

## **BICYCLE FEDERATION OF AUSTRALIA (BFA)**

### **Commercial No.2 - FAMILY/RECREATION**

#### **Concept Draft Two, 45 secs.**

Eye-level view looking across an empty street. Only the far edge of the road surface is visible. Beyond the street is an unpleasant urban vista: grey factories, sprawling suburbs, grey sky.

Caption fades up and out: *"Sunday afternoon."*

Sounds of a badly tuned approaching vehicle. Suddenly a wheezing, spluttering minibus lurches across frame from left to right. The exhaust is smoking, and the van is full of a very large extended family squabbling loudly and gesticulating. Everyone from little kids to old people are crammed inside. A huge St Bernard dog can be glimpsed at one window. The minibus drives out the right of frame as the noise departs with it.

Voiceover: *"This weekend, why not leave the family car at home?"*

Camera position remains the same as the minibus is heard again in the distance. Now it reverses through shot right to left, reverse horn beeping and argument continuing unabated within. The minibus rolls out of shot.

Vision now dissolves smoothly through to a leafy country scene, such that the road's position on the screen doesn't change, but the background is replaced by blue sky, overhanging trees, rolling valleys beyond and perhaps an ocean view in the distance. Birds, bush noises. Camera remains static.

Caption fades up and out: *"Next Sunday afternoon."*

Suddenly a little boy (5) pedals into shot from the left. He's riding a small bike with training wheels. Caption: *"Douglas"* floats along with him (fades up and out while he is on screen).

As Douglas pedals in, a rhythm begins on the soundtrack, made up of samples of bicycle sounds: bells ringing, freewheels spinning, chains humming, brakes squeaking, cranks turning, wheels rolling, panting riders, skidding wheels and so on. This rhythm starts quietly and builds up over the following scenes as various percussive and melodic sounds are added.

As Douglas pedals out of shot, a woman of about 45 wearing a sundress rides after him on a squat ladies' bike - caption [as for Douglas]: *"Aunty Norma"*. The procession continues, with the same treatment for each individual; *"Cousin Kate"* (10) on BMX with front wheel up in the air; *"Great-grandma"* (69) on women's MTB; *"Mum"* (27) on racing bike with full gear; *"Grandma and Grandpa"* (52/53) on tandem bike; *"Great-grandpa"* (70) on full-size tricycle; *"Uncle Bert"* (47) on little folding bike; *"Cousin Arnold and Cousin Cheryl"* (teenagers) on MTBs.

Everyone is a distinct individual, with their own speed, costume and riding approach, but the lively banter between the riders underlines the fact that they're a family. Some are serious, others giggle and smile happily as they bowl along.

Last in line is *"Dad"* (26), on an old-fashioned one speed bicycle. For some reason he's going quite slowly although he's standing up in the pedals and pushing with all his might. On his back

rack is a kid's seat containing "Lucy" (3), helmet and all. Now we see that Dad is also towing a trailer containing the enormous St Bernard "Elvis", who barely fits inside. The dog has his head sticking through the roof and his tongue lolling out.

Voiceover: *"Your family CAN do something healthy for the environment. Get on your bikes!"*

Caption: *"Get on your bikes!"* [An FX stamp comes down and prints "THIS WEEKEND" diagonally after the sentence]. *"A message from the Bicycle Federation of Australia (BFA logo) and (local cycling group's name + logo)"* [eg Bicycle Victoria/Bicycle Institute of NSW].

**David Lowe, April 1992**