

Tip Off - 2 December 2025.

████████████████████ They are playing you by covering your story. It would be reasonable to assume they are trying to protect themselves to prevent their massive conflicts of interest from being known.

Did you know the **General Manager of The Mercury / News Corp Tasmania**, Damon Wise, has been quietly working a second job as the **Executive General Manager for Strategic Engagement at Federal Group** (gambling, hotels, government lobbying)?

Damon Wise hosted a private event at Wrest Point last week where they discussed policy reform etc, the stadium etc. Josh Willie and Madeline Ogilvie were among those in the room - they know about this conflict of interest. Brad Stansfield mentioned the event in a comment to Saul Eslake on your tweet early last week.

Damon has had the job on the down low for months now while simultaneously working as the head of The Mercury. He is also a director and part owner of Pinpoint group (ASIC records below), who run the Taste of Summer (they have a PR news story in the Mercury today on page three, and an advertisement on page 5) along with companies like Johnno's Sauce. The Tasmanian Government has given Pinpoint group around \$8 million in funding over the last 3-5 years.

<https://www.themercury.com.au/news/8-million-cash-injection-for-the-taste-of-summer-festival/news-story/844db012e9a46595be023efa798c1e74>

Damon is also listed as a Board Member of the JackJumpers who recognise him as the General Manager of News Corp Tasmania. Look at today's paper, the JackJumpers have a massive story on the back page of the Mercury today and an ad on page 3.

Damon has previously been uncovered by the Tasmanian Inquirer for working with the Mercury's editor at the time to sell advertorials to the University of Tasmania for \$80,000.

His partner is an advertising sales representative at Channel 7 in Launceston.

<https://www.jackjumpers.com.au/board-of-directors>

<https://www.linkedin.com/in/damon-wise-a9a71bb5/>

<https://www.linkedin.com/in/georgina-rowe-60b2b941/>

<https://tasmanianinquirer.com.au/news/fantastic-offer-for-one-client-questions-raised-about-taste-of-summer-mercury-advertorial-series/>

<https://www.themercury.com.au/news/tasmania/mercury-bush-summit-2023-introduction-with-damon-wise/video/555418d301817299cd50c5d57d7fd2>



Damon Wise
Executive General Manager - Strategic Engagement
Federal Hospitality

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Damon Wise | Director



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Damon Wise
@WiseDamonWise

@themercurycomau



Ryan Rosendale @RosendaleRyan · 5h
Men's team to enter the AFL in 2028 with the AFLW side yet to be decided.

2:38 pm · 3/5/2023 from Earth · 118 Views



Board Members



Larry Kestelman
EXECUTIVE GROUP CHAIRMAN AT LK GROUP

Larry Kestelman is the Owner and Executive Chairman of the National Basketball League (NBL), and an entrepreneur wit...

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Damon Wise
GENERAL MANAGER | NEWS CORP AUSTRALIA HOBART

Damon's career in media spans across 35 years, having worked in a variety of roles within the State of Tasmania in...

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The proposal was issued in September 2019 by Damon Wise, News Corp Australia's Tasmanian general manager, and *The Mercury's* then editor, Chris Jones. "I have a FANTASTIC offer for one client – can I see you SOON!! This arvo? I can come to you?", a Mercury representative wrote to UTAS.

For \$80,000, the university – described as a "presenting partner" – was promised "editorial alignment" with the "integration of your expert/spokesperson across the campaign" and a "minimum of 6 x editorial mentions within relevant Future articles". Sponsors that joined the campaign would "influence debate and opinion on the future of our state" and be "positioned as experts in your field".

