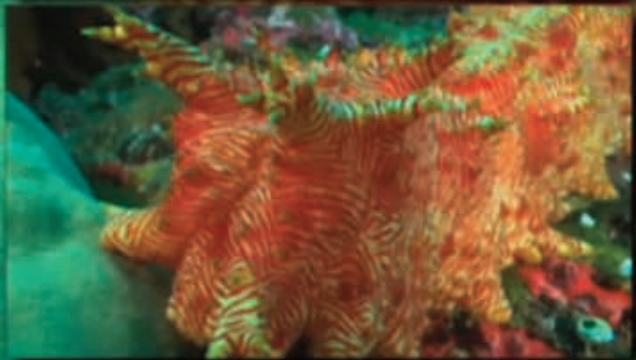


CREATURE KEEPERS

AQUAZONE



CREATURE KEEPERS

AQUA ZONE

Overview

CREATURE KEEPERS: AQUA ZONE is a 26-episode factual cross-media series for tweens about marine wildlife conservation. Adding a dash of drama to the mix, the series is hosted by two time-travelers who have come from the future to learn about conservation in the present and warn us because environmental destruction has eliminated all marine life in the year 2225. Our quirky Hosts call upon the kids of Australia to help them change the future because adults caused the mass extinction. Kids are encouraged to submit online video, photos, and posts about marine creatures in crisis. This user-generated-content then becomes the basis for each episode which pairs up the kid Creature Keepers with adult Creature Keepers who are dedicated to conserving the particular marine animal. To ensure a diversity of wildlife and regions, the call-to-action will include a guideline, e.g. Humpback Whales in the Kimberley region, Leafy Sea Dragons on the South Coast of Australia, etc.

CREATURE KEEPERS is innovative cross-media for kids designed as a fun, informative, interactive experience that seamlessly converges across TV, web and mobile. CREATURE KEEPERS offers 360° programming for today's tech-savvy kid audience by empowering them to participate in the process. Using top WA comedy talent as the Hosts, the property leverages the effectiveness of humour to engage people in serious topics like environmental and wildlife conservation. It also draws on the popularity of Dr. Who by incorporating an irreverent sci-fi element. Dressed in bio-hazard suits, our earnest but somewhat inept Hosts come from a future where the air, water and earth have been completely contaminated. They know nothing about marine life because it no longer exists. These clueless visitors from the future need kids to help them but they're also here to inspire the audience to protect ocean life now and save it for the future. The Hosts facilitate the interaction between the kids and the adult keepers as well as the synergy of the TV, web and mobile content. CREATURE KEEPERS offers an exciting cross-platform experience that educates, entertains, and empowers kids to participate in scientific research and conservation to help preserve their future.





Series

Each episode opens in the Creature Crisis Centre where the Hosts receive their creature in crisis transmission from the kids of Australia. Although they try to field questions and requests for help, they always give up and connect the kids with real expert Creature Keepers. These adult role models are passionate about protecting wildlife for the future. We then cut to field segments where the real kid Creature Keepers meet the real adult Creature Keepers who are helping protect the particular marine animal, e.g. Humpback Whale Keeper, Cuttle Fish Keeper, Leafy Sea Dragon Keeper. They will be shot observationally as the adult Creature Keepers become mentors to the kid Creature Keepers and field their questions. The episode closes back in the Creature Crisis Centre with our Hosts having to create a report on the featured species to transmit back to the future. However, our time-travelers know so little about marine wildlife and aren't particularly good researchers so they call upon the audience to help them prepare their transmission reports. Thus, each episode ends with a call-to-action for the audience to visit the online Creature Crisis Centre and become Creature Keepers.



