

# PRESS KIT

## ADDICTED TO MONEY



**Presented by Irish economist, David McWilliams, this documentary series explores how the global financial crisis came about, what it all means for us now, and what the economic future holds.**

presented and written by: David McWilliams

directed and written by: Simon Nasht

produced by: Andrew Ogilvie and Andrea Quesnelle



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**For more information:**

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David McWilliams Website: [www.davidmcwilliams.ie](http://www.davidmcwilliams.ie)

# ADDICTED TO MONEY SERIES SYNOPSIS

3 x 1 Hour Documentary series



## Log Line

Everything you need to know about what caused the financial meltdown, what lies ahead, and what we all need to do to survive in the new economy.

## Short Series Synopsis

**Addicted To Money** is THE program for anyone who wants to know how the financial crisis came about, what it all means for us now, and what we can do to create a sustainable economy. Biting and punchy, this series is a survival guide for the New Economy, presented with the wit, charm and incisive appeal of David McWilliams: a young economist who talks just as candidly to the most influential and powerful players in the global economy as he does to ordinary people around the world.

## One Page Series Synopsis

In his typically pugnacious style, Irish economist and commentator David McWilliams surveys the wreckage of the global economy and points to the worrying, but potentially transformative challenges ahead. It is both a story of shocking collective failure and a rallying call for change. David travels the world, from Europe to Iceland to China, the US, Australia and Latin America surveying the wreckage that has been caused by the great meltdown. He discovers that this was a crisis that was avoidable, yet ironically necessary if we are to deal with the real challenge that lies just over the horizon: creating an economy that can sustain our society for the long term.

In *Episode 1: Who Killed the Economy?* David investigates the root cause of the crisis. “This was no ordinary recession,” he says, “this was an economic crime.” With the help of some of the world’s leading authorities, David uncovers what amounted to a systemic crime syndicate pushing the most dangerous drug ever invented: easy credit.



Our insatiable desire for cheap money was pushed from top to bottom through the entire economy with little recognition of the long-term risk. Consumers, businesses, even entire Governments were hooked on an insatiable need for the have now, pay later culture. But this addiction was no accident – it was knowingly fuelled by a financial sector that was paid huge amounts to cut and dice and distribute toxic credit at every level, regardless of the dangers and that regulators, ratings agencies and ultimately governments were all corrupted by the money addiction. And at the apex of the syndicate sat the Dons, the investment banks, who cynically pushed their risky products fully aware that they had the capacity to undermine global stability.



In Episode 2, “*Nowhere to Hide*” David takes a road trip through the economic badlands, revealing the inescapable global reach of crisis, from bankrupt Iceland to struggling Honduras. Now that the credit meltdown has peaked, it’s left debris spread throughout the real economy. “What we are witnessing is the ebbing tide of a failed ideology, supercharged capitalism,” says David. And in its place are the skeletons of industries that can’t adapt to the downside of globalisation.

In the wake of the meltdown fundamental changes are underway that will have a much longer lasting legacy than the credit crunch. The power has shifted away from Wall Street. Reluctantly, governments are back in driving seat, from Beijing to Washington. And behind the scenes new financial powers are rising to take advantage of weakened competitors. Meanwhile, in factory towns around the world, workers are being cast aside as the new forces sweep through the economy. As we join the dots around the globe, we discover a new order is evolving, with consequences for all of us.



Finally in Episode 3, ‘*Peak Everything*’, David argues that this is a crisis we can’t afford to waste. The meltdown is a wake up call for the world to finally accept that our planet can no longer sustain an economic system that was speeding towards self-destruction. Even as the economy begins to recover, far more dangerous challenges lie just ahead. Just as we convinced ourselves the economy could thrive on cheap credit, we have pretended that endless growth can be fuelled by cheap energy.



David examines the intersecting issues of climate change, population growth, oil, water and food and discovers there is an alarming parallel with what is happening now and what brought down previous great civilisations. From the Mayans to the Easter Islanders, cultures have failed because they destroyed their environment. Is this our future too?

