

# How you and your organization benefit from CTV Australia



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## A. Who?

Producers Trev and Claire Brazil of Paramount Video Productions are pioneering Canadian-style Community TV in Australia via the Not-for-Profit Community TV Australia. Established in 1989 in Johannesburg as a TV company called Stonehenge Media, and re-opened in Queensland in 2000, Paramount Video is a Brisbane and Logan producer of TV, Corporate, Government and Community Videos, Photos and Animation. ([www.paramountvideo.com.au](http://www.paramountvideo.com.au)).

Paramount Video produces videos for communications, marketing, training, livestreaming and events.

Just as CTV Canada was initiated by two filmmakers 100 years ago and is now an essential part of Canadian life, passionately supported by all Canadian government, so filmmakers Trev and Claire ask you to help bring the same huge benefits here. CTV Australia will be the communication glue that makes Australian shires good places in which to live; radically improving mental health; growing local business; improving the environment in the face of climate change and assisting with better outcomes, better connectivity, for schools.

How?

## B. The Urgent Need Now. Needs and Goals.

CTV addresses 5 key needs:

- Better Mental Health and Wellbeing for Australia. (See the attached Black Dog report plus the CTV reaction).
- Conservation and Preservation of Planet Earth during the climate emergency
- Supporting local business via publicity and promotions
- Better secondary school outcomes via better connectivity
- The need for shires to communicate more effectively and build healthy communities

Four recent reports, attached, reveal the urgent need for the Mental Health & Wellbeing aspects of CTV to be immediately implemented throughout Australia, with pilot Community TV projects now starting in Queensland as proof of concept, and 25 Community Media Hubs ready to roll out soon after.

1. *Australian Youth Depression rising at alarming rates*. Black Dog Institute. (Oct 4, 2022)
2. The Census 2022

3. *Shifting population poses a big challenge*. Bernard Salt, Demographer. The Weekend Australian. (October 2022.)
4. Generation Z – Designing the Future of Wellbeing. Sompo Holdings. Time Magazine. (May 2, 2022.)

The relevance of these reports to CTV Oz will be explained during the meeting with flagged below.

### C. Better Mental Health via Meaningful Relationships

The prime function of CTV is to radically improve the Mental Health and Wellbeing of all Australians, guided by input from respected, established Australian entities. CTV will be a vehicle for these organisations to communicate to local audiences throughout Australia. (See the CTV Discussion Document for a full list of proposed mental health advisors including Bravehearts, Headspace, Beyond Blue, Lifeline, Queensland Health and more). Here are some of the good people we have worked with and whom we want to bring aboard.

1. **Queensland University of Technology Resourceful Adolescent Program. Professor Ian Shochet.** Building resilience and promoting positive mental health in teenagers. <https://www.rap.qut.edu.au/>

RAP Evidence of effectiveness:

RAP is endorsed as an evidence-based program by the Commonwealth Government. Results of published randomised controlled trials have indicated that the RAP program prevents future depressive symptoms in adolescents and is significantly better than a placebo control.

2. **Positive Mindset Creative Arts Festival. Adam Lo Director. Occupational Therapist and Mental Health Clinician Queensland Health**  
The new theme for QMHW in 2022 is 'Awareness, Belonging, Connection', reflecting the important factors that help people maintain positive mental health and wellbeing. <https://www.facebook.com/positivemindsetfest/>

3. **The Stronger Smarter Institute**  
<https://strongersmarter.com.au/>

The proverb goes, "it takes a village to raise a child." Our leadership programs recognise that principals, teachers, support workers, parents and the community are all leaders with a significant role to play in a student's education, health and wellbeing.

4. **Queensland Health** – ABIOS and Suicide Prevention.

## D. Meet us and find out how your organization will benefit

How you and your organization will benefit will be explained during a 60-minute meeting which gathers all stakeholders together to discuss how Australia, and our neighbors, may benefit from an Australian version of a great Canadian institution. The meeting will be recorded for replay. The CTV Discussion Document sent to you will be fully explained at the meeting.

## E. Pilots Now

Paramount Video Productions are sponsoring pilots in Logan and Brisbane now and, as humble filmmakers, we seek your help to obtain grants and sponsorship that equal our financial input of \$60,000, so far. We have donated office-space in Brisbane and Logan valued at \$2000 per month, \$60,000 in video production equipment and \$30,000 in time donated by Producers Claire and Trev. We are not organizers but creative filmmakers. Thus, any help in obtaining grants, funding, sponsorship or more are welcome. We need a team: organization, administration, marketing, management.

## F. What?

CTV Oz is based on Producer Trev's Canadian CTV experience.

Educated in Film and TV Production in Vancouver, Canada, Trevor simultaneously volunteered for CTV in downtown Vancouver where he was trained in camera work. **CTV is thus a valuable skills and job-training organisation, which helps volunteers of all ages gain skills leading to good jobs. Volunteers will be taught how to produce chat-show studio content, and short films.**

This training is based on BBC TV methods and culture. Claire and Trev worked for a combined 20 years at SABC TV Johannesburg, founded by BBC TV. They worked their way up to become Producers of popular, prime-time News/ Magazine shows. Thus, our CTV volunteers will gain valuable skills from University-educated, BBC-trained TV producers.