CREATURE KEEPERS - Sample of Aqua episodes

Whale Shark Keeper

Ningaloo Reef
Western Australia

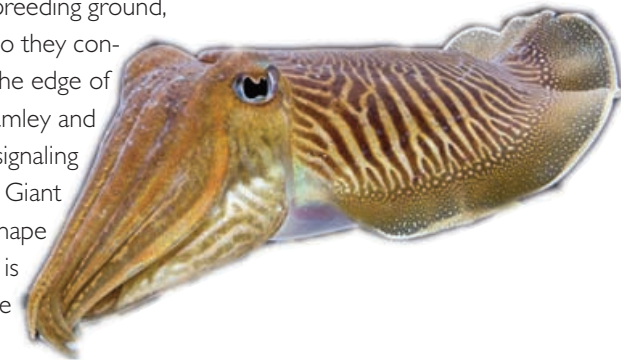
Kids submit a creature crisis warning about the Whale Shark to the Creature Crisis Centre. The Hosts aren't quite sure whether it's a whale or a shark, so they send the Kid Keepers to BRAD NORMAN, who has dedicated most of his adult life to the understanding and protection of the world's largest red-listed threatened species of fish, *Rhincodon typus* or Whale Shark. Evidence shows that the Whale Sharks are being eaten in Asia as 'Shark Tofu'. Brad is concerned that the WA Whale Sharks may be swimming into Asian waters when they disappear over the summer. Together the Whale Shark Keeper and the Kid Keepers hatch a plan to protect these magnificent creatures by tracking their migrations. The Hosts help by calling on the audience to register as Creature Keepers online and assist with photo-monitoring and conservation of individually-patterned Whale Sharks.



Giant Cuttlefish Keeper

Point Lowley
South Australia

Kids contact the Creature Crisis Centre about a huge desalination plant that threatens the Giant Cuttlefish breeding ground, the only place in the world that these creatures aggregate. The Hosts aren't keen on anything that's 'giant' so they connect the Kid Keepers with TONY BRAMLEY who runs the dive shop in Whyalla, the dusty steel town on the edge of the Nullarbor desert in South Australia. He's dedicated his life to protecting the local Giant Cuttlefish. Bramley and the Kid Keepers observe these metre long performers display their brilliant colour and texture changes, signaling emotions, whilst fluidly changing colour to match the terrain. The adult Giant Cuttlefish Keeper and the kid Giant Cuttlefish Keepers then join forces to protect the 250,000 Giant Cuttlefish that congregate annually in the V shape point of Spencer Gulf to breed. They protest against the desalination plant planned for the area, which is threatening to raise salinity levels and potentially wipe out this unique species forever. Back at the Creature Crisis Centre, the Hosts encourage the audience to go online and help protect the Giant Cuttlefish.



Dugong Keeper

Hinchinbrook Island
Queensland

A girl contacts the Creature Crisis Centre asking if endangered Dugongs are actually mermaids. The Hosts have never heard of Dugongs or mermaids so they connect the Kid Keeper with HELENE MARSH who explains that Dugong sightings may have been the start of mermaid stories. When observed from the top of a mast, sailors would have viewed Dugongs as pale, elegant creatures nursing their young from teats in the front, sweeping past with graceful tails, emitting haunting whistles. The Dugong Keeper takes the Kid Keeper to Hinchinbrook Island to learn how the declining health of their sea grass food may be affecting their numbers, whilst revealing how the curious Dugong is, in fact, quite closely related to the Elephant. The Hosts aren't sure what an Elephant is but they're now big fans of the Dugong and encourage the audience to join the online Dugong team to help protect this species.



Reef Keeper

GBR
Queensland

Queensland kids send in a creature crisis warning about ocean warming affecting the Great Barrier Reef. The Hosts in the Creature Crisis Centre haven't been briefed on Barrier Reefs so they connect the kids with JUSTIN MARSHALL. The Reef Keeper takes the Kid Keepers snorkeling 'under the blue curtain' on the Great Barrier Reef, with special underwater colour grids that gauge the health of reefs. These grids recognize up to 12 colour receptors that fish and corals use to communicate (humans have only 3). They deliver crucial information about the stresses of ocean warming and the decimation that is occurring due to the Crown of Thorns Seastar plague. Back at the Creature Crisis Centre, the Hosts encourage the audience to visit the online Creature Crisis Centre to discover more about saving the Great Barrier Reef.

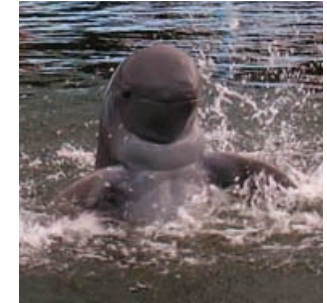


*episodes contingent on actual audience submissions.

