



COMMERCIALLY SUCCESSFUL  
TV PARTNERSHIPS THAT WORK

**INDEPENDENT LIFESTYLE TV SHOWS**  
**[WWW.MCWPRODUCTIONS.NET](http://WWW.MCWPRODUCTIONS.NET)**

AUSTRALIA-WIDE AUDIENCES  
REACHING ALL DEMOGRAPHICS





# ABOUT US

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**MCW Productions stands at the forefront of an expanding collection of distinctive lifestyle TV shows, each accompanied by a dedicated website, vibrant social media presence, and a wide range of multimedia assets.**

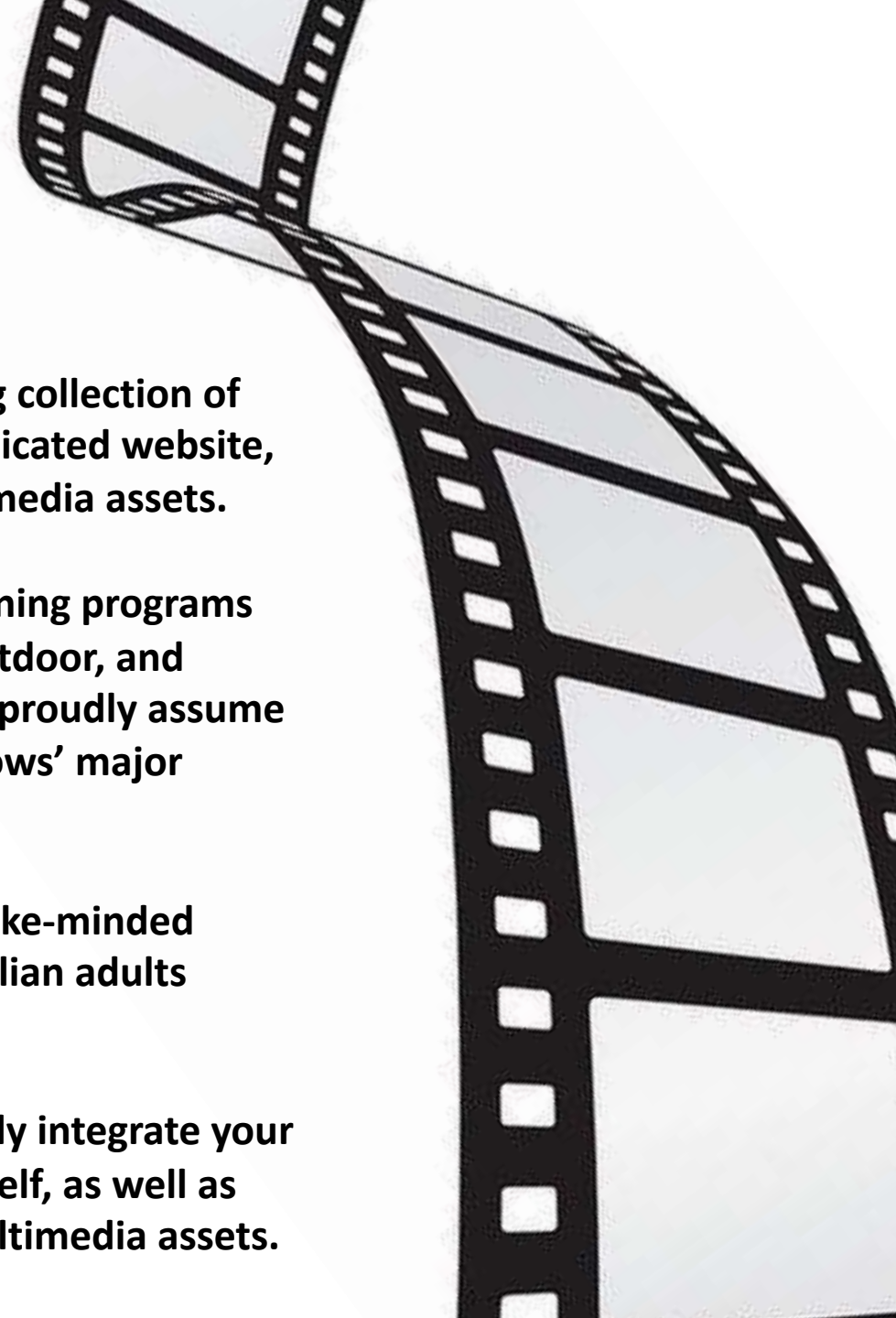


**Our expertise lies in crafting highly engaging and entertaining programs tailored to the cooking, camping, caravanning, fishing, outdoor, and homemaker markets. Renowned Australian personalities proudly assume the role of ambassadors and effectively represent our shows' major partners.**



**Our diverse array of shows cater to a broad spectrum of like-minded genres, entertaining and engaging the attention of Australian adults across the mass market.**

**These productions are intentionally designed to seamlessly integrate your products, services and initiatives throughout the show itself, as well as across our website, social media platforms, and other multimedia assets.**



# GET TO KNOW OUR SHOWS



# IT'S DOUGHLICIOUS



8 EPISODES | 30 MINS | 2024 | 3PM WEEKENDS



Join former MasterChef contestant and Artisan baker Theo Loizou as he embarks on a captivating culinary journey in his new TV show, "It's Doughlicious."

Beyond merely showcasing these national dishes, Theo will demystify the art of baking through his expertise and engaging teaching style, breaking down complex baking methods, sharing invaluable tips and tricks that viewers can easily follow at home.

