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INSIDE AUSTRALIA: *RISKING IT ALL*

**A new four-part series
Begins Wednesday May 28
8pm**

What would you risk for the chance to ditch the nine-to-five grind and be your own boss?

Over four weeks ***Risking It All*** follows four rookie entrepreneurs as they attempt to transform their lives by setting up their own dream businesses. Beginning Wednesday May 28 at 8pm, ***Risking It All*** captures the highs and lows involved in trying to get a new business off the ground.

Presenter and business expert Shivani Gupta has a passion to see people grow their businesses. Shivani brings her vast experience and practical business sense to help out the entrepreneurs as they come face to face with the realities of being their own boss.

Risking It All portrays the roller-coaster ride of what is at stake when people attempt to get a new business off the ground. These rookies put friendships, family, secure salaries, houses and savings on the line in a bid to live their dream and make millions.

The series follows four fledgling businesses - a crepe café, fitness centre, hair salon and fast food outlet – before they begin trading and sometimes while they are in the process of securing their property.

Episode one – Creco Wednesday May 28 8pm

Meet David and Julie, enthusiastic newly-weds who are about to risk their house, David's redundancy package and an investment from a silent partner to set up *Creco*, a crepe café. They believe they have spotted a gap in the market that their crepes can fill.

A disastrous opening day, poor signage, management problems, long hours and sheer exhaustion bring David and Julie close to breaking point. Can their relationship survive the high-pressure roller-coaster ride of risking it all? Shivani Gupta gives them a dose of her no-nonsense business advice which she hopes will get them back on track.

program publicity



Episode two – Zone

Wednesday June 4

8pm

Brad thinks he has spotted a gap in the already flooded health and fitness market and risks his relationship, friendships and investments to set up *Zone Health and Fitness*. He's convinced his girlfriend, his ex-wife, her new husband and a silent partner to invest over \$350,000 in his dream. Everybody believes in Brad but this could be a messy and explosive cocktail of personal and business relationships if everything goes wrong.

Converting a vast warehouse into a gym is more of a challenge than Brad and his investors bargained for – an acre of concrete to lay, 15 rooms to frame, endless walls to paint and plumbing disasters to overcome.

While his ex-wife is a qualified accountant and his girlfriend works in marketing, Brad wants to control everything. It's time for business coach and presenter Shivani Gupta to step in with some timely advice.

Episode three – Initial D

Wednesday June 11

8pm

Meet Dean, the 26-year-old golden boy of Greek migrant parents. For the past six years Dean has earned his stripes cutting hair at an upmarket salon. Desperate to prove he can be his own boss, Dean opens his own salon in what was a corner deli in a quiet suburban street. Dean has never run a business before, and it shows.

The salon has been opened for weeks but there's only one chair; there's no signage; and Dean seems to have no idea about cash flow or how to operate his business. Shivani believes it's time to get Dean inspired.

Episode four – Fish and Chips

Wednesday June 18

8pm

Whatever the health experts tell us it seems we can't get enough of fish and chips. But it's a highly competitive market fighting for our fast food dollar. You'd have to be brave to open a fish and chip shop in such a cutthroat environment and that's exactly what Andrew has done.

Andrew is about to learn the hard way that running a business is not for the faint hearted. The costs of the shop-fittings have blown out; the equipment is brand new and Andrew has underestimated the total cost; the shop fit is held up; and traffic flow and parking are causing concern.

The risks of setting up your own business are great, the rewards can be greater, but the bottom line is that three out of five businesses go under in their first year.



Presenter – Shivani Gupta

The former corporate executive, now business coach and owner of her own small business, Shivani Gupta is well qualified for the role of helping the four start-up businesses.

By her mid-20s, Shivani had an MBA and was working as a senior executive with BHP Billiton. After a life-changing trip to Nepal in 2001, she left the corporate world. That journey from corporate warrior to business butterfly is documented in her book, *Passion @ Work*.

Shivani thoroughly enjoyed hosting ***Risking It All***. While she has worked with more than 100 top Australian companies and with Government, Shivani's passion is coaching small business entrepreneurs and women, nurturing their passion and to help them to grow. "I tried to provide our business owners with simple, practical, advice on what they needed to do to drive success," says Shivani. "Having passion and creativity is a great start, but it is not all you need to run a successful business. To help them to work out their unique selling proposition, I really needed to get in and understand their business. That's why in the show you see me getting my hair cut and learning how to make crepes," she says.

