

An invitation to participate

out OF THE ORDINARY





An invitation to South Australia's Local Government communities to be featured in the second television series on Channel 9 – *Out of the Ordinary*[®], presented by Rob Kelvin. The *Out of the Ordinary*[®] program is produced by *t.a.v. productions* and is being made with the backing of the Local Government Association and the Office of Local Government to showcase community endeavour in South Australia's Local Government regions.

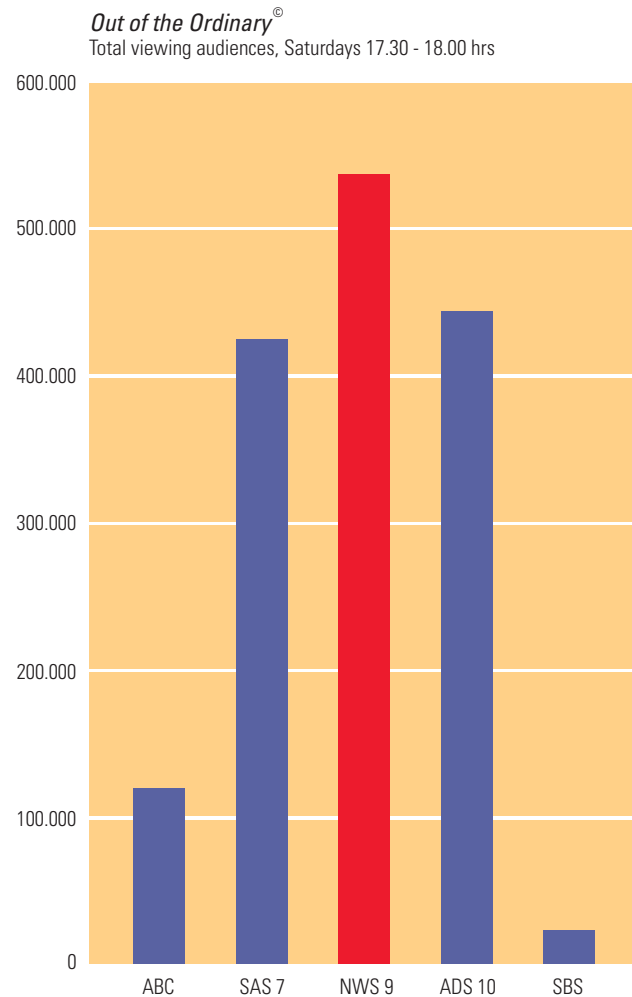
It's all about people. *Out of the Ordinary*® focuses on the endeavours and achievements of ordinary people to improve their own lives and in so doing help build and strengthen their own communities. People intrigue people. Accounts of human endeavour, achievement and relationships continue to fascinate us. Australians by nature love stories about people who are quiet achievers – the Aussie battlers. Yet, these Aussie favourites often lack mainstream media coverage. From the same production studio that has produced *Out of the Blue*, *Postcards* and *Directions for South Australia*, *Out of the Ordinary*® invites viewers to think more about our State and the positive changes that are happening every day throughout South Australia's diverse communities. The new series of *Out of the Ordinary*® will tour our State and take viewers into libraries, schools, volunteer groups, youth programs, environmental projects and small businesses to reveal enterprising and often heart-warming ways in which communities work together. The program aims to identify how smaller communities, especially those supported by Local Government effort are contributing to South Australia's development. These stories of achievement, progress and endeavour are happening every day in Local Government regions across South Australia. You are invited to participate in the second series of *Out of the Ordinary*® which will go into production shortly and will be shown on Channel Nine during the summer season 2005/2006.



More than half a million viewers

The new series follows the successful pilot series of *Out of the Ordinary*[®] that was shown over six weeks on Channel Nine earlier this year in the popular 5.30 pm slot on Saturday night. The series was also screened on the Southern Cross regional network in South Australia.

Based on a concept developed originally by the City of Salisbury, the six-week pilot series offered viewers almost 40 stories of human and community endeavour from Local Government regions across the State. The series won its timeslot most weeks and recorded an average viewing audience of 92,000 people with a total audience of over half a million viewers.

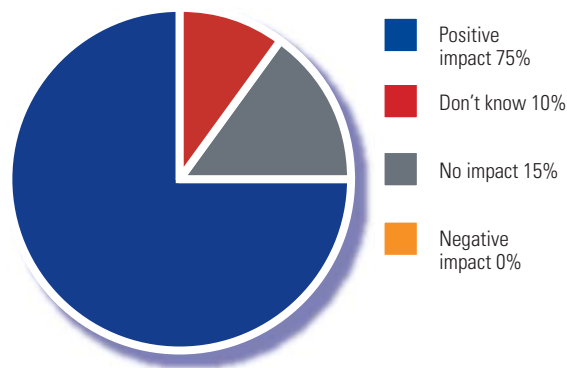


In March 2005, market research company Hudson Howells was engaged by *t.a.v productions* to undertake research to evaluate acceptance of the *Out of the Ordinary*[®] concept.

