
PORTFOLIO & REEL

Newsletter No 57 July 2010

Check out our new and updated website at: www.portfolioandreeel.com.au
Agency & Production Co Listings ,TV Commercial Information and lots more.

Production News

@radical.media Launch New Website

@radical.media's new website went live this morning in anticipation of the Australian roll out of the iPad. It is also compatible with current iPhones. "I knew we had to re-develop our site for the iPad. I have been playing with the iPad for about a month now, and while it may not yet be the magical and revolutionary device apple claims it to be, it is going to be a game-changer for ebook readers and I see the potential for school kids and marketers who want to reach them" says MD Rob Galluzzo "it's a work in progress site but that's the point - like all great websites, it's going to evolve with user feedback, new features and new work from our outstanding team of directors"

The new @radical site allows users to view directors' reels specifically tailored to the needs of this market and the changing landscape here. In addition to putting the local and international roster at your fingertips, the site's iPad friendly design means the huge amount of content is easy to navigate. "The site makes it easy to see directors' reels for Australia by choosing your region" says Karen Bryson, EP "we'll be doing most of our go-sees with the iPad now, and can build online directors' reels almost instantly through the new Content-Management-System back-end we developed for the site." DVD reels are still available for clients who are trapped in 2009 or prior.

Luke Mazzaferro, VP of development says "the great part about @radical is that we can be a boutique Australian production company that focuses on nurturing great directing talent, and eliminate overhead here by drawing on our tremendous infrastructure in the US for things like in-house web development, custom iPhone Apps and media and entertainment distribution. It's the best of both worlds." The new site highlights @radical's diverse offering of commercial television directors, proven experience producing free to air and branded entertainment programming, web design and photography.

Michael Hilliard, Supervising Producer notes "it's odd that there isn't another Australian production company out there with an iPad/iPhone compatible site - a lot of people in this market are happy to sit back, wait and see what changes are coming and then pronounce themselves experts after the fact. You hear a lot of 'that won't work in this market' or 'our budgets just won't support that' but that's just lazy

thinking from producers. If we can't consistently deliver fresh thinking and solutions then someone else will"

View the site at: www.radicalmedia.com

RENEGADE NEWS JULY

FRODO MEETS WILFRED! Renegade Films is also celebrating recent headlines in the US, announcing, "Elijah Wood has signed on to his first regular TV role. He'll be starring in an FX comedy pilot called "Wilfred." The news shortly followed after the Network ordered a pilot of the successful series, to be adapted by David Zucker (Family Guy, American Dad), joining forces with Prospect Park and Renegade Films as Executive Producers

"Do you know that you are more likely to find buried treasure than win top prize at the pokies!" Tony Rogers, who directed WILFRED, visually translates the Gamble Aware "Buried Treasure" campaign for JWT in his trademark style, with a strong performance focus. Back in force on the commercial trail, he has also completed four attention grabbing Foxtel IQ spots for Three Drunk Monkeys in Sydney and currently completing Sorbent with Clemenger BBDO Melbourne.

Jasmin Tarasin is test shooting for an upcoming documentary but is available for that fine fashion and performance work and Ed McGill is continuing his work for ISF.

Renegade's Rockwiz 2010 National tour arrived home to The Palais Theatre in Melbourne after playing to a packed house across Australia. Over 50,000 people attended the 35 shows. Twenty of Australia's finest performers and a handful of international artists were our guests for the various shows, all in which had been documented, on stage and behind the scenes. The Rockwiz showcase will go to AIR on SBS 7th August 2010, and is expected to have DVD release later in the year.

Meanwhile Dancing with Architecture, a community television production for channel 31, produced by Renegade, nabbed Best Theme Song at the Antenna Awards.

Inside The Firestorm, Renegade's landmark documentary on the 2009 Victorian Bushfires, screened on ABC is nominated for an AFI Award for Best Documentary.

For all enquiries call Jen Livingston, Joe Connor or Ken Connor. 03 9526 3300. www.renegade.com.au

A TVC Producer's Sojourn in Vietnam

Claire Davidson has been posted in Vietnam for the past 8 months in the role of Executive Producer for Sudest Dongnam. Based in Saigon, Claire has literally worked non stop since her feet landed on the tarmac. In 8 months, the producer driven company has worked on a whopping 38 television commercials (TVCs). Between Claire, one other producer and two line producers, this accomplishment has been no mean feat.

"It's an exciting time to be in Vietnam," Claire said. "With advertising in its infancy in this country, it's only been allowed in the past 12 years, the TVC market is particularly strong."

"Agencies are teaching their clients the importance of advertising to the 86 million strong population. With Vietnam's economic growth among the highest in the world over the past decade, now is a pivotal time in the advertising industry. This is largely why I accepted the job with Sudest. It's exciting to be part of a market where you can really play a role in that growth and progress, rather than working in cities where the markets are already established where you can be just another cog in the wheel."

However working in Vietnam is not without its challenges. There are limitations; a lack of advanced technology, up-to-date equipment and resources, and professionally trained crew plus health & safety issues and incredibly strict censorship.

"A lot of the time it does feel like the wild west of the east," Claire said. "But we're taking small but definite steps towards making the Vietnamese market comparable with the rest of Asia and the world. Wherever I can, I see the challenges as positives. In fact, oftentimes they're actually opportunities. At Sudest we're always looking at the flipside."

Apart from working with directors and directors of photography (DOP's) from the Asian region, Claire has also taken over a number of directors from Australia for projects - continuing to support her home market. Directors have included Patrick Hughes, Sam Bennetts, Brendan Williams, Victoria Garrett, David Rechtman and David Jagoda. Claire has also worked with other Australian-based directors in the region such as Marco Pinesi and James Teh, as well as David Gaddie who went over from New York. Australian DOP's who have also worked with Claire at Sudest Dongnam included Susan Stitt, Peter Eastgate, Tristan Milani and Aron Leong.

Filming has taken Claire and her crews outside of Saigon to some of Vietnam's most stunning locations such as Hanoi, Sapa, Long Hai, Moc Chau as well as Pai in the mountains north of Chiang Mai in Thailand. "Lucky I've had the chance to travel with work, because there's never enough time to explore the country by myself," Claire said.

Most recently she returned to Australia to work with Marcus Hamill on a charity job encouraging Vietnamese children to wear motorbike helmets.

So although days off are rare and infrequent, Claire has triumphed in the role with Sudest. We wish her continued luck on this adventure.

If you are a freelance director or DOP and are interested in working in Vietnam for Sudest, please contact Claire:

email: claire@sudestproduction.com

mobile: + 84 988 027 536.

Website: www.sudestproduction.com

With her Brisbane based business partner Rebecca Dakin, Claire also continues to run her successful Queensland crew booking agency, CrewTube. Please visit www.crewtube.com.au

Filming Vinamilk – Herder with Director Sam Bennetts in Sapa



Filming Vietnam Mobile – Change with Director Patrick Hughes in Saigon



Filming Vinamilk – Milk Fund with Director Victoria Garrett in Moc Chau



Filming Milo with Director / DOP Brendan Williams in Pai, Thailand



Filming Omo in Saigon with owner of Sudest, Henri Phimasset





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Anifex Pascall

The latest TVCs's to come out of Anifex are attracting a lot of attention. In collaboration with Rapp New Zealand; the new Stop Motion Pascall TVC's are so well crafted, they appear to be closer to 30 second movies. The first commercial, for Pineapple Lumps. It is animated in the style of a children's TV programme such as Bob the Builder or Postman Pat. The commercial follows a young New Zealander living in London who thinks he's been sprung by Immigration. It turns out to be the local Postie with a parcel of Pineapple Lumps which reminds the New Zealander of home.

Director, Michael Cusack recalls: "Although the Commercial seems simple it was a challenge. As well as a 'child like' quality, the commercial had to have a sense of sophistication to suit the product. It's hard to try and get the balance of the two right, but at the same time, a lot of fun"

The second commercial, for Fruit Bursts, features a bunch of fruit attending their high school reunion. A Banana is bragging about his success to a stick of Celery who feels very much out of place. Animated by Anifex Director Darren Burgess, each model had his or her own personality and characteristics. It has a unique look as all the characters were created from cloth, or were knitted. The amount of detail taken with this ad pays off. Each time you see it, the more little quirks and surprise treasures you pick up on. Separately they were big productions, but to be shot simultaneously was a real triumph on Anifex's part. Can't wait to see what they come up with next!

Directors: **Michael Cusack, Darren Burgess** Producer: **Richard Chataway** Creative Director: **Toby Talbot**
Art Director: **Brett Colliver** Copy Writer: **Natalie Knight Agency** Producer: **Kim Baldwinson**

Maurice Blackburn

The latest series of TVCs to burst out of ANIFEX are a great demonstration of the skills coming out of Adelaide's premiere animation company. SMART in Melbourne and Anifex teamed up to produce four stop motion TVC's for Maurice Blackburn Lawyers. They were however, very challenging in a number of unique ways. The style of the TVCs took a distinctive spin on Stop Motion Animation by using folding paper to create the action. The paper animates, origami style to create objects and people to tell the stories. With no use of CG, Anifex Director Michael Cusack decided to do as much as possible actually using origami techniques rather than using film trickery to create the paper characters such as a Carer, a family of four, a wheelchair and a house, complete with tree in the garden. Michael Cusack says: " It was a real challenge animating paper and trying to keep it looking and behaving like real origami. It proved to be very difficult indeed, but the end result was terrific and well worth the effort. When you look at the commercial it has a certain quality of movement which we wouldn't have been able to achieve without folding the paper properly" The TVC's are being aired as of the 12th of July in Victoria, ACT, NSW and Queensland. The TVCs will be free to view on the Anifex website then. www.anifex.com.au

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Director James Holt

James Holt and Susie Douglas have left Luscious and are now available for freelance work.

If anyones needs to contact either of them, call Susie on +61 412 686 915, or susie_douglas@me.com

Di Yee

Director Di Yee has a new website. <http://diyeedirector.com/>

Roger Tompkins / Cranbrook

Roger has just directed Sam Neill in a new campaign for Kiwibank in New Zealand. Sam plays a staggering range of characters. See them at: <http://www.cranbrook.com/#id=New-Work>

UFOFILM has moved to Sydney's creative heartland, Surry Hills.

UFOFILM now represents 3 US based A-list commercial directors, Jim Sonzero, the Hughes Bros and Luis Gerrard. Specialities include sports and rock stars, fashion, adventure, horror, cars, effects and good old story telling. Contact Les at UFOFILM, now at Unit 3, 42-44 Holt St, Surry Hills. Tel: 96991222 or 0414231796, Fax:96991522 E: lux@ufofilm.com.au

Taxi Film [Sydney & Brisbane]



New from director **Stephen Lance [HEAD]** is a commercial for **Natures Own** via Sapientnitro, Brisbane (currently in post) and 2 TVC projects for Euro RSCG, Sydney. Stephen has also chalked two music clips for Megan Washington...

LICK FACE, METALLIC CAPE, BUM FLUFF MOUSTACHE, CHEERIOS, PARTY PASH, SHOULDER BLING, A MILF...

Stephen's music clip for Megan Washington 'Rich Kids' is Nerd cool. It's been cited as "one of the BEST MUSIC VIDEOS that 2010 has produced so far" by portable.tv New York, and the clip is spreading worldwide like a good teen rumour. [View the clip here...](#)

Channel V loved **Stephen's** second clip for Washington, so much they named it 'Ripe Music Video of the Week'. '*Sunday Best*' is a homage to French new wave cinema, the video was filmed in a beautiful French restaurant, *Belle Epoque*. Equal parts musical, comedy and crime story, Megan Washington sings and dances her way through a villainous revenge on the patrons of a French cafe. Shot on the new Red MX chip by Jason Hargreaves. Post production VFX - Richard Waterhouse. Edit - Matt Bennett. Grade - Scott Harris, Cutting Edge.

Damon Escott [HEAD] headed to WA with the Cabana Boys (creative partners Nik Robinson & Stuart Ghent) and The Creative Shop to direct a TVC for Monier Tiles entitled 'Wrapped'.

'**Hollywood chooses Damon Escott & Steve Baker**' - **Damon Escott** co-directed, with Steve Baker, an Australian short film, 'The Apprentice', that will be part of a new US comedy feature being produced by Peter Farrelly (Producer behind hits such as **Dumb and Dumber** and **There's Something About Mary**) and Charles B. Wessler. The Apprentice stars US actor Anton Yelchin (Star Trek, Terminator Salvation), and local stars Shane Jacobson (Kenny) and Colin Lane (Lano and Woodley).

Damon and Stephen will be focusing on a global campaign conceived by JWT Singapore in the next month. They will be co-directing.

