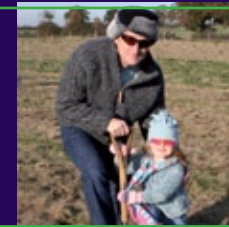


Department of Environment and Natural Resources  
SA Natural Resources Management Boards  
Piper Films  
SA Film Corporation  
Australian Broadcasting Corporation

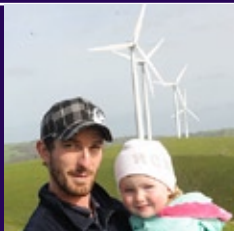
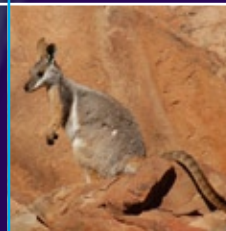


eco

warriors



television  
series  
proposal



biodiversity

water

landscapes

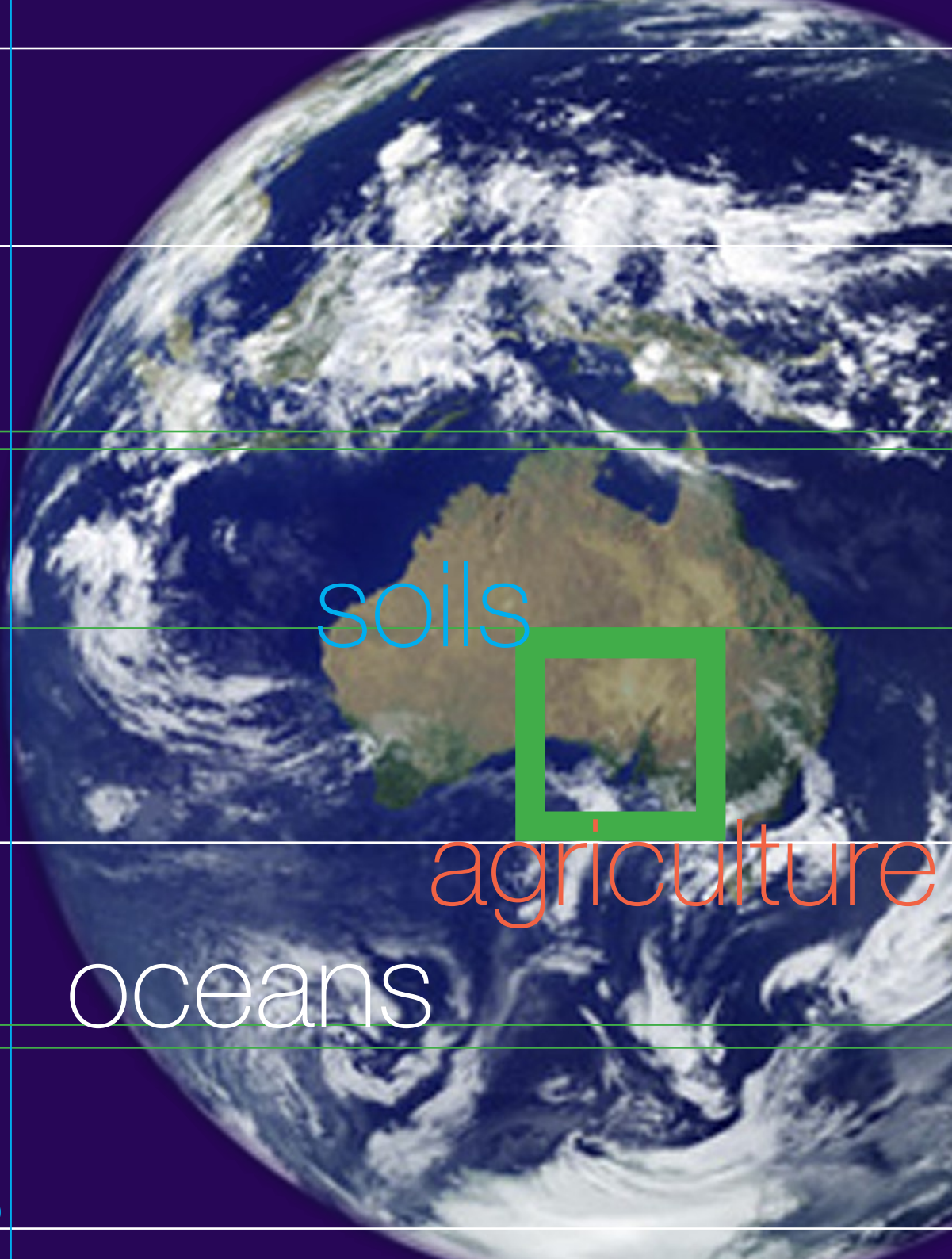
soils

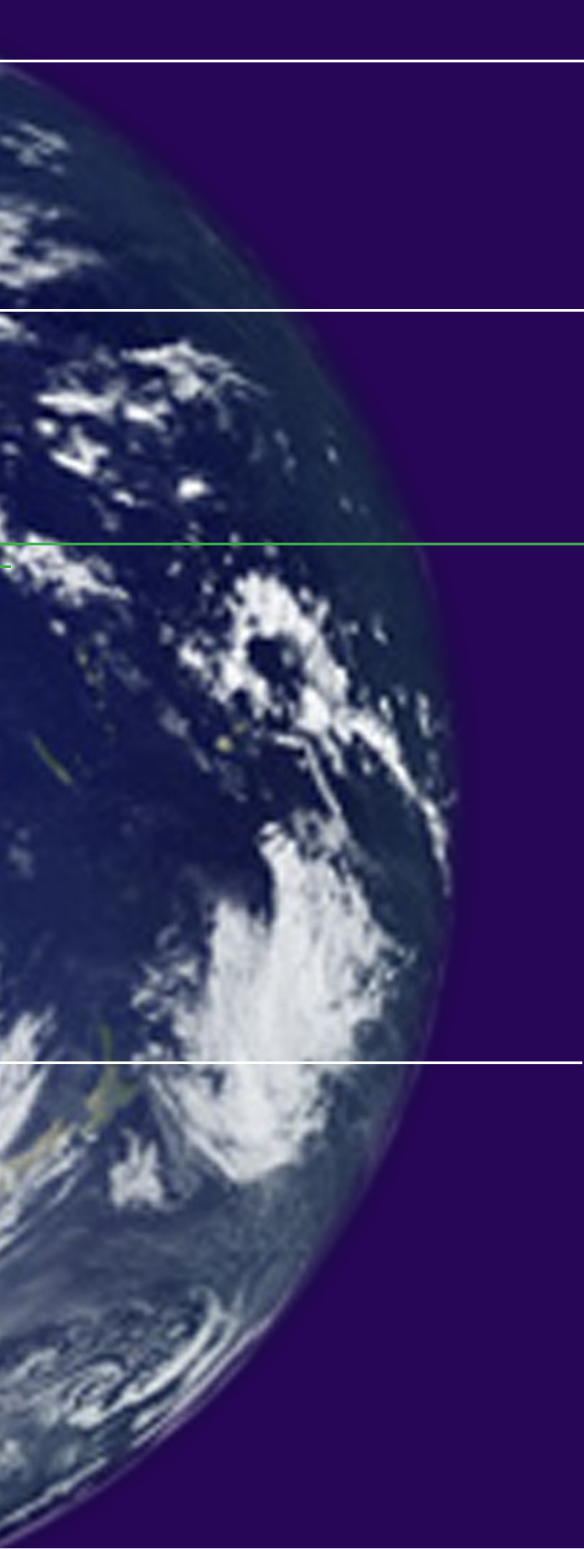
agriculture

oceans

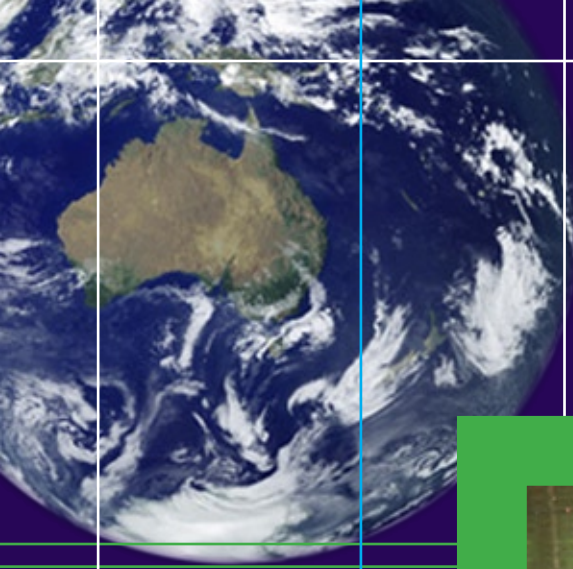
pests

Adelaide Mount Lofty Ranges  
Northern and Yorke  
Murray Darling Basin  
Arid Lands  
Alinytjara Wilurara  
Kangaroo Island  
South East  
Eyre Peninsula





