

Revised estimate as requested  
13 November 2012



**BLUE  
BOAT**

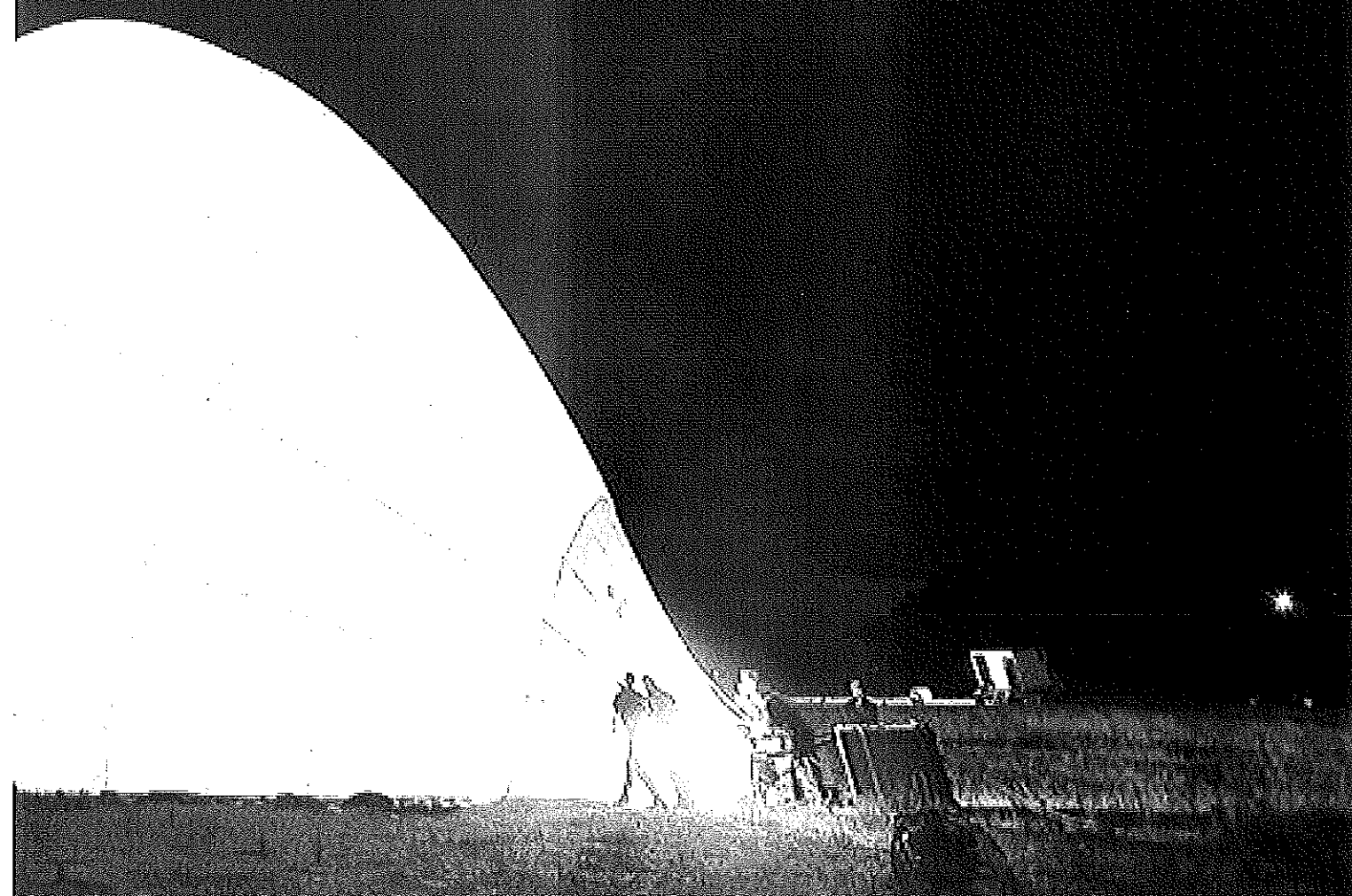
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.Centenary of Canberra.