Theo's emphasis on exploring accompaniments and pairings adds depth to each episode – he believes that the perfect bread or pastry is elevated when complemented by the right-side dish, spread, or topping.

Whether it's a French baguette paired with regional cheeses, or a Greek masterpiece celebrating Spanakopita and Baklava, It's Doughlicious will also showcase the simple steps to making these classics.



## VIEWERS. IMPRESSIONS. FOLLOWERS



320K+  
TOTAL SERIES



900K+



60K+  
35K+

## TARGET AUDIENCE

FOOD ENTHUSIASTS  
PEOPLE 18+

# THEO LOIZOU

Theo Loizou wowed judges and viewers alike with his culinary skills on this year's season of MasterChef and managed to make it all the way to the top four.

Both Theo's parents came to Australia with nothing – his mum from Greece and dad from Cyprus - they worked hard to give Theo and his sister a great life. With a deep affinity for the food and culture of his ancestry, as a young boy Theo recalls his dad bringing home his yiayia's freshly baked bread, still warm from the oven - the best thing ever. Theo learnt from both his parents and grandparents in the kitchen over the years, before beginning to experiment himself.

Counting Anthony Bourdain, Ben Shewry, Rick Stein and Massimo Bottura among his culinary idols, Theo is a confident cook who trusts his intuition. Labelling his relationship with food as intense, Theo loves to push his limits in the kitchen.

Not one to take himself too seriously, Theo loves to joke around and outside of the kitchen, enjoys travelling and keeping fit by hitting the gym and boxing.



# COOL CARS *SERIES 2*



16 EPISODES | 30 MINS | APR 2024 | 1.30PM SATURDAYS

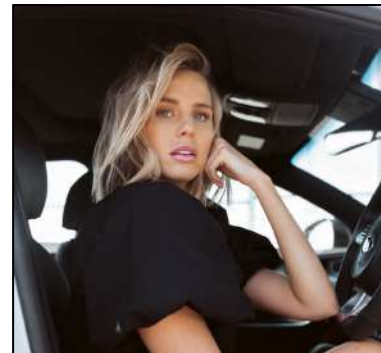
After a successful debut, Cool Cars is back for a second series. Dermott Brereton, Elise Elliott and Tegan Martin capturing the love affair that Australians have with their cars.