Taxi director/Dp **Jack Wareham** collaborated with Clemenger's talent Mark Smith (AD) & Andy Geppert (Writer), directing and shooting spots for **RACQ Insurance's** latest TV campaign.

Director **Gemma Lee** has just wrapped a TVC for **BIGW** via Ideaworks, Sydney. Agency credits go to CD, Louise Mahoney. A TVC project for **St John's Ambulance** via Sudler & Hennessey, Sydney was also in the mix for this hugely creative talent. Gemma, who is well versed in creative design, drew on a diverse range of film, graphics and VFX techniques to build the finished product of a gritty and visually rich music clip for Erika Heynatz's latest track '*Bullet*'. Check it out with a special behind the scenes piece [here...](#)

Part performance, part narrative, this visually dynamic and highly stylized music clip evokes the seductive, edgy poster art of alternative cinema in the 60's and 70's. The concept re-imagines Erika as a film star from that period, and sees her in a number of different scenarios, from film noir femme fatale to exploitation flick biker bad-ass. Gemma utilized the RED camera to create a unique aesthetic that's moody and cinematic. Erika's bold performance - assured, seductive and captivating - is testimony to Gemma's skill in directing talent.

Bullet features Rose Byrne's older brother, George (a singer and musician himself), the vintage 1942 Harley-Davidson which was ridden by Hugh Jackman in Wolverine and a snake named Blake.

FILM FOR FASHION. Sydney Fashion Week saw Bassike's 2010 collection **open with a film by Gemma Lee** depicting the nature that inspired the collection. The film - which was shot with the hand cranked film machine we all love, the BOLEX [+ 7D Canon] - was projected on a large screen at the back of the catwalk and fell across the models.

Gemma's short film, **THE WAKE**, starring Angus Sampson, is the only Australian film in contention at the prestigious **Tribeca Film Festival in New York** in May. She was snapped with De Niro at the Filmmaker Party in NY! Yeeeeeeew! [View 'The Wake' Trailer & Tribeca pix here...](#) Gemma also directed a music video whilst she was in NY.

Director **David Barker** embraced world cup footy fever for NSW retail giant **Bing Lee**. The :30 spot sees 3 Sydney FC players showing us their game in a Bing Lee store. Barker has been kicking around NY for the past couple of months and will stop into Vietnam for 2 weeks for a film on his way back to Aus.

BBC Worldwide tapped **Gavain Browne** to write and direct a brand spot to raise awareness amongst mothers and carers about their new and exciting kids channel, *CBeebies* on foxtel and austar. Gavain crafted gorgeous performances from the kids and their mums. [View here...](#)

Browne directed, designed & animated a TVC for **RACQ**. The brief was to create a series of visual icons that represented key statistics from RACQ's roadside service. A combination of photographic skills, graphics and typography was used. Agency credits go to Nic Harman at Banjo.

Want to know more? Want to check out our director's reels?

The most audacious advertiser-funded daytime soap ever!

London, UK – (July)

The 'Young and Connected' is a brilliant tribute and hilarious series of idents for C4. The 'telenovella' style campaign has you hooked within the first line, waiting to see the next one, a whole 'YouTube' channel has been set up to watch these audacious daytime soap breaks: <http://www.youtube.com/youngandconnected> These idents are brilliantly Directed by Sam Cadman at Rogue and edited by Andy McGraw at Cut+Run, with bold humor and camera angles, as well as the fabulous casting and styling of our familiar daytime shows that we have grown to love over the years. These are the first daytime soap idents to show the realities of how young people live today.

The story lines focus on drama that social networking adds to our modern and connected world. Shot and styled with our favourite 'Dynasty' big hair, big actions and lots of screen shots of the LG phone with classic tag lines and cliffhangers.

Max Windows and Chris McKay also spent many hours on 'the making of' Young and Connected that can also be seen on YouTube. • **Client** LG mobile. • **Ad Agency** Rainy Kelly Campbell UK YR • **Production** Rogue Films and Station Films (LA Production) • **Director** Sam Cadman • **Editor** Andy McGraw, Cut+Run

The work can also be seen on Cut+Run's: [Wiredrive](#)



Young and Connected. C4 Idents.

LBB ONLINE – The Only 'Little Black Book' you need

Ever been faced with the task of looking for a director or post facility in a new region? Or choosing the perfect hotel for an exacting client? Have you ever had to make a restaurant reservation on behalf of your creative director? How about trying to find the perfect drinks location for a wrap party that will please an assortment of 50 people from different cultures with varying tastes and personalities?

Ad folks of the world, we feel your pain because we have been there too. Frustration with local guides and directories that just didn't get our unique requirements led to the creation of a series of Little Black Books and now it is all online. It takes an ad person to know one, don'tcha think? We weren't necessarily looking for the 5 star establishments favoured by the bankers of the world but for places with that certain inexplicable "something". LBBOnline is a constantly growing and evolving community site created just for people who work in advertising and production/post.

All industry related businesses can get themselves listed in the WORK directory for £149 per year to advertise and promote themselves or log on for free just to stay connected and access the site. Any questions regarding Registration, Banner adverts in your city or becoming your 'local hero' contact: Colette@lbbonline.com

The city guides contain recommendations for the ad world, by the ad industry itself. Never again will you be faced with the dive or greasy spoon when the request was for 5 star. But don't worry, there are plenty of dives on the list, if that's what you're after!

We invite you to share your favourites in the COMMUNITY section. Simply register to tell our users about that special out of the way gem you've discovered or add your "thumbs up" to recommendations for all time faves. Give us your charming, your unique, your downright unforgettable and in exchange you'll find a dozen more in ad centres around the world. It's a great way to promote yourself and your company as locals with the best insider info.

LBBOnline also features local details on associations and events as well as a careers section. A big thank you to all our city sponsors, who are our "local heroes" and to our global sponsor Framestore CFC.

About LBBonline

LBB was started by Matt Cooper and his Wife Sarah Cooper, initially a concept of collating all the best places in Soho (London) to go out and entertain clients within the advertising world, this little printed black book soon caught on and became a hit with advertising folk world wide. Taking the next book to Cannes for the advertising festival, it then went on to New York as well as other major cities internationally. As the concept has grown, so has the community, it has become an essential guide within the ever growing international market of advertising and commercial production, providing not only places to stay, eat and entertain clients but now a resource tool for jobs, community listings as well as being able to source recommended companies to work with globally all supported by the local city heros and production associations of each country. LBB has gone online now as it is growing so rapidly that the print demand could not be maintained, it also is proving to be an exquisite resource and quick reference on any internet connected phone device (I phone, I pad).

For additional information, please visit the company's website at www.lbbonline.com

Cherub News 19/7/10

Cherub Pictures is very pleased to announce the latest addition to the company, director **Julius Avery**. His reel ranges from hard hitting performance work (seen in his spots for TAC and Worksafe) through to subtle comedy (MeBank).

In other news, **John Curran** is in post-production on his feature film 'Stone' starring Robert DeNiro – his commercial reel is available on request.

Ben's Briand's work for Vicks Vapodrops, 'Beatbox Choir', continues its success with the 2 minute version winning a Gold at the New York Festivals' International Advertising awards. Ben's spot for Moccona, 'Candles', is on air currently.

His short film 'Apricot' (commissioned by Nespresso France) garnered a huge online following upon its release. The film became a Staff Favourite on Vimeo with a massive number of views.

As well as enjoying festival successes, having screened in the opening night of St Kilda Film Festival and the 32nd Moscow International Film Festival.

Justin Kurzel's Tooheys 'Beer as Currency' campaign for Saatchis Sydney, took out three Bronze Lions at Cannes this year for , 'Nan', 'Leak' and 'SMS'.

His music video for the Mess Hall, 'Bell', screened in St Kilda Film Festival's opening night and went on to take out the Best Music Video Award. In addition his clip for Bridezilla 'Western Front' was given a special commendation.

Justin is currently shooting his first feature film 'Snowtown'.

To request a reel call +61 2 9281 7722, or visit <http://www.cherubpictures.com.au>

Luscious News

Luscious has also recently opened their International doors in Melbourne with producer Tracy Proposch at the helm. Executive Producer Andrew Morris is excited about having Tracy back on the Luscious team and having a local Melbourne base, "We have worked for years between the cities but with so much recent interest out of Melbourne it seemed the perfect time to establish a Luscious office".

Luscious International welcomes new Marketing Director **Teall Barnes**. Teall brings a wealth of experience from both a digital and broadcast background. Previously Teall was the New Business Manager and Account Director for several digital hotshops. She was also Advertising Sales Manager and Marketing Executive for leading subscription TV channels, working across diverse and award winning key marketing strategies for local and international comedy, drama, action and reality TV series.

Sam Bryant has just completed a TVC for Nokia through JWT, which is currently on-air throughout Asia. Shot in India the spot is an emotive piece showcasing the Nokia e-series.

Jon Gwyther has also just finished shooting a TVC in Las Vegas for a hotel launch which is currently in post production. Jon recently shot a series of TVC's for Unilever's Lux beauty range. Check it out [here](#). Jon has shot to number 2 in most viewed TVC's on [bestadsonline](#) for his thought provoking TVC to raise awareness for drink driving. The TVC can be viewed [here](#)

Tina Bull is currently finishing off a TVC for SoyJoy & the launch of the new Yamaha FZ Series Bikes for Yamaha.

Michael Joy's recent campaign for Jacob's Creek wines is currently on-air internationally and being well received. His Arnotts 'Bikkie Tin' spots for George Patterson Y&R went to air on Sunday check it out [here](#). Check out the spot here. Michael has also just wrapped on two shoots for Sun Silk and Dove which are currently in post production.

Following the great reviews from his NSW Tourism spot **Richard Gibson** has been busy finishing a spot for Milo which is currently airing in Asia. Check out the Tourism spot [here](#). He is currently in post production for a campaign due to air later next month and following that is heading over to America for an exciting new project.

Marcus Hamil was selected by John Jameson productions to produce 1 of 3 winning scripts – the result was 'Viva La Possum'. The film went on to be selected for the Soho Shorts festival and is 1 of 18 shorts recently selected for Perth Revelations International festival. Check out the film [here](#). Marcus has also just wrapped up on two TVC's, one for EuroRSCG and the other for Injury Prevention. AIP was completed from start to finish through dluscious the Luscious digital design facility. dluscious VFX supervisor, Chris Grocott, worked on the project from pre-visualization through to compositing and final VFX. Both TVC's are going to air soon.

Damien Toogood. Damien has recently completed a TVC for RAC on behalf of The Brand Agency. Check it out [here](#). He also just completed a regional spot for Japan to air later this month.

Vincent Ward was recently the keynote speaker at the NZ Landscape architects conference to discuss creative perspectives on NZ. Wards award winning film "Rain of the Children" had its first on-air TV screening on free-to-air TV in NZ. Meanwhile Ward is also completing his 200 page photo book, part memoir – part image gallery – the book is due out early November 2010.

Sebastien has recently completed a TVC for Olay. The campaign harks back to an Olay print ad from 2001, showcasing life moments since then from talent Caroline Penry. Check it out [here](#).

Viscious has also just completed a Commonwealth Bank iPhone App promo video. Working closely with The White Agency, Viscious collaborated with director Ant McPhail and dluscious digital design facilities to bring this online video to life and emphasis the augmented reality features of the application. The app will be available to download in a few weeks. Check out the video [here](#).

Please keep updated on our latest creative via our website <http://luscious.com.au/> or through twitter <http://twitter.com/lusciostalk/> / <http://twitter.com/Viscioustweets/> or on our [facebook](#) and blog [7](http://viscious-</p></div><div data-bbox=)

luscious.blogspot.com/. For any of the latest Luscious International or Viscious show reels please contact Luscious via email talk2us@luscious.com.au or call our Marketing Director Teall on +61 2 9326 3400.

Luscious Director Sebastien wins top prize at 2010 ACS Awards

Award winning Luscious director Sebastien's recent 'Samanta Wills' "Every Moment" TVC won The Golden Tripod award at the 2010 Australian Cinematographers Society National Awards <<http://www.showreelfinder.com/info/acs2010>> .

Held at the Victorian Arts Centre on May 1st, the ACS Awards are the peak awards that celebrate the art of moving image photography in Australia. The Golden Tripod Award is the highest award in the Local and Regional TVC category. The award ceremony will later be screened on the Movie Network Channel.

This emotive TVC, shot by cinematographer Callan Green profiles Samantha Wills exquisite jewellery designs and transports the audience through an enchanting visual landscape.

Sebastien's body of work is diverse and includes work with clients such as Standard Chartered Bank, Mars, Sanofi Pastuer, Youth Alcohol Council and Emphysema Australia just to name a few. Sebastien is familiar with picking up coveted cinematography awards; he already has a clutch of gold and silvers from the Australian Cinematography Awards.