Proposal for the production and broadcasting of a television series that showcases environmental endeavour and enterprise by South Australians.



# Summary

*Eco Warriors* is an 18-part television series about the endeavours and enterprises of South Australians championing our environment and natural resources. It will potentially be delivered through a partnership of Department of Environment and Natural Resources, SA Natural Resources Management Boards, Australian Broadcasting Corporation or a commercial television network, SA Film Corporation and Piper Films.

The series will build on the success of similar partnerships models such as *Postcards* and *Out of the Ordinary* which tell compelling stories about the people, endeavours and landscapes that help shape our state.

*Eco Warriors* will showcase the people who care for soils, water, biodiversity, farms and oceans in the context of South Australia's beautiful and diverse landscapes and ecosystems.

Ultimately, *Eco Warriors* will engage viewers in a deeper understanding and appreciation of environmental, social, economic sustainability.







# Rationale

The Department of Environment and Natural Resources is at a particularly interesting phase of its life.

NRM Boards are integrating with the newly-formed DENR, as the State Government seeks to ensure genuine community engagement in natural resources management, and a renewed commitment to landscape scale environmental management.

Now is the time to launch the new DENR in a clever way that adds value to the organisation and its objectives.

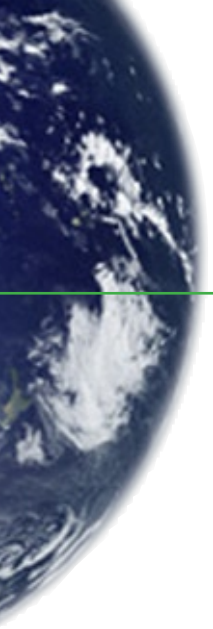
At the same time, ABC TV is seeking partners to produce a series of half hour TV programs to place somewhere in the 8pm Monday to Friday timeslot.

The two together provides an excellent opportunity to market the environment and position the SA government as a progressive and inclusive environmental champion.

The series will encourage viewers to think and act differently. It will engage viewers and inspire change through stories which feature DENR initiatives, facilitate reporting to funding partners and build credibility with viewers.

The approach is quite subtle; community spokespersons become mouth pieces for SA Government initiatives.





# What's in it for DENR?

A higher profile as the caretaker of the State's natural resources is an appropriate response to the merger of the Department and the NRM Boards.

