



PROPOSAL: Biosecurity Briefing Film for the Falkland Islands

'Biosecurity – Protecting Our Islands'

1. Purpose

To create a film for briefing incoming passengers to the Falkland Islands on biosecurity issues and thereby help to protect the environment; wildlife; people and economy of the Falkland Islands.

2. Target audience

It is hoped that the film will be shown on all incoming aircraft, cruise ships and visiting yachts, and therefore the target audience will be to all inward bound passengers; visitors, contractors and residents alike. It will be played on loop at the Brize Norton and Ascension Air terminals; Mount Pleasant Complex and the Jetty Visitor Centre. It will be online via various Falkland Island tourism websites and Falkland Islands Government web pages and social media. Furthermore the film will be adapted for a series of television 'infomercials' to be shown on Falklands Islands Television (FITV).

3. Objectives

The briefing film will be a 10 minute documentary style film about the Falkland Islands with 'soft' biosecurity information throughout, and a summary at the end with a specific biosecurity message. The film will be engaging, factual and show the Falklands at their best.

3.1. Content of the film

The film will consist of 5 sections (a-e), which will give the viewer a better understanding of the Falklands, its people and how the introduction of diseases, pests and invasive species pose a threat to the environment, wildlife, people and economy of the Falkland Islands.

- a) Environment – 1 minute
- b) Wildlife – 3 minutes
- c) People – 2 minutes
- d) Economy – 1 minute
- e) Biosecurity – 3 minutes

Where possible, footage for each section will be set to local music & narration to give the viewer an authentic taste of the Falkland Islands before they arrive.

3.2. Footage

We hope to use footage donated from various organisations, documentaries, television productions, photographers etc., who are interested in supporting the project, and helping to protect the Falkland Islands.



We are looking to acquire the following footage:

- General landscape and scenery of the Falkland Islands and Stanley, land marks.
- Falkland's wildlife (eg. penguins, sea lions, orcas, albatrosses etc.).
- People: locals, tourists, Falkland's lifestyle & culture; work, pastimes, events.
- Industries: farming, fishing, tourism, oil exploration etc.
- Footage with a strong biosecurity message from memorable news events, such as the UK foot & mouth diseases outbreak.

4. People

This is a Falkland Islands Government (FIG) project being undertaken by the Department of Agriculture – Biosecurity. The film will be produced and edited by FITV under FIG project management. The film will be used solely for education and awareness raising of biosecurity and environmental issues.

5. Timeline

The aim is to have the film ready for distribution by October 2016 which marks the start of the 2016/2017 tourist season.

6. Budget

We are working on a very limited budget and therefore we will be unable to pay for footage. However we will give full credit for any footage donated, and you will have our sincere gratitude for helping us to 'Protect Our Islands'.