Sebastien is also one of the collaborative directors including Sam Bryant, Ant McPhail heading up Viscious, the new media and branded content production arm of Luscious international.

Please keep updated on our latest creative via www.http://viscious-luscious.blogspot.com / or on our Twitter site www.http://twitter.com/Viscioustweets

For any of the latest Luscious International or Viscious show reels please contact Luscious via emailtalk2us@luscious.com.au or call us on +61 2 9326 3400.

THE FEDS NEWS

BEN LAWRENCE

In early 2010 Ben directed Vodafone's first TV commercial through their new agency Host. After his much acclaimed campaign for the National Disability Service that was shortlisted for Cannes Lions 2010, Ben worked in collaboration with Sydney agency Human to launch the latest campaign for NRMA insurance. The campaign is themed around loyalty and featured real life couple 'Vic and Doreen' aged 90 & 87 respectively. The endearing couple were discovered after an extensive search for Australia's most loyal couple.

http://clients.thefeds.com.au/BenLawrence/Spots/BenLawrence_NRMA_Loyalty.mov

Launched last night please check out Ben Lawrence's latest work for the new Virgin Flyer credit card in conjunction with agency Happy Soldiers.

It is the first Virgin credit card that earns points to fly on Virgin airlines. The campaign idea puts the card to the test. Virgin Money paid for the entire advertising campaign with their very own new Virgin Flyer Credit Card. In doing so they earned enough points for over 200 flights around the world. And they're giving them all away. It paid for the 107 cast, 60 crew, props, costumes, and animals; director, music and cameras; right down to the coffees. The spot was shot on location in Sydney over a day using several cameras.

http://clients.thefeds.com.au/BenLawrence/Spots/VirginMoney_45_NoLegals_H264.mov

He is also in pre-production with agency Fuzebox on a project for Country Energy which will take him and the production team from Sydney to the back of Bourke.....and back again.

For enquires or reels for Ben Lawrence please contact Michael Cook; Godfather@thefeds.com.au , Tel + (61) 2 8396 5999

GRAEME BURFOOT

Graeme has been on a roll this last few months. He shot 2x30 sec Woolworths TVCs with M&C Saatchi recently, which he has just completed post on, to air next month, as well as directing a Mitsubishi spot for Clemenger BBDO Sydney.

Graeme & Jude are now in-production on a New Brand TVC campaign with DDB, Sydney that goes to air mid September.

For any enquires or reels for Graeme please contact **Jude Lengel** mobqueen@thefeds.com.au or mob +61 (0) 405 134 083

MIKE GOODE

Mike is in pre-production for an exciting cross-platform production with DDB, shooting in Tokyo next month.

Given Mike's Hollywood upbringing he'll no doubt showcase his unique ability to capture performance whilst utilising his technical skills for both shooting and directing in the visually dynamic cityscape.

For any enquires or reels for Mike Goode please contact **Karen Watson** whatson@thefeds.com.au or **Michael Cook** godfather@thefeds.com.au or office +61 (2) 8396 5999.

BRUCE HURWIT

After filming in the depths of Romania/Bulgaria where he was shooting a spot for Goldenbrau (Heineken owned beer) with a Romanian agency, Bruce moved straight into shooting Burger King in Los Angeles.

He's currently in pre-production for two local Australian projects that shall be shooting between Queensland and NSW; a welcome change from touring Transylvania armed with Goldenbrau and avoiding vampires.

Firmly making roots in Australia, Bruce is currently in talks to bring his NBC comedy 'Split the Difference' to Australian audiences. For any enquires or reels for Bruce please contact **Lizzy Nash or Michael Cook**, +61 (2) 8396 5999.

JOSH LOGUE

Its rock n roll and nappies in Josh Logue's world right now and few directors can marry these worlds as seamlessly as he is. Josh and Louise celebrated the safe arrival of their daughter Elke Logue in April. So while Louise is at home tending to Elke's needs, Josh, good lad that he is has been working with the contestants for Australia's Next Top Model on a TVC. From leggy blondes to the Souks of Marrakech, Josh takes a nimble crew of four to shoot a soon to be released music video.

http://clients.thefeds.com.au/josh/JoshLogue_Morocco.jpeg

With no rest for the wicked, Josh is also engaged in another spot for Clemengers that is due to shoot in August.

Josh's renowned animation and graphics company Mathematics made it into Creative Sydney's official list of 100 creative businesses.

For any enquires or reels for Josh Logue please contact **Rebecca Bennett** BB@thefeds.com.au or mob +61 (0) 405 337 347

CONTENT AND BRAND ENTERTAINMENT

Big news on the content front, after a year of development we have been given the green light from the ABC TV on stage 2 of development, The Feds' Kids Music Show, starting pre-production at the end of the year.

Since The Feds participation as an invited attendee at XMEDIA LAB in London and Sydney, our Head of Content Lisa Gray has been invited to be a mentor at the XMEDIA LAB Melbourne. XML creates a meeting place to assist people get their own creative ideas successfully to market, through concept development, business matching, and direct access to world-class networks of creative professionals. At the end of the month, XMEDIA LAB will be featured as part of the Melbourne International Film Festival. <http://www.xmedialab.com/>

Lisa was also invited to participate on an AFTR's paper on "What the 21st Century Producer" means. Lisa was joined by industry heavyweights Sandra Levy, Robert Connelly, Janelle Landers to discuss the paper that the centre of screen business had recently released on Australian Producers.

Partnering with Kylee Ingram from Australian documentaries with their project 'Habitat', The Feds and Australian Documentaries were finalists for Content 360, at MIP TV, in Cannes during April. Content 360 is a Creative challenge for new talent with a truly new and unique application or for content ideas with mass potential to attract and engage audiences. Habitat is a cross platform project with a game focused on educating kids about their carbon footprint. Habitat is partnered by Australian Documentaries, The Feds and Hackett films.

Race your Frankenstein creation in the Gauntlet or make your own WILD video dance clip. The collaboration between The Feds and Content Mint; Wildspace, our interactive kids space on ABC3.com has gone gang busters. The site is averaging tens of thousands of visitors per month since it's launch in April. <http://www.abc.net.au/abc3/wildspace/?v=gauntlet>

Coming up, over the next six months, The Feds and The Project Factory are working together to create digital content for a federal government agency. This innovative partnership is really exciting and through this we will be releasing a selection of original and innovative initiatives. Stay Tuned!

For any enquires or reels for Content please contact Lizzy Nash or Lisa Gray +61 (2) 8396 5999.

Check out two of The Fed's latest : Optus - **Thierry Poiraud** http://clients.thefeds.com.au/LatestWork/Thierry_Optus.mov

World Movies - **Josh Logue** http://clients.thefeds.com.au/josh/Spots/JoshL_WorldMovies.mov

PARANOID

Optus Secret Training by Thierry Poiraud and Coca Cola Quest by Edouard Salier were both huge hits for the World Cup.

Theirry Poiraud has joined forces once again with M&C Saatchi and Optus on a soon to be released spot.

LA Film Critics Association awarded Edouard Salier's short "Four" the Special Prize in the City of Lights, City of Angels Fest.

The festival brings contemporary French cinema to the US. Félicitations Edouard!

<http://www.paranoidus.com/director/7/edouard-salier/>

Paranoid US recently signed LA-based directing-duo, Radical Friend (Kirby McClure and Julia Grigorian).

Radical Friend is the collaboration of LA based artists/filmmakers Kirby McClure and Julia Grigorian. The duo has created surreal music videos and web based interactive worlds that are garnering a mass of attention. NY Mag's List of 14 Music Video Directors to Watch.

<http://www.paranoidus.com/director/64/radical-friend>

Radical Friend are participating in the Creators Project. Launched by Vice and Intel, The Creators Project is the brainchild of Spike Jonze and Vice's Shane Smith. Spike and Shane began talking about a 1920's-like salon where writers, artists, musicians and playwrights gathered to exchange ideas, resulting in a rich cultural cross-pollination.

From there they began putting together this HUGE event series/music parties that launched in NY. Here is more detailed info:

<http://www.wired.com/epicenter/2010/05/intel-and-vice-partner/>

Matthew Lessner recently directed a music video for Hey Champ. <http://vimeo.com/12349024>

While Nieto (and Capucine) will be screening some films and participating in a live performance at Brooklyn's Rooftop Film Series co-hosted by IFC.

For inquiries for Paranoid please contact Michael, Karen or Lizzy @ The Feds, +61 (2) 8396 5999.

WALKABOUT FILMS

The Walkabout boomerang went to the States and back once again in January with the 'More Ways' TVC for Splenda. 'More Ways' was in collaboration with Hello & Company, directed by Michael Karbelnikoff. This is the fourth TVC Walkabout has completed with Karbelnikoff and it was nice to have the Hello & Company team on our fair shores again.

March was a productive month for Walkabout with two TVCs in production. The Outback Steakhouse 'Life Tastes Better Fresh' was produced by Karen Watson and filmed around New South Wales. This saw another collaboration between Walkabout and Aero Films USA with director Klaus Obermeyer.

Walkabout facilitated the production of the next TVC for international hotel chain Holiday Inn called 'Stay You'. The TVC directed by Simon Ratigan of HLA London is part of a global campaign for the brand.

For any enquires for Walkabout please contact Lizzy Nash or Karen Watson, +61 (2) 8396 5999.

New Blood at The Pound.

Moving on from his illustrious career in the camera department, Tov Belling has joined us as a Director/DP. Fresh from his win for 'Best Cinematography' at Tropicfest 2010, and directing his successful 'See the Person, not the Disability' spot for 'Scope', Tov is already busy with treatments and scripts. We look forward to reporting on more of his exploits in the near future.

In a welcome return, Dogboy direct Dave and Steve who continue the rambunctious frivolity of recreating a legendary moment for Toyota. This time it's for the NRL, starring Origin great, Wally Lewis. In another ongoing relationship that The Pound enjoys, Charles Williams has finished a charming spot for Song Room through BADJAR Ogilvy. What could possibly go wrong when using a real classroom of kids, for whom many, English was a second language? Charles' delicate directorial touch brought a terrific commercial together, which is at once poignant and amusing.

Just another little plug for the NPO, Song Room... <http://www.songroom.org.au/home/introduction>

Matt Weston is continuing work on a bit of an epic for Publicis Mojo, stand by for further updates on this jaw dropping adventure. Please contact Fiona McGregor on 03 8844 0000 or 0418 686 688. www.thepound.com.au

COLLIDER NEWS

After many hours/days/weeks/months and lots and lots of conversations we have finally launched a new site for Collider. We've tried to be more honest to the nature of how we work and the breadth and variety of the projects we have embarked on over the years both together and as individuals. Take a look at www.collider.com.au. We hope you like it.

Daniel Askill helmed a global campaign for Smirnoff through JWT Sydney, that is due to broadcast later this month. In the spirit of the 2010 World Cup, the commercial was filmed in Manchester and featured the Manchester United soccer team at their best. In March this year, Askill also directed a campaign for the History Channel Italy. Featuring perennial Collider favourite – Sydney Dance Company's Richard Cilli - the spot was filmed over two nights in Sydney, and shows a man flying through various phases of mankind's history. Askill also recently directed a project for internationally renowned Swedish fashion label, Acne, which will be used online and will feature in their stores internationally.

Joel Pront continues his relationship with Grey New York with another epic commercial for Cialis. Entitled 'Winter', the commercial was shot on location in Aspen, as well as at Fox Studios Sydney. The winter wonderland was created by legendary production designer, George Little, and featured a classic ski cabin and mountains of snow. The commercial will air in the USA, and Collider handled all post production in house.

Andrew van der Westhuyzen has been busy with a number of design projects through Colider's design studio. Collider in handling the creative for the entire campaign of the 2010 Qantas Spirit of Youth Awards, the annual creative grants program. The campaign includes digital, motion and print collateral. Andrew has also been redesigning a number of online projects, for companies such as architectural firm, Jackson Teese, and fashion brand, Saxony.

Tim Richardson continues his association with the Sydney Dance Company, and his photography will be used for their upcoming production, entitled New Creations Season 2. Tim also directed a film for fashion wunderkind Dion Lee, that was screened during Lee's hotly anticipated showing at Rosemount Australian Fashion Week earlier this year.

Clemens Habicht has created a number of music videos in recent months, including two that utilised the new HD Go Pro mountable cameras. The first for Grinspoon's 'Premonitions', featured the band being chased by an unseen presence, and was filmed by mounting the Go Pro onto a remote controlled plain. The second, for Sydney band PVT, is a new take on the traditional performance video, with the band filming each other on tour using the mountable cameras. Clemens also directed a clip for LA-based band, Jump Jump Dance Dance, while the band was recently on tour in Australia. Taking inspiration from the track's title, 'Modern Eyes' features a multitude of faces created by using various objects and instruments in a studio.

