

**National Threatened Species Network
Community Service TV Advertisement No.1 - 45 seconds
Concept Draft Three.**

Voiceover: *"Since 1788 Australia has lost 127 animal and plant species. Forever."*

Bush sounds. The screen is filled with a beautiful textural close-up of eucalypt bark, over which the following words are superimposed: *"127 SPECIES LOST"*. Over the course of six seconds the background image slowly fades to black and bush noises fade to silence, leaving only the stark white words.

Interior dining room after evening meal. A 9 year old girl and her 65 year old grandfather are sitting at the table. There is an ordinary overhead light hanging down.

Caption bottom right of frame [remains throughout]: *"2020 AD"*.

Break into the conversation:

GRANDPA: *Koalas? Of course there were koalas! [Grabs teddy bear]. Sort of like this... Funny little things with big ears... Ate gum leaves...*

Grandpa realises he's sounding ridiculous, umming and aahing as he tries to make the little girl see he's serious. The girl just looks at him sidelong with a half-smile, as if this is another fairy tale.

Voiceover: *"Today there are 268 species in Australia threatened with extinction. This number is rising."*

Very big close-up of an exotic butterfly's wing or spread out bird's feathers (similar strong textural feel to the eucalypt image).

Caption: *"268 SPECIES ENDANGERED"*. Once again the bush sounds disappear and the background image slowly fades to black, while the white words remain.

Interior dining room as for Scene 2, except this time the overhead light has been replaced by a strange, ultra-modern glow coming through the walls.

Caption bottom right of frame [remains throughout]: *"2040 AD"*.

The two actors are wearing different clothes, but otherwise it could be a continuation of the koala scene:

GIRL: *Platypas?*

GRANDPA: *No no. Plat-i-puss [emphasises syllables]... Had a duck's beak [sketches bill in air in front of his own face]... furry thing... laid eggs...*

Grandpa becomes exasperated because the little girl giggles at him as though he's pulling her leg.

Voiceover: *"Koalas and platypuses aren't threatened with extinction yet, but a great many other unique Australian species are."*

Dissolve to common names of threatened species scrolling up the screen at high speed to emphasise the length of the endangered list. This information is superimposed over a shadowy big close-up of a python's skin. Arresting shapes and colours.

Voiceover: *"Contact the National Threatened Species Network to find out how you can stop the list getting longer. If we don't act now to save Australia's threatened species, our children won't know what they're missing."*

National Threatened Species Network graphic + logo + phone numbers for Network Coordinators [different versions for each state].

Interior dining room as for previous scene, except now the wall illumination has been replaced by futuristic light coming through the floor.

Caption: [remains throughout]: *"2190 AD"*.

Once again the actors are wearing different clothes, but their manner is the same.

GRANDPA: [Finishing clumsy hand-drawn sketch of kangaroo and showing it to the girl]: *There! See? They had pouches... hopped around on big tails...*
[Demonstrates hopping ineptly].

The little girl laughs openly as though he's talking about the Loch Ness Monster or Father Christmas - clearly most sceptical about this mythical creature.

David Lowe, July 1991