



Press Release

28 March 2003

For Immediate Release

Broken Hill's Locations to be showcased in Japan

Film Broken Hill's Brochures will be distributed to Key TVC executives in Tokyo over the next few days as part of an annual trade mission being undertaken by AusFILM. The trade mission will promote Australia as a production destination to over 130 key television executives at a private function as well as present to Japan's largest advertising agency. AusFILM's Chief Executive Trisha Rothkrans will head the delegation of 12 Australian TVC, sound, music, and digital effects companies.

Trisha Rothkrans said, "Australia is a popular destination for shooting international television commercials. Australian cities and landscapes can double for most regions in the world"

AusFILM indicated interest in distributing Film Broken Hill's brochure at a meeting with the FBH Project Coordinator in Sydney earlier in the month.

Marketing & Development Executive for AusFILM Rachelle Gibson-Cummins said "The brochure displays the vastness of the Australian landscape so well that we wanted to include it in our information packs. As Japan is so densely populated many Japanese, who have not been to Australia, find it hard to grasp the scale of the outback. I am convinced the brochure will generate significant interest in the region".

Hosting Asian TVC production is not new to the Far West with *Jap Art* shooting a TVC for Bridgestone Tyres in October of last year and Film Broken Hill hosting and Location Survey for a the Producers of a proposed Korean feature film later in the same month.

FBH's Film Officer Kathy Kennewell stated, "While interest from TVC producers remains consistent we expect it to increase following a direct marketing campaign we are conducting during April & May.

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