Whether it be a classic, custom-built, muscle car or something just off the assembly line, Cool Cars will drive it.

Cool Cars will bring out the inner passion of any car enthusiast, from the novice to the expert, Dermott, Elise and Tegan will inform, educate and showcase, the “who’s who in the Australian car industry zoo”.

If it has a key, if it has an engine, if it has tyres – Cool Cars will drive it.

**NEW SERIES OPPORTUNITY!**



## VIEWERS. IMPRESSIONS. FOLLOWERS



**960K+**  
TOTAL SERIES



**200K+**



**99K+**

**136K+**

## TARGET AUDIENCE

**CAR ENTHUSIASTS  
MOVIE FANS  
SPORTS FANS**

# DERMOTT BRERETON

One of the best AFL footballers to have ever played the game, Dermott Brereton was both revered and loved by the Australian public for his courage and determination on the field of battle. His fiery competitive attitude won him many an admirer during his 211-game career.

Off the field – and post football – Dermott has carried the same amount of vigour and professionalism into his media career now spanning over 25 years.

He has proven himself to be an Australian icon with his many ambassadorial roles, and – along with a long list of media accomplishments – he is understandably one of this country's most bankable and approachable superstars.



# ELISE ELLIOTT

Elise Elliott's media career spans more than twenty-five years across television, radio and print. A not-so-secret rev-head, Elise is one of Australia's few women motoring journalists.

She was a presenter on Network Ten's motoring show *WhichCar*. In addition to TV, Elise writes online motoring content for *Belle* and *House&Garden* magazines.

Elise is also the motoring contributor for Stella Women's Car Insurance. Rest assured, here's a woman who can talk the "torque"!

When not shackled to her computer you'll find Elise out on the waves with her Mini Mal – indulging in her latest passion of surfing.





# TEGAN MARTIN

Articulate, personable and captivating, it's no wonder Tegan has worked with the likes of Myer, Westfield, Bras N Things and Guess. Hot off the heels of her Miss Universe win, Tegan went on to be a contestant on *Celebrity Apprentice* in 2015 and *I'm A Celebrity, Get Me Out Of Here* in 2017.

It was during this foray into television that Australia got to meet the real Tegan. As a certified health coach and personal development enthusiast, Tegan is careful to use her platform in a way that empowers, advocating the importance of wellness, self-love and positive thinking.



# THE WEEKEND PROSPECTOR

**SERIES 6  
PARTNERSHIP  
OPPORTUNITY**



<https://theweekendprospector.tv/>



**10 EPISODES | 30 MINS | APR 2024 | WEEKENDS**

The Weekend Prospector, Andrew Bales, is back for series 6 of the popular prospecting show as he tackles some of Australia's most famous, beautiful and dangerous prospecting regions on the hunt for gold and relics.

In his quest for riches, Andrew visits some of Australia's most dangerous and beautiful locations including extreme deserts, mountainous terrain, and exotic beaches.

Andrew's enormous enthusiasm and standing will lead to an increase in viewers and a boost in the popularity of prospecting in Australia.

Commercial partners are presented with a fantastic opportunity to attach themselves once again to this captivating series appealing to outdoor enthusiasts and curious minds alike.



## VIEWERS. IMPRESSIONS. FOLLOWERS



**400,000**  
TOTAL SERIES



**167,020**

YouTube



**100K+**



**141K+**

## SUCCESS STORY

*"THANKS TO THE SHOW, WE HAVE JUST HAD OUR BEST YEAR EVER."*



**JAMES KEARNEY, GENERAL MANAGER.  
MINELAB.**

# ANDREW BALES

Andrew Bales has been searching for gold since he was 4 years of age. Growing up in a gold mining region, he used to walk up and down the road of his parents' farm property looking at the rocks for gold.

Andrew has a unique set of skills. Not only is he a gold prospector, but also a geologist. A passionate prospector first and foremost, Andrew followed his passion to become a geologist, going on to work for numerous companies all over Australia and Internationally in the search of mineral wealth.