Lorin Askill has directed a number of video projects in recent months. Featuring urban Australian beach and cityscapes, Lorin created a film for the ubiquitous label, Zimmermann, that will be used online and in their New York store. Askill also directed a video for rising fashion star, Dion Lee, that will feature on Dazed Digital. In addition to directing projects himself, Lorin has been busy in the editing suite, cutting the Smirnoff and History Channel Italy commercials.

For further information or to request reels please contact Michelle Sahayan on michelle@collider.com.au or 0413 732 184 / 02 9380 8911 www.collider.com.au

Window's World -

Last year's Young Director of the Year contender Jack Wung's been out proving that its the little things that you do in 15 seconds that make Life Good with an initial series of 5 brand spots for LG (with another 12 looking likely. 17 spots... Life really is good!) On top of that Jack has been pitching on work out of Germany, Asia and the Middle East to ensure he has no time to enjoy the spoils.

Shirley Barrett's keen to get back to TVC's after completion of her feature "South Solitary" . Honoured to open the 57th Sydney Film Festival, it stars father and daughter Barry and Miranda Otto in a story of windswept lust, love, loneliness and a lighthouse. After surviving this, Shirley happy to look at "Open on a kitchen sink..."

John Marles is receiving faint praise via the new UK Fosters commercials, his iconic XXXX commercials being quoted as the quintessential dinky-die beer TVCs. There's a slab of his XXXX spots on youtube www.youtube.com/watch?v=mtwkDGlpWJk
For those unaware, John is undoubtedly this country's most internationally awarded director and he's now back living in Oz.
www.windowproductions.com

MARK JOFFE Now seen through Window.



Mark Joffe has been Involved on features and other long format work for the last few years, and is now returning to directing commercials though Window Productions.

The highly regarded director of such iconic feature films as "SPOTSWOOD" (Anthony Hopkins, Russell Crowe & Toni Collette) "COSI" (Toni Collette, Rachel Griffiths & David Wenham), the internationally acclaimed "THE MAN WHO SUED GOD" (Billy Connolly and Judy Davis) and with Working Title, "THE MATCHMAKER" (Janeane Garofalo & Denis Leary) and Mark has also received local and international awards for his direction in TVCs and music videos.

While performance is his forté, Mark is equally as adept for his graphic interpretations such as his previous productions for CBA. Mark's work can be seen and he can be contacted at www.windowproductions.com

Jack Wung and Nick Simkins have been out proving that it's the little things that you do in 15 seconds that make Life Good with an initial series of 5 brand spots for LG (with another 12 looking likely. 17 spots... Life really is good!) On top of that Jack has been pitching on work out of Germany, Asia and the Middle East to ensure he has no time to enjoy the spoils.
www.windowproductions.com

LOUD Films goes off with a bang since opening their doors on 1st May 2010!

Jamie Doolan and Jackie started with a 'Winter Sale' King Furniture spot for the David Morris Agency in Sydney, then over the Gold Coast for warmer weather with Publicis Mojo Melbourne for their new Nestle Drumstick commercial.

They are now in pre-production over in Perth to use the Freemantle Doctor to cool down the West Coast Eagles for the Medibank August campaign. If you'd like to see Jamie's reel, please call Jackie on 0413 161 177. www.loudfilms.com.au

Accomplice

What a wonderful close to the financial year. **Grey Rogers** finished the BCF Brand Campaign with Ralph Barnett from Sapient Nitro. Six commercials in all! Look for them on air mid August. Grey also found time to shoot a beautiful spot for junior with Steve Minon for Queensland Government – literacy program. Check out the accomplice facebook page or our website.

Sydney young directing team will&tom have been run off their feet. First shooting in London for the team at BCM for Sunny Queen Eggs, then racing back to work with junior to shoot a spot for Royal Children's Hospital with Sharon Edmondston and Jono Drapes. The last week has seen them shoot again for junior with a lovely spot for Queensland Newspapers – Top Dog campaign with Sharon Edmondston and Charles Schaefer. www.accomplice.tv

For Show reel or any further information please contact Mark Bishop – mark@accomplice.tv or on 0423101705

FLYING FISH NEWS

Adam Blaiklock's debut feature film , 'Caught Inside', produced by Flying Fish, premiered at the Sydney Film Festival and won the Audience Award for 2010.

Flying Fish have signed with Arlight for international distribution of the feature. Ben Oxenbould's lead role performance has been described as seamless, terrific and outstanding. www.caughtinside.com.au

Niki Caro's HBF Campaign won a Silver Lion at Cannes. It won numerous awards at the Campaign Brief WA Awards and this latest accolade is a great result for Meerkats, Kurt Beaudain and Niki.

Luke Savage's Rodney District Council 'Grenade' campaign continued on it's winning ways with three Gold Axis Awards and one Bronze. Wade Shotter's Vodafone 'Symphonia' also won a Silver Axis Award.

Anthony Rose continues to have a great run of work with two shoots in London, one in New York, one in Fiji and another in Mumbai. **Tom Spark** filmed one of the most moving pieces of film for Cerebral Palsy, another clip for Jimmy Barnes, and work for BMF, M&C and Loud . Flying Fish NZ turns 25 shortly and Flying Fish Sydney celebrated it's 10th Birthday at the start of July. www.flyingfish.co.nz

MIFF 2010... It's a matter of taste.

Let's face it. When it comes to attending the movies these days, we're blessed with a myriad of choices. But making a decision? That's the hard bit. Will it be comedy or drama? 2D or 3D? The front row or the back row? Or, the biggest dilemma of all, do I want a choctop or popcorn?

Charged with producing the [Melbourne International Film Festival Trailer](http://theguildfilm.com/showreels/directors/damien-kelly), (<http://theguildfilm.com/showreels/directors/damien-kelly>) director Damien Kelly, producer Josh Butt, and the team at Badjar Ogilvy faced this predicament head on by getting a box of popcorn and a choctop to fight it out in the backstreets of Melbourne, 70's Kung-Fu style!

Client:	Melbourne International Film Festival
Agency:	Badjar Ogilvy
Executive Creative Director:	Michael Knox
Writer:	Darren Winter
Art Director:	Joe Hill
Agency Producer:	Tim Marxsen
Production Company:	The Guild of Commercial Filmmakers
Director:	Damien Kelly
Producer:	Josh Butt
DOP:	Garry Richards

Platon Theodoris

Freelance Director Platon Theodoris found success with his 30 minute drama "Lakemba" - gaining a limited theatrical release at Hoyts after a very successful run at Dendy. This is a first for an Aussie short.

Capturing genuine performances from first time actors also impressed the selectors at the 52nd London Film Festival. A European distribution deal followed. "Lakemba" is now available for download at the itunes store.

His new short "Sunrise" - made with the kids from the Sunrise Children's Village in Cambodia is currently doing the festival circuit. A charity screening at Paddington's Chauvel raised over \$5000 for the orphanage in the hope Geraldine Cox and her team can continue their great work.

To donate please go to www.scv.org.au

Platon's scrumptious biscuit and chocolate table top work has seen him direct work for European biscuit giant Cookie (BBDO) and Kraft's OREO (FCB). His ability to capture strong performances from children and first time actors has also seen him direct a mammoth campaign for the American Aid Agency US-AID (Bates141).

He is currently shooting a music video for Bali-based musician extraordinaire Aditya James through Geffen. Platon's eclectic client base and diverse work demonstrates he's more than just a unique name.

"Platon" - pronounced with the "aton" sound corresponding to the letters in the words "sat on". For example : "Platon sat on the table". Check out his website at www.platontheodoris.com

Spirit Films

Spirit Films has had continued success through the first half of 2010, scooping a swag of awards at the recent Adelaide Advertising and Design Club Awards.

Ernie Clark ACS picked up the Masters Chair Award for all-round excellence in craftsmanship for the widely-acclaimed Dept of Health 'Out it Flu' campaign through Jamshop. Ernie also collected a Direction award for the same campaign, which has received over a million hits on YouTube, and another for the San Remo Zafarelli Cinema commercial through Clemenger.

Roh Smith scored a Direction award for the internationally publicised Coast Yamaha 'Pocket Rocket' spot through Clemenger BBDO, which used illusory perspective techniques to urge punters to 'get a real bike'.

Director Hugh Sullivan walked away with a finalist award for the Motor Accident Commission's 'Hypothetical' campaign, the maiden project for Hugh as a Spirit Films Director and his first for Clemenger BBDO.

Besides winning awards, the directors have worked on an assortment of colourful campaigns with well-established clients, as well as new ones.

Hugh Sullivan directed a quirky spot for Mister Potato through Gray Advertising which showed nationally during the Friday night AFL footy. He's also put the finishing touches on an SA Lotteries campaign through Clemenger BBDO, which will go to air in coming weeks.

Ernie Clark ACS polished off a vibrant Powermat tabletop spot through Wilson Everard, Melbourne where the name of the game was precision. Also for Wilson Everard, Ernie wrapped on a flagship Andrology Australia campaign, set to go to air later this year.

Chris Houghton was instrumental in the SANFL season launch for 2010 with an exceptional commercial with a tribal flavour. Done in conjunction with direct client SANFL, the TV campaign went hand-in-hand with radio, print and web components.

Roh Smith got his Goodies out with Clemenger BBDO for a Fantastic Goodies cinema commercial which screened during the much-anticipated Sex and the City 2 release. Roh again teamed up with Clemenger for a San Remo pasta commercial in support of the client's sponsorship of netball in New Zealand. This is set for release in NZ later this year. Finally, Roh recently finished up on a campaign for LA Advertising for client Zen Energy asking us all to consider turning green.

www.spiritfilms.com.au

Exit Sydney

Exit Sydney has been growing rapidly since opening in February. **Darren Ashton** having just come off directing two episodes for the latest John Edwards tv series, while in Melbourne, also slipped in a McCains tvc for Badjar Ogilvy.

We are very proud to announce that **Paul Goldman** has recently joined the Sydney office. He has just finished a controversial documentary on the AFL star Ben Cousins, and looking forward to getting his teeth into directing some tvcs again.

Our young and talented **Mike Daly** has just shot two beautiful viral spots for STC and of course the latest campaign for Sunbeam with the floating appliances. **GPG** our French Canadian director has already done a clever viral for Hyundai with the Socceros and is about to shoot a lovely spot for Banjo.

And finally, in the last week Suzanne Mallos has stepped in as producer for both Mike Daly and GPG.

www.exitfilms.com.au

EXIT FILMS Melbourne:

BEN HODSON has been flat out over the last few months creating some fantastic new performance spots for Nintendo Wii with Leo Burnett, as well as stylish, steady-cam extravaganza for Metricon Homes. He is also currently developing a feature script that from early whispers is looking to be something pretty interesting. **AMY GEBHARDT** a big congratulations to Amy who's recent commercial for Guide Dogs - Support Scent with Clemenger BBDO won in Cannes, Gold Lion in Direct and Silver Lion for best in Promo Campaign, along with the win she has recently finished a new campaign for Canon 'World of EOS' with Leo Burnett. **JOLYON WATKINS** has recently returned from Brisbane after directing the new sections for 'May the Best Car win' Holden Campaign and the 'Cruze' Campaign, with AJF partnerships.

Exit Films Melbourne collaborated with Mojo Sydney for their client **Coca Cola Europe** and it's energy drink, Burn. The result was a unique package of 2 documentaries and a short film to be principally shown online on 65 community channels and will feature in social media spaces and an online hub - www.burn.com www.burn.com. It was a large and complex project, involving many people in the Exit office. We had very little time, and all projects needed to be produced concurrently, so it was all hands on deck to unearth the two documentary artists, who needed to be passionate, fierce and unique in their crafts ... and undiscovered.

Glendyn Ivlin directed the soundmaker doco 'Playground', which he shot in Philadelphia, USA; and **Jonathan Hill** directed the snowboarder doco 'Peepshow', shot in Quebec, Canada. They were produced in true doco style, where the filmmakers landed and found their stories during a frantic week of shooting.

The short film 'Ride', featuring skateboarders literally on fire, was directed by **Garth Davis**, and shot in Mexico City.

This entire project was amazing to work on. It was high energy in the production company for weeks and to have so many people involved and working on the same project at the same time, was a special experience. The support and understanding from the agency, who needed to buy into this different process, and leave so many things in the hands of the filmmakers on the ground, was critical to the success of the films. We also owe a lot to Colin Renshaw, from the Cutting Edge, for his tireless energy, passion and commitment to the short film 'Ride'. The films are viewable now on at www.exit.com.au www.exit.com.au or at www.mojothings.com www.mojothings.com

Coalition of the Willing

24 filmmakers from around the world - including locals Mighty Nice - came together to create "Coalition of the Willing", an animated film about the online war against global warming in a 'post Copenhagen' world. The film was written by Tim Rayner, local writer and philosopher, and co-written and directed by British film-maker Simon Robson, and crafted by professional artists and filmmakers using an array of eclectic techniques.