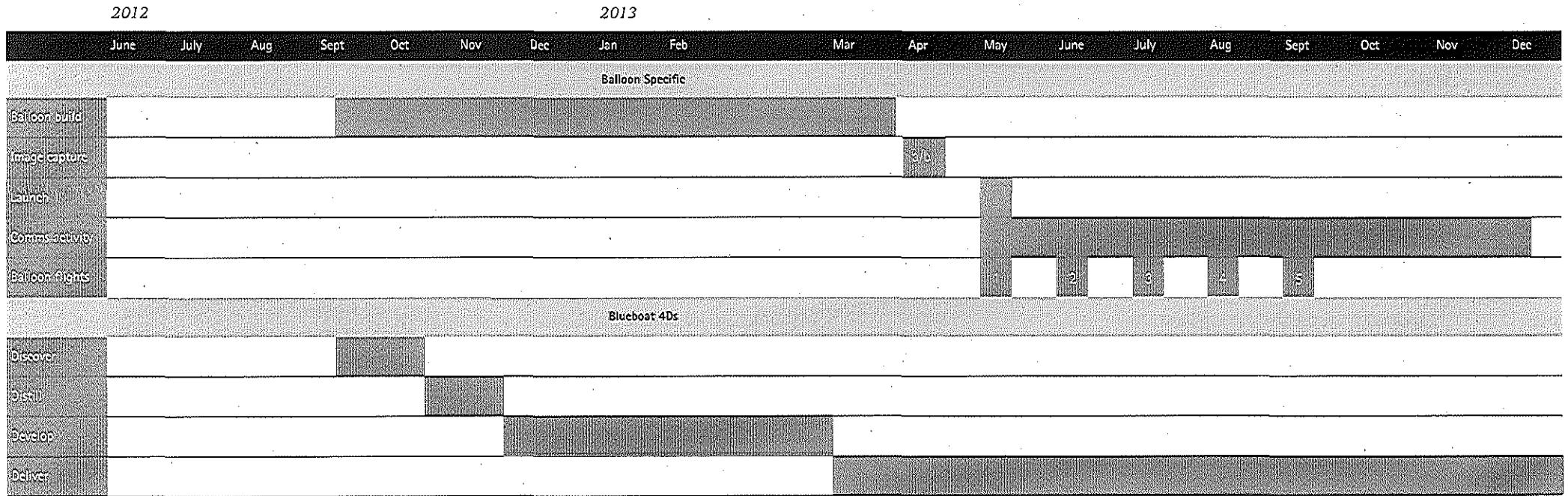
*Patricia Piccinini's  
Skywhale*

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A unique aerial sculpture where  
nature, artifice and wonder meet.



# Project Timeline



## Flights as agreed contractually

May 16 - Canberra - Lawn

Sydney - MCA

Melbourne - ACCA

Adelaide - Art Gallery of NSW

One River Appearance

Estimated cost\*                      \$56,600

\* Please see page 31 for full breakdown

## Image capture - request for additional funding

Option A\*                      \$104k

Option B\*                      \$50k

\* Please see page 29 for full breakdown

# Blueboat 4D Process

<i>Discover</i>	<i>Distill</i>	<i>Develop</i>	<i>Deliver</i>
<ul style="list-style-type: none"> <li>Gain an understanding of the project context and potential</li> <li>Kick off session in Canberra, introduction to project players</li> <li>Numerous meetings with Kiff and Patricia</li> <li>Review of Canberra 100 press releases and DVD</li> <li>Identify audience personas</li> <li>Begin identifying key messages and timeframes</li> <li>Identify tools and tactics</li> <li>Begin to shape a communications strategy i.e. tools and tactics, image capture, costings and timeframes</li> </ul>	<ul style="list-style-type: none"> <li>Create an outline narrative that will form the basis of our approach</li> <li>Identify key messages that will drive the conversation</li> <li>Tailor and match key messaging and communications tools to audiences</li> <li>Have all the above signed off in a document so that the Develop Design Phase can commence</li> </ul>	<ul style="list-style-type: none"> <li>Design and develop all tactics as agreed and outlined in the Comms Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Deliver all final tactics and platforms for the duration of the contract</li> </ul>
\$5k	\$5k	\$30k	\$20k

## Project Invoice #1

For work completed to date.

