

# PENNY BALDWIN

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## **CAPABILITY STATEMENT**

A proven track record as a Producer, Line Producer and Production Manager in the Film, Television and Events Industries as an adaptable team player; a multi-tasking professional with a "can do" attitude; an eye for detail and an excellent ability to work under pressure.

I have a diverse background including; Producing, Writing, Television News Broadcast, Factual TV series, TVC's, Post Production, Music Videos, Special Events, Research, Short Films, Documentaries and Advertising Agency Producing.

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## **CAREER OUTLINE**

<b>BMF - TVC</b>	JULY 2012
<b>BRILLIANT FILMS</b>	MAY 2012 - MAY 2012
<b>BBC - "ZOOBEEBIES"</b>	FEB 2012 - FEB 2012
<b>UNDISCLOSED SERIES - BEYOND &amp; NINE</b>	MAR 2011 - NOV 2011
<b>CHANNEL 7</b> Undisclosed Promo for Station	SEPT 2010 – OCT 2010
<b>WORKING TITLE - "SERENDIP"</b> Budgeted, Scheduled 6 ep. Lifestyle/Cooking Series for SBS. Green lighted.	MAR 2010 – JULY 2010
<b>DEADLY TV / NITV</b> Line Producer / Production Manager on 26 Ep series of " <i>Living Strong</i> ".	JUN 2009 - DEC 2009
<b>SPECIAL BROADCASTING SERVICE (SBS)</b> Production Manager World News Australia, 3 x Bureaux	MAR 2007 - MAR 2008
<b>PENNY BALDWIN PTY LTD</b> Freelance - Producer / Production Manager	FEB 1989 - CURRENT

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## **EXPERIENCE**

<b>DEADLY TV / NITV</b> Line Producer / Prod. Manager: <b>26 Episode <i>Living Strong</i> TV Series</b> Reported to: EP's x 2 - Ivo Burum and Gavin Jones	JUN 2009 – DEC 2009
<ul style="list-style-type: none"><li>• 6 x Studio Days with Host, Rhoda Roberts and 20 well known guests, Cathy Freeman, Tony Mundine, etc.</li><li>• Field shoots x 2 Producers, camera and sound around all states of Australia, most remote, on a tight budget, and delivered within 6 months.</li></ul>	

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## **SBS - SPECIAL BROADCASTING SERVICES** MAR 2007 – AUG 2008

Prod. Manager: **World News Australia**

Reported to: Director NACA & EP of News

- Successfully quoted and delivered new annual budget for one hour for News, News Sport, News Online, Worldwatch and the News and Current Affairs Library.
- Manage and supervise all travel, budgets, (+ \$xx million), contracts and logistics with internal and external stakeholders for large events and high priority breaking news.
- Book and monitor satellite feeds and live crosses and "like" live, for News Bulletins.
- Produced successful large, first time events / coverage for SBS, including; APEC, Federal Election, Beijing Olympics, Asia, Cup, Climate Change Conference, Timor Lest, among numerous others.
- Develop crew resource planning; Hostile Environment training, store & forward / editing development, and the supervision and mentoring of Cadets.
- Developed strong working relationships with the News Presenters in all 3 states, large "creative" News staff base, freelance crews, internal SBS departments and external Clients, and streamlining Finance and HR contract requirements
- Implemented best practice OH&S systems for future new non-linear News Room, Crew and Broadcast Facilities.

**SBS - SPECIAL BROADCASTING SERVICES**

JAN 2005 – DEC 2005

Producer - **SBS independent, SBS Promo & Graphic Departments**  
 Reported to: SBS i Manager, Promo Manager & Graphics Supervisor

- Produced and scripted SBS independent's Tri-Annual Funding Reel, including budget, schedules, shooting, editing, final graphics, grade and completion to master with Glenys Rowe.
- Work with Promo and Graphic Departments to design new traffic and delivery systems after a period of re-structure; streamlined shifts, instigating appropriate resources for audio/VO's/graphics, etc, and introduced WIP's and Client briefing criteria between numerous departments.
- Produced, shot, cast and completed TVC's for SBS News, SBS Radio and SBS programmes - "Inside Australia", "Dateline", "Eat Carpet", "SBS 25 years" and Aust. Maritime Museum TVC.

**WEBSTER PUBLISHING - 100 YEARS OF AUSTRALIAN CINEMA**

MAR 2004 – SEP 2004

Producer - **Webster Publishing**  
 Reported to: Jonathan King

- Researched, negotiated and accessed footage with Producers, Aust. National Film Archives and numerous other Directors/Producers for Webster Publishing's CD, "*Celluloid Heros - 100 years of Australian Film*" DVD. This 7 month project delivered the first comprehensive anthology, with stills and video clips of the Australian Film Industry since it's inception in the 1930's.