Local animation studio, Mighty Nice, is proud to have been involved in the production of the film. "The script grabbed us immediately. Simon & Tim had put together something really inspiring - a film to bring together talented and skilled people needed to solve the planet's problems," Darren, Mighty Nice's Director explains. "The animators were the first of hopefully many to get involved, and their skills shine through in a very unique film."

The various styles include stop-motion animation using potatoes, melons and cauliflowers; 3-D animation; stop-motion and impressionistic watercolours.

The film has had a staggered release online, starting in February in 2010, with the final launch on June 30 at Richmix, London UK. Mighty Nice hosted a local launch here in Sydney.

www.coalitionofthewilling.org.uk

Dwyer joins Play

Play tv's main Director Frazer Bailey has teamed up with Producer Jason Dwyer.

Jason's 20 years' experience as an award-winning producer of TV ads, music videos and promotional films, have brought him all manner of accolades and admiration. When in Sydney he produced for Peter Cherry and Adrian Hayward at Independent Films then at aht. Before that in the UK he worked with film directors Spike Jones and Big TV whilst at Jonathan Glazer's Academy Films. Jason's stellar career has also seen him collaborate with the likes of Andre Agassi, Macy Gray, Usher, Lauren Hill and David Gray. He has a slew of sensational creative for world-class brands such as Mercedes, Volvo, Mitsubishi and Vodafone. And if that weren't enough, he also tasted glory as executive producer for the film that helped the Russian city of Sochi secure the 2014 Winter Olympics.

Now based in his home town of Brisbane, he has teamed up with award winning Director Frazer Bailey to take Frazer and the company to new heights of creative excellence.

View Frazer Baileys latest work and Jason's full bio at www.playtv.com.au

PHOTOPLAY FILMS

The first half of the year has been even busier as PHOTOPLAY celebrates its first birthday.

Andrew joins:

We've had a new director producer / producer team join the fold - Director Andrew Lancaster & his producer Angie Fielder joined Photoplay in early April for commercial representation. Andrew, who is possibly better known for his music composition work through Supersonic and now Sonar, has a long list of awarded music videos and short films to his name. Recently he directed his first feature film, ACCIDENTS HAPPEN featuring Oscar winner Geena Davis, which opened theatrically in Australia in late April. Andrew & Angie are currently in pre-production with HOST on a gorgeous TVC for fashion brand LEVI'S.

Scott:

Earlier in the year director Scott Otto Anderson worked an imaginative Honda CRV TVC with huge set designs and choreography for Draft FCB Melbourne, before flying off to LA to shoot two US TVCs for Saville. On his return to Sydney he worked with BMF Sydney on a hilarious campaign for Schweppes SOLO's 'Lucky Undies' for the World Cup. Scott is now in post on his latest commercial project, a theatrical production with moving sets & rear projections for NRMA which will air in the next few weeks. Scott is involved in two theatre productions with director Nigel Jamieson – Puccini's opera 'The Girl of the Golden West' opening 14th July at the Sydney Opera House, and 'Wrong Skin' that brings the Chooky Dancers from Arnhem Land, Northern Territory, to the Sydney Opera House stage in September.

Matt:

Director Matt Kamen and his producer-brother Chris continue to bring their comedic style to TVC land with recent campaigns for SBS Tour De France, Pizza Hut & Snugglers. The SBS Tour De France campaign was created by agency US Sydney - Matt brought a brilliant comic sensibility and stylish visuals to the campaign which has four different spots currently running on high rotation during the World Cup and Tour De France on SBS. Matt is currently shooting a comedy spot for Oglivy Sydney, and pitching on several more comedy projects.

Husein:

After finishing off a stunning spot for Wrigley's Starburst / Camp Quality called 'Colour Fight' earlier this year, Husein went on to direct this year's cinema & TV commercial for this year's Sydney Film Festival, followed by a beautiful visual piece called 'A Foreign Light becomes Freedom in Flight' for the MCA's recent Sydney Creative VIVID Festival. Husein is currently finishing a TVC for JWT Sydney. He has also had great success with the development of his feature film 'Divine Shadows' which is scheduled to begin pre-production in the US later this year (for more info check out - <http://www.divineshadows.com/>).

Diamond Dogs:

Phil and Olly have applied their delicate eye to another music video for The Hoosiers in London, and a beautifully art-directed TVC for Very in the UK. They have also just completed their second short film Archaeology which is set to tour the international festival circuit with the same success as their first film The Black Hole.

In other news - Photoplay continues to produce the Triple J TV music series for the ABC TV - the first of the series will be four programs covering the Triple J One Night Stand concert in Alice Springs, which featured the John Butler Trio, Bluejuice, Washington & Gyroscope. We recently filmed the Eddy Current Suppression concert in Melbourne, and this program is in post production. The line up for the next few episodes is great - LCD Sound System, The Tender Trap, Hot Chip, & Florence and the Machine!

To check out the latest work of Scott Otto Anderson, Matt Kamen, Husein Alicajic, Andrew Lancaster or Diamond Dogs go to www.photoplayfilms.com.au

Hackett Films

Australia's most iconic artistic hub, the Sydney Opera House and Screen NSW have launched an international search for the best graphic storytellers, as part of the Sydney Opera House's inaugural GRAPHIC festival. Hackett Films is one of the proud supporters of the competition.

Over three rounds, competition entrants vie for \$20,000 in cash, by creating a 60 second story that weaves in compulsory narrative elements, such as an archetypal theme: 'recovery', a character: 'a 7 year old', and a sound fx: 'a yawn'. The first round has just closed with 75 entries received from Australia and around the world. Ten lucky finalists will be selected by the judging panel of James Hackett, Rob Coleman, Shaun Tan, Jordan Verzar and Valerie Allerton to move into the next round.

In addition to the \$20,000 cash prize, which can be used for professional development, post production or to invest in taking the animation to market the winner will receive an Adobe CS5 Master Collection (valued at \$4,333) and have their film screened at GRAPHIC.

Hackett Films worked with the Digital Team at the Sydney Opera House to create the animated storyboard demo's as part of the competition site to demonstrate the different methods that could be used by entrants to communicate their stories. Our talented animator Leo Nguyen worked up two different illustrated and graphic styles and a small internal team laboured fastidiously on the stop motion version - James Hackett, Chris Tan, Matt Pearson and Ran-Ran Zhou.

Hackett Films also worked with the Marketing team to design a new identity for GRAPHIC that would represent the alternate worlds of graphic novels. The logo was inspired by the unique way graphic novels are read; sequential boxed illustrations and the poster illustration was inspired by post apocalyptic themes.

For more information about the GRAPHIC festival 7-8 August 2010 and online animation competition please visit the website: www.sydneyoperahouse.com/graphic . www.hackettfilms.com

BLACKLAB INTERNATIONAL

The Blacklab team have had a busy few months of local and international TVC work, setting the pace for a productive and creative remainder of the year.

Director **Grant Marshall** and producer Hannah Byrmand recently completed TVC campaigns for Publicis Mojo: Unitab "Head vs Heart" with creatives Ryan Petie and Shay Devery, and Subway "BBQ Meatball" with Greg Crawford. "Head vs Heart" features a giant brain attempting to discuss sports statistics with a giant heart who is only interested in showing support for his favourite team – this commercial has been described by viewers as "totally random".

Grant and Hannah have also completed a series of TVCs with BCM creative director Nick Ikonou and writer Deb Enright for Sunsuper. The campaign titled "Make Your Dreams More Than Dreams" features real Sunsuper members talking about living their dreams now they're retired. These commercials were shot by Blacklab company director and cinematographer Tim McGahan ACS in various iconic locations, including a golf course in Brisbane, the Noosa hinterland, in the hustle and bustle of Paris and on the cobblestone streets of a Hungarian village. While in the northern hemisphere, Grant, Hannah and Tim also managed to squeeze in a QUT TVC shoot in New York for BCM creatives Andrew Bartlett and Andy Iles and agency producer Shane Ford.

Director **Ron Johanson ACS** and producer Karen Hayward had a hectic couple of months working on a multi-day shoot for Ergon Energy's latest TV brand campaign through advertising agency Redsuit. These commercials aim to encourage people to actively manage their energy consumption. Ron and Karen also recently produced a Department of Community Safety "Fire Awareness" TVC with Redsuit.

Karen has also been working with director Sean Gilligan on a music video for Birds of Tokyo. The video for the band's latest single "Plans" features hypnotic moments of super-slow motion, shot on the Photron camera system. Sean and Karen are currently in preproduction for a viral campaign through GPYR, and a TV commercial through BCM.

The Spierig Brothers are about to head off to in the United States to direct a TV commercial campaign for Universal Studios and Coke Zero. Peter and Michael will be back home in Australia in late July to focus on local production work.

For showreels or further information on any of our directors, please contact 07 3217 3444 or info@blacklab.com.au

THE SWEET SHOP SIGNS HOT NEW DIRECTOR DUO TWiN.

The Sweet Shop is proud to announce the signing of **TWiN** – the brothers Jonathan and Josh Baker – for global representation and management (ex their home market).

TWiN's work has a strong visual narrative quality. They range from heartfelt to surreal, with an emphasis on drawing emotion. Australian born, New York based, TWiN's recent work incorporates these effects for the likes of Nissan – the subtle and charming 'Morning Light', and 'Rise', starring a Transformers- style, rooftop jumping hybrid robot; Impotence Australia 'Little Fella', with its comical midget man; and Wrigley's 'Tab', featuring a delightful cast of animated toy figures.

With identical backgrounds in design, the brothers have played with everything from title sequences for film and TV, to album art, editorial photography and music videos. Mediums which have helped to break them into the director's chair in 2004. Primarily they directed projects individually in Australia. They formed TWiN to consolidate and develop their commercial directing repertoire.

The Sweet Shop's CEO/Managing Partner, Paul Prince says: "I've watched the two guys' individual careers prosper down under from the beginning of their design days, and always looked at inviting them into The Sweet Shop, but agonized over which of them would be best. Now that they've joined forces, the decision was simplified and with double the potency. Perfect idea, TWiN, I'm proud to have them become a part of The Sweet Shop family."

On one side TWiN create hefty visual effects but on the other they focus on subtle detail and natural allure. "We try to maintain a tangible and often observational shooting style, with an emphasis on beautiful pictures", says Jonathan.

The pair are thrilled at their new affiliation: "We've always looked at The Sweet Shop as one of the best in the biz. Signing with them feels like spooning the one you love, while suddenly being pushed out of a small aircraft at 80,000 ft and realizing you have no parachute, but are saved by those flying creatures from Avatar, safely landing at a Foo Fighters concert on a Thailand beach full of beautiful women that all like playing video games".

Stephen Dickstein, global president/managing partner says: "Very few directors in the business integrate technical mastery, contemporary style and cinematic narrative/story telling...we believe that TWiN will be recognized amongst the elite group who possess these skills while also being committed to advertising." www.thesweetshop.tv

Jungleboys.

Awards this quarter include a Bronze Lion at Cannes for Meat & Livestock Association (BMF/ Trent & Scott), a Promax Gold for Scott's Ernst & Young work and a Yellow Pencil nomination for the Virgin Mobile Vanilla Ice campaign (Droga5/ Trent).

Trent is directing a new ABC comedy called "Like a Virgin" and did a series of TVCs for Chokito (JWT) with Scott. They also did a viral as part of the same campaign - which got over 170,000 hits on YouTube. Scott also shot 6 spots for Coca-Cola (Ogilvy) and two campaigns for McDonalds. Luke spent most of the last 3 months working on his short "Cockroach" for the John Jameson short film competition. However, he is now back on board and has just shot 3 campaigns in the last month (all are in post production and will be on the reel shortly!). www.jungleboys.com.au

Jonathan Dreyfus = Original Music

Quirky, melodic and fresh, the music of composer Jonathan Dreyfus channels the best of classical and pop into a slick, cinematic sound. Jonathan is client-focused, works quickly and to spec, and has experience in advertising, TV and film.

Recent work

2010 – The Art of Walking (documentary, @radical Media)

2009 – The Poker Star (series, @radical Media)

2009 – Leaseplan "Otto" (the Surgery)

2009 – Cadbury "In Transit" (Patterson)

2009 – Jeep "Don't Ask (Clemenger BBDO)

Contact t. 0425 711 324 e. quickstrings@gmail.com w. www.quickstrings.com.au

ZOOM FILM & TELEVISION

Mark Toia

Director **Mark Toia** and Producer Keri Grant have seen an extremely busy start to 2010, with even more projects coming in for the later part of the year. While Mark was putting the finishing touches on the Crunchox spot, production began on the new Sanitarium brand campaign with Adam Lance and Adam Whitehead from Sydney's Human Communications. This heartwarming campaign was actually comprised of an Australian and New Zealand version and saw Mark and the team shooting in both Sydney and Auckland. The spots highlight Sanitarium's values and success over the last hundred years and feature some loving moments between real mums and their kids.