Our vision is to use the legislation and experience of 100 years of Canadian CTV to set up 24 or 124 Community TV hubs across Australia, covering Australia. Our goals are: to promote better mental health and wellbeing via growing communities where individuals may enjoy meaningful relationships; to promote local business and economies; to help environmental groups build a cleaner, greener Planet Earth and to help improve secondary school outcomes via digital connectedness and resilience-building programs.

Eventually, each hub will produce a weekly Video News Magazine show on YouTube for four demographics: ages 8 to 12, 12 to 18, 18 to 24 and 25 plus.

Initially, only a Youth and Adult show will be made.

Short films of all genres, documentaries and more, will be made. **These will fill the communication gap found in all Australian cities: the need for local video news coverage that encourages local populations to attend local events.** A CTV territory will be 500,000 to 4 million people. We aim for 200,000 CTV subscribers per territory.

Each hub will consist of 2 to 20 professional video production experts who work with local volunteers to produce local content. Where possible, CTV will be part of a Community Media Hub - an Art, Craft and Innovation movement. This already exists in libraries, galleries, community centers, and entertainment venues, but such events are often poorly attended due to lack of communication. CTV will be the glue that tells the local population WOTS ON in your shire. We will help you and your family participate in wonderful cultural events, help to build local and virtual communities, help develop each and every Australian to be all that they can be in the Arts and Sciences. Nobody will be left behind.

Our pilot Community Logan CTV will include Mount Tambourine, Beaudesert and the Scenic Rim. Brisbane CTV will include greater Brisbane.

### G. Help!

At this time, we call for interest and help from Chambers of Commerce, Councils, relevant State and Federal entities, and community groups.

### H. Funding?

Canadian Community TV was initially funded from a tax on giant telecommunication companies like Telstra, Optus, NBN, Facebook, Google and whoever benefits from the public purse in the telecommunication space. We suggest the Federal government eventually help set up CTV nationwide for 5-10 years based on a telecommunication tax. To get this, we need proof of concept. Hence: two pilots.

Until we get seed funding from the current Google/Facebook tax, we are going for the Radio 101 Logan sponsorship model, plus grants from Councils, States, and philanthropy. Radio 101 is sponsored via adverts.

Such adverts on CTV will follow the SBS TV route of 2 minutes (6 x 30 second TV Ads) at the top, middle and end of shows.

In addition, to help pay for costs, CTV Oz will offer Video Production Training.

### I. What will CTV Oz look like?

We will follow Eastlink (East coast Canada) and Shaw Community TV (West coast), especially the weekly local News/Magazine show. **Please view the Eastlink website now or view our research document: CTV CANADA RESEARCH.**

**What aspects of CTV Canada do you think will be good for your local community?** <https://www.eastlink.ca/cable-digital-tv/community-tv>

<https://www.shawspotlight.ca>

Here are a few examples from Eastlink Community TV we think will resonate with you.

- **EASTLINK MAGAZINE:** Local news and what's on in the community this week.
- **MARITIME MADE:** A look into all the great things made here in the local community.
- **STYLE EAST:** Explores the local fashion and creatives in the area.
- **OCEAN PLAYGROUND:** Join four women on a journey to discover every awesome activity the ocean playground has to offer.
- **ROAD TRIPPIN:** Whether you prefer roughing it in the back country, glamping by the ocean, or pulling up in your RV, opportunities to camp in Nova Scotia are numerous.
- **BLACK FILMS:** Weekly series that helps amplify Black voices, stories and experiences.
- **ADDICTION ROAD TO RECOVERY:** Host talks with individuals struggling with addiction and to the people providing help and support on the road to recovery.

## J. CTV TRAINING

- CTV Australia will train each CTV hub in BBC TV News Magazine Production methods, standards and camaraderie. This may lead to jobs.
- It is this rigorous training, including script writing and pre-production, production, postproduction and programming, that makes CTV professional, consistent and watchable.
- Soft skills (how to work in a team, be punctual, committed, how to collaborate) will help youth and adult volunteers get jobs.
- Volunteers who do a 3-year stint with CTV will be job-ready and highly skilled.

To fund this CTV exercise CTV Australia will get an appropriate fee.

## H. COST ESTIMATE

Costs: 1- 5 million dollars per hub annually, paid by the tax on telecommunication giants like Google and Facebook.

Each CTV hub will try to match the Federal input with an equal amount from local sponsors: State, businesses, councils, philanthropists and donors.

As a Not-For-Profit, all donations will be tax write-offs.

## K. THE GRAND PLAN DELAYED

As it will probably take a few years to set up the Grand Plan, CTV will, in the meanwhile, seek grants with like-minded people to produce documentaries, short films, music videos, short dramas, experimental films, and media projects. TikTok, Instagram, YouTube, Facebook, Vimeo and other video platforms will be used.

All this experience will contribute to producing weekly shows.

In the meantime, crews and presenters can start to be trained, projects can be undertaken with other Not-for Profits, and organisations who fit the CTV mission.

CTV will also work with community organisations such as Scouts, Surf Lifesaving Australia, the SES, RACQ, faith groups and local Councils across Australia (who sponsor community radio) to create daily, weekly, monthly, or quarterly Video News Reports.

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