

## **FREMANTLE MEDIA AUSTRALIA PRODUCTION INFORMATION PACK**

### **JILLAROO – ABOUT THE SERIES:**

'Jillaroo' is a documentary series that follows seven women over their first season of working on cattle or mixed-use stations as they learn unique skills and face daily challenges. The objective is to gain insight into the crucial roles women play in the agricultural sector.

### **WOMEN**

Census data shows that women make up 32% of Australia's agricultural workforce and produce at least 48% of real farm income in Australia (ABS). Currently there are 88,100 females employed in the Australian farm sector. Women currently comprise of 55 per cent of all students studying agricultural science at university, contributing to many farming businesses thriving under female leadership. (SOURCE: Australian Bureau of Statistics, Labour Force, Australia, Detailed, Quarterly, May 2017)

### **WHY FIRST YEAR RECRUITS?**

This series aims to highlight the importance of training and education for people entering agriculture, where they are afforded a vocational experience with the support of experienced staff on established stations.

### **WHY AGRICULTURE?**

Farming has been at the forefront of Australia's development and been a vital part of Australia's economy and identity that has fundamentally shaped our nation; it is a major contributor to our economy and will help sustain our population and those of our export partners in the years to come.

### **WHO WE ARE:**

FREMANTLE is a global entertainment powerhouse with an outstanding international network of production teams, companies, and labels in over thirty countries. We produce more than 12,000 hours of original programming, roll out more than 70 formats and air 400 programmes a year worldwide. The group distributes over 20,000 hours of content in more than 200 territories. FMA has recently announced a move into factual and documentary content to build on our already hugely successful content brands such as Grand Designs Australia, and highly regarded series such as The Recording Studio, and The Sleeping Beauty: Behind the Curtain with The Australian Ballet.

Internationally, Fremantle is known for award-winning documentary series and factual shows such as Enslaved: The Lost History of the Transatlantic Slave, How It Feels to Be Free, and First Ladies. We are a part of RTL Group, a global leader across broadcast, content and digital, and a division of the international media company Bertelsmann.

## **FREQUENTLY ASKED QUESTIONS:**

### **Will you be filming for the whole 9-month season?**

- The length of our filming visits is TBC depending on what the station feels that it can facilitate. We would work with you to devise a schedule where we would aim to be minimally invasive but able to capture key moments in their journey from first day to fully-fledged jillaroo.
- We would plan the number of shooting blocks according to what's happening at the station and schedule our visits accordingly.
- Our intention would be to film in shorter blocks over the jillaroo season for several weeks each time, at an agreed date that captures the experience of the jillaroos and best suits the station.
- It's important that we capture moments to mark the beginning and the end of the season, but what happens in between is open to discussion.

### **How big will the crew be?**

- As documentary makers, we aim to make ourselves as minimally invasive as possible. For this type of series, we'd usually have a crew consisting of two teams, each consisting of a camera operator and producer.
- We're very mobile using small, lightweight cameras that allow us to move around quickly. Our intention is to capture the real, authentic moments, fly-on-the-wall style.
- We never ask people to stop what they are doing and wait for us – we keep pace with the action as it's happening.
- For sound we use small portable recorders (about the size of a 9V battery) that are worn by a handful of key people that are happy to wear one on any given day. They take 30 seconds to put on and it's set and forget.
- A crew like this might include a third person who isn't filming but looks after storing all the footage on a hard drive at the end of the day.

### **How much will the filming slow us down?**

- This is observational documentary, so our primary aim is always to capture things naturally as they unfold, to not interrupt, and to not be an inconvenience to the people we're filming.
- First and foremost, station staff are always in charge, and we follow all their directives.
- Staff tell us what's happening on any given day, and we try to capture as much of it as possible. Station staff oversee telling us where we can and can't film, where we should and shouldn't stand. If staff don't want something filmed, we don't film it. We are always mindful of safety protocols.

### **Will everyone at the station have to be filmed?**

- The staff at the station that we feature as part of documenting the jillaroos journey, will have chats with us before filming commences so they understand the filming process and can discuss any concerns. We will only film staff members that agree and are happy to be filmed prior to our arrival.

## **What if some of the station staff don't want to be filmed?**

- We will only focus on a handful of station staff on any given day for whom we have express permission to film.
- We typically choose to follow the most interesting action that day involving staff that are happy to be filmed.
- This is all part of the daily discussions around what can and can't be filmed.
- If we know in advance that some people don't want to be filmed, we will avoid filming them.
- If they accidentally get filmed in the background, we can discard or blur the shot.
- Once again, the station staff are always in charge.

## **Will people have to do lots of long interviews?**

- Being a documentary series, we don't do the type of seated interviews you see on reality television shows. Rather, we ask a handful of questions before or after the action that help us understand what is happening. We might only ask one question to get a very quick comment (often one or two words is enough for us!) as things are unfolding. Station staff can say yes or no to our request for a quick chat at any time.
- We're always flexible when it comes to filming on-camera chats with people, and once again, station staff are always in charge of if, and when this happens, and how long they want to talk to us for.

## **Will we have to constantly look after the TV crew and ensure their safety?**

- We undertake safety assessments prior to our arrival and brief our crew. We would also liaise directly with you and note any clear directives of no film-areas or safety equipment required for tasks.
- After station staff have set out what's possible to film on any given day, it's the crew's responsibility to decide if it can be safely filmed, and to look after their own safety during the day.
- We only use experienced camera operators who are very used to filming in busy, possibly dangerous, often stressful environments (e.g., hospital emergency departments, jails, fishing boats, ambulances, as well as other cattle stations).
- Assessing risk is an ongoing part of any filming, and we are constantly deciding what's feasible to film and what's not feasible, within the limits set out by station staff.

## **Will we have to provide transport around the station and accommodation for a TV crew?**

- We work within the requirements and the resources of the locations we're filming in. The crew will be as self-sufficient as they need to be. They will have their own 4WD transportation, they will sleep in swags, if need be, they can look after their own food if needs be. If needed, we would bring our own portable generator. If we needed to bring someone to cook our meals, we would also do so. All of this will be negotiated on an as-required basis.

## **Will the TV crew be lugging around lots of gear?**

- All the equipment we use is small, lightweight, and portable.
- When we're filming action (like mustering) we hang back and put the cameras on tripods and film from a distance.
- We might use GoPros on station vehicles if that's possible and agreed to by station staff.
- Station staff tell us where we should and shouldn't stand to not interrupt the activity.
- We **don't** use big lights or any other cumbersome equipment in the field, it's just handheld cameras.

## **What if an accident happens with an animal while you're filming?**

- TV Networks have no interest in broadcasting any footage that might upset an audience or animal welfare groups around the issue of animals and the way they're treated; they are extremely risk averse when it comes to this.
- If we accidentally film a moment that an audience might think was harmful to an animal, it won't be shown.

## **What if one of our station staff is filmed when they're accidentally doing something unsafe, like not wearing safety gear where they should?**

- In terms of occupational health and safety, we have no interest in broadcasting footage of people doing anything that will get them or their employer into trouble. If we accidentally capture people doing something that conflicts with policy or legislation, it won't be shown.

## **Will we get to see stuff before it goes to air?**

- The production company and station owners will come to a mutual agreement before filming commences to decide on the parameters for any pre-broadcast viewings of footage by station owners which could involve station owners seeing a rough-cut edit of the program before final editing finishes to allow the station owners the opportunity to check for any inadvertent OH&S or animal welfare issues in the footage.