

NSW EPA

Never Bin a Battery FY25-26

To whom it may concern,

Here are the usage details for the 'Never Bin a Battery' project

This covers NSW EPA and their co-branded partners (councils and regional waste groups etc) within the state of NSW.

The table below outlines the usage timeframes for:

- Audio VO talent
- Visual talent
- Translations
- Other assets

We've also outlined examples of each of the usage platforms:

Platform	Examples
TVC	Free to air TV, BVOD, SVOD, Catch-up TV
Video Streaming	YouTube, Netflix, Stan, 9Now, 7Plus
Digital Platforms	Meta, Instagram, Website placements
Print	Newspapers, Magazines, Flyers
OOH	Billboards, Bus wraps, Digital OOH
Cinema	Cinema adverting
Radio	Live radio, Digital radio
Music Streaming	Spotify, Listnr, Apple Music

Please let us know if you would like us to co-ordinate any of the extensions mentioned below, when the time comes.

Thanks.

Jay Bendixen.
Lead Creative, RAVEL

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Never Bin a Battery FY25-26 usage rights

Talent	Reference Image	Agency	Usage Rights	Expiration / Renewal Date
An Ngo Lang (<i>mum</i>) – Never Bin a Battery 30", 15", 6" videos		Ravel	5 years NSW statewide only <i>TVC, broadcast, BVOD, social media, video streaming, digital platforms, print</i>	03/11/2030
			5 years NSW statewide only <i>Cinema</i>	03/11/2030
Acelin Lang (<i>son</i>) – Never Bin a Battery 30", 15", 6" videos		Ravel	5 years NSW statewide only <i>TVC, broadcast, BVOD, social media, video streaming, digital platforms, print</i>	03/11/2030
			5 years NSW statewide only <i>Cinema</i>	03/11/2030
Gaetano Martelli (<i>Influencer video</i>)		Ravel	5 years NSW statewide only <i>Social media, digital platforms</i>	03/11/2030
Gantanter Singh Gill (<i>Influencer video</i>)		Ravel	5 years NSW statewide only <i>Social media, digital platforms</i>	03/11/2030
Carina Mirabile (<i>Influencer video</i>)		Ravel	5 years NSW statewide only <i>Social media, digital platforms</i>	03/11/2030

Talent	Reference Image	Agency	Usage Rights	Expiration / Renewal Date
Audio VO - video + radio (<i>English</i>)	-	Ravel (Jay Bendixen)	Perpetuity usage NSW Statewide only <i>TVC, BVOD, social media, video streaming, digital platforms, broadcast, digital radio & all music streaming platforms</i>	-
Audio VO - video + radio (<i>First Nations</i>)	-	Abe's Audio	Perpetuity usage NSW statewide only <i>Broadcast, social media, video streaming, digital platforms, digital radio & all music streaming platforms</i>	-
Audio VO - radio (CALD - <i>Vietnamese, Mandarin, Cantonese, Arabic</i>)	-	Abe's Audio	Perpetuity usage NSW statewide only <i>Broadcast, digital radio & all music streaming platforms</i>	-
Translations (CALD - <i>Vietnamese, Mandarin, Cantonese, Arabic</i>)	-	Abe's Audio	Perpetuity usage Nationwide <i>All</i>	-
Other assets (<i>icons, posters, non- talent photography</i>)	-	Ravel	Perpetuity usage Nationwide <i>All</i>	-