It was non stop from there, with Mark heading to Texas to direct a Powerball TVC for Texas Lottery. Mark worked with American advertising agency TraceyLocke on this impressive spot, which featured copious talent and incredible locations including cattle ranches, the NASA Space Centre and downtown Houston.

The next stop on Mark's busy schedule was Jakarta, Indonesia, where he squeezed in two shoots; one with Indonesian sugar company Gulaku and the other with Indonesian cement company, Semem Gresik. The new Gulaku TVC features a magical 3D world of sweets and candy. This spot is currently in post production with FIN Design. Not too dissimilar to Gulaku, the Semen Gresik spot involves children and a 3D city which comes to life from the children's drawings.

Once back in Brisbane, Mark stepped straight into a Bond University TVC, teaming up with graphic designer, Justin Overell and motion graphics artist, Davros. This spot features Bond University students and stunning graphic animation that illustrate the student's ambitions and potential. Ross Batten of Cutting Edge, Brisbane added his sound design flair with a compelling sound track.

Mark is currently working on a series of Holden commercials with AJF Partnership and also another Indonesian based production for NUSA.

Finally, after many months under wraps, Stainmaster TVC has gone to air. Mark shot this back in December 2009 and working with Jeremy Wynne & Justin Groves from Melbourne's Wilson Everard Advertising. The iconic spot is reminiscent of the original Stainmaster TVC which featured world renown artist, Pro Hart. The new spot has Pro's grandson Harry Hart recreating a similar dragonfly with all sorts of foods and toys on his mum's Stainmaster carpet.

To view any of Mark's latest work, visit www.zoomfilmtv.com.au or call + 61 404 078 879 to chat more with his producer, Keri Grant.

SOS Films

A busy first half of the year saw SOS FILMS hit the boards running.

In February, Salik flew up to Brisbane with Agency 10 Feet Tall, to Direct/DOP the MS Readathon Campaign at Australia Zoo with Robert and Bindi Irwin and a host of native animals! New editing team at SOS Films- Vagabundo Bros- editing the TVCs. March saw SOS produce a 4 minute DVD release and a 30s TVC for the department of Sport and Recreation for Grey Melbourne. Four different sporting code games we set up to create "Bad supporter behaviour" awareness. A massive task to co-ordinate venues, players, officials, spectators and a shit load of paper work! Great producing by Sandi Gracin (Grey Melbourne) and Andrea Grey (SOS FILMS). Salik worked closely with DOP Richard Hosking to create a "reality" feel to the cinematography coverage and strong performances by the cast. Writer Nigel Dawson, Art Director Peter Becker. The Vagabundo Bros edited the project.

SOS Films co-produced with Silverspoon, a 30s spot for Essendon FC. Shot at Ethiad Stadium and starring Angus Monfries. The TVC promoted the official Web Site of the Essendon Football Club. Directed by Salik, DOP Richard Hosking and edited at Silverspoon facilities. During April and May SOS FILMS shot two spots for Agency Communicado. Both spots were written by Andrew Plymin. Agency Producer for the Intralot spot- Asha Gaskell and for the Rinnai spot Agency Producer Karina Bloomfield. Both spots were edited by the Vagabundo Bros at SOS FILMS. The Vagabundo Bros have also shot and edited a music video "If I were a bird" for Jack Howard (ex- Hunters & Collectors) during the month of June. To see some of our latest work follow the link- www.youtube.com/sosfilmsaus contact Andrea Grey at producers@sosfilms.com.au

Director JEFFREY DARLING

Always passionate about telling visual tales, creating gorgeous and unforgettable imagery, about creating film / stills that leave you yearning for another and another viewing. love working in australia. website: www.jeffreydarling.com contact: sarah@jeffreydarling.com 0414 766 778

Director SIMON FROST

Simon Frost and Sarah Leach have spent the last few months producing a 30 minute pilot called The Johnsons, which is a black comedy TV show that Simon has co-written, and is based on a family in the outer suburbs of Sydney. It is now in its final stages thanks to the help of so many people who helped to get the project off the ground. It was shot by Peter Moss ACS, edited by Michael Houlahan at MRPPS and finished at FSM, with Stellar doing the sound. Simon and Sarah will be taking the show to market over the next few months both locally and internationally and are now also back shooting commercials both in Australia and overseas. simonfrostshowreel.com

The Colony

Director **David Gaddie** and producer Susan Walker have formed The Colony, a multidisciplinary directing collective incorporating production, creative services and visual effects. Gaddie is a well-known international director who has earned an array of awards at nearly every major advertising award including a Gold Lion at Cannes.

Their first job as The Colony has just gone to air and is the "Motherland" campaign for Smart Inc Sydney.

www.the-colony.com Susan Walker is Executive Producer. Contact: 02 8011 3188

THE CONTI BROS

Steve Jobs decision to turn his back on flash support for the ipad and iphone has mean't that our last few weeks has been spent , re designing our website at last we are now happy to announce that our new site should work on just about any device with an internet connection

View all of our latest work @ www.contibrosfilms.com Karl & Myles Conti.

Anousha Zarkesh & Susie Mclean Casting

Anousha Zarkesh and Susie McLean have had a busy 1st half of the year casting Australia wide for director Michael Gracey's Australian Tourism, Nissan for Josh Frizzell, Allens Sweets for Miki Magasiva at Curious and more recently the Sydney casting for one of the latest Commonwealth Bank campaign for director, Jean Pierre Jeunet of Amelie fame.

To see what the girls have been up to contact Susie 0418 600 766 or Anousha 0413 689495

Post Production

ILOURA'S BRAINS WIN BROADCAST DESIGN AWARD

Iloura is pleased to announce that work completed for SBS Television and US Agency Sydney has been awarded Best in Show Broadcast Design Hotshop Awards 2010. Iloura's work was described as "stunningly breathtaking" by one member of the Hotshop Award's judging panel, another said that "Iloura's SBS work breaks the mould." Building on the current Six Billion Stories campaign, Iloura designed idents by combining culturally diverse sound bites with compelling motion graphics. Nathan Bell, Senior Account Director at US Agency Sydney commented, "The combination of a brave client and a world-class design house resulted in a distinctive and highly engaging brand campaign. We couldn't be more proud." said Mr. Bell.

The diverse styles of the graphics range from organic hand-drawn illustrations to futuristic 3D models and all have the central motif of a human brain. Stephen Van Elst, Head of Iloura Design explains, "US Agency Sydney developed this interesting concept, with foundations in sound. My team was thrilled by the faith Josh Moore [Creative Director, US Agency] and his team had in us, they allowed our own brains to fire off in "six billion" directions and encouraged us to develop a range of styles that both challenged and complimented our skill base. It is a rare treat to work on a job like this and we are all extremely happy with the results." The SBS Brain campaign is currently on air, nationally.

To view Iloura's work please visit: <http://www.iloura.com.au>

Media contact Ella Mitchell 0439.876.878 / ella@iloura.com.au

BOFFSWANA MEDIA RELEASE

Boffswana releases their latest augmented reality (AR) web based project for Saatchi and Saatchi NY and their client General Mills' for Honey Nut Cheerios. Melbourne based award winning creative technology company Boffswana supply specialist interactive communications solutions. Honeyway Train is an augmented reality on-line game where the player, interacting with a web cam, controls the entire experience using the Honey Nut Cheerios cereal box. "The brief was to create an AR experience that places Honey Nut Cheerios at the centre of the action. We designed and created an AR game using the Unity3D engine resulting in the actual Cheerios boxes being the tool that activates and controls the game. It is a world first in the realm of AR working in combination Unity 3D." Robert Stock, Executive Producer, Boffswana. Honeyway Train is a unique game experience that offers users something they haven't seen before, and it's fun! The game controls are very intuitive and the user manipulates everything via holding the cereal box. "This represents about 6 months of development to create an AR experience in Unity3D. It is also very gratifying for us to be launching our second project for Saatchi and Saatchi New York and their largest client General Mills. They have a great vision and have shown tremendous faith in our abilities." said Mr. Stock.

To play the game jump online www.honeydefender.com and to review the project case study go to

www.boffswana.com/honeydefender

ILOURA ANIMATE AUSTRALIA'S FIRST FULLY CG 3D ADVERTISEMENT

Today, Iloura is pleased to announce their creative and technical involvement in the first fully realised CG stereoscopic commercial made in Australia. Partnering with advertising agency The Campaign Palace and client retail giant Target, the team fashioned a cutting-edge campaign for Target's annual Biggest Toy Sale 2010.

The team, headed by senior animator/director Octavio De Lellis worked for two and a half months to create the famous Target rondels in "stereo". In the spot, a quirky group of Target roundels are working busily in their toy factory to put the finishing touches on an iconic countdown machine, in anticipation of opening Australia's Biggest Toy Sale. 'Working on Target was a whole lot fun. The team and I had been hankering to execute a 3D/Stereo spot and working on Target Biggest Toy Sale campaign was a great first. Everyone involved had a great attitude and enthusiasm, which made me feel like I was a kid in a...toy shop! I am very happy with the spot,' said Octavio De Lellis, Senior Animator/Director, Iloura. Iloura has been working with The Campaign Palace on CGI Target creative intensively for the past 12 months.

With the emerging success of 3D at the box office Target and The Campaign Palace together believed that it was an exciting medium worth exploring. Iloura was already undertaking significant R & D in stereoscopy and was awarded the VFX parcel on Australia's first drama stereoscopic feature film James Cameron's Sanctum (due for release later this year). "Stereoscopy brings with it a whole new process that needs to be carefully considered. Shot layout and content needs to be scrutinised throughout the process to ensure the smooth transition from one shot to another. Being one of the first Australian companies to execute broadcast quality digital "stereo" work, there was a degree of R&D required during production," said Simon Rosenthal, Executive Producer, Iloura. 'Working in stereoscopy was a first for us and our client was very open to the requirements needed to complete this high-end 3D commercial. We are thrilled with the result and our client is continually impressed with the team at Iloura,' said Fiona Gillies, Head of TV, The Campaign Palace, Melbourne.

The team finished 1 x 30 second stereoscopic spot for cinema and 2 x 30 second and 2 x 15 second 2D spots for television.

The spots are part of a totally integrated campaign the agency developed for Target, which covers outdoor, print, catalogue, television and cinema. To view Iloura's work please visit: <http://www.iloura.com.au> Media contact Ella Mitchell 0439.876.878 / ella@iloura.com.au

Emmy Award nomination for The Pacific: Outstanding Special Visual Effects 2010

Today, Iloura is pleased to announce that The Pacific has received two 2010 Emmy Award nominations for 'Outstanding Special Visual Effects for a Miniseries, Movie Or a Special'.

The 10-part mini series from HBO received 24 nominations, more than any other show in contention.

Melbourne based animation and VFX studio Iloura worked on nine of the ten episodes, providing a broad range of VFX requirements across 184 shots, for the production. Mark Hoerr, Vice President of Post Production, HBO Film and Mini Series, said "Iloura delivered a number of the big, signature shots for the series. It was a wonderful collaboration. Iloura's artistic and technical contributions were invaluable in realizing the series' epic scope and quest for authenticity." Said Mr. Hoerr.

One of these signature shots was completed for episode one of the series, which is up for nomination.

The sequences features troops at war, loading into smaller landing boats from battleships. Very little of this scene was achieved in camera. "Some of the foreground boats were captured on camera, but most of the boats, ships and the airplanes were generated in 3D, as was all of the cannon fire. The ocean is a mixture of live action elements and computer graphics (CG),

particularly where water interacts with the ships. The foreground ship from which the troops are disembarking was a combination of a set and CG extensions. The troops themselves were shot against blue screen and integrated carefully into the final shot." Said Ineke Majoor, Head of VFX, Iloura. The Pacific is HBO's signature production in 2010, and with Tom Hanks and Steven Spielberg as executive producers it is as significant as TV production can get.

"It is a testament to the reputation of the Australian film industry and the faith in our local talent that international productions would choose to bring such an epic production like The Pacific to Australia." said Simon Rosenthal, Executive Producer, Iloura. Iloura is currently working on Sanctum (3D), directed by Alastair Grierson; The Killer Elite, starring, Jason Statham, Clive Owen and Robert DeNiro; The Eye of the Storm, directed by Fred Schepisi, starring: Geoffrey Rush, Judy Davis, and the US vampire thriller Priest, directed by Scott Charles Stuart.