The end of cheap energy will bring unprecedented challenges. China is desperately trying to adapt while most in the West are still arguing about what to do. Already we are creating the next economic bubble, the Green Economy, and though it may seem less destructive than the housing bubble that has just deflated, it still carries great risks.

Standing in the ruined city of Copan in Honduras, David concludes that at least the Mayans could claim they were ignorant of the damage they inflicted on their environment. We however, have no such excuses. We need to redirect the global economy or the jungle will one day overtake our civilisation too. And that day is not as far off as we may like to think.

# **EPISODE BREAKDOWNS**

## **Episode 1: *Who Killed the Economy?***

### **One Line:**

David McWilliams sifts through forensic evidence of the last decade and follows the money trail to uncover *Who killed the Economy?*



### **One Paragraph:**

David McWilliams, Irish economist and globetrotter undertakes his own personal investigation to uncover who is responsible for destroying our economy. Along the way he assembles clues to discover evidence of a drugs syndicate. The drug is 'easy credit' and the story is about the global addiction to the euphoric yet addictive side effects of credit; the enormous money to be made pushing the drug and the global crime gangs which emerged in the boom to fight for control over the supply of credit. From shoppers to bankers, regulators and politicians, McWilliams investigates all facets of the scandal –using the classic plot of a “who done it” thriller. Suspense, false leads, bent cops, low-level corruption, and dreadful laziness at the top lead us to the answer of *Who Killed the Economy?*

### **One Page Synopsis:**

In *Episode 1: Who Killed the Economy* we go on a forensic investigation to work out the root cause of the Global Financial Crisis. Using the analogy of 'easy credit' as a form of drug that we all became addicted to, David guides us through a tangled web of this economic underworld - the seduction we all went through, our increasing need for more and more credit, shady back door banking deals, blatant corruption, greed and blind witnesses. We climb the various levels of the economic drug pyramid from the streets where the quality of the drug was diluted by the many dealers taking their cut, back up to the top where the drug was at its purest. We explore the workings of the cartel – who was making it, who was pushing it, who was using it, who was turning a blind eye and who was making a massive profit.

With the help of some of the world's leading authorities, McWilliams uncovers what amounted to a systemic crime syndicate pushing the most dangerous economic drug ever invented: easy credit. Our insatiable desire for cheap money was pushed from top to bottom through the entire economy with little recognition of the long-term risk. Consumers, businesses, even entire Governments were hooked on an insatiable need for the have now, pay later culture. But this addiction was no accident – it was knowingly fuelled by a financial sector that was paid huge amounts to cut and dice and distribute toxic credit at every level, regardless of the dangers.

As we make our way up the various levels of the drug pyramid, from consumers taking on unsustainable mortgage debt to the middle men creaming huge commissions on the way through, we learn that regulators, ratings agencies and ultimately politicians were all corrupted by their money addiction. And at the apex of the syndicate sat the Dons, the investment banks, who cynically pushed their risky products fully aware that they had the capacity to undermine global stability.

From the fall of the Berlin wall and the rise of capitalism, we look at how and why we came to be in this massive financial mess, as well as uncovering hard evidence that this was no ordinary recession “this was an economic crime.”

## Episode 2: *Nowhere to Hide*

### One Line:

The global economy has gone into cardiac arrest and David McWilliams takes us on a road-trip through crisis country to give us his diagnosis- looking at the damage caused by our addiction to money and facing the hard truth: there is *Nowhere to Hide*.



### One Paragraph:

In ***Episode 2: Nowhere to Hide*** we journey through economic badlands as David McWilliams gives us his diagnosis; the world's economy has suffered a heart attack and we're all in shock. We travel to the far ends of the globe, witnessing the fallout on people and businesses and discover that because of the intricate links in the global economic chain, events in one country can have massive ramifications in another country, even though both countries appear to be totally unrelated to each other. From China to Iceland, the US to the UK, Australia to Ireland, people's lives have been forever changed and there is nowhere to hide.