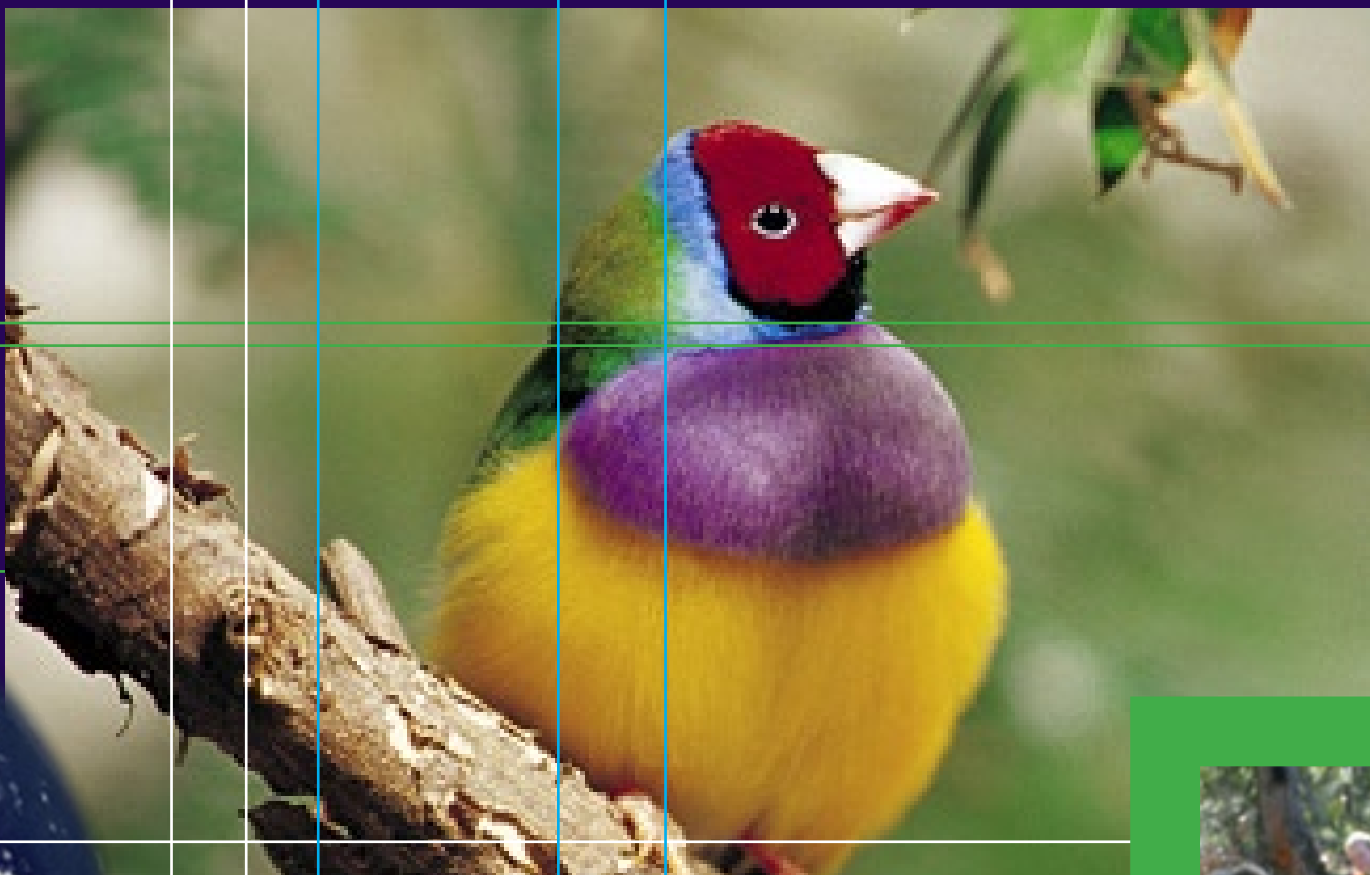
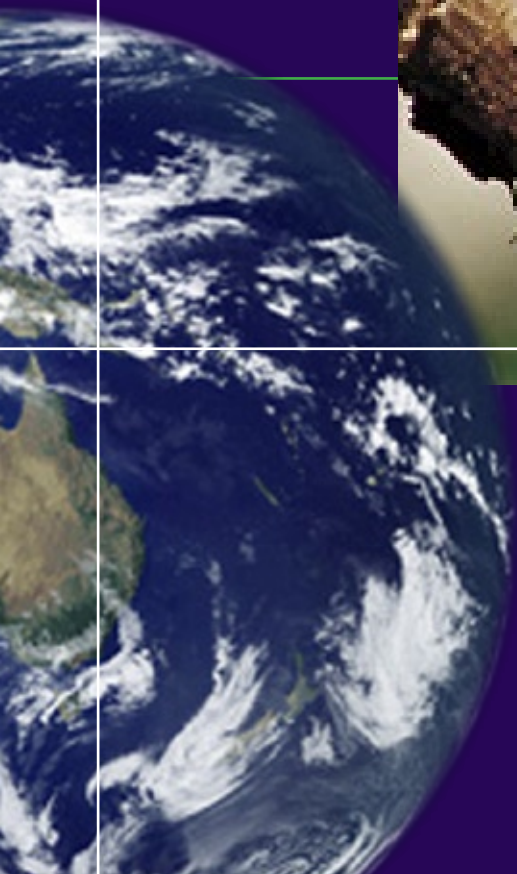
The people of South Australia, broadly and generally do not know that DENR is responsible for the natural environment: Is it doing a good job? Is it doing anything useful? Who knows unless you tell them? A TV documentary series will do it cleverly and cost-effectively. And a series will get the message across.

