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PERSONAL

3rd November, 1970.

Alderman Andrew Briger,
770 New South Head Road,
ROSE BAY. N.S.W. 2029

Dear Andrew,

Attached is the material about making a film on the Strategic Plan that we discussed briefly on Friday evening.

We think it is imperative if the message is to be really got across in this McLahan era that a film for public release as well as for television be made. They might not have read the book but they will have seen the film

Trojan films is an outfit run by two chaps. Jack Lee and Peter Thompson. Lee is English and an older man who came here making films such as "A Town like Alice". Peter Thompson is a bright 28 year old Australian who has made several very good short films, just returned 8 months ago from a year's Churchill Scholarship studying film all around the world. He has just completed a brilliant 18 minute film on the Gove project for David Griffin's Nabalco.

These chaps are very alert and bright and with our guidance could come up with something very compelling. A film of the order discussed would take about 2 months to produce so it would be quite possible, assuming it wouldn't start until the Strategic Plan is completed, to have it available several months before the elections next year.

Darrel Conybeare has had considerable experience making films in the States when he was working with Charles Eames. He has scripted and worked up the "Story-board" sequences for films with Eames and is convinced that, if we know a film is to be made at the conclusion of the Strategic Plan, there will be considerable economies in time from our side, and in the economics of the film, by working out and knowing exactly what we need to film and thereby doing it more quickly and avoiding waste.

If Council is unable to finance a film I am convinced that it must be possible to get some of our major institutions to finance this film as a civic gesture, and for the prestige of having their name(s) among the credits.

We would be interested to discuss the matter further at anytime.

Yours sincerely,

URBAN SYSTEMS CORPORATION PTY. LTD.

DG/ng 7078/A1/A40

cc. Ald. Leo Port.

The Proposed Film

of

THE STRATEGIC PLANNING OF SYDNEY

being

A Collaboration Between

CLARKE GAZZARD PTY LIMITED ARCHITECTS

URBAN SYSTEMS CORPORATION PTY LIMITED

and

TROJAN FILMS PTY. LTD.

We suggest making a 25-minute, colour film designed for cinema release. At this length, the film would be suitable for television: if it were made any shorter such a market would be closed to it. It should be shot on 35mm Eastman-colour and in Wide Screen ratio. This ratio makes it possible to reduce the film satisfactorily to 16mm so that it can be screened in schools, universities and so on. Thought will also be given to the possibility of overseas distribution.

AIM: To show the unique virtues and deficiencies of Sydney as a city, as a place to live and work in; to show the possibilities and the problems of its growth and development; above all, to show how good strategic planning can serve Sydney.

SHAPE: The film will take as its theme the exposition of the strategic plan being prepared for the Sydney City Council by Urban Systems Corporation and others. This plan is intended to lay down a rationale for the city's development and to expound a coherent approach to the issues of conservation, building regulations, traffic control, the quality of the environment -- indeed, all aspects of the life of the city.

The plan will be related visually to Sydney as it exists. Much of the film will be an exploration of Sydney itself and a demonstration of its qualities, the surprises, the contrasts, the special features which form its character and create its own individual atmosphere. We will explore its faults too, and the problems it shares with other large cities.

The film must be well-presented, direct in its approach so that it can hold and interest an audience. Above all it must be human. It must relate the plan and our beliefs about Sydney to the people who live in it, the people who use it, the people who make it.

The film must demonstrate the strategic plan itself and also how the plan has been evolved in dealing with specific areas -- the design of railway stations, for example: how they relate to other forms of transport, how they function as public utilities.

COST: The production of the film would cost around \$28,000 plus any expenses and fees incurred by Urban Systems Corporation. By reducing the production time and making various cuts in facilities (deleting any helicopter scenes, for example) the cost could be brought down to around \$23,500. Prints in 35mm for commercial cinema release would cost \$450 each, and are cheaper ordered in bulk: 10 prints cost \$415 each; 50 prints, \$350 each. Producing a 16mm copy of the film in colour would require an expenditure of \$550 and then 16mm prints would cost \$145 each. These, too, are cheaper in bulk: 10 prints cost \$110 each; 50 prints, \$100 each.

OTHER PROPOSALS: Reducing the length of the film but maintaining the general form of the 25-minute version would bring the costs down, but not in direct proportion: a 15-minute film would cost around \$18,500, plus the cost of Urban Systems Corporation. However,

it would not be suitable for television because anything less than 25 minutes does not fit into television programming.

Producing a 16mm film of ten minutes' duration could cost between \$6,000 and \$10,000. A 25-minute film in 16mm could cost up to \$16,000 and this length would make it suitable for television. It would not be suitable for commercial cinema release because this requires enlargement to 35mm which is expensive and in this case might well be unsatisfactory.