CREATURE KEEPERS - Sample of Aqua episodes

Snub Fin Dolphin Keeper Kimberley Coast Western Australia

Kimberley Kids send in footage of a weird ugly dolphin they've sighted. They worry because they know dolphins inhabiting river and coastal waters are among the most threatened species of mammals on the planet. The Creature Crisis Centre Hosts are convinced it's some sort of monster and refuse to go check it out themselves. So they connect the Kid Keepers with DEB THIELE who identifies the creature as a recently reclassified mammal, now known as the Snub Fin Dolphin. The Kid Keepers join the Snub Fin Dolphin Keeper to discover the curious, sea squirting feeding tactics of these ugly-but-cute, people shy, bulbous headed dolphins. Unique to the waters off the Kimberley coast of Western Australia, the Snub Fin Dolphins come and go from their three month annual shelter in Ningaloo Reef Marine Park, WA. The Kid Keepers are shocked to find out that an LNG gas plant has been green lighted, smack bang in the middle of one of the last pristine Wildernesses in the world. Back at the Creature Crisis Centre, the Hosts encourage the audience to go online and send crisis alert e-cards to spread the word about the endangered Snub Fin Dolphins.



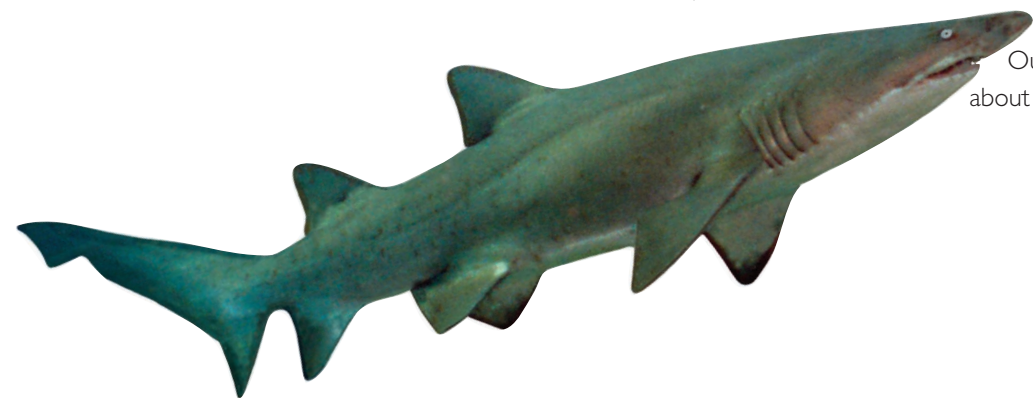
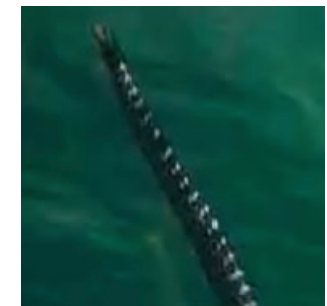
Fat Female Keeper Rottnest Island Western Australia

Kids contact the Creature Crisis Centre concerned about decreasing numbers of fish in the ocean. The Hosts aren't quite sure what fish are so they send the Kid Keepers to JESSICA MEEUWIG, who's devoting her life to fighting for NoTake areas to be established in Western Australia so that her Fat Female endangered Fish can shelter there and make babies. The WA native Dhu Fish, the Bald Chin Groper, the Western Blue Groper, the Breaksea Cod and the Pink Snapper are all fighting for survival – some even go so far as to change gender! In the lab, the Kid Keepers assist by measuring footage of these endangered fish on computers. The Hosts encourage the audience to go online to download a virtual fish aquarium screensaver.



Sea Snake Keeper Shark Bay Western Australia

Kids contact the Creature Crisis Centre about deadly Sea Snakes and their dwindling numbers. Our Hosts are waaaay too scared to leave the Crisis Centre to check out something that's deadly and send the Kid Keepers to Norwegian, part-English American, BRYAN FRY, who's obsessed with Sea Snakes. He's a world authority on their deadly venom. Bryan's been bitten so many times that antivenom can no longer protect him. That doesn't deter bald, intense Fry from risking his life finding a breeding pair of rare Shark Bay Sea Snakes with the Kid Keepers aboard, who film with dread fascination as he milks them of their deadly venom. We learn how trawlers are desecrating the Sea Snakes, and the audience is alerted to Fry's fight to protect some of over 17 species found in Australian waters. Our Hosts are still scared of the deadly Sea Snakes but are enthusiastic about protecting them and encourage the audience to go online and help.