<p>PARTNERSHIPSHIP CONFIRMATION FUTURE TASMANIA</p> <p><input type="checkbox"/> PRESENTING PARTNER - \$80K EX GST (1 X ONLY)</p> <p><input type="checkbox"/> GOLD PARTNER - \$40K EX GST</p> <p><input type="checkbox"/> SILVER PARTNER - \$20K EX GST</p> <p><input type="checkbox"/> BRONZE PARTNER - \$10K EX GST</p> <p>Business Name: _____</p> <p>Business Representative Name: _____</p> <p>Position: _____</p> <p>Signature: _____ Date: _____</p> <p>Deadline for confirmation of partnership: Friday 4th October 2019</p>	<p>KEY CONTACTS FUTURE TASMANIA</p> <p> DAMON WISE General Manager Damon.Wise@news.com.au Ph: 03 6230 0651</p> <p> CHRIS JONES Editor Chris.Jones@news.com.au Ph: 03 6230 0726</p> <p> DEBRA MURRAY General Manager, Sales Debra.Murray@news.com.au Ph: 03 6230 0529</p>
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MERCURY | We're for you News Corp Tasmania

Organisation Details	Document Number
Current Organisation Details	
Name: PINPOINT GROUP PTY LTD	1ETJ01917
ACN: 645 108 005	
ABN: 85645108005	
Registered in: Tasmania	
Registration date: 14/10/2020	
Next review date: 14/10/2026	
Name start date: 14/10/2020	
Status: Registered	
Company type: Australian Proprietary Company	
Class: Unlisted By Shares	
Subclass: Proprietary Company	
Address Details	
Current	
Registered address: 20 Lettla Street, NORTH HOBART TAS 7000	7EDL17345
Start date: 30/09/2005	
Principal Place Of Business address: 20 Lettla Street, NORTH HOBART TAS 7000	7EDL17345
Start date: 13/05/2005	
Officeholders and Other Roles	
Director	
Name: STEPHEN CHRISTOPHER MCMULLEN	1ETJ91987
Address: [REDACTED]	
Born: [REDACTED]	
Appointment date: 14/10/2020	
Name: JARROD LEIGH NATION	1ETJ91987
Address: [REDACTED]	
Born: [REDACTED]	
Appointment date: 14/10/2020	
Name: BENJAMIN STUART TARGETT	1ETJ91987
Address: [REDACTED]	
Born: [REDACTED]	
Appointment date: 14/10/2020	
Name: THOMAS GRAEME MCDONNETT	2ERL80474
Address: [REDACTED]	
Born: [REDACTED]	
Appointment date: 14/10/2020	
Name: DAMON PHILIP WISE	7EBY80795
Address: [REDACTED]	
Born: 1970, LAUNCESTON, TAS	
Appointment date: 25/11/2022	

Annexure 1 - Advertising and Promotion Expenditure - Breakdown by Entity¹

Entity	2023-24 Actual \$
Tourism Tasmania	25,982,052
TT-Line	10,722,000
Hydro Tasmania	5,559,000
State Growth	3,399,114
Health	2,057,000
Tasmanian Racing Board	2,003,570
Education	1,845,451
Tas Networks Pty Ltd	1,350,000
State Fire Commission	1,060,000
Premier and Cabinet	1,031,152
TasTAFE	973,000
Justice	927,954
Brand Tasmania	853,000
Natural Resources and Environment Tas	780,245
Aurora Energy	680,000
Port Arthur Historic Site	532,000
Metro Tasmania	221,000
Ministerial and Parliamentary Support	219,445
Public Trustee	192,000
Macquarie Point	146,000
Private Forests Tasmania	142,000
Sustainable Timber Tasmania	119,000
Tasports	108,000
Police, Fire and Emergency Management	97,000
Royal Tasmanian Botanical Gardens	81,639
Motor Accident Insurance Board	72,000
Homes Tasmania	43,000
EPA	36,038
Treasury and Finance	31,400
Inland Fisheries Service	27,076
Marine and Safety Tasmania	27,000
Tas Irrigation Pty Ltd	14,000
Office of the Ombudsman	8,251
	61,340,188

Treasury documents (above) also show a breakdown of the Tasmanian Government advertising spending in 2023-24 by department. Over \$61 million spent across the year. How much of that went to The Mercury, how much to Pulse and how much to Channel 7? How much to any other news outlets?