As well as being an author and the managing director of her business, *Passion@People Pty Ltd*, Shivani is in demand as a public speaker and presents a Transformation for Women in Business workshop. She has won numerous awards including *Telstra Young Business Woman of the Year* and *Achiever of the Year for Enterprising Women*.

In addition to her MBA, Shivani holds a Bachelor of Engineering (Electrical and Electronic), is a Certified Business and Executive Coach, a Member Australian Institute of Company Directors and a Member Australian Institute of Management – Certified Professional Manager. Further information about Shivani and her book can be found at www.shivani.com.au

SERIES PRODUCER'S STATEMENT

ALAN CARTER

Risking It All came about in response to an SBSI/SAFC initiative to finance a cross-media documentary series in South Australia to help foster emerging documentary filmmakers in SA. ***Risking It All*** is a format based on an existing UK series broadcast on Channel 4 and on the Lifestyle Channel on Foxtel.

Working with real people in real-life situations is, for me, more interesting and that's why I've stayed with the documentary/factual genre for over 20 years. In this case, following people as they chase their dream to be their own boss was very much about aspirations which many of us share so this should resonate widely.

I've covered a wide-range of documentary situations from lovelorn farmers seeking romance (*Desperately Seeking Sheila*) to environmental horror stories (*Dirty War*) to gritty courtroom real-life dramas (*The Accused*). This was a departure for me in that it introduced a presenter-expert, Shivani Gupta, so it involved far more scripted set-ups.



DIRECTORS' STATEMENTS

KATH MCINTYRE – CRECO

I was a big fan of the UK version of *Risking It All*; it had been playing on Foxtel in 06/07. So I jumped at the chance to work with Alan Carter on the Australian version.

When we started researching the show, we met a lot of people who had given up their day job and were following their dreams into small business. Most were one man/woman bands and didn't quite fit the series criteria but I met a lot of really interesting characters. I wonder what ever happened to them. Did they succeed or not? When I finally found David and Julie I could relate to their dream, they were driven by the same thing that drives me as a filmmaker. So we always shared that common ground. However, there was one big difference, I would never risk everything (including my home and relationship) like they did.

MATTHEW BATE – ZONE

I have been attached to the *Risking It All* project from its inception. Working closely with Alan Carter and Claire Harris, the SBS version took the concept of following rookie entrepreneurs and turned it from an hour-long format to a series of half-hour **Inside Australia** slots.

One of the most challenging parts of the development was finding the families that would best represent the series concept. Although new businesses start all the time, we were looking specifically for engaging characters working with family or friends and who were investing enough to qualify as *Risking It All*. My characters at the Zone gym proved perfect for this story. Brad Woolford was opening a gym by investing money from his ex-wife and her new husband, his girlfriend and a private investor. Given these circumstances and the fact he was building the entire gym himself and had also never run a business, I knew we were in for some drama.

SOPHIE HYDE – INITIAL D

Building a business on your own can be heart wrenching and at times just endlessly disappointing. No matter how much support you have, it's up to you to make it work and it's your fault if it all goes wrong.

Dean's story reflects this – his family offer tremendous support, but the hard work, the consistency, the business building must come from Dean. I thoroughly enjoyed filming with Dean and watching his understanding of his business grow. In lots of ways there are many personal risks for Dean that I'm not sure even he could articulate. There's a lot of pride and desire to prove who he is and that's a big risk. But I also enjoyed his sense of making his business and his life interweave, so that they complimented each other. I'm not always sure he was on the right path to this, but I think there were underlying values about family and integrity that make Dean a really interesting person to watch. He has a very Australian sensibility and I think audiences will find him frustrating and funny, but will also relate to his choices and the way he presents himself.



SHANE MCNEIL – FISH AND CHIPS

Making my episode for *Risking It All* was, without doubt, the single most difficult and challenging creative experience I have ever had as a filmmaker so far.

I spent five-and-a-half months searching and searching for a suitable subject who might meet the subject criteria the series demanded. I interviewed and proposed over a dozen candidates without success. Then I woke up one day to find an old fish shop being renovated literally across the road from my house. While the access was easy and the subject extremely willing, I was unaware of just how emotionally draining and stressful the process of documenting Andrew's life and labour would soon become.

Due to the high stakes I became very involved in the life of my subject and he in mine. It was difficult watching Andrew's business struggle, as well as witnessing the constant anguish he was experiencing after separating from his wife and children. It's the kind of dilemma many documentary filmmakers inevitably face at one time or another – the balance between bearing witness and becoming involved. But while Andrew's trials and tribulations were heavy-going what shines through is that he is a genuinely good guy struggling to do the best he can for his kids and that is his salutary tale for all those who go into setting up their own business. I believe and hope the audience will be with him all the way.