CREATURE KEEPERS – Sample of Aqua episodes

Sea Lion Keeper
Carnac & Seal Islands
Western Australia

Kids contact the Creature Crisis Centre worried about the dwindling numbers of Australian Sea Lions. The Hosts have heard that lions eat people to and are far too terrified to investigate so they hook the Kid Keepers up with NICK GALES, a vet with a PhD on the Australian Sea Lion, the rarest in the world. For 20 years he's been cavorting with these playful 'puppies of the sea', trying to unravel their mysteries. Nick's 'day at the office' with the Kid Keepers consists of camping out on one of the harshest islands in the great southern oceans to discover why Sea Lion pups are steadily decreasing in number, despite Seal numbers increasing. Trying to track and study a creature that spends half its life clowning about at 20 kms per hour, up to 150 metres underwater, is not for the faint-hearted, or the humourless. The Hosts realise these lions are delightful not dangerous and encourage the audience to go online to check out more creature crisis videos.



Sea Dragon Keeper
Bremmer Bay
Western Australia and
Tasmania

Kids contact the Creature Crisis Centre about Sea Dragons. The Hosts are afraid of dragons and assume these little creatures spew fire so they send the Kid Keepers to American diver, CRAIG LEBEN. This Sea Dragon Keeper became a champion of rare leafy and weedy creatures after discovering that 'his' pod of 'sea bumblebees' were being 'collected'. The Kid Keepers turn detective, accompanying LEBEN on a search that leads them into Tasmanian kelp forests where they discover a big-bellied seahorse male giving birth, and finally to a seahorse farm, where they uncover seahorses being bred for the aquarium and Asian medicine trade. The breeder insists that such farming saves wild pods like Leben's, but the Kids aren't convinced. Back at the Creature Crisis Centre, the Hosts encourage the audience to become Sea Dragon Keepers online and help preserve the species.

