

**Save The Bush/Wilderness Society**  
**Community Service TV Advertisement - 45 seconds**  
**Concept Draft Two.**

Voiceover: *"Two centuries ago the first white Australians stumbled ashore and set off to conquer the land."*

Sound of waves as a ragged man dressed as a convict runs up the dunes and glances furtively behind him. Over one shoulder is slung a coil of thin white rope. He reaches a small tree on the edge of the dunes and knots one end of the rope around the trunk before cautiously setting off into the undergrowth. Spare rope slung over his arm, the man pays out the cord as he walks into the unknown.

Voiceover: *"Their techniques were crude but effective."*

Dissolve to scratchy old stock footage of people ringbarking trees.

Voiceover: *"Sixty percent of New South Wales' coastal wetlands have been destroyed. Three quarters of Australia's rainforests have been cleared. Half of our eucalypt forests and much of our grassland is gone. Today, less than six percent of Australia is protected in national parks and reserves. Small, remaining areas of vegetation are often the last refuge for endangered plants and animals."*

Dissolve from ringbarking footage to the actor who played the convict, this time dressed as a typical colonial settler c.1850. He is joined now by a wife character dressed similarly. As in Scene 1, they carefully pay out the white rope as they walk along, alert and wide-eyed, this time through a beautiful lush rainforest. Strange forest sounds.

Dissolve to B&W stock footage of people burning off scrub. Crackling fire sounds. Voiceover continues.

Dissolve back to rope sequence: this time the man is dressed as a 1920s farmer. A slouch hat and khaki trousers indicate he's a returned serviceman. His wife is also dressed in period costume and they have a young child in tow. The rainforest has been replaced by dry eucalypt country. Making their way through the bush, the family pay out rope as they go.

Voiceover continues.

Dissolve to Cinesound stock footage of wood-choppers standing on planks set into huge red cedar trees, chopping vigorously. Location sounds. Voiceover continues.

Dissolve back to the family: now there are two kids. The male actor is dressed as a 1950s office worker in suit and tie, black square-rimmed glasses. The family walk through dry waist-high grassland, still paying out rope. Dissolve to colour footage of workers hacking into the bush with bulldozers and chainsaws.

Voiceover: *"If our remaining bush isn't properly managed and protected..."*

Dissolve to tight shot of family's faces emerging from the undergrowth as they finally come to a stop. They look up in shock at something behind and above the camera, a red glow reflected in their eyes.

Voiceover completes the sentence: *"... who knows where we'll be in fifty years?"*

In a dramatic crane move, the camera swings up and around 180 degrees to take in a high wide shot from behind the family. We see what they see: a huge, ramshackle industrial complex - pipes, twisted steel, boilers, flames and rusted metal reaching up into the sky.

Cut back to a tight shot of the father figure (now a 21st century executive) plus his wife and (now) three kids. They look at each other in horror and then down at their lifeline. The man tugs the slack rope until he's holding the frayed end in his hand (the rope has snapped behind them and they can't find their way back).

Voiceover: *"Help Save The Bush."* [Different voice]: *"A message from the Wilderness Society and the Save The Bush program."*

Cut back to high wide shot of family in foreground looking at each other helplessly while smoke belches out of the monstrous structure behind them.

Caption: *"Help Save The Bush"*. Also Wilderness Society and ANPWS/Save The Bush logos.

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Complete voiceover:

*"Two centuries ago the first white Australians stumbled ashore and set off to conquer the land. Their techniques were crude but effective. Sixty percent of New South Wales' coastal wetlands have been destroyed. Three quarters of Australia's rainforests have been cleared. Half of our eucalypt forests and much of our grassland is gone. Today, less than six percent of Australia is protected in national parks and reserves. Small, remaining areas of vegetation are often the last refuge for endangered plants and animals. If our remaining bush isn't properly managed and protected... who knows where we'll be in fifty years?"*

*Help Save The Bush. A message from the Wilderness Society and the Save The Bush Program."*

**David Lowe, July 1991**