Andrew has over 30 years of gold prospecting experience and this combined with his geological background places him at the cutting edge of today's gold mining and prospecting industry. Prospectors and miners regularly seek him out to understand how to read the ground and find patches of gold.



# THE GREATEST AUSSIE CARAVAN

with RICHARD CHAMPION



8 EPISODES | 30 MINS | MAR 2024 | SUNDAY PM

Hosted by former AFL star Richard Champion, The Greatest Aussie Caravan will feature four husband-and-wife teams, all under the one roof battling it out to renovate four retro 1970's classic Australian caravans.

Each week, the teams will be making major decisions on layout, style, colour, practicality, and functionality – while remembering to stay in budget and not go over tare weight of the van. Monitoring all the works and advising contestants when needed, our host will switch between teams whilst passing on helpful hints and tips from each workstation.

This series will test their mettle, their patience and their skill as our contestants go head-to-head over an eight-week period to see who has what it takes to design, refurbish, and build The Greatest Aussie Caravan.

## VIEWERS. IMPRESSIONS. FOLLOWERS



**350K+**  
TOTAL SERIES



**640K+**  
TOTAL SERIES



**60K+**  
BEFORE SHOW  
COMMENCEMENT

**NEW SERIES**

**PARTNERSHIP  
OPPORTUNITY**



## TARGET AUDIENCE

**ALL PEOPLE 35+**  
**OUTDOOR ENTHUSIASTS**  
**CAMPERS & CARAVANNERS**

# RICHARD CHAMPION

Richard Champion had an AFL football career spanning 14 years, including 10 years with the Brisbane Bears/Brisbane Lions before his retirement at the end of the 2000 season.

Upon retirement, his love for camping and DIY filled the void left from football. “Most weekends I would find myself packing the van with the family and heading along the coast or the bush it didn’t matter or strolling around a hardware store planning my next backyard project. So, when this opportunity presented itself, I grabbed it with both hands and can’t wait to get started” he said.

Richard will be an asset to The Greatest Aussie Caravan, with his passion for both camping and DIY.

His skill to host and entertain is still prevalent with Champs calling all the action at the Lions and Suns AFL games for Triple M and his resume still reads strong being a Channel Seven personality for over 14 years where he appeared on a variety of shows including The Great South East and presenting the Lotto each week.



# BIG RIGS OF OZ **SERIES 2**



16 EPISODES | 30 MINS | OCTOBER 2024 | WEEKENDS

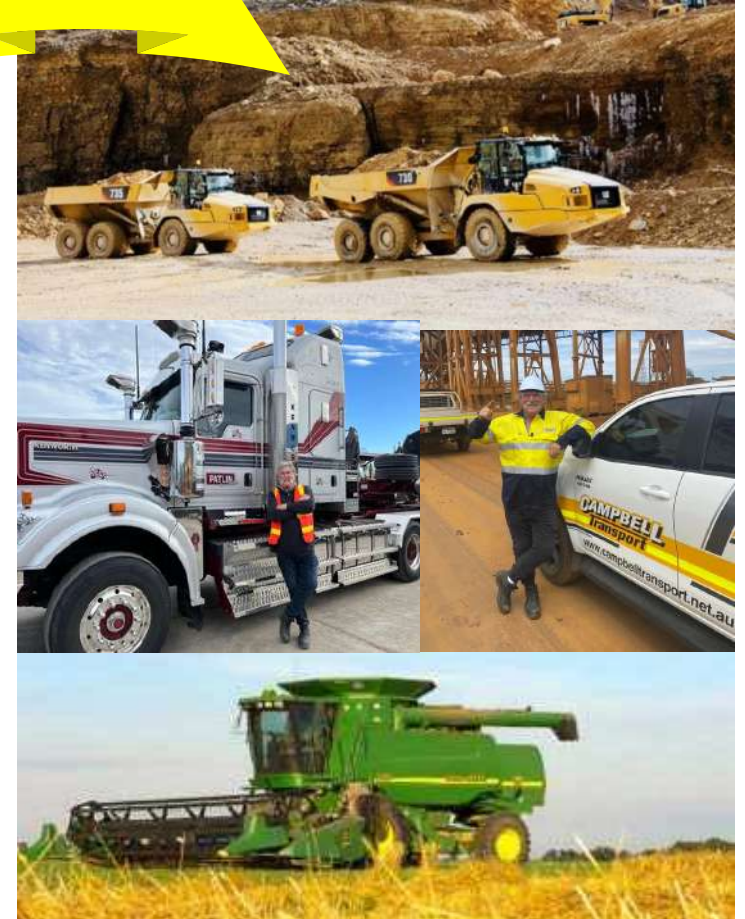
**SERIES 2  
PARTNERSHIP  
OPPORTUNITY**