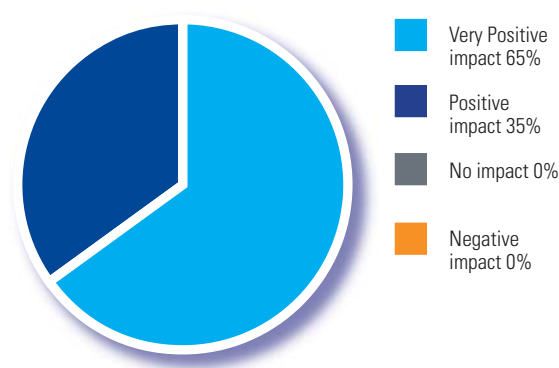
The survey overwhelmingly confirmed the success and viability of the concept. The vast majority of participants (90%) rated the program as very good. They most liked the program's focus on local communities and the diversity of ordinary people's stories that would not normally be exposed on television.

The survey also showed that:

- 75% of participants believed that the program had a positive impact on their community initiative.
- 100% of participants believed that stories featured on *Out of the Ordinary*® had a positive impact on improving local community spirit and pride.



- All participants surveyed (100%) agreed that the show should be continued.
- A vast majority of respondents (90%) feel that local Councils should be involved in developing and funding shows such as *Out of the Ordinary*®.



Based on the strong audience response to the program, the positive results of the participant survey and evaluation undertaken by the Channel Nine management team, the station, together with *t.a.v. productions*, is eager to commence production of the next series of episodes.



Building community confidence is important. Pride, confidence and self-esteem are fundamental to both community and economic development. Stories of achievement and celebration of community endeavour can build community spirit and reinforce a sense of belonging. The aim of *Out of the Ordinary*[®] is to help South Australians better understand the important and significant role played by Local Government in the lives of all South Australians, whilst focusing on the extra-ordinary achievements of local citizens. Councils, through this television series, have a rare opportunity to acknowledge the many good things that are happening in their own communities every day.

A rare opportunity to reflect our community spirit

“It was an honour to meet people who are so committed to helping their own communities. It was enormously satisfying to hear the everyday endeavours of people in our State.” **Rob Kelvin**, *Presenter, Out of the Ordinary*®

“*Out of the Ordinary*® gave me a chance to tell my story for the first time. I’m extremely proud about what we have achieved and to be recognised in this way has inspired us to keep going. The program gives people the chance to hear about interesting things that you wouldn’t usually know about.”
Out of the Ordinary® **participant**

“Our station aims to be truly local. *Out of the Ordinary*® achieves this important objective for us. People intrigue people. Australians by nature love stories about people who are quiet achievers, especially when they are locals. *Out of the Ordinary*® is a rare opportunity to reflect our community spirit.”
Mark Colson – *Channel 9 Studios, General Manager SA,*

“This is a wonderfully constructive project which profiles the great achievements by local members in their community, and highlights the support given by Councils in the pursuit of these achievements. More broadly *Out of the Ordinary*® promotes the positive and cohesive relationship between both individual Councils and their relationship with the media, with the local stories in local communities being the driving force.”

Chris Russell - *LGA, Director, Policy & Public Affairs*

“*Out of the Ordinary*® is a terrific initiative. It’s given our region a profile that we could not have normally expected. More importantly it has served the purpose of raising our community spirit by portraying Port Augusta and our region on prime time television in a positive way. Congratulations to Channel Nine and the team.” **John Stephens** – *City of Port Augusta, City Manager*

An Invitation to Participate In the first series of *Out of the Ordinary*® seven Adelaide metropolitan Councils were featured including City of Salisbury, Adelaide City Council, City of Charles Sturt, City of Playford, City of Tea Tree Gully, City of West Torrens, City of Norwood, Payneham, St Peters, along with the Upper Spencer Gulf group of Councils comprising Port Augusta, Port Pirie and Whyalla.

Now Channel Nine and *t.a.v. productions* are seeking expressions of interest from Councils that would like to be featured in the next series. The plan is for agreement by the end of June, with pre-production and research of stories for two months and then the shooting and editing of the series from September.

The funding arrangements for participation require that participating Councils contribute to the cost of production which has been kept below normal commercial rates. There is already a commitment from 6 metropolitan councils, together with firm expressions of interest from 2 regional communities.

The final cost of contributing to the program will be determined by the number of participating Councils and the number of episodes that can be shown through the summer season.

The deadline for submitting an expression of interest is 8 June, 2005.

If you want to find out more about the production arrangements, costs and what's involved, contact:

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For more general information on the concept and benefits to participating Councils, contact:

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