

Tax Invoice

ABN Number 67 117 645 708

TRANSPORT FOR NSW
NICK MARTENS
18 LEE STREET
CHIPPENDALE NSW 2008

Invoice No. 1003695
Date 19/09/2017
Client Reference 4000011556
Terms Due in 30 Days

Client TFNSW
Product GENERAL
Campaign TOMORROWS SYDNEY
Account Executive [REDACTED]
Job Number TFNSW0721

Local Area Marketing 2017 Campaign Development

This estimate includes 1 day/ evening shooting businesses in the Hay Market Area. Also includes small crew, gear and post production including two rounds of amends per content piece.. Hero Talent (couple) and Producers fee.
This episode will be **Haymarket-Date**

Inclusions

1 X 2 min video
1 X 60 sec cutdown
3 x 15 sec
5 x 5 sec
Please note 15sec and 5 sec edits will be created using selection of the best footage from the shoot which may have been used in the 2 min edit.

Exclusions

Studio time and resizing images
Additional rounds of concepting
Purchasing of Font
Additional rounds of amends

Note:

Talent costs can vary
This estimate includes 50% of the total of estimate TFNSW0721/19, the other half is on TFNSW0721/17

EDIT ON-LINE	4,400.00
EDITING	6,125.00
GROUP ACCT DIRECTOR	249.00
INT SNR COPYWRITER	3,712.50
INTERACTIVE CREATIVE DIRECTOR	500.00
INTERACTIVE SENIOR ART DIRECTOR	3,712.50
MUSIC	500.00
PRODUCTION CHARGES	5,000.00
TALENT FEE	4,000.00
TV PRODUCER	2,880.00
TV RECORDING/STUDIO	960.00

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Local Area Marketing 2017 Campaign Development

Released under NSW GIPA Act 2009

Net		32,039.00
GST	10.00%	3,203.90
Invoice Total	AUD	35,242.90



From: [REDACTED]
To: [Nguyen, Jamey](#); [REDACTED]
Cc: [Hanisch, Louise](#)
Subject: RE: #14 Haymarket LAM Video Media Spend
Date: Monday, 13 November 2017 4:56:37 PM

Hi Jamey,

Confirming we have allocated a total of \$8,708.50 to Episode 14 – Haymarket. This episode is running 27/10 – 26/11.

Facebook: \$4,800.00

Instagram: \$2,400.00

Youtube: \$1,508.50

Thanks,

[REDACTED]

[REDACTED]
SENIOR SOCIAL EXECUTIVE



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[REDACTED]
100 Chalmers St Surry Hills NSW 2010

From: Nguyen, Jamey [mailto:Jamey.Nguyen@transport.nsw.gov.au]

Sent: Monday, 13 November 2017 10:43 AM

To: [REDACTED]
[REDACTED]
[REDACTED]

Cc: Hanisch, Louise <Louise.Hanisch@transport.nsw.gov.au>

Subject: #14 Haymarket LAM Video Media Spend

Importance: High

Hi Guys,

Can you please confirm the total spend and duration on the Haymarket video media spend?

Thanks.

Kind Regards,

Jamey Nguyen
Senior Campaign Officer
Campaigns and Integrated Projects
Transport for NSW

T 02 8202 3571 | [REDACTED]
Level 5, 18 Lee St Chippendale, 2008

Transport for NSW logo



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Released under NSW GIPA Act 2009