Good PR builds up like a bank balance – so that when DENR may have to implement something unpopular – there's enough goodwill towards you – to take a hard decision because you've prepared for them.

It's essentially a matter of DENR capitalising on its assets. Being positive, pro-active and proud of what it's doing.

*Eco Warriors* will do all of that.





# Winning formula, new focus

The media environment is changing so fast it is hard to keep up.

Newspapers are dying; commercial radio and TV are involved in a race to the bottom with shows about arrogant cooks, fat losers and unfunny talk shows.

In this environment healthy shows about the natural wonders of the world are a breath of fresh air.

Look at any David Attenborough program you get the idea. But huge BBC budgets are not essential.

The growth of the Greens indicate how important environmental issues are becoming.

*Eco Warriors* will champion local heroes and the management of the local environment.

A couple of local documentary series have been big winners for two government departments – two in Adelaide and another in Canberra.

## Postcards

Channel Nine Adelaide produced the first series in 1995, promoting holiday spots within SA, encouraging viewers to travel within their state. The series was sponsored by Tourism SA. Similar series are now being made in Perth and Melbourne. The Adelaide series is shown every Sunday at 5:30 pm. The show is hosted by Keith Conlon and reporters include Lisa McAskill, Ali Carle, Michael Keelan, Chad Cornes, Mark Bickley and Kym Dillon.

*Postcards* is a tried and tested format providing a winning business model for DENR's documentary series.

## Out of the Ordinary

Local Government sponsored this partnership production with Nine and Tav Productions. Presented by Rob Kelvin, the series features council-backed programs through the eyes of the community. *Out of the Ordinary* has entered its sixth season, visited dozens of council areas and been watched by more than a million viewers throughout the state.

## Postcards and Border Security ratings

Late 2010 - Nine's *Postcards* tops ratings

- TV ratings, +7.5%
- Total People, +2.7%
- 18-49, +6.9%
- 25-54, +11%
- Over 55s

June 2008 - Seven - *Border Security* outranks competitors

- Border Security (488,000)
- Nine - Tiger – Spy In The Jungle (399,000)
- Ten - Big Brother (323,000)

## Border Security

Australia's Front Line is an Australian television program on the Seven Network. The show follows the work of officers of Customs, Immigration and Quarantine. The show premiered in Australia in 2004 and became a ratings hit.

A better media profile via TV tells the public what an excellent job Customs are doing by interesting case studies from its business. Not only do employees feel better and more worthwhile about what they're doing but when Budget time rolls around - the case for more resources becomes easier. The department attracts more and better recruits.

South Australia is a well proven testing ground for TV and radio shows and print advertising. The State is big enough to provide a reasonable case sample but small enough in terms of advertising and media costs for an initial investment to be relatively modest.

## Content

From wombats to whales, from camels to cormorants, from salt lakes to seagrass, from feral weeds and animals to working on landscape scale rehabilitation programs – *Eco Warriors* will take viewers across South Australia to learn about environmental management from people just like themselves.

School kids, seniors, Aboriginals, farmers, fishermen, Landcare organisations, scientists, volunteers, and State Government employees - *Eco Warriors* will link science with onground projects, and people with their natural surroundings through stories such as:

- Aboriginal fire management in Alinytjara Wilurara
- Oceanographers mapping Yorke Peninsula seabed
- Farmers trialling climate adaptive pastures on Eyre Peninsula
- School children rescuing River Murray turtles
- Scientists working with South East's farmers on saltland agronomy
- Community worm composting workshops in the Adelaide Hills
- Park rangers reintroducing threatened Tamar Wallabies in Innes National Park
- SA Botanic Garden's new community garden project
- Volunteers cleaning up coastal rubbish on Kangaroo Island

# Presenter

For maximum impact the series will be presented by a strong, credible, attractive winner with a track record of intelligent caring for the environment.

Such a person could be Tim Flannery, environmentalist, Australian of the year, climate change spokesperson and media identity.

Otherwise John Doyle, aka Rampaging Roy Slaven of This Sporting Life who highlighted environmental issues and hotspots with Tim in a national TV series is a credible option.