As per Blueboat terms and conditions, invoices are issued at the commencement of each phase.

The sign off of the Communications Strategy will bring the first two phases of the project to completion.

## Project Invoice #2

@ 50%

For design and development of all tactics as agreed and outlined in the communications strategy.

At this stage and without a solid agreement of steps in place, here is an indication of the type of work we endeavour to define:

- an agreement on the project narrative and key messages
- an agreement on personas and segments
- a calendar of how key messages and themes will be applied
- an agreement on communication tools and tactics
- an indication of a communications strategy.

This work will be developed in the first two phases of the project.

We are confident that this is all achievable, as Patricia is the definition of collaborative.



*Creating an image library*

- a In April, 2013 a team comprising of Artist, Balloonists, Photography/ Videography and Art Direction will fly out to the Pilbara to develop and document the Skywhale's choreography and narrative. Given the difficulty of region and nature of ballooning, we believe the shoot will take approximately 10 days inclusive of travel time.

The group will fly directly to Broome and then drive by road, connecting with the people of BighART - at HipBoneStickingOut.

- b In April, 2013 a team comprising of Artist, Balloonists, Photography/ Videography and Art Direction will drive from Melbourne to Mildura and on to Mungo - roughly 7 hours.

Given travel time and the practicalities of flying, we envisage a 5 - 6 day trip, inclusive of two travel days.

*We request the following additional funding*

	a	b
Flights to WA x 7	\$8k	n/a
Balloonist fees for balloon flights and wages	\$20k	\$13k
Transport and Freight	\$20k	\$2k
Artist time for overview	\$4k	\$2k
Photography fee	\$10k	\$6k
Videography	\$6k	\$6k
Art direction	\$5k	\$2k
Editing of footage to create 3 x videos	\$12k	\$12k
Hire of fixed wing plane for stills and video	\$5k	\$2k
Accommodation	\$4k	\$3k
Contingency	\$10k	\$2k
<b>Request for an additional</b>	<b>\$104k</b>	<b>\$50</b>

**Operations Budget Estimate 2012 -2013**

**Balloon Design, Manufacture and certification costs**

COC Special Shape Balloon Envelope	CoC		At Quoted Cost
Artwork & Frieght	CoC		At Quoted Cost
Australian Certificate of Registration estimation of CASA charges	Estimate		\$600.00
Australian Certificate of Airworthiness	Estimate		\$1,500.00
Freight from UK	CoC		At Cost
Global Ballooning Production Management fees	Hr Estimate	25	\$3,000.00
Technical Management fees			\$5,100.00

**Ancillary Costs**

Insurance *Note this is subject to amount required	Estimate		\$4,500.00
Repairs & Renewals			\$2,000.00
Annual Inspections per inspection			\$500.00
Global Ballooning Tour Management @120 per/hr			\$3,600.00
Crew team uniform x 4			\$1,500.00
<b>Total ancillary</b>			<b>\$12,100.00</b>

**Balloon Flight Operations (No.of Flights @ \$3500.00 per flight)**

Melbourne Flight/Tether	VIC	1	\$3,500.00
Canberra Flights/Tether	ACT	2	\$7,000.00
Sydney Flight/Tether*	NSW	1	\$3,500.00
One River Flight/Tether*	QLD	1	\$3,500.00
Adelaide Flights/Tether*	SA	1	\$3,500.00
Crew Travel days @ 600 per day		7	\$4,200.00
National Ballooning Festivals or events			-
International Appearances			-
*Note: If a flight or tether is not conducted due to weather a 60% operations fee will apply.			
<b>Total Flight Operations</b>		<b>13</b>	<b>\$25,200.00</b>