Come along each week as legendary AFL hardman and Australian icon Robert "The Big Dipper" DiPierdomenico explores, rides, and works with and alongside the biggest trucks and the biggest farming machinery this country has to offer.

In an all new 16-part series Dipper will spend his days covering all things BIG. Dipper will take on this country's most famous & infamous trucking routes including the Birdsville Track, The Nullarbor Plain, the Adelaide to Alice and the legendary Cape York route. Viewers will join Dipper as he experiences firsthand what a trucking life means on a daily and weekly basis.

During these long hauls, he will live the trucking life and highlight famous truck stops, driver's stories (highs and lows) and what it takes to drive The Big Rigs. Dipper will ride with these drivers for the entire journey making the series informative, educational, humorous, and above all, must watch TV.

Dipper will also be highlighting Australia's trucking, primary, marine and mining industries. From the trucks in the Kalgoorlie gold mines to the big CAT's in the Moranbah coal pit west of Mackay, and from the sugar caners up north to the harvester drivers in the Wimmera, if it's BIG it'll be on Big Rigs of Oz.



**SERIES 1 x 12 EPISODES: VIEWERS. IMPRESSIONS. FOLLOWERS.**



**247K+**

YouTube



**109K+**

STREAMING MINUTES



**3.65M+**



**91K+**



**84K+**

**TARGET AUDIENCE**

**MALE 18-54  
OUTDOOR LIFESTYLE  
AUTO ENTHUSIASTS**

# DIPPERS DESTINATIONS *SERIES 2*

**NEW SERIES  
OPPORTUNITY!**



<https://mcwproductions.com.au/#shows>



**10 SHOWS | WEEKENDS | MAR 2024**

Dipper's back! Robert 'Dipper' Dipierdomenico returns to host the second series of the fun-packed destination show as he ventures far and wide to uncover some of the best family destinations in Australia and around the world.

Each show will cover an action-packed destination, whether it be the city or the bush, the beach or the mountains.

Following the success of the first series, commercial partners are assured more engaging content integration and promotional opportunities with the lovable Dipper to an audience of families and travel enthusiasts.