### One Page Synopsis:



The global economy has suffered severe trauma, a crippling heart attack, and the crisis is so deep we can only apply basic emergency procedures. And it's taken a massive transfusion of cash to keep our economy alive. The problem is, we're treating the symptoms and not the problem. In only dulling the pain of the economic crisis, we are giving ourselves a false sense of security. It's time to realise that we must take the pain of this economic downfall and address the causes of it in order to prevent another episode – which may just be fatal. In episode two: *Nowhere to Hide*, we journey through the world's most affected areas as David McWilliams offers us his economic diagnosis; We travel to the far ends of the globe, witnessing the fallout on people and businesses and discover that because of globalisation, one country's pain is actually now a problem for all of us. And we discover how fragile our economic positions are.

In this episode we look at the bigger picture – how countries like China and the US are economically linked and how countries around the world have fared. Take Iceland, which before the crisis was described by the UN as the country with the highest standard of living on the entire planet. It is now officially bankrupt, with Iceland's private debts exceeding US \$250,000 for every person in the country.



By following a universal sport - football, we see how globalisation forges links between countries so that now one country's downfall is felt by almost all of us. The popular team West Ham was owned by Icelandic bankers, who had bought trophy assets all over the world, as rich men tend to do with other people's money. When the

Icelandic scam was exposed and people stopped lending to the country, the entire edifice came crumbling down with bizarre knock on effect. West Ham was now owned not by a billionaire but by a man struggling to survive, therefore, Iceland's problem became West Ham's problem. The club is forced to sell key players. But that's not all because, with the players, there is no silverware and no silverware limits the opportunity to flog merchandising. So an Icelandic problem impacts on a small factory in China where West Ham's replica football jerseys are made. So travelling across the globe to China, we meet the workers in this factory, who are the ones who lose out, if West Ham goes bankrupt. But there is more because it's these Chinese workers whose savings are borrowed by Americans to buy luxury items, such as West Ham football jerseys. If the Chinese workers lose their jobs, the US loses its banker.



## Episode 3: *Peak Everything*



### **One Line:**

Economist and social commentator David McWilliams embarks on the ultimate quest – to find out what the future might look like as we face Peak Everything.

### **One Paragraph:**

The party is over. Having barely survived a complete collapse of the financial system, the global economy is tottering on the brink... we've reached the limits of what our desires demand of the



planet and what it can deliver. We're reaching Peak Everything and the question is whether we can manage the change or will we let the changes manage us. Economist and author David McWilliams consults some of the most innovative and exciting developments around the globe as we embark on a quest for re-building a sustainable economy and a sustainable planet.

### **One Page Synopsis**

Ahead we face a series of complex challenges, which threaten our way of life. It's like a computer game where there are dangers at every turn: initially we must come to terms with the reality of the economic slowdown: fewer jobs, less cash, greater uncertainty. Just ahead lies 'peak everything': dwindling supplies of oil, diminished world food production and, in many places, seriously depleted water and soil. And just over the horizon, perhaps the greatest threat of all, awaits a climate that is becoming increasingly inhospitable to humanity.

The free-market of the past 25 years has not delivered answers to these challenges, and some wonder if the system needs to be re-booted – or scrapped. Can a reformatted economy provide the answers we so desperately need? Or is it time for a completely new operating system?

David sees a close relationship between the financial collapse and the imminent resource and environmental dangers that lie ahead. Debt fuelled the first collapse. Ultimately it was an instrument of denial. Using other people's money to sustain our lifestyles deceived us into the belief that we have more capacity than we do. Similarly, the belief that we can keep on growing using up finite resources is based on the idea that there is endless capacity for the planet to replenish itself.

Experts warned us that the credit bubble was not sustainable. More experts warn us that our current levels of resource use are not sustainable either. We took little notice of those who screamed danger about the debt - too many vested interests, too much greed, too little oversight and too much Government inertia. The same forces are at work preventing a rational approach to sustainability. Will some miracle allow us to be smarter this time? Can we temper our need to consume and endlessly grow our economies and learn to fit the planet we live on? Let's face it: the portents aren't great.