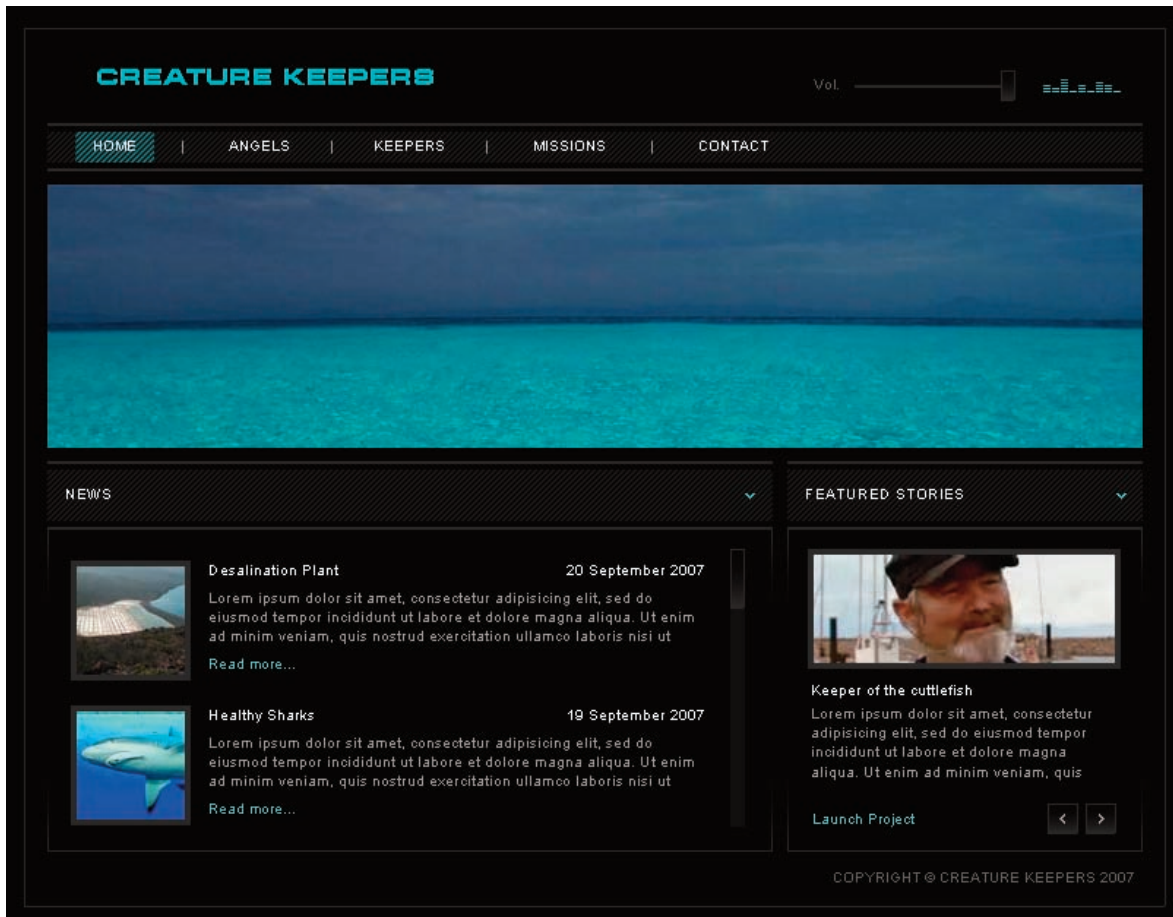


Whale Keeper
Rottneest Island to
Broome
Western Australia

Kids send footage of HumpbackWhales, asking whether the creatures are more at risk during migrations because they come in contact with more humans. The Hosts in the Creature Crisis Centre have no idea so they arrange an invitation aboard MITCH and CURT JENNER's boat, Whale Song, along with the Jenner Kids, MIKA and TASMIIIN. This purpose built research yacht is on the move, tagging along with the HumpbackWhales going north from Rottneest Island, off Perth, to the warmer breeding grounds off Broome, in North Western Australia, after their summer feeding in the cold Arctic waters. The Jenners are concerned that signals being sent out by submarines practicing off the West Coast of Australia could be interfering with the whale's complex sonar systems and potentially could lead them to beaching themselves. Footage and the haunting Whale songs recorded by the KidWhale Keepers is sent back to the Hosts in the Creature Crisis Centre. The Hosts encourage the audience to go online and download free whale songs for their mobile devices and send e-cards to help alert people to the need to protect this endangered species.



CREATURE KEEPERS – Web & mobile content



The CREATURE KEEPERS: AQUA ZONE series has built-in convergence. It is designed so kids can watch, learn, interact, participate, create, comment, connect, and take action. The website will launch prior to the series as a destination for kids to submit content about Creatures in Crisis. The end of each on-air episode will throw to online, encouraging the audience to continue the story and participate in the action by becoming Creature Keepers.

The web and mobile content is being developed to extend the Creature Keeper experience across multiple platforms. It is designed to be engaging, user-friendly, age-appropriate, informative and fun. A mock-up can be viewed at:

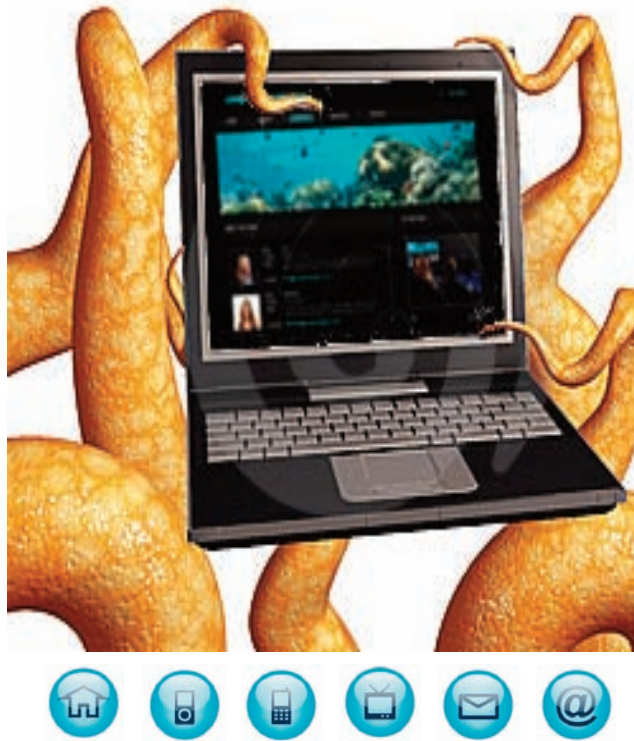
www.creaturekeepers.com/mockup



CREATURE KEEPERS – Web & mobile content

Users will be able to:

- Register to become an official Creature Keeper.
- Upload photos, video and artwork.
- Discover more about marine Creatures in Crisis.
- Track Creatures in Crisis via a special interactive map using Google Earth online and via mobile*.
- Watch the episodes.
- Watch exclusive web and mobile* mini-docs.
- Send animated e-card alerts and mobile alerts* to spread awareness of endangered marine life and recruit new keepers.
- View video and photo submissions from other Creature Keepers.
- Download sea creature ringtones such as whale songs.
- Post creature crisis alerts and comments in the moderated kid-friendly forum.
- Receive Creature Crisis SMS* alerts or emails.
- Submit questions to adult Creature Keepers and the Hosts.



- Earn points by visiting the site, contributing and taking action that can be redeemed for special content, e.g. video clips, and downloads.
- Read the Hosts' Blog about a future without wildlife.
- Sign online petitions.
- Download screensavers, buddy icons and wallpaper.
- Test marine life knowledge with Creature Crisis Quizzes.
- Participate in surveys and votes.
- Adopt or support an endangered sea creature (via partnership with WWF, AMCS, GREENPEACE or other conservation organisations).
- Create your own virtual underwater reef.**
- Create your own conservation cartoon with Cartoon-Lab software.**
- Play casual online Flash games**

*phone model and service provider and network limitations apply.

**content developed according to budget.



CREATURE KEEPERS - The Team

Producer/Director
Richard Todd

Richard Todd has a excellent track record in making observational documentaries. He specialises in marine based animal-people stories including Programs for Discovery Channel, NHK and National Geographic. He was voted Australian Underwater Cinematographer of the Year, twice. Most recently he was one of the DOP/Field Directors for the Logie Nominated documentary Schappelle Corby-the Hidden Truth and was Producer/Director/DOP and Editor on the ABC Compass program God Made Them Blind which won Best Documentary at the Sun Valley Film Festival. With his ability to be the one man band, he has the opportunity to be let in by the Keepers and the Kids, during the observational shoots. His ability to be mobilised instantly with his own camera and sound kit will also aid in reducing budgetary constraints.

Producer
Tim Duffy

After graduation from Curtin University Film School in Australia in 1988 Tim enjoyed a successful seven year international career as a cinematographer and lighting technician on dozens of TV commercials, music videos, television series and feature films. In the mid 90's Tim segued from cinematography and lighting to producer and director on innovative 'extreme sports' television shows like The World Heli Challenge (Seven Network, ESPN 2) and the Fox Sports screened feature Deep South. From 1999- 2003 he was Senior Producer and Company Director of internationally awarded Australian production company Sauce Films. Since 2003 Tim has been based in New York and Los Angeles and has worked as a producer, writer and director on commercial and feature projects with clients like Vogue Magazine, Universal Def Jam Records and co-produced the feature film Let's Talk About Sex with Amy Hobby (Secretary, Hamlet) and Neal Weisman (Wall Street, The Politician's Wife, Talk Radio). Tim's personal cause is marine conservation and he co-created and produced the Australian TV series Creature Keepers (pilot stage for ABC Kids) with Producer/Director Richard Todd (God Made Them Blind) and produced and directed the coastal conservation series Surfer's Impact for the West Australian government. The second film in the Surfer's Impact series is now being written and produced by Tim for the Surfrider Foundation in the USA in August 2009.

Series Producer
Kate Rothschild

Kate is a cross-media Producer/Writer/Director with experience in web, TV, film, games, mobile, theatre, books, and marketing. As Creative Leader of artists AWAKE productions based in Perth and NYC, she created animated property, StepMonsters, and produced the pilot for Nickelodeon Australia and is developing the ARG, EMAG OF EFIL. She's also consulted on digital media for clients including the WA Government. As Senior Producer for Nickelodeon in NYC, she developed websites, games, VOD, social networking, and mobile content. Kate created the Wildlife Rescue Game series with over 7M players and coordinated a partnership with the World Wildlife Fund. She was a Producer for TV series, Romeo, interactive series, ToonDirector, and Kids Choice Awards. At ABC America, Kate worked on news magazine series, PrimeTime Live, and she's led a comedy troupe and produced her comedy for the NY Fringe Festival.