## VIEWERS. IMPRESSIONS. FOLLOWERS



**500K+**  
TOTAL SERIES



**100K**  
PER WEEK



**142K+**  
**83.5K+**  
DIPPER

## TARGET AUDIENCE

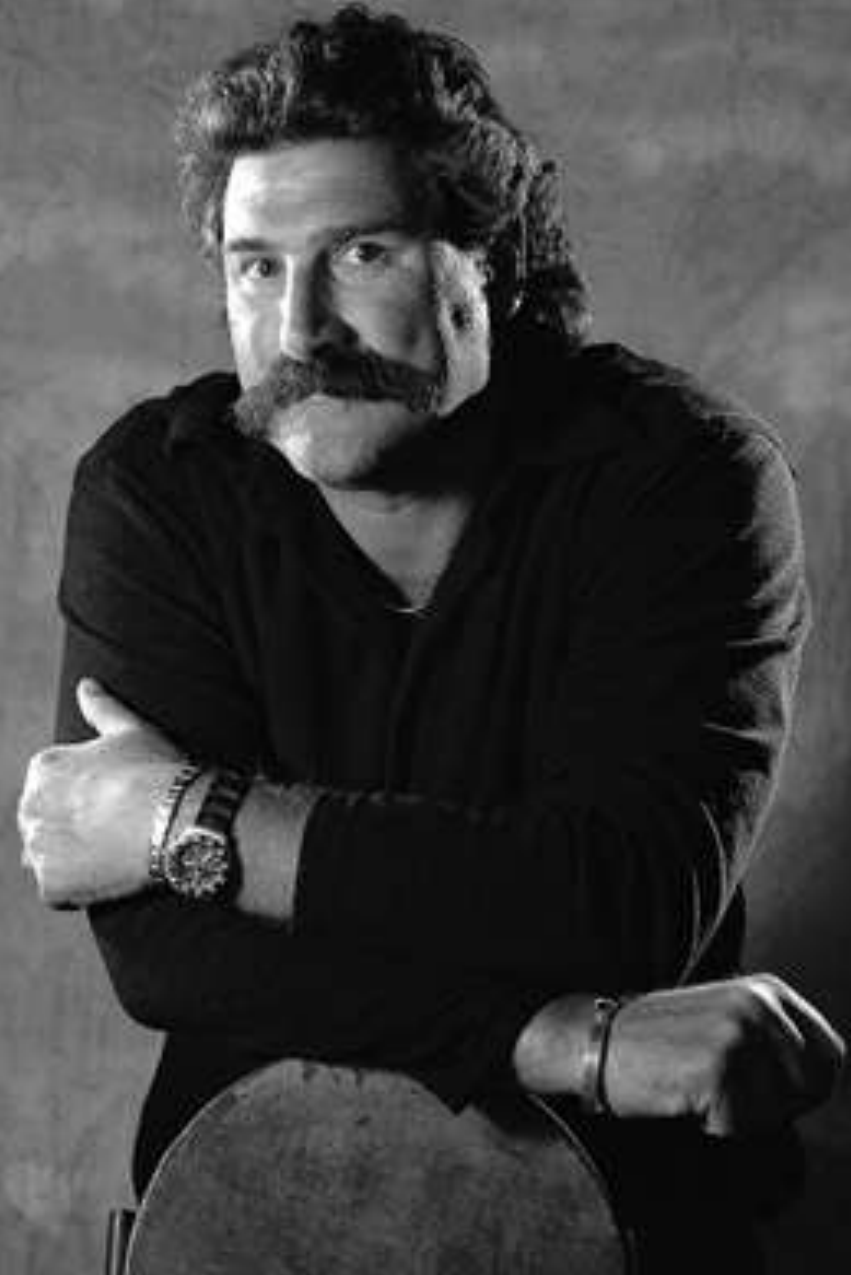
**PEOPLE 34-65**  
**FAMILIES**  
**OUTDOOR ENTHUSIASTS**

# ROBERT 'DIPPER' DIPIERDOMINICO

Affectionately known as 'Dipper', Robert DiPierdomenico played 240 games of AFL for the Hawthorn Football Club, winning five Premierships and the 1986 Brownlow Medal. Dipper was as tough as they come on the field and as loveable off the field.

Post football, Dipper has become a hugely popular media personality with his larrikin and knockabout attitude, making him one of Australia's most bankable celebrities.

Dipper will be a great fit for your brand and with the personal endorsements he will bring. He has an Australia-wide appeal, and everyone knows and loves The BIG Dipper. This will be a great opportunity to secure one of this country's favourite personalities spruiking nationwide all your brand's benefits and features.