A passionate presenter like Peter Cundle (ex-ABC gardening presenter) is another excellent role model for on-air presenter.

Another possibility might be Tony Martin – funny, attractive, witty and lots of TV experience.



# Partners

## **Department of Environment and Natural Resources**

## **SA Natural Resources Management Boards**

The key to getting an audience rapt in a program is to have a brilliant script - simple, engaging, sometimes funny and amusing- but always interesting. The key to a good script is good knowledge of the subject.

DENR, following its integration with NRM Boards, has access to nearly every environmental program being carried out in the far flung corners of the State.

DENR manages South Australia's nature and heritage conservation. Along with conservation programs and scientific research, it looks after the state's botanic gardens and more than 300 national parks and reserves. This covers some of the state's most significant natural and cultural sites, from the beautiful Flinders Ranges to the rugged Kangaroo Island coastline.

South Australia's eight NRM Boards manage the State's soils, water, coastal, marine and biodiversity assets. They collectively fund and support hundreds of research bodies, farming and environment groups, schools, volunteer and councils to implement sustainable natural resources management programs around South Australia.

DENR and each NRM Board has its own marketing and PR staff. So between them, they are extremely well endowed with the research capacity and resources for a documentary series which will easily overlay its existing functions.

Their role will be to add value to this resource. As well as targeting local media, the same story will be used in the DENR TV documentary to a wider and deeper audience.

It's about doing more with existing assets – adding value to the business and the brand along the way.

## **Piper Films**

Producer/director Mike Piper has been in TV production for 43 years. He has created, produced, and directed numerous multi-award winning television programs that have been screened by broadcasters, satellite, and cable channels worldwide.

His programs have achieved enviable rating success, topping the 11pm strand for UK's Channel 5 in 2002, reaching a massive 56% of audience share for the Ten Network in Australia, and among the top five most popular on National Geographic Channels Worldwide.

## **ABC TV and SA Film Corporation (SAFC)**

Piper is currently in discussions with the proponents of The FACTory - a \$2.1 million joint initiative between the South Australian Film Corporation (SAFC) and the ABC which is designed to assist in the development of the SA independent TV production sector by developing and co-financing several factual entertainment series for prime time broadcast on ABC 1.

The ABC is seeking to commission factual entertainment series that could be presenter led, format based, docu-soap, have unique access, or give audiences an armchair travel experience. Strong characters and narrative are essential. Series must appeal to family viewers and have strong entertainment value.

Examples of successful half hour factual entertainment series on ABC 1 in prime time include Chopper Rescue, Two Men in a Tinnie, Choir of Hard Knocks and Navy Divers.

DENR material fits the bill perfectly.

# Production and budget

Above-Line Costs	
Development, Producers & Director's fees	\$ 563,500
Below-Line Costs	
Production Costs	
Unit Fees and Salaries	\$ 347,400
Fringes, Workers Comp	\$ 115,780
Narrator/Presenter	\$ 200,000
Stock, Processing & Transfers	\$ 6,950
Equipment & Stores	\$ 277,560
Rentals & Storage	\$ 9,000
Travel & Transport	\$ 34,400
Accom, Living & Catering	\$ 115,200
Office Expenses	\$ 10,370
<b>Total production costs</b>	<b>\$1,116,660</b>

Post Production Costs	
Post Production Crew	\$214,174
Post Prod Office Rentals and Expenses	\$ 68,000
Picture Post Production	\$ 92,900
Digital Visual Effects	\$ 92,900
Sound Post Production	\$ 82,800
Music composition	\$ 72,000
Publicity Stills & Promotion	\$ 3,000
Delivery Requirements	\$ 3,600
<b>Total Post Production Costs</b>	<b>\$ 536,474</b>

Indirect Costs	
Legal and Business Affairs	\$ 29,050
Overheads	\$126,000
<b>Total Indirect Costs</b>	<b>\$155,050</b>
Completion Guarantee (Bond)	\$ 66,499
Contingency (@ 10% of Below Line)	\$165,313
Production Levees	\$5,929
<b>Total Budget</b>	<b>\$2,609,425</b>