CUTTING EDGE SYDNEY

Senior Compositor/VFX Supervisor Colin Renshaw has been busy since his move to Cutting Edge from Animalogic earlier this year, working on recent commercials **Coke Burn** with **Garth Davis** from Exit Films, **Steinlager's Pure Vision** with **Christopher Riggert** from @radical.media and Arnott's with **Michael Joy** at Luscious International.

Cutting Edge Creative Director, **Brent Grayburn** has been creating some beautiful visuals for **Foxtel in the Community** with **Husein** from Photoplay, the **TED** project with **Christopher Riggert** from @radical.media and a highly stylised Broadcast Design package for extreme sporting event **Impact FC**. The final graphics package for this event was available for viewing in 104 million homes across the USA & UK.

Hugh Seville has been working with **Rey Carlson** at Playbig Films on a new campaign for the RTA and again with Rey on another tv for Golf Desire. Other projects completed include **Sunbeam** with **Mike Daly** at Exit Films, **Hyundai for GPG @ Exit Films**, **SBS World Cup** Chant and **Kleenex** with Husein from Photoplay. www.cuttingedge.com.au

CUTTING EDGE BRISBANE

Following a quieter May, things have ramped up again and we're seeing familiar faces around the halls with the Directors in Brisbane getting busier.

Recent projects include **RACQ** with **Jack Wareham** at Taxi, **Subway Breakfast Dinner** with **Brendan Williams** of BFilms, **Nurofen Kids** with **Stephen Lance @ Taxi**, **ACT**(Abused Child Trust) with **Gerard Lambkin** from Cartel, the new **Michael Hill Jeweller** brand campaign by **Michael Swan** at Provisible Films, **Donut King** and Pine-O-Clean Wipes with Mike Hilburger of Mike Hilburger Pictures, **Eagle Boys** with **Jonas McGuiggan** at Two Little Indians, **Subway Meatballs** with **Grant Marshall** and **Crunchox** with **Mark Toia** from Zoom Film TV.

Our VFX team have been working on feature film **A Heartbeat Away** with Director **Gail Edwards**. This is her first feature film and we're thrilled to be involved with it! We are doing 144 shots and our fx are due to be completed mid-August.

www.cuttingedge.com.au

ELEFANT TRAKS teams up with SANDCASTLE MUSIC

Sandcastle Music is proud to announce a new publishing relationship with renowned Australian independent record label, Elephant Traks. The new partnership will see Sandcastle Music publish the entire Elephant Traks catalogue and exclusively represent their master recordings for synchronisation with film, television and advertising.

Sandcastle Music was formed in January 2009 by industry veterans Rob Scott and Chris Cudlipp and is the publishing, recording and licensing arm of the highly successful Sandcastle Studios, which produces sound and music for film, television and advertising. Among other exploits, Sandcastle Music sub-publishes the legendary Warp catalogue (Jamie Liddell, Born Ruffians, Lonelady and Pivot) and represents local artists such as Jen Cloher, Abbe May and Leroy Lee.

Eager to embark on the new alliance with Elephant Traks, Director of Sandcastle Music Rob Scott said,

"This is a great partnership and we are proud to represent their catalogue. Elephant Traks have a great ethos and artistic sensibility. They deliberately set out to make challenging and stimulating music and achieve this in spades."

Tim Levinson (Urthboy), managing director of Elephant Traks is equally enthusiastic about the joint venture,

"We at Elephant Traks pride ourselves on providing complete support for our artists, from releasing albums to touring and psychotherapy. Until Sandcastle Music came along, we weren't satisfied with the publishing we could offer. We're very excited to be working with them for sync opportunities as they're a friendly business with great experience and passion, and an understanding of our music".

Elephant Traks is Australia's leading exponent of uncompromising hip hop, beats and electronica with over 50 releases, from acclaimed local artists such as The Herd, Urthboy, Horrorshow, Unkle Ho and Hermitude. Since their beginning in 1998, this marks the first time that Elephant Traks has joined forces with a publisher.

Sandcastle Music is looking forward to showcasing the Elephant Traks repertoire in Australia and beyond. For more information see the websites listed below.

Elephant Traks: <http://www.elephanttraks.com>

Sandcastle Music: <http://www.sandcastlemusic.com.au/>

For Sandcastle Music enquiries contact:

Rob Scott: rob@sandcastlemusic.com.au / +612-9929-6629

Fresh Music's Winter News

Our Winter got a little warmer with the news that our Winter Olympics opening theme for Foxtel won a silver medal at the US Promax|BDA Awards in June. We were nudged out of a gold statue by NBC's Olympic theme which ain't too bad a competitor to have, considering their budgets and resources. So we are proud people.

We've been busy winter squirrels and have just finished off music for the Showcase Channel on Foxtel, a Flora TV campaign, New Holland agricultural and KFC "Wicked Wings".

If you're fond of the interweb, then please visit our YouTube channel www.youtube.com/user/FreshMusicAustralia and follow us on twitter via our username freshmusicOz and keep ahead of the curve on all kinds of goss both musical and trending. Also our website www.freshmusic.com.au is about see a long overdue renaissance.

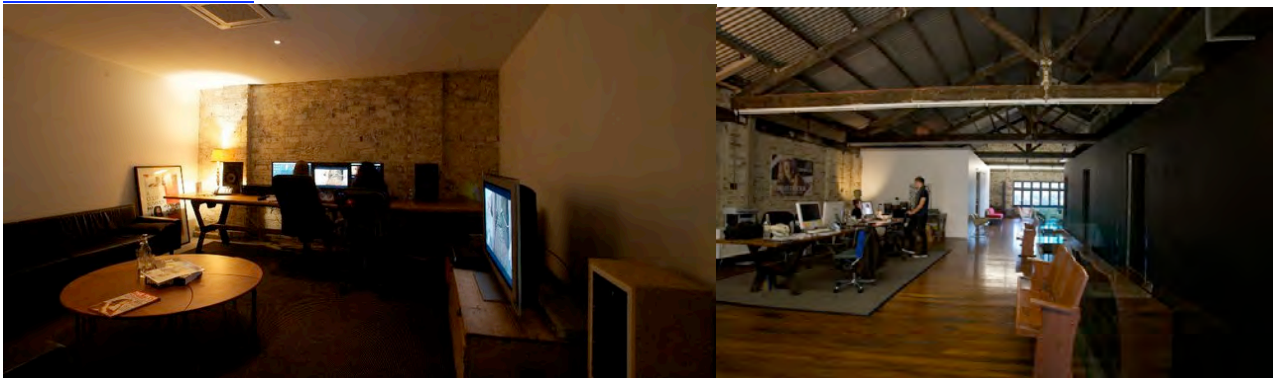
We have also moved to new studios in Alexandria where our address is 6/17-21 Bowden Street Alexandria NSW 2017. All other contact details remain the same.

Along with the change of season our lovely and talented producer Anna Scrimshaw has left to pursue her acting career and we are now joined by Felicity Hayward who is a previous Fresh staffer from way back and some may remember from her time with Stellar Sound and Inflight.

Have a brilliant winter and come visit us online soon.

The Editors Move Premises.

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Omnilab Media appoints Tom Kennedy as The Playroom's GM

Omnilab Media's Managing Director, Christopher Mapp today announced that Mr. Tom Kennedy has been appointed to the position of Acting General Manager of The Playroom. The Playroom is Omnilab Media's specialist Broadcast services and Digital media, aggregation, play-out and Distribution Company.

The LaB

COMMERCIALS

The Lab commercials and design team have been busy working on an exciting range of productions. The team collaborated with international director Michael Gracey from Prodigy Films and agency DDB Sydney on the polarizing 90second Tourism Australia TVC "There's Nothing Like Australia". The commercials team headed by Executive Producer Alastair Stephen including 2D Artist's Marcus Bolton and Eric Schaechter, Colourist Vincent Taylor, Lead 3D Artist Clinton Downs, CD Garry Jaques and Senior Producer Linda Lum, literally worked around the clock. Director, Michael Gracey said 'I think with this production I was very fortunate with the team that was assembled. They had a lot to deliver at a high level and in the time they were given they did a remarkable job.'

Film Graphics continues to return to The Lab on a range of David Denneen directed commercials including Jacob's Creek, Red Rock Chips, Tourism NSW, and a Marc Furnie directed spot for Sydney Tourism. Other projects include the 30 second spot for Telstra Bigpond "Kombi" campaign with Brilliant Films' international director John Polson who had such a great experience he returned with the Telstra THub campaign for agency BWM. The Lab's colourist Dwaine Hyde recently completed 3D stereoscopic grade for the Northern Territory Tourist Commission cinema campaign on the Baselight 4 and colourist Marcus Timpson has been busy on a variety of projects with work for Orange Whip Films and Vodafone, Citibank with Sean Kruck from @radical and Vincent Taylor executed an inspiring grade on the Skins "Cheat Legal" spot directed by the Sweet Shop's Noah Marshall for Sydney agency The Furnace.

DESIGN

The Lab design department headed up by creative director Garry Jacques recently completed a highly creative and stylised end title sequence for the upcoming feature film Tomorrow When The War Began directed by Stuart Beattie. The design team are currently in production on Hyundai's i-20 "Going Places" campaign with Prodigy director Dael Oates as well as creating the opening titles for the Nine Network television series COPS LAC.

FEATURES & TELEVISION

Tomorrow When The War Began - The Lab VFX team recently delivered 230 visual effects shots and all of the post production on this exciting action film made in Australia. The VFX, 2D and 3D teams were lead by The Lab's talented team: VFX supervisor, Tony Cole; lead 3D artist Clinton Downs and senior compositor Bertrand Polivka. Senior DI colourist Al Hansen in collaboration with DOP Ben Nott ACS set up a groundbreaking Australian-first colour calibration system where all images (regardless of colour space and format) at all levels of the production from rushes to visual effects to post production maintained the characteristics of the final 35mm film print.

South Solitary – Whilst Tomorrow was in the thick of post, The Lab also completed the visual effects and full D.I post production on Australian director Shirley Barrett's 1920s romance film which opened the Sydney Film Festival. Senior DI colourist Al Hansen and colourist Vincent Taylor teamed together to complete a stunning grade. VFX supervisor Soren Jensen, lead 3D artist Clinton Downs and lead compositor Chris Leaver undertook the visual effects. See the full case study on The Lab's website.

The Lab's longform television team headed up by Prue Fletcher have also been busy providing a combination of post production, colour grading and VFX on some of Australia's highest rating, high-end television series. Currently in production is Channel Nine's new series COPs LAC, Rescue Special Op's Series 2, and ABC TV's new legal drama Rake. The grades are being completed by The Lab's talented senior colourists, Annelie Chapple and Dwaine Hyde with online/VFX completed by senior online editors Will O'Connell and Jo Spillane. In addition, longform producers Jo Tankard and Stewart Dean, completed the VFX and post production on Sea Patrol Series 4, Underbelly – The Golden Mile, Foxtel's Spirited, and Freehand's popular children's series Penelope K.

Alastair Stephen, Executive Producer alastair.stephen@thelabsydney.com.au

Prue Fletcher, Head of Film & TV prue.fletcher@thelabsydney.com.au

T: 02 9439 5922

Oktober Win

OKTOBOR CAMPAIGN FOR UF & SHANDS WINS BEST OF SHOW AT 2010 ASTER AWARDS From over 3000 entries AUCKLAND, 8 July 2010 – Award winning visual effects, animation and digital creative convergence studio Oktober today announced that the television campaign it created for the University of Florida Health System, UF & Shands, was chosen as Best of Show at the 2010 Aster Awards.

The Aster Awards is a medical marketing awards program allowing healthcare organisations and advertising agencies to compete against similarly sized competitors from across the nation and world.

Each year the Aster Awards has an annual contest allowing entries designed, printed and/or distributed the previous year to be scored, judged and recognised for excellence in healthcare marketing and advertising.

Oktober Account Director Ganesh Raj said, "We are delighted that the UF & Shands campaign was named the best healthcare campaign in America. In all Oktober, working closely with director Tracey Rowe from Robbers Dog, created five different spots for UF & Shands each using different references specific to South Western Florida where UF & Shands is based. It's a great achievement for all who worked on the campaign."

To view the Aster award winning UF & Shands commercials go to: www.oktobor.com/#/work/search/shands

OMNILAB MEDIA AND OKTOBOR LAUNCH OKTOBOR ANIMATION STUDIO

New Zealand's largest purpose built CG animation studio

AUCKLAND, 14 July 2010 – Omnilab Media and Oktober, its award winning visual effects, animation and digital creative convergence studio, today gave details of their new Auckland-based Computer Generated (CG) animation studio - Oktober Animation, which it has created and launched in conjunction with Backyard Animated Pictures (USA).