Predicting the future, even the near future, is fraught with risks, but already we can make out the shape of the next decade. We can clearly identify the challenges if not the solutions. And we can meet with people who have been thinking about 'Plan B' and seek their advice.

The world could print money and for a time, defy the economic fundamentals of supply and demand. But we can't create credit oil or deferred water, not for long anyway. The conclusion therefore is

that we must see the silver-lining in the current economic meltdown. It's the wake up call we need to have to work on the global solutions required to meet a global challenge.



In **Episode 3: Peak Everything** we look at the landscape of the near future – say the next five years or so, and while the current crisis is so extreme that no one can confidently predict the future, we can begin to see emerging trends.

In the end we have little choice but to launch the next great bubble - the Green Bubble. There will be winners and losers, mistakes and triumphs. But at least this time the talent and energy of the best and brightest will be sent on something more useful than bizarre ways of making money out of money.

The Boomers have one last chance at redemption before handing the mess over to their children. The Eco-Warriors will transform into the eco-capitalists. The old nostrums will be turned upside down as we build Capitalism 2.0. And this time we had better get it right.

## BEHIND THE SCENES – THE MAKING OF ADDICTED TO MONEY

***Addicted to Money*** is produced by Electric Pictures (Australia), made with the backing of ABC (Australia), RTE (Ireland), S4C (UK), Screen Australia and ScreenWest. With an Irish presenter, an Australian production company and filming with experts and ordinary people all over the world, this truly is a global production.



The ***Addicted to Money*** crew travelled over 100,000 kilometres to twenty different locations around the world in an action packed 12 weeks to create this series. Along the way they visit diverse and sometimes seemingly random places around the globe, from the floor of the New York Stock Exchange to the tops of ancient Mayan ruins in Honduras, from nuclear reactors in China to monster trucks on Icelandic glaciers. But it is not what David McWilliams calls a ‘pointy head’ series of expert opinions. It is a series that looks beyond the headlines at the victims, the culprits and the problem solvers whose lives have all been impacted by the Global Financial Crisis.



In the first weeks of the shoot, the filming crew also began to doubt that this was a viable series to actually produce. A particular low point occurred in the Nevada desert, just outside Las Vegas when the trophy Cadillac convertible David had been driving overheated, spewing smoke and coolant from under the bonnet. Luckily, a Good Samaritan pulled over to help and the crew got the car started.

However they were instructed to keep it under 20 miles per hour for the two hour journey home in the dark, holding up traffic on the interstate and the Las Vegas strip.

Another challenge the crew faced was transporting the massive amount of equipment required to deliver the high quality HD images that Electric Pictures was aiming for – all together there were more than 30 bags and cases.





**Presenter/Writer David McWilliams says:**

“Undertaking a series like this is a massive commitment – because you’re not just committing to making three hours of television, you’re committing to months away from family and friends, putting your body under the pressure of jet-lag and long working hours and somewhere amongst all that you’ve got to write and deliver a script for international television that you can be proud of and then to top it off people expect you to have nice hair all the time.”

**Producer Andrew Ogilvie says:**

“This series is one of the most challenging productions I’ve been involved with. My hope is that the audience enjoy the show as much as they may learn from it. If so, it will have been worth it all.”

**Producer Andrea Quesnelle says:**

"It's not every day that, as a producer, you get to be involved in a landmark series on a topic that impacts virtually everyone on the planet. It's been a fascinating process, full of challenges (not least of which was giving birth half way through production!), and in the end, we have a series we can all be proud of."

**Director Simon Nasht says:**

“As an information junkie I found the temptation to read every article, book and blog overwhelming – it’s just as well we had a deadline for this project.”

**Production manager, Rose Grandile says:**

“When I first read Simon and David’s script I thought – no way. This is a production nightmare. It’s all very well to write this stuff, but now we’ve got to make it happen?”



