

MEDIA RELEASE
19.12.14

‘Reclink & Australia Post’ tvc via Bengar

The Australia Post ‘Our Neighbourhood’ program works with national community partners to help build better communities across Australia.

The partnership with Reclink Australia expands participation opportunities across art and sporting initiatives for some of the most vulnerable and isolated people across Australia.



Reclink Australia deliver programs to support people experiencing mental health challenges, disability, homelessness, substance abuse, culturally diverse communities, correctional services and economic hardship.

Australia Post GM Community Relations, Andrea Pearman: "For over 200 years, our organisation has been helping our customers, our people and communities build better neighbourhoods across Australia. We support Reclink by helping them expand their reach so they can continue to help those who are most vulnerable. The local nature of Reclink’s grassroots activities and programs mean that everyone has an opportunity to feel connected and part of the community."

Director Ben Gartland: "Whether it is cricket, footy or snooker, Reclink gets people together to make friends, have fun and ease some of life’s challenges. In this inspirational story of ‘Raeles’, a female cricketer with a slashing cover drive, we understand what it really means to belong."



“We hope that this spot will make audiences aware of the importance of Reclink to people at-risk and donate to the cause.”

The campaign airs across all networks and can be viewed here -

Reclink 60”: <http://www.bengarfilms.com/commercials/auspost-reclink-60.html>

Reclink 30”: <http://www.bengarfilms.com/commercials/auspost-reclink-30.html>

CREDITS

Agency	Bengar
Media partner	Mitchells
Production	Bengar

Australia Post

EGM Marketing	Greg Sutherland
GM Community Relations	Andrea Pearman
Community Communications	Belinda Allitt
Partnerships Manager	Sarah Rush

Reclink

CEO	John Ballis
National Operations Manager	Joe Rotella

Bengar

Creative Director	Ben Gartland
Producer	Melina Flood
Director Accounts	Catherine Gunn
Director	Ben Gartland
Director of Photography	John Wheeler
1 st Assistant Camera	Geoff Skillbeck
Steadicam	Glen Clayton
Production Assistant	Chris Bresland
Sound	Nick Godkin
Make Up	Mary Burak
Editor	Bengar



Post-production Manager
Colourist
Post audio

Nick Weller
CJ Dobson
Ben Hense

Sincere thanks to “Raeles” for sharing her story. Thanks also Sophie at Mitchells, Ben and James at Cohealth for their support through the production.