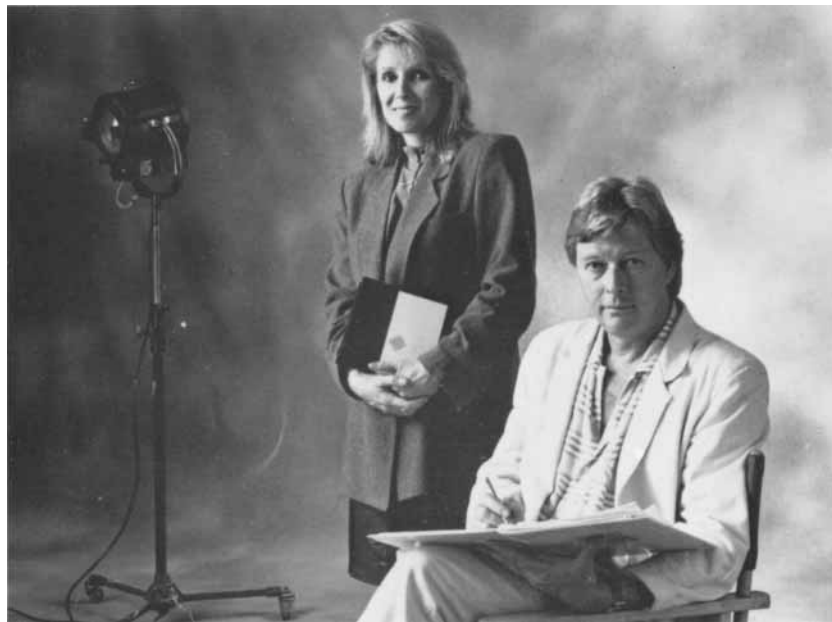




M c P H E E

P R O D U C T I O N S



McPhee Productions offers clients all of the benefits of a small personalised video, CD-ROM, DVD and webstreaming production company.

A company characterised not just by the strength of long experience, but by high achievement in marketing, internal communications, high-impact conference support, educational packages and successful strategies for specific target messages.

We guarantee that our presentations will do exactly what you want them to.

The Creative Writer - Director, Karl McPhee has won many awards:

Best Corporate Video;

National Award for Educational Package;

Five Star Rating for the Expo Pavilion Presentation;

Best in Internal Communications Strategy;

National Award for Multi-Media Presentation.

Principals of the Company are Karl McPhee and Producer Djuka Rapaic.

The director of top – rated television dramas and documentaries.

Karl McPhee's experience spans 25 years, with a background as a producer in the ABC, 10 years as writer – director at Film Australia, freelance directing with The Grundy Organisation and the ABC, before establishing McPhee Productions in 1990.

He has a B.A. Dip. Ed. and a background as a tutor in Education and Linguistics at Macquarie University, and Television Production Lecturer at the University of Technology.

Exhibiting diverse experience, Karl McPhee is a writer and director of television series, as well as corporate videos, CD-ROMs, and large-scale multi-media events.

He directed the very popular *Australia's Most Wanted* for the Grundy Organisation, and guest directed for the ABC on special projects such as *The Royal Bicentennial Naval Salute* which went live throughout Australia and the UK, and has been sold in high volumes through ABC stores.

In Canada, he designed and produced the entire contents of the multi-million dollar hit of the 1986 World Expo: the Australian Pavilion.

Karl has written and produced most of the highly successful fund-raising videos for charitable organizations in Australia: The Fred Hollows Foundation; Ronald McDonald House; The Medical Foundation; NISAD.

His most valuable expertise is in an ability to find the right way to get the message across to the targeted audience. No matter what the audience, or where.

Karl McPhee directs - after he researches and writes.

McPhee Productions addresses every aspect of film production. Karl McPhee combines the talents of a highly-skilled Creative Director with the expertise of a Writer/Producer/Director in one small company.

A company geared precisely to a client's needs and budget.

Being conveniently small, overhead charges are reduced and the best people and facilities are contracted on a project basis.

Therefore, superior results are often accompanied by a saving.



Directing Spike Milligan.



Australian Pavilion, Expo 1986.



Fringe Theatre documentary.



Karl McPhee on set.



Directing Norm and Ahmed.

The client's role in production.

For additional points of view and information, clients are encouraged to contribute to the production.

This is invaluable at all stages from the concept right through to the final edit.

Examples of Past Projects:

The Migrant Experience. A highly acclaimed series of documentaries written and directed for SBS and the ABC.

You'd Have to be Mad to Like Opera . A documentary which won the Judges' Special Merit Award at Melbourne Film Festival.

Equal Rights and Opportunity Agency. A corporate video designed to show the business advantages of employing women in flexible ways.

Austrade. A video letter presenting the advantages of Australia in setting up Regional Asia Pacific Headquarters. Targeted successfully at American Express.

TNT Express. Many corporate presentations including sales conference motivational pieces, information videos on new procedures, client endorsements, and other integrated pieces.

Law and Justice. McPhee Productions have developed great expertise in law-related projects. Clients include: The Attorney-General's Department; the Sheriff of New South Wales; The Police Service of NSW; The Office of the Commissioner of Legal Services, LawCover, Legal Aid, and others.

Pharmaceutical. We provide a diversity of services to many large companies: Condensed versions of presentations to medical experts and practitioners, motivational sales conference videos, public information presentations...

Building Supplies. We've made many "how to use the product" videos targeted at both consumers and professionals.

The Australian Institute of Company Directors are a regular client. More recently, we've created for them a comedy piece called "Tips and Tricks for Tutors"

McPhee Productions has, of course, many references available on request.

Producer Djuka Rapaic brings extensive business and management consultancy skills to the client services and administrative areas of McPhee Productions.

Djuka has a background as a high school teacher, business communications consultant, business coach, writer, and production management in video productions. She has been freelancing as a management consultant for most of the large consulting firms in Sydney over the past ten years.