**Research/Archive manager, Judith Cockburn Campbell says:**

“As a former student of economics I have immense respect for leaders in this field. Never did I imagine I would one day wrangle some of the world’s top experts for our series - it was a real thrill.”

## Director's Statement – SIMON NASHT



In mid 2007 I developed a project with Electric Pictures looking at the really filthy-rich traders and the way they were operating– so we had already developed a more cautionary documentary outline, forewarning what might happen if the economy kept going the way it was. Then in late 2007 when the Global Financial Crisis hit, the project became more of a ‘whodunit’, looking at who had dropped the ball and got us into this massive financial mess and worse, who had crossed the line and committed an economic crime.

However, I really wanted to explore beyond what had unfolded and examine the effect on real people around the world – how the financial crisis has effected a real estate agent to the stars in Las Vegas, a banker in Iceland, a plastic surgeon in New York and a poor farming family in rural China. Beyond the fallout from the crisis on the global economy was an even greater problem - examining the massive issues that we now have to face in order to survive as a civilisation, especially in relation to what I call ‘Peak Everything’, where our use of the world’s water, oil, food and land reaches unsustainable levels.

If there was one thing I’d like people to take away from this series – it’s that this crisis was completely avoidable, as Elizabeth Warren says, “We didn’t hear the warning bells, because our ears were stuffed with money”. But now that it’s happened, I hope people will consider that we need to use this crisis as a turning point in history, that it’s utterly necessary for us as a global civilisation to re-examine our use of the world’s resources. That’s why in the final episode we visit the Mayan ruins in Copan, Honduras – by looking to past civilisations that have failed, we can learn from the mistakes of others and re-design the way we live so that we as a species don’t become un-sustainable.

In practice, filming this documentary was a bit like running a marathon. From Chinese Nuclear plants to Icelandic Glaciers and everywhere in between, the scope of this series was massive and the time we had to realise it in was very limited. Sleeping was often a luxury reserved for plane trips and there was more than one time that the crew had to make a run for the boarding gate. Thankfully we had a great production team to support us along the way. As well as the physical pressure of travelling around the world there was never a time where we could escape hearing about the financial crisis. It was on the news every night, in the papers every day and quite often we had to re-write the script because our predictions had come true, or a massive development would change the focus of our story. The challenge was to look beyond the immediate headlines and find the deeper trends unfolding in the New Economy.

My interest in economics comes from several places – but I guess my relationship with economics has been driven by failure. As a young journalist I was offered a scholarship at Melbourne University in Economics but I blew it because I enjoyed my job as a reporter too much and didn't spend enough time studying. **Addicted to Money** was a project in which I could combine my interest in economics with my passion for storytelling. I hope this series demonstrates that economics is not about crunching numbers – that it's ultimately about people and the decisions we make as a society to study the way people consume, and why is a great way to understand the interests, trends, beliefs and values of our culture. Let's hope that we don't end up wasting this crisis by repeating the same mistakes.

## Producer Statement – ANDREW OGILVIE



I became interested in this subject more than a year before the crisis first hit. From the information I was receiving we were in for a problem – but little did I know how big a problem it was to turn out to be. I am just grateful that the broadcasters who have supported us to make this programme shared our vision.

"Addicted to Money" is one of the more ambitious projects that have embarked on in the 20 years that I have worked as an independent producer. It has really been a race against the clock, with the impact of global events shaping the direction of the series at every turn. And, it has been a challenge not only to keep up with unfolding events but to stay ahead of the game.

With such an abundance of complex economic information out there it would be easy for this series to become a dry, academic examination - so our mission has been to make an entertaining, engaging and accessible program for all viewers. Our series presenter, Irish economist David McWilliams knowledge of economics and charismatic personality helps us to navigate through some tricky terrain and at the same time produce an enjoyable viewing experience.

The Global Financial Crisis is about one of the most important events in recent history that has implications for everybody on the planet. I hope that "Addicted to Money" provides viewers not only with a better understanding of how we got into this mess in the first place, but with some ideas for solutions to the most important question - how can we all work together to create a more sustainable economic future?

