

# media release may 22, '08

The development of the "Image & Perception of the West" DVD was won by selective tender by FLUX New Media Solutions in April 2007.

THE BRIEF: 'to produce an interactive DVD to be used as an advocacy tool to lobby government & increase community awareness' in order to 'enhance the Image & Perception of the West through improved maintenance & design of transport corridors while acknowledging the challenges & aesthetic influences of the West.'

THE CLIENT: The six western region councils of Brimbank, Hobsons Bay, Maribyrnong, Melton, Moonee Valley & Wyndham

Each new project requires total absorption in the topic. The proprietor of FLUX, Jinny Coyle, travels from her home in Blackwood, through the western suburbs to get to her office in the arts precinct of Footscray. This daily journey offers plenty of opportunity to feed the obsession with transport infrastructure, noise walls & litter which she acquired while working on the project.

Planning is the key to the success of any project – simplifying the message & then developing the most effective way to present it to the audience. Workshops with the CEO's of the 6 councils & guided tours of each council precinct provided the inspiration & initial concept for the DVD. It seemed obvious that, if the project was about how it feels to travel through the transport corridors of the West, the DVD should take the viewer on a journey – the positive aspects of the region, the growth projections (based largely on Melbourne 2030), the issues & finally a vision for the future.

Throughout the project, Jinny worked closely with Kerry Thompson, CEO of Maribyrnong City Council. The popular Australian actor William McInnes, who lives in the West, was the perfect choice for the carefully scripted voice over. His narrative skilfully leads us through the DVD.

The final product is a beautifully presented package which will surely serve as a benchmark for future similar projects as well as a catalyst for change in the West.

The DVD will be officially launched at the historic Sun Theatre in Yarraville on Thursday, May 22.

FLUX New Media Solutions specialises in customised multimedia & design solutions. FLUX has recently been accepted into the "Springboard Business Development Program" which is being run by Melbourne's West Area Consultative Committee (MWACC) with a select group of established businesses in the Western Suburbs.