**Transport, Accommodation**

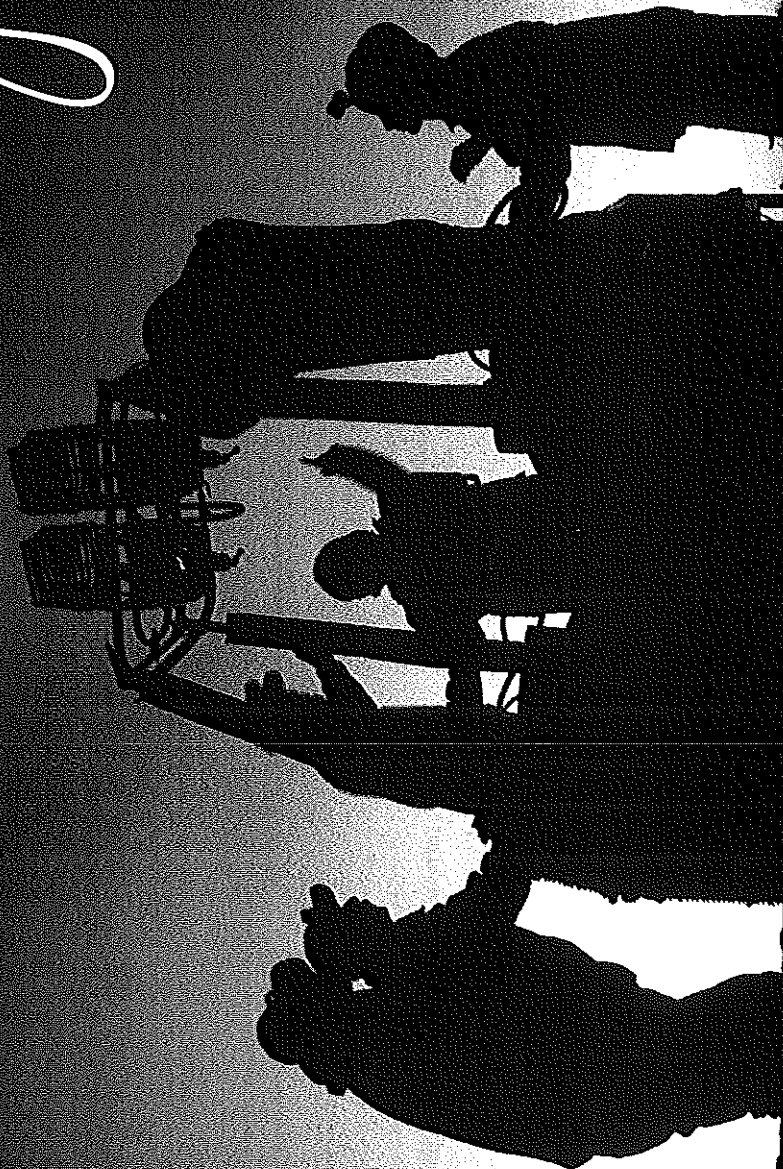
Estimated Budget for transportation to locations \$1.20 per/km	3500		\$4,200.00
Estimated Budget for accommodation/meals for 5 events	4 crew	10	\$4,500.00
Airfares			\$4,000.00
Vehicle and trailer modifications (winch installed)			\$1,500.00
<b>Total logistics Budget</b>			<b>\$14,200.00</b>

**SKYWHALE DRAFT OPERATIONS BUDGET**

**\$56,600.00**

Global Ballooning and Blueboat say

*Thank you*





**GLOBAL**  
BALLOONING  
PVT LTD

**BLUE  
BOAT**