# MERV HUGHES FISHING

SERIES 10  
PARTNERSHIP  
OPPORTUNITY



<https://www.mervhughesfishing.com.au/>



10 EPISODES | 30 MINS | 2024 | SUNDAYS

It's series 10 of everyone's favourite light-hearted fishing show with big Merv bringing some ripping catches, a few yarns (mostly true), and a healthy splash of comedy!

From Darwin to Denilquin from Geelong to Gippsland join Big Merv and co host Jeff "Squizzy" Taylor every Sunday as they showcase some of Australia's best fishing destinations and tackle some of this country's most sought after fish.

This popular lifestyle show continues to draw huge ratings and engaged audiences with every new series and brings commercial partners valuable reach and unique integration opportunities.



## VIEWERS. IMPRESSIONS. FOLLOWERS



500K+  
TOTAL SERIES



1.2M+



152K+

## SUCCESS STORY

"WELL, WHAT CAN I SAY? THE BIG FELLA HAS DOUBLED OUR SALES IN 12 MONTHS."



COLIN BURDON, OWNER.  
REIDY'S LURES.

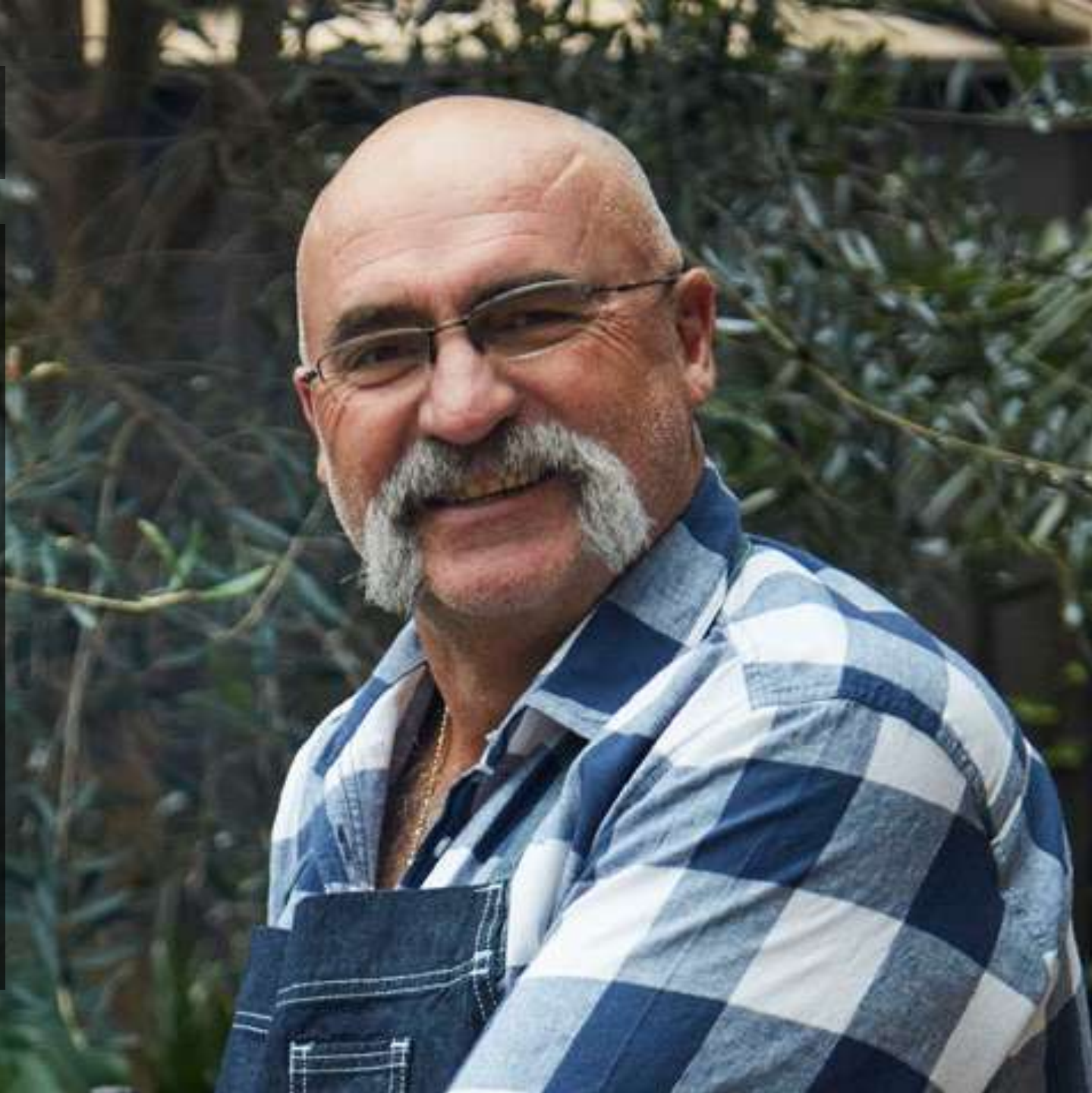