## Biographies of Key Cast/ Participants

**ELIZABETH WARREN** is the chair of the Congressional Oversight Panel, formerly known as TARP (Troubled Assets Relief Program), designed to oversee the US government banking bailouts. She is also a Professor at Harvard Law School, where she teaches contract law, bankruptcy and commercial law. In 2009 she was named one of Time Magazine's 100 most influential people.



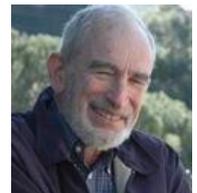
**GARY LOVEMAN** is an American business executive and former academic. Since 2003 he has been the CEO of Harrah's Entertainment Inc, which runs many of the large casinos in Las Vegas and Atlantic City. He also has a Ph.D. from the MIT Sloan School of Management.



**ROBERT REICH** has served in three national administrations, most recently as secretary of labor under President Bill Clinton. He also served on President-Elect Obama's transition advisory board. He has written twelve books, including *The Work of Nations*, which has been translated into 22 languages; the best sellers, *The Future of Success* and *Locked in the Cabinet*, and his most recent book, *Supercapitalism*.



**PAUL EHRLICH** is an American entomologist specializing in butterflies. He is the author of the 1968 book *The Population Bomb*. Ehrlich is Professor of Population Studies in the department of Biological Sciences at Stanford University.



**RICHARD BOOKSTABBER** spent ten years at Morgan Stanley, first designing and marketing derivative instruments, then as a proprietary trader and their first ever market risk manager. He is also a published author, with his latest book being *A Demon of Our Own Design* and has earned a Ph.D. in economics from MIT.



**SHAI AGASSI** is Founder and Chief Executive Officer of Better Place, a company that focuses on green transportation infrastructure based on electric cars. In 2003, at the age of 36, Agassi has been included in TIME Magazine's 100 most influential people list of 2009.



**DAN NIGRO** is the asset backed security portfolio manager for Dynamic Credit in New York. He has over 23 years of fixed income experience on the buy-side - as an analyst, trader and portfolio manager. He has worked across all sub-sectors of the ABS market at both insurance companies and for a money manager.

**ROBERT M. SOLOW** is Institute Professor of Economics emeritus at MIT. He won the Nobel Prize in Economics in 1987. He has been studying the limits to economic growth and has recently argued that we have reached a plateau without significant technological advancement.



**STEPHANIE RETCHLESS** is the author of *Are All Banks Bastards?* and was employed by the banking industry for over 36 years, the last ten in the capacity of a bank manager. Stephanie has spent the last six years as a mortgage broker, financial consultant and writer.

**BEN DUNNE** is an Irish Entrepreneur and former director of his family firm, Dunnes Stores one of the largest chains of department stores in Ireland. He now owns a chain of low price fitness centres in Dublin.



## Biographies Of Key Production Personnel

### David McWilliams- Writer/ Presenter



David Mc Williams' first book *The Pope's Children* was the best selling Irish non-fiction book in 2006 and 2007, spending 52 consecutive weeks in the top five of the bestsellers. To date it has sold well over 100,000 copies. It has since become a successful three part documentary series, along with his second book, *The Generation Game*, which was also a bestseller in Ireland.

David was one of the very few who publicly questioned the Irish boom and forecast that the economy would crash as violently as it has done. He writes two weekly opinion columns, one in the Irish Independent and the other Sunday Business Post and is an avid blogger and tweeter.

He has been a regular on Irish television and breakfast radio since his award winning *Agenda* current affairs program began on TV3 in 2000.

David has interviewed some of the most influential and thought provoking characters of our age, from Henry Kissinger to Mikhail Gorbachev, Paul Krugman and Hillary Clinton.

Passionate about politics, economics, people and culture, McWilliams speaks a number of languages and was made a Young Global Leader by the World Economic Forum at Davos in 2006.

