

# AUSTRALIAN RED CROSS SOCIETY

ACT DIVISION

Incorporated by Royal Charter 1941

25 June, 1992

## TO WHOM IT MAY CONCERN

I am writing this reference in support of David Lowe, principal of LOWeANGLE Productions.

In 1990-1 David approached the Society with an offer to produce a television commercial promoting the services of the Health and Safety Education Department utilizing part-funding from a successful application to the ACT Health Promotion Fund.

Prior to production David thoroughly familiarized himself with the department's material and Red Cross' approach to training. He was fully responsible for producing, scripting and directing the television commercial. Throughout the period of production he consulted with me regularly and in all ways conducted the matter in a thoroughly professional and business-like manner. He displayed an excellent capacity for attention to detail and cheerfully endured and complied with my suggested amendments to the shooting script.

At completion of production David was instrumental in arranging for regular air-time on local commercial television stations and provided individually-tailored spot reel masters for screening by Red Cross in all other states and Northern Territory when these were requested by my counterparts.

Red Cross is delighted with the quality and content of the commercial. I am sure it was a significant factor in the increase in demand for first aid training that we experienced in the last quarter of 1991. I anticipate requesting another segment of viewing time on PRIME and WIN TV early in the new financial year.

Yours sincerely



Mary Anne Hession  
Director  
Health and Safety Education