Oktober GM Bruce Everett said, "Oktober Animation is a very significant CG animation business that will initially be servicing the world famous Nickelodeon Studios. We will be creating multiple CG animated television series for them and I'm delighted to say we have already secured a long-term contract which will see Oktober Animation have the great fortune of working on several high profile and highly rated television series including "The Penguins of Madagascar" based on the hit DreamWorks animated feature. Production has already commenced and currently our staff number 30. By mid-next year we expect to have a crew of over 120 artists and technicians. In fact, we anticipate Oktober Animation will provide up to 300 jobs over the first four years."

Oktober Animation will also provide openings to the growing number of regional CG artists offering up to fifteen 3-month paid internships up to four times per year to top graduates of local NZQA schools and between 120-140 contract jobs at their Auckland facility.

The significant new CG animation studio is a first for New Zealand and comes as a result of many months planning and negotiation with both Nickelodeon and Backyard.

THE LAB SYDNEY'S COLOURIST VINCENT TAYLOR RELOCATES TO DIGITAL PICTURES

The Lab Sydney and Digital Pictures together announced today that respected senior colourist, Vincent Taylor, will relocate to Melbourne. Taylor will now be available to clients across both facilities delivering continuity in colour grading services at The Lab Sydney and Digital Pictures in Melbourne.

'Vincent is a well-respected, high-end colourist and will bring great experience working on film, television and commercial projects with the Digital Pictures team. We are fortunate that Vincent is staying in the Omnilab Media family. Vincent has a unique offering, because of his DOP background and having written and directed nine short films throughout his career,' says John Fleming, General Manager, Digital Pictures.

Fuel Move

New address: Fuel VFX

75 King Street Newtown NSW 2042 T: 61 2 9557 7799 F: 61 2 9557 7882 W: www.fuelvfx.com

Advertising News

Fairfax Media AWARD Copy School Open for enrolment

Fairfax Media AWARD (the Australasian Writers and Art Directors Association) Copy School, a one-week intense copywriting course taking place from August 9th- 13, is now open for enrolment.

The course offers young writers and creatives the rare opportunity to learn from some of the biggest, most successful senior creatives in the business.

Fairfax Media AWARD CopySchool is structured for young writers who are already working within the industry in the area of copy, or would like to enter the field.

Effectiveness will be the course's key theme. Each young writer should come away from it with a key understanding that writing to make clients more successful is the aim, and that awards, rewards and acclaim from peers comes as a consequence, not as an objective.

This year's Sydney course will see creative veterans teach the art of copywriting for different media formats, idea generation in copywriting and outlining what art and creative directors expect in copy.

This year's lecturers include: **Graham Nunn, Shaun Branagan, Ben O'Brien, John Bevins, Ralph van Dijk, Mark Sharman, Jack Vaughan and Ted Horton. Ray Black**, founder of AWARD school will be facilitating the course.

Enrolments for Melbourne are open too. The dates for Copy School Melbourne are August 16th -20.

Both courses are limited to sixteen students to ensure optimal interaction during the course.

Details Sydney

Date: Monday 9th - Friday 13 August

Venue: Fairfax Media, 1 Darling Island Road, Pyrmont

Details Melbourne

Date: Monday 16th - Friday 20 August

Venue: The Age, 655 Collins Street, Docklands VIC 3008

Time: Daily 9am-12pm and includes a lunch on Friday

Enrolling: Students must have at least six-months agency experience but less than two-three years.

Download the enrolment form here and email to awardschool@communicationscouncil.org.au

For more information & images: Linde Wolters - 0448898334

AUSTRALIAN AGENCY MOVES – (Our database has been updated)

Banjo Advertising has hired **Tim Hall**, formerly at Saatchi & Saatchi Wellington, as creative director for its Brisbane office. The hire unites Hall with ex creative partner **Georgia Arnott**, who is heading the creative department at Banjo Sydney.

New ECD for Droga 5 **Duncan Marshall** ex Droga 5 New York, David Nobay is creative chairman at Droga5.

TV Producers, **Julie Rutherford & Georgina Toole** are no longer at DDB Melbourne.

Garry Horner ex Whybins has moved to Perth to take up the position of ECD at The Brand Agency, Gary starts end of August.

Matty Burton & Dave Bowman, now Creative Directors Whybins in Sydney.

Richard Maddocks ECD Clems has left.

Paul Nagy, and Mike Spirkovski will be joint ECD's Clemenger BBDO Sydney.

Darren Marten Neil Harris have left BWM and gone to DDB/Rapp as joint Creative Directors.

Damien Whitney, has left BWM and Joined JWT Sydney as Head of Broadcast, replacing Gerri Hamill who has gone to JWT in Singapore.

Creative Group Head **Dave Shirlaw** moves from BWM to DDB, Sydney **Matt Smith** has replaced Dave at BWM.

Tim Cairns, ex DDB and **Tim Green** have joined Three Drunk Monkeys.

The Foundry has merged with Smart Inc. (Sydney & Melbourne Offices closed).

Annie Price gone to Smart, Melbourne as CD working along side ECD **John Mescall**.

Mathew Hine - to Smart Melbourne.

Nathan Burley - to Smart Melbourne.

David Budd - Smart Melbourne.

Mark Bradley is now Snr. Producer @ Smart Melbourne.

Matt Swinburne left DDB NZ has joined the Campaign Palace, in Sydney.

Bruce Matchett ECD Ogilvy has gone to Saatchi's Singapore.

Chris Ford ex USA is now ECD Ogilvy & Mather.

Russell Smyth now CD on Telstra @ Ogilvy & Mather.

Stuart Vidler, Writer and Andrew Charles have joined Russell at Ogilvy to work on Telstra.

Gordon Haynes Snr. Writer has joint Fenton Stephens in Melbourne, ex SapientNitro Brisbane.

Scot Waterhouse, snr writer @ McCanns has joined SapientNitro, Sydney as Assc. CD.

Banjo, Sydney has lured **Matt Busby Andrews** from OgilvyOne to the newly created role of direct+digital creative director.

CD's **Gerhard Myburgh** and **Brent Liebenberg** have left the Campaign Palace, Melbourne.

Jackqui Paterson and **Jess Harold** now CD's on Target.

Ant Hatton and **Robbie Brammall** are now CD's across the rest of the business.

Shannons Way – Melbourne has had a name change, now known as The Shannon Company

jo@theshannoncompany.com.au All other details remain the same. www.theshannoncompany.com.au

Grey Melbourne is moving to Amsterdam

Grey are moving 2nd August, to Level 2, 4-10 Amsterdam Street, Richmond, Vic 3121 same phone number 9208 1800

NEW ZEALAND CREATIVE MOVES

Rebecca Carrasco now the Creative Director @ Publicis Mojo, Auckland

Matt Shirtcliff CD Digital Saatchi Auckland has left.

Tim Huse Dep. CD @ Saatchi has moved to SUGAR

Anne Boothroyd ex colenso, is going to Saatchi Auckland

Scott Huebscher will be the Digital CD ex USA

Steve Anderson & Dave Reid will be joining Saatchi's Auckland

New Creatives for Ogilvy NZ, **Richard Loseby** Group Head,

Martin Hermans AD, and **Darran Wong Kam** Snr. AD

Levi Slavin is now Creative Director at Colenso Auckland

Jane Oak now TV Producer at Saatchi's Auckland Pip Mayne has left.

Creative Director DDB NZ has resigned to return to New York
Kim Ellison is also leaving

Droga5 is opening its dorrs in Auckland **Mike O'Sullivan** will be ECD

Eaon Pritchard, ex UK has been appointed as director of digital innovation
For Clemenger BBDO – Melbourne

Advertising ACCOUNT MOVES

Dept. of Health & Aging gone to JWT Sydney.

Retravisio to CHE Melbourne.

Yellow Tail Wines - to NAKED.

Bank of Queensland BOQ has moved their account to Junior – Brisbane.

Moon Communications have picked up Vanuatu Tourism Office.

GPYR Brisbane has picked up CitySmart and Gold Coast TAFE.

Brisbane City has appointed 2 agencies to handle their advertising,
Junior and GPYR

303 have picked up Allergan health.

Bankwest Business has appointed HOST as its creative agency,
Host already handle the main Bankwest Retail Account.

The Works has been awarded Jeminex's Worksense Workwear.

Ad Partners is to the moved under the wing of BWM.

The Sydney Opera House has appointed Three Drunk Monkeys to handle its advertising account.

Ikea has appointed Meerkats to handle its ad account in Western Australia and South Australia, replacing the incumbent Marketforce.

Droga5 has landed its first New Zealand account, after Kiwi bank ASB appointed the agency following a competitive pitch.

Droga5 won through against incumbent, Whybin TBWA, and at least one other undisclosed agency in the pitch. The appointment marks Droga5's first major client win since opening its doors in April, ending a 12-year relationship between ASB and Whybin TBWA.

SYDNEY: M&C Saatchi has won the \$4 million *Building Brand Australia* account to create a brand to boost the nation's global image.

M&C – Sydney have been awarded the *David Jones* Account from Saatchi's M&C have also bagged the ad account for *ING Australia's wealth management and insurance business*

DDB – Melbourne have won the Origin Energy Account from The Campaign Palace.

Employment / Office Space

Resolution Design Producer Opportunity

An exciting opportunity exists with Resolution for a Producer with a passion for post production, live action, design, animation and visual effects.

Resolution has developed a reputation as a leading company producing and post producing television commercials, broadcast idents, motion graphics, music videos, film titles, virals, webisodes and branded content.

To be successful in this role, you will have:

- a minimum of 5 years experience as a Producer in the local Advertising industry;
- exceptional attention to detail and excellent written and verbal communication skills and IT;
- the ability to work closely with the Creative Director and Heads of Departments;
- the ability to interpret creative briefs with a high level of accuracy whilst meeting tight deadlines;
- strong leadership, team building and mentoring abilities, bringing the best out in your team;

Your key responsibilities will include:

- The day to day management of the Production Department, including resourcing, scheduling, quoting, costing and financial reconciling/reporting of projects;
- business development by growing existing clients and identifying new business opportunities and markets here and overseas;
- developing and implementing internal strategic marketing, communications and PR programs.

Please send your resume with a cover letter to Susan Russell at:

accounts@resolutiondesign.com.au

To view some of our award winning work click on the link below.

www.resolutiondesign.com.au

Producer / Studio Coordinator – 6mths Maternity Leave Contract

GASinc Sydney, a boutique music and sound design studio in the heart of Pyrmont, has a fantastic 6 month contract on offer for a proactive Producer / Studio Coordinator with an eye for detail and a good sense of humour.

You'll be looking after the day to day running of the office, booking sessions, taking briefs, coordinating meetings, generating new business, quoting, negotiating, casting voice talent, invoicing and taking good care of our respected sound engineer, Buzz.

You will have excellent communication skills and have a demonstrated ability in managing work flows. Previous recording studio experience will be highly regarded.

Please note this is an administrative role and rock stars/aspiring engineers need not apply.

Employment will commence late August 2010.

If this sounds like you please send your CV with a short cover letter to -rebekah@gasinc.com.au.

John Rogers – Freelance Producer

Available for freelance – Contact Details – 0414 969 759 email: john@ulla.com.au

Sonia McLaverty - Agency TV Producer

Sonia McLaverty is now available for freelance agency work in Melbourne.

For a copy of her resume please contact her on sonia.mclaverty@bigpond.com or phone 0419 329 238.

Tanya Stankovic – now available for any freelance work

Broadcast Producer 0407 508 707 tanyastankovic@gmail.com

Mike Hilburger - Director/DOP

Mike Hilburger, has left Zoom Film & Television and is now freelancing, Mike be contacted @ Mike Hilburger Pictures - (MHP) website www.mikehilburger.com contact number: 0411 332 158

Space to Rent / Share in Surry Hills.

The Mint Partners have moved into their beautiful new office at the brand new Sydney Water Reservoir Mirvac Site - Room 11a, 285a Crown Street, Surry Hills.

It is a beautiful space to work in :

Lots of natural light / Polished cement floors /Sparkling white furniture /Lots of shelving and storage options /Tim Olsen Gallery art works /Temperature Design furniture /Aircon that works hot and cold!

There is a lovely team to spend time with:/Brett, Gen, Prue, Briony Hermione and Alice!

There are great options close by to eat and drink:

The Winery .Zushi ,Madame Char Char ,Don Don yum! Bamboo Dumpling House ,Pablos Vice ,Bang Bang ,Mad Mex

Great meeting spaces to impress clients with: Well appointed boardroom space for up to 12 2 options for casual meetings

We are looking for an enthusiastic duo to share our space with :

3 meters of desk space ready to go / Storage and shelving options /High speed wireless internet Phone and printing options

Roof top terrace Modern kitchen and bathroom facilities Monthly rental arrangement to be discussed
If you are interested or you know someone who might be interested, please contact Genevieve or Brett on 02 9331 8115

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