He was educated at Trinity College Dublin and the College of Europe Bruges, Belgium and before moving into writing and broadcasting he spent ten years in banking. First as an economist with the Irish Central Bank, then as an investment banker with UBS - European's largest bank - where he was appointed the youngest Director ever at the age of 27.

He moved from UBS to BNP where he was Head of Emerging Markets Research.



## Simon Nasht – Writer / Director



Simon Nasht is one of Australia's most experienced filmmakers and journalists. He began his career training as a reporter for *The Age* newspaper and then as a foreign correspondent for the ABC. He has now been an independent filmmaker for over 20 years.

As a documentary director, he has made programs for the ABC, BBC, Channel 4, National Geographic, ZDF, ARTE, Discovery and others including ***Tasmanian Devil – The Fast and Furious Life of Errol Flynn***, ***Constructing Australia: The Bridge***, and ***Frank Hurley – The Man Who Made History***. His films have shown at international film festivals and won many awards. His most recent productions ***The Hobbit Enigma*** and ***How Kevin Bacon Cured Cancer*** have won both Australia's major award for documentary and been nominated for the Banff Prize.

As producer he has created successful series like the adventure travel series ***Lonely Planet*** and short series like the Discovery/SBS science magazine, ***Future Tense***. In partnership with leading filmmakers like New York based Jonathan Stack he has helped Sundance, Emmy and Oscar nominated productions to fruition. He also studied economics at Melbourne University and was formerly ABC radio's chief political correspondent in Canberra

## Andrew Ogilvie - Producer, CEO Electric Pictures



Andrew Ogilvie has been working in the film industry for over 20 years and has a reputation as one of Australia's leading producers as a result of the production of documentaries in a variety of genres and formats that have attracted many awards in Australia and overseas.

Andrew's work includes: ***Cracking the Colour Code***, a 3 part series filmed around the world about how we view colours, how we make them, and the meaning they hold in our world; ***The Hunt for HMAS Sydney***, following the historic find of the *HMAS Sydney II*, solving one of Australia's most tragic and enduring mysteries; ***Gallipoli Submarine***, a one hour docudrama about the incredible true story of the WW1 Australian submarine AE2 during the Gallipoli campaign; ***Bom Bali***, a groundbreaking docudrama feature about the 2002 Bali bombings; ***Submariners***, a six part half hour series filmed on board one of Australia's controversial Collins Class Submarines; ***The Winner's Guide to the Nobel Prize***, featuring Western Australia's two Nobel Laureates for medicine 2005; ***The Black Road***, the harrowing story of Aceh's struggle for independence from Indonesia; ***Superflu: Race Against a Killer***, about the potential impact of a full scale pandemic of the avian flu virus; ***Hula Girls***, about how the image of the 'Hula Girl' has

been used in literature, art and film over the centuries; *Tug of Love*, about parental child abduction; *Stories from a Children's Hospital*, set in the Princess Margaret Hospital in Perth, Western Australia; *Child Soldiers*, about children who are forced to become soldiers; *Playing the Game*, about the end of colonialism and the consequences of America's involvement in global politics after the end of WWII; *Winds of Change*, documenting stories of ordinary people during the 1999 Asian financial collapse and *The Human Race*, a survival race through the Australian outback involving an old Aboriginal man, a German survival expert and a young American ultra-marathon runner.

## Andrea Quesnelle- Producer, Electric Pictures



In the last three years, Andrea Quesnelle has produced four documentaries and two children. With 15 years' experience in the television industry, Andrea has brought a wealth of expertise to Electric Pictures. Originally from Canada, Andrea has been thrown into the deep end of Australian history, politics, science and pop-culture, co-producing *Skippy: Australia's First Superstar*, *The Hunt for HMAS Sydney*, *Bom Bali* and *The Winners' Guide to the Nobel Prize*.

Andrea has worked extensively on one-offs and series for a range of international broadcasters, and her work has taken her to Africa, America, Europe and Indonesia for numerous overseas shoots. Currently, Andrea is juggling a slate of new films for Electric Pictures and two children under two.

