

Centenary of Canberra
Patricia Piccinini's Sky Whale
 Budget Breakdown, December 2012

Phase	Activity Description	Cost	Status	Invoice #	Date of Invoice	Invoice Status
Blueboat Marketing and Communications						
Discover						
Gain an understanding of the project context and potential	Conversations to take place with CoC, Patricia Piccinini and Global Ballooning in regards to scope, timelines and project budget	\$500				
Kick off session in Canberra	Blueboat to meet with CoC committee in Canberra to discuss project aims	\$500				
Numerous meetings with Kiff and Patricia	Meetings with Kiff and Patricia in regards to the construction of the balloon, project timelines/ budget and the narrative behind the piece	\$500				
Review of Canberra 100 press releases and DVD	Desk research based on Canberra 100 media kit to gain knowledge of other projects involved in the celebration	\$500				
Identification of audience personas	Brainstorm on different audiences, identification of audience aims and the construction of a profile for each audience	\$400				
Identification of key messages and timeframes	Draw key messages from discussions with Patricia and CoC. Create time frames around the release/ concentration of messages	\$1,000				
Identification tools and tactics	List tools and tactics (see table for breakdown)	\$500				
Begin to shape communication strategy	Refine schedule of tools and tactics based on feedback and budget allocations	\$800				
Total Discover Phase Cost		\$5,000				
Distill						
Outline a narrative that will form the basis of our approach	Build a schedule for the creation of rich content around key messages	\$1,500				
Identification of key messages that will drive conversation	Build communications messaging based on key messages i.e. social media content	\$2,000				
Tailor and match key messages to communications tools and audiences	Match key messages to tools and tactics that will connect messaging with the appropriate audience	\$1,200				
Sign off occurring through out the Distill Phase in order to move onto Develop and Deliver	Sign off will occur at various stages during the Distill Phase to ensure that all parties are looped into the process	\$300				
Total Distill Phase Cost		\$5,000				
Develop						
Design, develop and build tactics as per signed off communications strategy	Development of collateral, video, website, social media platforms etc. to take place (see table for early indication of tactics)	\$30,000				
Total Develop Phase Cost		\$30,000				
Deliver						
Deliver, manage and maintain (the agreed extent) tactics for the duration of the contract	Deliver tactics in full (print runs, digital files, passwords etc.) to relevant parties or manage i.e. social media monitoring as per agreement	\$20,000				
Total Deliver Phase Cost		\$20,000				
Blueboat Marketing and Communications Cost		\$60,000	ex GST			
Blueboat & Global Ballooning Image Capture						
Balloonist fees for balloon flights and wages	2 flights or tethers on location @ \$3500 each, Transport at \$2500, Accommodation (homestead) and meals for 4x crew at \$1600 and travel/ weather days for pilot and crew \$2000	\$19,000				
Transport and freight	Transport for crew and balloon/ equipment to each location	\$2,000				
Artist time for overview	*Patricia to oversee production of stills and video	\$1,000				
Photography fee	Costs for photographer to take stills in Mungo & Canberra, over 5-6 days (including travel time)	\$5,000				
Videography	Costs for photographer to take video in Mungo & Canberra, over 5-6 days (including travel time)	\$5,000				
Art direction	Designer to art direct the stills and video to ensure we are maximising the potential on location	\$2,000				
Editing of footage to create 3x videos	Editing of 3 videos - (1) Skywhale over Mungo, (2) Skywhale over Canberra and (3) background on Patricia Piccinini and her works	\$12,000				
Hire of fixed wing plane for stills and video	*Hire of plane and equipment to be used in shooting stills and video in Mungo and Canberra	\$3,000				
Accommodation	For the photographer, videographer, crew, art director and Patricia Piccinini for the duration (5-6 days) of the trip (homestead)	\$3,000				
Contingency	To account for changes in weather conditions or unforeseen circumstances	\$2,000				
Total Image Capture Cost		\$50,000	ex GST			
*Please note: We have negotiated that the same crew - videographer, photographer, art director - will cover Mungo AND Canberra for the budget as estimated i.e. there will be no additional costs for the Canberra shoot. However please note that \$1k has been redistributed from the Patricia Piccinini fee to cover costs of a fixed wing plane for Canberra shoot.						
Global Ballooning Operations Budget						
Balloon Design, Manufacture and Certification Costs						
Australian Certificate of Registration estimation of CASA charges	Obtain relevant Licenses in order to fly within Australia	\$600				
Australian Certificate of Airworthiness	Obtain relevant Licenses in order to fly within Australia	\$1,500				
Global Ballooning Production Management fees	Liaison between CASA, Patricia Piccinini and balloon manufacture company	\$3,000				
Total Balloon Design, Manufacture and Certification Costs		\$5,100				
Auxiliary Costs						
Insurance	Insurance costs subject to the amount required	\$4,500				
Repairs and renewals	Cost per inspection	\$2,000				
Aerial inspections		\$500				
Global Ballooning tour management		\$3,500				
Crew team uniform		\$1,500				
Total Auxiliary Costs		\$12,500				
Balloon Flight Operations						
Perth	Flight/ Tether dependent on conditions x 1	\$3,500				
Canberra	Flight/ Tether dependent on conditions x 2	\$7,000				
Sydney	Flight/ Tether dependent on conditions x 1	\$3,500				
One River	Flight/ Tether dependent on conditions x 1	\$3,500				
Adelaide	Flight/ Tether dependent on conditions x 1	\$3,500				
Crew travel days	7 days @ \$500 per day	\$3,500				
Total Balloon Flight Operations Costs		\$25,000				
Transport and Accommodation						
Estimated budget for transportation	Transportation between locations, estimated at \$1,200/km	\$4,200				
Estimated budget for accommodation	For 5 events involving 4 crew members	\$4,500				
Airfares	Between locations	\$4,000				
Vehicle and trailer modifications	Winch to be installed in order to transport equipment	\$1,500				
Total Logistics Costs		\$14,200				
Total Operations Budget Cost		\$56,600	ex GST			
Summary						
Blueboat Marketing and Communications Cost		\$60,000				
Total Image Capture Cost		\$50,000				
Total Operations Budget Cost		\$56,600				
Total Cost to CoC		\$166,600	ex GST			