# MERV HUGHES

During a long and successful professional playing career, Merv Hughes became one of Australia's most popular sporting legends, loved by cricket fans around the world, and also one of its most recognisable.

Merv represented Australia between 1985 and 1994 in 53 test matches, taking 212 wickets and after retiring from playing he went on to become a national test selector.

Post cricket, Merv has been in demand as a reality TV star, radio and TV commentator.

But fishing is Merv's real passion now, and as host of Merv Hughes Fishing his enthusiasm is captivating.



**ALIGN YOUR  
MARKETING OBJECTIVES**

*with*

**CUSTOMISED PACKAGES**

*which*

**ENGAGE AND ENTERTAIN  
YOUR AUDIENCE**

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**PACKAGES FROM JUST**

**\$5K to \$300K**

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**PACKAGES MAY INCLUDE**

**NAMING RIGHTS**

**BILLBOARDS**

**EXCLUSIVITY**

**PRODUCT REVIEWS**

**BRAND AWARENESS**    **SOCIAL MEDIA MARKETING**

**IN SHOW INTERVIEWS**

**AMBASSADORS**

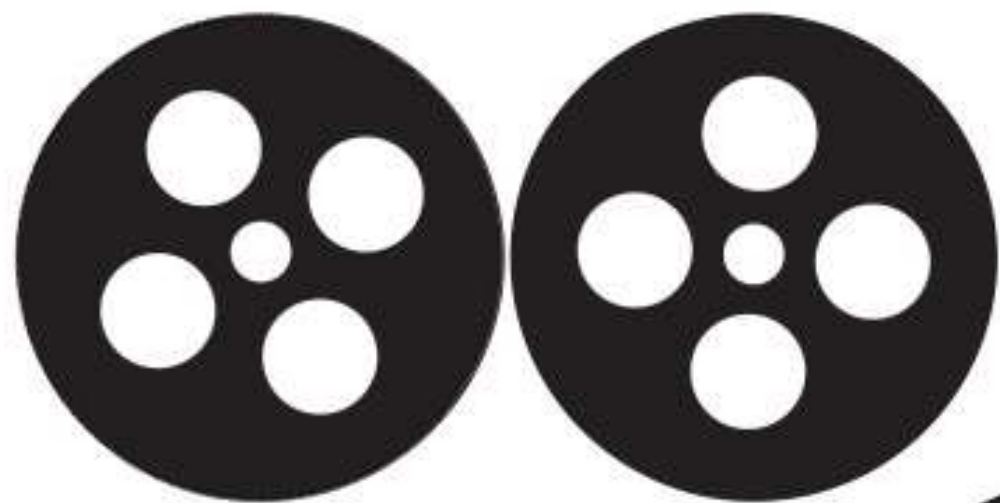
**MINISODES**

**WEBISODES**

**LOGO CREDITS**

**NATIONWIDE COMPETITIONS**





**mcw**   
PRODUCTIONS