Interactive Producer
and Art Director
Hayley Bringdal

Hayley is from Perth and now bases herself out of Europe. She is an award-winning Creative Director exploring innovative ideas, usability and communication design in emerging technologies connecting diverse disciplines and media to solve communication challenges. Working as an Interactive Producer, Creative Director and AD for web, mobile, gaming, TV, advertising, print, branding, and Marketing. She has owned two advertising agencies, lectured in Media Design at Curtin University and worked at Apple and Nokia as well as heading content development for multiplatform technologies of digital settop boxes, computer, web, mobile phone and gaming devices with Sony, IBM, and various gaming, animation and content developers for cross platform media. She has produced and directed web, gaming, animation, application development and production teams from Australia, USA, Singapore, Scandinavia, Germany and UK.

Writer
Sarah Rosetti

Perth Screenwriter, Sarah Rosetti, has credits in a wide variety of genres. She has won four AWGIES (Australian Writers' Guild national awards) a Lotteries Commission Award for Film Excellence, a WA Premier's Award and an If Award for Best Emerging Australian. Sarah has an excellent track record of credits in writing documentaries and Children's Television drama, as well as being the writer of the original series of Ocean Obsessions.

FX
Mike Dunnn

Mike Dunn, award winning director of Phi Media (www.phimedia.com) has fused years of experience in animation, compositing, design and set supervision with advanced technologies. By collaborating from pre-production through post, Phimedia helps to define the very look and feel of a film. Credits include Bom Bali, Hunt for HMAS Sydney, Who Do You Think You Are, Ocean of Fear. He is a one man home based dynamo that lives in the same town as the Director and produces high end FX at incredibly reasonable budgets.

Marine Consultant
Professor Peter Harrison

Prof. Peter Harrison is the Director of the SCU Whale Research Centre and Director of Marine Studies at Southern Cross University. Peter is also the Director of the SCU Coral Reef Research Centre, the appointed marine expert on the Australian Government's Threatened Species Scientific Committee, a member of the National Marine Science Centre Board, a member of the IUCN Commission on Ecosystem Management (Oceania), a member of the South Pacific Whale Research Consortium, and the Patron of the Banyan Tree Marine Laboratory in the Maldives, central Indian Ocean. Peter is passionate about marine science and has been actively researching and teaching for 29 years. He has published more than 100 research papers books and been awarded grants and consultancies of over \$3.7 million.



Audience/Marketing

CREATURE KEEPERS is targeted to tweens (8-12) but has the potential to skew older to teen+ (13-17+) by blending sci-fi, comedy and pro-social environmental issues. This is a compelling cross-media property that creatively engages the audience in real science and real issues of wildlife conservation. The Chaser's War, John Stewart and the docos of Michael Moore have proven the effectiveness of using humour to tackle serious topics. The property also draws on the popularity of kid-friendly sci-fi like Dr:Who and offers that Pee Wee Herman type irreverence that draws kids and adults CREATURE KEEPERS is designed for today's tech-savvy kids audience that seamlessly blends their media experience. It delivers convergent content that is engaging, interactive, playful and positive. And it presents real science so it could be shown in the classroom.

CREATURE KEEPERS has been developed as a property with multiple branding opportunities. Our Hosts come from a future where not only marine animals but all wildlife is extinct. Their first trip back in time is so successful that they must return to help save additional species like birds in CREATURE KEEPERS: SKY ZONE and terrestrial animals in CREATURE KEEPERS: EARTH ZONE. Alas, so many animals are endangered in the Earth Zone, this would likely be more than one series. CREATURE KEEPERS also offers strong international potential and can be adapted for additional territories focusing on native or international endangered species.



Project History

The project was initially pitched to ABC Natural History unit when Dione Gilmour was still EP about 5 years ago. ABC and Screenwest invested in the development of a 4x26 minute Animal/People series called Ocean Obsessions. However, full financing with regard to International sales was not realised (Year of the Blue Planet when Nat His was extremely difficult to finance) and the ABC pre-sale sadly went begging. The project was re-established 2 years ago as CREATURE KEEPERS with a greater emphasis on developing it into a multi-platform property. Although it was originally developed as an adult series, it became apparent that this was an ideal property for the kids audience.