BIOGRAPHIES

ALAN CARTER – PRODUCER

Alan has been making documentaries since 1986 and his Fremantle-based production company, Alley Kat Productions has been producing quality and innovative documentary programming for local and international markets since its establishment in 1995. From 1997-2000 Alan also acted as Executive Producer for the ABC on independently-produced documentaries in WA. Alan's individual Producer/Director credits include: *Who Do You Think You Are*, *Desperately Keeping Shelia*, *Dirty War/Toxic Avengers*, *Desperately Seeking Shelia*, *Hard Choices*, *The Dinosaur Dealers*, *The Winds of Change* and *First Person* for SBS and *The Accused* (ABC).

CLAIRE HARRIS – PRODUCER

Claire grew up in the arts community of St Ives, Cornwall, UK, moving to Adelaide in 1973. She has a background in the visual arts and studied Social and Cultural Anthropology at the University of Adelaide. Claire worked for several years in London and has extensive experience in film publicity and marketing. She has a long held passion for documentaries and in 2004 established Porthmeor Productions and produced *Hearing James* (SBS) followed by *What the Future Sounded Like* (ABC), which received ATOM and SA Short Screen Award nominations, was voted second in the Adelaide Film Festival Audience Documentary award and has screened at national and international festivals. Claire met Alan Carter when attending an SAFC Documentary incubator run by him. She is currently developing two documentary projects and a drama series with the writer and director Sean Riley.

KATH MCINTYRE – DIRECTOR

Kat has worked as an Assistant Director on over 12 feature films and numerous television series. She has produced/directed 10 hours of broadcast television and has cross-

platform experience in factual programming. Currently Kath is working in distribution in the education market. She has worked as Assistant Director on *McLeod's Daughters*,



Rabbit Proof Fence and on projects for Channel 4 UK, PBS USA, Film Australia, Network 10, Channel 9, Becker Entertainment, and SBS.

MATTHEW BATE – DIRECTOR

Matthew says he is cerebrally pessimistic but nervously optimistic. A dedicated documentary filmmaker, Matthew's last film, *What the Future Sounded Like* has screened at major film festivals around the world. He is currently developing a music series for the ABC and is making another *Inside Australia* story about the fight to save the drought affected farming town of Wudinna for SBS. Matt co-owns and operates Plexus Films, which is based in South Australia (www.plexusfilms.com.au)

SOPHIE HYDE – DIRECTOR

Sophie owns and runs a screen media company, Closer Productions, with partner Bryan Mason. She has worked as a director and producer of documentaries, dance films, music clips, fashion and theatre. Sophie wrote, directed and produced the documentary *OK, Let's Talk About Me* for SBS's *Inside Australia* timeslot which was nominated for an ATOM award and has screened at festivals worldwide. Other documentaries include a non-linear DVD – *Indulge*, and *Beyond Beliefs* a one hour documentary about the relationship between Muslim and non-Muslims in Australia. Sophie directed the short drama *My Last Ten Hours With You* which screened in numerous festivals including Palm Springs (USA), Melbourne International Film Festival, Montreal World Film Festival and Uppsala Short Film Festival. The film won Best Direction, Best Drama and Best Film Awards at the SA Short Screen Awards.

SHANE MCNEIL – DIRECTOR

Shane McNeil is a writer/director who lectured in Film and Media Studies at various tertiary institutions for over 10 years before co-founding the Screen Studies course at Flinders University. In 2001 he formed Smoking Gun Productions with producer Kristian Moliere and together they have produced a number of award winning short films, TVCs and music clips. In 2003 he directed the AFC funded short feature *The 13th House* and has written, produced and directed two hour long documentary specials, *SA Police Files* and *The Ice Factor* for Channel 7. Shane also wrote and produced the award-winning online game *Kafkamestro* for the ABC's GameOn initiative. Most recently he was co-producer on the critically acclaimed, low-budget feature film *Boxing Day* and is currently co-series producer on *Gen Y*, a six-part documentary series for SBS.

Interviews are available with Shivani Gupta, producer Alan Carter, directors Kath McIntyre, Matthew Bate, Sophie Hyde and Shane McNeil.

*For interviews, further information or preview material, please contact the publicist for **Risking It All** Kathryn Hibbert on (02) 9430 3785.*