**LIVE LANES - SUSSEX LANE EVENT**

AUG 2000 – NOV 2000

Producer - **Live Lanes**

- Produced Entertainment Venue called "*Sussex Lane*" during Sydney 2000 Olympics, which included the Council negotiations including; DA Licenses and applications for corporate sponsorship. Building a 30m street bar, 30 x 20m canopy, 3 x Bar / Dance Floors, 30 Toilets, Live Bands and Vision Projection. It was a big success.

**PENNY BALDWIN PTY LTD - FREELANCE**

FEB 1989 – CURRENT

Successfully operated my own company, as a freelancer Producer / Production Manager in the Film and Television Industry, shooting in Australia, UK, Africa and Asia for Corporate Clients, Advertising Agencies and Post/Design Companies. Some of these are listed below;

**TVC Production Company / Role**

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|---|---|
| • <b>Rowan Dean Films</b> - Producer            | • <b>@radical.media</b> - Prod. Manager         |
| • <b>Plush Films</b> - Producer                 | • <b>Robber's Dog, NZ</b> - Production Manager  |
| • <b>Southern Hemisphere Films</b> - Producer   | • <b>Film Graphics</b> - Production Manager     |
| • <b>Twin Films, Germany</b> - Producer         | • <b>Michael Mann</b> - Director's PA           |
| • <b>Tony Potts, Hong Kong</b> - Producer       | • <b>Bliss Films, UK</b> - Production Manager   |
| • <b>Brilliant Films</b> - Production Manager   | • <b>Independent Films</b> - Production Manager |
| • <b>Jasper Drake, Japan</b> - Production Mngnr | • <b>Blue Sky Films</b> - Production Manager    |
| • <b>Robber's Dog, NZ</b> - Production Manager  | • <b>Bliss Films, UK</b> - Production Manager   |
| • <b>Gaffney Maule</b> - Production Manager     | • <b>Bunton Films</b> - Production Manager      |
| • <b>Sydney Film Company</b> - Prod. Manager    | • <b>Film Business</b> - Production Manager     |
| • <b>Silver Screen</b> - Production Manager     | • <b>Ashenhurst Hughes</b> - Production Manager |
| • <b>Rawi Sherman, UK</b> - Prod. Manager       | • <b>Mondo Films</b> - Prod. Manager            |
| • <b>Black Productions</b> - Prod. Manager      | • <b>Mystry Clock</b> - Production Manager      |

**Clients / Logistics**

- **Telstra Big Pond** - 9 Day shoot in locations SA, VIC & NSW. John Polson
- **Nescafe** - Shoot locations in Kenya & Brazil
- **McDonalds** - Shot various locations in London
- **Sony, World wide** - Southern Highlands, Aust. locations
- **Sol Beer, US** - Kiama locations and build. Alex Proyas.
- **Lucky Strike** - 6 cameras, Bikes at Eastern Creek. Michael Mann
- **Pepsi Max** - Sydney - Sets, Locations, Animals & Pyrotechnics
- **Splenda, US** - Sthn Highlands tracking vehicles, trains, horses, hang gliders, motorbikes
- **Dunlop** - Winton, VIC - Precision Driviing
- **MacDonalds "Marilyn Monroe"** - Build Syd. CBD - 60" one shot
- **Qantas** - Studios - Stop Motion / miniture sets
- **Toyota** - Thredbo, Ayers Rock, Birdsville Track, Coffs Harbour
- **Singapore Airlines** - CBD - Bicentennial - Helicopters, water camera cats
- **AMP** - CBD - 200 Extras, Police, Motorcycles, Road Closures

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**POST PRODUCTION & TELEVISION**

- GMD - "**Channel 9 Digital TVC**" - Photosonic - 360fps, Studio, water tank
- GMD - "**Visa TVC, Jakarta**" - Studio 3D
- Rowan Dean Films - "**Cadburys TVC**" - 3D Animation
- Zap Productions - "**Qantas TVC**" - Stop Motion
- Zap Productions - "**Channel 9 Sports Opener**"
- SBS - "**RAN Series EPK**"

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**ADVERTISING AGENCY PRODUCER**

- McCann Erickson, Sydney
- FCB, Sydney
- DDB, Sydney

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**SHORT FILMS, DOCUMENTARIES, MUSIC VIDEOS, OTHER**

- "**Waltzing Mathilda**" **Documentary** - Production Manager
- "**Le Valise**" **Short Film** - Production Manager
- "**Mark Stevens**" **Music Video** - Production Manager
- "**Bardot**" **Music Video** - Production Manager
- "**Sydney New Years Eve**" - (Ric Birch / City of Sydney) - Production Assistant
- "**US Pilot**" - (Kennedy Miller / Mark Lamprell) - Researcher

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**Referees:** Available on request.