# Investment and returns

DENR and NRM investment breakdown	Total	Combined DENR, NRM	Individual DENR, NRM
Per series	\$2,609,425	\$1,085,034	\$120,559
Per episode (approx)	\$ 150,000	\$ 60,279	\$ 6697
Per minute of air time	\$ 5,600	\$ 2,232	\$ 248

## DERN / NRM returns

South Australian Government will receive:

- An unique 18-part South Australian NRM/environmental television series broadcast during prime time viewing on ABC or a commercial television network

## DENR (proper) and each of the eight DENR/NRM regions will receive:

- Two episodes per Board / NRM region
- An hour of prime time exposure per Board / NRM region
- High profile, managed media coverage
- Credible promotion of SA government environmental projects
- Positioned as responsible and caring
- Visibly and positively partnered alongside government, industry, community and individuals

Investments	
DENR and eight NRM Boards	\$1,085,034
SA Film Corp (approx 10% of budget)	\$260,942
ABC or other broadcaster (approx 30% of budget)	\$782,827
<b>Producer's tax offset (18.42% of the total budget)</b>	<b>\$480, 621</b>

- Substantial reporting mechanism for funding partners such as Australian and Local Governments
- Demonstrated value for public expenditure
- Viewers engaged in environmental management
- Promotion of landscape scale natural resources management

# Production and editorial

## **Other funding options**

The recently merged Federal Government film body Screen Australia, whose role is the development, funding and promotion of Australian made films, also has budget to invest in local productions. There are various tax-driven film financing opportunities that Mike Piper has a strong working knowledge of and pragmatic experience in backing a number of his historical and ecological films.

Because the series would be a valuable promotional vehicle for South Australia, highlighting remote, beautiful landscapes, saving endangered wallabies and other outstanding NRM achievements, the spin-offs to the Government will be substantial enough to warrant special budget support.

## **Production and scheduling**

The development of the television series *Eco Warriors* will be a partnership of DENR, NRM Boards, ABC or a commercial television network, SAFC and Piper Films, with the following agreed responsibilities:

Research and content:  
DENR NRM

Presentation and production:  
SA Film Corporation, Piper Films

Promotion and scheduling  
ABC

## **Advisory panel**

*Eco Warriors* will be supported by an advisory panel of representatives of DENR, NRM, SAFC, ABC or commercial television network and Piper Films, which meets periodically throughout the production of the pilot series to consider its development.

## **Editorial**

Editorial responsibility will remain with the station and Piper Films which possess the editorial expertise to deliver an appropriate professional and marketable product. This has been the successful approach used with both *Postcards* and *Out of the Ordinary* in South Australia.

## **Schedule**

- TBA

# Draft Heads of Agreement (indicative only)

## Preamble

This draft Heads of Agreement relating to the production of a pilot television series, HELP! has its origins in a series of meetings between representatives of participating NRM Boards, DENR, SA Film Corporation, ABC or a commercial television network and Piper Films. The purpose of this Heads of Agreement is to document the key aspects of the project and the associated commitments for the benefits of all parties.

Principle Parties to the Agreement

DENR

SA NRM Boards

Background to agreement

1. *Eco Warriors* is a television series showcasing environmental endeavour and enterprise by South Australians.

2. *Eco Warriors* is an initiative of Northern and Yorke NRM Board

3. The project is being undertaken in collaboration with:

SA NRM Boards

DENR

## 4. Heads of Agreement

DENR and SA NRM Boards agree to:

- Fund development, production and promotion of pilot series comprising 18 episodes of the program.
- Commission Piper Productions to design and manage all production arrangements for the pilot series, in accordance with the production schedule
- Commit internal resources to research and propose suitable content for the pilot series
- Accept that production and editorial responsibility will be vested in Piper Productions, SA Film Corporation and ABC or a commercial television network.
- Respect that the station has in good faith committee to fund and broadcast the series with a high profile timeslot
- Consult with interested stakeholders on the progress and strategic implications arising from this agreement
- Assess development of these reviews exchanging information at key milestones
- Review effectiveness of the initiative through evaluation based on audience reach, qualitative review and response

## First schedule

Client

Contract for services with

Project

Engagement includes

Piper Production undertakes to

Commencement date

Completion date

Payment schedule

Participating council funding arrangements

## Second Schedule

Parties to agreement

Principal contractor

Client

## Production Schedule

Propose format for the series

March 2011