot of \$ I know but the return is excellent!

LET UTAS RULE!

[REDACTED]  
[REDACTED]

Independent Agencies & Major Accounts, TAS

[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED] [REDACTED]  
[REDACTED] [REDACTED]

[REDACTED]

---

[REDACTED] [1 degree](#), A News Corp Australia initiative.

[REDACTED]

On Tue, 3 Sep 2019 at 11:45, [REDACTED] wrote:

H [REDACTED]! I'm not in the office today but can chat this afternoon or catch up tomorrow?

Thanks

[REDACTED]

---

**From:** [REDACTED]

**Sent:** Tuesday, September 3, 2019 9:59:11 AM

**To:** [REDACTED]

[REDACTED]

**Subject:** CAN I SEE YOU?

Hi guys

I have a FANTASTIC offer for one client - can I see you SOON!! This arvo? I can come to you?

Timing is great!!

[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]

---

Proudly supporting [1 degree](#), A News Corp Australia initiative.

[REDACTED]

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University of Tasmania Electronic Communications Policy (December, 2014).

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From: [Adam Bayliss](#)

[REDACTED]

---

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

---

**From:** [REDACTED]

**Sent:** Tuesday, 3 September 2019 3:16 PM

**To:** [REDACTED]

**Subject:** RE: "FUTURE TASMANIA"

Thanks [REDACTED]

FoOllowing our multiple phone calls, confirming we will take the partnership.

I'll raise the PO for the \$80,000 this week for you!

Thanks

[REDACTED]

**From:** [REDACTED]

**Sent:** Tuesday, 3 September 2019 1:33 PM

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[REDACTED]

[REDACTED] [www.themercury.com.au](http://www.themercury.com.au)

[REDACTED]

---

Proudly supporting [1 degree](#), A News Corp Australia initiative.

[REDACTED]

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[REDACTED]

[REDACTED]

Independent Agencies & Major Accounts

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] [W www.themercury.com.au](http://www.themercury.com.au)

[REDACTED]

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[REDACTED]

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