

# Media City Proposal

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## Overview

Media City – A thriving media hub at the business end of Perth.

### 1. **MEDIA TECH**

An interactive media experience

### 2. **CITY TV**

A city-located television/radio station

### 3. **BASIL KIRKE**

An international quality sound-stage for hire

### 4. **NEW MEDIA INCUBATOR**

A co-located video production and internet start-ups

### 5. **INTERNET TV**

Internet TV and radio stations using local content and local talent

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## Steering Committee

**Kevin Campbell AM**, Broadcast Executive

Former Managing Director of TVW Enterprises

Former Chairman of the Lotteries Commission of Western Australia.

Chairman of Quickflix Ltd

Chairman Telethon Institute for Child Health Research

**John Cranfield**, Businessman, Historian

Owner Zenith Music and Musgroves Music

Former broadcaster (6IX)

**David Hawkes**, Arts Administrator

Broadcaster, Radio and TV, National and Commercial

Foundation Head, Department of Media Performance at WAAPA (WA Academy of Performing Arts, Edith Cowan University)

Concert presenter and performer with WASO (Western Australian Symphony Orchestra)

**Ken McKay**, Engineer, Historian

Former ABC Operations Coordinator Master Control Radio and Transmission WA

Founder Argonaut Internet Service (ISP)

Author WA TV History web site

**Richard Rennie**, Curator

Founder of the Fremantle Light and Sound Discovery Centre

Winner of a Western Australian Heritage Award, a BHP Science Award and the de Laeter Medal for outstanding contribution to science education

**Ross Tinney**, Producer

Founder of RT Films

Former Program Director at TVW 7

International advertising award winner and AFI finalist

**Bret Treasure**, Web Marketing Consultant

Committee, Australian Web Industry Association

Committee, National Speakers Association of Australia

Principal, Free Beer.

# Project Elements

## 1. MEDIATECH

### WHAT

Imagine Scitech, but for media. Modeled on the Bradford Media Museum in the UK; an interactive, hands-on experience of media technologies.

Would include:

- Working TV studios allowing visitors to create fantasy videos they can post straight to their Facebook pages
- A life-sized camera obscura (pre-cursor to the camera) projecting an image of Adelaide Terrace into the inside of the building. This would be the only public one in WA, and a tourism attraction in its own right.
- Hands-on exhibits of wind-up movie cameras, film projectors, mechanical typewriters, telex and antique video games. We know from curatorial experience that young people love interacting with this equipment.
- The Zoetrope, Phenakistoscope, Mutoscope and Kinetoscope.
- Demonstrations of early TV gimmicks (BeamScope, colour overlays, etc).
- 3D technologies and activities

### HOW

We would use equipment sourced from AMMPT (Australian Museum of Motion Picture and Television) with whom we have close ties. This is an extensive collection which we can access at no cost. We would add exhibits from the shortly to be de-accessioned Wireless Hill Communications Museum. Further equipment and archival programming is likely to be available when Channels Seven and Nine relocate to smaller premises. They have substantial archives and historic equipment.

### WHY

- Tourism attraction
- It's a way to inspire young people to produce media content. That will lead to increased export income and cultural capital.

### WHO

Richard Rennie established the Fremantle Sound and Light Discovery Centre in 2002 and is a winner of the de Laeter Medal for Science Education (among other awards). He currently curates exhibitions at the Wireless Hill Museum.

Ken McKay has links with AMMPT and a host of other organisations interested in communications history.

## 2. CITYTV

### WHAT

A city-located television/radio station. Walk through an actual TV station while it is operating. Because of its interest in visitor interaction, West TV has deliberately selected 'showy' equipment. It would be the only television station open to the general public in Western Australia and the only television station located in the City of Perth.

### HOW

Approaches have been made to two television stations and two radio stations. We believe Community TV is the best option. One of the radio stations has asked to be kept informed of developments.

### WHO

An Expression of Interest has been received from West TV, Western Australia's Community Television Station, currently broadcasting digitally on Channel 44.

### WHY

- It would boost Community TV's capacity and output; they are currently constrained by a lack of large studio space and professional facilities. Community TV is inherently collaborative.
- It would give young content producers exposure to experienced professionals in a position to mentor.
- It has the potential to substantially increase the amount of content the station produces and raise its profile.
- Adds prestige to the Symphony City development.

