

## **COSTINGS**

The process of selling a concept to mainstream TV is through the creation of a pilot. This is essentially, the creation of the first episode or a commercial, highlight reel, that will accompany the pitch and written format.

The cost of production is generally around the \$20k to \$40K mark. The prices are indicative of the number of cameras, the lighting and sound crew and location and travel costs.

The pilot will be pitched and presented to various production companies who have the 'dollars' and budgets for full production.

Prizes awarded to the teams (chefs and "OG" Masters) are yet to be determined, but these will be covered by sponsors and not included here, as this is just a pilot. Part of the chef's prizes are an opportunity to travel and work in Michelin star restaurants and be mentored to further their careers; and or be offered a position with the judges' team of chefs.

The "OG" will be featured in a beautiful hard cover cookbook and be also awarded prizes yet to be decided upon. Again these prizes will be supplied by sponsors and not applicable to this application.

## **COST OF PRODUCTION**

The final cost is yet to be determined and will vary depending on many factors.; but an estimation is around the \$30K mark.

It is important to note that the "OG" Masters and chefs appearing in the pilot are NOT necessarily the ones that will be used in production. An interview process in collaboration with 'tech' schools, restaurants, and fantastic organisations such as yours will be contacted for assistance. The networks will also be involved.

For the purpose of cost reduction, we will work on 4 to 5 "OG" masters and equal number of chefs, for the pilot.

We will be creating a "story board" which provides us with a clear roadmap of maximising time and use of the camera crew.

A breakdown of rates are as follows:

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Camera op and kit rate \$1800 per day (8hrs)

Half day - 4hrs rate is \$900

I am considering a partnership deal to offset initial pilot costs. (I am not about the money, the project is too important not to be created)

Candlelight Pictures (Who will be creating and editing) will shoot 2 people in the Albury Wodonga region which will cut costs.

Going down this track, a 4-camera shoot will be set up in their respective kitchens. An additional operator will be needed at the same rate.

Editing would be switched on location to save time in the edit suite. John Kovacs, the director/producer of Candlelight Pictures, will edit part of a highlight pilot from these.

The cost for this is around \$4500 per kitchen.

As we require the judges to taste the food and observe techniques etc; they will be required to travel to the area as well.

We also need to add the costing of the kitchen hire where the chefs recreate the “OG” meals. We are in talks with William Angliss and hoping to be able to use the facility for free for the pilot

Kangan Institute is another school I have connections with and have a great kitchen space that can be utilized.

As 2 “OG” Masters will be filmed interstate with the young chefs and judges. They, as well as the crew will need to travel to Melbourne, and accommodation needs to be supplied.

We will be organising filming based on kitchen availability.

As we are waiting on replies from various departments, and have not completed a story board, a detailed costing analysis can not yet be provided.

As the project will exceed the \$12.5K offered by the scholarship, (should we be fortunate enough to successful in this application); the remainder of moneys will be raised from various resources.

The table below is only a rough indication of expenditure.

PURPOSE	Estimated NUMBER REQUIRED	ESTIMATE COST \$	TIME	Number of days required (estimate)	TOTAL \$	
Camera operations kit rate		1800	Per day	3	5400	
4 camera shoot		3600	Per day	1	3600	
Editing		4500	n/a	2	9000	
travel	TBA					
Accommodation	TBA					
meals	TBA					
Ingredient supplies	TBA					
Utensils /plates utensils etc	TBA					
Disposable/sundries	TBA					
fuel	TBA					
OTHER (including insurance for actors/chefs)	TBA					
Camera support	TBA					