## Ulrich Krafzik- Cinematographer



Uli's camera-work has taken him to some extreme places – both physically and mentally. Spending months on the open seas looking for undiscovered shipwrecks, racing across Western Australia's punishing outback with a rat-eating German and even spending six months living naked in the rainforest – Uli's career has been...diverse to say the least. He has worked on international feature films, television series, documentaries, and commercials with well respected Dutch, Mexican, English, Czech, Austrian, French, Italian, German and American directors. Since emigrating to Fremantle, Western Australia from Europe in 1994 he has worked extensively with Electric Pictures including *Skippy: Australia's First Superstar*, *The Hunt for HMAS Sydney* and the landmark documentary *The Human Race*, for which he was the idea's originator and co-director. When the camera is switched off, you can find Uli re-aligning his Chi and drinking good espresso.

## Production Company Profile



**ELECTRIC PICTURES** is one of Australia's most respected independent documentary production houses. Established sixteen years ago by Andrew Ogilvie, the company is known for the production of high quality, award winning documentaries and documentary series across a broad range of genres including: history, science, arts, international affairs, human interest, travel and adventure.

Recent programming highlights include work in the following areas: human interest/ current affairs (***Bom Bali***, a docudrama feature about the Bali terrorist bombing in 2002), social issues (***Child Soldiers***, 1 hour special about children who soldier - Silver and Bronze World Medals at the New York Film Festival, ABU/UNICEF award for best program about the child's rights in Asia/Pacific Region); history (***The Hunt for HMAS Sydney***, a one hour special *about the search to resolve one of the most enduring naval mysteries of WWII*), (***Gallipoli Submarine***, a one hour docudrama about the incredible true story of the WW1 Australian submarine AE2 during the Gallipoli campaign) (***Playing the Game***, 3 x 1 hour history series documenting American foreign policy from WWII to the 1970's); science (***The Winner's Guide to the Nobel Prize***, a one hour special featuring Western Australia's two Nobel Laureates for medicine 2005), (***Race Against the Killer Flu***, a one hour special "what if" scenario if the bird flu becomes a pandemic-) (***Children at the Edge***, 5 x half hour children 's hospital series); art (***Painting Country***, 1 hour special about Australian indigenous art); and adventure/reality (***Submariners***, 6 x half hour series about the lives of submariners aboard a modern submarine).

Electric Pictures' productions are produced with the support of major broadcasters and distributors in the UK, Europe, Asia, USA and Australia.

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## KEY CREDITS:

*Addicted to Money* is an Electric Pictures production



Produced in association with the ABC Australia, RTE Ireland, S4C UK



QuickTime™ and a  
decompressor  
are needed to see this picture.

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Produced with the assistance of ScreenWest and Lotterywest.

Principal Investor: Screen Australia



Written and Presented by  
DAVID MCWILLIAMS

Written and Directed by  
SIMON NASHT

Produced by  
ANDREW OGILVIE and ANDREA QUESNELLE

Associate Producer and Principal Researcher  
JUDITH COCKBURN-CAMPBELL

Editor  
ANDREW ARESTIDES

Director of Photography  
ULRICH STEPHAN KRAFZIK

Sound Recordist  
CHRISTOPHER MACGREGOR

Additional Direction  
ALISON JAMES  
MATHEW KELLEY

Additional Editing  
SAM WALLIN  
LAWRIE SILVESTRIN

Original Music  
DAMIAN SUMMERS

Visual Effects  
MIKE DUNN  
PHIMEDIA

Production Manager  
ROSE GRANDILE

Reseachers  
GREG COLGAN  
RYAN WALTER  
BEN WEBB

Production Co-ordinator and Reseacher  
RACHEL WAY

Assistant Producer (Ireland)  
CLARE RIDGE

Online Editor and Colour Grader  
DEAN EDWARDS  
COLOURBOX VIDEO POST PRODUCTION

Sound Post  
GLENN MARTIN  
RIC CURTIN