## 3. BASIL KIRKE SOUND-STAGE

### WHAT

This is an international quality sound stage. A sound stage is required for indoor production of any sophisticated TV ad, television program or feature movie. Basil Kirke has been used in the production of local television series and Hollywood movie soundtracks. Production companies will hire the Basil Kirke Studio at commercial rates if it is made available.

## **HOW**

Media City could staff and manage this.

## **WHY**

This is a revenue-producing site which will improve WA's television and film production capabilities. There are five advertising production businesses active in Perth. At present, the only studio available for hire is Channel Nine's and they've recently announced this is to cease.

## **WHO**

Ross Tinney works in the industry. His company, RT Films, and his competitors have an ongoing requirement for such a facility.

# **4. NEW MEDIA INCUBATOR**

## **WHAT**

A co-located video production & internet start-up facility. Modeled on successful incubators in the US and Australia, this shared space will put together startup web app companies, web developers and companies with video production expertise.

## **HOW**

Media City will encourage trans-media collaboration, running events that put professional talent, video producers, web developers and entrepreneurs in the same space at the same time. We will establish a web presence that encourages tenancies by suitably qualified companies and promote the concept in industry associations.

We will encourage mentoring of young entrepreneurs by experienced and retired media executives. Recent experience suggests retired media employees would join a media club.

## **WHY**

This will generate rental income for the site. Strong demand exists for video production facilities because businesses now recognise the need for video on their web sites. Further, many new web concepts rely on a video platform.

## **WHO**

Bret Treasure is involved with this community through the Australian Web Industry Association. Kevin Campbell is Deputy Chairman of Q Ltd, a publicly listed company comprising specialist digital marketing companies. Ross Tinney runs a video production house.

## **5. INTERNET TV AND RADIO**

### **WHAT**

Media City will commission and market content created by local talent.

### **HOW**

Combining professional broadcast equipment (West TV), freelance talent and web-savvy companies, Media City will commission content to be shown on the Internet and in some cases mainstream media. We see this as a commercial venture with program sales and advertising revenue and we have an Expression of Interest from iiNet.

### **WHY**

In the 1960s and 1970s, West Australian commercial TV produced substantial local content. Satellite technology and changes in government ownership regulations have now reduced local stations to relay networks for Sydney-controlled businesses. Local news accounts for most local production.

However, the Internet opens up the whole world to West Australian content producers. According to Jason Jordan of West TV and David Hawkes, formerly of WAAPA, there is a great thirst here among young people to produce content, but they need a supportive culture, they need professional equipment and above all, they need mentoring.

The National Broadband Network will put Internet TV on the same platform as free-to-air TV. This means that ISPs will be able to compete for the television advertising dollar. In order to do that, they will need original, locally relevant content and that is why iiNet are showing interest in our venture.

### **WHO**

Kevin Campbell has substantial experience in media sales and management. Ross Tinney is a former Program Director and has produced many well known television shows. The Steering Committee members have contributed original programming ideas and more will emerge from the Incubator. West TV is a potential joint venture partner and approaches will be made to ScreenWest and FTI.

## Key Issues

### What is the motivation of the Steering Committee?

- Preservation of WA's media history and a stronger foundation for its future
- Opportunities for young people
- Growth in new media in Western Australia

### How would the Steering Committee work with Finbar Group?

- We are open to any working arrangement with Finbar Group; formal or casual.
- We would be happy to fulfill an advisory role, facilitate the project or manage the project.

### What is the Steering Committee asking of Finbar Group?

- In time we would like a clear indication that Finbar intends to pursue a media theme for the ABC Studios complex
- A clear specification of the role Finbar wants the Steering Committee to play.

### The business plan

The Steering Committee will complete a business plan once Finbar specifies

- which elements of the proposal, if any, are of interest; i.e. the scope of the project
- how Finbar would like to structure the relationship
- what financial requirements need to be met
- what other constraints exist

### How would the project be funded?

The Steering Committee would approach the West Australian Government seeking an initial grant for the Media Tech project, since the project would deliver a clear tourism benefit for the state. It should be run as a non-profit organisation.

Other aspects of the business (the Incubator, Basil Kirke and Internet TV content sales) are commercial and would be run as a business.

### How could the Steering Committee assist in the various projects?

- Fund-raise, assemble, curate and manage the Media Tech project
- Assist Finbar in the marketing of Incubator sites and event-manage the space
- Market and manage the hire of the Basil Kirke studio
- Create and manage professional social media and web marketing campaigns that promote Media City and Symphony City.

## Contact

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